

# *ANNUAL REPORT*

*for the*

## *Iowa Highway Safety Program*



### *Federal Fiscal Year 2000*

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## Table of Contents

*Planning & Administration* ..... 3 - 5

*Alcohol* ..... 6 - 13

*Occupant Protection* ..... 14 - 21

*Police Traffic Services* ..... 22 - 30

*Emergency Medical Services* ..... 31 - 34

*Program Management* ..... 35 - 39

*Pedestrian/Bicycle Safety* ..... 40 - 44

*Roadway Safety* ..... 45 - 49

*Youth/Alcohol* ..... 50 - 53

*Safe Communities* ..... 54 - 58

*Occupant Protection Incentive* ..... 59 - 66

*Alcohol Incentive* ..... 67 - 75

*Traffic Records Data Improvement* ..... 76 - 81

# *Planning & Administration*



Planning & Administration



**PROGRAM CHARACTERISTICS**  
 Training  
 Technical Assistance

**TARGETED POPULATION(S)**  
 GTSB Staff  
 Program Administrators

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 a Board member of the Iowa Traffic Control and Safety Association and the GuideOne Foundation. As in past years, Mike is again representing Region 7 on the National Association of Governors’ Highway Safety Representatives’ Executive Board. He also serves on the Prevention of Disabilities Policy Council.

**PROBLEM IDENTIFICATION**

Each year, over 75,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, 3,000 or more serious injuries and at least 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, 402, 410 and 411.

**GOALS AND OBJECTIVES**

- ◆ To provide the management/financial expertise to plan, contract, monitor and evaluate the 402 program.
- ◆ To provide the administrative capabilities necessary to support total program efforts.
- ◆ To provide fiscal training and information to contractors.



**STRATEGIES AND ACTIVITIES**

Ms. Shelley DeForest serves as the Bureau's Fiscal Manager. She is responsible for all fiscal reporting requirements including the preparation of the fiscal information included in the Highway Safety Plan and the Annual Report. She oversees all budgetary aspects of the Bureau's 157, 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.

Ms. Sandy Bennett is the Administrative Assistant for the Bureau. As such, she provides administrative support for the entire range of Bureau operations including program and financial activities, educational and promotional materials and contractor reporting requirements. Ms. Bennett provides primary assistance in the preparation of the Bureau's state and federal contractual agreements, Problem Identification, Highway Safety Plan, and Annual Report. She assists in the preparation of all Bureau correspondence, and maintains the Bureau filing systems, which includes the highway safety contract files. Ms. Bennett maintains agency

activity schedules, ensures federal and state deadlines are met and handles all travel arrangements for Bureau staff. She is responsible for updating the GTSB's Policy and Procedures Manual. Additionally, she 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, 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 Governor's Traffic Safety Bureau contractors. The FFY 1999 Annual Report, FFY 2000 Highway Safety Plan and all fiscal documents were completed on a timely basis.

FUNDING	BUDGET	EXPENDED
Section 402	\$125,000	\$111,659
<b>CONTACT</b>		
Shelley DeForest		
Iowa Governor's Traffic Safety Bureau		
515/281-3730		

# *Alcohol*



## *Alcohol Emphasis Area Contractors:*

	<i>Budget</i>	<i>Expended</i>
<i>Clinton County Sheriff's Office</i>	<i>\$8,000</i>	<i>\$6,459</i>
<i>Clinton Police Department</i>	<i>\$13,500</i>	<i>\$13,117</i>
<i>Council Bluffs Police Department</i>	<i>\$6,000</i>	<i>\$6,000</i>
<i>Davenport Police Department</i>	<i>\$12,000</i>	<i>\$11,859</i>
<i>DCI Laboratory</i>	<i>\$15,000</i>	<i>\$14,540</i>
<i>Des Moines County Sheriff's Office</i>	<i>\$5,500</i>	<i>\$3,685</i>
<i>Dubuque County Sheriff's Office</i>	<i>\$6,375</i>	<i>\$4,651</i>
<i>Dubuque Police Department</i>	<i>\$6,000</i>	<i>\$5,821</i>
<i>GTSB Educational Materials</i>	<i>\$15,000</i>	<i>\$12,052</i>
<i>GTSB Drug Evaluation &amp; Classification</i>	<i>\$5,000</i>	<i>\$0</i>
<i>Iowa City Police Department</i>	<i>\$21,000</i>	<i>\$20,981</i>
<i>Iowa Law Enforcement Academy</i>	<i>\$95,000</i>	<i>\$85,539</i>
<i>ISU Department of Public Safety</i>	<i>\$11,000</i>	<i>\$9,609</i>
<i>Johnston Police Department</i>	<i>\$6,700</i>	<i>\$3,971</i>
<i>KN Integer</i>	<i>\$70,000</i>	<i>\$70,000</i>
<i>Le Claire Police Department</i>	<i>\$5,500</i>	<i>\$5,000</i>
<i>Lee County Sheriff's Office</i>	<i>\$8,500</i>	<i>\$6,808</i>
<i>Muscatine Police Department</i>	<i>\$9,500</i>	<i>\$7,992</i>
<i>Newton Police Department</i>	<i>\$6,000</i>	<i>\$3,585</i>
<i>Prosecuting Attorneys Training Co.</i>	<i>\$125,000</i>	<i>\$125,000</i>
<i>State Court Administrator's Office</i>	<i>\$14,000</i>	<i>\$14,000</i>

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 1990s, impaired driving remains a significant factor in traffic-related death and injury in our state. Alcohol-related fatalities for 1999 totaled 133. This is a 17% increase from 1998 when 114 people died. However, alcohol related fatalities are down 37% since 1990. Alcohol-related injuries totaled just over 2,600 in 1998, down 33% since 1990. Alcohol is a contributing factor in 9% of all injury crashes, 16% of all crashes that result in a serious injury and 27% 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 25% of drinking drivers involved in fatal and injury crashes.

**GOALS AND OBJECTIVES**

- ◆ To maintain or increase total OWI enforcement contacts in the project areas.
- ◆ To maintain a minimum of 85% OWI conviction rate in project areas.
- ◆ 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/maintain 28% or fewer alcohol-related fatalities by the end of FFY 2000.
- ◆ To achieve/maintain an alcohol-related fatality rate of .5 alcohol-related fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2000.

## STRATEGIES AND ACTIVITIES

### *Enforcement*

Fourteen police offices and sheriffs' departments 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. Some also conducted underage alcohol purchase operations at licensed liquor establishments.

One key to successful enforcement regarding impaired driving, especially during a decade of declining alcohol-related fatalities and injuries, has been the recognition that impaired driving does not occur in a vacuum. Impaired drivers, particularly those with BACs between .10 and .15 often exhibit other illegal driving behaviors such as speeding and non-use of safety belts. Because of this fact, alcohol enforcement contracts also contain goals for safety belt and speed/other serious moving violation enforcement.

### *Education/Training*

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

Activities include traffic safety/traffic law training at the annual Iowa Magistrates Conference, as well as specialized traffic court training at national conferences for three District Court judges.

Training for prosecutors in Iowa's 99 county attorney offices and for law enforcement officers regarding OWI case procedures is provided by the *Prosecuting Attorneys Training Council*. 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 strong cooperative working relationship has been forged between the PATC and ILEA. The agencies conduct a number of joint training seminars on drunk and drugged driving arrest and adjudication reaching both prosecutors and enforcement personnel across the state.

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 *KN Integer*. 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). In addition to PSAs, educational materials are also produced and distributed statewide through the GTSB office. These materials include brochures and items such as ink pens, note pads and paper clips imprinted with a message on not drinking and driving.

In addition to enforcement and training, local enforcement agencies contributed greatly to public awareness. In *Council Bluffs*, the police department works actively with the local MADD chapter to promote the Drunk and Drugged Driving Prevention (3-D) Month activities. The *Dubuque Police Department* was involved in public information and education activities including numerous school presentations at three local high schools, addressing driver education

classes regarding responsible operation of motor vehicles. Radio and TV interviews and newspaper articles are also a regular part of activity by the Dubuque PD. In Des Moines County, the sheriffs' office conducted public information and education activities, which included displays at local fairs and mall shows as well as regular appearances on radio talk shows. The Clinton Police Department worked closely with local retail beverage establishments to promote public awareness of Iowa's alcohol law particularly as they relate to impaired driving, consumption by underage persons and Iowa's .02 law for persons under age 21.

### ***Support Services***

Support programs include toxicological support for the Department of Public Safety's *Division of Criminal Investigation Laboratory*, which analyzes about 2,000 breath, blood and urine samples annually for OWI cases.

## **RESULTS**

### ***Enforcement***

Police departments from *Iowa City* and *Newton* utilized a combination of multi-agency events and a focus on youthful offenders, Iowa's highest risk group for impaired driving crashes, to reach OWI contact levels far in excess of 100% of their goal.

*Iowa City* led all agencies with 454 OWI contacts, including over 300 for

possession under the legal age. National studies have shown that this interdiction with youth offenders can pay big dividends in the future by stemming behavioral patterns which can lead to alcohol addition and dependency, habitual drunk driving and other anti-social acts.

*Dubuque County* led all sheriffs' offices with 68 OWI contacts while *Des Moines County* had 13 OWI arrests, the highest arrest total among the sheriffs' offices funded under the alcohol emphasis area. Other agencies with 50 or more OWI contacts include *Clinton, Muscatine* and *Davenport* police departments, the *ISU Department of Public Safety* and the *Lee County Sheriff's Office*.

Alcohol 402 funded enforcement agencies made a strong contribution to occupant protection for the second consecutive year with a total of 3,973 contacts. Eleven of the agencies exceeded their individual goals with the 14 agencies averaging more than 280 occupant protection enforcement actions each. The *Council Bluffs Police Department* led the way for the second consecutive year with a total of 753 belt and child restraint enforcement actions. With a secondary law in place in neighboring Omaha, belt use is increasing on the Nebraska side of the Missouri River but still lags behind Iowa's rate, making Pottawattamie County a critical area in Iowa's efforts to reach 80% use statewide. The *Pottawattamie County Sheriff's Office* and the *Iowa State Patrol* partner

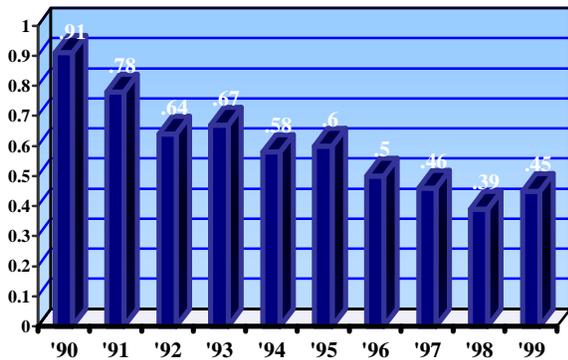
frequently with *Council Bluffs* in multi-agency belt enforcement actions. Pottawattamie County made 434 belt contacts with their 402-funded PTS contract. The Patrol typically contributes more than 50% of all seat belt citations statewide. *Iowa City Police Department* also had an outstanding year with 699 occupant restraint actions. Sheriffs' offices in *Clinton County* and *Lee County* far exceeded their individual occupant protection enforcement goals with 164 and 220 contacts respectively. *Davenport, Newton, Clinton, Dubuque, Johnston* and *Muscatine* police departments all exceeded 150 belt actions as did the *Des Moines County Sheriff's Office*. This work is to be commended, especially in light of the fact that the lack of seat belt use stands parallel with impaired driving as the #1 killer on Iowa's streets and highways.

Speed and moving violation enforcement remained very strong with 7,970 contacts, a 56% jump from FFY 1999. Twelve of the 14 agencies exceeded their individual goals with *Davenport PD* (844) and *Clinton PD* (774) leading the way. The *Dubuque Police Department* (475), *Lee County Sheriff's Office* (575) and the *Muscatine PD* (610) all recorded 400 or more moving violation contacts.

The collective overtime enforcement of these agencies has played a significant role in Iowa's overall decline in traffic fatalities during 2000. Total fatalities for Iowa for the year 2000 are estimated at 450, based on current trends and preliminary estimates. This number is 40

less than in 1999. Alcohol related fatalities are also expected to decline by a similar percentage.

**Alcohol Related Fatality Rates per 100 million vehicle miles traveled**



Twenty-seven percent of all traffic fatalities in 1999 were alcohol-related. This represents the second lowest percentage on record. As recently as 1990, over 45% of all Iowa traffic deaths involved alcohol. The 27% is slightly above the all-time low of 25% set in 1998. Iowa's 1999 alcohol-related fatality rate of .45 per 100 million vehicle miles traveled (VMT) is also well below the statewide goal of .6 and is nearly 60% lower than the rate just 10 years earlier.

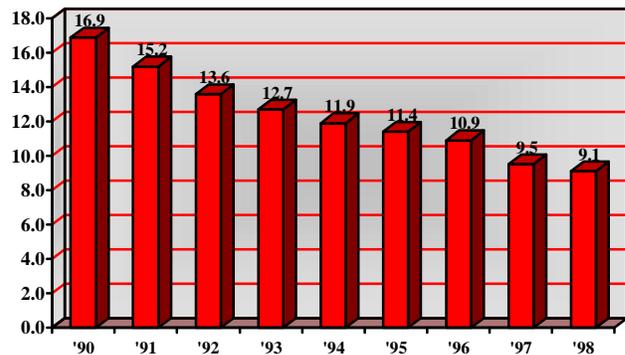
Alcohol-related injuries in Iowa currently total just over 2,600 annually. This is 33% less than in 1990 and translates into a reduction of nearly 1,300 alcohol-related injuries each year.

