

Iowa

Highway Safety Program

2003



GOVERNOR'S TRAFFIC SAFETY BUREAU

IOWA DEPARTMENT OF PUBLIC SAFETY

ANNUAL REPORT

for the

Iowa Highway Safety Program



Federal Fiscal Year 2003

Table of Contents

Overview3 - 6

Planning & Administration7 - 9

Alcohol10 - 17

Occupant Protection18 - 25

Police Traffic Services26 - 32

Program Management.....33 - 37

Pedestrian/Bicycle Safety38 - 42

Roadway Safety.....43 - 46

Youth/Alcohol.....47 - 52

Safe Communities53 - 56

Motorcycle Safety57 - 59

Occupant Protection Incentive60 - 66

Repeat Intoxicated Driver67 - 71

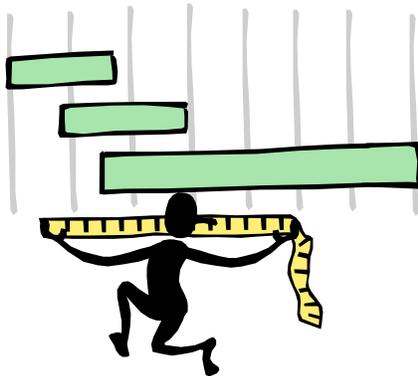
Alcohol Incentive 72 - 80

Traffic Records Data Improvement81 - 85

Iowa At A Glance



Measuring the Success of Iowa's Highway Safety Initiatives

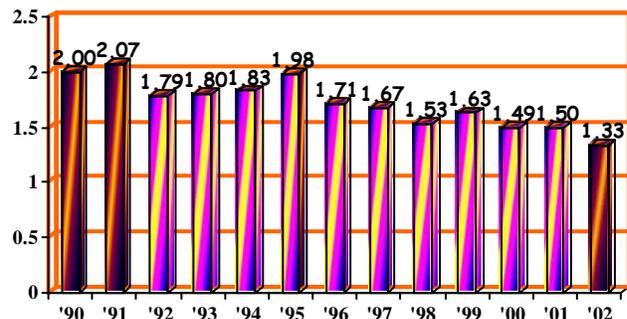


Data provides a critical measure of the ultimate impact of federally-funded programs and countermeasures on the safety of Iowa's roadways. The following section summarizes some key highway safety performance measures and the progress Iowa is making towards a safer roadway environment and a better quality of life for all Iowans.

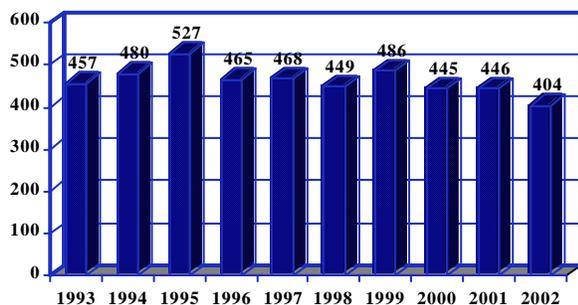
Traffic Deaths and Iowa's Mileage Death Rate

2002 was a historic year for Iowa as the state set a 57-year low in traffic deaths with 404. This is the lowest figure since World War II. Fatalities were down 42, or over 9% from the 2001 total of 446. Fueled by improving safety belt use, better roads, safer vehicles, improved emergency services, continued reductions in impaired driving, and the state's willingness to hold the line on proposed speed limit increases, Iowa reached its lowest, non-war fatality total since 1928. At that time, the Model A Ford was being introduced.

Iowa Traffic Fatality Rates

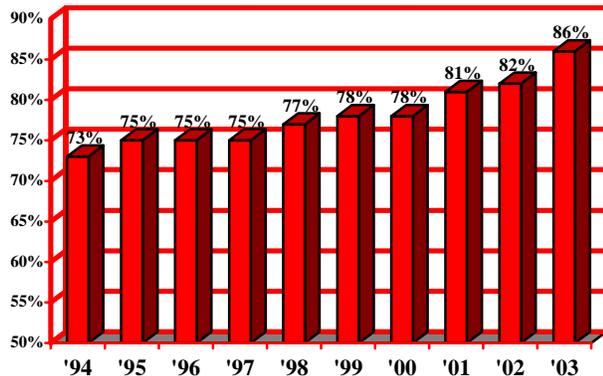


Iowa Traffic Fatalities



Iowa's fatality rate per 100 million vehicle miles traveled also set an all-time low in 2002. For the first time ever, Iowa's fatality rate fell to 1.33 deaths per 100 million vehicle miles traveled. This rate is now well below the national average of 1.51 despite the paradoxical fact that Iowa is largely a rural state with one of the oldest populations in the nation and we have a much higher level of commercial vehicle travel. All of these factors characteristically tend to push fatality rates higher.

Iowa Safety Belt Usage Rates

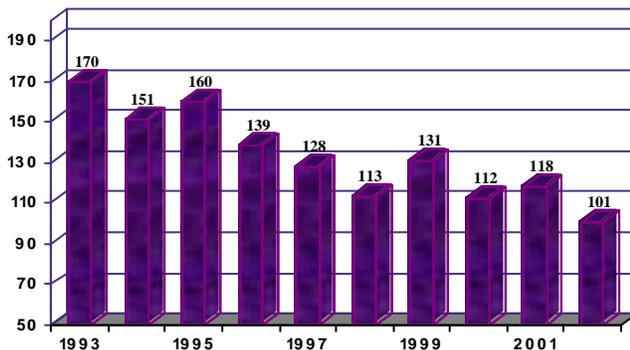


Safety Belt Use

Lack of a safety belt remains a major contributor to death and serious injury in Iowa, despite a usage rate of 86% which puts Iowa among the top 7 states in the nation and first in Region 7 and the greater Midwest. Usage rates have continued to climb with 78% usage in 2000 and 71% in 1992. Each percent of increase means at least 28,000 more Iowans are buckling up.

Impaired Driving

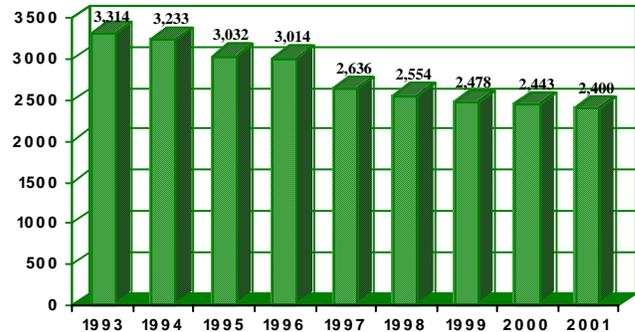
Iowa Alcohol-Related Fatalities



From a highway safety standpoint, Iowa has made its most dramatic progress in this crucial area. Since 1995 alone, annual alcohol-related fatalities have

fallen by nearly 60. The 2002 figure of 101 alcohol-related traffic deaths is an all-time record low. Alcohol-related injuries have also declined by nearly 40% since 1990.

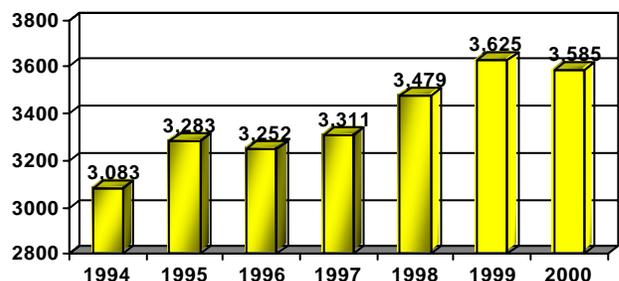
Iowa Alcohol-Related Injuries



Traffic Injuries

While traffic injuries and serious traffic injury rates per 100 million VMT have been gradually declining, the overall numbers of traffic injuries and serious traffic injuries have increased in the mid 1990s before leveling off. Increased safety belt use and the subsequent increase in crash survivors along with better reporting have also contributed to the absence of decline in injury numbers as well as substantial increase in vehicle miles traveled.

Serious Traffic Injuries in Iowa

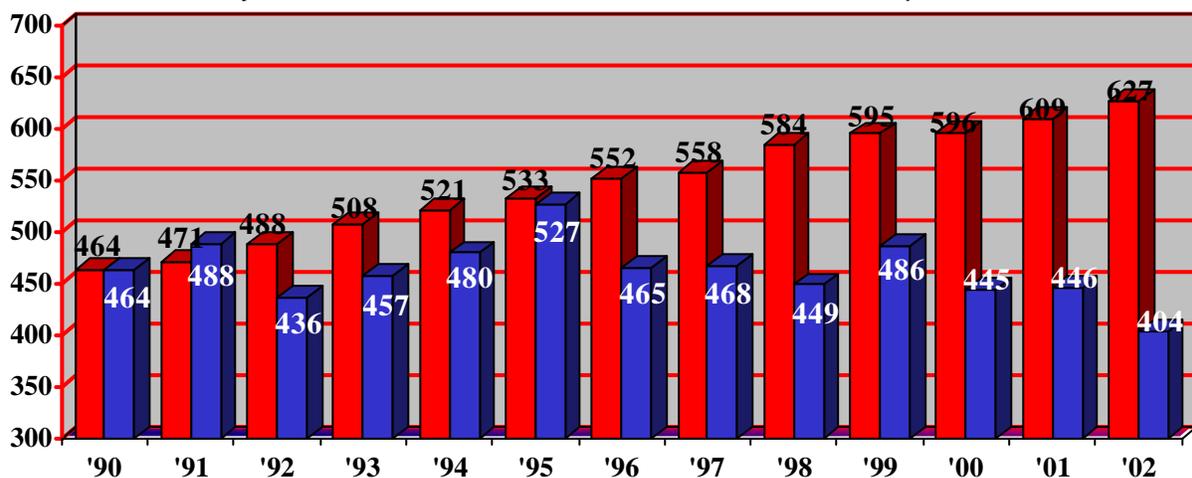


Beyond the traditional measures of highway safety progress such as reduced fatalities or injuries and improved occupant restraint use, lie other measures which clearly demonstrate the life-saving, life-affirming benefits of effective traffic safety programs.

A graph of possible versus actual fatalities illustrates the number of lives which would have been lost had Iowa's fatality rate per 100 million vehicle miles traveled remained at the 1990 level of 2.0. In 2002 alone, 223 additional traffic fatalities would have occurred if the mileage death rate had not decreased.

Actual Iowa Traffic Fatalities vs. Possible Fatalities

If Iowa's Fatality Rate had remained at the 1990 Level of 2.00 per 100 million VMT

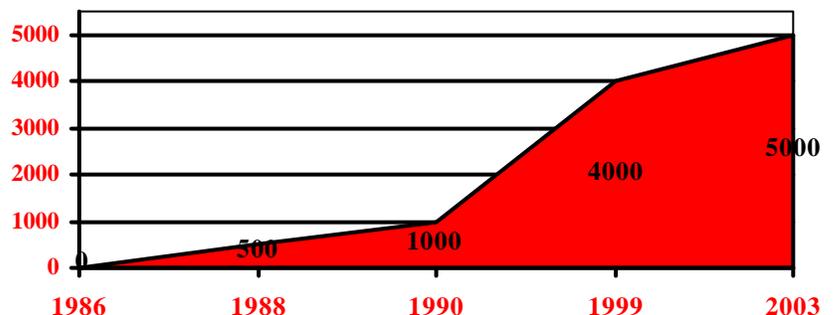


Iowa is proud to have a unique and unequivocal measure of how effective our safety belt and child restraint programs are. Founded by Mr. Gus Horn and administered by the Iowa Department of Transportation's Office of Driver Services, Iowa's "Life Toll" documents the names of individuals spared death and life threatening injury because they were using a safety belt or

child restraint at the time of a collision. Based on documentation from law enforcement officers at the crash scene, the Life Toll was initiated July 1, 1986, the day Iowa's safety belt statute became law. As of December 10, 2003, the Life Toll contains the names of 5,200 Iowans who avoided tragedy because they took three seconds to reach, pull and click their safety belt on.

Iowa's Life Toll-A Historical Perspective

- 1988 Life Toll reaches 500
- 1990 Life Toll reaches 1,000
- 1999 Life Toll reaches 4,000
(Life Toll Celebration at Iowa State Fair)
- 2003 Life Toll exceeds 5,000



Key Goals

From the Objectives section of Iowa's Highway Safety Plan, several universal goals stand out, including:

- Achieve/maintain an overall traffic fatality rate of 1.5 fatalities per 100 million VMT or lower by the end of FFY 2004.
- Achieve/maintain a serious traffic injury rate of 12.0 serious injuries per 100 million VMT or fewer by the end of FFY 2004.
- Achieve/maintain an alcohol-related fatality rate of .4 fatalities per 100 million VMT or lower by the end of FFY 2004.
- Achieve a statewide safety belt use rate of 85% by the end of FFY 2004.

Key Accomplishments

Each of these major goals, which relate directly to death and injury on Iowa's streets and highways, was exceeded:

- Achieved an overall fatality rate of 1.33 in 2002, an all-time record low in Iowa. This figure is .15 or 10% lower than the 2001 figure of 1.48.
- Achieved a serious injury rate of 11.7, based on the latest available traffic injury data (2000).
- Achieved an alcohol-related fatality rate per 100 million VMT of .33 in 2002, an all-time record low. The 2002 rate is down .06 or 15% from the 2001 rate.
- Achieved a statewide safety belt use rate of 86% in 2003, an all-time record high. This figure is up 4% from 2002 and represents 110,000 additional Iowa drivers and front seat passengers buckling up.

Iowa's Annual Evaluation Report provides an in-depth look at the programs and activities that made each of these accomplishments possible. Only through the diligent work of many, many individuals can such great strides be made. It takes a combination of aggressive enforcement, innovative education, quality public service announcements and a host of other resourceful programs and people to impact our driving public. In looking at the wide range of activities and programs conducted during FFY 2003, this fact becomes clear. Through our varied partnerships with other traffic safety professionals and local concerned individuals across the state, great progress has been made. The Governor's Traffic Safety Bureau will continue to strive to improve traffic safety in Iowa with the aid of the National Highway Traffic Safety Administration and our many capable and steadfast traffic safety

Planning & Administration



Planning & Administration



PROGRAM CHARACTERISTICS

Training
Technical Assistance

TARGETED POPULATION(S)

GTSB Staff
Program Administrators

PROBLEM IDENTIFICATION

Each year, nearly 65,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, 3,500 or more serious injuries and approximately 450 fatalities. A key element in Iowa's efforts to reduce the death and injury resulting from traffic crashes on our state's streets and highways is the timely and prudent administration of federal highway safety programs such those funded under Sections 157, 157I, 164, 402, 405a, 410, 411 and 2003b.

GOALS AND OBJECTIVES

- ◆ To provide the management/financial expertise necessary to plan, contract, monitor and evaluate Iowa's highway safety program.
- ◆ To provide the administrative capabilities necessary to support total program efforts.
- ◆ To provide fiscal training and information to contractors.

STRATEGIES AND ACTIVITIES

As Director of the Governor's Traffic Safety Bureau, Mr. J. Michael Laski is responsible for the agency's day-to-day operation. He is the signatory authority for fiscal and program operations. Mr. Laski supervises a staff of ten full-time employees and provides direction for the program operations and financial management of the Bureau. In addition to his management duties, Mr. Laski serves as a member of the State Traffic Records Advisory Committee and the Iowa Safety Management Systems Policy Committee. He is President of the Iowa Traffic Control and Safety Association. Mike is also a Board member of the Governors' Highway Safety Association, a national organization that represents state highway safety offices.



J. Michael Laski has served as the Director of the Iowa Governor's Traffic Safety Bureau since 1986.

Ms. Shelley DeForest serves as the Bureau's Financial Manager. She is responsible for all monetary reporting requirements including the preparation of the budget information in the Highway Safety Plan and the Annual Report. She oversees all budgetary aspects of the Bureau's 157, 157I, 164, 402, 405a, 410, 411 and 2003b contracts. Ms. DeForest is also responsible for claim reimbursement processing and the preparation and submission of Change Orders. Ms. DeForest prepares budget information for the Bureau and provides assistance to program contractors and the rest of the staff on fiscal matters. She maintains the Bureau's financial related policy files and utilizes NHTSA's Grant Tracking System. She also serves as the Bureau's liaison with other financial management personnel in the Department of Public Safety and the National Highway Traffic Safety Administration. Shelley works with the GTSB's sTEP Coordinator to develop and conduct annual training sessions for Section 157 contractors outlining fiscal and program reporting requirements.

Ms. Sandy Bennett is the Administrative Assistant for the Bureau. She provides administrative support for the entire range of Bureau operations including program activities, correspondence, educational items and contract reporting requirements. Ms. Bennett prepares and processes all highway safety contractual agreements and provides primary assistance with the Bureau's Problem Identification, Highway Safety Plan and Annual Report. She processes Bureau correspondence and maintains the GTSB filing systems. Ms. Bennett provides agency activity

schedules, ensures federal and state deadlines are met and handles all staff travel arrangements. Sandy attends monthly Contractor meetings, takes the minutes and processes and distributes them to all GTSB contractors. She also is responsible for updates to the GTSB's Policy and Procedures Manual and designs computer presentations for the Bureau Director and other staff.

RESULTS

Program management and financial expertise was provided for planning, contracting, monitoring and evaluating federal 157, 157I, 164, 405a, 402, 410, 411 and 2003b highway safety programs as well as the General Motors grant. Administrative support was also provided for the management of these same program efforts. Fiscal information, training and program oversight was provided to all Governors' Traffic Safety Bureau contractors. The FFY 2002 Annual Report, FFY 2003 Highway Safety Plan and all fiscal documents were completed on a timely basis.

