

Autumn 2001



Iowa Department of Public Safety

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**Corridor Enforcement Activities in 2001 are Successful**

Iowa's Corridor Enforcement projects returned in 2001 as law enforcement agencies completed four of them between May and August. The corridor concept invites city, county and state enforcement to commit personnel to a one-day project along a specific route. The GTSB typically facilitates and assists in completion of the event but each project belongs to participating agencies.

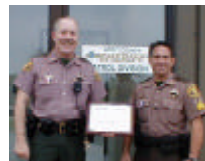
When the GTSB first began the corridor projects in 1995, selection of the routes were by the GTSB. In recent years, suggestions for corridor routes have come from local agencies as well as the Iowa State Patrol. "The local agencies know the roads and problems that are sometimes more important than the numbers," said Capt. Bob Rushing (retired), GTSB's law enforcement liaison.

**Criteria for Selection**

In 1995, the GTSB began the projects by looking at fatality and injury crashes along with alcohol-related crashes as criteria over a three-year period along various routes. Many of the routes were chosen based on the level of cooperation the GTSB had received from law enforcement agencies along along the corridors.

Continued on page 4...

**90% Seat Belt Awards to Scott County and City of Eldridge**



and Sgt. John Marxen Sr.

Scott County was awarded the GTSB/NHTSA 90 percent Safety Belt Honor Roll plaque. Pictured are Sheriff Dennis Conard



Rauch accepts the plaque from J. Michael Laski, Director, GTSB. Officer Rick Heppe is in center.

The City of Eldridge was awarded the GTSB/NHTSA 90 percent Safety Belt Honor Roll plaque. Mayor Lawrence

**sSTEP Waves 2002**

February 11-17

May 20-27

July 2-8

August 26 - September 2

November 25 - December 1

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Iowa seat belt use	78%
Goal by 2001	85%
Midwest ranking	# 2
U.S. Ranking	#10

## Calendar

**February 11-17:**  
sTEP Enforcement Week

**March 27-28:**  
Governor's Highway Traffic Safety Conference, Collins Plaza, Cedar Rapids

**May 20-27:**  
sTEP Enforcement Week

**June 9-11:**  
Lifesavers, Orlando, Fla.

**June 26:**  
Des Moines

**June 28:**  
Coralville Legislative Acts of Interest to Law Enforcement

**July 2-8:**  
sTEP Enforcement Week

**Aug 26 - Sept 2:**  
sTEP Enforcement Week

**Nov 25 - Dec 1:**  
sTEP Enforcement Week

## Kip Hayward Award Nominations Sought

Kip Hayward was a Polk County Deputy Sheriff and drug recognition expert who was killed in October, 1993, while directing traffic at the scene of a fatality crash. A driver who was impaired by alcohol and drugs struck and killed Deputy Hayward.

The Kip Hayward award is presented to persons who have dedicated themselves to removing impaired drivers from Iowa's roadways. Anyone wishing to submit a nomination should include a letter explaining the qualifications the nominee possesses to be considered for the award. The Kip Hayward Award has been presented at the Governor's Highway Traffic Safety Conference annually since 1995. This year's conference is set for March 27-28, 2002, at Collins Plaza in Cedar Rapids.

Please submit nominations by February 8, 2002, to:

Denny Becker  
GTSB  
215 E 7th St  
Des Moines IA 50319-0248

## Mark Your Calendars for the GTSB Conference:

The dates for the 2002 Governor's Highway Traffic Safety Conference have been announced by Carson Whitlow, Conference Coordinator, GTSB. Mark your calendar for March 27-28, 2002, at Collins Plaza, Cedar Rapids. Registration is \$25 per person.

The agenda is being finalized and Whitlow said the brochure is expected to be in the mail soon. Agenda items include alcohol, occupant protection, child safety seat and other highway safety issues. Whitlow said break-out sessions will complement the general sessions.

Former Clayton County Deputy Sheriff Don Harstad is the banquet speaker. He is the author of four books involving law enforcement officers.

## CrossRoads

**Thomas J. Vilsack**, *Governor*  
**E. A. "Penny" Westfall**, *Commissioner, Iowa Department of Public Safety*  
**J. Michael Laski**, *Director, Governor's Traffic Safety Bureau*  
**Mark J. Campbell**, *Editor*  
With assistance from Sandy Bennett, Ihla Hochstetler, Carson Whitlow, Denny Becker, & Shelley DeForest.

*CrossRoads* is published quarterly by the Governor's Traffic Safety Bureau  
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Des Moines IA 50319-0248  
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E-Mail: [gtsbinfo@dps.state.ia.us](mailto:gtsbinfo@dps.state.ia.us)

We welcome article submissions and ideas pertaining to traffic safety.

