

# Iowa

## Highway Safety Program

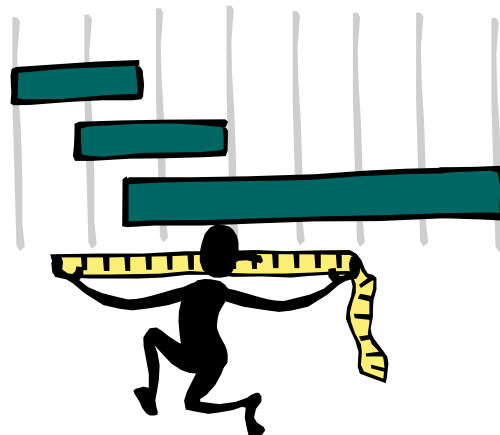
# 2008



GOVERNOR'S TRAFFIC SAFETY BUREAU  
IOWA DEPARTMENT OF PUBLIC SAFETY

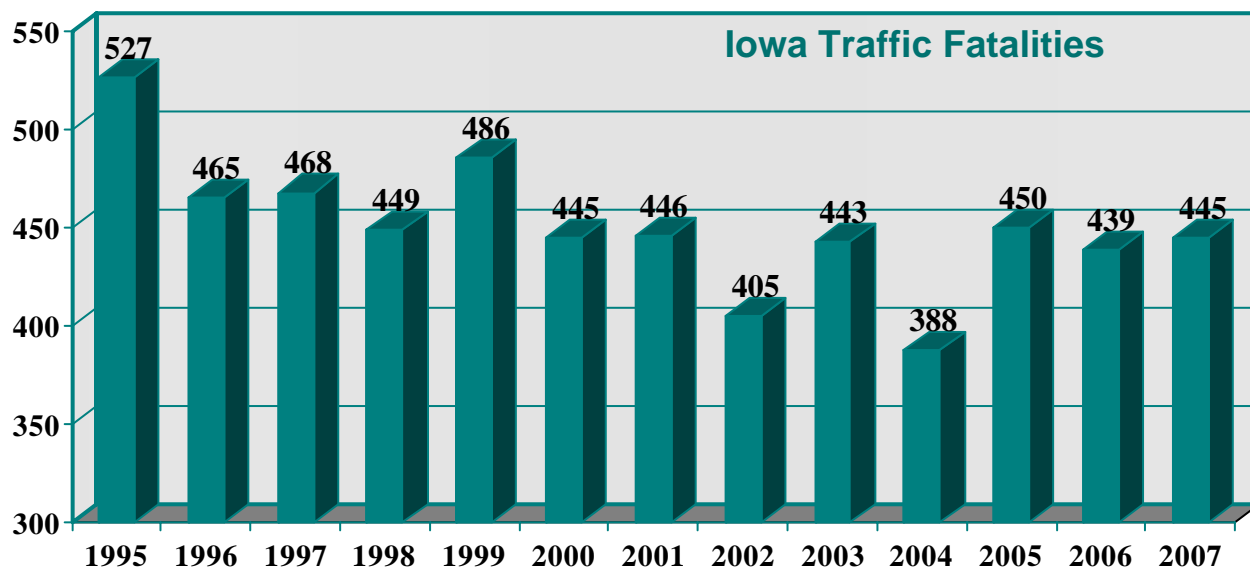
### Measuring the Success of Iowa's Highway Safety Initiatives

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



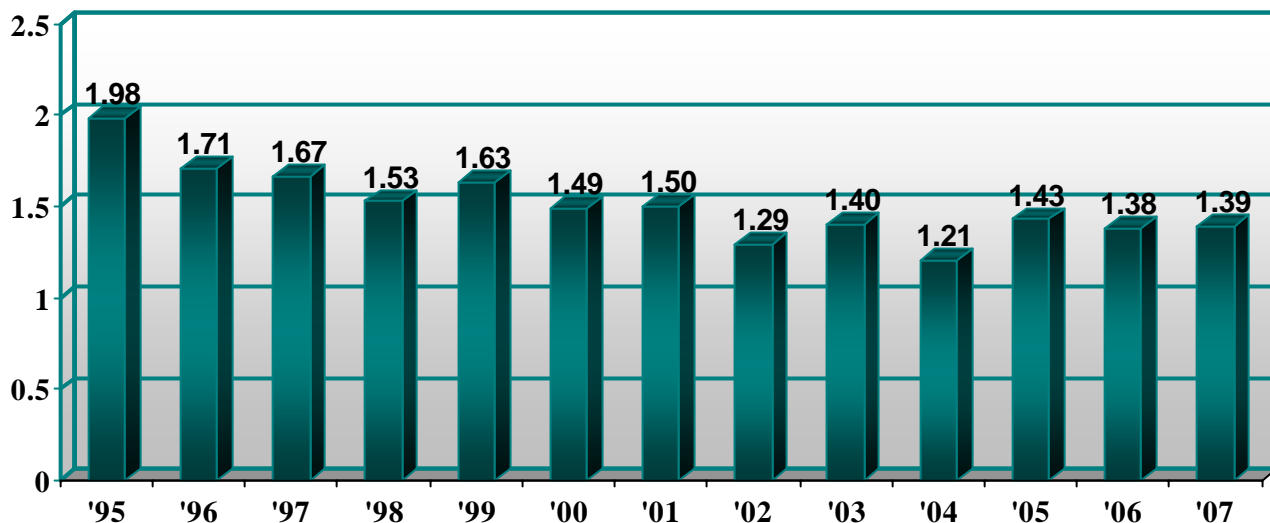
### Traffic Deaths and Iowa's Mileage Death Rate

Traffic fatalities declined in 2008. As of November 26, 2008, Iowa traffic deaths stand at 359, down 33 from this date in 2007. High gas prices have reduced travel modestly while belt use continues to climb and alcohol-related traffic fatalities are the second lowest percentage in the U.S. As we look back at Iowa's fatality picture for the last decade, two factors stand out. For one, impaired driving deaths have continued to decline significantly. In 2007, Iowa recorded 111 alcohol-related fatalities, 28 fewer or 20% less than the 1996 figure of 139. Thanks to strong enforcement, solid public information and education efforts and integrated highway safety programs which emphasize impaired driving prevention as a key component in overall efforts to improve highway safety, Iowa trails only Utah for the lowest percentage of impaired driving fatalities in the United States. Since 2004, Iowa has consistently been among the best states in the country in regard to low percentages of alcohol-related traffic deaths. On the other end of the spectrum, motorcycle deaths continue to increase, rising from an all-time modern low of 16 in 1995 to a preliminary figure of 53 for 2008. In addition to significant levels of excess speed and impairment, the non-use of motorcycle helmets remains a substantial contributor to these deaths. Over 80% of those motorcycle operators and passengers who have died on Iowa roads in 2008, were not wearing helmets.



Iowa's 2007 fatality rate of 1.39 deaths per 100 million vehicle miles traveled remained below the national average of 1.42. This is in spite of Iowa being a largely rural state with one of the oldest populations in the nation and a much higher level of commercial vehicle travel. Each factor typically pushes rates higher.

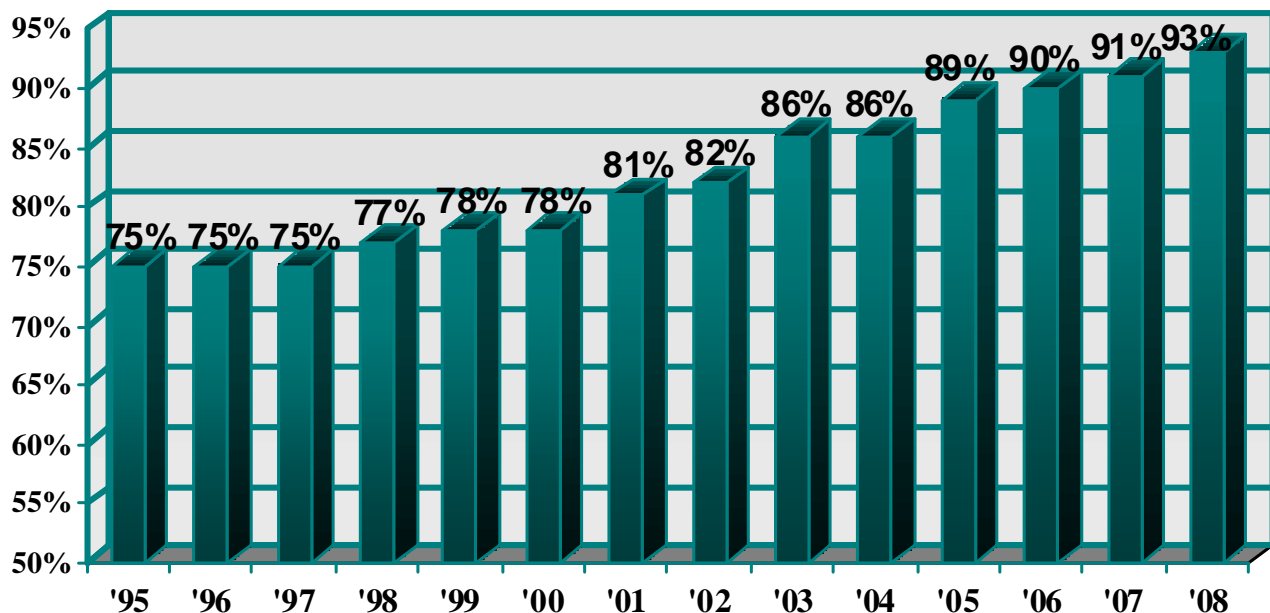
### Iowa Traffic Fatality Rates



### Safety Belt Use

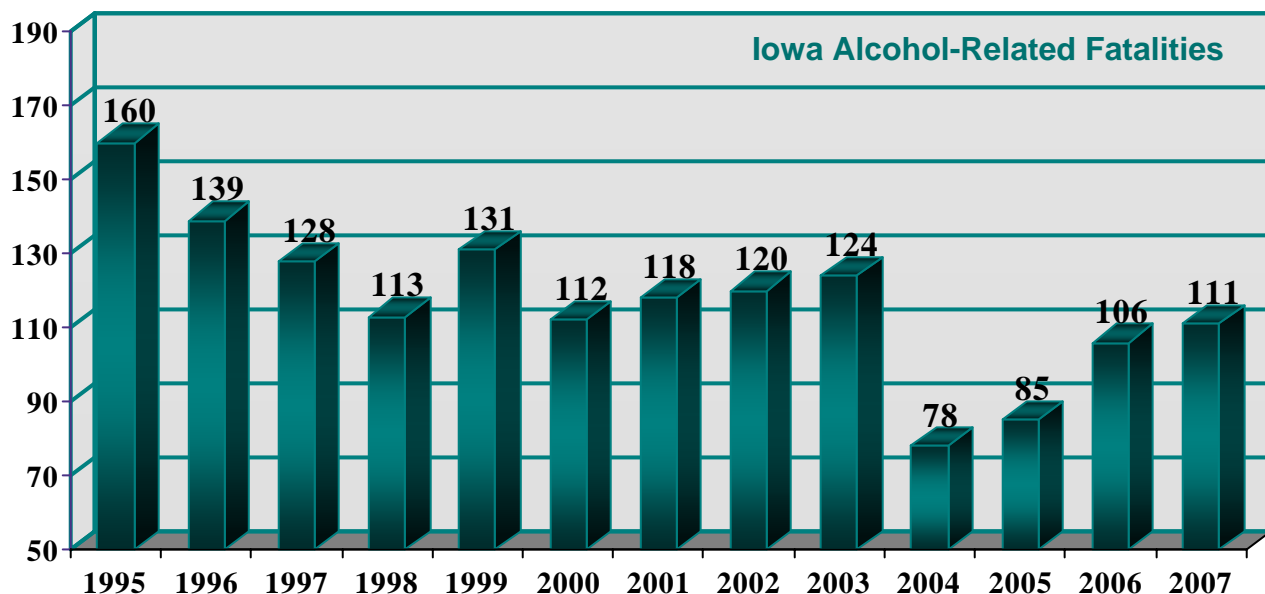
Lack of a safety belt remains a major contributor to death and serious injury in Iowa, despite an all-time record high usage rate of 93% which puts Iowa among the top 10 states in the nation and first in NHTSA's Region 7. Usage rates have continued to climb with 75% usage in 1995, 78% in 2000 and our current rate of 93% in 2008. Each percent of increase means at least 28,000 more Iowans are buckling up. The 93% accomplishment is one big step in the State's effort to reach 95% usage by the end of 2009.