FUNDING	BUDGET	EXPENDED
Section 402	\$140,000	\$129,160
CONTACT		
Shelley DeForest		
Iowa Governor's Traffic Safety Bureau		
515/281-3730		

Alcohol



Alcohol Emphasis Area Contractors:

	<u>Budget</u>	<u>Expended</u>
Black Hawk County Sheriff's Office*	\$11,800	\$10,628
Cedar Falls Police Department	\$10,000	\$10,000
Council Bluffs Police Department	\$20,625	\$19,860
Division of Criminal Investigation Lab	\$15,000	\$15,000
Drug Recognition Expert Training	\$5,000	\$0
Dubuque County Sheriff's Office	\$10,125	\$9,000
Dubuque Police Department	\$33,675	\$20,413
GTSB Educational Materials	\$20,000	\$17,616
GTSB Travel	\$5,000	\$569
Iowa Law Enforcement Academy	\$95,000	\$91,593
Marion County Sheriff's Office	\$6,000	\$225
Mason City Police Department	\$7,125	\$6,227
Ottumwa Police Department	\$9,375	\$9,375
Polk County Sheriff's Office	\$44,550	\$37,528
Pottawattamie County Sheriff's Office	\$5,625	\$2,872
Prosecuting Attorneys Training Coordinator	\$157,000	\$157,000
Scott County Sheriff's Office	\$8,625	\$3,314
Sioux City Police Department	\$10,125	\$10,125
State Court Administrator's Office	\$15,000	\$10,055
The Integer Group	\$75,000	\$75,000
Woodbury County Sheriff's Office	\$6,375	\$6,375

*contract contains 402 & 410 funds

Alcohol

**PROGRAM CHARACTERISTICS**

Enforcement
 Education/Training
 Support Services
 Public Awareness

TARGETED POPULATION(S)

Impaired Drivers
 Youth
 Judges & Prosecutors
 Law Enforcement

PROBLEM IDENTIFICATION

Despite significant reductions in Iowa alcohol-related fatalities and injuries during the past decade, impaired driving remains a significant factor in traffic-related death and injury in our state. Alcohol-related fatalities for 2002 totaled 101. This is an all-time record low, down 17 from 2001 when 118 people died. Alcohol-related fatalities have declined by more than 50% since 1990. Alcohol-related injuries totaled 2,443 in 2000, down 38% since 1990. Alcohol is a contributing factor in 9% of all injury crashes, 16% of all crashes that result in a serious injury and 25% of all crashes resulting in a fatality.

Weekend crashes occurring between 9:00 p.m. and 3:00 a.m. on Friday and Saturday evenings account for nearly 30% of all alcohol-related fatalities.

Young drivers are also over represented with 16-24 year olds making up 16% of Iowa drivers, but over 30% of drinking drivers involved in fatal and injury crashes.

GOALS AND OBJECTIVES

- ◆ To maintain or increase total OWI enforcement contacts in the project area.
- ◆ To maintain at least an 85% statewide OWI conviction rate.
- ◆ To provide specialized alcohol-related traffic safety education to judges, prosecutors, law enforcement officers and students.
- ◆ To provide the technical and analytical expertise to Iowa agencies implementing alcohol and other drug programs.
- ◆ To achieve and maintain 28% or fewer alcohol-related fatalities by the end of FFY 2003.
- ◆ To achieve and maintain an alcohol-related fatality rate of .45 alcohol-related fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2003.
- ◆ To achieve and maintain an alcohol-related injury rate of 8.5 injuries per 100 million VMT or lower by the end of FFY 2003.

STRATEGIES AND ACTIVITIES

Enforcement

Six police departments and seven sheriffs' offices were part of the 402 alcohol emphasis area. Agencies used selective overtime enforcement to focus on OWI and other alcohol-related violations. Special emphasis was given to nighttime enforcement primarily on weekends due to the elevated risk of alcohol-related crashes. Agencies actively participated in cooperative efforts with other local police and sheriffs' offices including safety checkpoints, saturation patrols and corridor projects.

One new and significant factor in impaired driving enforcement was the passage and enactment of .08 BAC legislation, which became effective July 1, 2003. Iowa is now one of 45 states that have adopted the .08 standard.

One key to successful enforcement regarding impaired driving has been the recognition that impaired driving does not occur in a vacuum. Impaired drivers, particularly those with BACs between .08 and .15 often exhibit other illegal driving behaviors like speeding and non-use of safety belts. Because of this, alcohol enforcement contracts also contain goals for safety belt, speed and other serious moving violations.

Education/Training

Judicial training is provided through the *State Court Administrator's Office* in the Iowa Supreme Court Office of Judicial Education and Planning. Activities

include traffic safety/traffic law training at the annual Iowa Magistrates Conference and specialized traffic court training at the National Judicial Educators Conference for the Executive Director of Judicial Education.

Training on OWI case procedures for prosecutors in Iowa's county attorney offices and for law enforcement officers is provided by the *Prosecuting Attorneys Training Coordinator*. The *Iowa Law Enforcement Academy* provides training to peace officers statewide on a broad range of OWI related issues and techniques including Standardized Field Sobriety Testing, Horizontal Gaze Nystagmus and drug interdiction training. A special training session on Iowa's new .08 BAC law was conducted via the ICN in July. The session reached remote sites in all 99 counties.

In addition to projects specifically geared toward training, local enforcement contracts also included training and education components. Impaired driving awareness programs are conducted at local schools at both the high school and elementary level. Officers also receive training through various workshops they attend with GTSB funding support.

Public Awareness

A comprehensive alcohol/impaired driving program must reach beyond traditional enforcement efforts and embrace a wide array of training; education and public information initiatives in order to achieve sustainable and meaningful reductions in traffic related death and injury.

Iowa's public information efforts are spearheaded by a statewide alcohol mass media campaign, produced and administered for the GTSB by *The Integer Group*. Because of their over representation in alcohol-related crashes, drivers under the age of 35 are the primary target audience for television, radio and corresponding print public service announcements (PSAs). Movie theaters across Iowa helped promote traffic safety by showing the Bureau's PSAs as movie trailers. Young theatergoers were a "captive" audience for the airing of several impaired driving spots. In addition to PSAs, educational materials are also produced and distributed statewide through the GTSB office. These include posters, brochures and items such as ink pens, note pads and paper clips imprinted with a message on not drinking and driving. Local enforcement agencies also make a significant contribution to public awareness of impaired driving and its consequences.

One major initiative during FFY 2003 was promotional and public information efforts regarding Iowa's new .08 BAC law. A group of interested organizations and individuals including 40 members of the law enforcement, health, public education, transportation, insurance, licensing and anti-impaired driving advocacy community met in May to discuss strategies for getting the .08 message out. Two important .08 public information efforts grew out of the group discussions. One was a T.V./radio public service announcement that featured a rap music tune. A second, unprecedented effort involved a GTSB partnership with GuideOne Insurance to

produce, distribute and post a .08 billboard. GuideOne furnished funds to cover production and posting fees for the billboard while GTSB funds supported development costs. This effort represents the first time the Bureau has financially partnered directly with the private sector.



Support Services

Support programs include toxicological support for the Department of Public Safety *Division of Criminal Investigation Laboratory*, where approximately 2,000 breath, blood and urine samples are analyzed for OWI cases each year.

RESULTS

Enforcement

Reductions in alcohol-related traffic fatalities and injuries have been the primary factor behind overall reductions in traffic deaths and injuries in Iowa. Since 1990, Iowa has experienced a 54% drop in alcohol-related fatalities and a 38% drop in alcohol-related injuries. With these significant reductions has come an obvious reduction in the number of impaired drivers on our state's streets and highways.

A total of 13 local enforcement agencies were involved in the 402 alcohol emphasis area program. These agencies made 780 alcohol-related enforcement contacts, an average of 60 per agency. Leading the way were two agencies that reached over 100 alcohol contacts. The *Scott County Sheriff's Office* achieved 145 contacts while the *Dubuque County Sheriff's Office*, utilizing late-night enforcement, garnered 130.

The *Ottumwa Police Department* and the *Polk County Sheriff's Office* each made notable OWI contacts with Ottumwa totaling 96 and Polk County with 70. Both agencies fell just short of their contract goals for OWI contacts. Other agencies that met or exceeded their OWI contract goals were the *Mason City Police Department* with 55 contacts and the *Black Hawk County Sheriff's Office* with 52. The *Cedar Falls Police Department* garnered 58 OWI contacts, just two shy of their goal.

In the area of safety belts, three agencies surpassed their contractual goals. The *Ottumwa Police Department* led all alcohol area agencies with 538 occupant protection enforcement actions, more than 150% of their goal of 350. In Pottawattamie County, the sheriff's office continued a strong tradition of belt enforcement with 180 actions. Other agencies exceeding 100 safety belt actions include the *Sioux City Police Department* with 206, the *Mason City Police Department* with 183, the *Council Bluffs Police Department* with 181 and the *Dubuque Police Department* with 273. A grand total of 2,192 occupant protection enforcement

contacts were reported for an average of 168 per agency.

In the 17 years since Iowa enacted its primary safety belt law, occupant restraints have saved nearly 5,200 persons from death or life-threatening injury on our state's streets and highways. Despite an 86% usage rate that places Iowa 8th in the nation, lack of restraint use remains in a virtual tie with impaired driving as a contributor to death and serious injury on Iowa roads.

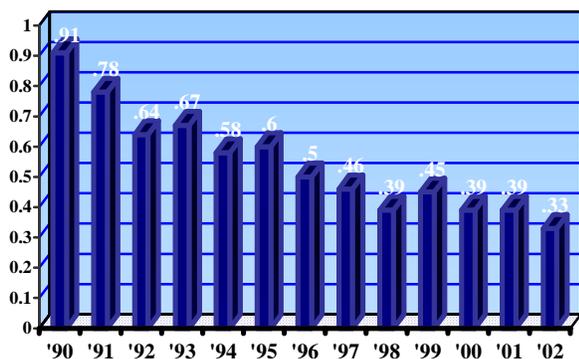
Speed and other moving violation interdiction is a vital part of impaired driving enforcement. With fewer than 6% of the drinking drivers involved in Iowa fatal crashes having a previous OWI conviction, speed, running stops signs/lights and other traffic offenses provide an important avenue for officers to locate and apprehend impaired drivers.

Speed and other serious moving violations are major factors in fatal and serious injury crashes in Iowa. Each year, over 50 Iowans are killed in crashes involving speed or speed too fast for conditions while as many as 70 persons are killed in crashes involving failure to stop or yield at signs and lights. Crashes involving each of these factors seriously injure more than 200 persons each year.

Overall, speed and other moving violation contacts totaled 4,652, averaging 358 per agency. Seven of the 13 enforcement agencies in the alcohol emphasis area exceeded their contract goals. The *Ottumwa Police Department* led all agencies with 1,037 contacts. The *Dubuque County Sheriff's*

Office and the Dubuque Police Department both exceeded 500 moving violation contacts. Police departments in Cedar Falls and Sioux City and sheriffs' offices in Black Hawk and Woodbury counties all reported over 300 moving violation contacts.

Alcohol Related Fatality Rates per 100 million vehicle miles traveled



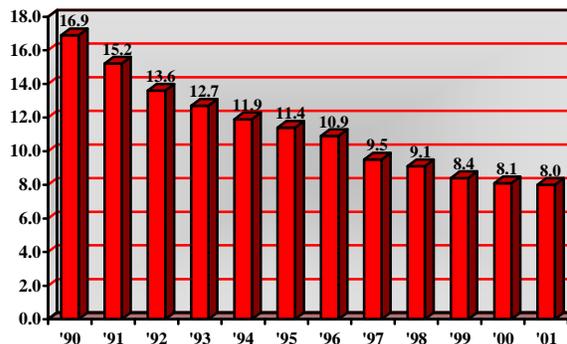
The enforcement activities of these agencies contributed significantly to the record low number of alcohol-related fatalities. Those 101 fatalities represent by far the lowest number of alcohol-related fatalities in the state's history. The alcohol-related fatality rate of .33 per 100 million vehicle miles traveled was well below our target goal of .45 or less and was also the best rate ever achieved.

The percentage of total traffic fatalities that were alcohol-related also tied for the lowest ever at 25% and made it possible for us to reach our goal of 28% or fewer alcohol-related traffic fatalities. This figure placed Iowa among the best ten states in the nation, in terms of lowest percentage of fatalities that were alcohol related.

Alcohol-related injuries hit an all-time low with 2,443 injuries in 2000. Over

the decade of the 1990s, alcohol-related injuries in Iowa declined 38% while the injury rate per 100 million vehicle miles traveled fell 50%.

Alcohol Related Traffic Injury Rates



Education/Training

Education remains the cornerstone of Iowa's efforts to combat impaired driving and its tragic consequences. The State Court Administrator's Office utilized GTSB funds to provide training on OWI adjudication to 135 magistrates at a conference held in June. A new judge orientation seminar, also in June, provided more in-depth information on impaired driving offenses and issues to 13 new district and associate district court judges.

The Prosecuting Attorneys Training Coordinator who works in conjunction with the Iowa Attorney General's Office provides an invaluable resource to the GTSB and Iowa's prosecution and law enforcement community. During FFY 2003, a total of five prosecutor training events were held with a total audience of 382 prosecutors. Issues included discussions regarding Iowa's new .08 BAC law. Impaired driver detection and apprehension training events included a

total of eight activities with emphasis on OWI and domestic violence reporting and drugged driving issues. These events reached 338 officers, 48 prosecutors and 50 other individuals.

The *Iowa Law Enforcement Academy* conducted 12 SFST Update classes with over 1,350 officers in attendance. One very large event was the special one-day ICN .08 BAC class that reached over 1,000 officers at remote sites in all of Iowa's 99 counties. This training, conducted in July of 2003, was a crucial step in the successful launch of Iowa's new .08 BAC law that became effective July 1, 2003. Standardized Field Sobriety Testing basic classes and drug recognition for street officers reached an additional 479 deputies and police officers.

Public Awareness

The Integer Group, the Bureau's long-time contractual partner for public information and education, provided invaluable support in the timely creation and distribution of an innovative new PSA to spearhead the .08 BAC law introduction and kick-off. The television spot entitled "Rap" was aimed at Iowa's youngest and most prevalent group of potential OWI offenders, drivers in their teens and 20s. Distributed to 32 T.V. stations throughout Iowa, "Rap" is expected to generate at least \$150,000 worth of free airplay. The companion radio spot for "Rap" reached 130 radio stations with anticipated exposure value in excess of \$100,000. In addition, the GTSB's earlier radio/T.V. impaired driving PSA entitled "Answering

Machine" continued to receive significant airplay.

In an unprecedented effort aimed at educating the driving public about Iowa's new .08 BAC law, the Bureau partnered with GuideOne Insurance to fund seven 14'x48' painted vinyl billboards in Iowa's largest markets with the message: ".08 When to say when? Here's your cue." GTSB funded the development costs while GuideOne provided \$14,300 to cover the painting and posting costs of the billboards that are located at high-volume, maximum exposure sites. The total value of this exposure is estimated at \$185,000.

Local law enforcement agencies conducted a total of 147 public information and education activities. The *Ottumwa Police Department* had 37 events while the *Council Bluffs PD* conducted 23 activities. Radio interviews and events at safety fairs, malls and schools were prevalent.

Support Services

The Department of Public Safety's *Division of Criminal Investigation Laboratory* continued to provide excellent toxicological support, testing 1,248 samples for alcohol and other drugs and providing 48 toxicological court testimonies.

FUNDING	BUDGET	EXPENDED
Section 402	\$571,025	\$512,775
CONTACT		
Denny Becker		
Iowa Governor's Traffic Safety Bureau		
515/281-8844		

Occupant Protection



Occupant Protection Emphasis Area Contractors:

	<u>Budget</u>	<u>Expended</u>
Black Hawk County Health Department	\$5,200	\$5,043
Governor's Traffic Safety Bureau	\$41,000	\$13,013
GTSB Educational Materials	\$55,000	\$51,037
GTSB Travel	\$5,000	\$1,239
Iowa Health System	\$25,000	\$22,539
Iowa State Patrol - C.A.R.E.	\$125,000	\$118,286
Iowa State Patrol	\$134,240	\$111,903
The Integer Group	\$75,000	\$67,768
University of Iowa Injury Prevention	\$20,000	\$19,259

Special Occupant Protection Emphasis Area

Contractor:

	<u>Budget</u>	<u>Expended</u>
GTSB Educational Materials	\$41,469	\$10,775

Occupant Protection Incentive (405a) Emphasis

Area Contractor:

	<u>Budget</u>	<u>Expended</u>
Blank Children's Hospital	\$25,000	\$23,600
Department of Public Health	\$135,000	\$92,959
GTSB Educational Materials	\$56,829	\$0
GTSB Travel	\$30,000	\$0

Child Passenger Safety Education (2003b)

Emphasis Area Contractors:

	<u>Budget</u>	<u>Expended</u>
Department of Public Health	\$25,000	\$22,193
GTSB Travel/Training	\$7,131	\$0
The Integer Group	\$70,000	\$68,477

Occupant Protection



<p>PROGRAM CHARACTERISTICS Enforcement Education/Training</p> <p>TARGETED POPULATION(S) General Public Nurses/Teachers/ CPS Technicians Parents/Day-care Providers Family Service Workers Car Dealers</p>

PROBLEM IDENTIFICATION

Each year, more than 400 persons are killed and over 3,500 seriously injured in Iowa traffic crashes. In 2002 alone, 404 persons lost their lives. Two hundred of those were unbelted vehicle occupants. Besides impaired driving, speeding and stop sign/light violations, the lack of restraint use is a major contributor to death and serious injury in traffic crashes.

Low use populations identified in the state through crash outcomes, seat belt citations and observational surveys include persons ages 16-30, particularly males, vehicle operators in rural areas and children ages 3-5.

GOALS AND OBJECTIVES

- ◆ To enhance the motoring public's use of safety belts/child restraints through programs targeted for enforcement, educators and the general public.