Visit our website at:  
[www.state.ia.us/government/dps/gtsb/](http://www.state.ia.us/government/dps/gtsb/)

## Life Toll

(lives saved by the belt since July, 1986)

YTD 2001      244  
Grand Total 4,674

## GTSB Moves



Front entrance to 215 East 7th Street.



Rear alley entrance.

The Governor's Traffic Safety Bureau has moved. Our new address is 215 East 7th St. The Zip code, phone, fax and e-mail addresses remain the same.

The move was made for economic reasons. Our quarters in the business park on East 2nd Street were rented and in the current budget crunch, the move will save money. The State of Iowa owns the building we now occupy which is within the Capitol complex.

We share the building with the State Fire Marshal. Visitors may enter through the front door but the GTSB has an alley entrance as well.

Capt. Bob Rushing, GTSB's law enforcement liaison, said he recalls our new office site as the drivers license testing station where more than 40 years ago he obtained his learner's permit. In recent years the State Ombudsman, Prison Industries and the Prosecuting Attorneys Training Coordinator used the building.

The new office site is approximately one block south of the location we had up until the summer of 2001 at 307 East 7th Street.

## Laski Elected to National Post

GTSB Director J. Michael was elected Vice Chair of the National Association of Governors' Highway Safety Representatives at its annual conference in Long Beach, Calif. in October. NAGHSR is the national voice of the states on highway safety matters.

Barbara Harsha, Executive Secretary of NAGHSR said, "I'm thrilled to have someone on the board with such a great reputation in highway safety!"

Laski was elected to a one-year term.



Pictured are Romell Cooks, NHTSA Region VII Administrator, Barbara Harsha, Executive Secretary, NAGHSR, J. Michael Laski, Director, GTSB, and Adele Derby, Associate Administrator, State and Community Services, NHTSA.

Dear Ms. Westfall:

The National Highway Traffic Safety Administration has released calendar year 2000 traffic fatality data. Unfortunately, the total number of fatalities increased nationally. In addition, much to our disappointment, the number of alcohol-related fatalities also increased nationally from 15,976 in 1999 to 16,653 in 2000. However, congratulations are in order for a job well done by the Iowa Governor's Traffic Safety Bureau and all the partners who are dedicated to reducing traffic crashes. Not only did Iowa's traffic fatalities go down, but also, Iowa's alcohol-related fatalities went down. In fact, Iowa had the fourth largest percentage of alcohol-related fatality reduction in the nation. Iowa continues to be a national leader in traffic safety programs.

Please extend our congratulations to Mr. Mike Laski and the Governor's Traffic Safety Bureau for their commitment and dedication in developing an outstanding highway safety program.

Sincerely,

Romell Cooks, Regional Administrator

## GTSB Gets a Pat on the Back from NHTSA

We all know the pleasure of hearing "job well done." So the note from Romell Cooks, NHTSA Region VII Administrator, to Department of Public Safety Commissioner E.A. "Penny" Westfall was well received by the GTSB staff. Westfall is the Governor's Representative for Highway Safety and is responsible for the GTSB and its activities. The text of the letter appears in the box at left.

Director J. Michael Laski credited the team effort among GTSB, its contractors and partners, with the success of Iowa's highway safety program.

## Corridor Enforcement

...continued from page 1

But in 2000 and 2001 the GTSB began looking at high visibility routes that may have ranked lower in a problem identification than other routes. As Rushing said, "We have willing participants, let's help them get the projects going."

Several years ago officers from Linn and Dubuque counties approached the GTSB about a coordinated project along U.S 151. The route runs from near the Amana Colonies on Interstate 80 north-easterly through Cedar Rapids, then to Dubuque and into Wisconsin. At an April organizational meeting the participants selected Thursday, May 24<sup>th</sup>.

Retired ISP Capt. Doug Stream approached the GTSB nearly two years ago and asked that the entire length of U.S. 71 in Western Iowa from Missouri to Minnesota, be considered as a corridor project.

The ISP and GTSB agreed to conduct the project in 2001. When the organizational meeting was held, the agencies also selected May 24<sup>th</sup> for the event.

The stage was set to conduct two major enforcement projects on the same day at similar times. The weather was rainy and stormy yet 2,700 contacts were made by law enforcement in western and eastern Iowa.

The largest event of the year came at the request of Major Dennis Merritt, ISP, who asked the GTSB to consider organizing a project to encompass both Interstates 35 and 80.

Sometimes the projects go beyond Iowa's borders and other states become interested.

