



Iowa

Highway Safety Program

2002



GOVERNOR'S TRAFFIC SAFETY BUREAU

IOWA DEPARTMENT OF PUBLIC SAFETY

ANNUAL REPORT

for the

Iowa Highway Safety Program



Federal Fiscal Year 2002

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Planning & Administration



Planning & Administration

**PROGRAM CHARACTERISTICS**

Training
Technical Assistance

TARGETED POPULATION(S)

GTSB Staff
Program Administrators

PROBLEM IDENTIFICATION

Each year, nearly 65,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, 3,500 or more serious injuries and approximately 450 fatalities. A key element in Iowa's efforts to reduce the death and injury resulting from traffic crashes on our state's streets and highways is the timely and prudent administration of federal highway safety programs such those funded under Sections 157, 157I, 402, 405a, 410, 411 and 2003b.

GOALS AND 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 fiscal training and information to contractors.

STRATEGIES AND ACTIVITIES

As Director of the Governor's Traffic Safety Bureau, Mr. J. Michael Laski is responsible for the agency's day-to-day operation. He is the signatory authority for fiscal and program operations. Mr. Laski supervises a staff of ten full-time employees and provides direction for the program operations and financial management of the Bureau. In addition to his management duties, Mr. Laski serves as a member of the State Traffic Records Advisory Committee and the Iowa Safety Management Systems Policy Committee. He is a Board member of the Iowa Traffic Control and Safety Association. Mike is also Vice-Chair of the Governors' Highway Safety Association, a national organization that represents state highway safety offices.



J. Michael Laski has served as the Director of the Iowa Governor's Traffic Safety Bureau since 1986.

Ms. Shelley DeForest serves as the Bureau's Fiscal Manager. She is responsible for all fiscal reporting requirements including the preparation of the fiscal information included in the Highway Safety Plan and the Annual Report. She oversees all budgetary aspects of the Bureau's 157, 157I, 164, 402, 405a, 410, 411 and 2003b contracts. Ms. DeForest is also responsible for claim reimbursement processing and the preparation and submission of Change Orders. Ms. DeForest prepares budget information for the Bureau and provides assistance to program contractors and the rest of the staff on fiscal matters. She maintains the Bureau's financial related policy files and utilizes NHTSA's grant tracking system. She also serves as the Bureau's liaison with other financial management personnel in the Department of Public Safety and the National Highway Traffic Safety Administration. Shelley works with the GTSB's sTEP Coordinator to develop and conduct annual training sessions for Section 157 contractors outlining fiscal and program reporting requirements.

Ms. Sandy Bennett is the Administrative Assistant for the Bureau. As such, she provides administrative support for the entire range of Bureau operations including program and financial activities, educational and promotional materials and contractor reporting requirements. Ms. Bennett provides primary assistance in the preparation of the Bureau's state and federal contractual agreements, Problem Identification, Highway Safety Plan, and Annual Report. She assists in the preparation of all Bureau

correspondence, and maintains the Bureau filing systems, which includes the highway safety contract files. Ms. Bennett maintains agency activity schedules, ensures federal and state deadlines are met and handles all travel arrangements for Bureau staff. She is responsible for updating the GTSB's Policy and Procedures Manual. Additionally, she designs computer presentations for the Bureau Director and other staff.

RESULTS

Program management and financial expertise was provided for planning, contracting, monitoring and evaluating federal 157, 157I, 164, 405a, 402, 410, 411 and 2003b highway safety programs as well as the General Motors grant. Administrative support was also provided for the management of these same program efforts. Fiscal information, training and program oversight was provided to all Governors' Traffic Safety Bureau contractors. The FFY 2001 Annual Report, FFY 2002 Highway Safety Plan and all fiscal documents were completed on a timely basis.

FUNDING	BUDGET	EXPENDED
Section 402	\$135,000	\$119,386

CONTACT

Shelley DeForest
Iowa Governor's Traffic Safety Bureau
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Alcohol



Alcohol Emphasis Area Contractors:

	<u>Budget</u>	<u>Expended</u>
Cedar Falls Police Department	\$12,000	\$10,903
Council Bluffs Police Department	\$13,500	\$12,674
Division of Criminal Investigation	\$15,000	\$15,000
Drug Recognition Expert Training	\$5,000	\$0
Dubuque County Sheriff's Office	\$13,500	\$10,143
Dubuque Police Department	\$42,500	\$38,274
GTSB Educational Materials	\$15,000	\$13,830
GTSB Travel	\$5,000	\$2,186
Iowa City Police Department	\$15,750	\$15,750
Iowa Law Enforcement Academy	\$85,000	\$84,208
Marion County Sheriff's Office	\$8,000	\$2,322
Mason City Police Department	\$9,500	\$9,453
Ottumwa Police Department	\$15,000	\$15,000
Pottawattamie County Sheriff's Office	\$7,500	\$7,500
Prosecuting Attorneys Training Coordinator	\$157,000	\$142,655
Scott County Sheriff's Office	\$11,500	\$10,563
Sioux City Police Department	\$13,500	\$13,500
State Court Administrator's Office	\$14,000	\$12,094
The Integer Group	\$70,000	\$68,842
Woodbury County Sheriff's Office	\$8,500	\$7,885

Alcohol

**PROGRAM CHARACTERISTICS**

Enforcement
Education/Training
Support Services
Public Awareness

TARGETED POPULATION(S)

Impaired Drivers
Youth
Judges & Prosecutors
Law Enforcement

PROBLEM IDENTIFICATION

Despite significant reductions in Iowa alcohol-related fatalities and injuries during the past decade, impaired driving remains a significant factor in traffic-related death and injury in our state. Alcohol-related fatalities for 2001 totaled 118. This is a 5% increase from 2000 when 112 people died. Alcohol-related fatalities have declined by 44% since 1990. Alcohol-related injuries totaled 2,443 in 2000, down 38% since 1990. Alcohol is a contributing factor in 9% of all injury crashes, 16% of all crashes that result in a serious injury and 27% of all crashes resulting in a fatality.

Weekend crashes occurring between 9:00 p.m. and 3:00 a.m. on Friday and Saturday evenings account for nearly 30% of all alcohol-related fatalities.

Young drivers are also over represented with 16-24 year olds making up 16% of Iowa drivers, but over 30% of drinking drivers involved in fatal and injury crashes.

GOALS AND 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 provide the technical and analytical expertise to Iowa agencies implementing alcohol and other drug programs.
- ◆ To achieve and maintain 28% or fewer alcohol-related fatalities by the end of FFY 2002.
- ◆ To achieve and maintain an alcohol-related fatality rate of .45 alcohol-related fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2002.

STRATEGIES AND ACTIVITIES***Enforcement***

Twelve police offices and sheriffs' departments were part of the 402 alcohol emphasis area. Agencies used selective overtime enforcement to focus on OWI and other alcohol-related violations. Special emphasis was given to nighttime enforcement primarily on weekends due to the elevated risk of alcohol-related crashes. Agencies actively participated in cooperative efforts with other local police and sheriffs' offices including safety checkpoints, saturation patrols and corridor projects.

One key to successful enforcement regarding impaired driving, especially during a decade of declining alcohol-related fatalities and injuries, has been the recognition that impaired driving does not occur in a vacuum. Impaired drivers, particularly those with BACs between .10 and .15 often exhibit other illegal driving behaviors such as speeding and non-use of safety belts. Because of this fact, alcohol enforcement contracts also contain goals for safety belt and speed/other serious moving violation enforcement.

Education/Training

Judicial training is provided through the *State Court Administrator's Office* within the Iowa Supreme Court Office of Judicial Education and Planning. Activities include traffic safety/traffic law training at the annual Iowa Magistrates Conference, as well as specialized traffic court training at the national

judicial educators conference for the Executive Director of Judicial Education.

Training for prosecutors in Iowa's 99 county attorney offices and for law enforcement officers regarding OWI case procedures is provided by the *Prosecuting Attorneys Training Council*. The *Iowa Law Enforcement Academy* provides training to peace officers statewide on a broad range of OWI related issues and techniques including Standardized Field Sobriety Testing, Horizontal Gaze Nystagmus and drug interdiction training.

In addition to projects specifically geared toward training, local enforcement contracts also included training and education components. Impaired driving awareness programs are conducted at local schools at both the high school and elementary level. Officers also receive training through various workshops they attend with GTSB funding support.

Public Awareness

A comprehensive alcohol/impaired driving program must reach beyond traditional enforcement efforts and embrace a wide array of training; education and public information initiatives in order to achieve sustainable and meaningful reductions in traffic related death and injury.

Iowa's public information efforts are spearheaded by a statewide alcohol mass media campaign, produced and administered for the GTSB by *The Integer Group*. Because of their over representation in alcohol-related crashes, drivers under the age of 35 are

the primary target audience for television, radio and corresponding print public service announcements (PSAs). Movie theaters across Iowa helped promote traffic safety by showing the Bureau's PSAs as movie trailers. Young theatergoers were a "captive" audience for the airing of several impaired driving spots. In addition to PSAs, educational materials are also produced and distributed statewide through the GTSB office. These include posters, brochures and items such as ink pens, note pads and paper clips imprinted with a message on not drinking and driving. Local enforcement agencies also make a significant contribution to public awareness of impaired driving and its consequences.

In perhaps the biggest single impaired-driving public information/education event of the year, the GTSB with assistance from the *Prosecuting Attorneys Training Coordinator* and National Highway Traffic Safety Administration, hosted a one-day Alcohol Forum. The Forum included more than 125 invited guests including law enforcement, prosecutors, judicial personnel, traffic engineers, planners, EMS personnel, health/rehabilitation personnel and public policy makers. The Forum audience broke into three working groups and identified key impaired driving public policy, program areas and legislative/judicial issues. The Executive Summary of the results of the Forum provided critical guidance in the development of Iowa's Section 164 Impaired Driving program, initiated in April of 2002.

A Message from the Commissioner



November 8, 2001

Iowa Alcohol Forum Participants:

I welcome you to this important meeting to address a critical issue facing all Iowans. Alcohol-related roadway violations and alcohol-related crashes must be reduced in Iowa and nationwide in order to save lives.

Death and injury prevention is of vital concern to each and every one of us. The varying disciplines and backgrounds you encompass will lend much knowledge and insight into the dialogue and information exchange to be realized here today.

Taking this issue beyond the attention of highway safety professionals and asking for involvement of associated civic and community leaders is an exciting approach. I hope and trust that your time and participation will be well invested.

On behalf of the Iowa Department of Public Safety, the Governor's Traffic Safety Bureau and the National Highway Traffic Safety Administration, I thank you for your attendance and commitment.