### Iowa's Safety Belt Use Rates

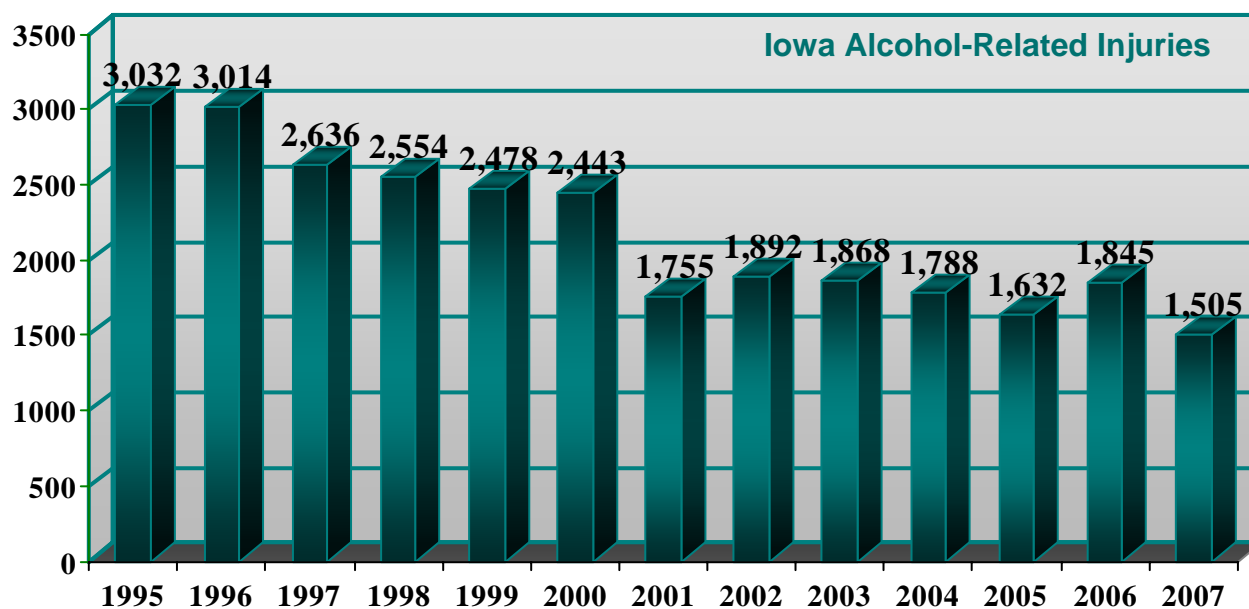


## Impaired Driving

From a highway safety standpoint, Iowa has made its most dramatic progress in this crucial area. Since 1995 alone, annual alcohol-related fatalities have fallen by over 30%. The 2007 figure of 111 alcohol-related traffic deaths is up from 2004-2006 totals, reflecting the persistent and on-going nature of this problem. Alcohol-related injuries have also declined by over 50% since 1990.

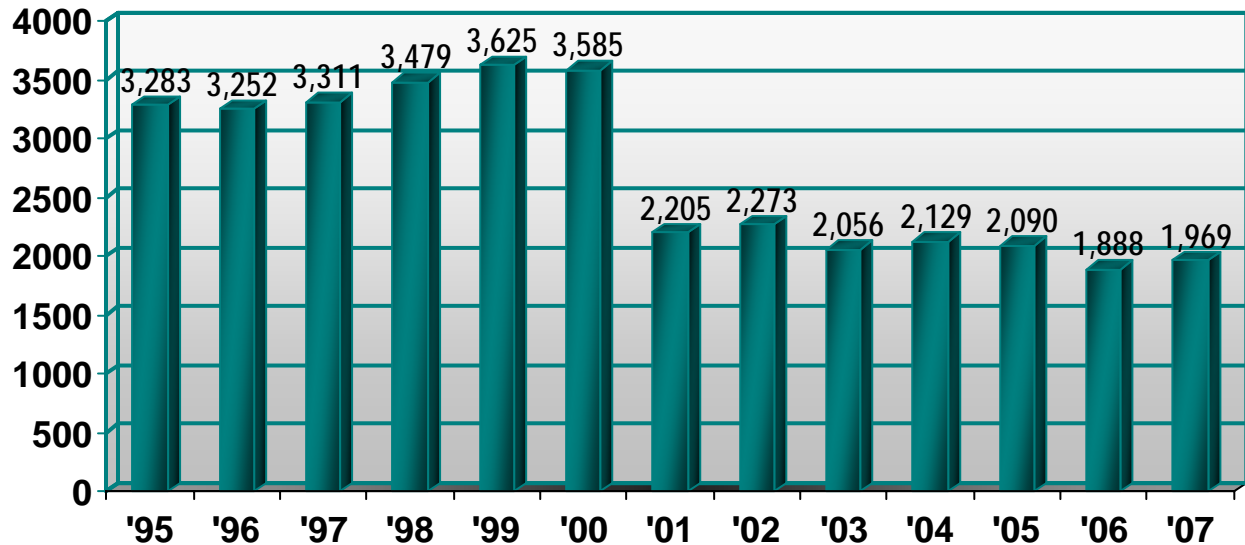


## Traffic Injuries



Alcohol-related injuries and injury rates per 100 million vehicle miles traveled (VMT) have been slowly declining since 2001. Serious injuries have been declining steadily since 2001, falling nearly 11% since that time (*charted on the following page*). The year 2007 marked the second consecutive year with serious injuries below 2,000. The years 2006 and 2007 are the lowest two years on record.

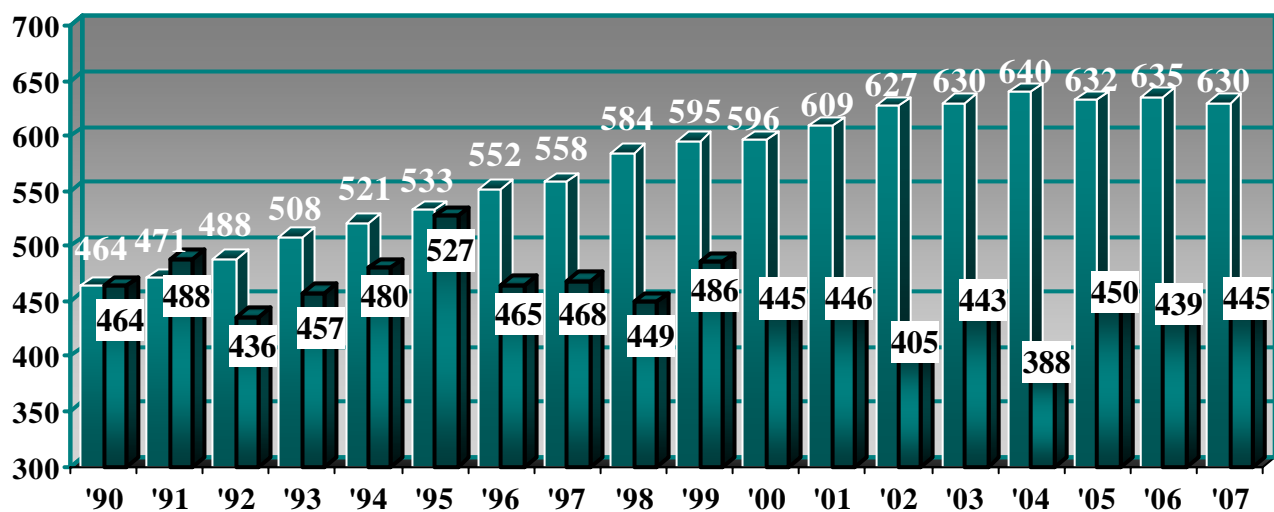
## Serious Traffic Injuries in Iowa



Beyond the traditional measures of highway safety progress such as reduced fatalities or injuries and improved occupant restraint use, lie other measures which clearly demonstrate the life-saving, life-affirming benefits of effective traffic safety programs. A graph of possible versus actual fatalities illustrates the number of lives which would have been lost had Iowa's fatality rate per 100 million vehicle miles traveled remained at the 1990 level of 2.0. In 2007 alone, 185 additional traffic fatalities would have occurred if the mileage death rate had not decreased. In total, an additional 2,095 lives would have been lost between 1990 and 2007 if not for the significant reduction in Iowa's traffic fatality rate.

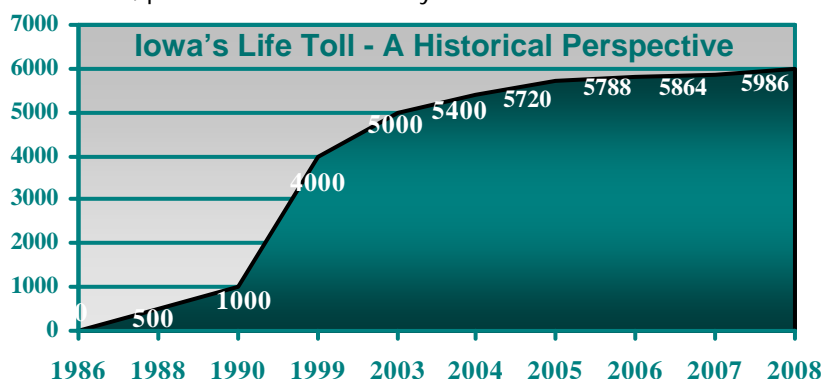
## Actual Iowa Traffic Fatalities vs. Possible Fatalities

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



Iowa is proud to have a unique and unequivocal measure of how effective our safety belt and child restraint programs are. Iowa's "Life Toll" documents the names of individuals spared death and life threatening injury because they were using restraints at the time of a collision. Based on documentation from law enforcement officers at the crash scene, the Life Toll began July 1, 1986, the day Iowa's safety belt statute became law. As of November 26, 2008, the Life Toll contains the names of 5,986 Iowans who avoided tragedy because they took three seconds to reach, pull and click their safety belt on.