In preparation for the U.S. 71 project, Rushing and Dennis Shreve, Law Enforcement Liaison, NHTSA Region VII, met with agencies from the Iowa border to St. Joseph, Mo. They also made contacts with Minnesota agencies as far north as Worthington.

During the organization of the Interstate 80 project in 2000, Rushing made

contact with his counterparts in Illinois who agreed to get the Illinois State Police involved. By the time the event rolled around, Indiana and Nebraska agencies were on board.

U.S. 61 runs along the Mississippi River in Eastern Iowa and has become the focus for an annual project. There are eight counties along the 191-mile corridor and the GTSB has long-standing partnerships in six of them. In recent years additional funding by the GTSB with smaller agencies has seen activity expand to all eight counties.

## Planning Meetings

Once a decision is made for a specific corridor, the GTSB contacts the Iowa Traffic Safety Data Service at Iowa State University's Center for Transportation Research and Education for data and graphic maps.

A meeting site is secured in a facility easily accessible to all potential participants. A meeting to plan U.S. 61 or U.S. 151 requires one meeting site. But a project such as U.S. 71 which stretched more than 200 miles called for two planning sites. The Interstate 35 and 80 project resulted in five planning sites.

The meeting day arrives and the GTSB facilitates the planning. The group decides the date, hours of operation, and staffing plan. Rushing is firm on the method of the meeting saying, "Corridor projects are designed by the enforcement agencies that choose to be involved." To that end, nearly every facet of the events are guided by group consensus.

## Results

As the results of activity are collected from the agencies by the GTSB, they are tabulated and released as an aggregate total. The enforcement event is not a competition, pitting one agency against another.

Once the totals are known, they are faxed back to the agencies for their release to the media. The GTSB does not normally release activity reports.



### Project Goals

The goals of the events are standard:

- To raise Iowa's seat belt use from the current rate of 78%
- To reduce impaired driving
- To reduce fatalities and injuries on Iowa's roadways by motorists' compliance with traffic laws.



## Side Effects

An enforcement event on one highway generally drives scofflaws to parallel routes. Agencies along those parallel routes are also invited to participate.



When they do, compliance tends to rise as motorists perceive enforcement is everywhere.

An easily observable benefit is to see officers working together and enjoying the experience. Many times they realize the project covers hundreds of miles and is staffed by officers just like them. The heightened good spirits and morale was noted by several law enforcement administrators.

The GTSB appreciates comments for past activities. Rushing said he welcomes suggestions for another season of corridor events in 2002.

## Corridor Event Timetable

Captain Rushing has a timetable associated with the projects. He begins by looking at potential routes, interest, problem and potential, then begins preparation for an event.

**120 days:** GTSB determines a need or interest in a project.

**90 days:** GTSB researches the crash experience and develops a problem identification.

**60 days:** determine a site for a planning meeting. Identify agencies having an impact or those who could be impacted by the enforcement event. GTSB notifies them by mail of the planning meeting.

**20-30 days:** the planning and organizational meeting is held. Attendees plan the event.

A follow-up letter goes to all identified agencies recapping the plan developed at the planning meeting.

**1-3 days:** Suggested media releases are disseminated and further circulation is encouraged. The goals are driver compliance with traffic laws.

**Event day:** Participating agencies cooperate in the enforcement blitz. Media coverage is heightened. Activity reports are collected and preliminary results are disseminated to participating agencies for their use in media releases.

**1-3 days after:** The collection of activity data is completed and tabulated and a post-event report is shared with participating agencies. Further media releases are encouraged.

**1-10 days after:** The event and its results are critiqued by GTSB staff to be better prepared for future events. Letters of appreciation & acknowledgment are mailed.

## 2001 Corridor Enforcement Projects

ACTIVITY <b>HIGHLIGHTS</b>	US 71	US 151	US 61	I-35/80
OWI	8	14	6	26
Seat belts	297	293	361	637
Child restraint	11	9	10	44
Speed	420	645	660	2,575
Improper passing	8	5	3	5
Stop light/stop sign	20	12	31	28
No DL or suspended	30	35	62	87
Dark windows	16	11	15	43
Felony arrests	1	0	1	3
Narcotics arrests	5	3	5	19
Other traffic violations	112	226	29	495
Faulty equipment	157	88	89	493
Proof of insurance	54	44	88	153
Warrants served	2	3	5	24
Accidents covered	5	3	1	14
Motorist assists	29	25	17	237
Comm vehicle & drivers inspections	36	52	3	237
Comm vehicle & drivers placed out of service	2	19	0	106
<b>GRAND TOTALS</b>	<b>1,165</b>	<b>1,547</b>	<b>1,408</b>	<b>5,403</b>
<b>TOTAL CORRIDOR EVENT CONTACTS FOR 2001:</b>	<b>9,571</b>			

# Commissioner's Special Award for Traffic Safety

## 2002 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 2001. 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.