Sincerely,

E.A. "Penny" Westfall

E. A. "PENNY" WESTFALL
Commissioner and Governor's
Representative for Highway Safety



This message from the Department of Public Safety Commissioner was on the first inside page of the Alcohol Forum Program.

Support Services

Support programs include toxicological support for the Department of Public Safety *Division of Criminal Investigation Laboratory*, where approximately 2,000 breath, blood and urine samples are analyzed for OWI cases each year.

RESULTS

Enforcement

Reductions in alcohol-related traffic fatalities and injuries have been the primary factors behind overall reductions in traffic deaths and injuries in Iowa. Since 1990, Iowa has experienced a 44% drop in alcohol-related fatalities and a 38% drop in alcohol-related injuries. With these significant reductions has come an obvious reduction in the number of impaired drivers on our state's streets and highways. A total of 782 OWI contacts were reported by the 12 enforcement agencies funded under the 402 alcohol emphasis area.

A total of 12 local enforcement agencies were involved in the 402 alcohol emphasis area program. These agencies made 782 alcohol-related enforcement contacts, an average of 65 per agency. That average represents a 55% improvement from the FFY 2001 average of 42 alcohol contacts per agency. Leading the way were four agencies that reached over 100 alcohol contacts. The *Iowa City Police Department* achieved 196 contacts while the *Dubuque Police Department*, utilizing one full-time officer, garnered 114. *Woodbury* and *Dubuque* county sheriffs' offices each exceeded their agency goal, reaching 102 and 100 contacts respectively. The *Mason City Police Department* exceeded its goal with 52 alcohol contacts while the Cedar Falls (56) and Ottumwa (89) police departments came very close to reaching their goals. These seven agencies achieved a total of 699 alcohol contacts.

In the area of seat belts, three agencies exceeded their individual goals; the *Iowa City Police Department* once again led the way with 675 enforcement actions. The *Dubuque Police Department* was a close second with 671. The *Pottawattamie County Sheriff's Office* reported 388 seat belt actions, more than twice their goal. The *Ottumwa Police Department* also exceeded their goal with 360 seat belt contacts. A total of 3,176 seat belt actions were reported, an average of 265 per agency.

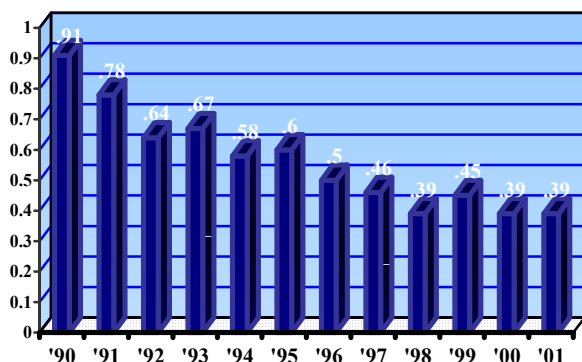
In the 16 years since Iowa enacted its primary belt law seat belts have saved over 4,900 persons from death or life-threatening injury on our state's streets and highways. Despite an 81% usage rate that places Iowa 9th in the nation, lack of restraint use remains in a virtual tie with impaired driving as a contributor to death and serious injury on Iowa roads.

Speed and other moving violation interdiction is a vital part of impaired driving enforcement. With fewer than 6% of the drinking drivers involved in Iowa fatal crashes having a previous OWI conviction, speed, running stops signs/lights and other traffic offenses provide an important avenue for officers to locate and apprehend impaired drivers.

In the area of speed and moving violations, eight of the 12 agencies funded in this section exceeded their individual goals. The *Woodbury County Sheriff's Office* led all agencies with 1,127 contacts and the *Ottumwa* and *Dubuque* police departments each exceeded 800. A grand total of 6,552 contacts for speed and moving

violations were reported, exceeding the overall goal in this area by 65%. Other agencies exceeding 500 moving violation contacts included the Cedar Falls PD with 529, the Council Bluffs PD with 522, the Dubuque County Sheriff's Office with 676 and the Iowa City Police Department with 705. In all, these agencies averaged 546 moving violation contacts, exceeding last year's average of 415 by more than 25%.

**Alcohol Related Fatality Rates
per 100 million vehicle miles traveled**

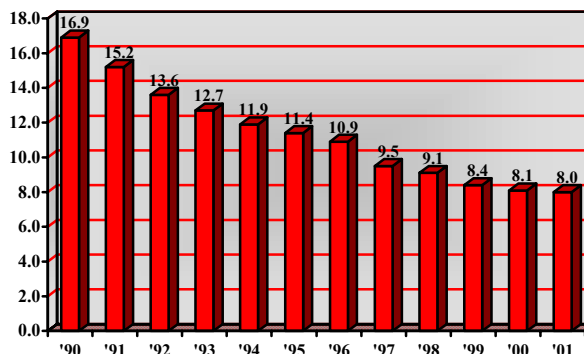


The enforcement activities of these agencies contributed significantly to the low number of alcohol-related fatalities. Those 118 fatalities represent the third lowest number of alcohol-related fatalities in the state's history. The alcohol-related fatality rate of .39 per 100 million vehicle miles traveled was well below our target goal of .45 or less (see graph above).

The percentage of total traffic fatalities that were alcohol-related was also the third lowest ever at 26% and made it possible for us to achieve our goal of 28% or fewer alcohol-related traffic fatalities. This figure placed Iowa among the best ten states in the nation, in terms of lowest percentage of fatalities that were alcohol related.

Alcohol-related injuries hit an all-time low with 2,443 injuries in 2000. Over the decade of the 1990s, alcohol-related injuries in Iowa declined 38% while the injury rate per 100 million vehicle miles traveled fell 50%.

Alcohol Related Traffic Injury Rates



Education/Training

In addition to coordinating traffic safety/law training for magistrates and other judicial personnel, the Executive Director of Judicial Education was an active participant in the Iowa Alcohol Forum coordinated by the Governor's Traffic Safety Bureau. The *Prosecuting Attorneys Training Coordinator* (PATC) hosted two statewide prosecutor training events with a total of 315 prosecutors in attendance. The staff attorney participated in nine events related to impaired driving prosecution/adjudication covering issues such as youth alcohol, OWI reporting, drug enforcement/adjudication issues and legislative issues. In addition, 26 in-service workshops were held including one for Iowa magistrates and one for the Iowa Traffic Control and Safety Association's Annual Meeting. PATC also played a pivotal role in conducting Iowa's successful one-day Alcohol

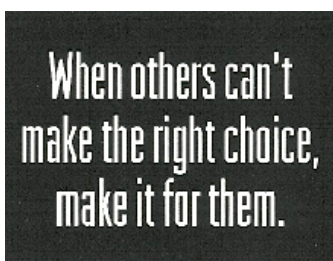


Forum. The efforts listed above helped Iowa maintain an OWI conviction rate of just less than 90%.

The *Iowa Law Enforcement Academy* conducted nine Standardized Field Sobriety (SFST) basic courses with 265 officers trained. In addition, 16 Drug Recognition for Street Officers courses reached 388 law enforcement personnel. One Occupant Restraint Usage and Enforcement class was held and 246 students received SFST Update Training.

Public Awareness

The *Integer Group* under contract with the GTSB, created and distributed an anti impaired driving public service announcement (PSA) entitled "Rewind." The spot shows an impaired driver losing control of his vehicle and hitting a semi-tractor. It then replays the events leading up to the crash with a different set of intervening circumstances. In addition to television spots, companion radio and newspaper spots were developed and utilized with the total media exposure value estimated at \$265,000. In addition, over 100 movie theaters across the state continued to show the popular impaired



Don't let them drive drunk.

Governor's Traffic Safety Bureau

This print ad was released as a companion spot to The Integer Group's "Rewind" PSA.

driving PSA "ATM" developed in FFY 2002.

Local law enforcement agencies funded under the 402 alcohol emphasis area conducted 322 public information and education activities, more than twice the collective goal of 144. The Iowa City Police Department led the way with more than 100 public information and education activities. Local school programs, booths at fairs and mall shows and local radio programs were among the featured activities.

Support Services

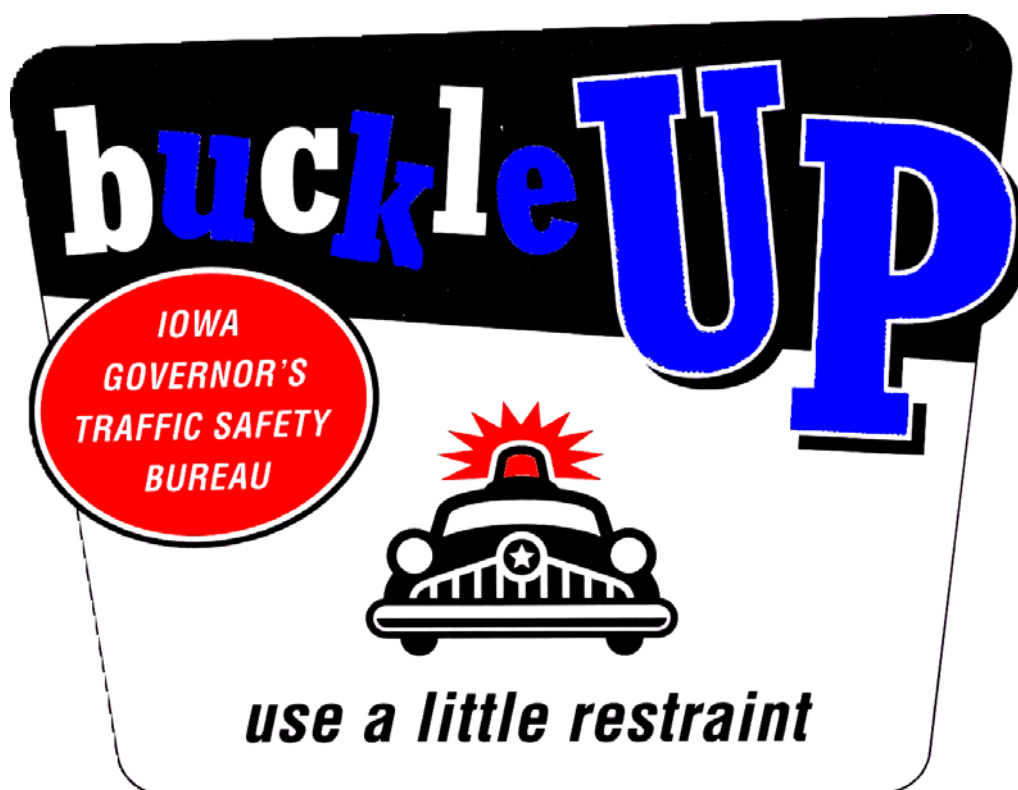
The Criminalistics Laboratory of the *Division of Criminal Investigation* analyzed 1,576 samples for the presence of alcohol and other drugs.