- ◆ To measure and evaluate safety belt/child restraint use in Iowa and to disseminate safety belt/child restraint information to target audiences through publications and conferences.
- ◆ To initiate safety belt and child passenger safety programs aimed at low use populations with emphasis on children ages 0-8 and youth through age 18.
- ◆ To achieve a statewide child restraint use rate of 80% by the end of FFY 2003.
- ◆ To achieve a statewide safety belt use rate of 85% by the end of FFY 2003.
- ◆ To continue support for the upgrade of Iowa's child restraint law.
- ◆ To continue one FTE to manage child passenger safety programs in Iowa and continue development of child safety seat fitting stations providing education on all phases of the proper use of child occupant protection systems.
- ◆ To provide and coordinate child safety seat community training with 21 4-hour and 8-hour sessions.
- ◆ To purchase and distribute child safety seats for distribution at checkup events/fitting stations when child safety seats are unsafe to use.

- ◆ To provide three 4-day certification training sessions in the proper use of child safety seats.
- ◆ To develop and purchase educational/promotional materials to support training, checkup events and fitting stations.
- ◆ To continue one part-time FTE with Blank Children's Hospital to work in conjunction with Iowa's Safe Kids Coalition and manage the child passenger safety program.
- ◆ To develop, with the state Safe Kids Coalition, a pilot program to promote proper use of child restraints through Iowa pediatricians and family physicians.
- ◆ To increase the correct use of child safety seats utilizing PSAs demonstrating appropriate installation and use.
- ◆ To promote the correct use of child restraints with educational brochures and other materials available in both English and Spanish.
- ◆ To implement a child restraint conference to update certified Child Passenger Safety (CPS) Technicians.
- ◆ To implement a 2-day training session on children with special needs.
- ◆ To train five instructors to be able to provide training to childcare givers around the state.

STRATEGIES AND ACTIVITIES

Occupant protection efforts funded by the GTSB benefit from safety belt and child safety seat enforcement that occurs as part of alcohol and police traffic services enforcement contracts. During FFY 2003, nearly 8,000 belt enforcement actions resulted from overtime under these two areas. While public information and education take the front seat in occupant protection funded activities, selective overtime by the *Iowa State Patrol*, funded under the occupant protection section, is an important component of the overall safety belt effort.

The Bureau's most significant and comprehensive occupant protection public awareness effort is the mass media campaign produced by *The Integer Group*.

The *University of Iowa's Injury Prevention Research Center* conducted a comprehensive statewide child passenger restraint study. The *Iowa Health System* (formerly the Iowa Rehabilitation Network) continued its successful TIPS/Think First program.

The *Iowa Department of Public Health* continued its successful partnership with the GTSB to train child passenger safety technicians, educate parents and other caregivers and engage communities in the effort to improve the correct installation and use of safety and booster seats for children.

On the enforcement side of the equation, the *Iowa State Patrol* continued to play a major role in

Operation C.A.R.E. (Combined Accident Reduction Effort), the national holiday enforcement effort. In addition, the Patrol conducted selective overtime enforcement on a regular basis, including joint efforts with local law enforcement.

Under the Section 2003b program, child passenger safety education incentive grant, efforts continued to promote the establishment of child safety seat fit stations with an ultimate goal of at least one fit stations in each of Iowa's 99 counties. Utilizing 2003b, *The Integer Group* continued promotion of a series of public service announcements focused on incorrect child safety seat use or installation.

Funds received under Section 405a, occupant protection incentive, were used to continue and expand the training of child passenger safety technicians and instructors.

In addition to these efforts, Iowa is active in the Section 157 Innovative program (*details can be found in the 157 Innovative Report*).

RESULTS

Iowa is proud of it's "7th in the Nation" status in overall seat belt usage, our primary safety belt law and that our seat belt usage has exceeded 85% for the first time. We are also proud of our Life Toll, maintained by the Iowa DOT since 1986 when Iowa's seat belt law was enacted. Iowa's Life Toll now contains the names of nearly 5,200 persons spared death or life-threatening injury in a crash because they were buckled up.

Despite these achievements, much remains to be done. At least 300,000 Iowans still travel unbelted nearly each and every day. These are the 14% who are not regular belt users that we need to reach. Over 200 Iowans died unbelted on our streets and highways last year while countless others were hurt, hundreds of them seriously.

With NHTSA funds, the Bureau utilized paid media for the first time airing a PSA developed by *The Integer Group* entitled "Seat Belt Enforcement." The spot presents typical public reactions to being ticketed for not using restraints. The final scene shows a motorist stating, "I would think you would have more important things to do." The deputy replies, "Sir, saving lives is the most important thing we do."

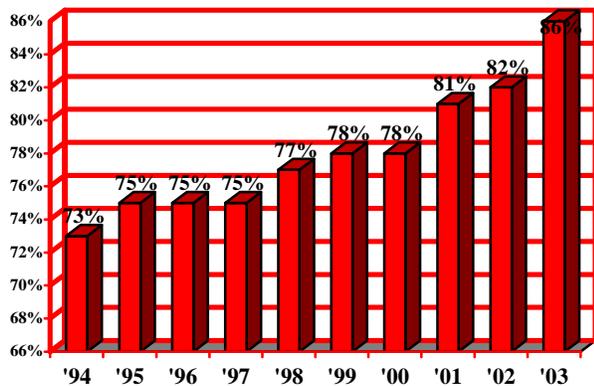
The University of Iowa's *Injury Prevention Research Center* continued with the statewide annual child restraint survey. Conducted at 37 sites across Iowa between May and August, the 2003 survey reflected an overall use of 84%, an 8% increase from the 2002 figure of 76% and 5% above the state's previous all-time high, set in 2001.

Iowa's successful Trauma Injury Prevention Strategies program with the *Iowa Health System* continued. TIPS reached over 23,000 students at 112 Iowa high schools and junior highs. The program delivers a personal and very profound message about the tragic and often life-long consequences of driving or riding unbelted, often in conjunction with other high-risk behaviors. Pre and post assembly surveys conducted at 6 high school assemblies showed belt use increased an average of 30%.

The *Iowa State Patrol* spearheaded occupant protection enforcement in this emphasis area. The ISP's Operation C.A.R.E., part of a nationwide holiday enforcement initiative, resulted in a total of 3,329 enforcement hours. They generated 1,066 occupant protection contacts and over 7,000 speed/moving violation contacts. Holiday periods targeted by C.A.R.E. include Thanksgiving, Christmas, Memorial Day, the 4th of July and Labor Day.

A second *Iowa State Patrol* occupant protection effort involved statewide selective overtime. A total investment statewide of 2,114 hours or 235 overtime shifts resulted in 1,342 seat belt citations and memos and 3,632 speed and other moving violation contacts. These efforts by the ISP were instrumental in pushing Iowa's overall use rate to 86%, the highest in the state's history and 7th best in the nation.

Statewide Seat Belt Usage Rates



In addition to setting the all-time high statewide seat belt use rate of 86%, Iowa also recorded its lowest statewide fatality total in 57 years. The total number of fatalities for 2002 was 404, 10% fewer than the 446 lost in 2001.

The *Iowa Department of Public Health's Bureau of Emergency Management Services* utilized GTSB funding to continue efforts to expand and improve Iowa's statewide child passenger safety program. This effort now includes 110 law enforcement officers certified as child passenger safety (CPS) technicians. Located at 50 enforcement agencies across the state, these officers are joined by nurses and EMS technicians as the professions with the largest number of certified CPS Technicians. Over 200 CPS Techs received updated training at a one-day workshop held in February. Specialized training for 85 EMS providers certified as CPS Techs included "Kids in a Rig" training providing them with knowledge on the proper restraint and transport of injured children from a crash scene.

Activities funded under the 2003b program included the development of a new child passenger multi-media campaign entitled "Boost Your Booty." Using music and dancers from local children's performance groups, "Boost Your Booty" is aimed at children ages 4-8 who derive significant injury prevention benefits when restrained in a booster seat. "Boost Your Booty" will include radio and complimentary print materials as well as billboards. It is set to be released in 2004 in conjunction with the February mobilization and Child Passenger Safety Awareness Week.

Funding from the 2003b program supported an important effort to institutionalize correct and proper child restraint use by enlisting the participation and support of childcare providers throughout Iowa. To this end,

20 childcare health consultants were trained to teach appropriate child safety seat/booster seat use to child home care providers. Additionally, 255 childcare providers were trained in safety and booster seat use at 11 regional one-day workshops. Each provider was also given a booster seat.

With 405a funds, support for certified Child Passenger Safety Technician and Instructor training was provided by Public Health Bureau of EMS. Highlights for FFY 2003 include the training of 107 new CPS Technicians. This training occurred as part of a comprehensive 4-day program offered at five locations across Iowa. Also, ten local child restraint training events were held, ranging from 2 to 8 hours long.



The child safety seat check-up team takes a break to pose by the Safe Kids Mobile Van.

Child safety seat check-up events were held in all parts of the state; 29 with sponsorship from the Iowa Department of Public Health and over 100 others with the support of the Iowa SAFE Kids Coalition. A total of 200 booster seats were purchased and distributed. Three new CPS Instructors were trained and certified as well.

Blank Children's Hospital continued an evaluation of child restraint events across Iowa. A part-time worker documented 154 events held during 2003. Data from the events shows that 3,335 child restraints were checked and 914 new restraints were distributed. Staff from Blank Children's Hospital continued refinement of and enhancements to a child safety seat Website developed last year.

While the 157 Innovative Occupant protection program has separate reporting requirements, we would like to briefly note several key components of the program: 1) funding support for the GTSB's sSTEP Coordinator; 2) a successful employer seat belt use program with the Iowa Illinois Safety Council; 3) law enforcement occupant protection training with the Iowa Law Enforcement Academy; 4) public information and education related activities with The Integer Group; 5) funding support for expansion of Iowa's annual statewide seat belt usage survey from one survey to three; and 6) support for occupant protection efforts aimed at Iowa's rural population through a grant with Farm Safety 4 Just Kids.

FUNDING	BUDGET	EXPENDED
Section 402	\$526,909	\$420,862
Section 405a	\$246,829	\$117,559
Section 2003b	\$102,131	\$90,670

CONTACT
 Lu Simpson
 Iowa Governor's Traffic Safety Bureau
 515/281-6583

Police Traffic Services



 Police Traffic Services Emphasis Area Contractors:

	<u>Budget</u>	<u>Expended</u>
Ames Police Department*	\$3,600	\$3,406
Ankeny Police Department	\$6,800	\$6,582
Ankeny Police Department	\$9,000	\$8,317
Bettendorf Police Department	\$10,875	\$9,530
Burlington Police Department	\$12,000	\$8,980
Carter Lake Police Department*	\$2,800	\$2,800
Cedar Rapids Police Department	\$20,000	\$17,579
Cerro Gordo County Sheriff's Office*	\$3,000	\$3,000
Clinton County Sheriff's Office*	\$4,000	\$3,980
Clinton Police Department	\$11,000	\$10,902
Clive Police Department	\$4,875	\$4,097
Coralville Police Department	\$6,225	\$5,414
Davenport Police Department	\$13,875	\$13,864
Des Moines County Sheriff's Office	\$11,600	\$9,700
Des Moines Police Department	\$16,125	\$12,764
Eldridge Police Department*	\$1,800	\$1,800
Evansdale Police Department*	\$1,800	\$1,509
Farm Safety 4 Just Kids	\$8,400	\$6,901
Fort Dodge Police Department	\$2,400	\$1,875
GTSB Travel	\$5,000	\$0
Hiawatha Police Department	\$4,875	\$4,388

Hudson Police Department*	\$1,800	\$1,800
Huxley Police Department*	\$1,800	\$1,800
Iowa City Police Department	\$25,675	\$25,639
ISU Department of Public Safety	\$17,900	\$14,164
Jasper County Sheriff's Office	\$10,300	\$9,295
Johnson County Sheriff's Office*	\$5,400	\$5,400
Johnston Police Department	\$8,300	\$4,047
Keokuk Police Department*	\$3,600	\$6,600
Lee County Sheriff's Office	\$9,000	\$7,985
Marion Police Department	\$23,000	\$22,100
Marshall County Sheriff's Office	\$9,000	\$8,793
Muscatine County Sheriff's Office*	\$3,600	\$3,600
Muscatine Police Department	\$9,500	\$8,607
Norwalk Police Department	\$3,375	\$1,883
Pella Police Department*	\$1,800	\$1,800
Princeton Police Department*	\$1,800	\$0
Story County Sheriff's Office	\$4,125	\$2,761
Warren County Sheriff's Office*	\$14,400	\$14,361
Waterloo Police Department*	\$3,600	\$3,600

*contracts contained 402 & 410 funds

Police Traffic Services

**PROGRAM CHARACTERISTICS**

Enforcement
Education
Equipment

TARGETED POPULATION(S)

Impaired/Unbelted Drivers
Speeders
Youth & Elderly
Bicyclists

PROBLEM IDENTIFICATION

2002 was a record year for highway safety in Iowa. A total of 404 persons were killed in traffic crashes. This is a 57-year low. The 2002 figure is down 42 or 9% from the 2001 total of 446. Reductions in alcohol-related fatalities, fatalities involving large trucks, multiple fatality crashes and unbelted persons dying in crashes all contributed to the record decline. The last time Iowa had a lower year for traffic fatalities was 1945 when, to conserve fuel, the national speed limit was 35 mph. With gasoline rationing and tire shortages, the average Iowan then traveled less than one quarter the number of miles traveled today.

Iowa also set a new all-time low mileage death rate in 2002. At the rate of 1.33 fatalities per 100 million VMT, we were well below our previous low of 1.48 set in 2001. Traffic enforcement and

education; major components of the programs funded under the 402 PTS umbrella; obviously played an enormous part in accomplishing these gains.

GOALS AND OBJECTIVES

- ◆ To maintain/increase enforcement contacts with traffic law violators in identified high-risk jurisdictions in Iowa.
- ◆ To promote the motoring public's awareness of traffic safety considerations through targeted educational materials aimed at high-risk populations.
- ◆ To promote cooperative, multi-agency law enforcement initiatives directed at identified high-risk problem areas.
- ◆ To reduce statewide traffic fatalities by 2% by the end of FFY 2003.
- ◆ To achieve and maintain a statewide traffic fatality rate of 1.5 fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2003.
- ◆ To achieve and maintain a statewide serious traffic injury rate of 12.0 serious injuries per 100 million vehicle miles traveled or lower by the end of FFY 2003.

STRATEGIES AND ACTIVITIES

Four main categories of traffic law violations constitute the primary causative factors in fatal and serious injury crashes in Iowa. These are failure to yield, excessive speed, lack of restraints and impaired driving. Police traffic services contractors address these problem areas with a combination of selective overtime enforcement and public education activities.

Enforcement

Enforcement operations are the “bread and butter” of police traffic service related activities. In fact, 22 of the 23 PTS contracts funded by the GTSB in 2003 were with enforcement agencies, including 16 police departments and five sheriffs’ offices. Because a number of key factors, such as impaired driving, non use of safety belts, speed and stop sign/light violations are major factors in fatal and injury crashes, all 22 enforcement agencies under the PTS umbrella had target goals for OWI, occupant restraint, speed and other moving violation contacts. Most of the 22 PTS-funded enforcement agencies also participate in Iowa’s sSTEP or special Traffic Enforcement Program effort, which also involved nearly 160 police departments and sheriffs’ offices from Iowa’s smaller and medium-sized counties.

Education

highway safety educational effort aimed at rural youth is one significant “non-traditional” program funded under PTS. This program is administered by the non-profit organization *Farm Safety 4*

Just Kids and addresses some of the particular driving challenges found by rural youth such as driving on gravel roads (with their ever-changing surfaces), uncontrolled intersections and sharing the road with farm equipment. The fatality rate on secondary (rural) roads in Iowa is more than three times higher than on city streets and four to five times higher than the interstate system.

RESULTS

Enforcement

A total of 22 law enforcement agencies including 16 police departments and five sheriffs’ offices as well as a university department of public safety conducted selective overtime activities funded under PTS. Alcohol and impaired driving share the spotlight with non-use of safety belts as the #1 killer and contributing factor in life-threatening injuries resulting from traffic crashes. Last year, 101 people lost their lives in Iowa crashes involving drinking drivers. It is estimated that another 450 persons suffered life-threatening injuries in crashes where drinking and impaired drivers were behind the wheel.

The 22 PTS enforcement agencies combined for 1,532 alcohol-related contacts, an average of 70 per agency, up 21% from last year’s average of 58. Thirteen agencies exceeded their goals. The *Cedar Rapids Police Department* had 233 OWI contacts. Five other agencies exceed 100 OWI contacts including police departments in Iowa City with 198, Des Moines with 133, Hiawatha with 126 and Davenport with

101 as well as the *Iowa State University Department of Public Safety* with 105. Four other agencies reported more than 50 OWI contacts.

Last year, nearly 200 Iowans died unbelted in traffic crashes. Dozens could have been saved if only the drivers and passengers had taken three seconds to reach, pull and click. The PTS enforcement agencies made a substantial contribution to reaching our national goal of 90% use by 2005. A total of 5,469 occupant restraint contacts were reported; nearly 1,000 contacts more than in 2002.

