

Autumn 2003

## "Don't Veer For Deer" Campaign Kicked Off



Iowa Department of Public Safety

by Robert L. Thompson, Evaluator, GTSB

Crashes between motor vehicles and deer began with the introduction of cars.

Several years ago, the Safety Management System committee discussed the deer



problem but an Iowa State University study found no comprehensive solutions. Other ideas kicked around included high fences, special reflective road markers, fecal

material from wild animals, and whistles. Some worked, but were cost prohibitive for wildlife use.

The deer population is growing since forest land and natural predators have diminished. Hunters and the motor vehicle have become a primary source of population control for deer.

More than 7,500 deer crashes are reported annually while deer "kills" on Iowa roadways number more than 13,000. Yet nearly half of the crashes go unreported. In addition, at least 600 persons are injured each year. To date in 2003, eight Iowa motorists have been killed in deer/vehicle crashes, well above the average of two deaths annually.

During the past year, DPS Commissioner Kevin W. Techau initiated a

collaborative effort among several agencies. They reviewed deer crash data and experiences of other Midwestern states. Wisconsin and Michigan have significantly larger deer populations than Iowa and were a wealth of information.

The thrust of the campaign is to advise motorists that it is more dangerous to steer away from deer. Instead it is generally safer to brake, remain in the proper lane of travel, and strike the deer if necessary.

The outcome of the collaboration is the "Don't Veer for Deer" public awareness campaign featuring a media event, brochures and posters. Additional partners included DNR, ABATE, UPS, AAA and other insurance companies.

The SMS committee has created a web site for the deer issue:

<http://www.dot.state.ia.us/crashanalysis/data/animal.htm>

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### sSTEP Waves

December 27 - January 4  
February 9 - 16  
May 24 - June 1

Iowa seat belt use	86%
Goal	90%
Midwest ranking	# 1
U.S. Ranking	# 7

## Calendar

**February 9-15:**  
Child Passenger  
Safety Week

February 10:  
Child Passenger  
Safety reception,  
State Capitol, Des  
Moines

**March 10-11:**  
Governor's Highway  
Traffic Safety Con-  
ference, Harrah's,  
Council Bluffs

**March 28-30:**  
Lifesavers, San  
Diego, Calif.

**April 4-10:**  
Nat'l Work Zone  
Awareness Week

**May 16-22:**  
Nat'l EMS Week

**May 24 - June 6:**  
Nat'l seat belt  
mobilization

**May 24-31:**  
Buckle Up America!  
week

## Governor's Highway Traffic Safety Conference



**Council Bluffs Casino & Hotel**  
**March 10-11, 2004**

An expanded agenda this year from one day to two days!  
Registration begins at 8 a.m. Wednesday, March 10. The opening  
session is at 9 a.m. Some registrants may want to make lodging  
reservations for two nights.  
Registration is \$30.

## Seasonal sTEP Activities

*by Adam Buck, sTEP coordinator, GTSB*

The seat belt enforcement mobilization that spanned November 18 through December 1 was to involve some 325 law enforcement partners in Iowa according to the national campaign office.

During the holiday season alcohol will be the focus of the enforcement community between December 27 and January 4. It is part of the national "You Drink and Drive, You Lose" campaign.

A complementary effort includes the Drunk and Drugged Driving Prevention Month, known as 3-D month.

A long standing child safety seat awareness campaign is "Operation ABC," or "America Buckles Up Children." It features public information as well as sTEP enforcement.

For fiscal year 2004, the GTSB has contracts with 48 sheriffs' offices, 127 police departments, and the state patrol for a total of 176 Section 157 contracts. In all, 89 of Iowa's 99 counties contain a sTEP-participating contractor.

## CrossRoads

**Thomas J. Vilsack**, *Governor*  
**Kevin W. Techau**, *Commissioner,*  
*Iowa Department of Public Safety*  
**J. Michael Laski**, *Director,*  
*Governor's Traffic Safety Bureau*  
**Mark J. Campbell**, *Editor*

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We welcome article submissions and ideas pertaining to traffic safety.

Visit our web site at: [www.iowagtsb.org](http://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>

## Seat Belt Awards

### City of Cherokee: 85%

The City of Cherokee was awarded the GTSB/NHTSA 85 percent Safety Belt Honor Roll plaque. Pictured are Trooper Adam Buck, GTSB sTEP coordinator, and Capt. Paul Naab, Cherokee PD.