FUNDING	BUDGET	EXPENDED
Section 402	\$536,750	\$492,782

CONTACT

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Occupant Protection



Occupant Protection Emphasis Area Contractors:

	<u>Budget</u>	<u>Expended</u>
Ankeny Police Department	\$5,000	\$4,966
Department of Public Health	\$15,000	\$5,994
Governor's Traffic Safety Bureau	\$36,000	\$13,673
GTSB Educational Materials	\$55,000	\$49,874
GTSB Travel	\$5,000	\$250
Iowa Health System	\$20,000	\$16,716
Iowa State Patrol - C.A.R.E.	\$125,000	\$123,704
Iowa State Patrol	\$135,000	\$129,238
Iowa State University	\$3,750	\$3,458
The Integer Group	\$80,000	\$78,998
University of Iowa Injury Prevention	\$20,000	\$20,000

Special Occupant Protection Emphasis Area

Contractor:

	<u>Budget</u>	<u>Expended</u>
Department of Public Health	\$35,000	\$0
GTSB Printing	\$6,469	\$0

Occupant Protection Incentive (405a) Emphasis

Area Contractor:

	<u>Budget</u>	<u>Expended</u>
Blank Children's Hospital	\$25,000	\$17,181
Department of Public Health	\$130,000	\$103,997
GTSB Promotional Items	\$5,000	\$1,736
GTSB Travel	\$10,000	\$4,139

Child Passenger Safety Education (2003b)

Emphasis Area Contractors:

	<u>Budget</u>	<u>Expended</u>
Department of Public Health	\$25,000	\$0
GTSB Printing	\$4,812	\$0
The Integer Group	\$30,000	\$29,208
Travel & Training	\$12,000	\$0

Occupant Protection

**PROGRAM CHARACTERISTICS**

Enforcement
Education/Training

TARGETED POPULATION(S)

General Public
Nurses/Teachers/
CPS Technicians
Parents/Day-care Providers
Family Service Workers
Car Dealers

PROBLEM IDENTIFICATION

Each year, more than 400 persons are killed and over 3,500 seriously injured in Iowa traffic crashes. In 2001 alone, 447 persons lost their lives. Two hundred of those were unbelted vehicle occupants. Besides impaired driving, speeding and stop sign/light violations, the lack of restraint use is a major contributor to death and serious injury in traffic crashes.

Low use populations identified in the state through crash outcomes, seat belt citations and observational surveys include persons ages 16-30, particularly males, vehicle operators in rural areas and children ages 3-5.

GOALS AND 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 safety belt/child restraint information to target audiences through publications and conferences.
- ◆ To initiate safety belt and child passenger safety programs aimed at low use populations with emphasis on children ages 0-8 and youth through age 18.
- ◆ To achieve a statewide child restraint use rate of 80% by the end of FFY 2002.
- ◆ To achieve a statewide safety belt use rate of 85% by the end of FFY 2002.
- ◆ To continue support for the upgrade of Iowa's child restraint law.
- ◆ To provide staff for Iowa's statewide child safety seat education program (Special Occupant Protection Program).
- ◆ To continue one FTE to manage child passenger safety programs in Iowa and to assist in developing 15 child safety seat fitting stations providing education on all phases of proper use of occupant protection systems for children.
- ◆ To provide and coordinate child safety seat community training - 4 to 8-hour sessions.

- ◆ To develop and implement one child safety seat conference to update technicians.
- ◆ To purchase and distribute child safety seats for distribution at checkup events/fitting stations when child safety seats are unsafe to use.
- ◆ To provide three 4-day certification training sessions in the proper use of child safety seats.
- ◆ To develop and purchase educational/promotional materials to support training, checkup events and fitting stations.
- ◆ To develop, with the state Safe Kids Coalition, a pilot program to promote proper use of child restraints through Iowa pediatricians and family physicians.
- ◆ To increase the correct use of child safety seats utilizing PSAs demonstrating appropriate installation and use.
- ◆ To promote the correct use of child safety seats with educational brochures and other materials available in both English and Spanish.

STRATEGIES AND ACTIVITIES

Occupant protection efforts funded by the GTSB benefit from safety belt and child safety seat enforcement that occurs as part of alcohol and police traffic services enforcement contracts. During FFY 2002, nearly 10,000 belt

enforcement actions resulted from overtime under these two areas. While public information and education take the front seat in occupant protection funded activities, selective overtime by the *Iowa State Patrol*, funded under the occupant protection section, is an important component of the overall safety belt effort.

The Bureau's most significant and comprehensive occupant protection public awareness effort is the mass media campaign produced by *The Integer Group*. The companion for FFY 2002 utilized the theme "use a little restraint" and featured a 1950s style police car and miniature life-like male and female figures. The companion reinforces the theme that safety belt use requires little effort and is the rational, reasonable, responsible thing to do. The miniature car and characters add a light, humorous touch, enabling the ads to be supportive of safety belt use without seeming too moralistic or heavy handed.

The *University of Iowa's Injury Prevention Research Center* conducted a comprehensive statewide child passenger restraint study. The *Iowa Health System* (formerly the Iowa Rehabilitation Network) continued its successful TIPS/Think First program. The program features assemblies at high schools and junior highs across the state featuring individuals who have experienced traumatic injuries in crashes. These first person accounts help to drive home the reality that traffic crashes are not victimless events and that the consequences of one simple mistake or error in judgment can be life threatening, permanent and profound.

The *Iowa Department of Public Health* continued the Bucklebear program that works with local childcare centers, especially those with large at-risk populations, to educate parents on the importance of child restraints and safety belt use.

On the enforcement side of the equation, the *Iowa State Patrol* continued to play a major role in Operation C.A.R.E. (Combined Accident Reduction Effort), the national holiday enforcement effort. In addition, the Patrol conducted selective overtime enforcement on a regular basis, including joint efforts with local law enforcement. These efforts involve speed and OWI enforcement as well. Other enforcement activities included efforts by the *Central Iowa Traffic Safety Task Force* (CITSTF), which combined multi-agency occupant protection enforcement and safety belt promotion/educational campaigns.

The *Iowa State University's* child restraint education program focused on the University's sizable population of international families. Beyond 402, several important activities occurred utilizing TEA-21 Incentive funds:

Under the Section 2003b, child passenger safety education incentive grant, efforts continued to promote the establishment of child safety seat fit stations with an ultimate goal of at least one fit stations in each of Iowa's 99 counties. Utilizing 2003b, *The Integer Group* continued promotion of a series of public service announcements focused on incorrect child safety seat use or installation.

Funds received under Section 405a, occupant protection incentive, were used to continue and expand the training of child passenger safety technicians and instructors.



CPS Techs Kathy Leggett of Blank Children's Hospital and Lisa Lutz of the IDPH work at one of the many child restraint inspection events held across the state. Lisa's position and Kathy's program are both supported via Section 405a funds.

In addition to these efforts, Iowa is active in the Section 157 Innovative program working with the *Iowa Illinois Safety Council* on corporate seat belt use promotion, with the *Iowa Law Enforcement Academy* on occupant restraint training issues and with *The Integer Group* on public information efforts. The 157 Innovative program also funds a full-time GTSB staff person, Adam Buck, who administers Iowa's sTEP grants, which are funded by Section 157 Incentive funds. During FFY 2002, these grants reached more than 130 Iowa law enforcement agencies and played a critical role in the state's overall enforcement programs (see details in the 157 Incentive portion of this report).

RESULTS

Iowa is proud of its 9th in the nation status in overall seat belt usage, our primary safety belt law and that our seat belt usage has exceeded 80% for the first time. We are also proud of our Life Toll, maintained by the Iowa DOT since 1986 when Iowa's seat belt law was enacted. Iowa's Life Toll now contains the names of more than 4,900 persons spared death or life-threatening injury in a crash because they were buckled up.

Despite these achievements, much remains to be done. At least 350,000 Iowans still travel unbelted nearly each and every day. These are the 19% who are not regular belt users that we need to reach. Over 200 Iowans died unbelted on our streets and highways last year while countless others were hurt, hundreds of them seriously.

By the end of FFY 2002, *The Integer Group* had produced a new occupant protection PSA for use in FFY 2003. Entitled simply, "Seat Belt Enforcement" the spot shows some typical public reactions to being ticketed for not using a seat belt. The final scene shows a motorist observing, "I would think you would have more important things to do." The deputy replies, "Sir, saving lives is the most important thing we do." This PSA has been approved for use in conjunction with Iowa's expanded STEP beginning in May of 2003.

During FFY 2002, the GTSB continued to benefit from significant movie theater exposure for its occupant protection PSA, "Country Road." Over 100 movie theaters across the state aired Country Road during the summer months,

reaching a captive, age-appropriate audience. It is estimated that well over 100,000 moviegoers viewed this PSA.

The University of Iowa's *Injury Prevention Research Center* continued with the statewide annual child restraint survey. Conducted at 37 sites around the state between the months of May and August, the 2002 survey reflected an overall use of 76%, down 3% from the 2000 and 2001 level of 79%.

Iowa's successful TIPS or Trauma Injury Prevention Strategies program with the *Iowa Health System* continued in FFY 2002. Initiated in the late 1980s, TIPS continues to reach nearly 100 high schools and junior highs around the state and over 20,000 total students each year. This program delivers a very personal and profound message about the tragic and often life-long consequences of driving or riding unbelted, often in conjunction with other high-risk behaviors. Pre and post assembly surveys conducted at 13 high school assemblies showed belt use increased 10% or more at 9 assemblies.

Occupant protection efforts supported by the GTSB include the Bucklebear program with area daycare providers. This year's program involved daycares in *Hardin County* and the *City of Diagonal*. The Diagonal program closed during the year due to financial considerations. A past supplier of Bucklebear materials, the International Center for Injury Prevention, also ceased operation during the year. The Hardin County program, which included a total of 11 childcare providers and 25 in-home daycare providers, was successfully completed. They were able

to conduct 12 child safety seat check-up events. Among those impacted was a large and growing Hispanic population.

The *Iowa State Patrol* spearheaded occupant protection enforcement in this emphasis area. The ISP's Operation C.A.R.E., part of a nationwide holiday enforcement initiative, resulted in a total of 3,633 enforcement hours. They generated 1,209 occupant protection contacts and over 6,000 speed/moving violation contacts. Holiday periods targeted by C.A.R.E. include Thanksgiving, Christmas, Memorial Day, the 4th of July and Labor Day.

