



Spring 2003



Iowa Department of Public Safety

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Iowa's Life Toll Records 5,000 Lives Saved!

by Scott Falb,
Iowa DOT

Much press space is used to track the death toll on streets and highways in Iowa and other states. But one Iowa traffic safety expert had a different idea. In 1986, on the eve of the passage of Iowa's seat belt law, the late Gus Horn, Iowa DOT spokesperson on driver safety issues wanted to come up with a more positive benchmark for traffic safety. He created a "Life Toll," an accounting of the number of people whose lives were saved from death or serious injury because they wore their safety belts in serious crashes.

Horn normally kept track of the number of people who died on Iowa roadways. But he began creating the mechanism for keeping track of the number of people who survived serious crashes. He said those people took responsibility for their own safety by buckling up. Horn started a new notebook to keep track of his toll of people who lived.

He knew he had to get the cooperation of law enforcement officers and get the message out to them that he wanted to record the number of people who survived because they buckled up. Horn decided to issue a wanted poster to law officers to

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.08 to Become Law July 1, 2003

The Iowa Legislature passed and Governor Thomas J. Vilsack signed a bill that will take effect July first to change the per se blood alcohol content from .10 to .08. Iowa became the 39th state to enact such legislation.

Officials plan several events and activities to kick off the activation of the law.

Director J. Michael Laski, said the GTSB and its marketing contractor are working to release a variety of educational efforts including television and radio public service announcements along with newspaper pieces.

Continued on page 3...

**sTEP Waves
2003**

July 2 - 8
August 25 - September 1
November 17 - December 1

Iowa seat belt use 82%	
Goal	85%
Midwest ranking	# 2
(Michigan is #1)	
U.S. Ranking	# 13

Calendar

June 27-July 18:
"You Drink, You Drive, You Lose"
National alcohol enforcement activity

June 17:
Iowa Alcohol Summit
University Park
Holiday Inn,
West Des Moines

Legislative Acts of
Interest to Law
Enforcement:

June 24:
Holiday Inn,
Coralville

June 26:
Holiday Inn-Airport,
Des Moines

June 28:
2-34-92 Corridor
enforcement project

July 2-8:
sTEP wave

Aug 25 - Sept 1:
sTEP Wave

**November 17 -
December 1:**
sTEP Wave

August 28:
I-35/I-80 Corridor
enforcement project

Nov 25 - Dec 1:
sTEP wave



GTSB Has Moved - AGAIN!

For the third time in a little more than three years the GTSB has relocated. For the record our new address is:

Governor's Traffic Safety Bureau
Wallace Building, 4th Floor
Des Moines IA 50319-0248

The GTSB phone numbers, fax number and e-mail addresses remain the same.

If you or your agency need to request educational materials, please provide at least two business days notice if you plan to pick up material and five business days notice if materials are to be shipped. Further, please make sure to talk with Ihla directly to place your order.

Storage space for our promotional materials is divided between the Wallace Building and DPS supply near I-80 and 2nd Avenue in Des Moines, several miles away. In either case, items are not as easily accessible as they were before. Extra time to fill orders is a **MUST** since we'll have to make trips away from the office to retrieve more material as we exhaust what is on-hand here at the GTSB.

Please bear with us. Thanks so much for your cooperation and patience during our transition, which is expected to last at least two years. We're optimistic that once we are in a permanent location, operations will be smoother.

New Web Address

In an effort to make the GTSB website more easily accessible, the URL, or website address, has changed. Find us at: www.iowagtsb.org
It should be easier to remember than: <http://dps.state.ia.us/gtsb/>

Drive Safely Work Week

Organizers are preparing for the 7th annual Drive Safely Work Week, October 6-10, 2003. This year's theme is "Safe Driving is Everyone's Business. Do Your Part."

This year's campaign spotlights the positive actions each driver can take to ensure their safety and the safety of others sharing the road as they drive for work or commute to and from work.