**Education/Training**

Specialized alcohol and traffic safety training was provided to judges through the Iowa Supreme Court *State Court*

*Administrator* and to prosecutors and law enforcement through the *Prosecuting Attorneys Training Council (PATC)* and the *Iowa Law Enforcement Academy (ILEA)*. These efforts were essential in pushing Iowa's overall OWI conviction rate to 90%; well above the goal of 85%.

**Alcohol Related Traffic Injury Rates**



The PATC provided OWI workshops for new county prosecutors and worked with ILEA to conduct five workshops with county prosecutors and state/local law enforcement on impaired driver detection and apprehension. PATC also handled 49 individual law enforcement consultations and 237 OWI and implied consent information inquiries by prosecutors. ILEA conducted five 2-hour classes on occupant restraint enforcement and 11 Standardized Field Sobriety Training basic courses. In addition, 12 Drug Recognition short courses for street officers were offered.

Public information and education efforts by local agencies included alcohol server training by the *Clinton Police Department*, a radio talk show on traffic safety with the *Des Moines County Sheriff's Office* and a comprehensive child safety seat education effort by the *Council Bluffs Police Department* in conjunction with national Child Passenger Safety Awareness Week in February.

**Public Awareness**

*KN Integer* produced and distributed one television, two radio and two print public service announcements under the theme "ATM." The PSA was designed to target drinking drivers in the 21-35 age range by pointing out the enormous cost associated with even a first offense OWI arrest that is nearly \$7,000. Distribution included 33 television and 200 radio stations as well as 350 daily and weekly newspaper publications throughout the state. A new and unprecedented vehicle for PSA exposure has been accessed by *KN Integer* account executive Bill Grismer. Two of the three major theaters chains in Iowa have agreed to use the *GTSB/KN Integer* produced PSAs beginning with the new ATM spot during the 2000 holiday season. New duplication technology transferring videotape to 35mm film will allow the *GTSB* funded PSAs access to a captive audience, which consists predominantly of the high-risk target age group of 15-35 year olds. According to Mr. Grismer, the potential advertising value of highway

safety PSAs in movie theaters throughout the state approaches one million dollars annually.



**Support Services**

The Criminalistics Laboratory of the *Division of Criminal Investigation* analyzed 1,997 breath, blood and urine samples for the presence of alcohol and other drugs.

FUNDING	BUDGET	EXPENDED
Section 402	\$464,575	\$430,669
<b>CONTACT</b>		
Denny Becker		
Iowa Governor's Traffic Safety Bureau		
515/281-8844		

# *Occupant Protection*



***Occupant Protection Emphasis Area Contractors:***

	<i>Budget</i>	<i>Expended</i>
<i>Cedar Rapids Police Department</i>	<i>\$7,500</i>	<i>\$7,420</i>
<i>Department of Public Health</i>	<i>\$15,000</i>	<i>\$8,091</i>
<i>GTSB Educational Materials</i>	<i>\$55,000</i>	<i>\$47,617</i>
<i>GTSB Occupant Protection Projects</i>	<i>\$41,000</i>	<i>\$17,253</i>
<i>Iowa Rehabilitation Network</i>	<i>\$20,000</i>	<i>\$19,208</i>
<i>Iowa State Patrol C.A.R.E.</i>	<i>\$130,000</i>	<i>\$125,385</i>
<i>Iowa State Patrol</i>	<i>\$175,000</i>	<i>\$124,011</i>
<i>ISU Department of Public Safety</i>	<i>\$5,000</i>	<i>\$4,388</i>
<i>KN Integer</i>	<i>\$80,000</i>	<i>\$80,000</i>
<i>University of Iowa</i>	<i>\$16,000</i>	<i>\$14,631</i>

***Special Occupant Protection Emphasis Area******Contractor:***

	<i>Budget</i>	<i>Expended</i>
<i>Department of Public Health</i>	<i>\$43,000</i>	<i>\$39,007</i>

***Occupant Protection Incentive (405a) Emphasis******Area Contractor:***

	<i>Budget</i>	<i>Expended</i>
<i>Department of Public Health</i>	<i>\$155,000</i>	<i>\$8,172</i>

***Child Passenger Safety Education (2003b)******Emphasis Area Contractors:***

	<i>Budget</i>	<i>Expended</i>
<i>Department of Public Health</i>	<i>\$25,000</i>	<i>\$0</i>
<i>KN Integer</i>	<i>\$75,000</i>	<i>\$75,000</i>
<i>GTSB Travel &amp; Training</i>	<i>\$10,000</i>	<i>\$9,114</i>

Occupant Protection



**PROGRAM CHARACTERISTICS**

Enforcement  
Education/Training

**TARGETED POPULATION(S)**

General Public  
Nurses/Teachers/  
CPS Technicians  
Parents/Day-care Providers  
Family Service Workers/Car Dealers

**PROBLEM IDENTIFICATION**

Each year, more than 400 persons are killed and over 3,000 seriously injured in Iowa traffic crashes. In 1999 alone, 490 persons lost their lives. Over 180 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 belt programs aimed at low use populations, including youth.
- ◆ To achieve a statewide child restraint use rate of 75% by the end of FFY 2000.
- ◆ To achieve a statewide safety belt use rate of 85% by the end of FFY 2000.
- ◆ To coordinate the statewide child safety seat educational program.
- ◆ To determine and prioritize strategies designed to improve statewide occupant protection usage for children with special emphasis on low usage populations.
- ◆ To hire a person to establish and coordinate 15 child safety seat fitting stations and provide education on all phases of proper use of occupant protection systems for children.
- ◆ To provide and coordinate child safety seat community training - 4to 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 develop and produce six 15-second public service announcement/training videos on the six most often seen child safety seat usage problems in Iowa.
- ◆ To develop supporting newsprint public service announcements.
- ◆ To develop a new brochure to address Iowa's occupant protection laws.
- ◆ To purchase materials to support the start-up of child safety seat fitting stations.

## STRATEGIES AND ACTIVITIES

Occupant protection program activities focused in two main areas, enforcement and public information/education. Low use populations are identified and targeted as well.

Public awareness for occupant protection in Iowa was spearheaded by a mass media campaign produced for the Bureau during FFY 1999 as part of a contract with *Kragie Newell, Inc.* This PSA entitled "We're Everywhere" used humor to address both safety belt and police traffic services issues like speed. The

spot had broad audience appeal and continued to be used for most of FFY 2000. Because other highway safety productions involving alcohol and child restraints issues and concerns on the development of an occupant protection PSA within the contractual budget, production on the FFY 2000 occupant protection PSA was extended until the end of calendar year 2000. Special funds from a General Motors grant to the GTSB provide for the purchase of television time to air "We're Everywhere" guaranteeing more exposure during prime viewing hours. These funds expired in June of 2000. It is fully expected that the FFY 2000 PSA, when completed, will generate substantially more airtime value than the cost of its production.

*The Injury Prevention Research Center* at the University of Iowa utilized Bureau funds to conduct Iowa's annual Child Passenger Restraint Survey. Conducted in the summer of 2000, the survey reflected statewide restraint use by children under the age of six at 79%, an all-time high for Iowa. The 2000 use rate is up four percent from the 1999 rate of 75%.

The Iowa Department of Public Health's *Bureau of Emergency Medical Services* used special Occupant Protection funds from the GTSB for one full-time staff person to coordinate and conduct child safety seat instruction/training and certification. Incorrect use of child safety seats is a major concern. The program utilizes the NHTSA

Standardized Child Passenger Safety (CPS) Technician and Instruction Certification Program. Workshops were held at 19 locations across the state, including at least one in each of Iowa's six EMS regions. Individuals certified as child passenger safety instructors also assisted with 49 child safety seat check-ups held across the state. Three or more workshops were held in each of Iowa's EMS regions.



*Certified safety seat technicians instruct parents and others who transport young children on the proper installation and use of child restraints.*

The *Iowa Rehabilitation Network* provides a key component of Iowa's seat belt education for teens. They sponsor a series of TIPS/Think First assemblies at junior high and high schools throughout the state. Assemblies feature persons who have suffered traumatic injuries in traffic crashes telling their own stories and stressing the injury prevention value of using occupant protection systems.

In the enforcement arena, activities included support for Operation C.A.R.E., a Combined Accident Reduction Effort. This nationally based initiative revolves around holiday enforcement. Conducted by the *Iowa State Patrol*, Operation

C.A.R.E. stresses occupant protection and other traffic laws. Traditionally, the Patrol has led the way on seat belt enforcement in Iowa, issuing 60% of all seat belt and child restraint citations. In addition, general overtime support for occupant protection enforcement was provided to the Patrol along with funds to support Patrol involvement in local multi-agency initiatives through a separate contract. On the local level, the *Cedar Rapids Police Department* in eastern Iowa emphasized seat belt and child safety seat enforcement as part of their overall traffic safety program.

Another important aspect of Iowa occupant protection education and enforcement is sTEP, the Special Traffic Enforcement Program. Over 150 local law enforcement agencies received mini-grants under this Section 157 funded program, which is addressed in another section of this report.

## RESULTS

The *Bureau of EMS* at the Iowa Department of Public Health trained child safety seat technicians and certified instructors at 19 workshop locations statewide during the year with each workshop addressing the documented problem of incorrect child restraint use. Among those persons certified as CPS technicians in FFY 2000 were 45 law enforcement officers and 54 EMS personnel.

Child restraints were inspected at 49 safety seat check-ups held across the

state. In all, nearly 1,900 child safety seats were inspected. Many agencies now recognize the magnitude of the misuse problem and are addressing the issue.

Perhaps the single most significant development in the area of child occupant protection has occurred under the Section 405a umbrella. Iowa has established an ultimate goal of having a child safety set fitting station in each of the state's 99 counties. To that end, under the leadership of the full-time project administrator, Ms. Lisa Lutz, FFY 2000 saw the establishment of 15 fitting stations, with at least one in each of the state's six EMS regions. North Central and northeast Iowa have led the way with a total of nine stations including ones in the communities of Fort Dodge, Mason City and Waterloo-Cedar Falls, all major trade and retail centers in their respective areas of the state.



*U.S. Cellular showed tremendous support for the child safety seat education by providing a permanent facility for a fitting station in Urbandale. This station provides on-hands instruction by certified CPS technicians every Thursday evening and on Sundays.*

Ms. Lutz also participated in national conferences including Traveling Safely with Special Needs Kids and the

International Child passenger Safety Technical Conference.

The TIPS/Think First program conducted by the *Iowa Rehabilitation Network* reached over 24,000 high school and junior high students at 121 assemblies during FFY 2000. Since its inception 13 years ago, the TIPS program has presented 1,318 assemblies to an audience of over 300,000 Iowa students. The program has reached 98 of Iowa's 99 counties with presentations in 59 counties during FFY 2000 alone.

The *Iowa State Patrol* reported 1,655 occupant protection enforcement contacts as part of Operation C.A.R.E. while the *Cedar Rapids Police Department* reported more than 600 occupant protection contacts. Over the course of the year, the City of Cedar Rapids maintained its average safety belt use rate above 90%, well above the statewide average of 78%.

The *Iowa State Patrol* also provided overtime support for local multi-agency cooperative enforcement events and general overtime support for seat belt and child safety seat enforcement. Cooperative enforcement efforts resulted in 878 occupant protection and 3,332 total enforcement contacts while general overtime support resulted in 2,064 occupant protection and 7,190 total enforcement contacts.

Video projection equipment was also purchased and utilized by the ISP in safety education programs, which

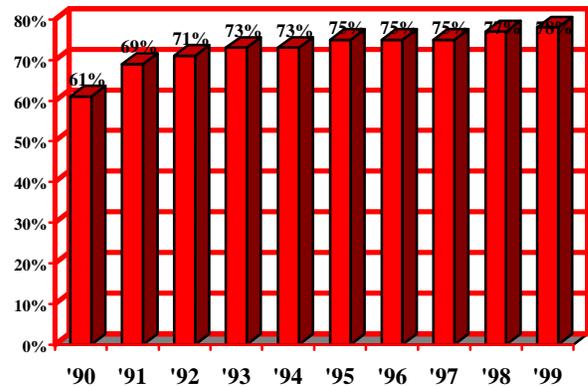
include a strong occupant protection component.

Iowa State University's Department of Public Safety has been working with the international community at the University to promote the use of child safety seats for infants and young children. Activities included two safety seat fairs, distribution of educational materials at student orientation and the development of an active working relationship with Mary Greeley Medical Center and local WIC health care providers. A total of 40 child safety seats along with instruction in their use were provided to identified high-risk families.

In addition to regular section 402 and section 405a funds, special child passenger safety education funding under section 2003b was applied for and received. These funds will be utilized for fitting station materials and the development of six PSAs addressing the misuse/improper use of child safety seats. Because this contract activity did not begin until August of 2000, it was not completed during FFY 2000. The six PSAs on misuse were produced during November 2000 and will be slated for distribution in early 2001.