1988 Life Toll reaches 500  
 1990 Life Toll reaches 1,000  
 1999 Life Toll reaches 4,000  
 (Life Toll Celebration at Iowa State Fair)  
 2003 Life Toll reaches 5,000  
 2004 Life Toll exceeds 5,000  
 2007 Life Toll nears 6,000



## Key Goals

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

- Achieve/maintain an overall traffic fatality rate of 1.4 fatalities per 100 million VMT or lower by the end of FFY 2008.
- Achieve/maintain a serious traffic injury rate of 7.0 serious injuries per 100 million VMT or fewer by the end of FFY 2008.
- Achieve/maintain an alcohol-related fatality rate of .38 fatalities per 100 million VMT or lower by the end of FFY 2008.
- Achieve a statewide safety belt use rate of 95% by the end of FFY 2008.

## Key Accomplishments

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

- Achieved a 1.39 fatality rate in 2007, below our goal and the U.S. average of 1.42.
- Achieved a serious injury rate of 6.3, based on 2007 traffic injury data.
- Achieved an alcohol-related fatality rate per 100 million VMT of .35, below our goal and well below the national average of .56.
- Achieved a state safety belt use rate of 93% placing Iowa 1st in NHTSA Region 7, 2nd in the Midwest and in the Top 10 nationally.

Iowa's Annual Evaluation Report details the programs and activities that enabled these achievements. We impact our driving public with strong enforcement, quality education and innovative public awareness. Through our many partnerships with traffic safety professionals and other concerned groups all over Iowa, improvements are made. With support from the National Highway Traffic Safety Administration and our many other safety partners, Iowa continues to strive for greater traffic safety.

## *Funding - At A Glance*

<u>Program Area/Projects</u>	<u>Approved/ Programmed Funds</u>	<u>State/Local Funds</u>	<u>Share-to-Local Benefit*</u>	<u>Federal Funds Spent*</u>
NHTSA 402 FUNDS				
Planning & Administration	\$175,000	\$227,831	\$0	\$125,522
Alcohol	\$1,308,175	\$775,914	\$530,623	\$775,914
Occupant Protection	\$848,406	\$509,136	\$54,405	\$509,136
Police Traffic Services	\$2,334,494	\$425,016	\$262,524	\$384,016
Pedestrian/Bicycle Safety	\$32,100	\$23,888	\$7,986	\$23,888
Roadway Safety	\$150,000	\$0	\$0	\$0
Youth/Alcohol	\$85,000	\$51,400	\$51,400	\$51,400
TOTAL NHTSA 402 FUNDS	\$4,933,175	\$2,013,185	\$906,938	1,869,876
NHTSA INCENTIVE FUNDS				
157 Incentive	\$405,552	\$428,958	\$351,958	\$402,958
405 Occupant Protection	\$1,378,945	\$41,402	\$41,402	\$41,402
406 Safety Belts	\$3,467,098	\$314,328	\$241,247	\$314,328
406 Safety Belts (paid media)	\$186,500	\$180,646	\$0	\$180,646
408 Data Program	\$1,238,557	\$306,863	\$295,263	\$295,263
410 Alcohol	\$154,328	\$357,328	\$154,328	\$154,328
410 Alcohol (paid media)	\$120,000	\$117,961	\$0	\$117,961
410 Alcohol SAFETEA-LU	\$4,264,005	\$946,438	\$664,951	\$912,438
2010 Motorcycle Safety	\$280,991	\$38,703	\$38,703	\$38,703
TOTAL INCENTIVE FUNDS	\$11,495,976	\$2,632,627	\$1,787,852	\$2,457,757
GRAND TOTALS	\$16,429,151	\$4,645,812	\$2,694,790	\$4,327,633

\*These figures are calculated as of the Federal Aid Reimbursement Voucher #2008-9.



**OBJECTIVES**

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

**ACTIVITIES/RESULTS**

Mr. Larry Sauer is the Bureau Chief of the Iowa Governor's Traffic Safety Bureau and responsible for the agency's day-to-day operation. He is the signatory authority for financial and program operations. Mr. Sauer supervises a staff of eleven full-time employees and provides direction for the program operations and financial management of the Bureau. Larry joined the GTSB in December of 2007 following a long and successful career in law enforcement. As a sworn peace officer, he served two years with the Denison Police Department and four years with the Urbandale Police Department. Larry then served 12 years as an Iowa State Patrol Trooper followed by positions with the DPS Division of Criminal Investigation, first as an Agent and then as an Agent-in-Charge, head of the DPS Internal Affairs Unit and finally as Executive Assistant to former DPS Commissioner Kevin Techau. Larry is already part of the leadership team at the Governors Highway Safety Association where he will serve as the Region 7 Representative on GHSA's Executive Board during 2008-2009. He is also an active member of Iowa's Traffic Safety Alliance serving on their Leadership Team.

Ms. Elizabeth Chipp joined the GTSB as the Bureau's Financial Manager in December of 2007 after 20 years in the Finance Division of the Iowa Department of Natural Resources. Beth is responsible for all monetary reporting requirements. She oversees all budgetary aspects of the Bureau's highway safety contracts. Beth prepares budget information for the Bureau and provides assistance to program contractors and the rest of the staff on financial matters. She maintains the Bureau's financial related files and utilizes NHTSA's Grant Tracking System (GTS).

The Administrative Assistant for the Bureau is Ms. Sandy Bennett. She provides administrative support for Bureau operations including program activities, correspondence, files and contract reporting. Sandy prepares and processes all highway safety contracts and provides primary assistance with the Bureau's Problem Identification, Highway Safety Plan and Annual Report including preparation of the budget information in both the HSP and Annual Report. She updates the GTSB's Policy and Procedures Manual, designs computer presentations for the staff and creates artwork for promotions.



From June through mid August of 2008, the Bureau had an intern to assist the staff. On summer break from Iowa State University, Miranda Crisp helped Financial Manager Beth Chipp, Administrative Assistant Sandy Bennett and Secretary Ihla Hochstetler with a variety of duties. She also helped out during her Thanksgiving break and is planning to be back for a short while in December. Miranda's hard work, cheerful spirit and enthusiasm were greatly appreciated.

Overall, program management and financial expertise were provided for planning, contracting, monitoring and evaluating all federal highway safety programs. Administrative support was also provided for the management of these programs. Financial information, training and program oversight was provided to all Governors' Traffic Safety Bureau contractors. The FFY 2009 Highway Safety Plan, the FFY 2007 Annual Report and all financial documents were completed and submitted in a timely manner.



### OBJECTIVES

- To maintain or increase total OWI enforcement contacts in the project area.
- To maintain at least an 85% statewide OWI conviction rate.
- To provide specialized, alcohol-related traffic safety education to judges, prosecutors, law enforcement officers and students.
- To achieve and maintain 28% or fewer alcohol-related fatalities by the end of FFY 2008.
- To achieve and maintain an alcohol-related fatality rate of .38 fatalities per 100 million VMT or lower by the end of FFY 2008.
- To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by the end of FFY 2008.

### PERFORMANCE/SIGNIFICANT ACCOMPLISHMENTS

Overall OWI enforcement contacts were not increased; however, an 85% OWI conviction rate was maintained. Specialized education was provided to judges via the State court Administrator's Office and to prosecutors and law enforcement officers through the Prosecuting Attorneys Training Coordinator and the Iowa Law Enforcement Academy. Enforcement agencies funded under this section conducted over 200 public information activities including many involving students. *Iowa finished the 2007 calendar year with the second lowest percentage (23.6%) of impaired driving fatalities in the entire United States*, trailing only Utah. In FFY 2008, the percent of total traffic fatalities that were alcohol-related was 25%, well below the goal of 28% or less. Iowa attained an alcohol-related fatality rate of .35, less than the goal of .38 or lower.

### ACTIVITIES/RESULTS

Seventeen agencies were funded as part of the Alcohol Emphasis Area of Iowa's 2008 Section 402 program. Enforcement agencies in this area included six police departments from the cities of Cedar Rapids, Council Bluffs, Davenport, Iowa City, Ottumwa and Robins. Sheriffs' offices from the counties of Linn, Pottawattamie, Scott and Woodbury were joined by ISU's Department of Public Safety. Other funded agencies were the DCI Lab, the Iowa Law Enforcement Academy, the Prosecuting Attorneys Training Council, the State Court Administrator's Office and The Integer Group.

Statewide alcohol-related fatalities increased slightly in 2007, climbing from 106 in 2006 to 111. Despite this modest increase, Iowa still finished second in the nation in this area. Such success attests to Iowa's outstanding performance in the entire area of impaired driving interdiction from alcohol and drugged driving enforcement to comprehensive training opportunities for police offices, deputies and troopers as well as prosecutors and judges. Iowa was one of the first states to employ a full-time resource prosecutor dedicated to OWI prosecution training. Alcohol enforcement contacts in FFY 2008 for the eleven agencies funded in this area totaled 765. This total, down from 2006, reflects the fact that several major players were affected by Iowa's devastating floods of 2008, especially the Cedar Rapids PD, Iowa City PD and the Linn County Sheriff's Office. Despite this, directed enforcement by Linn County deputies resulted in 202 alcohol enforcement contacts, followed by ISU DPS with 171 and Iowa City with 120. These three agencies all exceeded 100% of their project goals for alcohol/OWI contacts. In total, agencies in this category reported 48 multi-agency events, four more than in FFY 2007.

While not funded in the Alcohol Emphasis Area, the Iowa State Patrol contributed in a major way with a total of 796 alcohol-related enforcement actions during GTSB-funded overtime under the Occupant Protection emphasis area and with Section 410 funding.

Occupant protection contacts fell to 2,089 this past year. Again, Iowa's floods factored in along with the record high safety belt use of 93%. Leaders in safety belt enforcement included Iowa City PD with 433 contacts, Davenport PD with 412 and Council Bluffs PD with 360.

Speed plays a part in too many fatal crashes, both in Iowa and nationally. Speed and serious moving violations totaled 8,346. Ottumwa PD led all agencies with 1,203 contacts, nearly 2½ times their project goal. Other big contributors include Davenport PD with 891 contacts, Linn County SO with 851, Iowa City PD with 810 and Council Bluffs PD with 766.

Education, training and public information efforts play a vital role in enhancing public awareness of the dangers of impaired driving and preparing law enforcement, prosecutors and judges with the information they need to adjudicate impaired driving infractions.