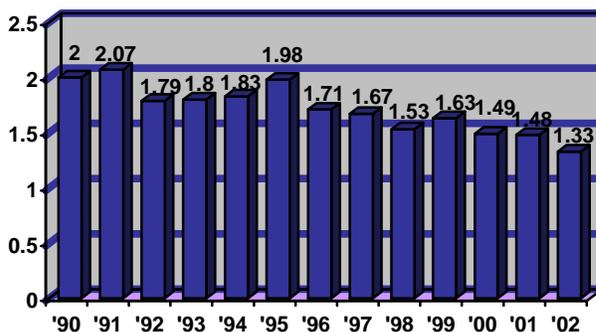
The *Iowa City Police Department's* occupant restraint enforcement led the way with 864 contacts while *Marion PD* achieved over 600 contacts for the second year in a row with 648. Both agencies operate in communities with safety belt use rates of 90%+ while each exceeded their goal by 300 or more contacts. The *Des Moines Police Department* also recorded more than 600 restraint contacts while *Cedar Rapids PD* had 369, *Clinton PD* had 396, *Davenport PD* had 369 and *Fort Dodge PD* had 305. In all, 10 of the 22 PTS enforcement agencies exceeded their contract goals with the *Warren County Sheriff's Office* reaching 257, the *Coralville PD* with 221 and *Clive PD* with 151. The 22 agencies averaged nearly 250 occupant restraint contacts each.

Excess speed or speed too fast for conditions is a contributing factor in nearly 50 fatal crashes each year while other moving violations such as failure to stop at or yield for stop signs and stop lights results in upwards of 70 traffic deaths annually.

PTS funded enforcement agencies reported a total of 15,232 speed and other moving violation contacts; a substantial increase of 5,610 contacts or nearly 60% above 2002. Twenty of the 22 PTS enforcement contractors exceeded their goals. The *Des Moines Police Department*, beginning in the spring of 2003, initiated a dedicated effort to reduce speeds on I-235. The effort was especially timely and important because of the major reconstruction of I-235 currently underway. A total of 4,806 speed and moving violation contacts were reported.

Other agencies with very high levels of speed and moving violation activity include the *Cedar Rapids PD* with 2,283, Bettendorf, Davenport, Iowa City and Marion police departments all reported 700 or more speed and moving violation contacts while the *Lee County Sheriff's Office* and the Clinton and Muscatine police departments tallied over 500 contacts in this important aspect of highway safety enforcement.

Statewide Traffic Fatality Rate per 100 million vehicle miles traveled



The collective impact of enforcement efforts completed under the PTS emphasis area as well as other federally supported highway safety efforts was notable. Iowa achieved, by far, its lowest

fatality rate ever during 2002. The current level of 1.33 deaths per 100 million VMT represents a 33% decline in Iowa's fatality rate since 1990. Despite being a rural state with a higher proportion of commercial vehicle travel, older drivers and young drivers, all factors that increase fatality rates, Iowa now has a fatality rate 12% below the national average. Had Iowa's fatality rate remained unchanged since 1990, we would now lose 630 persons yearly in traffic crashes versus the 404 deaths in 2002. The potential saving of these 226 lives reflects a potential economic savings of 270 million dollars and, much more significant, immeasurable tragedy and human suffering avoided.

Education

Public information and education is an essential component in nearly all successful traffic safety applications and initiatives. During FFY 2003, the 22 PTS enforcement agencies reported 418 public information and education contacts with 16 agencies achieving or exceeding their goal of 12 public information/education contacts per year.

People ages 15-24 represent Iowa's highest risk population for crash involvement. This is especially true in rural areas where young people drive more, begin driving earlier and drive on secondary roads where the fatality rate is four to five times higher per mile driven than on Iowa's safest roads, that being our rural and urban interstates.

Because of these factors, the private non-profit group *Farm Safety 4 Just Kids*, with funding from the GTSB, initiated a safety program for rural teen

drivers. After three successful years, the program to educate youth on seat belt use, impaired driving and other safe driving behaviors has moved onto a new and exciting phase. This year, *Farm Safety 4 Just Kids* began developing a Youth Speakers' Bureau. Continuing the "Buckle Up or Eat Glass" theme, the program kicked off with a training session in April. Held at the annual Iowa FFA Convention in Ames, the session attracted 30 interested youths. So far, eight teens from communities across the state have joined the Speakers' Bureau. To date, six of those speakers have given a total of 10 presentations reaching 826 rural youth and adults. The GTSB and *Farm Safety 4 Just Kids* have high hopes and expectations for the continuation and expansion of this "student-to-student" educational effort in the future.



Luther Brown speaks to a Lions Club meeting on his experiences with the Buckle Up or East Glass program. Luther, a Bridgewater teen, joined the Speakers' Bureau after being in a vehicle crash that took the life a friend. Like other youth speakers, Luther works to educate others on safe driving and the use of safety belts.

FUNDING	BUDGET	EXPENDED
Section 402	\$318,025	\$278,623
CONTACT		
Mark Campbell		
Iowa Governor's Traffic Safety Bureau		
515/281-5430		

Program Management



Program Management



PROGRAM CHARACTERISTICS

Education
Technical Assistance

TARGETED POPULATIONS(S)

GTSB Staff
Program Administrators

STRATEGIES AND ACTIVITIES

Ms. Lu Simpson serves as Iowa's Central Iowa Area Administrator and Occupant Protection Coordinator. Lu is responsible for a number of occupant protection initiatives including Iowa's statewide drive to increase seat belt use to a rate of 90%. Ms. Simpson develops grant proposals for 157 Innovative, 405a and 2003b programs and monitors 157i, 402, 405a and 410 contract activities. Lu coordinated nine regional award ceremonies, honoring over 300 GTSB partners for their contributions to Iowa's record low fatality year. In addition, she is a member of the Iowa Traffic Control and Safety Association and the Iowa Occupant Advisory Committee.

Mr. Mark Campbell continued as the Eastern Iowa Area Administrator, the Youth Coordinator and the Police Traffic Services Coordinator. He is responsible for the development, publication and distribution of the GTSB's quarterly traffic safety newsletter *CrossRoads*. In addition, Mark oversees the monthly monitoring of 164, 402 and 410 contracts. As Youth Coordinator, he is involved in the GTSB's youth/alcohol effort, including programs with Iowa State University and is part of the ISU Get A Grip Youth Alcohol Advisory Council. During FFY 2003, Mark continued to promote the efforts of multi-disciplinary safety teams including the Scott County, Dubuque County and Woodbury County Multi-Disciplinary Safety Teams. In cooperation with the DOT and others, Mark worked to foster

PROBLEM IDENTIFICATION

Each year, nearly 65,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, 3,500 or more serious injuries and nearly 450 fatalities. The timely and prudent administration of federally funded highway safety programs such as 402 and 410 is a key element in Iowa's efforts to reduce the death and injury resulting from traffic collisions on our streets and highways.

GOALS AND OBJECTIVES

- ◆ To provide the program management expertise to prepare, implement and monitor state and local highway safety programs.
- ◆ To provide staff capabilities necessary to support total program efforts.
- ◆ To provide the technical and analytical expertise necessary to plan and evaluate highway safety programs.
- ◆ To provide and participate in technology sharing endeavors at the local, state and national levels.

the MDST climate throughout Iowa's traffic safety community.

Mr. Denny Becker served the GTSB as the Western Iowa Area Administrator and as Alcohol Programs Coordinator. As the Program Manager of the state's Drug Evaluation and Classification Program (DECP), Mr. Becker has been responsible for the broad expansion of Iowa's DECP. Governor Thomas J. Vilsack recognized the efforts of Drug Recognition Experts (DREs) and other law enforcement personnel by declaring October 2002 as Drug Evaluation and Classification Program Month. In addition to working with impaired driving issues, Mr. Becker was responsible for monitoring 402 and 410 contracts. He serves on several working groups including the Black Hawk County Arrive Alive Committee, the Woodbury County Safe Community Coalition and the Red Ribbon Campaign Planning Committee. Mr. Becker is also a member of the Iowa Traffic Control and Safety Association.

Mr. Carson Whitlow continued to serve as the State Programs Administrator. He was responsible for monitoring 164, 402, 405a, 410, 411 and 2003b contracts. In addition, he served as staff liaison for the development of a statewide traffic safety conference. Carson also serves as facilities coordinator a number of other GTSB-sponsored events, including corridor enforcement planning meetings. He manages GTSB public information efforts at the Iowa State Fair and is responsible for the GTSB's inventory tracking. Mr. Whitlow acts as the Bureau's coordinator for computer related issues and is on the Department of Public Safety's Web Team.

Mr. Robert Thompson is the Bureau's Program Evaluator and Traffic Records Coordinator. He monitors activity for all Bureau contracts to evaluate performance and ensure contractual compliance. Mr. Thompson composes the Bureau's Annual Report, Highway Safety Plan and statewide Problem Identification. He oversees the development of performance measures and objectives for 164, 402, 410 and 411 contracts. Mr. Thompson serves as Co-Chair of Iowa's State Traffic Records Advisory Committee and as Secretary of the Transportation Research Board's Transportation Safety Management Committee. He is also a member of the Iowa Safety Management Systems Coordination Committee and the State Trauma Systems Advisory Committee.

Ms. Ihla Hochstetler is the Secretary for the Bureau. She serves as the initial contact for the Bureau and is responsible for answering and/or referring telephone calls for all of the GTSB staff. She also assists with office correspondence and other documents and handles ordering of all office supplies and printing. Ms. Hochstetler coordinates the scheduling of Vince and Larry appearances around the state and manages the Bureau's inventory of educational and promotional items, including the audio/visual loaner library. Ihla responds to a growing number of requests for public education materials. As the number of requests skyrocket, Ihla spends a significant portion of her work day fulfilling them.

Once again, the *Iowa State University Office of Continuing Education* worked under contract with the Governor's Traffic Safety Bureau to provide staff

and support services for the Bureau's annual highway safety conference. The goal of the conference is to initiate a dialogue with key local, state, federal and private sector leaders to identify highway safety priorities, supported by problem identification where possible, in order to improve traffic safety in Iowa and achieve the goals of the Iowa Highway Safety Plan. A statewide audience of 278 people attended the 2003 conference on March 25-27 at the Embassy Suites Hotel in Des Moines.

RESULTS

Program management expertise was provided for in the preparation, implementation and monitoring of all state and local programs. Clerical services were provided in support of total program efforts. Technical and analytical expertise to plan and evaluate all GTSB highway safety programs was provided. Technology sharing endeavors at local, state and national levels were participated in by the Governor's Traffic Safety Bureau staff and provided for other agencies.

In March, 278 people received the latest information on traffic safety issues at the Bureau's annual traffic safety conference held in Des Moines. Above and beyond the informative sessions, the conference enables contractors to share program activities and insights.

The Kip Hayward Award, introduced at the 1994 annual conference, honors law enforcement officers dedicated to protecting the public from alcohol or

drug impaired drivers. Kip, an Iowa DRE, was killed in 1993 after being struck by an impaired driver while directing traffic away from the scene of a fatal accident (also involving an impaired driver). A plaque honoring Kip and each year's recipient is displayed at the Iowa Law Enforcement Academy.



This year's recipient of the Kip Hayward award was Trooper Marc Griggs. DRE Coordinator Denny Becker presents the award to Trooper Griggs while DRE Instructors Craig Porter and Jagat Sandhu provide support.

Each year at the conference, the Iowa Department of Public Safety recognizes outstanding traffic safety contributions by individuals. The Commissioner's Special Award for Traffic Safety winners contribute in a leadership role to traffic safety issues by promotion and awareness in his/her area of expertise. Categories include Criminal Justice, News Media, Health Professionals, Business and Children and Youth Advocates. During the 2003 Governor's Highway Traffic Safety Conference, 26 outstanding individuals were honored.



Twelve law enforcement officers from eight separate agencies were honored for their exemplary traffic safety efforts with a Commissioner's Special Award for Traffic Safety presented at this year's Governor's Highway Traffic Safety Conference.

A few of the many others recognized:



Gary Love, Saturn of Des Moines and Lisa Carponelli, new anchor, WOI TV-5, Des Moines received awards. Gary filled the need for a

permanent location for a child safety seat fit station and Lisa did numerous reports on child passenger safety issues, including live reports from the Saturn fit station, and reported on bicycle helmet use.

Sarah Barker and Sara Padavich each received an award for their work with the Quad Cities Safe Communities Coalition. Ms.



Barker, a volunteer speaker, shares her story of surviving a crash with students via the Crashes are not Accidents program. Ms. Padavich, co-coordinator of the Coalition, has made traffic safety presentations to more than 1000 students.



Mark Anderson and Shawn McKenna of Cumulus Media, Waterloo, were recognized for the 11 Memorial Day safety announcements

they produced in collaboration with law enforcement agencies, MADD and local schools in Black Hawk County.

Officer Joseph Schmitz, Cedar Rapids PD was deployed on military duty. His wife Robin and son Chael accepted his award. An



accident reconstructionist, he made himself available to investigate five fatality crashes. GTSB Director Mike Laski is also pictured.

FUNDING	BUDGET	EXPENDED
Section 402	\$595,200	\$592,748
CONTACT		
Shelley DeForest		
Iowa Governor's Traffic Safety Bureau		
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Pedestrian/Bicycle Safety



Pedestrian/Bicycle Safety Emphasis Area

Contractors:

	<u>Budget</u>	<u>Expended</u>
Department of Public Health	\$10,000	\$836
Iowa State Patrol	\$15,000	\$14,176

Pedestrian/Bicycle Safety



PROGRAM CHARACTERISTICS

Public Information/Education
Training
Safety Equipment

TARGETED POPULATION(S)

Youth/Bicycle Clubs
General Public

GOALS AND OBJECTIVES

- ◆ To continue to identify and define the pedestrian/bicycle injury fatality problem and establish additional baseline data.
- ◆ To encourage the use of bicycle helmets through educational programs, information and other awareness heightening methods.
- ◆ To provide information on safe off-the-road bicycling alternatives throughout the state to reduce vehicle-bicycle crashes.
- ◆ To develop comprehensive pedestrian/bicycle safety programs in communities.

PROBLEM IDENTIFICATION

Pedestrians and bicycles make up a significant part of the traffic environment. Traffic crashes involving motor vehicles with bicycles and pedestrians claim 20 or more lives in Iowa each year and result in over 1,200 injuries. Iowa's oldest and youngest citizens (ages 65 and over and 18 and younger) are disproportionately involved in these crashes. While there are no current 402 projects in Iowa that address pedestrian issues exclusively, pedestrian safety is a component in Safe Communities efforts in Woodbury, Black Hawk, Des Moines, Scott and Linn counties.

Bicycles are a primary mode of transportation for persons five to 14 years of age as well as personal and recreational travel for persons of all ages. During the past decade, traffic crashes have resulted in an average of seven bicyclist fatalities and over 600 injuries each year. The 5-14 year old age group alone accounts for over 40% of Iowa's bicycle crash deaths and injuries.

STRATEGIES AND ACTIVITIES

The Governor's Traffic Safety Bureau contracted with the Iowa Department of Public Health (IDPH), *Bureau of Emergency Management Services* to promote bicycle safety awareness and facilitate the traffic safety education of Iowa's bicycle riding public. In the past, IDPH, with input from the GTSB, has identified local bicycle clubs as an effective and appropriate vehicle for addressing bicycle safety education and awareness. Each year, applications from bicycle clubs and related organizations from around the state were solicited, reviewed and evaluated.

A new focus for bicycle safety education and outreach was developed. The new approach concentrated on developing partnerships with state and local organizations having an interest in bicycle safety. Among the partnerships developed and expanded this past year are the National SAFE Kids Coalition, the Burlington Community School, the Greater Des Moines SAFE Kids, the Iowa Cubs professional baseball team, the local television station Channel 5, State Farm Insurance, Rock 'n' Prevention, the Variety Club of Iowa, Mitchellville's Fire Department and Elementary School, the Hispanic Educational Resources and the Des Moines PD's HONRA team.

A successful program continued with the *Iowa State Patrol* which featured bicycle safety presentations as well as the distribution of bicycle helmets and T-shirts with a bicycle safety message.

RESULTS

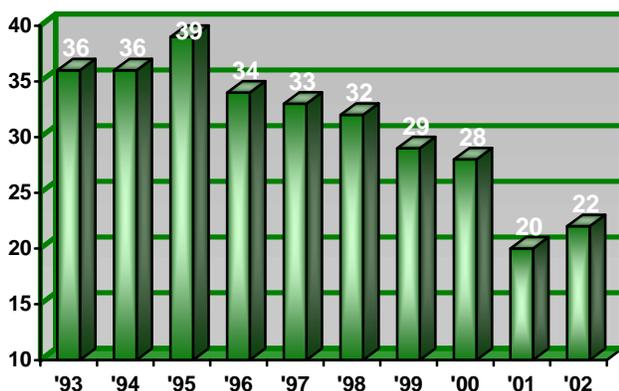
Program highlights from the Department of Public Health included SAFE Kids Night at the Ballpark which was held in May and included distribution of bicycle reflectors and bike water bottles with a safety message. In addition, bicycle safety PSAs were featured on the scoreboard throughout the game.



SAFE Kids Night at the Ballpark was a major event of the year. Sponsored by the Great Des Moines SAFE Kids, I-Cubs, Channel 5, State Farm Insurance and the Iowa Department of Public Health, the event educated kids on the importance of wearing helmets for all wheeled sports including roller blading, skate boarding and riding bikes.

Other significant activities included a bicycle helmet program with the Burlington Elementary Schools. Teachers and staff at Burlington were very involved, helping to fit the students and instructing them on proper helmet use.

**Statewide
Bicycle/Pedestrian Fatalities**



The Mitchellville Fire Department volunteers did an outstanding job obtaining supplementary funding to provide a bike helmet to every student at the Mitchellville Elementary School. In addition to helmet fitting and education they monitored helmet use in the community and have seen a 50% increase.

The *Department of Public Health* continued to forge a partnership with Hispanic Educational Resources to provide bike safety information in Spanish and to obtain and distribute helmets to Hispanic children who need them. The Des Moines Police Department's HONRA team of Spanish speaking officers was a great help in those efforts and assisted with four Des Moines area bicycle rodeos as well. These rodeos were a huge success and each included a performance by the Rock 'n' Prevention group, egg drop demonstrations, helmet fittings and bike giveaways. The Variety Club of Iowa donated 25 bikes for each rodeo that were distributed to low income and disadvantaged children. Over 500 children were reached at these events.

