

Winter
2008



New Bureau Chief Named For Governor's Traffic Safety Bureau

Iowa Department
of Public Safety

In this issue...

New GTSB Bureau Chief	1
Calendar	2
New GTSB Employee	2
New NHTSA Regional Representative	2 3
Governor's Red Ribbon Signing	3
GTSB receives National Award	3
2007 DRE Class	4
Corridor Events	5
sSTEP Waves	5
Conference Dates	5
Commissioner's Award for Traffic Safety Application	6
Safety Belt Honor Roll Awards	7
Kip Hayward Award Nomination Information	7



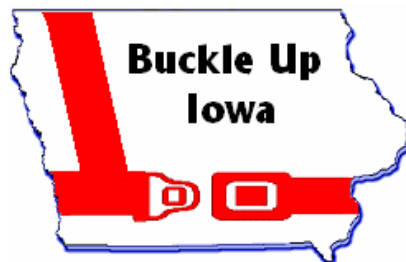
Eugene T. Meyer, Commissioner, Department of Public Safety, named Larry Sauer as the new Bureau Chief for the Governor's Traffic Safety Bureau (GTSB). Larry began as Bureau Chief on December 28, 2007.

Larry began employment with the Department of Public Safety in 1977 as a trooper with the Iowa State Patrol. In 1989 he was promoted to a Special Agent with the DCI. He became Assistant Director of the Bureau of Internal Affairs/Staff Inspection in 1997 and then the Executive Assistant to the Commissioner in 2001.

Larry comes to the Bureau with a law enforcement background and years of experience, to assist in the GTSB's role of promoting traffic safety.

"My goal is to partner with all divisions and bureaus of the Department; other state departments; and local, county and federal agencies throughout the state to provide safer roadways through enforcement of traffic laws and by educating Iowa drivers on how not to become a victim of death or serious injury."

Larry Sauer



Every Trip – Every Time

Iowa seat belt use	91.3%
2008 Goal	95%
Midwest ranking	# 2
U.S. Ranking	# 8



From the New Governor's Traffic Safety Bureau Chief

01-03-08

To Traffic Safety Partners and Associates,

I would like to thank Commissioner Meyer and the selection committee for giving me the opportunity to serve as the new Governor's Traffic Safety Bureau (GTSB) Chief. The GTSB and its' partners have had a positive impact on the lives of Iowans and those who visit our great State. I am excited to work with an organization that has been so successful in reducing the number of lives lost on Iowa's highways.

It is very evident from safety belt use rates and other positive statistics that partnerships between state, local, county, educational, media and private institutions across the state have played a significant role in saving lives and reducing serious injuries in Iowa.

Iowa is blessed with many great people who have a sincere passion to make Iowa roadways a safe place for all to travel.

Hard work by boots-on-the-ground enforcement, education and innovative technology has made Iowa a model for other states to follow. I firmly believe utilization of current and expanded technology, and the data that it provides for those who enforce our laws, will continue to have a positive impact on death and injury rates on Iowa's roadways.

One great example of this technology is the TraCS (Traffic and Criminal Software) system currently utilized by some 180 agencies across the state. This software, with its mapping and analysis tool, provides valuable information related to traffic crashes throughout the state. Utilization of this software permits decision makers, through accurate data collection and analysis, to increase situational awareness, maximize traffic control strategies, provide for better allocation of resources and identify opportunities for focused traffic safety operations.

As you already know far too many lives are lost on Iowa's roadways, many of which are preventable deaths. I look forward to working with all of our partners, in both the public and private sectors, to continue to reduce the number of serious injuries and deaths on Iowa roads. Together we can make a difference.

Very truly yours,

A handwritten signature in black ink, appearing to read "L. Sauer".

Larry D. Sauer, Bureau Chief
Governor's Traffic Safety Bureau

Calendar

2008

February 29

Deadline for
2009 402 and
410 proposals

March 13 – 17

sTEP Wave

March 26-27

GTSB
Conference
Council Bluffs, IA

March 13

Avenue of the
Saints Corridor
Enforcement

April 13-15

Lifesaver's
Conference
Portland Oregon

May 29

Operation TNT
Corridor Event

June 5

61 HEAT

July 17

Double Aught
Corridor Event

August 28

Operation "I's"
Corridor Event

October 2

Northern Lights
Corridor Event



Beth Chipp has joined the Governor's Traffic Safety Bureau (GTSB) staff as the new financial manager for the bureau. Beth comes to GTSB from the Department of Natural Resources where she has been employed for over 20 years. Her knowledge and expertise regarding the state's financial system will definitely be an asset.

Welcome Beth

NHTSA NEWS



Dean Scott is the new Region 7 Program Administrator for the National Highway Traffic Safety Administration (NHTSA). Region 7 is made up of the states of Arkansas, Kansas, Iowa, Missouri and Nebraska. Dean will be assisting the Iowa GTSB in their efforts to promote traffic safety to the citizens of Iowa.