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.

Keep in mind the goal of traffic safety programs is the reduction of death and injury on Iowa roadways.

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

The Commissioner's Special Award for Traffic Safety will be presented at the Governor's Highway Traffic Safety Conference, March 27-28, 2002, at the Collins Plaza Hotel, Cedar Rapids.

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

Awards  
GTSB  
215 E. 7th St.  
Des Moines IA 50319-0248  
FAX: 515/281-6190

**Entry deadline: FEBRUARY 20, 2002**

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### Nomination Form Commissioner's Special Award for Traffic Safety

#### Category

(check one)

Audio/Visual

Criminal Justice

Individual

News Media

Health  
Professionals

Business

Children &  
Youth Advocates

\_\_\_\_\_  
(Nominee)

\_\_\_\_\_  
(Address)

\_\_\_\_\_  
(City & ZIP)

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

**Entry deadline:  
February 20, 2002**

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Organization)

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

(Nominee's phone)

\_\_\_\_\_  
(Nominator)

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

(Nominator's Phone)

# Peer Exchange Highlights

## Local Multi-Disciplinary Cooperation

### Local SMS Groups:

**Polk:**  
1:30 p.m., second Tuesday each month.  
Contact: Cy Quick 515/225-2349.

**Scott (CARS):**  
10 a.m., third Wednesday each month.  
Contact: Sgt. Jerry Behning 563/326-6112.

**Dubuque:**  
10:30 a.m., Every sixth Friday.  
Contact: Cpl. Michael Rettenmeier 563/589-4469.

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

**Black Hawk:**  
(Arrive Alive) 2nd Tuesday each month.  
Contact: Sandi Osterhaus 319/291-2413.

By Robert Thompson, Program Evaluator, GTSB

A broad range of agencies with an interest in highway safety working together to solve problems. Seems simple enough, doesn't it? Unfortunately such interagency communication and coordination does not occur automatically. Sometimes issues of jurisdiction, legal responsibility and what may appear at first glance to be expediency can serve as barriers to a more integrated approach to traffic safety.

Some 80 persons representing Iowa's metropolitan communities along with state and federal safety organizations, gathered in Des Moines in October. The focal point of this workshop was the benefit which can be derived from this cooperative approach to highway safety and reports from communities which shared specific success stories stemming from the multi-disciplinary approach.

In the Quad Cities are the CARS group, which is beginning its 11th year of working together to solve highway safety problems, shared experiences ranging from marking disabled vehicles resulting from winter storms, a problematic low clearance overpass, and intersection issues adjacent to a busy Mississippi river bridge crossing.

Dubuque's multi-disciplinary approach to traffic safety is in its fourth year and focuses on signal timing, traffic monitoring, and motorists violations, including speed and stop light violations.

In Polk County a major thrust has been incident management and crashes involving hazardous materials.

Cooperation between highway safety officials and Sioux City schools regarding school zone traffic was shared by participants from Siouxland Cares.

Arrive Alive, Black Hawk County's

safety group, detailed its efforts with bicycle safety and child passenger safety awareness.

Cheryl Wittke from the Safe Communities of Dane County and Madison, Wisc. provided the keynote presentation. Wittke focused on the building of community support and coalitions for highway safety issues.



This is the second peer exchange workshop sponsored by Iowa's Safety Management System's coordinating committee. The first event was held in November, 2000, and examined SMS efforts in other states and attracted more than 70 participants from 19 states.

Other sponsors for the 2001 event included the GTSB and Iowa Traffic Control and Safety Association, whose annual conference immediately followed the peer exchange.

This year's event was deemed a rousing success with two communities in attendance expressing an interest in exploring the establishment of multi-disciplinary safety teams.

### Participating Counties

Black Hawk  
Dubuque  
Johnson  
Linn  
Polk  
Pottawattamie  
Scott  
Story  
Woodbury

### Your comments are welcome...

Visit 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

Glacier Daido America: 80%



Glacier Daido America, Atlantic, was awarded the GTSB/NHTSA 80 percent Safety Belt Honor Roll plaque. Pictured are Lu Simpson, sTEP Coordinator, GTSB, Bonnie Williams and Shelly Zimmerman, Glacier Daido, and Charlie Black, Iowa Illinois Safety Council. Glacier Daido America, L.L.C., is a Division of Dana Corporation.



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