Iowa's child restraint use improved from 75% in 1999 to 79% in 2000 according to the statewide survey conducted by the University of Iowa. Iowa statewide safety belt use was 1999 was 78%, the highest of the Region 7 states, keeping Iowa in the top 10 states in the nation.

Statewide Seat Belt Usage Rates



Statewide seat belt survey results for 1999 reflect a one percent overall increase in usage from the 77% rate recorded in 1998. This increase, while modest in terms of percentage, translates into approximately 20,000 additional Iowans “buckling up” when compared to just one year ago. In addition, the number of unbelted persons killed in traffic crashes remained steady at 180, despite an increase of 41 fatalities statewide.

FUNDING	BUDGET	EXPENDED
Section 402	\$852,500	\$579,297
<b>CONTACT</b>		
Jan Goldsmith		
Iowa Governor's Traffic Safety Bureau		
515/281-6583		

# *Police Traffic Services*



***Police Traffic Services Emphasis Area Contractors:***

	<i>Budget</i>	<i>Expended</i>
<i>Ankeny Police Department</i>	<i>\$5,500</i>	<i>\$5,200</i>
<i>Bettendorf Police Department</i>	<i>\$7,200</i>	<i>\$6,367</i>
<i>Burlington Police Department</i>	<i>\$10,000</i>	<i>\$9,000</i>
<i>Cerro Gordo County Sheriff's Office</i>	<i>\$4,200</i>	<i>\$3,362</i>
<i>City of Fort Madison</i>	<i>\$2,000</i>	<i>\$0</i>
<i>Coralville Police Department</i>	<i>\$5,500</i>	<i>\$5,453</i>
<i>Des Moines Police Department</i>	<i>\$13,875</i>	<i>\$13,271</i>
<i>Farm Safety 4 Just Kids</i>	<i>\$24,000</i>	<i>\$23,647</i>
<i>Henry County Sheriff's Office</i>	<i>\$3,750</i>	<i>\$3,615</i>
<i>Hiawatha Police Department</i>	<i>\$3,900</i>	<i>\$3,800</i>
<i>Keokuk Police Department</i>	<i>\$9,400</i>	<i>\$9,080</i>
<i>Marion County Sheriff's Office</i>	<i>\$4,875</i>	<i>\$2,688</i>
<i>Marion Police Department</i>	<i>\$12,000</i>	<i>\$12,000</i>
<i>Mason City Police Department</i>	<i>\$5,500</i>	<i>\$4,800</i>
<i>Ottumwa Police Department</i>	<i>\$4,300</i>	<i>\$4,300</i>
<i>Plymouth County Sheriff's Office</i>	<i>\$3,000</i>	<i>\$130</i>
<i>Pottawattamie County Sheriff's Office</i>	<i>\$5,625</i>	<i>\$5,250</i>
<i>Scott County Sheriff's Office</i>	<i>\$8,375</i>	<i>\$7,886</i>
<i>Sioux City Police Department</i>	<i>\$9,000</i>	<i>\$8,095</i>
<i>Story County Sheriff's Office</i>	<i>\$4,725</i>	<i>\$4,001</i>
<i>Urbandale Police Department</i>	<i>\$5,775</i>	<i>\$5,096</i>
<i>Woodbury County Sheriff's Office</i>	<i>\$6,000</i>	<i>\$4,387</i>

***Police Traffic Services -Helmet Funds Emphasis  
Area Contractors:***

	<i>Budget</i>	<i>Expended</i>
<i>Ankeny Police Department</i>	<i>\$6,000</i>	<i>\$6,000</i>
<i>Des Moines Police Department</i>	<i>\$28,000</i>	<i>\$28,000</i>
<i>GTSB Radar/Lidar School</i>	<i>\$3,706</i>	<i>\$3,706</i>
<i>Le Mars Police Department</i>	<i>\$2,000</i>	<i>\$1,944</i>
<i>Marion Police Department</i>	<i>\$1,500</i>	<i>\$1,500</i>
<i>Marshall County Sheriff's Office</i>	<i>\$4,000</i>	<i>\$3,990</i>
<i>Muscatine Police Department</i>	<i>\$2,500</i>	<i>\$2,304</i>
<i>Newton Police Department</i>	<i>\$2,000</i>	<i>\$2,000</i>
<i>Perry Police Department</i>	<i>\$2,000</i>	<i>\$1,987</i>
<i>Story County Sheriff's Office</i>	<i>\$4,100</i>	<i>\$4,100</i>
<i>University of Iowa Public Safety</i>	<i>\$6,000</i>	<i>\$6,000</i>
<i>Urbandale Police Department</i>	<i>\$6,000</i>	<i>\$6,000</i>
<i>Windsor Heights Police Department</i>	<i>\$2,000</i>	<i>\$2,000</i>
<i>Woodbury County Sheriff's Office</i>	<i>\$4,000</i>	<i>\$4,000</i>

Police Traffic Services



PROGRAM CHARACTERISTICS

- Enforcement
- Education
- Equipment

TARGETED POPULATION(S)

- Impaired/Unbelted Drivers
- Speeders
- Youth & Elderly
- Bicyclists

PROBLEM IDENTIFICATION

During 1999, Iowa recorded 490 traffic fatalities, 41 more than in 1998 when 449 persons were killed in Iowa crashes. At the same time, Iowa's traffic fatality rate increased from 1.53 to 1.63 deaths per 100 million vehicle miles traveled (VMT). Over 35,000 persons were injured in 1998 traffic collisions, more than 3,000 of them seriously.

Among the largest contributors to traffic-related fatalities and injuries in the state, in addition to impaired driving, is failure to yield or stop at stop signs and lights, which causes an average of 70 traffic deaths each year. Another contributor is excessive speed. Excessive speed or speeds too fast for the road conditions results in an average of 50 traffic deaths annually. Lack of safety belt or occupant protection use also contributes to over 150 traffic fatalities per year. For this reason, 402 enforcement in the police traffic services emphasis area focuses on

speed, serious moving violations such as failure to yield at stop signs/lights, occupant protection use and alcohol/impaired driving.

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 2000.
- ◆ To achieve a statewide traffic fatality rate of 1.6 fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2000.
- ◆ To provide the equipment necessary to enhance the enforcement of speed and other serious traffic violations.
- ◆ To achieve a statewide 5% reduction in the number of fatal and serious injury crashes involving speeds in excess of the posted limits or for road conditions by the end of FFY 2000.

**STRATEGIES AND ACTIVITIES**

As described earlier, in Iowa four main categories of traffic law violations constitute the primary contributing factors to fatal and serious injury crashes. Police traffic services contractors address these problem areas with a combination of selective overtime enforcement and public education activities. In the enforcement genera, all contractors are required to conduct cooperative, multi-agency events such as safety checkpoints and saturation patrols. Enforcement focused on speed and other serious violations, occupant protection and impaired driving is also required.

Companion efforts in the public information and education area are required for each 402 Police Traffic Services contractor. These activities typically include, but are not limited to, programs directed towards young as well as elderly drivers, presentations at schools, and programs directed towards specific highway safety issues.

***Enforcement***

The *Ankeny Police Department* focused on two major areas: 1) high traffic locations and 2) underage alcohol consumption and motor vehicle operation. The *Bettendorf Police Department* celebrated its 20th year of working with our Bureau by helping to organize and actively participating in five multi-agency enforcement events. The *Des Moines Police Department*

completed the third year of an effort to “look beyond the ticket” for criminal activity in conjunction with traffic stops. The *Cerro Gordo County Sheriff’s Office* and the *Mason City Police Department* worked together with the *Clear Lake Police Department* and the Iowa State Patrol on checkpoints on Iowa Highway 122 and Interstate 35.

The *Hiawatha* and *Marion* police departments joined forces for two cooperative events. Both departments were also active sTEP campaign participants. Sheriffs’ offices in *Pottawattamie* and *Story* counties gave strong emphasis to occupant restraint enforcement. The *Sioux City Police Department* focused enforcement on citizen-reported speeding problems; one major effort was on I-29, another on a local city street.

The *Marion County Sheriff’s Office* also focused on moving violations while diligent enforcement by the *Ottumwa Police Department* pushed seat belt use above 80%. The *Plymouth County Sheriff’s Office* complemented a strong enforcement focus on underage drinking and driving with a comprehensive education program at five local area high schools.

In *Burlington*, police utilized saturation patrols to complement three multi-agency checkpoints; on of which involved Operation Lifesavers and railroad crossing safety issues. *Urbandale* police officers played an active role in four multi-agency,

cooperative events while keeping up a strong thrust on occupant restraint enforcement.

The *Woodbury County Sheriff's Office* continued to place strong emphasis on impaired driving education and enforcement as well as occupant restraint use. In *Coralville*, police emphasized cooperative enforcement with the *Johnson County Sheriff's Office*, the *Iowa City Police Department* and the *Iowa State Patrol*.

The *Keokuk Police Department* continued to utilize bar checks as an integral part of its overall alcohol enforcement effort. In *Scott County*, the sheriff's office played a significant role in a number of cooperative events as well as partnering with other highway safety groups as part of CARS, the local, multi disciplinary safety team. Strong enforcement efforts continued with the *Fort Madison Police Department* and the *Henry County Sheriff's Office*.

### Education

One significant "non-traditional" program funded under the PTS umbrella was a highway safety educational effort aimed at rural youth. This program, administered by the non-profit organization *Farm Safety 4 Just Kids*, addressed 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.



*Farm Safety 4 Just Kids* created a logo to help promote their programs and their Web site. It was utilized on several items including t-shirts worn by youths that conducted safety belt surveys for the project.

Nine communities participated in the first year of this project. Promotion of the program was conducted in a variety of ways with distribution of radio public service announcements to 143 stations statewide. Stations such as WHO Radio and Radio Iowa interviewed the project coordinator in the spring prior to the program's beginning. Many local stations and newspapers helped to publicize local projects. A Web site, [www.buckleuptruck.org](http://www.buckleuptruck.org), was also created to promote the program and utilized to recognize local projects.

Another important component of PTS-related 402 funded activity in FFY 2000 was a program, which utilized helmet monies to purchase radar units for speed, and related traffic enforcement. A total of 13 law enforcement agencies including nine police departments, three sheriffs' offices and one university department of public safety participated in this effort.

## RESULTS

### *Enforcement*

A total of 20 law enforcement agencies (seven sheriffs' offices and 13 police departments) were involved in selective overtime funded under the PTS umbrella. In the area of OWI enforcement, a total of 1,395 contact were reported. This figure exceeds the collective goal for OWI activity by more than 100 contacts. Seven agencies exceeded their individual project goal for OWI contacts. Those agencies are the Marion County Sheriff's Office and police departments in Ankeny, Marion, Sioux City, Ottumwa, Coralville and Keokuk. Two agencies, the Sioux City and Keokuk police departments, reported more than 100 OWI contacts each from their 402-funded overtime hours.

OWI enforcement is particularly important since 133 Iowans were killed in alcohol-related crashes in 1999, up 19 from 1998. Alcohol ranks second only to non-use of safety belts as a contributing factor to traffic fatalities in Iowa.

### *Occupant Protection*

PTS funded overtime is critical in Iowa's effort to exceed 80% safety belt usage for the first time and strive towards Presidents Clinton's goal of 90% use by 2005. Total occupant restraint contacts for the 20 enforcement agencies receiving PTS overtime was 3,612 contacts, a figure which exceeds the collective goal for these agencies. Eleven of 20 agencies exceeded their individual goals.

The *Marion Police Department* led all agencies with 502 restraint contacts while the *Pottawattamie County Sheriff's Office* did an outstanding job with 432 occupant restraint actions exceeding their goal of 100 by an impressive 332%.

*Ottumwa Police Department* recorded 216 contacts, 50% in excess of their goal. Other agencies exceeding both their project goal and 200 contacts include *Sioux City PD* (332), *Keokuk PD* (273), *Scott County SO* (255) and *Urbandale PD* (239). *Burlington Police Department* recorded 217 seat belt and child restraint actions but fell just short of their goal of 225. Four other agencies, mostly working fewer overtime hours, exceeded their contact goals as well including *Bettendorf PD* (177), *Ankeny PD* (133) and the *Story County SO* with 157 actions.

The third element of the PTS enforcement triangle is, of course, speed and serious moving violations. More than 50 Iowans die in speed-related

crashes each year while Iowa's biggest hidden killer on the roads remains running and failure yield at stop signs and stop lights, which kills over 70 persons each year, preying especially on Iowa's least experienced (youngest) and largest growing (elderly drivers) driving populations.

Total speed and moving violation actions for PTS-funded enforcement were 7,118, over 25% in excess of the collective agency goals. Fully 80% of the agencies (16 of 20) exceeded their department goals. The *Scott County Sheriff's Office* led all agencies with 727 speed/other serious moving violation actions, followed by the *Marion Police Department* with 645.

The *Des Moines Police Department* (498) led a host of departments that exceeded 400 contacts including *Bettendorf PD* (486), *Urbandale PD* (476), *Ottumwa PD* (474) and *Sioux City PD* (436). Police departments in *Keokuk* and *Coralville*, as well as the *Story* and *Marion* county sheriffs' offices, each exceeded 300 contacts. All twenty PTS-funded enforcement agencies reached 100 or more speed/other serious moving violation contacts.