To obtain a toolkit for a local effort of the Drive Safely Work Week Campaign, order online at:

www.trafficsafety.org
or call 888/221-0045.

CrossRoads

Thomas J. Vilsack, *Governor*
Kevin W. Techau, *Commissioner*,
Iowa Department of Public Safety
J. Michael Laski, *Director*,
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We welcome article submissions and ideas pertaining to traffic safety.

Visit our website at: www.iowagtsb.org
The latest issue of *CrossRoads* may be viewed in color at:
<http://iowagtsb.org/gtsbcrrs.pdf>
Back issues of *CrossRoads* may be viewed from links at:
<http://www.infoiowa.state.ia.us/DPS/index.htm>

Traffic Enforcement in Iowa

Dubuque County

A joint effort by law enforcement officers from several agencies, all participants of the SAFE-T² Team conducted a traffic enforcement project at two sites on the edges of Dubuque. One was on U.S. Highway 20 and the other was on U.S. Highway 151.

Officers from Dubuque PD, Dubuque County SO and Iowa State Patrol participated.

Officer Ben Young, Dubuque PD, said many warnings and citations were issued in the four-hour project.

Scott County

Officers from Eldridge, Bettendorf, Davenport and the Iowa State Patrol conducted an enforcement project on U.S. 61 and Interstate 80: Sgt. Joe Blake of Davenport PD reports 132 contacts.

Sgt. Teresa Miller, Iowa State Patrol said a morning project on Iowa 22 netted 243 contacts. Fifteen officers from Davenport PD and the ISP reported 112 speeding contacts, 77 occupant protection contacts and one OWI.

Clinton

After receiving citizen complaints, Capt. Chuck Witt of Clinton PD, conducted a mini-saturation patrol project one April day at 7 a.m. on a heavily traveled parkway on the edge of the city. Four squads stopped violators in a two-mile stretch of roadway.

In an e-mail, Witt told the GTSB, "And wouldn't you know it, the computer at the Clinton County Communications Center went down at 0705. Vehicles stopped, officers wanting information and they can't get it." Then about five minutes later the system was restored. Witt continued, "The first officer that ran a registration got an expired plate violation. Another got a suspended driver."

Pottawattamie County

Trooper Jason Bardsley stopped a weaving motor home in late May. The Michigan driver and four occupants were charged with intent to deliver 234 pounds of marijuana. The estimated street value of the marijuana was \$351,000.

An attempt to write a seat belt violation resulted in several charges in a cooperative project with Council Bluffs PD, Pottawattamie County SO and the Iowa State Patrol. ISP Sgt. Dave Rosenberg tried to issue a seat belt ticket to the driver of a BMW but the driver would have none of it. During a pursuit he drove through a yard causing damage to terrace blocks, through a privacy fence and in and out of ditches. The pursuit ended when three troopers in their cars surrounded the subject's vehicle. The driver was arrested for several traffic charges and was in possession of a substance that was believed to be methamphetamine. Officers said further investigation may result in charging the driver with OWI pending a drug analysis.

Do you have an item of interest, an anecdote or a good story related to traffic enforcement? Feel free to submit it to CrossRoads. Governor's Traffic Safety Bureau
Wallace State Office Building 4th Floor
Des Moines IA 50319-0248
or send an e-mail message to:
gtsbinfo@dps.state.ia.us

.08 Law Effective July 1

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Law enforcement will be briefed on the change in the law with a presentation on the Iowa Communications Network. Dave Dudley, Iowa Law Enforcement Academy, is making plans to conduct a training session on July 8. The two-hour program will be available in at least one site in each of Iowa's 99 counties. Further details will be mailed.

The GTSB's website has posted information about the OWI law at:
www.iowagtsb.org/owi.htm



Commissioner's Special Award for Traffic Safety

The Commissioner's Special Award for Traffic Safety was presented to 26 recipients at the 2003 Governor's

Highway Traffic Safety Conference May 27.



