

Years ago an insurance company marked the spot of each fatal highway crash with an X as a grim reminder to motorists.

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1978



Today, the Iowa Department of Transportation records the spot of every reportable accident in the state-- but with a new program designed to improve traffic safety by preventing accidents. It's called:

# ACCIDENT LOCATION AND ANALYSIS SYSTEM OF IOWA

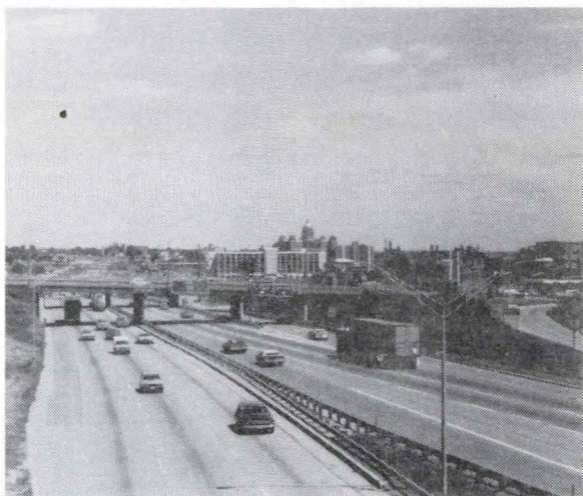
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OF IOWA



Highway crashes are extremely costly to Iowans. Every highway crash costs society an average of:

- \$287,000 per fatality.\*
- \$3,185 per person for each personal injury crash.\*
- \$520 per crash for each property damage accident.\*

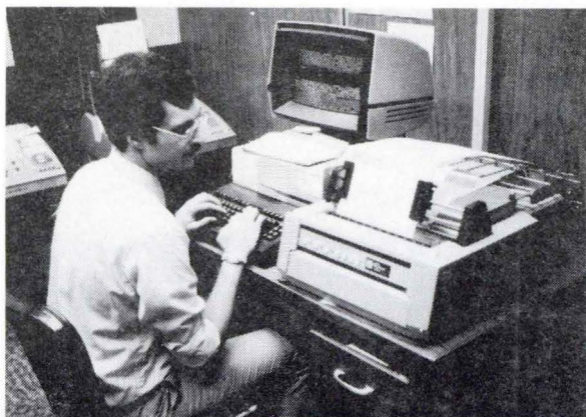
In 1977 the cost to Iowans for all crashes was \$320,366,620. More than 150,000 motor vehicles are involved in reportable accidents in Iowa every year. Of these, approximately 23,000 result in personal injury or death. ALAS provides an organized statistical means to analyze accidents in determining how to reduce the number of crashes.

\*Source: National Highway Traffic Safety Administration. (1975)

ALAS provides greater accuracy in determining the location of accidents. They can be pinpointed to within 50 feet\* of where they occur when an accurate location description is given on the accident report form.

**Here's how the system works:**

Investigating officers' reports and drivers' reports are completed and sent to the DOT's Drivers License Office where they are coded and entered into a computer.

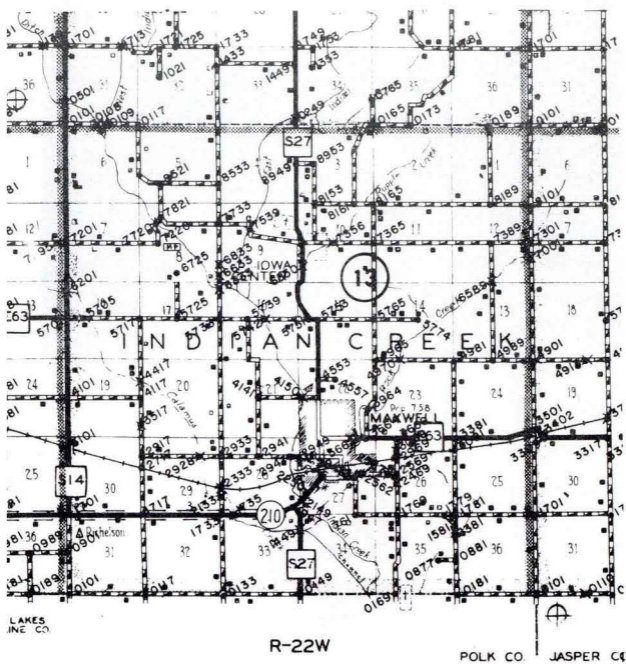


The crash data is then available to the ALAS user. ALAS doesn't dictate the solution to collisions--it only gives specific information for accidents at selected locations. It can provide direction for:

- Programs in drivers education.
- Public information.
- Selective enforcement.
- Traffic engineering studies.

ALAS also has the capability for rapid retrieval of accident histories for specific locations, date, time, day, age and sex of drivers, type of vehicle, contributing circumstances and environmental data.

Every street, highway, bridge, intersection and railroad crossing in Iowa has been assigned a eight-digit identifying number. These numbers lead the ALAS users to the answers needed to curb the number of crashes and reduce highway fatalities and save taxpayers untold amounts of their money.



For information about ALAS  
contact:

ALAS

Office of Safety Programs

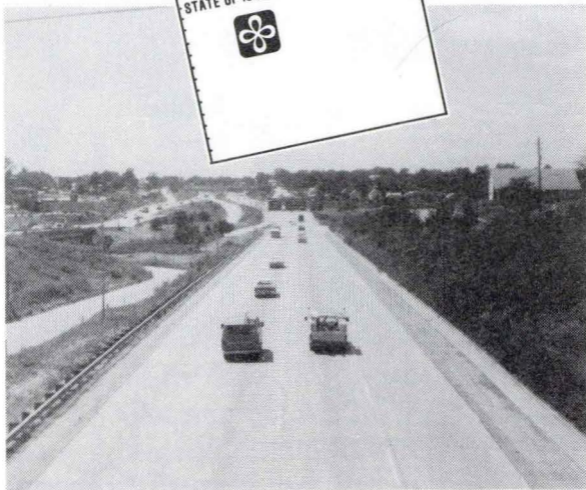
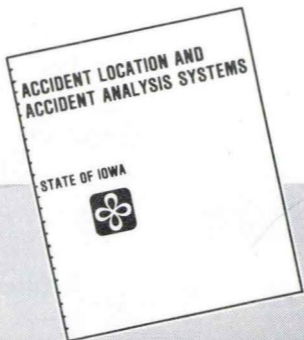
Motor Vehicle Division

Iowa Department of Transportation

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## **ALAS CAN PROVIDE:**

### 1. High Accident Locations By:

- \* City
- \* County
- \* Highway Patrol districts
- \* DOT traffic engineering districts
- \* Road system

### 2. Specific Accident Information:

Driver-related circumstances

- \* Alcohol-related, speeding, following too close, age and sex of driver, etc.

Vehicle Type

- \* Auto, motorcycle, bicycle, etc.

Environment

- \* Surface and weather conditions

### 3. Specific Locations By:

- \* Intersections, railroad crossings, bridges, etc.
- \* Accidents along specific sections of roadway.

Accidents Can Be Reduced!  
So Can

Highway Fatalities and Injuries  
Remember To Get and Keep

**SEAT BELT FEVER -- A DESIRE TO  
LIVE LONGER**