### Education

Shifting gears, the Governor's Traffic Safety Bureau funded *Farm Safety 4 Just Kids* rural roadway safety program entitled "Rural Roads-Safe Roads" enjoyed a successful first year with nine

communities representing all part of the state participating in the project. Cities that participated include Red Oak, Akron, Algona, Earlham, Edgewood, Eldridge, Wilton, Durant and Jewell.

Overall, more than 500 youths participated in rural driver safety educational sessions, which were presented by local law enforcement officers or Iowa State Patrol officers.

The youth groups, which coordinated activities in the participating communities, included six FFA chapters, two 4-H clubs, and one local Farm Safety 4 Just Kids chapter. These groups took the lead role with the safety belt checkpoints, which were conducted in each community. A total of 435 pickups were stopped with 226 youth under the age of 20 wearing safety belts and 144 not. (In the Jewell area, a large number of pickups were stopped area that primarily had older adult drivers and passengers.)

Support and cooperation from local media has been excellent with seven local radio stations and four local newspapers airing and printing PSAs as well as publicizing local projects. Each group recognized the young people in their community that were identified wearing safety belts. Some groups printed their names in local papers; some announced their names during football games, and others made announcements at their schools. CD cases with the "Buckle Up or Eat Glass" logo were presented as awards to the belted youths.

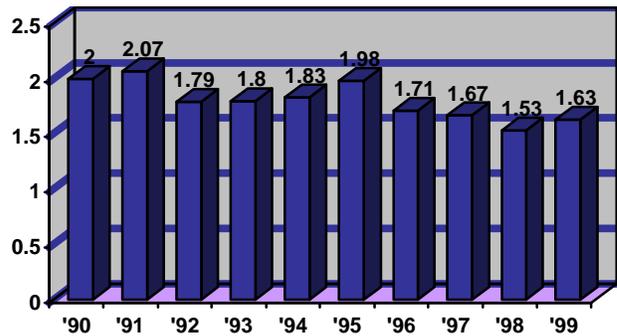
Other promotional items included posters, news articles, fliers and brochures.

The 13 law enforcement agencies that purchased radar equipment under this program recorded in excess of 8,000 speed contacts or an average of more than 600 per agency. Among those agencies reporting, the highest levels of activity were *Ankeny Police Department* and the *Marshall County Sheriff's Office*. Ankeny utilized three radars to generate 1,432 speed enforcement actions and Marshall County generated 914 speed contacts with two new units. The *University of Iowa's Department of Public Safety* utilized three radar units to generate 754 speed contacts.

Speed related crashes kill nearly 50 Iowans each year and injure thousands more. Speed enforcement also can be an effective tool in reaching impaired drivers and non-belt users.

In conclusion, measurable progress was made during FFY 2000 in reducing both traffic deaths and Iowa's overall traffic fatality rate. Traffic fatalities are projected at 450 for calendar year 2000, down 40 or 8% from the 1999 total of 490.

**Statewide Traffic Fatality Rate**  
per 100 million vehicle miles traveled



Iowa is also poised to reach a significant milestone by achieving its first-ever fatality rate of less than 1.5 per 100 million vehicle miles, breaking the old record of 1.53 set in 1998.

FUNDING	BUDGET	
EXPENDED		
Section 402	\$232,306	\$214,959
<b>CONTACT</b>		
Mark Campbell		
Iowa Governor's Traffic Safety Bureau		
515/281-5430		

# *Emergency Medical Services*



*Emergency Medical Services Emphasis Area*

*Contractors:*

	<i>Budget</i>	<i>Expended</i>
<i>Dept. of Public Health EMS Bureau</i>	<i>\$5,000</i>	<i>\$2,103</i>
<i>Dept. of Public Health EMS Bureau</i>	<i>\$5,000</i>	<i>\$5,000</i>

## Emergency Medical Services



### PROGRAM CHARACTERISTICS

Education/Training  
Resource Materials

### TARGETED POPULATION(S)

ER Physicians & Nurses  
EMS Providers  
Ambulance Drivers  
Medical Examiners

During FFY 1997, the Iowa Department of Public Health, Bureau of Emergency Medical Services recognized the need to train a group of experienced EMS vehicle operators as EMS driver instructors. This training would then be passed along to all EMS vehicle operators in Iowa, ensuring the maximum level of safe highway operation for the hundreds of emergency vehicle trips, which occur in Iowa daily. Between FFY 1997 and FFY 1999, a total of 105 instructors and nearly 500 EMS vehicle operators received EMS vehicle training.

In addition to the continuation of EMS vehicle operator training, the Department of Public Health utilized GTSB and other funds to sponsor a Trauma Symposium. The symposium is designed to bring together individuals from the many facets of the EMS field and provide them with the latest information available. Doctors, nurses and EMTs from across the state are encouraged to attend. The symposium is held immediately following the Iowa Trauma Nurses Coordinators meeting. By coordinating the symposium with this meeting, it is anticipated that greater attendance will be experienced at both undertakings.

### PROBLEM IDENTIFICATION

Each year, over 75,000 traffic crashes are reported in Iowa. EMS personnel in Iowa represent over 400 service providers statewide, with over two-thirds of these providers being voluntary. During the past four years alone, emergency vehicles have been involved in more than 100 reportable traffic crashes, including several which resulted in death or serious injury.

### GOALS AND OBJECTIVES

- ◆ To provide highway safety related training opportunities for emergency medical services personnel.
- ◆ To conduct statewide conferences/meetings designed to enhance awareness of the role of trauma and emergency medical services in highway safety.

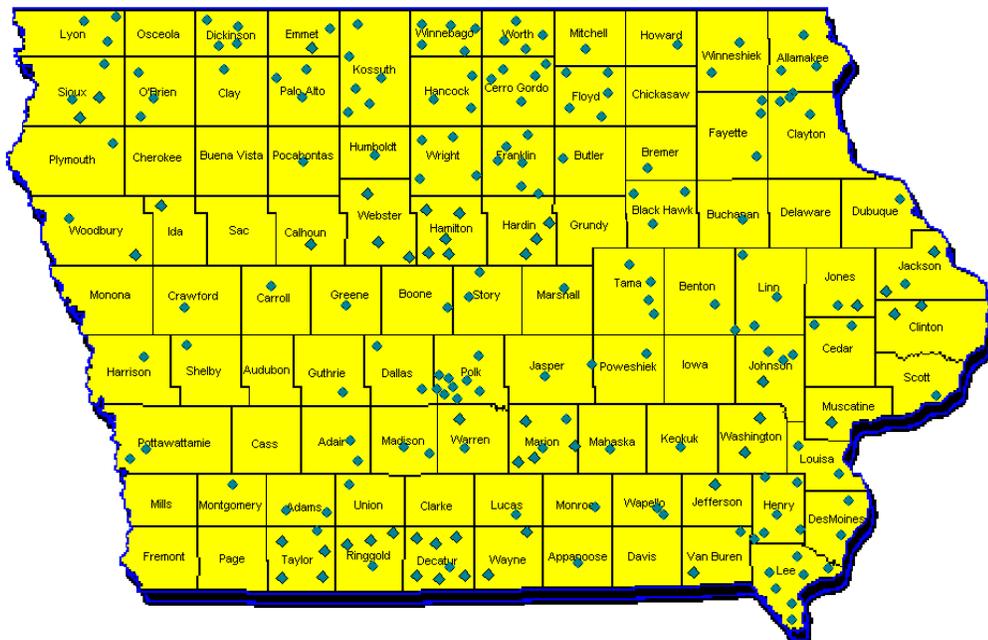
### STRATEGIES AND ACTIVITIES

**RESULTS**

During FFY 2000, the EMS Bureau was able to provide emergency vehicle operator training to 154 individuals, bringing the total number of operators trained since FFY 1997 to 637. Four hundred fifty student EMS operator manuals were purchased and provided to each student. A delay in receiving this year's manuals resulted in fewer operators being trained than hoped. Training has now been provided to operators in 77 of Iowa's 99 counties with more than one trained in 62 counties. The program has been well received by local EMS providers. The EMS Bureau has received positive feedback regarding the safety benefits and improved service as a result.

The Trauma Symposium was held at the Embassy Suites Hotel in Des Moines on September 15, 2000. It was very well received with 375 doctors, nurses and EMTs representing over 90 of Iowa's 99 counties in attendance. The symposium featured a number of nationally recognized specialists in the area of trauma care. Many evaluations from the symposium expressed the need to hold the event annually. The pre-symposium Trauma Nurse Coordinators meeting was also very well received with an audience of 246. These meetings were of particular importance because of comprehensive new laws regarding EMS and trauma patient reporting that will be effective in Iowa on January 1, 2001.

*This map gives a visual representation of the locations of individual drivers trained across Iowa.*



<b>FUNDING</b>	402
<b>BUDGET</b>	\$10,000
<b>EXPENDED</b>	\$7,103
<b>CONTACT</b>	Carson Whitlow Iowa Governor's Traffic Safety Bureau 515/281-8348

# *Program Management*



## Program Management



### PROGRAM CHARACTERISTICS

Education  
Technical Assistance

### TARGETED POPULATION(S)

GTSB Staff  
Program Administrators

- ◆ To provide and participate in technology sharing endeavors at the local, state and national levels.

### STRATEGIES AND ACTIVITIES

Ms. Jan Goldsmith continued as Central Iowa Area Administrator and Occupant Protection Coordinator for the Bureau. She is responsible for a number of occupant protection initiatives including a multi-agency drive to increase seat belt usage and improve speed compliance in central Iowa. In addition to the monthly monitoring of 157, 402, 405a, 410 and 2003b contracts, Ms. Goldsmith served as the interim sTEP Coordinator until May of 2000, when the new sTEP Coordinator was hired. As such, she worked closely with the law enforcement community to wrap-up a very successful sTEP year. In addition, Ms. Goldsmith is a member of the Iowa Traffic Control and Safety Association, the Iowa EMS Advisory Council Public Information & Education Subcommittee, the Iowa Occupant Advisory Committee and the Farm Safety 4 Us Tractor Risk Abatement and Control Group.

Mr. Mark Campbell continued as the Eastern Iowa Area Administrator for the Bureau as well as the Youth Coordinator and the Police Traffic Services Coordinator. Mr. Campbell is also responsible for the development, publication and distribution of *CrossRoads*, the GTSB's quarterly traffic

### PROBLEM IDENTIFICATION

Each year, over 75,000 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. 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.

safety newsletter. During FFY 2000, Mark continued to promote the efforts of multi-disciplinary safety teams including the Scott County and the Dubuque County Multi-Disciplinary Safety Teams. He was responsible for the monthly monitoring of 157, 402 and 410 contracts. As Youth Coordinator, Mr. Campbell is also 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. He is also a member of the State Steering Committee for Substance Abuse Prevention Resources.

Mr. Dennis 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. In addition to working with impaired driving issues, Mr. Becker was responsible for monitoring 157, 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 157, 402, 410 and 411 contracts. In addition, he served as staff liaison for the development of a statewide traffic safety

conference and annual contractors meeting. He also coordinated 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 part of the Department of Public Safety's Web Team. In addition, he served on the DPS Building Needs Assessment Group and the Employee Database Committee.

Mr. Robert Thompson is the Program Evaluator and Traffic Records Coordinator for the Bureau. He monitors monthly activity reports for all Bureau contracts to evaluate performance and ensure contractual compliance. Mr. Thompson authors the Bureau's Annual Report, Highway Safety Plan and statewide Problem Identification. He oversees development of performance measures and objectives for 157, 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, the State Trauma Systems Advisory Committee and the Board of Directors for Iowa's CODES project. Mr. Thompson played a key role in the major update of Iowa's traffic collision report form employing the National Model Minimum Uniform Crash Criteria.

Ms. Ihla Hochstetler is the Secretary for the Bureau. She coordinates the scheduling of Vince and Larry

appearances around the state and responds to a large number of requests for public education materials and manages the Bureau's inventory of educational and promotional items. Ms. Hochstetler serves as the initial contact for the Bureau and is responsible for answering and/or referring telephone calls for other GTSB staff. She also assists with office correspondence and other documents.

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 this 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.

**RESULTS**

Program management expertise was provided for in the preparation, implementation and monitoring of all state and local 157, 402, 410 and 411 programs as well as General Motors grants. Clerical capabilities 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.

More than 300 people received the latest information on traffic safety issues at the Bureau's annual traffic safety conference held in Council Bluffs, March 29-30, 2000. Above and beyond the informative sessions, the conference enables contractors to share program activities and insights.



*A big hit at this year's conference was the "Smart Vehicle" on display. Equipped with the latest technology for law enforcement, this research vehicle drew a lot of attention.*

Each year at the conference, the Iowa Department of Public Safety recognizes outstanding traffic safety contributions by presenting individuals with the Commissioner's Special Award for Traffic Safety. Award winners are individuals that have contributed in a leadership role to traffic safety issues through promotion and awareness in his/her area of expertise. Categories include Criminal Justice, News Media, Health Professionals, Business, Children

and Youth Advocates and others. During the 2000 Governor's Highway Traffic Safety Conference, thirteen individuals were honored for their outstanding contributions.

The Kip Hayward Award was introduced at the annual conference beginning in 1994 and honors law enforcement officers dedicated to protecting the public from alcohol and other drug impaired drivers. Kip, an Iowa Drug Recognition Expert, 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.