In June, the State Court Administrator's Office hosted its annual magistrate's conference with nearly 150 magistrates and their staff members in attendance. Highway safety related presentations included criminal impact decisions, traffic laws and the impact of technology on the courts. At the Iowa Law Enforcement Academy, the FFY 2008 focus was on Standardized Field Sobriety Training (SFST), Horizontal Gauze Nystagmus (HGN) training and traffic safety schools. A total of eleven courses trained 306 officers on SFST and 257 on HGN with an emphasis on drug detection and interdiction. An additional 10 classes trained 233 officers on the use of lidar speed detection. The Prosecuting Attorneys Training Coordinator provided extensive training to prosecutors and law enforcement personnel. A total of 171 prosecutors attended traffic safety related training at the annual summer conference and a fall workshop. Officer training events totaled 51, far in excess of the contract goal. Issues included Search and Seizure, New Legislation, Youth Alcohol, DRE, Vehicular Homicide and Improved Driver Detection and Apprehension. A total of 1,031 officers and officer trainees attended these events. Upon request, 26 law enforcement agencies received additional prosecutorial assistance.

Public information and education remain essential elements in Iowa's battle against impaired driving. The FFY 2007 "Car Wash" PSA which focuses on the estimated \$7,000 cost associated with a first-time OWI, continued to receive extensive airplay. A recently-released PSA developed by The Integer Group, addresses the twin misconceptions that **1)** an impaired, but careful, motorist can avoid detection and **2)** seat belt use or non use is not noticeable at night. PSAs are distributed to all 35 television stations serving Iowa with companion radio spots going to 200 radio stations and associated print materials to the State's 350 newspapers.



Evidentiary documentation is also a critical part of successful impaired driving prosecution. One key feature of the FFY 2008 program with Iowa's DCI Laboratory involved the purchase of new equipment. A tandem mass spectrometer designed to analyze samples from suspected OWI offenders was purchased and installed. In addition, 50 state-of-the-art DataMaster DMTs were purchased for installation at locations around the state in FFY 2009.

In summation, the combination of enforcement, training, public information and evidentiary support has made Iowa a national leader in the fight against impaired driving.

### 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 occupant protection information to target audiences through publications and conferences.
- To initiate safety belt and child passenger safety programs aimed at low use populations (e.g., young adults) with special emphasis on children ages 5-8 and youth through age 18.
- To achieve a statewide safety belt use rate of 95% by the end of FFY 2008.
- To achieve a statewide child restraint use rate of 90% by the end of FFY 2008.

### PERFORMANCE/SIGNIFICANT ACCOMPLISHMENTS

Iowa safety belt use improved significantly in FFY 2008, due partly to the GTSB and its funded partners including Blank Children's Hospital, Iowa Health Systems, The Integer Group and the Iowa State Patrol. State seat belt and child restraint use were surveyed. Booster seat use for kids ages 5-8 and teen belt use continued to be priorities assisted by partners like Public Health's Bureau of EMS, Mercy Medical Center in Sioux City and Farm Safety 4 Just Kids. *Iowa's statewide safety belt usage rate increased from 91.3% to 92.9%* indicating an additional 45,000 drivers and front seat passengers are now taking the life affirming three seconds to reach, pull and click. Most significantly of all, nearly 20% of all Iowans who were not buckling up at the beginning of FFY 2008 are now doing so. *Child restraint results for 2008 showed overall usage above 92%.*

### ACTIVITIES / RESULTS

Agencies funded in the Occupant Protection emphasis area of Iowa's Section 402 program include The Integer Group, the Iowa State Patrol and the Dubuque, Hiawatha, Johnston, Marshalltown and Newton police departments. Learfield Sports was contracted with for traffic safety announcements and signage at Iowa State University and the University of Iowa athletic events. The State Patrol was funded by Section 406 to conduct observational surveys for Iowa's official statewide seat belt survey. Section 406 funds were also granted to the Iowa Law Enforcement Academy, Iowa Illinois Safety Council, The Integer Group and Professional Sports Publications. Funding under Section 405 was granted to the Department of Public Health's Bureau of EMS, Blank Children's Hospital, the University of Iowa's Injury Prevention Research Center, the Iowa State Patrol, Farm Safety 4 Just Kids, the Mercy Medical Center of Sioux City and the Iowa Health System. During FFY 2008, Iowa funded 14 agencies and 16 contracts with occupant protection monies.

Iowa is very proud to be listed in the top ten of all states nationally for our safety belt use rate of 92.9%. This is up 1.6% from 2007. We are also proud of our Life Toll. The Iowa DOT has maintained this list of individuals who were spared from death or life-threatening injury in a motor vehicle crash since 1986. Iowa Life Toll list will reach 6,000 persons by the end of 2008. The Bureau reaches a wide variety of Iowans with traffic safety messages each year at the Iowa State Fair. This educational material is also offered by traffic safety advocates throughout the year at health and safety fairs, numerous conferences, county fairs, and other types of events such as Iowa's Cattle Congress that draw not only Iowa citizens, but those of other states. Unfortunately, even with such a high seat belt rate, 7% of Iowans are not wearing their seat belts. Approximately 150,000 drivers and 50,000 front seat passengers are riding unbelted. Tragically, 180 of those Iowans died in 2007 crashes.

The Iowa State Patrol spearheaded occupant protection enforcement in the Section 402 Occupant Protection (OP) emphasis area. The ISP's Operation C.A.R.E. is part of a nationwide initiative focusing on traffic safety enforcement in relation to Holidays — Thanksgiving, Christmas, Memorial Day, the 4th of July and Labor Day. These efforts by the Patrol resulted in a total of 3278 overtime enforcement hours. Project numbers included 828 occupant protection related contacts and non-project numbers totaled 1,885. Additionally, the Patrol made

6,733 project contacts for speed/moving violations. Other Section 402 funds were utilized for multi-agency projects including corridor projects, traffic safety task forces and saturation patrols. These enforcement efforts resulting from 3,598 overtime hours included a total of 1,865 occupant protection enforcement contacts and 7,815 speed and other moving violation enforcement contacts.

Of the five local police departments funded under this area, Dubuque led occupant protection enforcement contacts with 182. Marshalltown had 98 safety belt actions. Newton added 36, Hiawatha 33 and Johnston 18. The floods of June 2007 certainly impacted these numbers and the hours available for overtime enforcement, particularly in the case of Newton and Dubuque. Despite being limited to 74 hours of GTSB funded overtime, the Newton PD conducted 30 public information and education activities, well above their contract goal of 12. One event of particular note was a promotional program aimed at safe and courteous drivers. [Travelin' Traffic Ace Mugs](#) were given to 150 motorists observed showing safe and courteous driving behavior. Conducted from July through September, the promotion drew local media attention to the important fact that most people are good drivers most of the time.

The Marshalltown Police Department conducted 25 public information and education activities centered around strong traffic safety coverage by the local newspaper and radio stations. Another key activity was the inspection of child safety seats and the replacement of defective seats. The Johnston PD installed 28 new safety seats and Marshalltown PD participated in four safety seat check-up events resulting in the replacement of 83 seats.

The Integer Group remained the Bureau's primary media contractor. The safety belt PSA entitled "Father/Son" produced in late FFY 2007 received extensive airplay. The Ad depicts a son complaining to his Dad about a recent safety belt citation . . . when the unexpected occurs and a crash is barely avoided. In late FFY 2008, Integer produced a new PSA focusing on an identified Iowa and national problem, nighttime safety belt usage. Entitled "Attention Getter," the PSA began running in October of 2008.



The Bureau's partnership with the Public Health's Bureau of Emergency Medical Services continued. The EMS Bureau spearheads the State's CPS education with a 4-day CPS Technician training course. In FFY 2008, Section 405 monies enabled six of these 4-day classes with 93 individuals being trained. The EMS Bureau also plans and implements the Annual CPS Technicians Update that allows Technicians to receive continued educational needed for certification and to refine their hands-on skills with the latest installation tips and guidelines. This year 192 CPS Techs attended the Update Training. The Bureau of EMS also purchases and distributes child restraint systems to fit stations and Technicians who volunteer as referrals for one-on-one requests for help in their area.



Blank Children's Hospital continued to provide child passenger safety education and referral service. Education was provided to Iowa Lutheran and Iowa Methodist hospitals OB staff and for the Hispanic Educational Resources staff. A special needs assessment was done and, from that a statewide program was implemented. Special Needs Kits were

provided to each EMS Region and at least one of their CPS Techs was trained in special needs restraints. Car seat safety classes for expectant parents continued twice a month at Blank Hospital. Nearly 700 Teen Driver posters were distributed to physicians' offices along with CPS posters. In all, nearly 1,500 persons received CPS education and 500 child restraints through Blank. *A graphic from Blank's Teen Safety website is pictured.*



Additional CPS seats are purchased through a grant with Mercy Medical Center in Sioux City. Mercy provides the seats and hands-on education to low income clients with newborns and to others at local educational events. Mercy was able to inspect a total of 540 safety seat installations and provided a total of 92 safety seats.

The University of Iowa's Injury Prevention Research Center implemented the statewide annual child restraint survey. Their data collection from observations followed by a brief questionnaire with the subject's allow for a more comprehensive and accurate collection of data. The 2007 analysis indicated that Iowa has reached an all-time child restraint use rate of 89.3% for children birth to age 11. Results just in for 2008 show a best ever 92%.

Iowa again committed Section 405 funding to the Iowa Health System to present their ThinkFirst! Injury Prevention Program. The program delivers a personal and very profound message about the tragic and often life-long consequences of driving or riding unbelted that often occur with other high-risk behaviors. During FFY 2008, the program was presented at 159 assemblies to 35,080 students in 52 of Iowa's 99 counties. Since this program first began in December of 1987, there have been a total of 2,206 assemblies reaching 485,000 Iowa youth in all 99 counties in Iowa. *Pictured is Think First! Iowa's home page from the website maintained for the program.*



Section 405 provides funds for the Farm Safety 4 Just Kids (FS4JK) Buckle Up or Eat Glass program targeting 7th through 10th graders. FS4JK's continues to offer peer speakers to youth groups regarding challenges in rural areas in all types of motorized vehicles from ATVs to farm tractors. The program reached 23 rural communities with over 3,440 youth benefitting from the programs this year. At their safety belt checks, a total of 2,737 vehicles were checked and an average belt use rate of 86.8% for youth up to the age of 20 was reached. *Pictured are FS4JK youths conducting a safety belt check.*

The Iowa State Patrol utilizes Section 405 to provide education to all youth from birth to age 18. The Patrol provides a component to Driver Education Programs, as well as participating in child passenger safety educational events throughout the state. In addition, they offer education on appropriate seating for all passengers at assemblies in schools and upon request by organizations, day cares, etc. The Safety Education Officers with the Patrol provided a total of 129 programs during the year reaching over 30,000 Iowans either in attendance or who received occupant protection information.