A second *Iowa State Patrol* occupant protection effort involved statewide selective overtime. A total investment statewide of 3,517 hours or 390 overtime shifts resulted in 2,603 seat belt citations and memos as well as 5,640 speed and other moving violation contacts. These efforts by the ISP were instrumental in pushing Iowa's overall seat belt use rate to 81%, the highest in the state's history and 9th best in the entire nation.

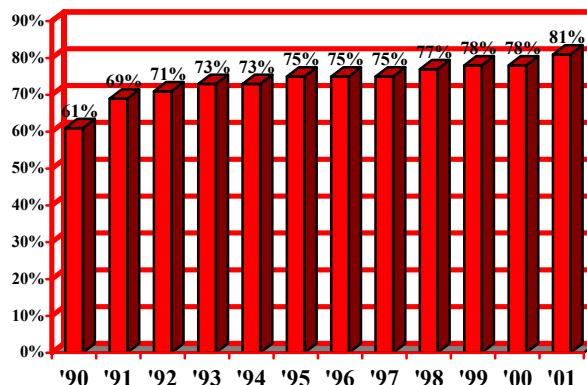
Iowa State University's Department of Public Safety conducted a child safety seat use campaign with emphasis on the University's significant number of international families. In addition to distribution of child safety seat educational materials, 66 child restraints were purchased and distributed.

The final element funded as part of the occupant protection emphasis area was a multi-agency, local cooperative enforcement effort in greater central Iowa. The *Central Iowa Traffic Safety Task Force* or CITSTF program highlights included saturation patrols in

July, August and September in and near road construction zones. The group also held several meetings and discussions regarding the purchase and distribution of educational materials and an educational display unit.

In addition to setting the all-time high statewide seat belt use rate of 81%, Iowa is also poised to record its lowest statewide fatality total in 18 years. As of November 12, 2002, the state is running at least 25 fatalities below the 2001 comparable year-to-date figure.

Statewide Seat Belt Usage Rates



Under the 2003b umbrella, *The Integer Group* produced support materials and incentives for use in conjunction with an 11 video series on correct child safety seat usage. Various novelty items for use by children were developed including mini tattoos and t-shirt iron-ons. A lapel pin for Certified Child Passenger Safety Technicians was also designed, produced and distributed. Companion brochures to the video series, in both English and Spanish, originally printed last year were reprinted. Program materials developed under this contract were distributed *Blank Children's Hospital* and the Iowa SAFE Kids Coalition.



Under 405a Occupant Protection Inventive funds, support for certified Child Passenger Safety Technician and Instructor training was provided by the *Bureau of EMS* at the Iowa Department of Public Health. Highlights for FFY 2002 include the training of 123 CPS Technicians. This training occurred as part of a comprehensive 4-day program offered at eight locations across the state. In addition, 17 local child safety seat training events, ranging from 2 to 8 hours in time, were held.

Child safety seat check-up events were held in all parts of the state; 33 of them with sponsorship from the Iowa Department of Public Health and many others with the support of the Iowa SAFE Kids Coalition. A total of 175 child restraints were purchased and distributed at safety seat check-ups. Four new CPS Instructors were trained and certified as well.



Seventy-five of Iowa's certified Child Passenger Safety Technicians gave up their Saturday to inspect child restraints at the Ford Boost America event.

One big event during FFY 2002 was the Ford Boost America Booster Seat Giveaway. This was held on June 22, 2002 at Drake University in Des Moines

(central Iowa) and over 250 booster seats were given to low-income families on the day of the event. In all, Iowa received 6,000 booster seats for distribution from the Ford program.

Blank Children's Hospital began an evaluation of child passenger seat events across the state. A part-time worker was employed. From April 1st through September 30, 2002, a total of 91 events were documented. Data from 78 of those events indicate that 1,846 child restraints were checked and 606 new restraints were distributed. Staff from Blank Children's Hospital also developed a child safety seat Website and distributed educational materials to physicians, especially pediatricians and family practitioners.

While the 157 Innovative Occupant protection program has separate reporting requirements, we would like to briefly note four key components of the program: 1) funding support for the GTSB's sTEP Coordinator, 2) a successful employer seat belt use program with the *Iowa Illinois Safety Council*, 3) law enforcement occupant protection training with the *Iowa Law Enforcement Academy*, and 4) public information and education related activities with *The Integer Group*.

FUNDING	BUDGET	EXPENDED
Section 402	\$541,219	\$446,871
Section 405a	\$170,000	\$127,053
Section 2003b	\$71,812	\$29,208

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Police Traffic Services



Police Traffic Services Emphasis Area Contractors:

	<u>Budget</u>	<u>Expended</u>
Ankeny Police Department	\$12,000	\$11,309
Bettendorf Police Department	\$14,500	\$13,560
Burlington Police Department	\$12,000	\$9,693
Cedar Rapids Police Department	\$20,000	\$19,100
Clinton Police Department	\$11,000	\$9,913
Clive Police Department	\$6,500	\$6,219
Coralville Police Department	\$8,300	\$8,296
Davenport Police Department	\$18,500	\$18,399
Department of Transportation	\$5,000	\$5,000
Des Moines County Sheriff's Office	\$3,500	\$3,500
Des Moines Police Department	\$21,500	\$21,082
Farm Safety 4 Just Kids	\$18,000	\$15,287
Fort Dodge Police Department	\$3,200	\$2,700
GTSB Travel	\$5,000	\$5,000
Hiawatha Police Department	\$6,500	\$5,900
Iowa State University	\$3,750	\$3,725
Johnson County Sheriff's Office	\$4,000	\$4,000
Johnston Police Department	\$13,300	\$12,410
Keokuk Police Department	\$2,000	\$2,000
Lee County Sheriff's Office	\$13,000	\$10,495
Marion Police Department	\$13,000	\$13,000
Marshall County Sheriff's Office	\$6,400	\$6,042
Mount Vernon Police Department	\$1,500	\$1,500
Muscatine Police Department	\$9,500	\$7,635
Norwalk Police Department	\$4,500	\$2,692
Pella Police Department	\$2,000	\$1,903
Pleasant Hill Police Department	\$2,000	\$2,000
Story County Sheriff's Office	\$5,500	\$4,574
Warren County Sheriff's Office	\$4,000	\$4,000

Police Traffic Services

**PROGRAM CHARACTERISTICS**

Enforcement
Education
Equipment

TARGETED POPULATION(S)

Impaired/Unbelted Drivers
Speeders
Youth & Elderly
Bicyclists

occupant protection use also contributes to over 200 traffic fatalities per year.

For this reason, 402 enforcement in the police traffic services emphasis area focuses on speed, serious moving violations such as failure to yield at stop signs/lights, occupant protection use and alcohol/impaired driving.

GOALS AND OBJECTIVES**PROBLEM IDENTIFICATION**

During 2001, Iowa recorded 447 traffic fatalities, two more than in 2000 when 445 persons were killed in Iowa crashes. At the same time, Iowa's traffic fatality rate decreased from 1.49 to 1.48 deaths per 100 million vehicle miles traveled (VMT). The mileage death rate represents a new all-time low for the state and places Iowa below the national average of 1.52 and lowest among the NHTSA Region 7 states. Over 35,000 persons were injured in 2000 traffic collisions, more than 3,500 of them seriously.

Among the largest contributors to traffic-related fatalities and injuries in the state, in addition to impaired driving, is failure to yield or stop at stop signs and lights, which causes an average of 70 traffic deaths each year. Another contributor is excessive speed. Excessive speed or speeds too fast for the road conditions results in an average of 50 traffic deaths annually. Lack of safety belt or

- ◆ To maintain/increase enforcement contacts with traffic law violators in identified high-risk jurisdictions in Iowa.
- ◆ 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 2002.
- ◆ To achieve a statewide traffic fatality rate of 1.6 fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2002.

STRATEGIES AND ACTIVITIES

As noted earlier, four main categories of traffic law violations constitute the primary causative factors to fatal and serious injury crashes in Iowa. Police traffic services contractors address these problem areas with a combination of selective overtime enforcement and public education activities. In the enforcement arena, all contractors are required to conduct cooperative, multi-agency events such as safety checkpoints and saturation patrols. Enforcement focused on speed and other serious violations, occupant protection and impaired driving is also required.

Companion efforts in the public information and education area are required for each 402 PTS contractor. These activities typically include, but are not limited to, programs aimed at young as well as elderly drivers, presentations at schools and programs targeting specific highway safety issues.

Enforcement

Enforcement operations are the “bread and butter” of police traffic service related activities. In fact, 18 of the 20 PTS contracts funded by the GTSB in 2002 were with enforcement agencies, including 15 police departments and three sheriffs’ offices. Because a number of key factors, such as impaired driving, non use of safety belts, speed and stop sign/light violations are major factors in fatal and injury crashes, all 18 enforcement agencies under the PTS umbrella had target goals for OWI, occupant restraint, speed and other moving violation contacts. Since each

community has unique characteristics, roadway systems, demographics and traffic safety issues, different enforcement agencies may have a stronger focus in some areas. All 18 agencies participated in one or more corridor enforcement events during FFY 2002. These specialized one-day events target high-crash, injury and fatality routes in the state, including a number of interstate and high-volume travel U.S. highways. Most of the 18 PTS-funded enforcement agencies also participated in Iowa’s STEP or special Traffic Enforcement Program effort, which also involved nearly 140 police departments and sheriffs’ offices from Iowa’s smaller and medium-sized counties.

Education

A highway safety educational effort aimed at rural youth is one significant “non-traditional” program funded under PTS. This program is administered by the non-profit organization *Farm Safety 4 Just Kids* and addresses some of the particular driving challenges found by rural youth such as driving on gravel roads (with their ever-changing surfaces), uncontrolled intersections and sharing the road with farm equipment. The fatality rate on secondary (rural) roads in Iowa is more than three times higher than on city streets and four to five times higher than the interstate system.

Sixteen communities committed to the third year of this project. Promotion of the program was conducted in a variety of ways with local newspapers and radio stations on the forefront of the effort. Their Web site, www.buckleuptruck.org,

is also available to promote the program and was also utilized to recognize local projects.

RESULTS

Enforcement

A total of 18 law enforcement agencies including 15 police departments and three sheriff's offices conducted selective overtime activities funded under PTS. Alcohol and impaired driving share the spotlight with non-use of safety belts as the #1 killer and contributing factor in life-threatening injuries resulting from traffic crashes. Last year, 118 people lost their lives in Iowa crashes involving drinking drivers. It is estimated that another 450 persons suffered life-threatening injuries in crashes where drinking and impaired drivers were behind the wheel.