The 2003 season of corridor enforcement events concluded in the last two weeks of November with Operation Northern Lights.

The latest report shows more than 275 officers from more than 50 state, county and municipal law enforcement agencies fanned out across 40 counties of northern Iowa.

Officers made more than 3,000 contacts in the event including 18 OWI, 417 seat belt, 1,293 speed, 85 no driver license, 6 narcotics arrests and 16 warrants served. In addition motor carrier officers conducted 137 inspections of commercial drivers and vehicles and placed nine of them out-of-service.

Northern Lights is a departure from past cooperative projects in two areas.

Until 2003, the statewide events have tended to be linear in nature, one roadway across the entire state. Upon analyzing the statistics, fatalities and injuries were not happening so much on the major routes of northern Iowa, but on the county trunks and secondary roads. Agencies asked their officers to work all roads in their jurisdictions.

The other departure from the norm is in coverage. In planning meetings for the event, agencies east of U.S. 71 chose November 20 as the target date. Agencies west of U.S. 59 in Northwest Iowa chose November 26 in order to concentrate on pre-planned alcohol activities.

"I am impressed with the activity for Northern Lights," said Capt. Bob Rushing, law enforcement liaison, GTSB. "We anticipate this becoming an annual project," he said.

Rushing said he will be in the planning process for cooperative corridor and saturation patrol projects in 2004.

### Mercy Hospital, Des Moines 75%



Mercy Hospital, Des Moines, was awarded the GTSB/NHTSA 75 percent Safety Belt Honor Roll plaque. In addition, the group received a plaque from Iowa Illinois Safety Council. Pictured are Jeri Babb, Lu Simpson, Occupant Protection Coordinator, GTSB, Tony Bianacalana, Christopher Williams, Denis Eikenberry, Charlie Black, Iowa Illinois Safety Council, and Jean Baough.

## Life Toll

(lives saved by the belt since July, 1986)

YTD 2003	407
Grand Total	5,198

# Traffic Enforcement in Iowa

## Story County



The Story County SO was one of 59 agencies participating in Operation Is that targeted Interstates 35 and 80 on August 28. Deputies continued the enforcement project through the Labor Day weekend.

Sgt. Russ Belz said his office had received speeding complaints from the Slater area. "Apparently during our very productive mini-project we ruffled some feathers," Belz said.

One local resident was concerned enough for fellow motorists to craft a "Speed Trap Ahead" sign and place it adjacent to the red-flagged "Speed Limit 25" and "Radar Controlled" signs.



## Bettendorf

A bicyclist riding at night without a light on a Bettendorf street was stopped by Sgt. John Majeske. The bicycle rider would not sign the ticket so Majeske booked him into the Scott County Jail.

## Iowa State Patrol, District 3

Trooper Jason Bardsley stopped a Dodge Durango with Nevada license plates for following too closely. With assistance from other law officers and a dog, Bardsley discovered 322 pounds of marijuana with a street value of \$483,000.

Another stop for speeding by Bardsley turned up 238 pounds of marijuana worth nearly \$400,000 in a trap door in the bed of a pickup truck.

Another trooper stopped a Florida driver for driving on the shoulder. A search by a dog turned up 284 pounds of marijuana estimated to be worth \$450,000.

Trooper John Hitchcock stopped a California motorist for speeding. A search revealed \$253,940 in cash, unclaimed by the driver.

## Clinton



Clinton Officer Pat Cullen posing as a school crossing guard with a portable radar.

Several years ago at a GTSB conference "Where's Jockers?" was presented as a program for traffic enforcement. An officer poses as a worker, a bum or a person at a bus stop. The Jacksonville, Fla, program was quite successful gaining media attention and increasing motorists' perception of risk.

Clinton PD adopted the "Where's Clint?" program and conducted it near a school zone at the start of the school year.

Recently, in two-and-a-half hours officers made 37 contacts. Officer Pat Cullen posed as a school crossing guard with a stop sign in one hand and a hand held radar in the other. Cullen watched for seat belt and speed violations and was assisted by officers Richard Foley, Ricardo Martinez and Brian Pohl. They were in uniform and positioned a block south of the school crossing.

Capt. Chuck Witt said, "We received lots of positive feedback from the parents who live in the Horace Mann School district as well as citizens who observed the traffic stops." Witt said the department's school resource officers have adopted the "Where's Clint?" project and are running with it.