Sgt. Walter Deeds, Cedar Rapids PD, Officer Matt Stringham, Johnston PD, Officer Mark Kjormoe, Marion PD, Sgt. Mike Gritton, Iowa State Patrol, Officer Jeremy Jensen, Dubuque PD, Trooper Lynn Olesen, Cpl. Steve Schneider, Davenport PD, Sgts. Geoff Huff and Jim Johnson, Ames PD, Officer Edward Carlson, Lt. Dan Flores and Officer Darren Budd, Council Bluffs PD.

Sgt. Walter Deeds, Cedar Rapids PD, supervisor for the uniformed platoon volunteered his time to assist with installation & maintenance of all Doppler radars, LIDARs, in-car videos and PBTs.

Officer Matt Stringham, Johnston PD, is a prolific ticket writer for the cause of traffic safety. In 2002 he wrote hundreds of citations for a wide range of traffic offenses, from speeding to seat belt.

Officer Mark Kjormoe, Marion PD, is a three-year veteran and leads the department in citations. In 2002 he was responsible for 16 percent of agency citations and 27 percent of seat belt citations.

Sgt. Mike Gritton, ISP Post 10, Oelwein. After counting 11 traffic deaths in three months in Iowa's four northeastern-most counties, he organized a meeting of every law enforcement agency in the area plus key legislators to discuss potential strategies.

Officer Jeremy Jensen, Dubuque PD, exceeds goals, works with drivers education programs, is a certified child passenger safety seat technician, worked with local SAFE Kids & MADD groups, and facilitated the local multi-disciplinary safety team.

Trooper Lynn Oleson, ISP Post 5, Cherokee, in 2002 volunteered for the ISP's ASAP program. He arrested 71 OWIs in 2002 plus 27 other alcohol violations, 18 narcotics arrests and served 25 outstanding warrants. Oleson is the only accident investigator in his six-county district.

Cpl. Stephen Schneider, Davenport PD, has been with the traffic section 24 of his 31 years. He averages 1,650 citations per year and has managed many coordinated and cooperative enforcement events.

Sgt. Geoff Huff, Ames PD, uses data-driven enforcement strategies to target enforcement, works well with media, partners with other agencies, uses neighborhood groups and has been active in bicycle/pedestrian issues.

Sgt. Jim Johnson, Ames PD, has led the department in accident reconstruction, is the spark behind a railroad crossing safety project and directs the local traffic enforcement projects.

Officer Edward Carlson, Council Bluffs PD, led the department with 75 OWI arrests in 2002. On top of that, he is an advanced accident investigator, trained in drug impaired detection.

Lt. Dan Flores, Council Bluffs PD, was the leader of the traffic unit for several years. He believed in traffic and fought hard for accident investigation equipment that would relieve traffic congestion. Flores organized special multi-agency enforcement projects.

Officer Darren Budd, Council Bluffs PD, is active in traffic safety training including radar, LIDAR, SFST, child safety seat technician, and is an accident reconstructionist. Budd averages 150 traffic citations monthly on the second shift patrol unit.



Officer Joseph Schmitz, Cedar Rapids PD, was deployed on military duty. Pictured receiving his plaque are his wife, Robin, and his son, Chael. Officer Schmitz filled in a huge vacancy. When all of the other accident reconstructionists departed for a variety of reasons, he became the only one available in the department. In 2002 he investigated 5 fatality crashes.



Fran Riley, reporter, KWQC-TV, Davenport has covered sTEP and HEAT projects for several years. Last spring he reported on a special enforcement project on IA-22 on the edge of Davenport. Fran provided stories before, during and after that event. He reports on all facets of traffic safety and has been a good friend to traffic safety for many years. Also pictured is Lt. Phil Yerington, Davenport PD.