The 18 PTS enforcement agencies combined for 1,048 alcohol-related contacts, an average of 58 per agency, up 10% from last year's average of 53. Eight agencies exceeded their goals. The *Davenport Police Department* led with more than 100 OWI contacts. Three additional agencies totaled 50 or more OWI contacts including police departments from *Clive* with 88, *Norwalk* with 64 and *Ankeny* with 59.

Last year, over 200 Iowans died unbelted in traffic crashes. Dozens could have been saved if only the drivers and passengers had taken three seconds to reach, pull and click. The PTS enforcement agencies made a substantial contribution to reaching our national goal of 90% use by 2005. A

total of 4,486 occupant restraint contacts were reported, over 400 contacts more than in 2001 despite the fact that four fewer local enforcement programs were funded under PTS.



Marion Police Sponsor Safety Seat Checks

The Marion Police Department sponsored a child passenger safety seat check last week at the police department. Officer Donna Finch, above, conferred with a family on how to properly install the car seat. Finch, who is a certified safety seat technician, also copied the serial number and manufacturer's date to verify whether or not that particular seat had been recalled.

The law requires that all children younger than three-years-old must be secured in a child safety seat. Children three- to six-years old must be secured in a safety seat, safety belt or safety harness that meets federal motor vehicle safety standards when riding in any vehicle other than a school bus or motorcycle.

Violation of the Iowa Child Restraint Law is a misdemeanor.

Finch said that the Marion Police will check out safety seats any time as long as individuals call the department first to make an appointment. Otherwise, planned safety checks are sponsored by the department periodically throughout the year.

Individuals who cannot afford to buy an updated, safety-approved car seat, are urged to contact Aid to Women who may be able to help find a good seat for their child, Finch said.

This article appeared in the Times, a local newspaper in Marion, Iowa, following the third of nine child restraint check-ups held by the Marion Police Department.

The Marion Police Department led all agencies with 624 occupant restraint contacts, nearly twice their agency goal.

Police departments from *Davenport* and *Clinton* exceeded 500 safety belt actions while six other agencies recorded between 200 and 450 restraint contacts. Those agencies include police departments from *Ankeny*, *Des Moines*, *Fort Dodge*, *Hiawatha*, and *Cedar Rapids* as well as the *Lee County Sheriff's Office*. In all, 11 of the 18 PTS enforcement agencies exceeded their individual safety belt contact goals. The 18 agencies averaged nearly 250 occupant restraint contacts per agency.

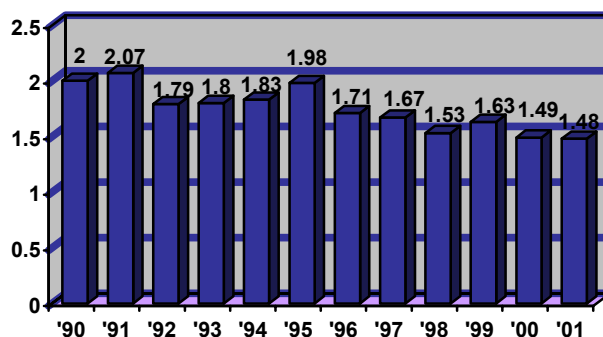
Excess speed or speed too fast for conditions is a contributing factor in nearly 50 fatal crashes each year while other moving violations such as failure to stop at or yield for stop signs and stop lights results in upwards of 70 traffic deaths annually.

PTS-funded enforcement agencies tallied 9,622 speed and other moving violation contacts during FFY 2002; an increase of more than 500 from the FFY 2001 total. Sixteen of the 18 agencies or nearly 90% exceeded their individual goals for speed and other moving violation contacts. Among the leaders in terms of contact totals were the *Cedar Rapids Police Department* with 1,051, *Marion PD* with 949, *Bettendorf PD* with 799 and *Ankeny PD* with 744 contacts. Nine agencies recorded 500 or more contacts involving speed or other moving violations while six more agencies totaled 300 or more contacts.

In summation, PTS-funded enforcement agencies reported over 15,000 traffic-related enforcement actions. PTS-funded agencies averaged over 840 enforcement actions, up more than 25% from the FFY 2001 figure of 670. These

efforts played a critical role in Iowa's achievement of a 1.48 fatality rate per 100 million vehicle miles traveled in 2001. This figure is the lowest in the state's history and represents just the second time the fatality rate has slipped below 1.5. With 2002 YTD fatalities down by 30, or more than 9%, for the first 10 months of calendar year 2002, Iowa should have its lowest annual fatality total since 1984. The state also has a realistic chance to set a 57-year low with fatalities at their lowest level since WWII.

**Statewide Traffic Fatality Rate
per 100 million vehicle miles traveled**



Education

Public information and education is an essential component in nearly all successful traffic safety applications and initiatives. During FFY 2002, the 18 PTS enforcement agencies reported over 270 public information and education contacts with 13 agencies achieving or exceeding their goal of 12 public information/education contacts per year.

People ages 15-24 represent Iowa's highest risk population for crash involvement. This is especially true in rural areas where young people drive

more, begin driving earlier and drive on secondary roads where the fatality rate is four to five times higher per mile driven than on Iowa's safest roads, that being our rural and urban interstates.

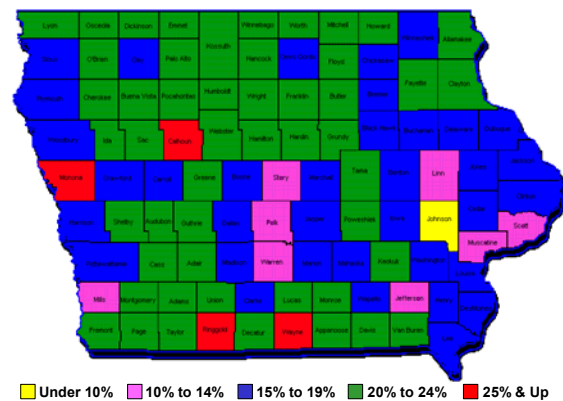
Because of these factors, the private non-profit group *Farm Safety 4 Just Kids*, with funding support from the GTSB, initiated a safety program aimed at rural teen drivers. Now, in its third successful year, the rural roadway safety program focuses on youth education regarding safety belt use, impaired driving and other safe driving behavior. One element of the program puts special attention on pick-up truck operators, the vehicle of choice or availability for many rural teen drivers.

During FFY 2002, program activities involved teens from 16 Iowa communities. This represents a growth of 33% from FFY 2001 when 12 local youth groups participated. FFA and 4-H groups served as local hosts and sponsors. Program activities included traffic safety education sessions featuring local law enforcement officers and Iowa State Patrol troopers. All 16 groups developed traffic safety community programs that included the formation of action plans. Another main feature is local safety belt checkpoints conducted after the traffic safety education programs. Safety vests were purchased and utilized by teens working in the checkpoint/belt survey efforts. The program is well promoted with radio PSAs distributed to more than 100 stations statewide. Fifteen local radio stations and 18 local newspapers provided press coverage in 15 of the 16 program communities, developing both awareness and support among the

general population in those areas. Four youth groups benefited from local television coverage as well.

PTS funds also supported Iowa's first statewide Older Driver Forum, held at the University Park Holiday Inn in Des Moines, June 19-20, 2002. The Forum featured discussions of Iowa's growing mature driver population, driver licensing accommodations, medical issues, older driver refresher training and roadway improvements. A total of 199 persons attended with over one-half of them being senior drivers.

% of Drivers 65 and Older by County



FUNDING	BUDGET	EXPENDED
Section 402	\$249,950	\$230,664

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Program Management



Program Management

**PROGRAM CHARACTERISTICS**

Education
Technical Assistance

TARGETED POPULATIONS(S)

GTSB Staff
Program Administrators

PROBLEM IDENTIFICATION

Each year, nearly 65,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, 3,500 or more serious injuries and nearly 450 fatalities. The timely and prudent administration of federally funded highway safety programs such as 402 and 410 is a key element in Iowa's efforts to reduce the death and injury resulting from traffic collisions on our streets and highways.

GOALS AND 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.

STRATEGIES AND ACTIVITIES

Ms. Jan Goldsmith retired as Central Iowa Area Administrator and Occupant Protection Coordinator for the GTSB in February 2002 after 17 years of distinguished service with the Bureau. Lu Simpson, formerly the GTSB's sTEP Coordinator was promoted to the position. Lu is responsible for a number of occupant protection initiatives including Iowa's statewide drive to increase seat belt use to a rate of 90%. Ms. Simpson develops grant proposals for 157 Innovative, 405a and 2003b programs and monitors 157i, 164, 402, 405a and 410 contract activities. Lu did "double duty" for over six months during FFY 2002 continuing to manage the sTEP program as well as her new duties until September 2002. In addition, she is a member of the Iowa Traffic Control and Safety Association and the Iowa Occupant Advisory Committee.

Mr. Mark Campbell continued as the Eastern Iowa Area Administrator, the Youth Coordinator and the Police Traffic Services Coordinator. He is responsible for the development, publication and distribution of the GTSB's quarterly traffic safety newsletter *CrossRoads*. In addition, Mark oversees the monthly monitoring of 164, 402 and 410 contracts. As Youth Coordinator, he is involved in the GTSB's youth/alcohol effort, including programs with Iowa State University and is part of the ISU Get A Grip Youth Alcohol Advisory Council. During FFY 2002, Mark continued to promote the efforts of multi-disciplinary safety teams including the

Scott County, Dubuque County and Woodbury County Multi-Disciplinary Safety Teams. In cooperation with the DOT and others, Mark worked to foster the MDST climate throughout Iowa's traffic safety community. With the DOT and Iowa's Safety Management System, Mark laid the groundwork for incident management training sessions to be held in both Ames and the Quad Cities.

Mr. Dennis Becker served the GTSB as the Western Iowa Area Administrator and as Alcohol Programs Coordinator. As the Program Manager of the state's Drug Evaluation and Classification Program (DECP), Mr. Becker has been responsible for the broad expansion of Iowa's DECP. Governor Thomas J. Vilsack recognized the efforts of Drug Recognition Experts (DREs) and other law enforcement personnel by declaring October 2002 as Drug Evaluation and Classification Program Month. In addition to working with impaired driving issues, Mr. Becker was responsible for monitoring 164, 402 and 410 contracts. He serves on several working groups including the Black Hawk County Arrive Alive Committee, the Woodbury County Safe Community Coalition and the Red Ribbon Campaign Planning Committee. Mr. Becker is also a member of the Iowa Traffic Control and Safety Association.