## Iowa State Patrol, District 1

Trooper Tom Clark stopped an Arizona man for speeding. A search of the vehicle turned up 49 pounds of cocaine worth more than \$2.7 million.

# Motorcycle Fatalities Rise Again, for the Seventh Year

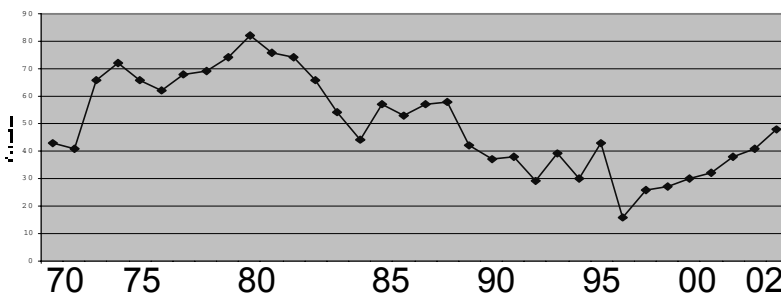
By Scott R. Falb, Director of Driver Research  
Office of Driver Services  
Iowa DOT



Iowa is poised to approach 50 motorcycle fatalities for the first time since 1988. As of the end of October, Iowa had 49 motorcycle fatalities, eight more fatalities than in 2002 and 11 more fatalities than 2001. Iowa hit its modern low of 16 fatalities in 1996. The highest number of fatalities, 82, occurred in 1979.

There were 25 single vehicle fatal crashes involving motorcycles. Another 23 crashes involved a collision

**Motorcycle Fatalities, 1970 to Present**



with another vehicle. There were four deer/motorcycle fatal crashes and five multiple fatality crashes. Approximately 58 percent of crashes where reporting is currently complete include excessive speed by the motorcyclists as contributing to the crash. This includes crashes involving another vehicle as well as single vehicle motorcycle crashes. Alcohol use by the motorcyclists were involved in 40 percent of those same crashes. More than 20 percent involved drug use, principally methamphetamine. Previous education campaigns have emphasized that other vehicles need to “share the road” with motorcycles. New research points out that there is much that motorcyclists can do to improve their own safety. Curbing impaired driving and speeding could significantly reduce the chances of being involved in a fatal crash.

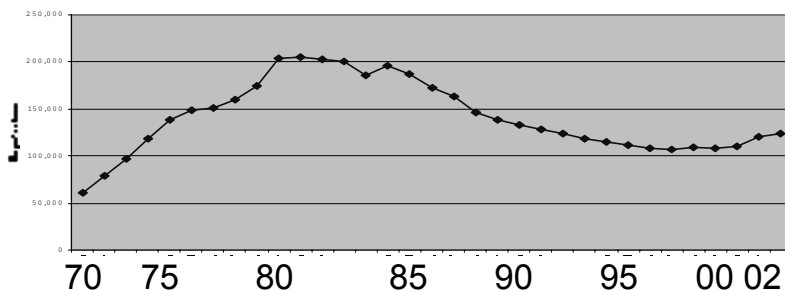
Iowa data is very similar to national data concerning fatal and injury crashes. Motorcycle fatalities nationally have increased from 2,116 in 1997 to 3,244 in 2002. Iowa data reflects the national data in the increase of middle-aged riders killed in traffic crashes. It also mirrors national data for increases in driver age and motorcycle registration data.

Motorcycle crashes are increasing, in part, due to the increase in motorcycle registrations. The risk of fatality and injury is also increasing, in part, because the age of motorcyclists is increasing. In 1977, nearly 75 percent of drivers valid for motorcycle were under the age of 35 and nearly 53 percent of those were under age 25. In 2003, nearly 59 percent of drivers with motorcycle validation are between the ages of 35 to 54. Previous studies have told us that as people age their injuries tend to be more serious than the injures of young people in similar crashes.

## Motorcycle Licensed Drivers By Age Group Comparison: 1977 to 2003

Age	1977	2003	Increase/ Decrease	Percent Change
15-24	87,915	10,396	-77,519	-88.2
25-24	78,456	25,721	-52,735	-67.2
35-44	31,514	54,781	23,267	73.8
45-54	17,189	76,291	59,102	343.8
55-64	6,027	37,710	31,683	525.8
65-74	1,211	15,144	13,933	1150.5
75+	105	3,999	3,894	3708.6
Total	222,417	224,042	1,625	0.7

**Motorcycle Registrations, 1970 to 2002**



Data in this article along with national data was provided to the Iowa Motorcycle Safety Forum sponsored by the Iowa SMS Project and the Iowa DPS.