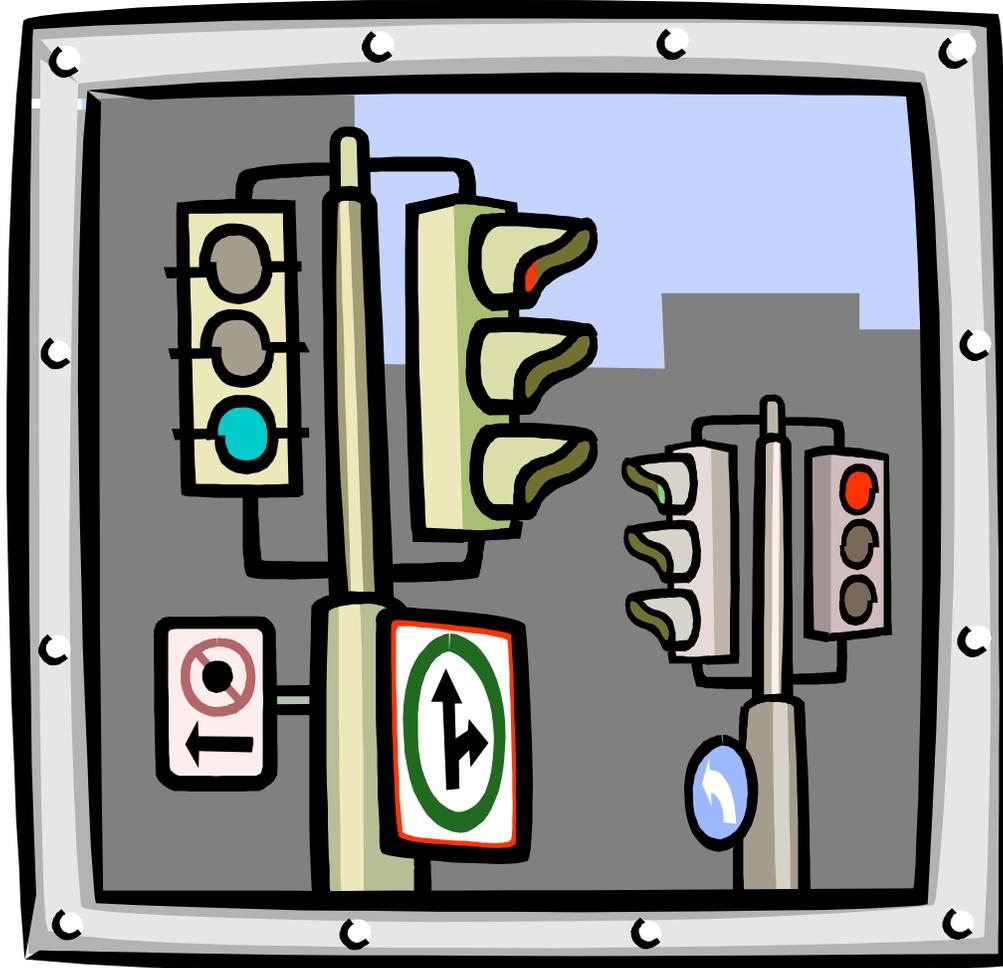


One of the many activities conducted was a bicycle helmet fitting at the John Grubb YMCA in Des Moines.

The *Iowa State Patrol* continued their successful bike education program. Safety Education Officers conducted 29 training sessions at 20 separate locations reaching nearly 1,000 youths.

FUNDING	BUDGET	EXPENDED
Section 402	\$25,000	\$15,012
CONTACT		
Carson Whitlow		
Iowa Governor's Traffic Safety Bureau		
515/281-8348		

Roadway Safety



Roadway Safety Emphasis Area

Contractors:

	<u>Budget</u>	<u>Expended</u>
Iowa Department of Transportation		
Office of Traffic & Safety		
Safety Circuit Rider Program	\$50,000	\$40,000
Iowa Department of Transportation		
Office of Traffic & Safety		
Traffic Engineering Assistance Program	\$100,000	\$75,738

Roadway Safety



PROGRAM CHARACTERISTICS

Training
 Technical Assistance

TARGETED POPULATION(S)

Engineers
 City/County Officials
 Enforcement Personnel

STRATEGIES AND ACTIVITIES

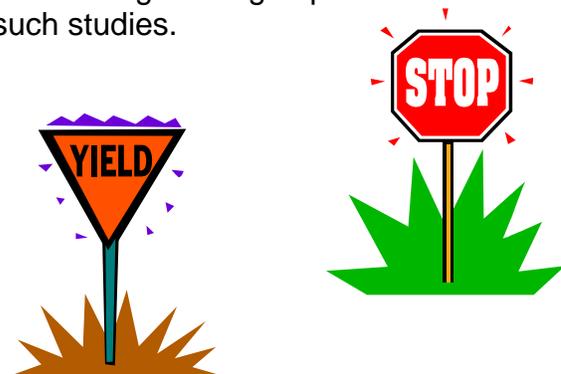
To bring the potential traffic safety benefits that can derive from traffic engineering studies and subsequent roadway improvements to Iowa's smaller counties and communities, the Governor's Traffic Safety Bureau annually provides 402 funding support for the Traffic Engineering Assistance Program (T.E.A.P.). The Office of Traffic and Safety at the Iowa Department of Transportation contracts with an engineering consulting firm or firms to conduct these studies for local communities which do not have the "in-house" engineering expertise to conduct such studies.

PROBLEM IDENTIFICATION

Each year, about 65,000 traffic crashes are reported in Iowa. These crashes involve over 100,000 drivers and result in over 35,000 personal injuries, 3,000 or more serious injuries and at least 450 fatalities. Factors in the roadway such as signage, road surface, bridges, railroads, medians, guardrails, lighting and numerous others are an integral part of the crash environment.

GOALS AND OBJECTIVES

- ◆ To provide the contractual services necessary to complete traffic engineering studies at the city and county levels where such expertise is not presently available.
- ◆ To participate in training programs designed to enhance the traffic safety expertise of engineers, traffic technicians and maintenance at the state, county and city levels.



The second major thrust of GTSB 402 supported efforts within the roadway safety emphasis area is the Safety Circuit Rider. The Circuit Rider is a professional engineer who conducts traffic safety training for engineers, technicians, maintenance personnel, flaggers and other road construction personnel. When introduced 14 years ago, this traffic engineering outreach effort was recognized as the Innovative Program of the Year by the FHWA.

RESULTS

During the past four years, the Traffic Engineering Assistance Program or T.E.A.P. has undergone significant expansion thanks to the addition of \$150,000 in state funds to compliment the \$100,000 of traditional 402 funding. This successful example of 402 “seed money” generating support from non-federal sources enabled the Iowa DOT Office of Traffic and Safety to continue to utilize three engineering consulting firms instead of the traditional single firm. Twenty-one studies were carried out this year with GTSB support including 13 completed and eight underway. Studies include pedestrian routes for students, traffic safety analysis for intersections and corridors and roadway geometrics or curves.

T.E.A.P. is of particular significance as it provides engineering analysis expertise to smaller communities without the resources for a full-time traffic engineer.

Iowa’s national award-winning Safety Circuit Rider program completed its 13th year of operation in FFY 2003. During that time, nearly 9,000 traffic engineers, technicians, maintenance and construction personnel and other highway safety professionals have benefited from the program.

FFY 2003 brought a continuation of this success with 1,304 individuals being trained. This training is accomplished through the services of a professional engineer provided by IDOT via a contract with Iowa State University’s Center for Transportation Research and Education. The training is essential as

highway construction expands in Iowa and major work on I-235 in Polk County is going full force. Twenty-three work zone training workshops were held throughout Iowa between January and March with a total of 1,050 attendees.



State Transportation Safety Engineer Tom Welch was honored with a Commissioner’s Award for Excellence in Traffic Safety by GTSB Director Mike Laski. Recognized for his dedication to safety, Tom worked to develop the DOT’s paved shoulder policy for all Iowa’s primary highways and is very active in the Safety Management System.

In addition to the local training, the Circuit Rider program also includes the attendance of FHWA approved training courses for local traffic engineers and technicians. CTRE’s Safety Circuit Rider, Mr. Tom McDonald plays an active role in the Iowa Traffic Control and Safety Association and Iowa’s Safety Management System.

FUNDING	BUDGET	EXPENDED
Section 402	\$150,000	\$115,738

CONTACT
 Carson Whitlow
 Iowa Governor’s Traffic Safety Bureau
 515/281-8348

Youth/Alcohol



Booze + Cruise = Lose

Youth/Alcohol Emphasis Area Contractor:

	<u>Budget</u>	<u>Expended</u>
Iowa State University		
Department of Public Safety	\$80,000	\$78,938
West Des Moines Police Department	\$9,375	\$9,375

Youth/Alcohol



PROGRAM CHARACTERISTICS
 Education/Training
 Resource Materials

TARGETED POPULATION(S)
 Youth
 Parents
 Educators
 Community Groups

GOALS AND OBJECTIVES

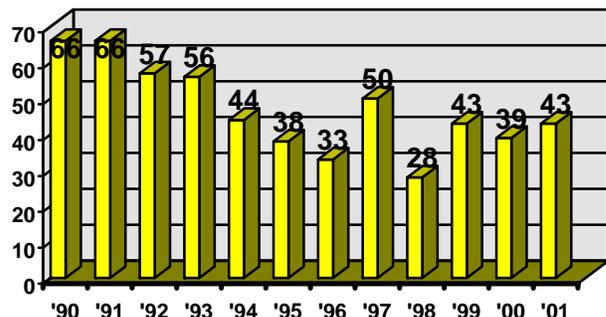
- ◆ To encourage and promote the development and implementation of youth/alcohol education and prevention programs for elementary, junior high, high school and college students.
- ◆ To support the enforcement of Iowa's .02 BAC law for drivers under the age of 21 and other laws pertaining to the purchase and consumption of alcohol by underage persons.
- ◆ To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in fatal crashes at 33% or less by the end of FFY 2003.
- ◆ To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in injury crashes at 33% or less by the end of FFY 2003.

PROBLEM IDENTIFICATION

Younger drivers are at higher risk of traffic crash involvement than any other segment of Iowa's population. People ages 16-24 represent about 16% of Iowa's licensed drivers, but in 2000, they represented over 35% of all drinking drivers involved in a fatal crash. Historically, the 16-24 year old group also represents over 35% of all drinking drivers in injury crashes as well. In addition to the combination of relative inexperience with both driving and drinking, 16-24 year olds traditionally have lower rates of seat belt use than older adults. Over 40% of all Iowa seat belt citations are issued to people 25 years old and younger.

Reducing preventable trauma related death among 15-25 year olds is a primary goal identified in "Healthy Iowans 2010," a blueprint for improving the quality of life for all Iowans.

Drinking Drivers Under 25 In Fatal Crashes



STRATEGIES AND ACTIVITIES

Because a major portion of 410 and 402 funding in the alcohol emphasis area is directed at enforcement, including 16-24 year old drinking drivers, the focus under the Youth/Alcohol emphasis area is education and public information. Iowa State University's contract is the Bureau's foundation for this. The West Des Moines Police Department also conducts youth/alcohol effort. Their program combines enforcement with a strong education component.

For the 13th consecutive year, the University held their successful High School Youth Leadership and Alcohol Prevention "Get A Grip" Conference to bring together high school students and counselors from around the state for three days of intensive training. Besides developing leadership skills, making healthy choices and being a positive role model in their schools and communities, students and adults work together to create prevention strategies to address alcohol and traffic safety in their towns. A major focus is developing action plans and alternative activities for both the school and the community that do not



involve alcohol or drugs. Because some schools and communities are not able to attend the summer conference, the ISU Department of Public Safety has developed a one-day workshop or a "Get A Grip Road Show."

In addition to the Get A Grip effort, the GTSB's program with ISU also provides funding for alcohol-impaired driving education and information for Iowa colleges and universities. Social norms is a research and data driven project to reflect the actual "norms" of the population of an individual post-secondary school. This program was greatly expanded by the use of Section 164 funds and additional social norms efforts can be found in the Section 164 portion of this report.



84% of Iowa college students choose to not drink and drive.

Instead they:

- walk
- ride the bus
- take a taxi
- call a sober friend or family member
- stay the night
- use a designated driver
- rent a limo for the night
- or... **stay sober**

RESULTS

Iowa State University's Department of Public Safety conducted a series of one-day Get A Grip leadership workshops in addition to the 2½-day Get A Grip conference session held on the Iowa State Campus July 22-24, 2003 with 86 students and 19 advisors representing 19 Iowa high schools attending. Get A Grip one-day regional workshops were held in seven communities across the

state and reached 456 students and 63 teachers from 48 school districts. With the combination of regional and statewide workshops, the Get A Grip program, now in its 13th year, has reached over 2,800 students.

Breakouts at this year's conference included Chocolate River, a team building exercise; Drive Me Crazy, an interactive traffic safety game and Chunking and Modeling or breaking down a problem into manageable parts. Teams developed effective action plans for building coalitions and making a positive change in their community. All plans included finding creative ways of dealing with substance abuse issues like drinking and driving, safety belt use, intoxication and peer pressure. Information and education resources were also provided.



Teens at Get A Grip show their enthusiasm.

Here is one example of the comments found on the Get A Grip evaluations:

*"I would just like to say that Get A Grip can change a person's life and lifestyle. You act in a whole new way. You feel better about yourself and you can build your self esteem. **Get A Grip changes your life!** What else could be better than improving the way you feel about yourself. Thank you Get A Grip and you will always be in my heart! – TJ*

Follow-up includes a comprehensive conference evaluation, development and distribution of a Traffic Safety and Alcohol Prevention Activities Guide and student groups to plan for next year.



Get A Grip speakers provide youth with valuable tools to help them make positive choices in their lives and then motivate them to share their positive decision making skills with others.

A major addition to the Get A Grip program for Iowa high school students is Iowa's version of the nationally successful social norms program for post-secondary institutions. With the theme "Celebrate Choices," this campaign is designed to reduce high-risk drinking behaviors, including driving, by correcting the misconception that "most people are doing it" in regard to binge drinking or driving while intoxicated. Eleven Iowa colleges received a call for proposals for program participation. Four schools were selected as participants in the social norms campaign: Clarke and Dordt colleges, Iowa State University and Hawkeye Community College. College coordinators at all four schools said the ready-made social norms campaign materials were professionally done and

allowed them to focus on the selection of campus leaders to promote the social norms concept.

CELEBRATE responsibility

The majority of students at Iowa colleges have **not** experienced the following as a result of drinking:

- 88% have never performed poorly on a test or project.
- 77% have never missed class or work.
- 66% have never forgotten where they were or what they did.
- 77% have never been hurt or injured.
- 86% have never been in an argument.

Results drawn from the Spring 2003 Iowa Social Norms Project Alcohol Survey from seven Iowa colleges.

If you are 21 or older, and drink alcohol, here are some tips to keep you safe:

- Be aware of where you are, who you are with, and how much you drink.
- Having a good time with friends doesn't require alcohol.
- Pace your drinks to one or fewer drinks an hour.
- Drink slowly.
- Alternate non-alcoholic beverages with alcoholic beverages.
- Avoid drinking games.
- Keep your drink in full sight throughout the evening. Always know what you are drinking.
- Have a plan for getting home safely before you begin drinking. Use a designated driver.
- Drink only if YOU want to, don't let others dictate your choice.

Thanks in part to the use of repeat offender or Section 164 funds, the social norms program underwent considerable expansion during FFY 2003. This included the initiation of programs at a number of Iowa community colleges. These 2-year schools represent an important demographic with many students commuting to and from their hometowns, driving considerable distances and, therefore, at greater risk of crash involvement and driving after drinking.

Highlights of the *West Des Moines Police Department* youth effort included a total of 62 alcohol enforcement contacts including OWI arrests, possession under the legal age, public intoxication and open container violations. Several youth alcohol enforcement efforts were conducted including local bar checks. A total of 33 public information activities were conducted including Halloween Safety presentations to elementary students; press releases and radio interviews; officers participated in a saturation patrol sponsored by the Central Iowa Traffic Safety Task Force; a joint I-235 project with the Des Moines PD; a joint safety checkpoint with the Windsor Heights PD; and a GTSB sponsored corridor project on August 26, 2003.

FUNDING	BUDGET	EXPENDED
Section 402	\$89,375	\$88,313
CONTACT		
Mark Campbell and Lu Simpson Iowa Governor's Traffic Safety Bureau 515/281-5430 and 515-281-6583		

Safe Communities



Safe Communities Emphasis Area Contractors:

	<u>Budget</u>	<u>Expended</u>
Genesis Medical Center	\$14,250	\$11,533
Healthy Linn Care Network	\$5,625	\$1,225

Safe Communities



PROGRAM CHARACTERISTICS

Enforcement
Public Information/Education
Technical Assistance
Computer Applications

TARGETED POPULATION(S)

Health Organizations
Law Enforcement
Traffic Engineers
Community Groups
Schools

- ◆ To identify populations within the selected communities at a high risk for traffic crash involvement.
- ◆ To develop and implement, where feasible, community program activities designed to increase awareness of traffic injury problems, costs and prevention and to decrease the incidence of traffic injuries.

PROBLEM IDENTIFICATION

Iowa's Safe Communities program began in FFY 1996 as part of the national effort to develop a comprehensive, community-based, multi-disciplinary approach to injury prevention, particularly in high-risk communities. Iowa crashes result in over 35,000 injuries annually and over 3,500 of those are serious in nature.

Because of the injury prevention/reduction focus of the Safe Communities concept, the selection of participating communities for Safety Communities was based, in part, on injury rates per 1,000 populations.