Mark Anderson, sales manager, and Shawn McKenna, production manager, Cumulus Media, Waterloo, partnered with four law enforcement agencies in Black Hawk County, MADD, and schools to produce 11 Memorial Day Safety announcements. It's another example of how collaboration for traffic safety gets the job done.

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Sarah Barker, volunteer, Quad Cities Safe Communities Coalition, is a survivor of a motor vehicle crash. Sarah suffered a brain injury, spent three months in a coma, then six months in a wheelchair. She became involved in the coalition as a lecturer and is particularly effective speaking to high school students with the *Crashes are not Accidents* program. Sara took a setback and is graciously giving back to the community.

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Sara Padavich, co-coordinator, Quad Cities Safe Communities Coalition, has become an integral part of the coalition's injury prevention program. She helped develop the *Crashes are not Accidents* program that targets drivers education students and high school groups. In 2002 she presented it to more than 1,000 students.



Elaine Walter, clinical resource nurse, Children's Center, Mercy, Des Moines excels with child passenger safety. She is a certified child passenger safety seat technician and takes every opportunity to talk with peers, families, community leaders and community members to spread the word about child passenger safety.

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Gary Love, fixed operations director, Saturn of Des Moines. The permanent local child restraint fit station and child safety seat technicians needed a site. Love saw the need for a permanent fit station in Des Moines and stepped up. Lisa Carponelli, news anchor, WOI TV-5 Des Moines, has graciously assisted both the Des Moines and the Iowa SAFE Kids coalitions in spreading the word about child passenger safety and bicycle helmets. She has done live reports from the fit station at Saturn of Des Moines and has reported on the legislative efforts to enhance Iowa's child safety seat laws.

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Commissioner's Special Award for Traffic Safety



Jennifer Perry, public relations coordinator, Blank Children's Hospital, Des Moines, keeps SAFE Kids issues in front of the media not only in Des Moines, but throughout Iowa.



Shirley Andre, director, IDOT's Division of Driver Services, is the driving force behind Traffic & Criminal Software (TraCS) and the National Model. The goal, and it is close, is eight-hour old data will be available statewide.

Other Recipients

John Seddon, manager, Bankers Trust, Merle Hay Road, Des Moines believes in seat belt use so much, he put it on a sign. Seddon has placed buckle up messages on its scrolling sign for more than two years.

Jerry Dietz, news reporter, KCSI/KOAK, Red Oak, works well with local law enforcement to report traffic safety issues. He reports extensively about coordinated corridor events and sTEP activities.

GTSB Receives NHTSA Award for Public Service



The GTSB staff received NHTSA's Award for Public Service. Pictured are Bob Thompson, Ila Hochstetler, Sandy Bennett, Shelley DeForest, Lu Simpson, Trooper Adam Buck, Carson Whitlow, Mark Campbell, Bob Rushing, and Denny Becker. Standing on the podium behind the staff are Romell Cooks, Region VII Administrator, NHTSA, and Director J. Michael Laski, GTSB.

The staff of the Governor's Traffic Safety Bureau received the Public Service Award from the National Highway Traffic Safety Administration. It is one of the highest honors to be presented to an organization or an individual by the federal agency. Romell Cooks, Regional Administrator, NHTSA, cited the GTSB's outstanding effort and tremendous success in implementing highly effective traffic safety programs. Cooks said the Iowa GTSB is among the tops in the nation. Iowa's hard work resulted in a .52 alcohol fatality rate and 81 percent safety belt use rate, thereby reducing traffic fatalities and saving lives throughout Iowa.

The award was presented to the staff before a luncheon at the Governor's Highway Traffic Safety Conference held in Des Moines March 25-27, 2003. The award was presented by Cooks on behalf of Dr. Jeffrey Runge, NHTSA Administrator.

Cooks said the purpose of the Public Service Award is to recognize and honor an individual or organization who exemplifies high standards of achievements in the field of traffic safety, and who has contributed to the quality of life in the community, state or nation.