Mr. Carson Whitlow continued to serve as the State Programs Administrator. He was responsible for monitoring 164, 402, 405a, 410, 411 and 2003b contracts. In addition, he served as staff liaison for the development of a statewide traffic safety conference. Carson also serves as facilities coordinator a number of other GTSB-sponsored events, including corridor

enforcement planning meetings. He manages GTSB public information efforts at the Iowa State Fair and is responsible for the GTSB's inventory tracking. Mr. Whitlow acts as the Bureau's coordinator for computer related issues and is on the Department of Public Safety's Web Team.

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. Mr. Thompson composes the Bureau's Annual Report, Highway Safety Plan and statewide Problem Identification. He oversees the development of performance measures and objectives for 164, 402, 410 and 411 contracts. Mr. Thompson serves as Co-Chair of Iowa's State Traffic Records Advisory Committee and as Secretary of the Transportation Research Board's Transportation Safety Management Committee. He is also a member of the Iowa Safety Management Systems Coordination Committee and the State Trauma Systems Advisory 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. She also assists with office correspondence and other documents and handles ordering of all office supplies and printing. Ms. Hochstetler coordinates the scheduling of Vince and Larry appearances around the state and responds to a large number of requests for public education materials. She manages the Bureau's inventory of

educational and promotional items, including the audio/visual loaner library.

Once again, the *Iowa State University Office of Continuing Education* worked under contract with the Governor's Traffic Safety Bureau to provide staff and support services for the Bureau's annual highway safety conference. The goal of the conference is to initiate a dialogue with key local, state, federal and private sector leaders to identify highway safety priorities, supported by problem identification where possible, in order to improve traffic safety in Iowa and achieve the goals of the Iowa Highway Safety Plan. A statewide audience of approximately 300 individuals attends.

RESULTS

Program management expertise was provided for in the preparation, implementation and monitoring of all state and local programs. Clerical services were provided in support of total program efforts. Technical and analytical expertise to plan and evaluate all GTSB highway safety programs was provided. Technology sharing endeavors at local, state and national levels were participated in by the Governor's Traffic Safety Bureau staff and provided for other agencies.

In March, 264 people received the latest information on traffic safety issues at the Bureau's annual traffic safety conference held in Cedar Rapids. Above and beyond the informative sessions, the conference enables contractors to share program activities and insights.

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. Kip, an Iowa DRE, was killed in 1993 after being struck by an impaired driver while directing traffic away from the scene of a fatal accident (also involving an impaired driver). A plaque honoring Kip and each year's recipient is displayed at the Iowa Law Enforcement Academy.

Each year at the conference, the Iowa Department of Public Safety recognizes outstanding traffic safety contributions by individuals. The Commissioner's Special Award for Traffic Safety winners contribute in a leadership role to traffic safety issues by promotion and awareness in his/her area of expertise. Categories include Criminal Justice, News Media, Health Professionals, Business and Children and Youth Advocates. During the 2002 Governor's Highway Traffic Safety Conference, 25 individuals were honored for their outstanding contributions.



Recognized in the Health field were Cynthia Haskin, Allen Hospital, Waterloo; Sharon Cashman, Waverly Municipal Hospital; Lori Becker, State Farm Insurance, West Des Moines; and Deb Chudzinski, Covenant Medical Center, Waterloo.



David Dudley, Iowa Law Enforcement Academy; Kim Snook and David Stutz (not pictured), Iowa Dept. of Transportation, Dr. Chuck Cychosz, Ames Police Department; Mary McBride, resident of Des Moines and Jerry Stanton, Ignition Interlock, were each recognized for their individual efforts.



Iowa State Troopers recognized for their individual traffic safety efforts included Trooper Richard Pierce, Post 10, Oelwein; Trooper Robert Battles, Post 1, Des Moines; Trooper Marc Griggs, Post 1, Des Moines; Trooper Ryan Moore, Post 8, Mason City; and Trooper David Driesen, Post 6, Spencer.



Law enforcement officers that were recognized included Sergeant Mark Nagel, Urbandale Police Department; Officer Randy DePhillips, West Des Moines PD; Chief Mark Bowersox, Polk City PD; Officer Loretta Adams, Cedar Rapids PD; Officer David Droll, Iowa City PD; Chief Roderic Russell, Donnellson PD; Officer Jared Kirby, Centerville PD; and Captain Tom Erceg, Cedar Rapids Police Department.

Two theater executives, who could not attend the conference, were presented their awards at a later date. Terry Dotson of Fridley Theaters, Inc., and James Emerson of Central States Theatre Corporation, both in Des Moines aired traffic safety PSAs at more than 100 of their theater locations. Running for several weeks, the messages reached well over one million moviegoers.

FUNDING	BUDGET	EXPENDED
Section 402	\$580,000	\$555,002

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Pedestrian/Bicycle *Safety*



Pedestrian/Bicycle Safety Emphasis Area

Contractors:

	<u>Budget</u>	<u>Expended</u>
Department of Public Health	\$10,000	\$5,829
Iowa State Patrol	\$15,000	\$14,337

Pedestrian/Bicycle Safety

**PROGRAM CHARACTERISTICS**

Public Information/Education
Training
Safety Equipment

TARGETED POPULATION(S)

Youth/Bicycle Clubs
General Public

PROBLEM IDENTIFICATION

Pedestrians and bicycles make up a significant part of the traffic environment. Traffic crashes involving motor vehicles with bicycles and pedestrians claim 20 or more lives in Iowa each year and result in over 1,200 injuries. Iowa's oldest and youngest citizens (ages 65 and over and 18 and younger) are disproportionately involved in these crashes. While there are no current 402 projects in Iowa that address pedestrian issues exclusively, pedestrian safety is a component in Safe Communities efforts in Woodbury, Black Hawk, Des Moines, Scott and Linn counties.

Bicycles are a primary mode of transportation for persons five to 14 years of age as well as personal and recreational travel for persons of all ages. During the past decade, traffic crashes have resulted in an average of seven bicyclist fatalities and over 600 injuries each year. The 5-14 year old age group alone accounts for over 40% of Iowa's bicycle crash deaths and injuries.

GOALS AND OBJECTIVES

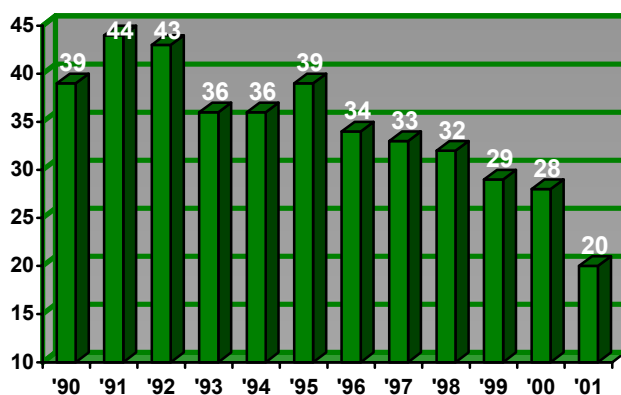
- ◆ To continue to identify and define the pedestrian/bicycle injury fatality problem and establish additional baseline data.
- ◆ To encourage the use of bicycle helmets through educational programs, information and other awareness heightening methods.
- ◆ To provide information on safe off-the-road bicycling alternatives throughout the state to reduce vehicle-bicycle crashes.
- ◆ To develop comprehensive pedestrian/bicycle safety programs in communities.

STRATEGIES AND ACTIVITIES

The Governor's Traffic Safety Bureau contracted with the Iowa Department of Public Health (IDPH), Injury and Disability Prevention Bureau to promote bicycle safety awareness and facilitate the traffic safety education of Iowa's bicycle riding public. IDPH, with input from the GTSB, has identified local bicycle clubs as an effective and appropriate vehicle for addressing bicycle safety education and awareness. Each year, applications from bicycle clubs and related organizations from around the state are solicited, reviewed and evaluated.

Four bicycle groups were awarded grants this year. They were: 1) Glenwood Kiwanis, 2) Healthy Henry County Communities, 3) Nodaway Valley Community Schools, and 4) Marshall County. IDPH provided the clubs with educational materials and program support for safety awareness events such as bicycle rodeos, school presentations, partnerships with local civic clubs and students groups and cooperative activities with local law enforcement.

Statewide Bicycle/Pedestrian Fatalities



In *Glenwood*, the *Kiwanis* Club conducted the Safety on Wheels program. *Henry County* conducted bicycle safety assemblies at local schools. In the *Nodaway School* System, local AmeriCorps teen volunteers were recruited to serve as teen leaders for a series of one-day bike safety camps for elementary students. *Marshall County* added bicycle safety components to their annual Safe 4 Spring program.

In another bicycle safety program aimed at Iowa's highest at-risk population, youth, the *Iowa State Patrol's* safety education officers continued a successful bicycle rodeo program.

RESULTS

While pre-program surveys of helmet use were conducted at just two of the four participating communities, overall post-test results were very good in each community. *Henry County* showed an increase in helmet use from 45 to 64% while *Marshall County* results showed a dramatic increase from 18 to 52%. In *Glenwood*, post usage was a strong 75% while *Nodaway* showed the highest use at 81%. Overall post program use for the four communities averaged 68%, considerably higher than last year's post average of 57%.

In *Henry County*, a total of 78 students participated in a bicycle rodeo that followed bike assemblies at four local elementary schools. Several volunteer groups included State Farm Insurance, the Mount Pleasant Police Department, the Henry County High Wheelers, Henry County Health Center EMS and the Recreation Trails Association.

In *Glenwood*, the Safety on Wheels program delivered 138 bicycle helmets as part of a comprehensive effort, which included school presentations, bike rodeos and a family picnic. They had involvement from Northeast Elementary School, the Optimist Club, Mills County Public Health and the Glenwood Police Department.



Students at Glenwood get valuable experience in bike safety at the bike rodeo sponsored by the Glenwood Kiwanis Club.

Twenty-six students participated in Nodaway's one-day bike safety camps. The school district enlisted the help of the Adair County Extension Office and the AmeriCorps After School Initiative teen volunteers.

In *Marshall County*, the Safe 4 Spring program resulted in the distribution of approximately 100 new bicycle helmets. They did an exceptional job of involving the Marshall County Sheriff's Office, the West and East Marshall PTAs, P.M. Kiwanis, Le Grand Lions Club, the State Center Police Department, Marshall Area Paramedics and State Farm Insurance.

An exciting addition to the statewide bicycle safety education program this year was the "All Heads Covered" bicycle van housed at Blank Children's Hospital. With funding from Prairie Meadows, the van was purchased and stocked with supplies to conduct bicycle rodeos. Any interested group can check it out.

The IDPH also assisted the DOT and the Iowa Association for Health, Physical Education, Recreation and Dance in revising a bike safety curriculum that is being piloted in school districts as part of their physical education requirements. They also worked with the Ackley Volunteer Ambulance Service to provide a display and brochures for an Hispanic Health Fair.