GOALS AND OBJECTIVES

- ◆ To enhance/promote interactions among public and private health organizations, law enforcement, traffic engineers and concerned citizens regarding traffic and other safety related issues in selected communities.

STRATEGIES AND ACTIVITIES

The reduction of traffic-related death and injury is a cornerstone of the Safe Communities concept. Iowa's first Safe Communities effort began in June of 1996 in Woodbury County with a program in Black Hawk County initiated in October of that same year.

Two third-year safe communities programs received GTSB funding support in FFY 2003. Significantly, these programs are located in Iowa's second and third most populous counties.

In Linn County, the *Healthy Linn Care Network* continued the use of their safety trailer with displays. The trailer is an educational tool and can be utilized at a wide variety of events. In the Davenport/Quad Cities area, *Genesis Medical Center* provided administrative support for the Quad Cities Safe Community Coalition. The Coalition focused on youth traffic safety issues including child passenger safety and bicycle safety.

RESULTS

In the Davenport, Bettendorf, Scott County region, Iowa's third largest metropolitan area, *Genesis Medical Center* led the Quad Cities Safe Community Coalition. Key on-going activities included child passenger safety issues, bicycle helmets for young children and adolescences and a successful speakers' bureau that provided highway safety presentations to a wide variety of groups and organizations in the greater Quad Cities. During FFY 2003, highlights included 35 drinking and driving programs reaching over 3,000 individuals, 33 child restraint check-up events with a total audience of 543 and three helmet events with 830 bicycle helmets distributed. A total of 328 child safety seats were distributed at check-up events, two permanent child safety seat fit stations and through Genesis Medical Center.

In Linn County, the *Healthy Linn Care Network Make It Safe Coalition* continued to make good use of a safety display trailer that was purchased and equipped during FFY 2002. The trailer includes displays on home and fire safety as well as traffic safety. A total of 11 events utilized the trailer, including two county fairs, two local business events, five local community activities and the Cedar Rapids Kernels minor league baseball team. Additionally, two new magnetic displays, reflective vests and reflective shoe lace tags were all purchased and are being used to promote pedestrian safety for kids.

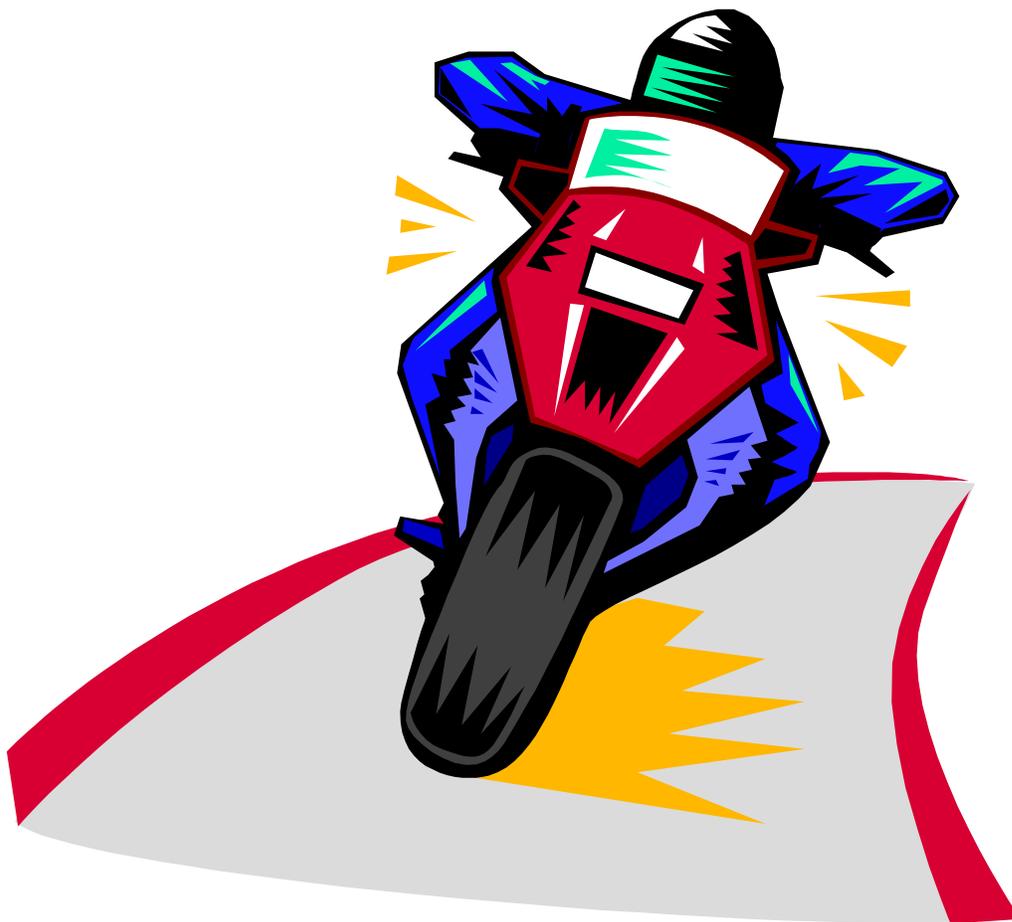


A new magnetic display developed by Healthy Linn Care provides information to adults on pedestrian safety for kids.

In summation, both local safe communities groups remained very active within their respective communities, bringing highway safety related programs and services to a broad, ethnically and socially diverse population in Iowa's second and third largest major metropolitan areas.

FUNDING	BUDGET	EXPENDED
Section 402	\$19,875	\$12,758
CONTACT		
Carson Whitlow - Lu Simpson		
Iowa Governor's Traffic Safety Bureau		
515/281-8348 - 515/281-6583		

Motorcycle Safety



Motorcycle Safety Emphasis Area Contractor:

	<u>Budget</u>	<u>Expended</u>
The Integer Group	\$1,000	\$1,000

Motorcycle Safety



PROGRAM CHARACTERISTICS
Public Information/Education

TARGETED POPULATION(S)
Motorcycle Riders
General Motoring Public

STRATEGIES AND ACTIVITIES

A motorcycle safety PSA entitled “Biker Bar” was produced and aired in 1995. With the recent increase in motorcycle fatalities, both in Iowa and nationally, the Bureau decided to re-release the “Biker Bar” PSA. This public service announcement uses humor to address the issue of motorcycle helmet usage.

PROBLEM IDENTIFICATION

During 2002, forty-one persons were killed in Iowa motorcycle crashes. As of December, fifty motorcyclists have been killed in 2003. Fewer than 5% of those killed in 2003 were helmeted.

RESULTS

In July of 2003, Biker Bar was re-released to 32 Iowa television stations. Biker Bar received airplay, particularly in eastern Iowa. As it had during its original release, the PSA generated a few negative comments from motorcycle riders who oppose helmet laws.

GOALS AND OBJECTIVES

- ◆ To distribute and promote the use of a television public service announcement (PSA) which addresses the issue of motorcycle helmet usage and its potential safety benefits.

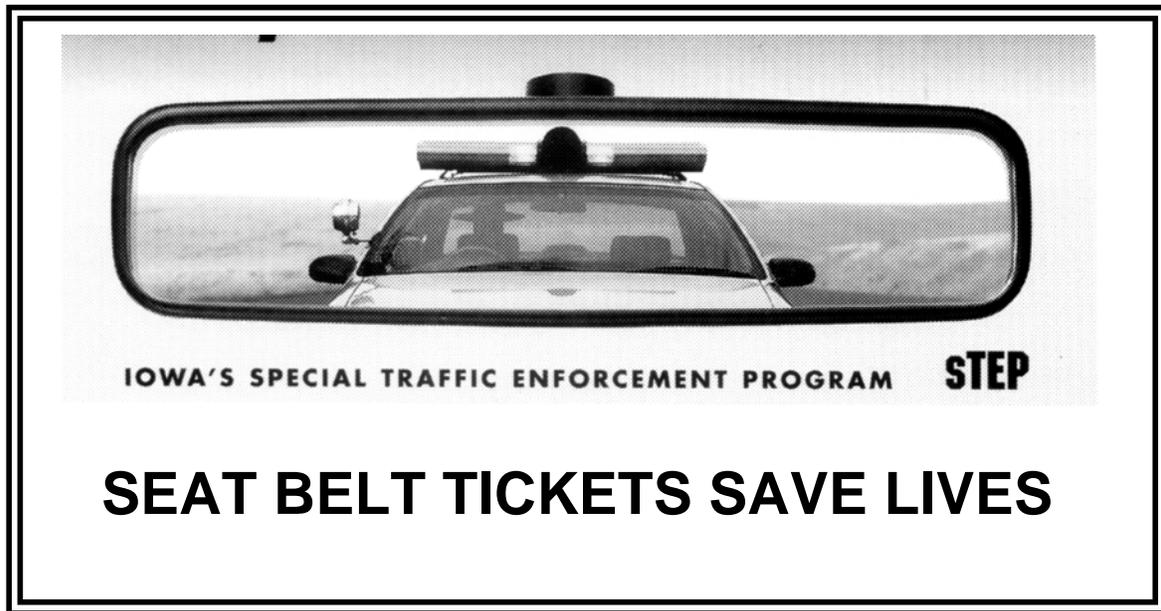
Biker Bar takes an amusing approach to the issue of motorcycle helmet use while pointing out the safety benefits of helmets.



FUNDING	BUDGET	EXPENDED
Section 402	\$1,000	\$1,000
CONTACT		
Carson Whitlow		
Iowa Governor's Traffic Safety Bureau		
515/281-8348		

Occupant Protection Incentive Grant

Section 157



Occupant Protection Incentive Mini-Grantees:

Akron Police Department
Albia Police Department
Anita Police Department
Armstrong Police Department
Arnolds Park Police Department
Atlantic Police Department
Audubon Police Department
Avoca Police Department
Battle Creek Police Department
Belle Plaine Police Department
Bellevue Police Department
Belmond Police Department
Benton County Sheriff's Office
Blencoe Police Department
Bloomfield Police Department
Bremer County Sheriff's Office
Buchanan County Sheriff's Office
Buena Vista County Sheriff's Office
Buffalo Police Department
Burt Police Department
Camanche Police Department
Cedar County Sheriff's Office
Centerville Police Department
Chariton Police Department
Cherokee County Sheriff's Office
Cherokee Police Department
Chickasaw County Sheriff's Office
Clarence Police Department
Clarion Police Department
Clarke County Sheriff's Office
Clarksville Police Department
Clay County Sheriff's Office
Clear Lake Police Department
Colfax Police Department
Crawford County Sheriff's Office
Creston Police Department
Dallas Center Police Department
Dayton Police Department
De Soto Police Department
De Witt Police Department
Delaware County Sheriff's Office
Denver Police Department
Dickinson County Sheriff's Office

Eagle Grove Police Department
Eldora Police Department
Ellsworth/Jewell/Stanhope Police Dept.
Emmet County Sheriff's Office
Fairbank Police Department
Fairfield Police Department
Farley Police Department
Fayette County Sheriff's Office
Fayette Police Department
Floyd County Sheriff's Office
Forest City Police Department
Franklin County Sheriff's Office
Garner Police Department
Glenwood Police Department
Greene County Sheriff's Office
Greenfield Police Department
Grinnell Police Department
Grundy Center Police Department
Grundy County Sheriff's Office
Guthrie Center Police Department
Hamilton County Sheriff's Office
Hampton Police Department
Hardin County Sheriff's Office
Harrison County Sheriff's Office
Henry County Sheriff's Office
Hinton Police Department
Howard County Sheriff's Office
Humboldt County Sheriff's Office
Ida County Sheriff's Office
Indianola Police Department
Iowa State Patrol
Jackson County Sheriff's Office
Janesville Police Department
Jefferson County Sheriff's Office
Jesup Police Department
Jones County Sheriff's Office
Kanawha Police Department
Lake View Police Department
Lamoni Police Department
Lansing Police Department
Laurens Police Department
Le Mars Police Department
Leon Police Department

Lucas County Sheriff's Office
Lyon County Sheriff's Office
Madison County Sheriff's Office
Madrid Police Department
Manly Police Department
Manson Police Department
Mapleton Police Department
Marengo Police Department
Mar-Mac Police Department
Mechanicsville Police Department
Merrill Police Department
Mills County Sheriff's Office
Missouri Valley Police Department
Mitchellville Police Department
Monona County Sheriff's Office
Monona Police Department
Monroe Police Department
Montgomery County Sheriff's Office
Monticello Police Department
Nashua Police Department
Nevada Police Department
New Albin Police Department
New Hampton Police Department
New London Police Department
New Vienna Police Department
Newell Police Department
North Liberty Police Department
Odebolt Police Department
Oelwein Police Department
Ogden Police Department
Okoboji Police Department
Onawa Police Department
Orange City Police Department
Osage Police Department
Osceola County Sheriff's Office
Osceola Police Department
Oskaloosa Police Department
Page County Sheriff's Office
Palo Alto County Sheriff's Office
Palo Police Department
Peosta Police Department
Plymouth County Sheriff's Office
Pocahontas County Sheriff's Office
Postville Police Department
Poweshiek County Sheriff's Office
Prairie City Police Department
Readlyn Police Department
Red Oak Police Department
Riceville Police Department
Ringgold County Sheriff's Office
Rockwell Police Department
Sabula Police Department
Sac City Police Department
Sac County Sheriff's Office
Sergeant Bluff Police Department
Shell Rock Police Department
Shellsburg Police Department
Sioux County Sheriff's Office
Spencer Police Department
Spirit Lake Police Department
St. Ansgar Police Department
State Center Police Department
Storm Lake Police Department
Strawberry Point Police Department
Stuart Police Department
Swea City Police Department
Taylor County Sheriff's Office
Tipton Police Department
Titonka Police Department
Union County Sheriff's Office
University Heights Police Department
Urbandale Police Department
Van Buren County Sheriff's Office
Villisca Police Department
Vinton Police Department
Wapello Police Department
Washington County Sheriff's Office
Washington Police Department
Waukon Police Department
Waverly Police Department
Wayne County Sheriff's Office
West Burlington Police Department
West Liberty Police Department
West Point Police Department
Wilton Police Department
Winfield Police Department
Winterset Police Department
Woodbine Police Department
Wright County Sheriff's Office
ILEA Newsletter

Occupant Protection Incentive



PROGRAM CHARACTERISTICS
 Education
 Enforcement
 Public Awareness

TARGETED POPULATION(S)
 Rural Areas/Small Communities
 Low Use/High-Risk Populations
 Traffic Violators Statewide

- ◆ To provide local law enforcement with testing and analysis equipment for optimal enforcement of Iowa's OWI laws.

STRATEGIES AND ACTIVITIES

Iowa was one of 20 states to utilize Section 403 funds in the late 1990s to conduct the special Traffic Enforcement Program sSTEP to increase safety belt use. Section 157 incentive funds received in FFY 1999 provided an ideal funding vehicle to expand the successful sSTEP model statewide. That year, 157 agencies (35 sheriffs' offices, 121 police departments and the ISP) agreed to participate in the program.

PROBLEM IDENTIFICATION

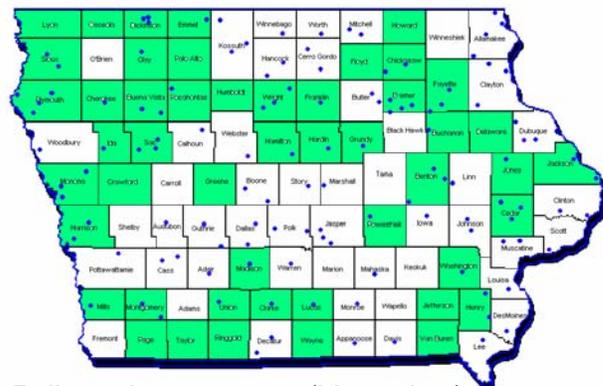
Each year, nearly 65,000 traffic crashes are reported in Iowa resulting in over 35,000 personal injuries, 3,500 or more serious injuries and nearly 450 fatalities. In Iowa fatal crashes, over 50% of the fatality victims are unbelted, despite a statewide usage rate of 86%, seventh best in the nation.

The FFY 2003 program, which ran from November 1, 2002 to September 30, 2003, involved 49 sheriffs' offices and 122 police departments representing 90% of Iowa's 99 counties. The Iowa State Patrol also participated.

GOALS AND OBJECTIVES

- ◆ To improve occupant protection use in smaller towns and rural communities, at-risk populations, with a combination of education, public information and enforcement.
- ◆ To establish and support, using the sSTEP model, occupant protection education/ enforcement programs with local law enforcement agencies throughout Iowa.
- ◆ To improve, collectively, safety belt use in participating communities by at least 3% during FFY 2003.
- ◆ To achieve a statewide safety belt usage rate of 85% by the end of FFY 2003.

FFY 2003 Section 157 Contractors



Police departments (blue dots), county sheriffs (green) and the Iowa State Patrol blanket the state during Iowa's 2003 sSTEP.

RESULTS

During FFY 2003, a total of six waves of “sTEPped up” enforcement and education were conducted. The first wave was held from November 25-December 1, 2002 in conjunction with the Thanksgiving holiday weekend. A total of 173 Section 157 grant agencies, along with 24 agencies receiving 402/410 funding and seven volunteer agencies played a part. Highlights included 2,455 seat belt and child restraint enforcement contacts, 5,192 speed contacts and 131 OWI arrests. A grand total of 12,938 enforcement actions were reported. Media coverage was excellent with 434 total contacts including 17 with television, 100 radio and 314 with newspapers and other print media. Seat belt survey results were also encouraging with usage increasing over three percentage points from 76.7% to 79.7%.

A second wave from December 28th to January 3rd coincided with the New Year’s holiday and generated 145 OWI arrests, over 1,700 belt actions and over 4,700 speed actions.