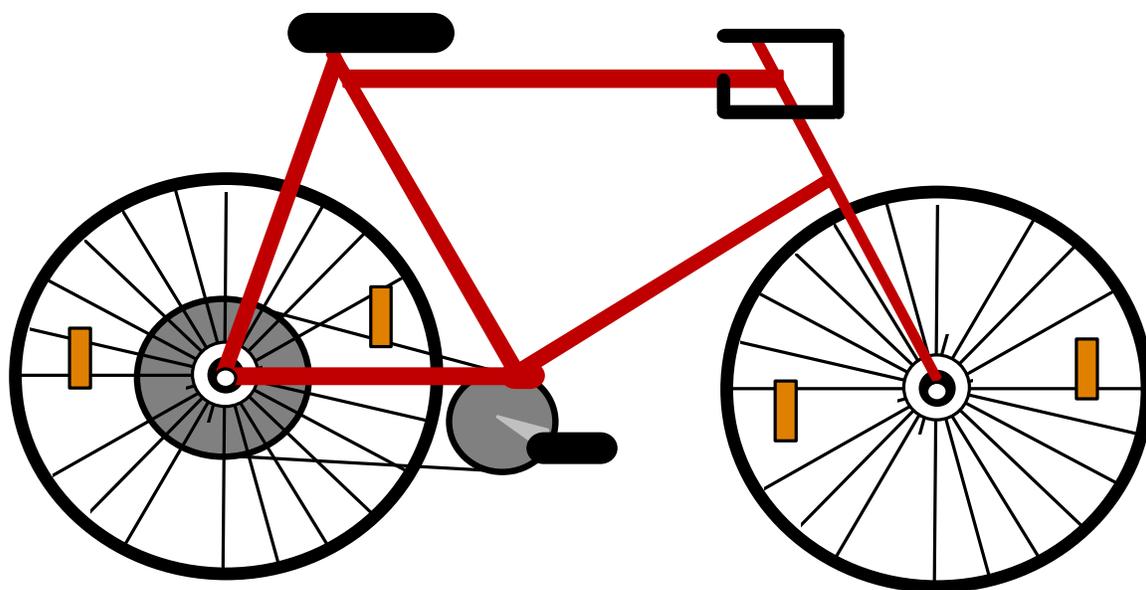


*Iowa DRE Program Manager Denny Becker presented Deputy Gerald Stoll of the Story County Sheriff's Office with this year's Kip Hayward Award. Deputy Stoll was selected due to his superior enforcement and education efforts regarding impaired driving during the last two years.*

FUNDING	BUDGET	EXPENDED
Section 402	\$526,600	\$513,234

**CONTACT**  
Shelley DeForest  
Iowa Governor's Traffic Safety Bureau  
515/281-3730

# *Pedestrian/Bicycle Safety*



*Pedestrian/Bicycle Safety Emphasis Area*

*Contractors:*

	<i>Budget</i>	<i>Expended</i>
<i>Department of Public Health</i>	<i>\$10,000</i>	<i>\$6,992</i>
<i>Iowa State Patrol</i>	<i>\$15,000</i>	<i>\$14,093</i>

Pedestrian/Bicycle Safety



**PROGRAM CHARACTERISTICS**  
 Public Information/Education  
 Training  
 Safety Equipment

**TARGETED POPULATION(S)**  
 Youth/Bicycle Clubs  
 General Public

- ◆ 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 nearly 30 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 and Black Hawk 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 1990s, 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.

**GOALS AND OBJECTIVES**

**STRATEGIES AND ACTIVITIES**

The Governor’s Traffic Safety Bureau contracted with the Iowa Department of Public Health (IDPH), Injury and Disability Prevention Bureau to promote bicycle safety awareness and facilitate the traffic safety education of Iowa’s bicycle riding public. 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 are solicited, reviewed and evaluated.

Six bicycle groups were awarded grants this year. They were: 1) Friends of Central Iowa Bikeways (Ames); 2) Community Medical Services-Marengo Medical Center; 3) Polk City Kiwanis and Police Department; 4) Montgomery County Extension Office and Red Oak Police Department; 5) Melon City Bike Club/Pearl City Optimists (Muscatine); and 6) Head Over Wheels for Safety (Waverly). IDPH provided the clubs with educational materials and program support for safety awareness events such as bicycle rodeos, school presentations, partnerships with local civic clubs and students groups and cooperative activities with local law enforcement.

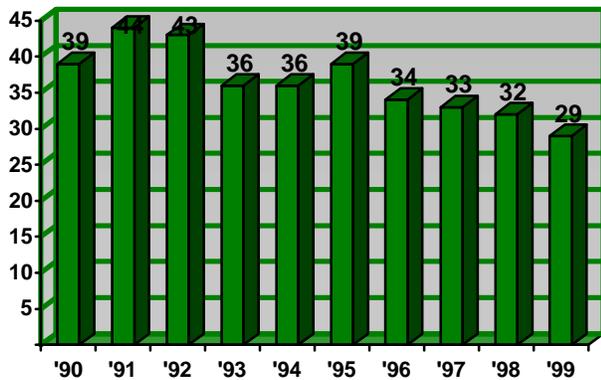
In Marengo, Waverly and Red Oak, successful partnerships were formed with the local police departments and the public schools. *Marengo* had a successful bike rodeo with 102 students and 40 adults in attendance. Waverly distributed 403 bike helmets with nearly 80% of those being purchased by Waverly-Shell Rock elementary students and their families.

In *Red Oak*, the police department and elementary school were joined by the city council to provide seven after-school bike safety camps and distributed more than 100 bicycle helmets.

In *Polk City*, local police and the Kiwanis Club sponsored a July safety rodeo with over 200 students in attendance.

In another bicycle safety program aimed at Iowa's highest at-risk population, youth, the *Iowa State Patrol's* safety education officers continued a successful bicycle rodeo program.

Statewide Bicycle/Pedestrian Fatalities



In Ames, *Friends of Ames Bikeways* worked with the Boys and Girls Club at Sawyer Elementary School. Bicycle safety information was provided to 100 families and 47 bicycle helmets were distributed.

RESULTS

All six communities showed improvements in bicycle helmet usage, based on pre and post program surveys. Improvement ranged from seven to 37 percentage points with the overall improvement of 19 percentage points. Overall average use in all six communities combined rose from 43 to 62 percent.

In all, 689 helmets were provided to elementary youth through the bicycle clubs. Of those, students purchased nearly half. Well over 1,000 students received bicycle safety training and information.

The program with the Patrol resulted in 23 bicycle rodeos with 950 helmets and 1,800 bicycle safety t-shirts purchased and distributed.

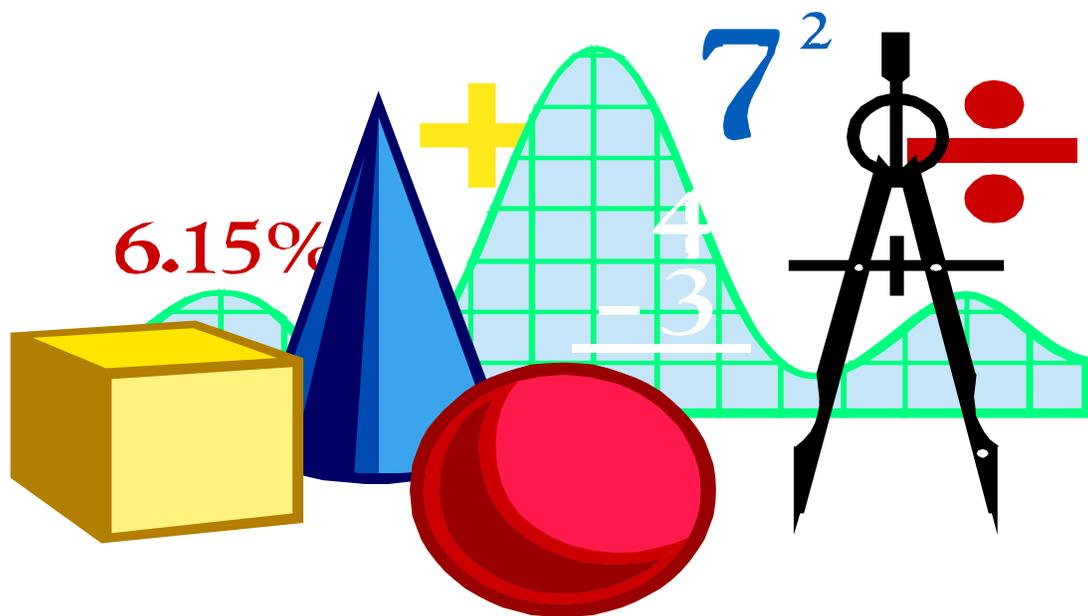
Under the Safe Communities umbrella, the Burlington Medical Center worked with the Iowa SAFE Kids Coalition on a program that combined bicycle safety education and helmet distribution. Details on this program can be found under the Safe Communities section.



*At the bike rodeo held by the Polk City Police Department and the Kiwanis Club 35 helmets were given away and each child received a bike reflector and a reflective action band for participating in the Who Wants to be a Safe Bike Rider? Game.*

<b>FUNDING</b>	<b>BUDGET</b>	<b>EXPENDED</b>
Section 402	\$25,000	\$21,085
<b>CONTACT</b>		
Carson Whitlow		
Iowa Governor's Traffic Safety Bureau		
515/281-8348		

# Roadway Safety



## Roadway Safety Emphasis Area

### Contractors:

	<i>Budget</i>	<i>Expended</i>
<i>Iowa Department of Transportation</i>		
<i>Office of Traffic &amp; Safety</i>		
<i>Circuit Rider</i>	<i>\$50,000</i>	<i>\$48,720</i>
<i>Iowa Department of Transportation</i>		
<i>Office of Traffic &amp; Safety</i>		
<i>T.E.A.P.</i>	<i>\$100,000</i>	<i>\$100,000</i>

**Roadway Safety**



**PROGRAM CHARACTERISTICS**

Training  
 Technical Assistance

**TARGETED POPULATION(S)**

Engineers  
 City/County Officials  
 Enforcement Personnel

**STRATEGIES AND ACTIVITIES**

In order to bring the potential traffic safety benefits which 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 (TEAP). 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, over 75,000 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 at the state, county and city levels.



The second major thrust of GTSB 402 supported efforts in regard to traffic engineering is the Safety Circuit Rider. The Circuit Rider is a professional engineer who conducts traffic safety related training for engineers, traffic technicians, maintenance personnel, flaggers and other road construction personnel.

**RESULTS**

The Traffic Engineering Assistance Program is undergoing 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 Engineering and Safety to utilize three engineering consulting firms instead of the traditional single firm. Even though some additional “start-up” time was required for the new firms, 30 TEAP studies were initiated during FFY 2000, nearly double the project goal of 16. While just nine studies were completed this year, that number will obviously increase substantially next year with the large number of projects currently underway. The nine completed studies included several “multi-study” efforts and, thus were comprised of 10 traffic safety evaluations, two school route safety studies and one railroad crossing study.

The TEAP program is of particular significance because it provides engineering analysis expertise to smaller communities who do not have the resources to employ a full-time traffic engineer.

Iowa’s national award-winning Safety Circuit Rider program completed its first decade of operation in FFY 2000. Circuit Rider embodies the concept of traffic safety engineering outreach and was originally developed by Tom Maze, the former Director of the Iowa Center for Transportation Research and Education (CTRE) and Jack Latterell, retired Safety Engineer with the Federal Highway Administration’s Iowa Division. It involved the partnership of FHWA, CTRE, the Iowa DOT and the GTSB with support from the NHTSA Region 7 office. It was recognized with FHWA’s Innovative Highway Safety Program Award in 1991. Since that time, over 7,000 traffic engineers, technicians, maintenance and construction personnel and other highway safety professionals have benefited from this program.



FFY 2000 represented a continuation of this success with over 900 individuals receiving training including more than 600 flaggers. Fifty-three of these flaggers have received advanced training and certification as registered flaggers. This training is essential as highway construction activity expands and major construction activities on I-235 in Polk County are slated to begin in 2001. Additional work zone training included

15 sessions on general work zone safety issues with over 250 traffic engineers, technicians and maintenance personnel in attendance.

In addition, the Safety Circuit Rider played a pivotal role in the on-going traffic signal violation research project in Dubuque, Iowa, also known as Red Light Running.

One innovative training activity this year promises to have much wider future application. Nine First Responders in the Nevada, Iowa area received training on traffic control and management at the crash scene. Such training brings together EMS personnel and traffic engineers and has great potential safety benefit since EMS personnel sometimes arrive at the crash scene before law enforcement officers.