Welcome Dean

CrossRoads

Chester J. Culver, Governor
Eugene T. Meyer, Commissioner,
Iowa Department of Public Safety
Larry D. Sauer, Bureau Chief
Governor's Traffic Safety Bureau
Wendie S. Nerem, Editor

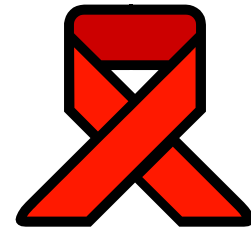
CrossRoads is published quarterly by the Governor's Traffic Safety Bureau
Public Safety Building, 3rd Floor
215 East 7th Street
Des Moines, IA 50319-0248
Phone: 515/725-6123
Fax: 515/725-6133
E-Mail: gtsbinfo@dps.state.ia.us

We welcome article submissions and ideas pertaining to traffic safety.

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



Red Ribbon Signing



Governor Chet Culver signed the proclamation declaring December as Drunk and Drugged Driving Prevention Month. At his side is Commissioner Eugene T. Meyer, Department of Public Safety. To the far right is Michelle Coles with Mother Against Drunk Driving. Looking on, from left to right, is Kevin Frampton, Executive Officer to the Commissioner, DPS; Captain Donna Bacus, Iowa State Patrol, DPS; and Sgt. Craig Porter with the Johnston Police Department.

Governor Culver placed a red ribbon on Vehicle Number 1 to show his commitment to this effort.



Mike Laski, Director of the Iowa Governor's Traffic Safety Bureau; and Steve Gent, Transportation Engineer Executive, Iowa Department of Transportation; receive a plaque from the Roadway Safety Foundation and the Federal Highway Administration recognizing Iowa's efforts to reduce fatalities and injuries on our nation's highways.

- The Iowa Department of Transportation (DOT) and Iowa Department of Public Safety (DPS) Local Roads Safety Initiatives:** The Iowa DOT and Iowa DPS joined forces to help address safety concerns on local roads. The result is a three-pronged program that: 1) provides free crash data and training to local governments; 2) provides free traffic safety studies for high risk locations, and 3) provides safety grants up to \$500,000 for local governments. Over 250 local government safety projects have been funded to date with a mean crash reduction of 21 percent and a benefit to cost ratio of greater than 6 to 1.



2007 DRE Class

Front Row: L-R Shawn Popp, Urbandale PD; Eric Moorman, Des Moines PD; Luke Valenta, ISP; Brett Tharp, Chariton PD; Aaron Taylor, ISP; Mike Laski, Director, GTSB;

Second Row: L-R Denny Becker, DRE Program Manager, GTSB; Paul Batcheller, Iowa City PD; Martin McCreedy, ISP; Marc Griggs, ISP, Course Manager/Instructor; Lee Kibbee, Olathe, KS, PD; Brian Vanwilligen, Washington PD; Instructor Brian Beckman, ISP; Instructor Jagat Sandhu, DCI;

Third Row: L-R Instructor Russ Belz, Story Co SO; Instructor Garey Bryan, Des Moines PD; Instructor Craig Porter, Johnston PD; Curtus Jacobsen, Osceola PD; Rick Kinnaman, Sioux City PD; Brent Meadows, ISP; Dan Plueger, LeMars PD; and Colonel Bob Garrison, ISP



2007 DRE Top In Class Award Winner Trooper Martin McCreedy
Trooper Bryan Beckman, ISP; Agent Jagat Sandhu, DCI; Lead Instructor Trooper Marc Griggs, ISP; Trooper Martin McCreedy, ISP; Sgt. Craig Porter, Johnston Police Department; DRE Coordinator, Denny Becker, Governor's Traffic Safety Bureau; and Sgt. Gary Bryan, Des Moines Police Department

As a Drug Recognition Expert (DRE), an officer is able to determine if a subject is impaired and unable to operate a motor vehicle in a safe manner. The DRE rules out medical reasons for impairment. After a 12-step evaluation, the DRE determines which category of drugs is influencing the subject at the time of the evaluation. He is able to determine if there is abuse of prescription, over the counter or illegal drugs; and if the subject is Operating a Motor Vehicle While Intoxicated (OWI). Many individuals can be cited for possession or delivery of drugs.

2008 Corridor Enforcement Events

For all the law enforcement officers that participated in any of the corridor enforcement events last year, I say thank you very much for your hard work and dedication to highway safety and lowering the death and injury rates in Iowa to make it one of the top safest states in which to drive. Iowa has a 91 percent safety belt usage rate and ranks 8th in the nation. Below is this year's agenda for corridor enforcement. With your help, I am sure that we can continue to raise the bar to reach our 95% usage goal. Thank you again and keep up the fantastic work! I am looking forward to working with you this year.