The third wave was conducted in conjunction with National Child Passenger Safety Awareness Week, February 9-15, 2003. Nearly 200 law enforcement agencies, including 166 sTEP contractors, and 950 officers took part. The February wave garnered over 2,000 occupant protection contacts, over 3,000 speed enforcement actions and 92 OWI arrests. Safety belt use improved from 77.5% to 80.3%. Media exposure was again excellent with 17 T.V. stations, 84 radio stations and 228 newspapers providing coverage.

The two weeks prior to Memorial Day (May 18-June 2, 2003) marked the fourth wave. This was the first ever 2-week wave and it was preceded by a paid media blitz, also a first for Iowa. One hundred sixty-nine Section 157 contractors used 849 officers for this wave, assisted by 319 officers funded with 402/410 and 82 volunteers. A total of 24,125 enforcement actions were reported including 277 OWI arrests, 5,597 seat belt and child restraint contacts and over 8,200 speed actions. Well over 400 media contacts were made including 21 T.V., 106 radio, 258 print and 83 others. Safety belt use improved from a pre-survey level of 79.7% to a post-survey mark of 84.2%.



As part of the 4th sTEP wave, The Isle of Capri Casino hosted a safety fair for its employees. Mar-Mac PD, a Section 157 contractor, provided Vince and Larry for the event to promote seat belt awareness.

The fifth wave was held July 2nd-8th, during the 4th of July holiday. Nearly 190 law enforcement agencies with 947 officers joined the statewide effort. More than 10,500 enforcement contacts were recorded. Seat belt efforts continued to be strong with 2,055 actions and speed violation contacts exceeded 4,000. Other highlights included 274 stop sign/light violations and 165 OWI arrests.

2003 ANNUAL REPORT OCCUPANT PROTECTION INCENTIVE

A sixth and final wave was conducted August 25 through September 1, 2003, leading into the Labor Day holiday weekend. Highlights included more than 2,300 seat belt and child restraint enforcement actions, over 4,750 speed actions, 333 stop sign/light violations and 138 OWI arrests.



One of the many joint efforts was conducted during a sSTEP wave by the Storm Lake Police Department. They were joined in the effort by the Iowa State Patrol, DOT officers and the Buena Vista County Sheriff's Office.



During the 2003 sSTEP, 66 joint operations with multiple enforcement agencies were conducted. Combining efforts provides a broader sweep and gives the public a definite view of the aggressive enforcement officers are making to keep our roadways safe. It also should be noted that during the entire history of sSTEP in Iowa, DOT enforcement officers have supported the program without the benefit of funding. This year, 1,342 MCSAP (motor carrier safety assistance program) inspections were conducted by DOT officers resulting in 223 commercial vehicles being taken out of service and 112 drivers.

The total sSTEP-reported activity from all six waves combined includes:

- 15,449 safety belt violation contacts,
- 922 child restraint violation contacts,
- 1,594 OWI arrests/contacts,
- 30,116 speed violation contacts,
- 287 improper passing violations,
- 2,570 stop sign/light violations,
- 1,991 driving without a license,
- 1,337 suspended or revoked,
- 2,764 no registration,
- 680 open container/pub. consumption
- 1,097 minor in possession,
- 706 dark windows,
- 135 alcohol available to a minor,
- 517 public intoxication,
- 7,841 other traffic violation contacts,
- 8,801 equipment violation contacts,
- 4,237 no proof of insurance,
- 3,206 motor vehicle crashes,
- 371 felony arrests,
- 666 narcotics arrests,
- 4,507 motorists assists,
- 348 interdictions,
- 179 canine searches,
- 1,342 commercial vehicle inspections,
 - 223 vehicles taken out of service,
 - 112 drivers taken out of service,
- 1,074 warrants served,
- 65 DNR violations,
- 67 weapons seized, and
- 2,463 total media contacts.

The total number of enforcement contacts for these six waves exceeded 81,000. With all waves combined, more than 1,160 enforcement agencies and 6,038 officers participated.

2003 ANNUAL REPORT **OCCUPANT PROTECTION INCENTIVE**

First and foremost, from the beginning of Wave #1 to the conclusion of Wave #6, safety belt use improved by more than seven percentage points, rising from an average pre-event rate of 76.7% to an average post-event rate of 84.0%. With an increased usage rate in these predominantly rural, small to medium-sized communities, to a rate near the statewide average of 86%, sSTEP has made a considerable contribution to statewide seat belt and child restraint compliance.

The lives saved and the disabilities avoided by this increased usage cannot be easily measured, yet it is apparent to us who strive to make our roadways safer. To date, Iowa's Life Toll has nearly 5,200 names of people whose lives were saved or who were spared life-threatening injuries because they had chosen to use of a safety belt or child restraint before a crash occurred.

The success of Iowa's sSTEP program has not only been instrumental in the achievement of Iowa's best ever seat belt use rate of 86%, but has also played an important role in the State's achievement of a 57-year low in highway traffic deaths during 2002.

FUNDING	BUDGET	EXPENDED
Section 157	\$495,595	\$434,348
CONTACT		
Adam Buck		
Iowa Governor's Traffic Safety Bureau		
515/281-7166		



Iowa Crimes vs. Iowa Crashes



1 murder every 7.3 days	1 fatality every 21 hours
1 violent crime every 70 minutes	1 injury every 15 minutes
1 property crime every 6.5 minutes	1 property damage every 13 minutes
1 crime every 5.5 minutes	1 crash every 8 minutes

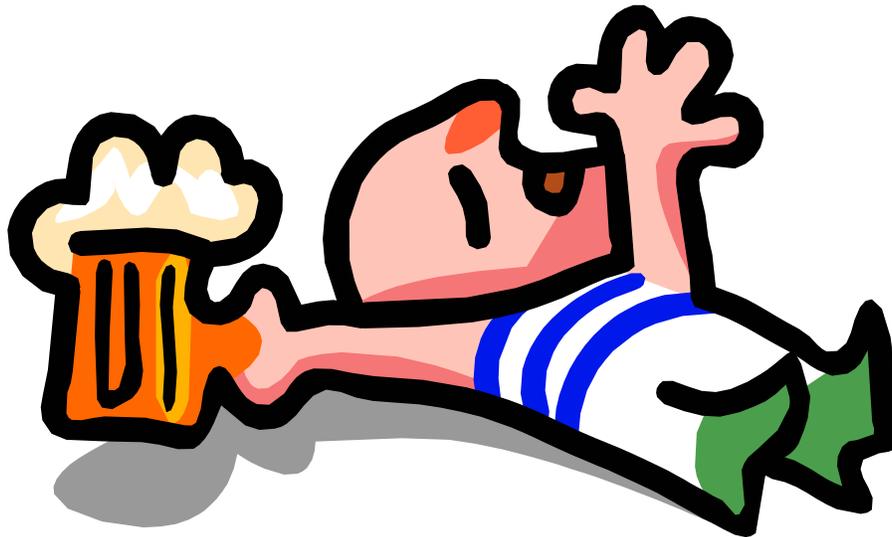
So, buckle up! Your life's in your hands.

IOWA GOVERNOR'S TRAFFIC SAFETY BUREAU

Produced with Federal Highway Safety 157i funds (9/02)

*Repeat Intoxicated Driver
Transfer Funds*

Section 164



Repeat Intoxicated Driver Grantees:

	<u>Budget</u>	<u>Expended</u>
Division of Criminal Investigation Lab	\$155,000	\$155,000
DOT General Counsel	\$40,000	\$20,628
DPS/Iowa State Patrol	\$700,000	\$604,754
Iowa Alcoholic Beverage Control Division	\$13,400	\$7,908
ISU Department of Public Safety	\$50,000	\$48,805
State Court Administrator's Office	\$35,000	\$22,292
The Integer Group	\$25,000	\$0
Travel/Training	\$5,000	\$0

Repeat Intoxicated Driver



PROGRAM CHARACTERISTICS

Enforcement
Training
Equipment
Public Awareness

TARGETED POPULATION(S)

Impaired Drivers
Young Adults
Motorists in High-Risk Roadways
Retail Beverage Servers

PROBLEM IDENTIFICATION

Despite significant reductions in Iowa alcohol-related fatalities and injuries during the past decade, impaired driving remains a significant factor in traffic-related death and injury in our state. Alcohol-related fatalities for 2002 totaled 101. This is a 14% decrease from 2001 when 118 people died. Alcohol-related fatalities have declined by 53% since 1990. Alcohol-related injuries totaled 2,443 in 2000, down 38% since 1990. Alcohol is a contributing factor in 9% of all injury crashes, 16% of all crashes that result in a serious injury and 25% of all crashes resulting in a fatality.

Weekend crashes occurring between 9:00 p.m. and 3:00 a.m. on Friday and Saturday evenings account for nearly 30% of all alcohol-related fatalities.

Young drivers are also over represented with 16-24 year olds making up 16% of Iowa drivers, but over 30% of drinking drivers involved in fatal and injury crashes.

GOALS AND OBJECTIVES

- ◆ To increase the number of OWI contacts by the Iowa State Patrol from 8,000 to 9,000.
- ◆ To generate at least 700 OWI contacts by local law enforcement agencies.
- ◆ To increase the number of multi-agency cooperative enforcement efforts aimed at reducing impaired driving.
- ◆ To provide administrative license revocation and OWI adjudication training for law enforcement and judicial personnel.
- ◆ To provide alcohol server training to retail beverage establishments.
- ◆ To expand the social norms program to post secondary schools.
- ◆ To increase youth/alcohol program activity within the state.
- ◆ To achieve and maintain an alcohol-related fatality rate of .45 fatalities per 100 million VMT or lower by the end of FFY 2003.
- ◆ To achieve and maintain an alcohol-related injury rate of 8.5 injuries per 100 million VMT or lower by the end of FFY 2003.

STRATEGIES AND ACTIVITIES

Alcohol impaired driving is the primary factor in over 100 fatal and 2,500 injury crashes in Iowa each year. Because of a minor problem with Iowa's OWI law

regarding repeat offenders, Iowa received just over \$3 million in Section 164 transfer funds for programming in FFY 2002 or 2003.

A comprehensive plan was developed for utilizing the Section 164 funds. Primary focus was placed on statewide enforcement, targeted at high-risk times and locations. Complimentary educational efforts including point of service alcohol sales and teen/young adult education were also included in the plan. A third critical component involved the purchase, distribution, installation and training for evidentiary breath testing devices. The successful completion of all aspects of the 2002 program included over 4,500 alcohol enforcement contacts by the Iowa State Patrol and 63 local enforcement agencies, over 1,000 retail beverage education contacts, 19,000 young people educated on the dangers of impaired driving and 70 evidentiary breath testing devices purchased and installed by the DCI Lab.

In 2003, repeat offender funds included a continuation of dedicated ISP full-time enforcement personnel directed at impaired driving, funding support for a criminalist and clerical staff at the DCI Lab, a program with the Iowa DOT to educate officers on the administrative license revocation process, training for retail beverage establishments and the expansion of the social norms training and education for high school and college age youths.

RESULTS

During 2003, Section 164 Repeat Offender funds supported 18 full-time

Iowa State Patrol troopers dedicated to alcohol/impaired driving enforcement. The full-time troopers were utilized during the fall (October 1-December 31) and spring (April 1-June 30) months. As in 2002, the program generated a substantial volume of impaired driving enforcement. A total of 1,840 alcohol contacts were reported including 466 OWI arrests, 397 open container violations, 105 .02 violations and a host of other alcohol-related violations. Seven educational activities were conducted with a total of 143 attendees.

Funding support was provided for both a criminalist and a clerk at the *DCI Laboratory* where local installation and training was completed on the last of some 200 new generation evidentiary breath testing devices.

The Iowa DOT's *General Counsel Division* developed a training manual for peace officer on Iowa's administrative license revocation process. A total of 46 training sessions were held across the state that reached over 1,000 officers. An additional training session, held via the ICN network in September of 2003 reached over 500 officers in a total of 75 counties. Altogether, a total of 1,500 officers were trained with coverage in 80 of Iowa's 99 counties.

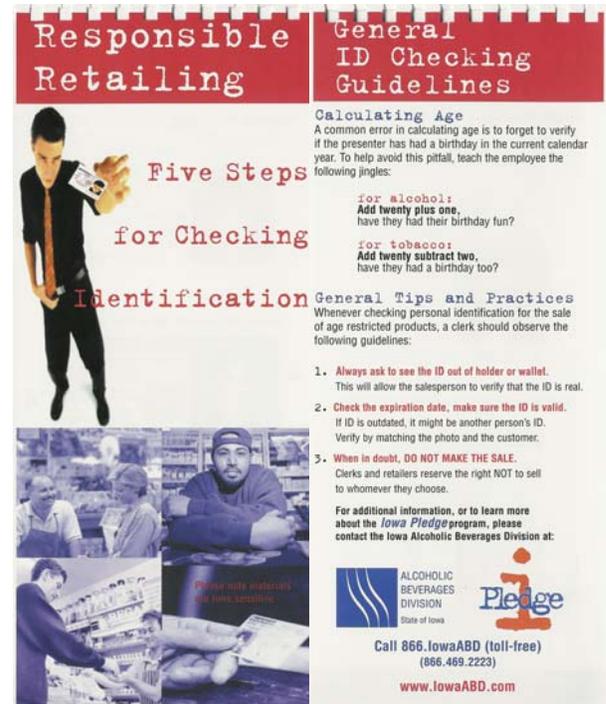
The Outreach Services Unit of *Iowa State University's Department of Public Safety* utilized Section 164 funds to expand Iowa's successful social norms project. The social norms program helps students to dispel misconceptions that "everyone is doing it" in regard to drinking/impaired behaviors such as drinking and driving and binge drinking. Using a two-pronged approach, ISU

expanded its successful one-day on-site workshops at Iowa high schools and its outreach efforts in bringing the social norms program to additional Iowa colleges and universities. Seven additional local high school workshops were held during the months of October 2002 and March and September 2003. In all, 455 students and 64 adults representing 45 Iowa high schools were trained at the seven one-day workshops. Schools from west central, northwest, northeast, east central and southeast Iowa attended the workshops.

The second component targeted Iowa colleges and universities. The Section 164 funds enabled ISU to expand the current group of Iowa colleges offering social norms programs from four to 12. For the first time, the social norms program was able to reach an important and significant component of Iowa's college population, students attending Iowa's two-year or junior college programs. Hawkeye Community College, Iowa Lakes Community College and Iowa's largest community or two-year college, the Des Moines Area Community College joined nine four-year colleges participating in the social norms program. An evaluation of the program, conducted at Briar Cliff College in Sioux City, showed measurable benefits of the program including a 6.7% reduction in the number of students reporting driving under the influence at least once during the past year.

The *Alcoholic Beverages Division* of the Iowa Department of Commerce used 164 monies to conduct retail alcohol beverage server training. Demand for this training was so high that funds were

reallocated to expand it. A total of 639 alcohol servers, owners and managers were trained. Additionally, the Division distributed an educational brochure to law enforcement and liquor licensees entitled "Responsible Retailing: Five Steps for Checking Identification".



In summary, the 164 program activities contributed significantly to the Bureau's overall efforts to combat impaired driving. As a result of these and other efforts, Iowa continues to rank among the best 10 states in both the percent of overall traffic fatalities attributed to alcohol and the mileage death rate resulting from alcohol-related crashes.

FUNDING	BUDGET	EXPENDED
Section 164	\$1,023,400	\$859,387
CONTACT		
Carson Whitlow		
Iowa Governor's Traffic Safety Bureau		
515/281-8348		

Alcohol Incentive Grant

410 Program



Alcohol Incentive Grantees:

	<u>Budget</u>	<u>Expended</u>
Altoona Police Department	\$9,500	\$8,122
Ames Police Department*	\$17,900	\$14,876
Black Hawk Communication Center	\$2,120	\$1,359
Black Hawk County Sheriff's Office*	\$3,500	\$3,450
Blue Grass Police Department	\$10,000	\$9,912
Carlisle Police Department	\$6,100	\$5,679
Carter Lake Police Department*	\$11,700	\$10,987
Cerro Gordo County Sheriff's Office*	\$12,650	\$11,446
Clinton County Sheriff's Office*	\$14,000	\$13,071
Clive Police Department	\$4,000	\$4,000
Dallas County Sheriff's Office	\$8,600	\$8,465
Donnellson Police Department	\$4,000	\$3,678
Drug Evaluation & Classification Program	\$50,000	\$40,034
Dubuque Police Department*	\$7,850	\$7,681
Dunkerton Police Department	\$4,600	\$4,598
Eddyville Police Department	\$2,500	\$2,499
Eldridge Police Department*	\$12,200	\$9,929
Evansdale Police Department*	\$10,200	\$7,918
Fort Madison Police Department*	\$17,000	\$11,095
GTSB Printing	\$5,000	\$0
GTSB Travel and Training	\$10,000	\$0
Hudson Police Department*	\$4,500	\$3,881
Huxley Police Department*	\$3,700	\$2,648
Iowa State Patrol	\$47,000	\$42,835

ISU Center for Transp. Research & Ed.	\$80,000	\$57,020
Johnson County Sheriff's Office*	\$5,350	\$5,174
Johnston Police Department	\$4,450	\$4,344
Keokuk Police Department*	\$12,500	\$11,755
Knoxville Police Department	\$8,000	\$4,628
La Porte City Police Department	\$4,500	\$3,202
Le Claire Police Department	\$4,650	\$4,437
Linn County Sheriff's Office	\$25,000	\$24,868
Mount Vernon Police Department	\$9,500	\$8,968
Muscatine County Sheriff's Office	\$15,000	\$14,870
Newton Police Department	\$16,200	\$10,421
Pella Police Department	\$9,950	\$9,199
Perry Police Department	\$11,350	\$10,420
Pleasant Hill Police Department	\$12,000	\$10,181
Polk City Police Department	\$7,400	\$5,526
Princeton Police Department*	\$2,450	\$0
Robins Police Department	\$6,000	\$6,000
Story County Sheriff's Office	\$4,000	\$3,945
U of I Public Safety	\$9,400	\$9,352
Warren County Sheriff's Office*	\$4,000	\$4,000
Waterloo Police Department*	\$18,500	\$18,257
Waukee Police Department	\$4,500	\$4,450
Windsor Heights Police Department	\$5,000	\$2,992

**contracts contain 410 & 402 funds*

Alcohol Incentive Grant (410)



PROGRAM CHARACTERISTICS

Enforcement
Education/Training
Public Awareness

TARGETED POPULATION(S)

Impaired Drivers
Youth

PROBLEM IDENTIFICATION

Despite significant reductions in alcohol-related fatalities and injuries during the 1990s, impaired driving remains a significant contributor to traffic-related death and injury in our state. Alcohol-related fatalities for 2002 totaled 101. This is a 14% decrease from 2001 and a 52% reduction from the 1990 total of 210. Alcohol-related injuries totaled just over 2,400 in 2000, down 38% since 1990. Alcohol is a contributing factor in nine percent of all injury crashes, 16% of all crashes that result in a serious injury, and 25% of all crashes resulting in a fatality.