<b>FUNDING</b>	<b>BUDGET</b>	<b>EXPENDED</b>
Section 402	\$150,000	\$148,720

**CONTACT**

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

# *Youth/Alcohol*



*Booze Cruise Lose*

*Youth/Alcohol Emphasis Area Contractor:*

	<i>Budget</i>	<i>Expended</i>
<i>Iowa State University</i>		
<i>Department of Public Safety</i>	<i>\$70,000</i>	<i>\$64,183</i>

Youth/Alcohol



**PROGRAM CHARACTERISTICS**  
 Education/Training  
 Resource Materials

**TARGETED POPULATION(S)**  
 Youth  
 Parents  
 Educators  
 Community Groups

**GOALS AND OBJECTIVES**

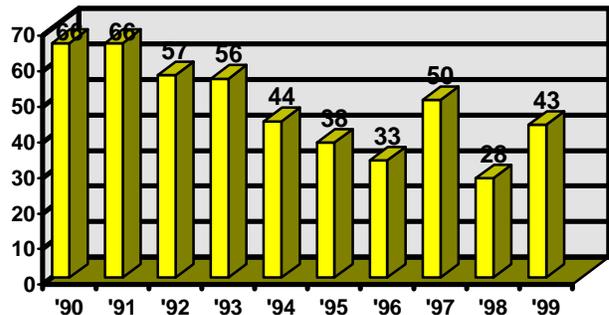
- ◆ To encourage and promote the development and implementation of youth/alcohol education and prevention programs for elementary, junior high, high school and college students.
- ◆ To support the enforcement of Iowa’s .02 BAC law for drivers under the age of 21 and other laws pertaining to the purchase 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 28% or less by the end of FFY 2000.
- ◆ 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 2000.

**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 1999, they represented over 30% 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 effort.

For a tenth 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 2 1/2 days of intensive training. The conference is dedicated to developing leadership skills, decreasing alcohol-related traffic crashes among Iowa's youth and assisting in forming healthy and safe communities. 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.

**RESULTS**

Iowa State University's Department of Public Safety conducted two 2 1/2-day training programs for high school students and advisors on positive alternatives to impaired driving. One hundred thirty-two students and 26 adults attended. During their ten-year

history, nearly 1,500 students have attended the "Get A Grip" workshops which focus on participant interaction. Breakout sessions this year included "How to Handle Difficult Situations," "Teen Alcohol, Dating and Violence," and "Alcohol and Traffic Safety: What can Make a Difference?" 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.



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.

FUNDING	BUDGET	EXPENDED
Section 402	\$70,000	\$64,183
<b>CONTACT</b>		
Mark Campbell		
Iowa Governor's Traffic Safety Bureau		
515/281-5430		

# *Safe Communities*



*Safe Communities Emphasis Area Contractors:*

	<i>Budget</i>	<i>Expended</i>
<i>Black Hawk County Health Department</i>	<i>\$11,500</i>	<i>\$11,497</i>
<i>Burlington Medical Center</i>	<i>\$5,000</i>	<i>\$5,000</i>
<i>Siouxland District Health Department</i>	<i>\$9,700</i>	<i>\$8,678</i>



**Safe Communities**

**PROGRAM CHARACTERISTICS**  
 Enforcement  
 Public Information/Education  
 Technical Assistance  
 Computer Applications

**TARGETED POPULATION(S)**  
 Health Organizations  
 Law Enforcement  
 Traffic Engineers  
 Community Groups  
 Schools

citizens regarding traffic and other safety related issues in selected communities.

- ◆ 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 initiated the Safe Communities program in FFY '96 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 with over 3,000 of them being major or 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 population.

**GOALS AND OBJECTIVES**

- ◆ To establish/enhance interactions among public and private health organizations, law enforcement, traffic engineers and concerned

**STRATEGIES AND ACTIVITIES**

The reduction of traffic-related death and injury is a cornerstone of the Safe Communities concept. Woodbury County had the highest injury rates among Iowa's larger communities including the highest serious and alcohol-related injury rates. Black Hawk County had the second highest traffic injury rates. Iowa's first Safe Communities effort began in June, 1996 in Woodbury County with a program in Black Hawk County initiated in October 1996. Development of a comprehensive, traffic safety needs assessment was the first major activity to be undertaken by Woodbury and Black Hawk safe communities projects. The second step, development of a community traffic crash injury database, was accomplished by working with local EMS providers and area hospitals. Populations at high-risk for traffic injuries were then

identified and education, enforcement and other program activities developed to reduce the injury risk to these targeted groups. With high-risk groups identified, selected programs were designed to reach these groups, augmented with quantifiable countermeasures including public education, information and enforcement.

The Arrive Alive group heads up efforts through the GTSB funded program with *Black Hawk County Health Department*. In Woodbury County, the *Siouxland District Health Department* coordinates efforts. A community-based bicycle safety education program was the focus of a third-year safe community effort in Burlington and Des Moines County.

In Burlington, the Southeast Iowa SAFE Kids Coalition, working through the *Burlington Medical Center*, spearheaded countywide bicycle safety education through local schools. Key partners included the Burlington and West Burlington police departments and the Des Moines County Sheriff's Office.

## RESULTS

Both the *Siouxland District Health Department* in Woodbury County and the *Black Hawk County Health Department* completed community traffic safety assessments in the fall of 1996. Community traffic crash injury databases were also developed.

In Black Hawk County a combination of medical, emergency 911, and area law enforcement agency crash data was

utilized and supplemented by public health data for Black Hawk County, with assistance from the University of Northern Iowa. Four high-risk groups were identified including occupant restraint non-users, adult impaired drivers, underage impaired drivers and bicyclists.

During FFY 2000, local collaborative enforcement efforts in Black Hawk County focused on youth alcohol, child safety seats, bicycle safety, and media awareness of traffic safety issues. Youth alcohol activities included a 2-day program at the Hudson High School entitled "Every 15 Minutes" designed to show the real life tragic consequences of impaired driving. The program was presented during homecoming week and involved parents and community leaders as well as students. Police departments from Hudson and Waterloo, the Iowa State Patrol and local EMS providers played a part in the crash reenactment portion, which received extensive print, radio and TV coverage. Forty students were active participants in the program.

Bicycle safety activities included support for a community bike patrol on Cedar Valley trails and bike safety rodeos held at schools, summer recreation programs and local parks. In all, 26 rodeos were held with 2,513 children attending and a total of 379 bike helmets distributed.

With the help of the local Chevrolet dealers, eight car safety seat check-ups were held with 315 seats inspected and 186 new car seats distributed. Four child safety seat fit stations have been set up

with a total of 371 car seats checked and 259 new seats provided. As with Hudson High School’s mock crash, the media coverage for these efforts was noteworthy and resulted in a total of 45 radio interviews, newspaper articles and television segments.

In Woodbury County, the safety focus included child restraints, bicycle safety and teen impaired driving. The “Buckle With Love” program trained child passenger safety seat technicians and worked with the area’s growing Hispanic population providing over 100 families instruction in the proper installation and fit of child safety seats. They took part in 18 local safety events and distributed 180 child safety seats.

The American Red Cross and Sioux City Police Department were instrumental in providing bike safety education at area elementary schools distributing over 120 bicycle helmets while the Reality Education and Abuse Prevention program continued to expand anti-drunk/drugged driving education programs in the greater Sioux City area.

In Burlington and Des Moines County, the primary focus remained on bicycle safety with a comprehensive countywide education effort. Nearly 3,500 students received bicycle safety education. Four bicycle safety rodeos were held and students purchased a total of 565 bike helmets at a nominal cost. The helmet distribution included individual fittings and instruction on proper use.



*One of Burlington Medical Center’s many activities included conducting a Safety Town for elementary students. The 38 students who attended had each completed a two-week safety program and, at the graduation ceremony, they each received a bicycle helmet.*

FUNDING	BUDGET	EXPENDED
Section 402	\$26,200	\$25,175
<b>CONTACT</b>		
Denny Becker or Mark Campbell		
Iowa Governor’s Traffic Safety Bureau		
515/281-8844 or 515/281-5430		

*Occupant Protection  
Incentive Grant  
Section 157*



***Occupant Protection Incentive Mini-Grantees:***

*Adair Police Department*

*Camanche Police Department*

*Afton Police Department*

*Carroll County Sheriff's Office*

*Akron Police Department*

*Carson Police Department*

*Albia Police Department*

*Carter Lake Police Department*

*Arnolds Park Police Department*

*Cedar County Sheriff's Office*

*Asbury Police Department*

*Centerville Police Department*

*Audubon Police Department*

*Charles City Police Department*

*Aurelia Police Department*

*Cherokee County Sheriff's Office*

*Battle Creek Police Department*

*Clarence Police Department*

*Bellevue Police Department*

*Clarksville Police Department*

*Belmond Police Department*

*Clay County Sheriff's Office*

*Benton County Sheriff's Office*

*Colfax Police Department*

*Bloomfield Police Department*

*Corydon Police Department*

*Blue Grass Police Department*

*Cresco Police Department*

*Britt Police Department*

*Creston Police Department*

*Buchanan County Sheriff's Office*

*Dallas Center Police Department*

*Buffalo Police Department*

*Danville Police Department*

*Butler County Sheriff's Office*

*Decorah Police Department*

*Calhoun County Sheriff's Office*

*Denver Police Department*

*De Soto Police Department*

*Granger Police Department*

*Duncombe Police Department*

*Greene County Sheriff's Office*

*Dyersville Police Department*

*Greene Police Department*

*Eagle Grove Police Department*

*Grinnell Police Department*

*Earlham Police Department*

*Grundy Center Police Department*

*Eldon Police Department*

*Grundy County Sheriff's Office*

*Eldora Police Department*

*Guthrie Center Police Department*

*Eldridge Police Department*

*Guthrie County Sheriff's Office*

*Emmet County Sheriff's Office*

*Hampton Police Department*

*Emmetsburg Police Department*

*Hancock County Sheriff's Office*

*Essex Police Department*

*Hardin County Sheriff's Office*

*Fayette Police Department*

*Harrison County Sheriff's Office*

*Floyd County Sheriff's Office*

*Hinton Police Department*

*Fort Dodge Police Department*

*Howard County Sheriff's Office*

*Franklin County Sheriff's Office*

*Humboldt County Sheriff's Office*

*Garwin Police Department*

*Ida County Sheriff's Office*

*Gilmore City Police Department*

*Independence Police Department*

*Glenwood Police Department*

*Indianola Police Department*

*Goldfield Police Department*

*Iowa State Patrol*

*Gowrie Police Department*

*Jefferson Police Department*

*Jesup Police Department*

*Montgomery County Sheriff's Office*

*Jewell Police Department*

*Monticello Police Department*

*Jones County Sheriff's Office*

*Montrose Police Department*

*Kanawha Police Department*

*Mount Ayr Police Department*

*Kossuth County Sheriff's Office*

*Moville Police Department*

*Lake View Police Department*

*Murray Police Department*

*Laurens Police Department*

*Nashua Police Department*

*Leon Police Department*

*Nevada Police Department*

*Lisbon Police Department*

*New Hampton Police Department*

*Madison County Sheriff's Office*

*New Vienna Police Department*

*Manson Police Department*

*Northwood Police Department*

*Mapleton Police Department*

*Oelwein Police Department*

*Maquoketa Police Department*

*Okoboji Police Department*

*Marengo Police Department*

*Osceola County Sheriff's Office*

*Merrill Police Department*

*Osceola Police Department*

*Milford Police Department*

*Oskaloosa Police Department*

*Mills County Sheriff's Office*

*Page County Sheriff's Office*

*Missouri Valley Police Department*

*Palo Alto County Sheriff's Office*

*Mitchellville Police Department*

*Panora Police Department*

*Monroe Police Department*

*Pocahontas County Sheriff's Office*

*Pocahontas Police Department*

*Postville Police Department*

*Prairie City Police Department*

*Red Oak Police Department*

*Remsen Police Department*

*Rhodes Police Department*

*Rockford Police Department*

*Sabula Police Department*

*Sac City Police Department*

*Sac County Sheriff's Office*

*Sergeant Bluff Police Department*

*Shell Rock Police Department*

*Sigourney Police Department*

*Sioux Center Police Department*

*Sioux Rapids Police Department*

*Spencer Police Department*

*State Center Police Department*

*Storm Lake Police Department*

*Swea City Police Department*

*Tama County Sheriff's Office*

*Tama Police Department*

*Toledo Police Department*

*Truro Police Department*

*Vinton Police Department*

*Waukee Police Department*

*Wayland Police Department*

*Wayne County Sheriff's Office*

*West Bend Police Department*

*West Branch Police Department*

*West Burlington Police Department*

*West Liberty Police Department*

*West Point Police Department*

*Wilton Police Department*

*Winterset Police Department*

## 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 achieve a statewide safety belt usage rate of 85% by the end of FFY 2000.

### STRATEGIES AND ACTIVITIES

While Iowa has continued to make progress in improving overall safety belt usage statewide, the rate of improvement has slowed considerably when compared with the gains made during the first six years of Iowa's law. From 1993 to present, increases have averaged 1% annually. During the first six years of Iowa's law (1986-1992), belt use improved 28%, from 43% to 71%. One reason for this slow growth in usage rates is the consistently lower rates observed in rural area and small communities. While the Special Traffic Enforcement Program (sTEP) efforts had proven to be successful in raising belt use rates in participating small communities, the financial resources available under Section 403 and other sources were simply not enough to adequately address the rural low usage problem statewide.

The receipt of Section 157 incentive funds in FFY 1999 provided an ideal funding vehicle to expand the successful sTEP model statewide. In January 1999, a brief survey was sent to all Iowa law enforcement agencies regarding equipment needs, number of officers and number of marked vehicles. Based on the results of this survey and past successes with sTEP, a program was

### PROBLEM IDENTIFICATION

Each year, over 75,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, 3,000 or more serious injuries and at least 450 fatalities. In Iowa fatal crashes, nearly 60% of the fatality victims are unbelted, despite a statewide usage rate of 78%, ninth best in the nation.