The *Iowa State Patrol* continued their successful bike education program, conducting 23 rodeos that resulted in the distribution of 1,115 helmets and 1,800 bike safety t-shirts.

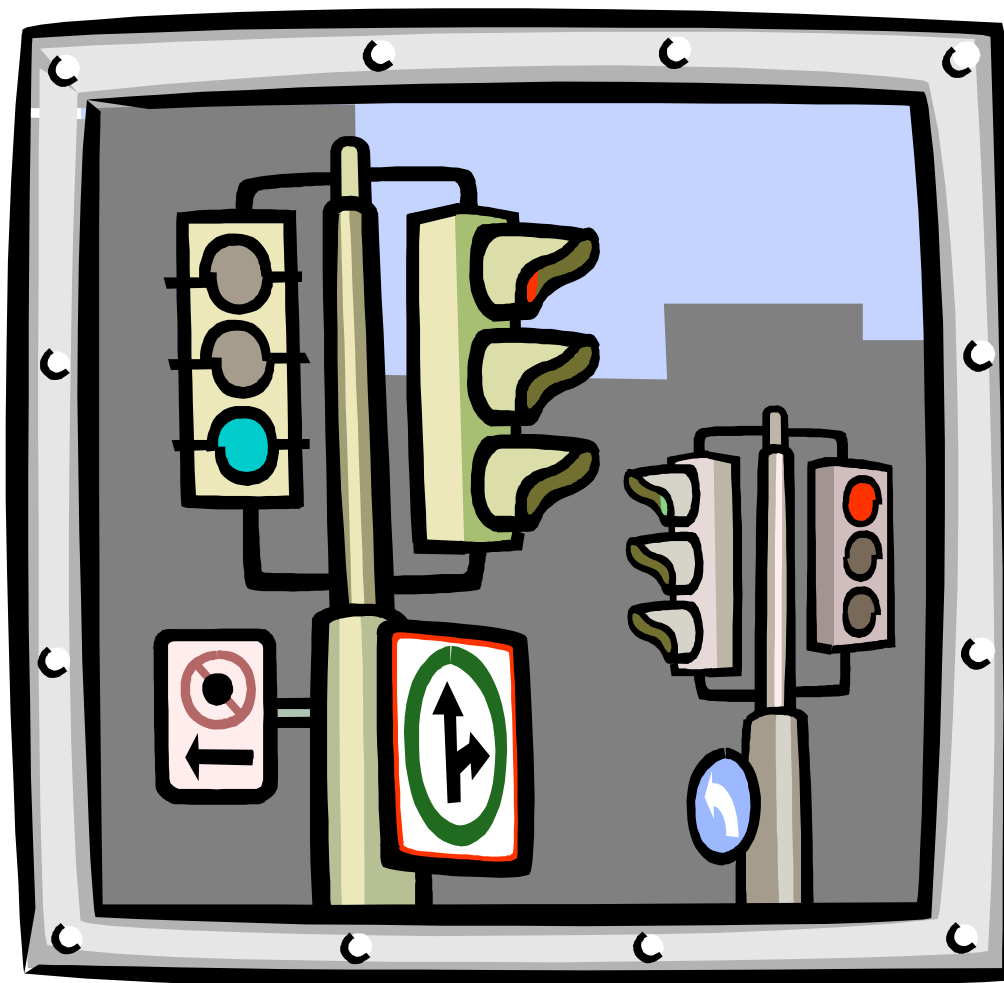
In 2001, for the second consecutive year, Iowa experienced three bicycle fatalities. This is well below the average of seven experienced in the 1990s.

FUNDING	BUDGET	EXPENDED
Section 402	\$25,000	\$20,166

CONTACT

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Roadway Safety

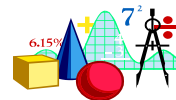


Roadway Safety Emphasis Area

Contractors:

	<u>Budget</u>	<u>Expended</u>
Iowa Department of Transportation		
Office of Traffic & Safety		
Safety Circuit Rider Program	\$60,000	\$60,000
 Iowa Department of Transportation		
Office of Traffic & Safety		
Traffic Engineering Assistance Program	\$100,000	\$100,000

Roadway Safety

**PROGRAM CHARACTERISTICS**

Training
Technical Assistance

TARGETED POPULATION(S)

Engineers
City/County Officials
Enforcement Personnel

PROBLEM IDENTIFICATION

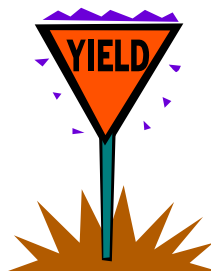
Each year, nearly 70,000 traffic crashes are reported in Iowa. These crashes involve over 100,000 drivers and result in over 35,000 personal injuries, 3,000 or more serious injuries and at least 450 fatalities. Factors in the roadway such as signage, road surface, bridges, railroads, medians, guardrails, lighting and numerous others are an integral part of the crash environment.

GOALS AND OBJECTIVES

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

STRATEGIES AND ACTIVITIES

To bring the potential traffic safety benefits that can derive from traffic engineering studies and subsequent roadway improvements to Iowa's smaller counties and communities, the Governor's Traffic Safety Bureau annually provides 402 funding support for the Traffic Engineering Assistance Program (T.E.A.P.). The Office of Traffic and Safety at the Iowa Department of Transportation contracts with an engineering consulting firm or firms to conduct these studies for local communities which do not have the "in-house" engineering expertise to conduct such studies.



The second major thrust of GTSB 402 supported efforts within the roadway safety emphasis area is the Safety Circuit Rider. The Circuit Rider is a professional engineer who conducts traffic safety training for engineers, technicians, maintenance personnel, flaggers and other road construction personnel. When introduced 13 years ago, this traffic engineering outreach effort was recognized as the Innovative Program of the Year by the FHWA.

RESULTS

During the past three years, the Traffic Engineering Assistance Program or T.E.A.P. has undergone significant expansion thanks to the addition of \$150,000 in state funds to compliment the \$100,000 of traditional 402 funding. This successful example of 402 "seed money" generating support from non-federal sources enabled the Iowa DOT Office of Traffic and Safety to continue to utilize three engineering consulting firms instead of the traditional single firm. The outcome was that 39 T.E.A.P. studies were in progress during FFY 2002, well above the project goal of 16. Eighteen studies were done this year with GTSB support and five were done with state funds. Studies completed and underway include pedestrian routes for students, rail grade crossings, truck routes and traffic safety analysis for intersections and corridors.

T.E.A.P. is of particular significance since it provides engineering analysis expertise to smaller communities that do not have the resources to employ a full-time traffic engineer.



T.E.A.P. helps local governments identify safety improvements as well as the proper use of signs, signals and pavement markings, like the one shown above at a signalized intersection in Charles City.

Iowa's national award-winning Safety Circuit Rider program completed its eleventh year of operation in FFY 2002. During that time, over 7,500 traffic engineers, technicians, maintenance and construction personnel and other highway safety professionals have benefited from the program.

FFY 2002 brought a continuation and expansion of this success with 1,472 individuals being trained, an increase of nearly 1,000 above FFY '01 levels. This training is accomplished through the services of a professional engineer provided by IDOT through a contract with ISU's Center for Transportation Research and Education. This training is essential as highway construction expands in Iowa and major work on I-235 in Polk County has begun.

In addition to the local training described above, the Circuit Rider program also includes the attendance of FHWA approved training courses for local traffic engineers and technicians. This year, 35 individuals took training coursework offered through the Northwestern University in Evanston, Illinois. This figure is well in excess of the minimum contract goal of ten persons trained. CTRE's Safety Circuit Rider, Mr. Tom McDonald also plays an active role in the Iowa Traffic Control and Safety Association and has been involved in an on-going Red Light Running project in Dubuque.

FUNDING	BUDGET	EXPENDED
Section 402	\$160,000	\$160,000

CONTACT

Carson Whitlow
Iowa Governor's Traffic Safety Bureau
515/281-8348

Youth/Alcohol



Booze + Cruise = Lose

Youth/Alcohol Emphasis Area Contractor:

	<u>Budget</u>	<u>Expended</u>
Iowa State University		
Department of Public Safety	\$100,000	\$98,711
West Des Moines Police Department	\$12,500	\$11,803

Youth/Alcohol

**PROGRAM CHARACTERISTICS**

Education/Training
Resource Materials

TARGETED POPULATION(S)

Youth
Parents
Educators
Community Groups

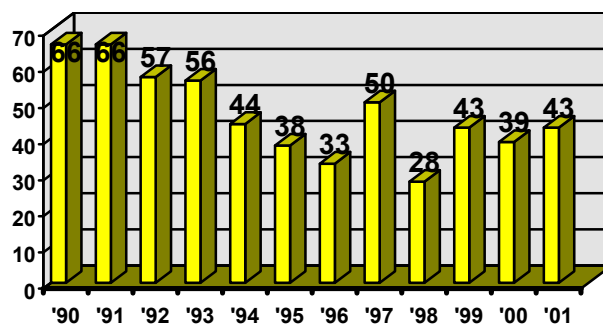
PROBLEM IDENTIFICATION

Younger drivers are at higher risk of traffic crash involvement than any other segment of Iowa's population. People ages 16-24 represent about 16% of Iowa's licensed drivers, but in 2000, they represented over 35% of all drinking drivers involved in a fatal crash. Historically, the 16-24 year old group also represents over 35% of all drinking drivers in injury crashes as well. In addition to the combination of relative inexperience with both driving and drinking, 16-24 year olds traditionally have lower rates of seat belt use than older adults. Over 40% of all Iowa seat belt citations are issued to people 25 years old and younger.

Reducing preventable trauma related death among 15-25 year olds is a primary goal identified in "Healthy Iowans 2010," a blueprint for improving the quality of life for all Iowans.

- ◆ 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 support the enforcement of Iowa's .02 BAC law for drivers under the age of 21 and other laws pertaining to the purchase and consumption of alcohol by underage persons.
- ◆ 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 2002.
- ◆ To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in injury crashes at 33% or less by the end of FFY 2002.

***Drinking Drivers Under 25
In Fatal Crashes***

**GOALS AND OBJECTIVES**

STRATEGIES AND ACTIVITIES

Because a major portion of 410 and 402 funding in the alcohol emphasis area is directed at enforcement, including 16-24 year old drinking drivers, the focus under the Youth/Alcohol emphasis area is education and public information. Iowa State University's contract is the Bureau's foundation for this effort. Also included under Youth/Alcohol is an alcohol enforcement effort with a strong education component directed at youth and conducted by the West Des Moines Police Department.