Improving “Safety Management System” Programs



The safety management system or SMS approach to addressing highway safety is developed with unique features

suited to the states and provinces where it is implemented. Iowa’s program is one of three approaches to SMS implementation

selected to be profiled as best practices in a Transportation Research Board report due out this year:

- The Iowa statewide organization and its Iowa *SMS Toolbox of Highway Safety Strategies* Available at:

<http://www.iowasms.org/toolbox.htm>

- Washington State’s *Local Agency Safety Management System* handbook focused on local safety program implementation. Available at:

<http://www.wsdot.wa.gov/fasc/EngineeringPublications/Manuals/lasms.pdf>

- An *Integrated Safety Management System* approach being developed as National Cooperative Highway Research Program – Project 17-18(5).

Iowa’s SMS Programs Draw Interest from Other States.

Iowa has gained attention from national groups. Several states, learning of Iowa’s SMS success, have visited with Iowa’s safety staff to learn more. Hawaii safety officials have visited Iowa twice to learn more about our successful electronic law enforcement crash data reporting and our SMS programs.

In April, Washington State officials met with GTSB, DOT, and FHWA Iowa staff to learn more about our collaborative state and local SMS programs. Washington has developed a handbook for locals to use in identifying, analyzing and implementing solutions to roadway safety problems. Now they hope to develop successful local groups like the Iowa SMS multi-disciplinary traffic safety teams.

In late June, the Iowa SMS organization will have Geni Bahar from iTRANS facilitate a workshop for Iowa’s highway state and local safety practitioners to learn of potential enhancements the *Integrated Safety Management* model might offer Iowa’s SMS.

Local SMS Groups:

Dubuque County: 10 a.m., Every sixth Friday. Contact: Cpl. Cory Sommer 563/589-4473.

Polk County: 1:30 p.m., second Tuesday of each month. Contact: Cy Quick 515/225-2349.

Scott County: CARS): 10 a.m., third Wednesday of each month. Contact: Denny Coon 563/326-8244.

Pottawattamie County (SWIFT): Meetings vary. Check www.cbtraffic.net Contact: Blake Redfield 712/328-4645.

Iowa's Strategic Highway Safety Plan web site:
www.iowaSMS.org

For other SMS information, contact Mary Stahlhut, 515/239-1169. E-mail: Mary.Stahlhut@dot.state.ia.us

Life Toll

(lives saved by the belt since July, 1986)

YTD 2003	116
Grand Total	5,056

Seat Belt Awards

Iowa Mold Tooling Co. Inc.: 85%

Iowa Mold Tooling Co., Inc., Garner, was awarded the GTSB/NHTSA 85 percent Safety Belt Honor Roll plaque.



Kneeling are members of Iowa Mold Tooling's safety committee, Mike Muth, Jerry Thomas and Mike Joint.

Standing are Ken Schaeffer, Charlie Black, Iowa Illinois Safety Council, Pat Hall, Roger Herman, Steve Redig, and Denny Becker, GTSB.



The photo at left shows the entry point of Iowa Mold Tooling with its reminder to buckle up.

Iowa's Life Toll: 5,000 Lives Saved!

...Continued from page 1

announce the beginning of the program. But he needed a catchy title. So he came up with *Life Toll* to be the opposite of the traditional *death toll*. Horn distributed wanted posters for *Life Toll* which announced the beginning of the program on July 1, 1986, the day Iowa's seat belt law went into effect.

Iowa's *Life Toll* has been functioning ever since. Some 250 to 300 lives are added to the *Life Toll* each year. The death toll adds 425-460 lives annually. By mid-May 110 lives were added to the *Life Toll*. Since the program was started, 5,050 lives have been saved from death or serious injury by wearing safety belts in life-threatening crashes. That compares with the population of Sheldon (5,050), Glenwood (4,060) or Orange City (4,940).

Thanks, Gus, for your ongoing contribution of the *Iowa's Life Toll*.



Governor's Traffic Safety Bureau
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