### 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, using the sTEP model, occupant protection education/enforcement programs with at least 100 counties/communities in rural Iowa.
- ◆ To improve, collectively, safety belt use in participating communities by at least 5% during FFY 2000.

designed to provide funds for the purchase of radars, PBTs and overtime support for law enforcement agencies statewide who were not currently receiving 402 or 410 funding. To qualify, agencies needed to have at least one enforcement vehicle, at least one full-time officer and a letter of support from the mayor, city council or county board of supervisors.

Over 700 law enforcement agencies representing all of Iowa's 99 counties were invited to participate in the new "sSTEP" program. One hundred fifty-seven agencies including 35 sheriffs' offices, 121 police departments and the Iowa State Patrol agreed to participate in the program. Much like the original sSTEP, the main thrust of this program is the use of a combination of public information, education and enforcement in conjunction with nationally designated periods or "waves."

During FFY 1999, these waves included the designated weeks of May 24-31, 1999 and August 16-22, 1999. Agencies were also asked to select one week during the months of June or July for additional public information and enforcement activities. Pre and post event safety belt surveys were required for May and August events and encouraged for the June/July activity period.

These initial 157 mini-grants were effective through June 30, 2000. During the FFY 2000 program year, activity included designated waves November

22-28, 1999 and May 22-29, 2000 as well as one week of activity in March or April 2000, at the discretion of the law enforcement agency.



*Coordinated, multi-agency enforcement events, such as this one on U.S. Highway 61, enhance sSTEP efforts.*

## RESULTS

One hundred fifty-four agencies including 33 sheriffs' offices, 120 police departments and the Iowa State Patrol are participating in the sSTEP effort. In addition, a number of agencies funded under Sections 402 and 410 as well as agencies not receiving any GTSB funding at all are participating in the waves. The 157 program directly impacts a total of 78 of Iowa's 99 counties with one or more funded agencies per county. Total participation in sSTEP involves enforcement agencies from 86 of Iowa's 99 counties with direct impact on nearly 90% of Iowa's population.

During the November 1999 wave, a total of 486 officers participated statewide generating 1,712 seat belt and 59 child restraint contacts, nearly 300 alcohol violation contacts including 89 OWI

arrests and over 2,800 speed contacts. Media exposure included 13 television, 53 radio and 134 print items for a total of 200 contacts. Most important, pre and post seat belt surveys reflected an increase from 73.8 to 78.5% in belt use.

In March and April, independently scheduled enforcement weeks resulted in participation by 344 officers. A total of 1,824 seat belt actions and 2,166 speed violation actions were recorded. Other key enforcement actions included 186 alcohol violations (includes 42 OWI arrests) and 122 failure to stop violations. Pre and post surveys reflect seat belt usage improvement of more than five percentage points, from 74.3 to 79.5%.

Media contacts for the March and April independent events were surprisingly good with 14 television and 34 radio interviews contributing to a total media contact figure of 130.

The final 157 funded event of FFY 2000 occurred May 22-29, 2000. A total of 494 officers participated. Highlights included 3,041 seat belt and child restraint actions, 2,715 speed contacts and 334 alcohol contacts, 84 of which resulted in an OWI arrest.

Nearly 300 media contacts were generated including over 100 radio/TV contacts. Pre and post surveys showed belt use increasing nearly five percent, reaching over 80% (80.7) for the first time during this program.

In summary, the 157 program has been a great success. It has expanded the reach of direct GTSB-funded enforcement efforts to virtually every corner of the state with participation of some type by all but 13 of the state's 99 counties. These counties collectively represent more than 90% of Iowa's population. Most of the scheduled waves resulted in the participation of nearly 500 offices representing upwards of 150 law enforcement agencies. In all, more than 16,000 occupant protection contacts were generated. In addition, 525 OWI arrests occurred and more than 17,000 speed violation contacts were recorded.

Public awareness of the events and their significance was enhanced by over 1,200 media contacts. Ultimately and most importantly, seat belt use improved nearly 14 percentage points from 66.8% prior to the May 1999 wave to 80.7% in the post survey following the May 2000 final wave.

The program will be repeated in FFY 2001 with over 120 local law enforcement agencies and the Iowa State Patrol slated to participate.

FUNDING	BUDGET	EXPENDED
Section 157	\$495,900	\$353,745
<b>CONTACT</b>		
Lu Simpson		
Iowa Governor's Traffic Safety Bureau		
515/281-7166		

# *Alcohol Incentive Grant*

## *410 Program*



***Alcohol Incentive Grantees:***

	<i>Budget</i>	<i>Expended</i>
<i>Altoona Police Department</i>	<i>\$5,000</i>	<i>\$4,299</i>
<i>Ankeny Police Department</i>	<i>\$4,000</i>	<i>\$3,850</i>
<i>Black Hawk County Sheriff's Office</i>	<i>\$8,500</i>	<i>\$7,500</i>
<i>Cedar Falls Police Department</i>	<i>\$8,300</i>	<i>\$7,597</i>
<i>Cedar Rapids Police Department</i>	<i>\$15,000</i>	<i>\$13,577</i>
<i>Cerro Gordo County Sheriff's Office</i>	<i>4,000</i>	<i>\$3,900</i>
<i>City of West Des Moines</i>	<i>\$60,000</i>	<i>\$57,698</i>
<i>Clear Lake Police Department</i>	<i>\$5,700</i>	<i>\$5,049</i>
<i>Clinton County Sheriff's Office</i>	<i>\$9,000</i>	<i>\$8,720</i>
<i>Clive Police Department</i>	<i>\$11,150</i>	<i>\$9,936</i>
<i>Dallas County Sheriff's Office</i>	<i>\$5,000</i>	<i>\$4,218</i>
<i>DCI Laboratory</i>	<i>\$50,000</i>	<i>\$31,007</i>
<i>Des Moines County Sheriff's Office</i>	<i>\$5,000</i>	<i>\$3,588</i>
<i>Dubuque Police Department</i>	<i>\$12,500</i>	<i>\$12,500</i>
<i>Dunkerton Police Department</i>	<i>\$3,500</i>	<i>\$3,499</i>
<i>Evansdale Police Department</i>	<i>\$8,300</i>	<i>\$6,678</i>
<i>Fort Madison Police Department</i>	<i>\$8,500</i>	<i>\$6,074</i>
<i>Gilbertville Police Department</i>	<i>\$1,500</i>	<i>\$247</i>
<i>GTSB DRE Program Support</i>	<i>\$60,000</i>	<i>\$48,873</i>
<i>GTSB Printing/Travel</i>	<i>\$15,000</i>	<i>\$9,921</i>
<i>Hudson Police Department</i>	<i>\$4,500</i>	<i>\$1,888</i>
<i>Iowa State Patrol</i>	<i>\$47,000</i>	<i>\$39,117</i>
<i>Jasper County Sheriff's Office</i>	<i>\$6,400</i>	<i>\$3,581</i>

*Alcohol Incentive Grantees (cont'd):*

	<i>Budget</i>	<i>Expended</i>
<i>Johnston Police Department</i>	<i>\$4,000</i>	<i>\$3,675</i>
<i>Knoxville Police Department</i>	<i>\$7,500</i>	<i>\$6,824</i>
<i>La Porte City Police Department</i>	<i>\$4,200</i>	<i>\$3,375</i>
<i>Le Mars Police Department</i>	<i>\$10,900</i>	<i>\$10,795</i>
<i>Linn County Sheriff's Office</i>	<i>\$45,200</i>	<i>\$45,125</i>
<i>Marion County Sheriff's Office</i>	<i>\$4,000</i>	<i>\$3,650</i>
<i>Marshall County Sheriff's Office</i>	<i>\$10,100</i>	<i>\$8,475</i>
<i>Mount Vernon Police Department</i>	<i>\$4,200</i>	<i>\$4,200</i>
<i>Muscatine Police Department</i>	<i>\$10,000</i>	<i>\$8,972</i>
<i>Ottumwa Police Department</i>	<i>\$13,000</i>	<i>\$13,000</i>
<i>Pella Police Department</i>	<i>\$7,000</i>	<i>\$5,344</i>
<i>Perry Police Department</i>	<i>\$6,100</i>	<i>\$5,600</i>
<i>Plymouth County Sheriff's Office</i>	<i>\$3,500</i>	<i>\$1,543</i>
<i>Polk City Police Department</i>	<i>\$4,100</i>	<i>\$3,297</i>
<i>Robins Police Department</i>	<i>\$2,200</i>	<i>\$2,200</i>
<i>Sioux City Police Department</i>	<i>\$5,800</i>	<i>\$5,050</i>
<i>University of Iowa Public Safety</i>	<i>\$4,800</i>	<i>\$4,723</i>
<i>UNI Department of Public Safety</i>	<i>\$5,750</i>	<i>\$3,595</i>
<i>Urbandale Police Department</i>	<i>\$4,000</i>	<i>\$4,000</i>
<i>Waterloo Police Department</i>	<i>\$11,500</i>	<i>\$11,440</i>
<i>West Des Moines Police Department</i>	<i>\$23,600</i>	<i>\$22,636</i>
<i>Windsor Heights Police Department</i>	<i>\$8,100</i>	<i>\$7,215</i>

Alcohol Incentive Grant (410)



PROGRAM CHARACTERISTICS

- Enforcement
- Education/Training
- Public Awareness

TARGETED POPULATION(S)

- Impaired Drivers
- Youth

GOALS AND OBJECTIVES

- ◆ To achieve/maintain 30% or fewer alcohol-related fatalities by the end of FFY 2000.
- ◆ To achieve/maintain an alcohol-related fatality rate of .5 alcohol-related fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2000.
- ◆ Provide the Iowa law enforcement community with the equipment needed to enforce Iowa's OWI laws, including the .02 BAC limit law for drivers under age 21.

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 1999 totaled 133. Although this is a 17% increase from 1998, it is a 37% reduction from the 1990 total of 210. Alcohol-related injuries totaled just over 2,600 in 1998, down 33% 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 27% 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.

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 2000 program included traffic safety checkpoints and other multi-agency enforcement 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 35 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 74 checkpoints/multi-agency activities were reported by the 35 agencies. Local enforcement agencies participating in four or more special enforcement events included sheriffs' offices from Black Hawk and Linn counties and police departments from Muscatine, Fort Madison and Waterloo as well as the University of Iowa's Department of Public Safety. Continuing a strong tradition of support and leadership, the Iowa State Patrol was an active participant in the majority of these cooperative events.

In addition to traffic safety checkpoints, saturation patrols 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 28 local police departments, ten sheriffs' offices, the Iowa State Patrol and Public Safety Departments at both the University of Northern Iowa and the University of Iowa conducted selective overtime, much of it focused on high risk times for impaired driving such as evenings, late night and weekends. In spite of the fact that impaired driving interdiction was the

main theme of 410 funded enforcement, officers were also attentive to speed and other moving violations as well as non-use of occupant protection systems.

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. Drunk 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 2000, seventeen local law enforcement agencies each purchased one video camera. Law enforcement agencies receiving video camera funding support track officer court appearance time in OWI cases to assist the GTSB in evaluating whether or not use of the video cameras reduces the need for court appearance time.

Field-testing continued for five evidentiary breath-testing devices purchased for the *Division of Criminal Investigation Laboratory* in FFY 1999. One unit was placed in the DCI's Lab and the other four were located in local

enforcement agencies. Evaluation of these new units continued in FFY 2000.

In February 2000, Captain Bob Rushing became the Bureau's full-time Law Enforcement Liaison. On loan to the Bureau, through a 410-funded contract with the *West Des Moines Police Department*, Captain Rushing has brought his extensive knowledge and experience to our highway safety program. He has been critical in the successful development, coordination and completion of several multi-agency, corridor enforcement events.



*Captain Bob Rushing graduated from ILEA in 1971 and continued his education at the Northwestern and Southern California universities. He began his enforcement career as a patrolman with the Windsor Heights Police Department. During his 27 years at the West Des Moines PD he has served at every officer position.*

Corridor projects were conducted on U.S. 61 along Iowa's eastern border June 30, 2000, on U.S. 218 and Interstate 380 in east central Iowa August 3, 2000 and on Interstate 80 August 31, 2000. All three 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 41 law enforcement agencies received 410 funding support. Those organizations included 28 police departments, 10 sheriffs' offices two university departments of public safety and the Iowa State Patrol. Six of those departments received 410 funds for video cameras only while receiving overtime support from 402 funding. A total of 35 agencies participated in 74 multi-agency enforcement events that included traffic safety vehicle inspection checkpoints, saturation patrols and corridor enforcement events. The entire 410 effort involved over 7,000 hours of overtime and a full-time deputy at the *Linn County Sheriff's Office*.

A total of 2,930 documented OWI contacts were recorded, 503 of which resulted in an OWI arrest. Other alcohol violations included in the 2,930 contacts involved .02 BAC violations (59), public intoxication (119), possession under the legal age (823) and open container

violations (160). Total OWI contacts were down slightly (4%) from FFY 1999; however, possession under the legal age (PULA) violations were up more than 25% growing from 650 in FFY 1999 to 823 in FFY 2000. PULA violations along with open container and .02 violations represent a concerted effort on the part of the GTSB enforcement partners to focus on Iowa's youngest and most at-risk drivers. By reaching these offenders early in their "drinking careers," there is a much better chance to alter behaviors that are counterproductive to highway safety and, ultimately, for the individuals themselves.