With 406 funds, the Iowa Illinois Safety Council (IISC) brings the Network of Employers for Traffic Safety (NETS) program to thousands of Iowans at their work sites. Twenty-eight new companies began programs this year using a variety of materials to reach workers including newsletters, press releases, t-shirts, mugs and more. The Iowa Law Enforcement Academy (ILEA) provides Traffic Occupant Protection Systems and the Operation Kids training to new Iowa law enforcement officers. This year, 342 officers received training. The Iowa State Patrol used 406 funds to conduct the all important state observational safety belt use surveys. Surveys were conducted in April-May and again in June-July following a strict proven methodology to accurately ascertain safety belt usage by Iowans. Professional Sports Publications placed a safety belt advertisement in the NCAA Tournament Program which reached an audience of 103,500.

The GTSB's Iowa State Fair booth is funded with OP monies. New at the Fair was a Commander Alex Booster Seat Warrior cut-out that youths could put their face into and have their picture taken; a big hit with both kids and parents. The use of 402, 405 and 406 highway safety funds provided the cornerstones for Iowa's successful occupant protection enhancement efforts; efforts which enabled Iowa to climb to an all-time high statewide safety belt usage rate of 92.9%.



**OBJECTIVES**

- 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 2008.
- To achieve and maintain a statewide traffic fatality rate of 1.4 fatalities per 100 million VMT or lower by the end of FFY 2008.
- To achieve and maintain a statewide serious traffic injury rate of 7.5 serious injuries per 100 million VMT or lower by the end of FFY 2008.

**PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS**

Public awareness was promoted throughout the year with special emphasis on Iowa's two largest highway killers, non-use of safety belts and impaired driving. Paid media campaigns for safety belts were highlighted by Iowa's active participation in the National Click It or Ticket mobilizations. Impaired driving received similar emphasis and media thrust during the national Drunk Driving-Over the Limit-Under Arrest campaign in last August. Cooperative multi-agency events, one of Iowa's strong suits, received an added boost with the addition of 21 nighttime, multi-agency safety belt enforcement events. Beginning in late April and continuing well into the fall, these events generated more than 3,100 enforcement contacts and over 600 safety belt violations. While just a beginning, the nighttime events helped Iowa achieve an all-time high 93% statewide safety belt usage rate. *As of December 1, 2008 Iowa traffic deaths are down by 25 or nearly 7% from a year ago on that date.* The GTSB estimates Iowa's traffic fatality rate for 2008 at 1.33, down about 5% from 2007. Iowa's serious traffic injury rate of 6.3 for 2007 is well below our Highway Safety Plan goal of 7.5 or less by the end of FFY 2008.

**ACTIVITIES / RESULTS**

Fifteen police departments and five county sheriffs' offices constituted the Police Traffic Services emphasis area in FFY 2008. The Polk City Police Department served as the Bureau's program support agency for the activities of the Central Iowa Traffic Safety Task Force (CITSTF). The other 19 agencies were involved in overtime traffic enforcement, with the exception of the Waukee Police Department, which employed a full-time traffic officer. Police departments from Ankeny, Bettendorf, Clive, Coralville, Cedar Falls, Des Moines, Keokuk, Marion, Mason City, Muscatine, Norwalk, Pleasant Hill and West Des Moines were joined by sheriffs' offices from Des Moines, Jasper, Johnson, Lee and Story counties.

The 19 Police Traffic Services (PTS) enforcement agencies combined for 1,211 alcohol-related contacts, an average of more than 60 per agency. Six agencies exceeded their goals. PTS impaired driving contacts included 401 OWI arrests. The Des Moines Police Department topped out with 383 alcohol enforcement contacts, 280 of which resulted in an OWI arrest. Activity was also strong in West Des Moines with 102 alcohol contacts, Keokuk PD had 144, Ankeny with 70 and Muscatine with 70. Other agencies with 55 or more alcohol contacts included Clive with 63, Mason City with 55 and the Johnson County Sheriff's Office with 64.



Despite a safety belt use rate of 93% and the best usage among NHTSA's Region 7 states, the absence of belt use among roughly one in fourteen Iowans is a significant contributor to traffic deaths and injuries. During 2008, at least 150 Iowans will die unbelted in traffic crashes, many of them needlessly. Fortunately, Iowa's PTS contractors take occupant protection enforcement very seriously.

During FFY 2008, a total of 3,171 safety belt enforcement contacts were reported by the PTS emphasis area agencies. Five agencies exceeded 200 occupant protection contacts. The Des Moines Police Dept. had 1,108 contacts, including 119 child restraint violation tickets. These figures make Des Moines PD the leader among all 275 GTSB-funded law enforcement agencies with the exception of the Iowa State Patrol. The Patrol made 3,188 OP enforcement actions utilizing non-PTS funded overtime. The Marion PD had a strong belt enforcement effort with 777 safety belt actions, which is remarkable for a city with 23,000 residents and 98% belt compliance. In Bettendorf, police issued 614 occupant restraint citations and warnings while Coralville and Keokuk exceeded 200 actions. Most importantly, this effort produced results. Ten PTS agencies reported observed belt use in excess of 94%, well above the statewide average of 93%.

Speed and moving violation infractions are the most prevalent in Iowa. Speed plays a factor in many lane departure/run-off-the-road crashes. Fifty-seven percent of all Iowa fatalities occur in lane departure/run-off-the-road crashes. In FFY 2008, PTS agencies recorded 12,198 violations. Thirteen of the 19 PTS enforcement agencies exceeded their individual enforcement contact goals. Strong enforcement by the Des Moines PD produced 2,997 speed/moving violation enforcement actions. Other agencies exceeding 1,000 contacts were Waukee PD with 1,264, Bettendorf PD with 1,241 and the Marion PD with 1,459. The Iowa State Patrol's staunch overtime efforts, while funded outside the PTS area with Section 402 occupant protection and Section 410 monies, led to an amazing 19,851 speed/other moving violation actions.

The Central Iowa Traffic Safety Task Force meets monthly to plan traffic safety activities. In 2008, CITSTF conducted 13 joint enforcement efforts in Polk County including a nighttime safety belt enforcement project. Over 100 enforcement contacts were made including five OWI arrests. Among CITSTF's multi-agency projects was a special enforcement on Highway 163 near Pleasant Hill during the Iowa State Fair. CITSTF also distributes educational materials to law enforcement agencies and the general public.



Public information and education is an essential component in nearly all successful traffic safety applications and initiatives. During FFY 2008, the 19 PTS enforcement agencies reported 572 public information and education (PI&E) contacts. The Des Moines County Sheriff's Office is very active with local bicycle rodeos, radio shows and public appearances by the Crime Dog. They led all agencies with 363 PI&E activities. The Coralville Police Department utilized "Busted Wearing My Belt" t-shirts to promote belt use among our largest at-risk driving population, teens. The promotion helped the city achieve a 97% safety belt use rate.

The collective effect of PTS and other Bureau funded enforcement efforts was significant and measurable. For the second time in four years, Iowa was the second lowest state in alcohol-related fatality percentage. Iowa's First in the Region safety belt use rate of 93% and a strong child safety seat use rate of 92% attest to the combined effectiveness of GTSB supported enforcement and education efforts, including those funded under Police Traffic Services.

## OBJECTIVES

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

## ACTIVITIES / RESULTS

Ms. Lu Simpson served six years as Iowa's Occupant Protection Coordinator. In April of 2008, Lu accepted a position with the Department's Division of Criminal Investigation. In the time Lu was at the Bureau, Iowa's seat belt usage went from 82% to 91% and Iowa's 20 year old child restraint law was enhanced with the added requirement of either a booster type seat or safety belt for children ages 6 through 10.

Mr. Mark Nagel became Iowa's new Occupant Protection Coordinator when he joined the GTSB in June of 2008. Mark brought 33 years of law enforcement experience to the Bureau retiring as a Sergeant from the Urbandale Police Department. He was one of Iowa's first Child Passenger Safety Technicians training in the initial 1998 class and was instrumental in the establishment of Iowa's first permanent child safety seat fit station in Urbandale. In addition to managing 20 GTSB contracts, Mark is a Board member of the Iowa Safe Kids Coalition and leader of the Traffic Safety Alliance Occupant Protection Target Team.

Mr. Denny Becker works as the GTSB's Impaired Driver Programs Coordinator and is the Manager of the State's Drug Evaluation and Classification Program (DECP). Each fall, Denny organizes training for Drug Recognition Experts (DREs) and is a recognized national leader in the DECP area. In addition to working with impaired driving issues, Mr. Becker was responsible for monitoring 33 contracts. He also serves on the Black Hawk County Arrive Alive Committee and the Red Ribbon Campaign Planning Committee.

Ms. Wendie Nerem serves the GTSB as Youth Coordinator and Web Manager. Wendie is active with multi-disciplinary safety teams in the Quad Cities, Clinton, Dubuque and Sioux City. She oversaw the monthly monitoring of 30 highway safety contracts. Ms. Nerem is the Editor of the Bureau's quarterly newsletter, *CrossRoads* and maintains of the Bureau's website. As Youth Coordinator, Wendie serves on the State's Underage Drinking Task Force and the Traffic Safety Alliance Teen Driver Target Team.

Ms. Christine Burkett is the State Programs and Metro Area Programs Administrator for the GTSB. Christine managed 33 highway safety contracts and serves as the coordinator of the Bureau's annual conference. She also manages public relations at the State Fair and media efforts statewide. Christine speaks fluent Spanish and has worked with many segments of Iowa's diverse population. Christine also serves as facilities coordinator for other GTSB-sponsored meetings including the Midwest/Iowa Highway Safety Data Summit held in September of 2008 in Dubuque.

Mr. Robert Thompson is the Bureau's Program Evaluator and Traffic Records Coordinator. He monitors activity for all Bureau contracts to evaluate performance and ensure contractual compliance. Bob compiles the Bureau's Annual Report, Highway Safety Plan and statewide Problem I.D. He is responsible for writing grants for impaired driving, occupant protection, traffic records and motorcycle safety. Bob is a nationally recognized leader in the traffic records arena serving as Chairman of the National Safety Council's Highway Safety Section and Co-Chair of Iowa's State Traffic Records Coordinating Committee.

Ms. Ihla Hochstetler is the Secretary for the Bureau. She serves as the initial contact for the Bureau and is responsible for answering and/or referring telephone calls for all of the GTSB staff. Ihla orders office supplies and coordinates the scheduling of Vince and Larry appearances around the state. She also manages the Bureau's inventory of educational and promotional items responding to a vast number of requests for public education materials. In addition, Ihla assists the Bureau's Financial Manager with claims, schedules meetings for the Bureau Chief and staff and acts as the Secretary to the DRE Board.

In March, nearly 300 people received the latest information on traffic safety issues at the Bureau's annual traffic safety conference held in Council Bluffs. Under contract with the Bureau, the ISU Office of Continuing Education provided staff and support services. The conference is held to bring together key local, state, federal and private sector leaders to identify highway safety priorities, supported by problem identification, to improve traffic safety in Iowa and achieve the goals of the Iowa Highway Safety Plan. Above and beyond the informative sessions, the conference enables contractors to share program activities and insights. One key speaker at the 2008 conference was Lowell Porter, retired Colonel of the Washington State Police. He spoke on their innovative approach to night time safety belt enforcement and was very well received by law enforcement and others in attendance.