# Commissioner's Special Award for Traffic Safety

## 2004 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 2003.

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. Describe 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. 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 10-11, 2004, at Harrah's Council Bluffs Casino & Hotel.

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

GTSB Awards  
Wallace Building 4th Floor  
Des Moines IA 50319-0248  
FAX: 515/281-6190

Entry deadline: JANUARY 30, 2004

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### 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)

\_\_\_\_\_

(Address)

\_\_\_\_\_

(City & ZIP)

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

**Entry deadline:**

**January 30, 2004.**

\_\_\_\_\_

(Title)

\_\_\_\_\_

(Organization)

(\_\_\_\_)\_\_\_\_-\_\_\_\_\_

(Nominee's phone)

\_\_\_\_\_

(Nominator)

(\_\_\_\_)\_\_\_\_-\_\_\_\_\_

(Nominator's Phone)

## Iowa's SMS Earns Praise

*Following are remarks from the National Cooperative Highway Research Program about Iowa's Safety Management System. The research was sponsored by the American Association of State Highway and Transportation Officials in cooperation with the FHWA. The author is Leanna Depue, PH.D., a director of the Missouri Safety Center, Central Missouri State University, Warrensburg. - Editor*

One of the most mature and successful SMSs in the nation is in Iowa. Iowa's SMS has been strong since its inception under the federal ISTEA of 1991. The Iowa SMS Coordination Committee was formed and began regular meetings in February, 1995. Since then, the Iowa DOT's Office of Transportation Safety and the Iowa DPS's GTSB have partnered to develop and sustain the Iowa SMS.

Keys to the success of the Iowa SMS are the following:

- A multi-disciplinary network of knowledge and resources whereby the SMS serves more as a catalyst than a control. The SMS focuses on filling gaps and creating beneficial connections between existing highway safety programs. Each member entity retains autonomy while contributing to and benefiting from the greater highway safety gain resulting from shared efforts.

- A multi-discipline goal, dedicated to reducing the human suffering and economic losses resulting from crashes on Iowa's roadways.

- 30-40 highway safety champions and entities that join SMS efforts as members and friends. The Coordination Committee meets regularly, (four to six times per year). Its members are aware of the positive impact their efforts may have on other members and they routinely consider how they can encourage and support others. These champions help ensure that when worthy highway safety strategies cannot be implemented in a single agency, SMS or multi-agency collaboration can fill the gap.

- Effective standing committees, task forces and ongoing efforts, including the following:

- The statewide Traffic Records Committee operates as an SMS standing committee that involves key agencies and multiple jurisdictions in an ongoing collaboration to collect, integrate, and analyze all statewide crash-related data.

- The Speed Limit Report Committee produces a nationally recognized annual report of data including speed limit and crash records for Iowa and surrounding states. The intended audience for the report is policy makers and lawmakers who review Iowa's speed limits nearly every year.

- SMS local multi-disciplinary groups are offered special project funding through a small oversight committee.



- Sponsoring several events aimed at increasing highway safety awareness, knowledge, and resources including the 2000 Multi-State Highway Safety Peer Exchange, and the 2002 Older Driver Forum.

- Supporting public information and education projects including driver videos, upgrades to the State Patrol Road Condition toll-free phone access and web site, and enhanced driver education for both young and older drivers.

### Local SMS Groups:

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

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

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

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

Woodbury County: Tri-State Traffic Management Team, 10 a.m. 4th Wednesday of most months, WITCC, Sioux City.

Iowa's Strategic Highway Safety Plan web site:

[www.iowaSMS.org](http://www.iowaSMS.org)

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

# Seat Belt Awards

## Spencer Municipal Utilities 95%



Spencer Municipal Utilities was awarded the GTSB/NHTSA 95 percent Safety Belt Honor Roll plaque. In addition, the group received a plaque from Iowa Illinois Safety Council. Pictured are employees from Spencer Municipal Utilities.

In the center, Adam Buck, sSTEP Coordinator, GTSB, with Tammy Hoffman, Safety and Regulations Coordinator, Spencer Municipal Utilities, and Charlie Black, Iowa Illinois Safety Council.

GTSB's Highway  
Governor's Conference  
Traffic Safety Conference  
March 10-11, 2004  
Harrah's Council Bluffs Casino & Hotel

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