OWI enforcement activity was particularly noteworthy at the *Linn County Sheriff's Office* with 75 OWI arrests by the full-time deputy and the *West Des Moines Police Department* with 553 OWI contacts, including 459 arrests for possession of alcohol under the legal age.

It is common knowledge in the highway safety arena that it often takes more than a single department to impact an impaired driving problem. In *Black Hawk County*, the sheriff's office joined with the *Waterloo* and *Cedar Falls* police departments and five other smaller police departments as well as the *University of Northern Iowa* to tackle an alcohol problem that has Black Hawk County leading the state in alcohol-related fatalities in recent years. In *Linn County*, the sheriff's office worked cooperatively with the *Cedar Rapids*,

*Marion*, *Mount Vernon* and *Robins* police departments and utilized selective overtime in addition to the full-time deputy. Alcohol enforcement activity was also strong in Iowa's fastest growing county, *Dallas County*, with the sheriff's office and the *Perry Police Department* each utilizing 410 funds to address impaired driving.

The *Sioux City Police Department* recorded a total of 866 OWI arrests while police departments in *Ottumwa* and *Fort Madison* also exceeded their 410 alcohol contact goals by a substantial margin. The *Marshall County Sheriff's Office* reported 199 OWI contacts with open container and possession under the legal age violations totaling 95. The *Iowa State Patrol* recorded 52 OWI arrests and did a commendable job of providing support to dozens of multi-agency enforcement efforts across the state.

As part of the effort to locate and apprehend impaired drivers, a host of other traffic violations were also noted. A total of 9,600 speed and serious moving violation citations and warnings were issued along with 4,350 occupant protection enforcement actions. In all, over 16,800 enforcement actions were documented. This reflects an overall rate of over two enforcement actions per overtime hour invested, a good rate particularly in light of the number of OWI arrests which can take as long as four hours total processing time per arrest.

Public information and education efforts were also successful with 35 enforcement agencies reporting over 550 public information and education activities. Education and information activity was especially noteworthy in the areas of media contact and involvement with cooperative enforcement events and school/youth alcohol presentations. The *Iowa State Patrol* alone conducted 66 high school and junior high presentations which focused on impaired driving.

The 410 section would not be complete without a discussion of the significance of the three “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 488 law enforcement officers and the dozens of dispatchers and other personnel who made the three events a resounding success.

On June 30, 2000 enforcement on and adjacent to U.S. Highway 61, a north-south route along Iowa’s eastern border, generated over 1,800 traffic enforcement contacts. Among the highlights were over 500 safety belt and child restraint enforcement actions, nearly 100 stop sign/light violations, cooperation from law enforcement in neighboring Illinois and significant television and other local media coverage. The Iowa DOT commercial vehicle enforcement officers played a big part in the U.S. 61 effort as well as the other two corridors projects. They conducted 42 commercial vehicle

inspections resulting in 11 units being put out-of-service due to violations.

The second major event involved U.S. 218/I-380 on the “Avenue of the Saints” and included enforcement on I-35 in northern Iowa. Highlights included over 1,200 speed actions, 405 safety belt and child restraint citations/warnings, and 27 commercial vehicles put out-of-service.

The third and final corridor project, held August 31, 2000 along Interstate 80, represented the culmination of discussions going back nearly a year. Interstate 80 is Iowa’s most deadly road in terms of actual traffic deaths with over 60 fatalities in the last three years. Due to the significant traffic volume, I-80 also has a higher number of serious traffic injuries than any other corridor in the state. Highlights of the event included more than 2,600 total enforcement actions with 169 participating officers representing over 30 agencies. Other notable accomplishments included 898 speed actions, 360 occupant protection contacts, 81 failure to stop actions and 65 commercial vehicles put out-of-service. All this was achieved with strong cooperation from law enforcement in Nebraska, Illinois and Indiana and reinforced by excellent media coverage.

Along with all these efforts, 410 alcohol incentive funds were available to assist with training DREs or Drug Recognition Experts as part of Iowa’s DRE program. Since its inception in 1994, the DRE program in Iowa has trained nearly 100

Iowa deputies, officers and state troopers as Drug Recognition Experts. These officers play an important part in the identification of drivers impaired by substances other than alcohol. From a broader perspective, over 100 additional law enforcement personnel received training on a variety of highway safety issues as part of this year's 410 effort.

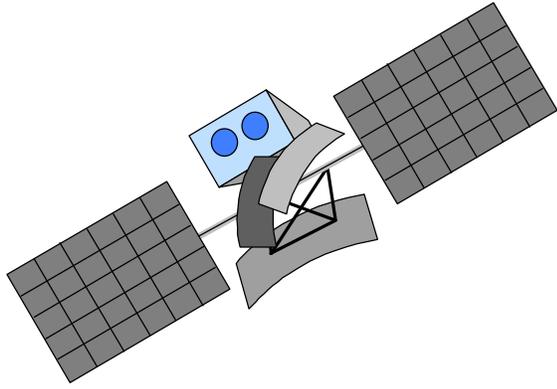
Despite the fact that alcohol-related fatalities increased in 1999 to 133 from the 1998 total of 114, Iowa's alcohol-related fatality rate of .45 per 100 million vehicle miles traveled remained well below our goal and well below the national average of .6.



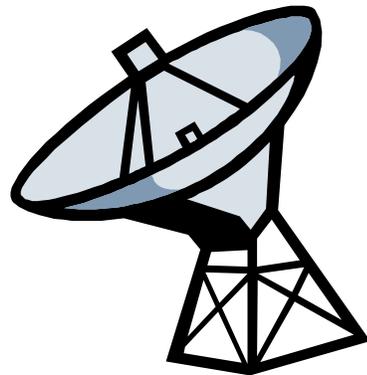
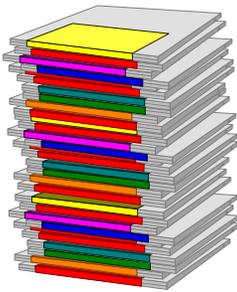
*Corridor events heighten the public's awareness of the consequences of violating Iowa's traffic laws.*

<b>FUNDING</b>	<b>BUDGET</b>	<b>EXPENDED</b>
Section 410	\$557,400	\$478,051

**CONTACT**  
Denny Becker  
Iowa Governor's Traffic Safety Bureau  
515/281-8844



# *Traffic Records Data Improvement*



## *Traffic Records Data Improvement*

### *Contractors:*

	<i>Budget</i>	<i>Expended</i>
<i>Department of Public Health</i>	<i>\$20,000</i>	<i>\$20,000</i>
<i>Department of Transportation</i> <i>Office of Driver Services</i>	<i>\$32,000</i>	<i>\$27,795</i>
<i>Department of Transportation</i> <i>Office of Traffic &amp; Safety</i>	<i>\$35,000</i>	<i>\$14,746</i>
<i>Governor's Traffic Safety Bureau</i>	<i>\$23,260</i>	<i>\$1,459</i>
<i>Iowa State University - CTRE</i>	<i>\$15,000</i>	<i>\$14,102</i>



## Traffic Records Data Improvement

### PROGRAM CHARACTERISTICS

Training  
Technology  
Data Collection/Analysis

### TARGETED POPULATION(S)

Law Enforcement  
Traffic Engineers  
EMS Personnel  
Data Analysts

- ◆ To establish a state Traffic Safety Data Service Center improving traffic data availability and utilization by key decision-makers.
- ◆ To initiate, review and update the state’s traffic crash report form.
- ◆ To improve integration of statewide software analysis tools (GIS ALAS, Access ALAS, Intersection Magic, Advantage Safety).
- ◆ To develop and implement GIS ALAS mapping with Iowa State Patrol district offices.
- ◆ To enhance statewide electronic crash reporting through the Advantage Safety System (now known as TraCS).

### PROBLEM IDENTIFICATION

Each year, over 75,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, at least 3,000 serious injuries and 450 or more 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 of traffic crash-related trips, improving the viability of Iowa CODES data.

### 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, especially by key decision-makers and improvement in the integration of safety analysis tools such as Access ALAS, Intersection Magic, GIS ALAS and TraCS.

## RESULTS

Several major activities and accomplishments occurred in FFY 2000. Perhaps foremost among those was the establishment of the Iowa Traffic Safety Data Service (ITSDS), a quick response

service that provides easy-to-understand analysis, reports and maps for crash and roadway data. ITSDS was developed at the request of the GTSB by Dr. Reginald Souleyrette, professor of civil engineering at Iowa State University, and is part of the *ISU Center for Transportation Research and Education (CTRE)*. A Web site has been established at [www.ctre.iastate.edu/itsds/](http://www.ctre.iastate.edu/itsds/) that includes an on-line data request form.

The ITSDS is ably staffed by ISU Research Assistant Jerry Roche. Mr. Roche, who is working towards his Masters' in civil engineering, handled literally dozens of requests from the Iowa DOT, the GTSB, the Iowa Department of Public Health, The Iowa Division of the Federal Highway Administration and other government, university and private sector requests. Highlights include a 10-year analysis of fatalities, injuries and corresponding crashes by county/gender for the Iowa DOT and crash, injury and fatalities maps for major highway corridors in Iowa including Interstate 80, U.S. Highways 218, 61, 71, 20 and 30 for the GTSB. These maps included 820 color 8½" x 11" maps by county and route, nine 36" x 44" plots and 99 8½" x 11" color transparencies. They provided our Bureau with the information needed to promote the FFY 2000 corridor enforcement program and provided valuable information to state and local law enforcement officials about the magnitude and location of crashes on these routes. The result was three of the

most successful corridor enforcement programs ever conducted involving U.S. Highways 61 and 218 as well as I-80.

The ITSDS has been presented at meetings of the Iowa Safety Management System, the Iowa Traffic Control and Safety Association, the Iowa Traffic Engineering and Safety Forum and a meeting with visiting traffic safety officials from the State of Alabama. The ITSDS has been so successful that CTRE Director Dr. Steven Anderle and Iowa State University officials are considering the use of the ITSDS as a model for other transportation centers in the Midwest and perhaps the nation.

Other major 411 funded undertakings in FFY 2000 include the development of a new state police report crash form. The creation of the new form, utilizing the nationally developed Model Minimum Uniform Crash Criteria (MMUCC) standards, has proceeded at a rapid pace. Spearheaded by a MMUCC Iowa Task Force and a corresponding MMUCC working group, a draft form was developed with several improvements and revisions during the winter and spring of 2000. Efforts were coordinated through a contract with the *Iowa Department of Transportation's Office of Driver Services*, which put together the multi-agency working group, as well as the MMUCC Task Force. Mr. Jack Latterell (FHWA-retired), Mr. Michael Pawlovich, DOT Office of Traffic and Safety and Lt. Todd Misel, Iowa State Patrol, as well as the staff of the Iowa DOT Office of Driver Services, all

played instrumental roles in the development of the new, improved crash report form.

In June and July, the new form was field-tested by the Iowa State Patrol, the Ames Police Department and the Appanoose County Sheriff's Office with over 300 sample reports being collected and compiled. Based on feedback from enforcement officers and crash data entry personnel, additional revisions were undertaken with the final version of the report approved by the MMUCC Task Force in September 2000. Subsequently, Iowa DOT Director Mr. Mark Wandro approved the new report form in October 2000. Training for law enforcement officers from around the state was held with assistance from the Iowa Law Enforcement Academy on November 9, 2000 and over 100 officers attended. The new crash report form will be utilized statewide beginning January 1, 2001.

Another 411-funded project for FFY 2000 provided for the purchase and installation of ten desktop computers for electronic crash reporting by local law enforcement agencies. This program was funded through the *Department of Transportation's Office of Traffic and Safety*. These desktop units eliminate duplicate crash report data entry and greatly enhance the number of crashes, which are being reported electronically. A GIS ALAS program for law enforcement applications and use by the Iowa State Patrol district offices and local law enforcement agencies got

underway with the purchase of 17 ArcView licenses. Implementation of this program, which will provide crash data mapping and analysis capabilities for operational application, will continue in FFY 2001.

In a similar vein, the CARE or Crash Analysis Research and Evaluation tool developed in Alabama will be implemented in FFY 2001 rather than FFY 2000 because of the heavy involvement of IDOT staff in the development of Iowa's new crash report form. CARE will provide Iowa with a powerful easy to use tool for statewide analysis of crash data.

The Iowa Department of Public Health's Bureau of Emergency Medical Services utilized 411 funds to add an important component to its statewide electronic ambulance run report. Because many of Iowa's more than 450 EMS providers are small, volunteer agencies, a scannable, paper run report, which parallels the electronic report was needed. The EMS Bureau subcontracted with a firm to develop a paper/manual (hard copy) data capture tool that would meet all the data reporting requirements of Iowa EMS Service programs. The data capture tool was developed, printed and made available free of charge to all local EMS providers currently without electronic reporting capabilities. In addition to the 60,000 forms printed, a PDF format is available and can be downloaded from

the EMS Bureau's web page. This will significantly boost compliance with Iowa's new trauma law, effective January 1, 2001, which mandates reporting of all EMS runs. In addition it has improved individual service program documents and patient care.

FUNDING	BUDGET	EXPENDED
Section 411	\$125,620	\$78,102
<b>CONTACT</b>		
Carson Whitlow		
Iowa Governor's Traffic Safety Bureau		
515/281-8348		