The Kip Hayward Award, introduced at the 1994 annual conference, honors law enforcement officers dedicated to protecting the public from alcohol or drug impaired drivers. The 2008 award went to Senior Police Officer Colin Boone of the Des Moines Police Department (*pictured with GTSB Bureau Chief Larry Sauer*). Officer Boone was recognized for his exemplary service and dedication to further compliance with Iowa's OWI law and reduce traffic related deaths and injuries in his community.



The Iowa Department of Public Safety recognizes outstanding traffic safety contributions by individuals with the Commissioner's Special Award for Traffic Safety presented at the conference each year. Winners contribute in a leadership role to traffic safety issues by promotion and awareness in his/her area of expertise. Some of the 16 people honored at the 2008 Governor's Highway Traffic Safety Conference are pictured below along with Iowa Department of Public Safety Commissioner Eugene T. Meyer.



J. Michael Laski was honored for his 47 year career in law enforcement and highway safety. Recognized nationally, Mike led the Iowa Governor's Traffic Safety Bureau from 1986 through 2007. During that time, Iowa's safety belt usage climbed from 18% to 91% and traffic deaths declined by 20%.



With over 33 years of traffic safety expertise, Jim Green, Senior Program Manager with NHTSA's Region 7, was recognized for his many contributions to Iowa traffic safety serving the last six years as Iowa's Program Manager.



Major Ned Lewis accepted the award presented to the DOT's Motor Vehicle Enforcement officers who have participated in Iowa's sSTEP enforcement efforts since the program began. Polk City police officers Ron Lamfers and Jeremy Christensen were honored for saving the life of a motorist who had attempted suicide. The DOT's Toni Kerkove was recognized for her leadership of Iowa's Motorcycle Safety Task Force.

## OBJECTIVES

- 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.

## PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

Bicycle helmet use was encouraged with: **1)** 20 bicycle rodeos and safety presentations conducted by the Iowa State Patrol with 1,738 youngsters trained in bike safety; **2)** EMS services in Cedar Rapids, Muscatine County, Spencer and West Des Moines providing helmets and bike safety training to students in Grades K through 5; and **3)** a Safety Town class held in Burlington for 73 children ages 4 and 5 and the distribution of 550 GTSB-funded bicycle helmets and 968 additional helmets to children in pre-school through high school in southeast Iowa by Young House Family Services.

## ACTIVITIES / RESULTS

Bicycles are a key part of Iowa's traffic mix, providing practical, low-cost transportation for thousands of students and working adults and a healthy recreational outlet for many others. The Iowa Department of Public Health Bureau of Emergency Medical Services, the Iowa State Patrol and Young House Family Services each had programs in the Bicycle/Pedestrian Safety emphasis area.

Each GTSB-funded program addresses an important segment of Iowa's bicycling public. The Iowa State Patrol's 16 full-time Safety Education Officers reach young cyclists with bicycle safety education in a fun-filled environment. During FFY 2008, the Patrol conducted 20 bicycle safety education presentations including five bike rodeos, reaching 1,738 students from elementary to high school.

A long-time program with the Iowa Department of Public Health targets adult riders with mini-grants to bicycle safety clubs, wellness/healthy lifestyle organizations and hospital auxiliaries. Programs selected for participation in 2008 were the Area Ambulance Services of Cedar Rapids, Muscatine county EMS, Spencer Municipal Hospital and West Des Moines EMS. The primary focus of each group was the education of elementary school students and the distribution and fitting of bicycle helmets for them.

A third program with Young House Family Services in Burlington featured pre-school injury prevention and included a significant component on bicycle safety at their Safety Town program in June of 2008. Seventy-two children and 27 teen volunteers took part. *Pictured at right is an excerpt from the Iowa Safe KIDS Coalition website showing information on Safety Town and with a link to register for the event.* Young House Family Services also distributed over 1,500 bicycle helmets for free or at greatly reduced prices reaching children from age three through high school including nearly 1,000 helmets obtained through funds and donations beyond their GTSB funding.



**Safety Town**  
A 2 week safety  
program for children 4 &  
5 years old  
Monday-Friday  
June 16-27, 2008  
**Registration Deadline**  
Friday, May 30, 2008  
[Details...](#)



### OBJECTIVES

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

### PERFORMANCE MEASURES/SIGNIFICANT ACCOMPLISHMENTS

Twelve Traffic Engineering Assistant Program (T.E.A.P.) studies were completed with nine additional studies partially completed and carried forward to FFY 2009. Thirty-four flagger training and other safety workshops were conducted with over 700 persons trained. Safety corridor efforts were expanded including the U.S. 52 corridor in Dubuque County and the U.S. 61 corridor in Muscatine and Scott counties.

### ACTIVITIES/RESULTS

The DOT's Office of Traffic & Safety conducted both of Iowa's very successful Roadway Safety programs: the Safety Circuit Rider Program and the Traffic Engineering Assistance Program or T.E.A.P.

The Safety Circuit Rider program had another successful year in FFY 2008. Established in 1989, this FHWA award-winning program, first initiated in Iowa, has served as a safety training delivery model for numerous other states. Last year, over 700 persons received training at 34 workshops held throughout the state. This is far in excess of the project goal of 360 local engineers and safety personnel trained and reflects the strong demand and need for this training. Roadway workers and flaggers who received work zone safety training represented by far the largest audience in FFY 2008. Mr. Tom McDonald has been Iowa's Circuit Rider for over 10 years. He is a board member for Iowa's local transportation assistance program. Tom completed a safety corridor systems study and coordinates Iowa's safety corridor efforts. He also plays an important role in the Road Safety Audits which are part of Iowa's safety corridor projects. FFY 2008 safety corridors included U.S. 52 in Dubuque County, U.S. 61 in Muscatine and Scott counties and Iowa Highway 25 in Union County.

Iowa has one of the highest rates of miles of improved road per capita of any state in the union. In this new millennium, road reconstruction is increasingly important. Hence, work zone training for engineers, traffic technicians, maintenance personnel and construction workers, which is the backbone of the Circuit Rider program, becomes more and more critical for the safety of Iowa's motoring public. Training related to crash analysis and utilizing Iowa's comprehensive crash database was also conducted.

T.E.A.P. utilizes state DOT and GTSB 402 funds to assist communities in need of traffic engineering safety studies. A total of \$200,000 is spent annually with 402 dollars providing ½ of that support. In FFY 2008, a total of 12 studies were completed. TEAP studies in FFY 2008 included four roundabout studies, one school study and five traffic safety studies. In addition to the completed studies, nine studies were partially completed and carried forward to FFY 2009. The use of both state and 402 monies enables more studies to be initiated and completed in a timely manner, with corresponding safety benefits.



Some highway safety initiatives in Iowa are too broad for any one agency. The Traffic Safety Alliance (TSA) is a network of dedicated highway safety stakeholders led by the Iowa DOT and greatly supported by the GTSB. Within the TSA are the Alliance Coordinating Committee and a number of Action Teams that work on issues like Lane Departures, Young Drivers, Safety Corridors, Motorcycle Safety, Intersections, Senior Mobility, Policy/Legislation, Unpaved Rural Roads, State Traffic Records and much more.

## 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 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 2008.
- To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in injury crashes at 30% or less by the end of FFY 2008.

## PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

Implementation of youth/alcohol education and presentation programs for students from elementary to college were encouraged and supported by a myriad of Iowa State University's Get A Grip program initiatives. Highlights included 12 workshops focusing on positive alternatives to drinking and driving and other at-risk behaviors including speeding, non use of safety belts and drowsy/distracted driving. One thousand six hundred and seventy-four students from incoming 10<sup>th</sup> and 11<sup>th</sup> grade classes attended the workshops which included seven high schools as well as a statewide workshop held in Ames during June. Drivers 15-24 years old in impaired driving fatal crashes remained quite problematic with 38% of all drinking/impaired driving fatal crashes. Particularly troublesome is the 21-24 age group which represents only 7% of all Iowa drivers yet they comprise a full 21% of the drinking drivers in fatal crashes. Statewide nighttime safety belt enforcement in FFY 2009 should help reduce this problem since belt use in alcohol-related fatal crashes was less than 30% based on 2005-2007 data. The percent of 15-24 year old drivers involved in alcohol/drug related injury crashes was reduced below the 30% goal to 27%, spearheading an 18% drop in impaired driving related injuries for all ages statewide. *The reduction of 340 such injuries represents the biggest single-year decline since the early 1990s.*

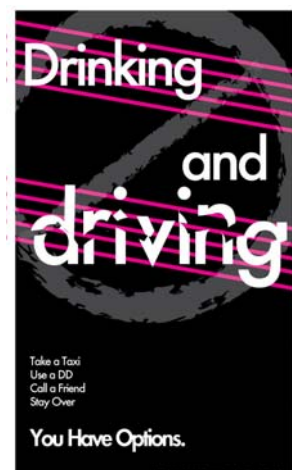
## ACTIVITIES / RESULTS



Seven high schools hosted Get A Grip workshops including former participants Central City, Clinton and Tripoli who were joined by Earlham, Sumner-Fredericksburg, Gladbrook-Reinbeck and South Hardin. Schools developed media campaigns beneficial in raising awareness among fellow students. Two campaigns focused on speed, one on drinking and driving, one on safety belts, one on distracted driving and two on making good choices. Activities included school assemblies, a website developed for distracted driving, a highway

safety knowledge quiz, a workshop, informational fliers and plans for a video/education session for incoming high school freshman and middle school students.

With a strong emphasis on alcohol and impaired driving issues, the Get A Grip program has worked with Iowa colleges for 14 years. Participants in 2008 included Briar Cliff and Mount Mercy colleges, Des Moines Area Community College, Iowa State University and the University of Northern Iowa. The Briar Cliff program focused on the theme "Alcohol and Cars." Mount Mercy used the "Stay Safe-Plan Ahead" theme for orientation. DMACC utilized the "10,080 Minutes-How do you measure a week in your life?" theme while UNI focused on designated drivers with "Would you take the keys from a friend?" At ISU, alcohol education was emphasized in conjunction with VEISHEA, the oldest student-run college festival in the United States, and during college orientation at Welcome Fest. With 21-24 year olds being the single most at-risk population, college programs are vital to Iowa's overall youth/alcohol effort.





# *SAFETY BELT PERFORMANCE GRANT 2008 ANNUAL REPORT*

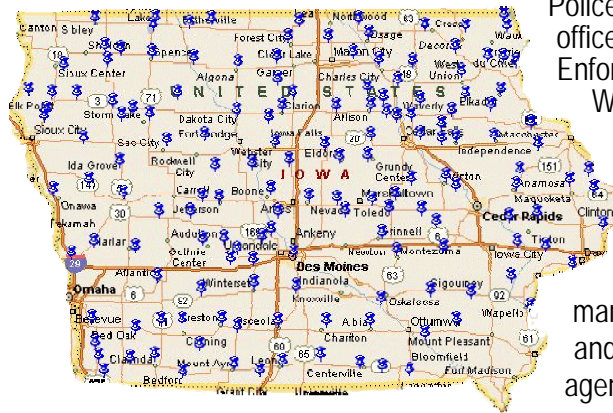
## OBJECTIVES

- To achieve a statewide safety belt usage rate of 95% by the end of FFY 2008.
- To achieve a statewide child restraint usage rate of 90% by the end of FFY 2008.
- To support paid media efforts promoting seat belt use and enhancing child passenger safety efforts through the development of appropriate educational materials.

## PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

During FFY 2008, the addition of complete reporting for all wave period actions by the Iowa State Patrol helped Iowa set an all-time record 122,000 enforcement actions during sSTEP waves that included 12,000 safety belt violations and 50,000 speed violations. *Iowa benefitted from these efforts achieving 93% safety belt usage and child restraint usage of more than 92% as well as the 2nd lowest alcohol related fatality percentage in the United States.* National paid media campaigns received Iowa financial support and participation.

## ACTIVITIES / RESULTS



Police departments in 126 Iowa communities and sheriffs' offices in 44 counties participated in the 2008 special Traffic Enforcement Program along with the Iowa State Patrol. With 171 agencies, no other GTSB program has as much coverage statewide as sSTEP.

Randy Hunefeld is the GTSB's sSTEP Coordinator with over 15 years experience as a law enforcement officer. Randy oversees all aspects of sSTEP managing the contracts as well as the wave campaigns and reporting. For the third consecutive year, sSTEP agencies provided 100% reporting for the program, far in excess of the levels of other Region 7 sSTEP reporting.

Beyond enforcement, sSTEP contractors are required to conduct pre and post-wave observational safety belt surveys. Agencies are encouraged to apply for Iowa's Safety Belt Honor Roll as communities improve their usage rates.

During FFY 2008, a total of five waves of enhanced enforcement were conducted. Four of these waves are conducted in conjunction with national emphasis time periods. During Thanksgiving, Memorial Weekend, July 4th and Labor Day national mobilization efforts occur. With the movement of Child Passenger Safety Awareness Week from February to September, a February wave is no longer done. However, the GTSB utilized the push for stepped up enforcement around St. Patrick's Day to conduct a fifth sSTEP wave. This year, that wave coincided with Iowa's first good spring weather and proved to be a very productive event.

The first wave of FFY 2008 occurred just prior to and during Thanksgiving weekend on November 19-25, 2007. A total of 232 law enforcement agencies participated with impressive totals of 205 OWI arrests, 1,784 occupant protection actions and 8,613 speed citations and warnings. A total of 1,470 officers, troopers, deputies and MVE personnel participated. There were nearly 1,500 equipment violations and more than 1,800 drivers without proof of insurance.

The second wave was held leading up to and on St. Patrick's Day, March 13-17, 2008. Alcohol actions totaled 457 including 213 OWI arrests. Belt enforcement was also strong with 2,132 actions including more

than 1,300 citations. Over 6,400 speed interdictions were also reported. sTEP waves provide an opportunity for a broad range of enforcement actions including 51 felony arrests and 143 narcotics arrests.

The two weeks surrounding Memorial Day (May 19-June 1) marked the third wave, which was preceded by a paid media blitz for the sixth consecutive year. Nearly 60% of all law enforcement agencies in the State of Iowa participated. The 237 agencies provided 1,687 officers for the wave. A total of 35,883 enforcement actions were reported including 404 OWI arrests, 4,301 seat belt and child restraint contacts and over 14,200 speed actions. Three hundred seventy-three media contacts were made including 32 T.V, 112 radio and 229 print contacts. Safety belt use improved from a pre-survey level of 87.5% to a post-survey mark of 90.2%.

The fourth wave was held July 3-6, during the Independence Day holiday. Two hundred-twenty-seven law enforcement agencies with 1,441 officers joined the statewide effort. More than 14,500 enforcement contacts were recorded.

A fifth and final wave was conducted August 18-31, 2008, leading into and through the Labor Day holiday weekend. This was the third year of NHTSA's national theme: "Drunk Driving. Over the Limit – Under Arrest." Drunk drivers killed 13,000 Americans in 2007. Highlights from this effort included more than 2,800 seat belt and child restraint enforcement actions, over 14,000 speed actions, 766 stop sign/light violations and 422 OWI arrests.

Iowa DOT enforcement officers continued steadfast support for sTEP. This year, 1,122 MCSAP inspections were conducted by DOT officers resulting in 132 commercial vehicles being taken out of service along with 255 drivers. DOT enforcement personnel work closely year round with the Iowa State Patrol in the MCSAP program. Department of Natural Resources personnel also assisted with the events.

During May, July and August, sTEP efforts were enhanced with 17 nighttime safety belt enforcement events. An average of 4-5 agencies took part in each event. These 17 events garnered 519 occupant restraint violation contacts and a total of 2,849 enforcement contacts. sTEP waves were essential in Iowa's climb to a 93% safety belt usage rate reached in 2008 and the State's achievement of the second lowest alcohol-related fatality percentage in the Nation.



The total sTEP-reported activity from all five waves:

- 11,843 safety belt violation contacts,
- 878 child restraint violation contacts,
- 2,819 OWI arrests/contacts,
- 49,926 speed violation contacts,
- 381 improper passing violations,
- 2,699 stop sign/light violations,
- 2,570 driving without a license,
- 2,066 suspended or revoked,
- 4,604 no registration,
- 987 open container/public consumption
- 136 .02 violations,
- 1,157 dark windows,
- 14,577 other traffic violation contacts,
- 16,332 equipment violation contacts,
- 10,916 no proof of insurance,
- 319 move over violations,
- 366 felony arrests,
- 849 narcotics arrests,
- 7,252 motorists assists,
- 709 interdictions and canine searches,
- 1,122 commercial vehicle inspections,
- 132 vehicles taken out of service,
- 255 drivers taken out of service,
- 1,322 warrants served,
- 30 DNR violations, and
- 1,732 total media contacts

### OBJECTIVES

- To continue a state Traffic Safety Data Service improving data availability/utilization by decision-makers.
- To enhance statewide electronic crash reporting via TraCS (Traffic Records and Crime Software System).
- To support crash data analysis and data utilization by the injury prevention research community.
- To enhance the collection/utilization of EMS data by the highway safety community and expand use of CODES.
- To support continued development and training on Iowa's traffic records data user tools including CMAT.

### PERFORMANCE MEASURES/SIGNIFICANT ACCOMPLISHMENTS

The Iowa Traffic Safety Data Service continued with 120 data requests filled for 42 different user groups. Electronic crash reporting climbed from 75 to 82% with nearly 3,500 additional electronic crash reports. Data sharing agreements between the University of Iowa's Injury Prevention Research Center and the Iowa DOT's Office of Driver Services were completed. EMS-compliant reporting increased from 65 to 70%. Six years of CODES compatible crash data now is now available for analysis. Support for CMAT training was also provided. The GTSB hosted a Midwest/Iowa Safety Data Summit in September drawing 140 attendees from 10 states. The Summit was identified by NHTSA Region 7 Administrator Romell Cooks as "the best traffic records conference I have ever attended."

### ACTIVITIES/RESULTS

In FFY 2008, Iowa received \$500,000 in Section 408 funding. With input from Iowa's Statewide Traffic Records Coordinating Committee STRCC, the GTSB developed a broad approach targeting many key records functions. A top priority was continuing Iowa's nationally recognized data and analysis provider, the Iowa Traffic Safety Data Service or ITSDS. Funded in 1999 under Section 411, ITSDS now reaches over 1,100 users, many with complex requests involving multiple data sources over a 5-10 year period or more. In 2008, ITSDS fulfilled 120 requests from 42 users. Primary users included the Iowa DOT, the GTSB, city and county traffic engineers, local law enforcement, the Iowa State Patrol and regional planning agencies. Data requests included crash locations and totals for counties in each of Iowa's six annual corridor enforcement events and identification of high-crash location and mitigation strategies for run-off-the-road, cross median crashes, unbelted occupants, speed and impaired drivers.

The IDOT Office of Traffic & Safety utilized 408 funds to provide training on Iowa's computer crash data access programs. Known as CMAT or Crash Mapping and Analysis Tool, this powerful, easy-to-use analysis system benefits literally hundreds of traffic engineers, public works departments and planning agencies across Iowa as well as dozens of local law enforcement agencies. The Office of Traffic and Safety also worked closely with ITSDS to refine identification of Iowa's worst 5% roads for crashes and build crash profiles for over 500 Iowa cities.

One of two 408 programs with the Iowa Department of Public Health was executed by their Bureau of EMS to boost EMS reporting in Iowa. Nearly 260,000 EMS ambulance runs occur yearly, yet 30% are not compatible with the State's current software. Using a half-time data analyst/EMS reporting coordinator, IDPH is working towards 90% compatibility and 95%+ EMS run reporting that would enable Iowa to fully utilize this rich data source in crash injury analysis efforts like the State's CODES (combined outcome data evaluation system) project. CODES received extra funding from 408 to graphically enhance and distribute its data analysis through the IDPH Bureau of Health Statistics. Armed with six years of compatible data (2001-2006) and complete emergency department data on outpatients for the first time, the CODES data can be a powerful tool for illustrating to public policy makers and others the true cost of Iowa crash injuries. Efforts in 2008 focused on injury crashes and the use of occupant protection in those crashes.

Significant 408 efforts in 2008 were made by the DOT's Office of Driver Services including technical and field support for TraCS, Iowa's first-in-the-nation electronic crash reporting system, now used by 20 states and two Canadian provinces. 2008 activities included training support and expansion of web-based reporting. The goal to increase statewide electronic crash reporting to 70% was topped with 82% achieved. The goal to increase officer located crashes from 50 to 60% was far exceeded reaching nearly 80%. Electronic traffic citations also made big gains rising to 50% (35% goal). Other efforts included enhanced crash report training, with TraCS staff members assisting ILEA basic crash report training. On the data sharing front, Driver Services is working with the U of I's Injury Prevention Research Center for easier and broader access to crash data as part of the University's behavioral research efforts.

## OBJECTIVES

- To support compliance of Iowa's OWI, .02 BAC, Open Container and Underage Possession laws utilizing a combination of education and enforcement including corridor events, saturation patrols and safety checkpoints.
- To enhance coordination of alcohol-related education and enforcement activities across the state including technical, analytical and logistical support for corridor events.
- To support training for Iowa law enforcement personnel regarding impaired driving, especially impairment resulting from the use of drugs other than alcohol.
- To achieve/maintain an alcohol-related fatality rate of .38 fatalities per 100 million VMT or lower by the end of FFY 2008.
- To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by the end of FFY 2008.

## PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

Compliance of Iowa's impaired driving laws was supported with numerous and varied educational and enforcement efforts. Besides corridors, saturation patrols and checkpoints, 410 agencies reported over 800 public information and education events. Iowa surpassed its goal of a .38 alcohol-related fatality rate achieving a rate of .35 as well as an alcohol related injury rate of 4.9 per 100 million VMT. [Iowa is ranked 2nd in the Nation for the lowest percent of impaired driving fatalities.](#)

## ACTIVITIES / RESULTS

During FFY 2008, a total of 65 agencies received Section 410 Alcohol Incentive funding support. Among these were 63 law enforcement agencies including the Iowa State Patrol, the University of Northern Iowa's and the University of Iowa's departments of public safety. The 42 participating police departments were from the communities of Altoona, Ames, Avoca, Blue Grass, Burlington, Carlisle, Carter Lake, Clear Lake, Clinton, De Witt, Dunkerton, Dyersville, Eldridge, Epworth, Evansdale, Fort Madison, Hudson, Huxley, Knoxville, La Porte City, Le Mars, LeClaire, Mitchellville, Monroe, Mt Vernon, Pella, Perry, Pleasantville, Polk City, Prairie City, Rockwell, Sergeant Bluffs, Sioux City, Storm Lake, University Heights, Urbandale, Waterloo, Waverly, West Burlington, West Liberty, Windsor Heights and Woodward. Eighteen sheriffs' offices participated in the 410 effort from the counties of: Benton, Bremer, Cedar, Cerro Gordo, Clayton, Clinton, Dallas, Dubuque, Fayette, Hamilton, Henry, Iowa, Jackson, Marion, Marshall, Muscatine, Warren and Washington. Other 410 contractors were Mercy Medical Center in Sioux City with a comprehensive youth alcohol education program and The Integer Group which facilitated the Bureau's paid media effort in conjunction with the national Drive Drunk: Over the Limit, Under Arrest mobilizations. For the third consecutive year, their substantial statewide media campaign was aimed at reducing the 13,000 U.S. lives lost in 2007 as a result of impaired driving.

In addition to 168 multi-agency enforcement efforts, selective overtime enforcement continued at a brisk pace. Agencies reported just over 5,000 OWI-related contacts including more than 1,000 OWI arrests, over 300 underage possession arrests, 200+ open container violations and in excess of 200 arrests for public intoxication. For 2008, alcohol actions under 410 were up nearly 100% from 2007 as the 410 program expanded to include agencies in the Top 40 problem counties. The University Heights PD, adjacent to Iowa City, made 306 alcohol enforcement contacts, followed by the Sioux City PD with 269, Ames PD with 130, DeWitt PD with 133 and Storm Lake PD with 109. Sheriffs' offices were led by Muscatine with 79 actions. Other strong totals included the University of Iowa's Department of Public Safety with 99, Urbandale PD with 97 and Fort Madison PD with 84. The Iowa State Patrol contributed 552 alcohol contacts including 188 OWI arrests.



Statistics show that drinking and otherwise impaired drivers and passengers are among the least likely to buckle up. As such, seat belt enforcement is a critical element in the formula to reduce alcohol-related crashes and serious injuries. Contractors utilizing Section 410 funds recorded over 5,000 seat belt and child safety seat enforcement actions. The Iowa State Patrol's statewide effort produced 495 safety belt actions, followed by the Urbandale Police Department with 370, the Ames PD with 244 and the Muscatine County Sheriff's Office with 232. Benton County SO added 152 and Clear Lake PD contributed 130.

A major initiative undertaken by the GTSB and its enforcement partners in FFY 2008 that cannot be overstated is the initiation of a statewide nighttime safety belt enforcement effort. Iowa fatality data for 2005-2007 showed that 56% of all daytime traffic fatality victims were belted versus fewer than 39% of all nighttime fatality victims. Armed with this data, Iowa invited retired Colonel and Governor's Representative from the State of Washington Lowell Porter to address law enforcement at the GTSB's annual conference in March of 2008. Washington was host to the first comprehensive nighttime belt enforcement initiative in the United States. Law Enforcement Liaison Jim Meyerdirk utilized corridor enforcement events to promote the concept and Iowa law enforcement embraced the concept. By November 2008, no fewer than 21 nighttime safety belt enforcement events have been held. Involving 85 law enforcement agencies, these events produced 3,162 enforcement contacts including 615 safety belt actions. In addition to contributing to Iowa's all-time record 93% safety belt use, the events provided an additional venue for interacting with potentially impaired drivers. Preliminary indications are that Iowa's alcohol related fatalities will decline at least 10% in FFY 2008, in part due to this effort.

Speed and the running of stop signs/lights too often combine with impaired driving to spell tragedy. During FFY 2008, a total of 24,441 speed and other moving violation contacts were recorded by Section 410 agencies. Fort Madison PD, Le Mars PD, Sioux City PD, Waterloo, PD, Cerro Gordo Co SO, Dubuque Co SO and Muscatine County SO each exceeded 500 of these enforcement contacts, a jump of more than 100% from 2007.

Public information numbers were also good with the 30 law enforcement agencies reporting more than 800 total public information and education contacts. Leading agencies in public information actions were the University of Iowa's Public Safety Department with 61 activities. The Storm Lake PD and the Dubuque County Sheriff's Office also reported 46 and 58 PI&E activities respectively. University of Iowa activities included presentations at residence halls, student orientation, fraternity and sorority houses.



*The Carlisle Police Department conducted a mock crash for all 9th-12th grade students at the local high school.*

One vital element of the GTSB's 410 program is the annual corridor enforcement events. Jim Meyerdirk, retired Dickinson County Deputy who joined the Bureau in September 2007, serves as Iowa's Law Enforcement Liaison. In addition to spearheading seven corridor events, Jim played a key role in promoting nighttime seat belt enforcement events across the State.

Iowa's 2007 corridor season got off to an early start with an Avenue of the Saints project running north/south through eastern Iowa. Following the path of former U.S. 281 (now Highway 27), the Avenue is part of a four-lane expressway from St. Louis to St. Paul. Scheduled just ahead of the St. Patrick's Day weekend, the March 13th event featured 274 agencies, 154 officers and 1,791 enforcement actions.



Southern Iowa was again the site of a major annual project. Operation TNT, covering U.S. Thirty-four, Iowa Ninety-two and Iowa Two, involves every major east west route in southern Iowa. Held May 29th, the effort included 29 agencies with 177 officers generating over 1,300 enforcement actions. More than 330 occupant restraint citations and warnings were issued, plus over 440 speed actions and four OWI arrests.

Iowa's border-to-border and then some corridor events for the 2008 season included an early summer tradition, the U.S. 61 H.E.A.T. (Highway Enforcement Action Team) corridor event along Iowa's eastern border. Running from Dubuque to Keokuk, U.S. 61 typically experiences more serious traffic injuries than any other north south primary in Iowa. The June 5th event saw participation by 14 law enforcement agencies with 101 officers generating over 1,000 enforcement actions including 491 speed actions and 162 safety belt citations and warnings. *Officers in Davenport set up a traffic safety checkpoint during the U.S. 61 H.E.A.T. effort.*



Mid-summer brought another traditional Iowa event, Operation Double 00, running across Iowa on U.S. Highways 20 and 30; the event also includes cooperating agencies and officers from Illinois and Nebraska. The July 17th project featured 37 agencies, 188 officers and more than 1,500 enforcement contacts including 207 for safety belts and 658 speed actions

As Labor Day weekend approached another yearly event emerged, one with far reaching influence and safety benefits, thanks to Iowa's leadership. The Interstate 35/80 or Operation Is event took place August 28th. The enforcement effort once again stretched from Duluth, Minnesota to Laredo, Texas. It is important to note that the other five states all approached Iowa to join us in what has become an annual event. Iowa's I-35/I-80 activity involved 40 law enforcement agencies, 189 officers and 1,825 enforcement actions including 865 speed violations, 110 occupant restraint, eight OWIs and eight drug arrests.

Calendar year 2008 corridor events concluded with the sixth version of a successful and unique event launched in the fall of 2003. Operation Northern Lights is a great example of data-driven highway safety programming. Because fatalities and serious injuries are widely dispersed in this largely rural part of the state, the focus of this event includes Iowa Highways 3 and 9 as well as U.S. 18 and many other paved state and county roads. Northern Lights, held October 2, 2008, included 165 officers from 34 agencies reporting 1,574 enforcement actions including 157 seat belt and 50 commercial vehicle inspections. *Agencies band together for a safety checkpoint during Operation Northern Lights. Even the canine unit gets involved.*



Drug Recognition Officers (DREs) are trained through Iowa's Drug Evaluation and Classification Program (DECP), funded under Section 410. Once again this year, Iowa's DECP expanded with the addition of 14 new certified DREs. DREs share their expertise with other agencies lacking a DECP trained officer. Iowa DREs have a 90% drug confirmation rate and a high conviction rate with no case ever being appealed. DRE officers are available across Iowa to assist with detection and apprehension of drug impaired drivers.

In conclusion, these efforts not only resulted in substantial enforcement activity but they also elevated public awareness on the importance of traffic safety. Iowa remained among the Best 10 States in the Nation in regard to our safety belt use and 2nd in the Nation for lowest percent of impaired driving fatalities.



### OBJECTIVES

- To provide motorcycle safety education to motorcyclists and the driving public.

### PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

Motorcyclists and the general public received motorcycle safety education with over 40,000 "Share the Road" brochures and 150,000 "Tune Up Your Bike, Tune Up Your Skills" brochures distributed and more than 325 people receiving education and information at a statewide Motorcycle Safety Forum held in March of 2008.

### ACTIVITIES / RESULTS

The Iowa Department of Transportation Office of Driver Services utilized FFY 2008 Section 2010 Motorcycle Safety Grant funds to print the nationally recognized "Share the Road" brochure and subsequently distribute it to driver education programs, motorcycle rider programs, driver license stations and older driver programs. Over 40,000 Iowa teens and novice drivers received this brochure in conjunction with driver education classes.

A Motorcycle Safety Forum was held in March 2008 with over 325 riders, educators, law enforcement and other interested safety professionals participating. Rider impairment and general safe riding themes were highlighted. Also featured were two motorcycle simulators and various levels of fatal vision goggles to assist riders in better understanding the sensation of riding impaired and how much this type of riding diminished skills, balance coordination and judgment.

Additionally, the "Tune Up Your Bike, Tune Up Your Skills" brochure was printed and distributed reaching all registered motorcycle owners in Iowa with pertinent information about both Iowa's Beginning Rider and Experienced Rider courses. Over 150,000 registered Iowa motorcycle owners received the brochure.

The widespread distribution of this information should promote interest in and attendance at Iowa's Experienced Rider Course.

One of the many safety efforts made by Iowa's Traffic Safety Alliance Motorcycle Safety Task Force was the creation, production and distribution of a Motorcycle Safety Calendar. *Pictured at right is just one example of the many safety messages that appeared in their 2008 calendar.* The Bureau's Program Evaluator and Traffic Records Coordinator Bob Thompson is an active member of the Motorcycle Safety Task Force along with numerous other Iowa safety professionals who are striving to educate riders and the public on motorcycle safety.





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