Jim Meyerdirk
Law Enforcement Liaison
Governor's Traffic Safety Bureau



Avenue of the Saints	March 13, 2008
Operation TNT	May 29, 2008
U.S. 61 HEAT	June 5, 2008
Double Aught	July 17, 2008
Operation "I's"	August 28, 2008
Northern Lights	October 2, 2008

2008 sTEP Waves

March 13 – 17, 2008

May 19 – June 1, 2008

July 3 – 6, 2008

August 18 – 31, 2008



Save the Date



ANNUAL GOVERNOR'S HIGHWAY TRAFFIC SAFETY CONFERENCE

March 26 - 27, 2008
Harrah's Conference Center,
Council Bluffs

More information relating to the
conference will be released later
this month.

Commissioner's Special Award for Traffic Safety

2008 AWARD NOMINATION FORM

The Iowa Department of Public Safety annually recognizes outstanding traffic safety contributions by individuals. Selection is based on one's commitment to traffic safety and service provided beyond routine duties, creativity of approach, and effectiveness of a traffic safety program or campaign in 2007.

To be considered for an award, an individual will have contributed in a leadership role to traffic safety issues through promotion and awareness in his or her area of expertise. Despite the level of success the effort achieved or how the target audience was affected. Please cite results to show how the nominee's actions have affected a change.

Keep in mind the goal of a traffic safety program is the reduction of death and injury on Iowa's roadways.

Some entries may need audio or visual substantiation. Please advise if those must be returned.

The Awards Committee will assign a category if one is not indicated. More than one award may be given in a category. Award recipients will be notified. A person can win only one time unless he or she changes professions. Decisions by the Awards Committee are final.

The Commissioner's Special Award for Traffic Safety will be presented at the Governor's Highway Traffic Safety Conference, March 27 at Harrah's Conference Center, Council Bluffs, Iowa.

Complete the nomination form and submit entries on a single sheet of paper:

GTSB Awards
215 E. 7th St, 3rd Floor
Des Moines, IA 50319
FAX: 515-725-6133

Entry deadline: **February 15, 2008**

Category

(check one)

- Audio/Visual
- Criminal Justice
- Individual
- News Media
- Health Professionals
- Business
- Children & Youth Advocates

Nomination Form

Commissioner's Special Award for Traffic Safety

(Nominee)

(Title)

(Address)

(Organization)

(City & Zip)

(Nominee's phone)

Attach one sheet of paper, explaining why the nominee should receive an award.

(Nominator)

(Nominator's phone)

Entry deadline:
February 15, 2008

Iowa Safety Belt Honor Roll Awards



Denny Becker, Program Administrator, GTSB, presents an award for achieving 90% Safety Belt Usage to the **University of Northern Iowa**.



Randy Hunefeld, sTEP Coordinator, GTSB, presents a Safety Belt Usage award for 90% compliance to members of the Safety Committee for the **Curwood, Inc** business.



Wendie Nerem, Program Administrator, GTSB, presents an award for 85% Safety Belt Usage to the **John Deere Company of Dubuque, Iowa**



Randy Hunefeld, sTEP Coordinator, GTSB, presents a Safety Belt Usage award for having over a 95% compliance rate to **Mayor Pro Tem Brandt, Oelwein, Iowa**.

Polk County Deputy Kipton Hayward Award

In 1993, Polk County Deputy, Kipton Hayward was killed by a drug and alcohol impaired driver. In 1992, Deputy Hayward was certified as a DRE (Drug Recognition Expert). DREs are trained to evaluate and arrest impaired drivers for OWI, on drugs other than alcohol.

Since 1995, Iowa DREs and the Governor's Traffic Safety Bureau (GTSB) have been honoring officers who have excelled in public education and enforcement of impaired drivers at the GTSB Annual Conference.

The GTSB is again requesting Iowa local, county and state agencies to nominate personnel for the Kip Hayward Award. The selected individual will receive a certificate at the GTSB Conference on March 27, 2008 in Council Bluffs, Iowa. The recipient's name will also be added to Kip's Plaque at the Iowa Law Enforcement Academy.

Please submit a letter or e-mail, one page in length, of 2007 statistics and information to Denny Becker at the GTSB by March 1st. This will allow time for the recipient and agency to plan for the ceremony on March 27, 2008 at the Commissioner's Award Ceremony.

Denny Becker
PA/DRE Program Manager
Governor's Traffic Safety Bureau
515-725-6128 FAX 515-725-6133
becker@dps.state.ia.us

Article Submissions

To submit articles for the CrossRoads Publication send to Wendie Nerem, Editor; Governor's Traffic Safety Bureau; Public Safety Building, 3rd Floor; 215 East 7th Street; Des Moines, Iowa 50319-0248; FAX 515-725-6133 or e-mail to nerem@dps.state.ia.us.

Be sure to indicate that you would like to have the article published in the CrossRoads.
If you have any comments or questions contact Wendie Nerem at 515-725-6131.

Governor's Traffic Safety Bureau
Public Safety Building, 3rd Floor
215 East 7th Street
Des Moines, Iowa 50319-0248



PRRST STD
US POSTAGE
PAID
DES MOINES IA
PERMIT #1195