Weekend crashes occurring between 9:00 p.m. and 3:00 a.m. on Friday and Saturday evenings account for nearly 30% of all alcohol-related fatalities. Young drivers are also over represented with 16-24 year olds making up 16% of Iowa drivers, but over 30% of drinking drivers involved in fatal and injury crashes.

GOALS AND OBJECTIVES

- ◆ To support compliance of Iowa's .02 BAC, Open Container and Underage Possession laws utilizing a combination of education and enforcement including corridor events, saturation patrols and safety checkpoints.
- ◆ To enhance coordination of alcohol-related education and enforcement activities across the state including technical, analytical and logistical support for corridor events.
- ◆ To improve/maintain strong adjudication of OWI laws by providing equipment and staff support for laboratory analysis including upgrading evidentiary breath testers.
- ◆ To support training for Iowa law enforcement personnel regarding impaired driving, especially impairment resulting from the use of drugs other than alcohol.
- ◆ To achieve/maintain an alcohol-related fatality rate of .45 alcohol-related fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2003.
- ◆ To achieve and maintain an alcohol-related injury rate of 8.5 injuries per 100 million VMT or lower by the end of FFY 2003.

STRATEGIES AND ACTIVITIES

The 410 alcohol incentive program in Iowa has been structured to provide comprehensive impaired driving enforcement, bolstered by a strong public information and education component. Key elements of the FFY 2003 program include saturation patrols, corridor enforcement and other multi-agency events. Structured and well publicized, these events can increase the perception of the risk of apprehension on the part of those individuals who drink and drive.

All 39 law enforcement agencies funded under the 410 program that had planned for traffic safety checkpoints or other multi-agency enforcement activity were actually able to conduct one or more events, a success rate of 100%. A total of 108 checkpoints or multi-agency activities were reported by the agencies.

Saturation patrols and corridor events provided an effective avenue for interdicting with drinking and impaired drivers. Because of factors such as mobility and the element of surprise, some agencies have found saturation patrols to be more effective in reaching the target population (drinking drivers) than traditional checkpoints. Several local agencies also conducted "mini-corridor events."

While special enforcement events were a key component of the overall 410 effort, traditional overtime enforcement remained the bread and butter of the 410 program. A total of 27 local police departments, six sheriffs' offices, the Iowa State Patrol and Public Safety

Department at the University of Iowa conducted selective overtime.

Education and public information components are "built into" Iowa's 410 program to enhance the effectiveness of impaired driving enforcement and to reinforce and bolster public awareness of the danger and potential tragic consequences of impaired driving. Drunken driving prevention components of the overall program included a requirement for at least 12 public information/education activities by each local enforcement agency receiving overtime funding support.

As part of Iowa's 410 grant, funding support was received for the purchase of video cameras for use in impaired driving and other traffic stops by law enforcement officers. During FFY 2003, 16 local law enforcement agencies each purchased one video camera.

Captain Bob Rushing continued as the Bureau's full-time Law Enforcement Liaison during FFY 2003. A retired Captain from the West Des Moines Police Department, Bob is employed full-time at the Bureau through a contract with CTRE, Iowa State University's Center for Transportation Research and Education. He has been critical in the successful development, coordination and completion of numerous multi-agency, corridor enforcement events. Not only are the corridor efforts run in a most efficient and effective manner, but also his support with other Bureau activities is invaluable. He lends his expertise and assistance whenever and wherever needed.

The first corridor project in calendar year 2003 was held June 5th in eastern Iowa. U.S. 61 is a heavily traveled route from Dubuque south to the Iowa-Missouri border. On June 26th, a corridor event involving all three major east west routes in southern Iowa was held. One August 28th, both I-35 and I-80 were the focus of Operations Is.



A reporter from KCRG-TV interviews Sergeant Mike Lord of the Iowa City PD during the Operations Is corridor project.

The calendar year concluded with a different type of regional enforcement event. Dubbed Northern Lights, this project included all geographic locations north of U.S. 20 and included activity on both November 20th and 26th.



One of the four planning meetings for the Northern Lights project was in West Union. So successful was the project, that it is anticipated it will become an annual event.

Each of these corridor events received considerable support from almost every law enforcement agency along these routes. Media coverage including print, radio and television was substantial. A key objective of the corridor projects is to raise public awareness of the importance of traffic safety and the dangerous and potentially tragic consequences of socially irresponsible, high-risk behaviors like impaired driving, excess speed, failure to stop, and the non-use of occupant protection devices.

RESULTS

A total of 39 law enforcement agencies received 410 alcohol incentive funds. Those agencies included 30 police departments, seven sheriffs' offices, the Iowa State Patrol and the Public Safety Department from the University of Iowa.

All 39 agencies participated in a total of 108 multi-agency enforcement events. This figure actually overstates the number of events held since several 410 agencies may have participated in a single event. These events included corridor enforcement activities, vehicle safety inspection checkpoints, and saturation patrols. Collectively, over 5,000 overtime hours were reported. This effort resulted in 1,654 OWI contacts including 376 OWI arrests plus 107 arrests for public intoxication, 148 open container violations and more than 300 arrests for possession under the legal age.

Agencies reporting significant levels of OWI and other alcohol violation activity included Keokuk PD, the Linn Co.

Sheriff's Office, Ames PD, the University of Iowa and the Fort Madison PD, all with 120 or more alcohol-impaired driving contacts. Other aggressive enforcement included Newton PD, Le Claire PD, Perry PD, the Muscatine Co. SO, Johnson Co SO and Eddyville PD. All of these agencies reported 50 or more alcohol contacts and at least 15 OWI arrests.

Occupant restraint activity is an important component of all enforcement contracts and 410 contracts are no exception. During FFY 2003, a total of 3,193 occupant restraint violation contacts were completed. While this figure is down substantially from FFY 2002 totals for 410 contractors, it is on par with FFY 2001 and prior years. Keokuk PD led all agencies with 347 contacts. Other agencies with more than 200 contacts included Ames PD with 291, Linn Co. SO with 244 and Fort Madison PD with 218. Eleven agencies reported over 100 occupant restraint violation contacts led by the Perry Police Department with 180 and the Muscatine County Sheriff's Office with 142. The contribution of 410 funded agencies to Iowa's overall safety belt enforcement played an important part in the achievement of an 86% statewide safety belt usage rate in 2003.

Moving violation and speed enforcement are significant factors in the location and apprehension of impaired drivers. During FFY 2003, a total of 12,399 speed and moving violation contacts were reported by 410 agencies, the most ever. Six agencies reported 700 or more moving violation contacts including police departments from

Eddyville and Waterloo, sheriffs' offices from Johnson, Linn and Cerro Gordo counties and the Iowa State Patrol. Other agencies with high numbers of moving violation contacts were police departments from Keokuk, Knoxville, Fort Madison, Newton and Robins. Each of these agencies recorded 400 or more contacts.

Total enforcement actions under the 410 umbrella exceeded 17,000, second only to FFY 2002 when 20,000 contacts were reported.

Public information numbers were also good with the 39 law enforcement agencies reporting 429 total public information and education contacts. Among the leading agencies in terms of public information activities were the Iowa State Patrol and the University of Iowa's Department of Public Safety.

The 410 section would not be complete without a discussion of the significance of the four "border to border" corridor enforcement events coordinated by the Bureau's law enforcement liaison, Captain Bob Rushing with an able assist from PTS coordinator Mr. Mark Campbell. However, the true "all-stars" are the 939 law enforcement officers and the dozens of dispatchers and other personnel who made the events a resounding success.

Iowa's border to border and then some corridor events launched the 2003 season with an early summer tradition, the U.S. 61 corridor event along Iowa's eastern border. Running from Dubuque to Keokuk, U.S. 61 typically experiences more serious traffic injuries and travel

than any other north south primary in Iowa. The June 5th event included 24 agencies with 163 officers generating a total of 1,370 enforcement actions including 689 speed actions, 140 safety belt and child restraint citations/warnings, 23 stop sign/light violations and eight OWI arrests.

Southern Iowa was the site of the year's second project. Known locally as TNT which stands for U.S. 34, Iowa 92 and Iowa 2, the project involves every major east west route in the southern Iowa. Held on June 26th, TNT included 31 agencies with 162 law enforcement personnel generating 1,940 enforcement actions. Nearly 400 occupant restraint citations and warnings were issued along with almost 800 speed actions and 11 OWI arrests.



Scott County Reserve Deputy Jerry Behning stops a violator during the multi-state Interstates 35/80 (Operation Is) event.

As Labor Day weekend approached another yearly event transpired, one that now has far reaching influence and safety benefit, thanks to Iowa's leadership. The Interstate 35/80 or Operation Is event took place August 28th. With coordination from Iowa's law enforcement liaison Bob Rushing and

Region 7 law enforcement liaison Dennis Shreve, Texas, Oklahoma, Kansas, Missouri and Minnesota joined the I-35 event with enforcement activity in place from Mexico to the Canadian border.



Mr. Rushing and the Governor's Traffic Safety Bureau received a plaque commemorating Iowa's contribution to the I-35 effort from Region 7 Administrator Romell Cooks in September 2003. Iowa's I-35/I-80 activity involved 61 agencies, 354 officers and 3,582 enforcement actions that include 1,742 for speed violations, 371 safety belt actions, 6 OWIs, and 18 drug related arrests.



Lieutenant Rick Rewerts and Deputy Scott Madison of the Story County Sheriff's Office run radar during the Operation Is corridor enforcement event.



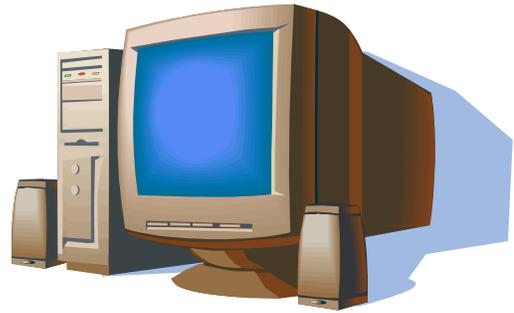
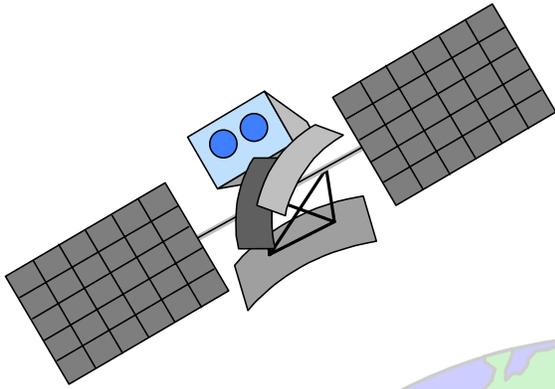
The logo for Northern Lights, developed by the GTSB, served as a catalyst for the project, helping to motivate the many agencies in northern Iowa to actively participate in the unique project.

Calendar year 2003 concluded with a totally new project thrust. Because of the rural nature of northern Iowa, an analysis of crash data indicated that fatal and serious injury crashes were widely disseminated. Therefore, rather than focusing on a single route, the north Iowa project or Northern Lights included enforcement activities on all major roads as well as well traveled rural arterials. The effort was also not limited to one day, but rather was on-going during November, culminating on November 20th in northeast and north central Iowa and November 26th in northwest Iowa.

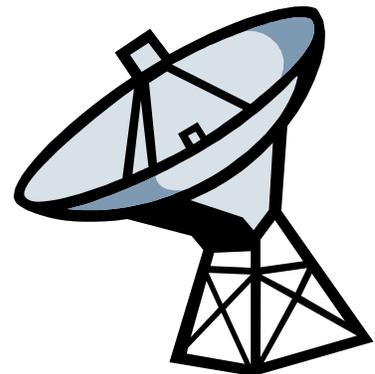
The western agencies dovetailed their event with an underage/young adult holiday alcohol enforcement effort. Northern Lights involved 50 agencies and more than 260 officers generating 426 belt actions, 180 OWI and nearly 1,300 speed contacts as part of 3,056 total enforcement contacts.

In conclusion, these projects not only resulted in substantial enforcement activity but they also elevated public awareness about the importance of highway safety and played a key role in keeping Iowa's fatality and alcohol-related fatality rates well below the national average.

FUNDING	BUDGET	EXPENDED
Section 410	\$558,320	\$462,172
CONTACT		
Denny Becker or Bob Rushing		
Iowa Governor's Traffic Safety Bureau		
515/281-8844 and 515/281-8836		



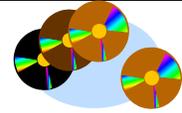
*Traffic Records
Data Improvement*



Traffic Records Data Improvement

Contractors:

	<u>Budget</u>	<u>Expended</u>
Department of Transportation Office of Driver Services	\$92,500	\$89,386
Department of Transportation Office of Traffic & Safety	\$14,000	\$12,660
Iowa State University Center for Transportation Research & Education	\$75,000	\$72,605



Traffic Records Data Improvement

PROGRAM CHARACTERISTICS

Training
Technology
Data Collection/Analysis

TARGETED POPULATION(S)

Law Enforcement
Traffic Engineers
EMS Personnel
Data Analysts

providing training and information to law enforcement, engineers and other highway safety professionals.

- ◆ To continue a state Traffic Safety Data Service improving data availability and utilization by key decision-makers.
- ◆ To enhance statewide electronic crash reporting through the Traffic Records and Crime Software System (TraCS).
- ◆ To initiate evaluation of the accuracy, completeness and accessibility of specific components of the state's overall traffic records systems.

PROBLEM IDENTIFICATION

Each year, nearly 65,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, at least 3,500 serious injuries and nearly 450 fatalities.

Without proper data collection and analysis on crashes, enforcement and EMS as well as summarizing and dissemination of the results, appropriate highway safety countermeasures and improvements cannot be efficiently and effectively undertaken.

GOALS AND OBJECTIVES

- ◆ To enhance EMS provider reporting and statewide analysis of traffic crash injuries, improving the viability of Iowa CODES data.
- ◆ To improve the understanding and utilization of Iowa CODES data by

STRATEGIES AND ACTIVITIES

Iowa has an active and well-organized State Traffic Records Advisory Committee (STRAC). Formed in 1994, the Committee and its partnering agencies include the departments of Public Health, Transportation and Public Safety as well as Iowa State University transportation research personnel, law enforcement and local traffic engineers.

Prior to the receipt of Section 411 funding support for traffic records initiatives, STRAC had already embarked on its second five-year Strategic Plan for Traffic Records Improvements. Among the key issues and program areas identified were:

- 1) an update of the state's police crash report form,
- 2) enhancement of EMS provider reporting in smaller communities and rural areas,
- 3) promotion of law enforcement's use of GIS ALAS for crash and citation mapping and analysis and,
- 4) increasing the level of electronic crash reporting via TraCS (Traffic Records and Criminal Software), Iowa's first in the nation statewide electronic crash reporting system.

Other major issues were the establishment of a Safety Data Center to improve data access and utilization, particularly by key decision-makers and better integration of safety analysis tools such as CMAT, Intersection Magic, GIS SAVER and TraCS.

RESULTS

One of the most successful 411 initiatives undertaken by the GTSB and Iowa's State Traffic Records Advisory Committee (STRAC) has been the Iowa Traffic Safety Data Service or ITSDS. Operated by Iowa State University's *Center for Transportation Research and Education* (CTRE), ITSDS is a quick response data query and analysis service. ITSDS facilitates data-driven decision making and effective presentation of information. During FFY 2003, ITSDS addressed more than 90 information requests from over 20 federal, state and local agencies. Highlights included the preparation of detailed corridor maps, including

location specific maps and corresponding data sets. This data provided the foundation for Iowa's highly successful corridor enforcement events. Other requests included analysis of crashes involving deer, motorcycles and bicycles.

Sample corridor maps provided by CTRE are located at the end of this Traffic Records Data Improvement Section.

A second 411 effort, also on-going, involved support for Iowa's National Model/TraCS initiative. Section 411 funds purchased desktop computers for state and local law enforcement agencies, which are utilized in the electronic submission of crash reports and traffic citation information. Thanks, in part, to the success of this effort, Iowa now has about 25% of all citation and more than 60% of all crash reports being entered and submitted electronically. Six desktop units were purchased and installed in FFY 2003.

Another major effort involved the upgrade of software and related programs for Iowa's 200 law enforcement agencies that use TraCS. The new TraCS version 7.0 was in the process of beta testing at the end of FFY 2003.

A third program element involved expanding the interface of TraCS with Iowa's basic geographic and mapping analysis software known as CMAT or Crash Mapping and Analysis Tool. Funds to complete this interface also came from Iowa's SMS system. The Iowa DOT Office of Traffic and Safety managed this project, which utilized program staff from CTRE as well.