For the twelfth consecutive year, the University held their successful High School Youth Leadership and Alcohol Prevention "Get A Grip" Conference to bring together high school students and counselors from around the state for three days of intensive training. The conference is dedicated to developing leadership skills, decreasing alcohol-related traffic crashes among Iowa's youth and assisting in forming healthy and safe communities. Besides developing leadership skills, making healthy choices and being a positive role model in their schools and communities, students and adults work together to create prevention strategies to address alcohol and traffic safety in their towns. A major focus is developing action plans and alternative activities for both the school and the community that do not involve alcohol or drugs.

In addition to the Get A Grip effort, the GTSB's program with ISU also provides funding for alcohol-impaired driving education and information for Iowa

colleges and universities. Social norms is a research and data driven project to reflect the actual "norms" of the population of an individual post-secondary school. "Most of us" reflects a norm of NOT drinking and driving, binge drinking, as well as other destructive behaviors.



RESULTS

Iowa State University's Department of Public Safety conducted a series of one-day Get A Grip leadership workshops in addition to two, 2 ½-day Get A Grip conference sessions, held on the Iowa State Campus July 29-31 and August 1-3, 2002. In a fine example of the "seed money" concept, ISU/DPS utilized funds from the Iowa Department of Human Rights, Division of Juvenile Justice Planning to add a series of regional one-day workshops to the traditional summer conference sessions. Beginning in September 2001 and concluding in November, the workshops were held in six communities across the state and reached 496 students and teachers from 36 school districts. With this unprecedented growth and expansion, the Get A Grip program, now in its twelfth year, has reached over 2,200 students.

Breakouts at this year's conference sessions included Chocolate River, a team building exercise; Arts and Prevention on how to handle difficult situations and Chunking and Modeling or breaking down a problem into manageable parts. Teams developed effective action plans for building coalitions and making a positive change in their community. All plans included finding creative ways of dealing with substance abuse issues like drinking and driving, safety belt use, intoxication and peer pressure. Information and education resources were also provided.



Get A Grip participants learn from a wide variety of interactive exercises to help them make positive life choices.

Follow-up includes a comprehensive conference evaluation, development and distribution of a Traffic Safety and Alcohol Prevention Activities Guide and student groups to plan for next year.

A critical adjunct to the Get a Grip program for Iowa high school students is Iowa's version of the nationally successful social norms program for post-secondary institutions. Utilizing the title "Most of Us," this campaign is designed to reduce high-risk drinking behaviors, including driving, by correcting the misconception that "most

people are doing it" in regard to binge drinking or driving while intoxicated. Ten Iowa colleges submitted applications to participate in the social norms program. Five schools were selected as participants in the social norms campaign including Briar Cliff, Central and Simpson colleges as well as Iowa State University and the University of Northern Iowa. College coordinators at all five schools said the ready-made social norms campaign materials were professionally done and allowed them to focus on the selection of campus leaders to promote the social norms concept.

Highlights of the West Des Moines youth effort included a total of 118 alcohol enforcement contacts with underage drivers and vehicle occupants, including 49 counts of possession under the legal age, public intoxication or open container violations. The *West Des Moines Police Department* is very proactive and prevention oriented. Keg and house parties with underage drinkers were often stopped and disbursed before they became problematic. Their program also included 49 public information activities.

FUNDING	BUDGET	EXPENDED
Section 402	\$112,500	\$110,514
CONTACT		
Mark Campbell		
Iowa Governor's Traffic Safety Bureau		
515/281-5430		

Safe Communities



Safe Communities Emphasis Area Contractors:

	<u>Budget</u>	<u>Expended</u>
Black Hawk County Health Department	\$8,625	\$5,769
Genesis Medical Center	\$19,000	\$17,479
Great River Medical Center	\$3,750	\$3,750
Healthy Linn Care Network	\$7,500	\$6,965
Siouxland District Health Department	\$7,275	\$6,755

Safe Communities

**PROGRAM CHARACTERISTICS**

Enforcement
Public Information/Education
Technical Assistance
Computer Applications

TARGETED POPULATION(S)

Health Organizations
Law Enforcement
Traffic Engineers
Community Groups
Schools

safety related issues in selected communities.

- ◆ To identify populations within the selected communities at a high risk for traffic crash involvement.
- ◆ To develop and implement, where feasible, community program activities designed to increase awareness of traffic injury problems, costs and prevention and to decrease the incidence of traffic injuries.

PROBLEM IDENTIFICATION

Iowa's Safe Communities program began in FFY 1996 as part of the national effort to develop a comprehensive, community-based, multi disciplinary approach to injury prevention, particularly in high-risk communities. Iowa crashes result in over 35,000 injuries annually and over 3,500 of those are serious in nature.

Because of the injury prevention/reduction focus of the Safe Communities concept, the selection of participating communities for Safety Communities was based, in part, on injury rates per 1,000 population.

GOALS AND OBJECTIVES

- ◆ To enhance/promote interactions among public and private health organizations, law enforcement, traffic engineers and concerned citizens regarding traffic and other

STRATEGIES AND ACTIVITIES

The reduction of traffic-related death and injury is a cornerstone of the Safe Communities concept. Woodbury County had the highest injury rates among Iowa's larger communities including the highest serious and alcohol-related injury rates. Black Hawk County had the second highest traffic injury rates. Iowa's first Safe Communities effort began in June 1996 in Woodbury County with a program in Black Hawk County initiated in October 1996. Development of a broad, traffic safety needs assessment was the first major activity to be undertaken by the Woodbury and Black Hawk safe communities projects. The second step, development of a community traffic crash/injury database, was achieved by working with local EMS providers and area hospitals. Populations at high-risk for traffic injuries were then identified and education, enforcement and other program activities developed to reduce

the injury risk to these targeted groups. With high-risk groups chosen, programs were designed for them, augmented with quantifiable countermeasures including public education, information and enforcement. The Arrive Alive group heads up efforts through the GTSB funded program with *Black Hawk County Health Department*.

In Woodbury County, the *Siouxland District Health Department* coordinates efforts. A community-based bicycle safety education program was the focus of a third-year effort in Burlington and Des Moines County. In West Burlington, the Southeast Iowa SAFE Kids Coalition, working through the *Great River Medical Center*, spearheaded countywide bicycle safety education by way of local schools. Key partners included the Burlington and West Burlington police departments and the Des Moines County Sheriff's Office.

Two second-year safe communities programs received GTSB funding support in FFY 2002. Significantly, these programs are located in Iowa's second and third most populous counties. In Linn County, the *Healthy Linn Care Network* kicked-off the use of their safety trailer with displays at the GTSB's annual highway safety conference in Cedar Rapids. The trailer is as an educational tool and can be used at events. In the Davenport/Quad Cities area, *Genesis Medical Center* provided administrative support for the Quad Cities Safe Community Coalition. The Coalition focused on youth traffic safety issues including child passenger safety and bicycle safety.

RESULTS

The *Black Hawk County Health Department*, working with the Black Hawk County Arrive Alive Committee for Traffic Safety, identified and targeted two high-risk motor vehicle injury populations: impaired drivers and unrestrained or improperly restrained children. Major accomplishments in the child restraint area included 21 safety seat fit clinics and 38 individual appointments, which resulted in 779 total contacts. Three hundred seventy child restraints were inspected with 242 of those replaced, 86 of them with funds provided by the Bureau.



Arrive Alive printed 5,000 safety message cards and provided them to local florists who tucked them inside flower boxes. Prom goers received this note with their corsages: "You're starting a beautiful occasion - Let it end this way. Have a good time, don't drink and drive."

While impaired driving efforts were addressed primarily in the 410 program, the Safe Communities program conducted, through Arrive Alive, a comprehensive public information and education effort. Successes included four pedestrian traffic safety education programs reaching 392 youth, seven bicycle helmet safety events that served over 600 youth and adults and staffing an Arrive Alive traffic safety booth at the National Cattle Congress held in Waterloo during September 2002.

In Woodbury County, the *Siouxland District Health Department* lead a safe communities effort that focused on young children, adolescents and young adults. The Buckle with Love program targeted low-income households and Woodbury County's rapidly growing Hispanic population. Over 500 child restraints were inspected as a result of safety seat checks held throughout the year. Over 100 of those restraints were removed for safety considerations with a total of 225 new restraints distributed. Siouxland Health reached out to many bicycle safety education partners including the 195th Air National Guard, the American Red Cross, Mercy Medical Center, the Sioux City Police Department and the Woodbury County Sheriff's Office. A total of 410 bicycle helmets were distributed to underprivileged children in Sioux City, rural youth throughout the county and as an element of a Wheel Safety education curriculum in 5th grade classrooms in Sioux City and Sergeant Bluff-Luton Community schools. Young adults were the targets of impaired driving education efforts through local driver education classes. Young adults and teens with

alcohol related driving offenses were reached through Mercy Medical Center's Realty Education Program or R.E.A.P. Since their inception a number of years ago, these programs have reached nearly 30,000 students in the case of driver education and over 1,000 students/young adults through R.E.A.P.

Great River Medical Center in Burlington sponsored Southeast Iowa SAFE Kids that continued to focus on bicycle safety education and helmet use. A total of 743 bicycle helmets were purchased and distributed at local schools in conjunction with educational programs, at the "Day of the Child" fair held in April in West Burlington and "Healthy Kids Day" at the Burlington YMCA/YWCA. Bike helmets were also distributed at two local bicycle rodeos and the preschool injury prevention program "Safety Town."

In the Davenport, Bettendorf, Scott County region, Iowa's third largest metropolitan area, *Genesis Medical Center* led the Quad Cities Safe Community Coalition. Key on-going activities included child passenger safety issues, bicycle helmets for young children and adolescences and a successful speakers' bureau that provided highway safety presentations to a wide variety of groups and organizations in the greater Quad Cities. During FFY 2002, highlights included 33 drinking and driving programs reaching over 2,100 individuals, 27 child restraint check-up events with a total audience of 583, eight helmet events with over 750 attendees and seven display booths/health fairs with a combined potential audience of over 22,000 individuals.

In Linn County, the *Healthy Linn Care Network Make It Safe Coalition* achieved a major milestone with the completion of a safety display trailer. The trailer includes displays on home and fire safety as well as traffic safety. It was completed in time for a kick-off event on March 27, 2002 at the Collins Plaza Hotel in Cedar Rapids, just prior to the beginning of the GTSB Annual Conference. NHTSA Region 7 Administrator Romell Cooks was a keynote presenter at the kick-off event that garnered significant local press and media coverage.



Healthy Linn's "Safety In Motion" trailer was a big hit at the annual GTSB conference.

In summation, all five local safe communities groups remained very active within their respective communities, bringing highway safety related programs and services to a broad, ethnically and socially diverse population.

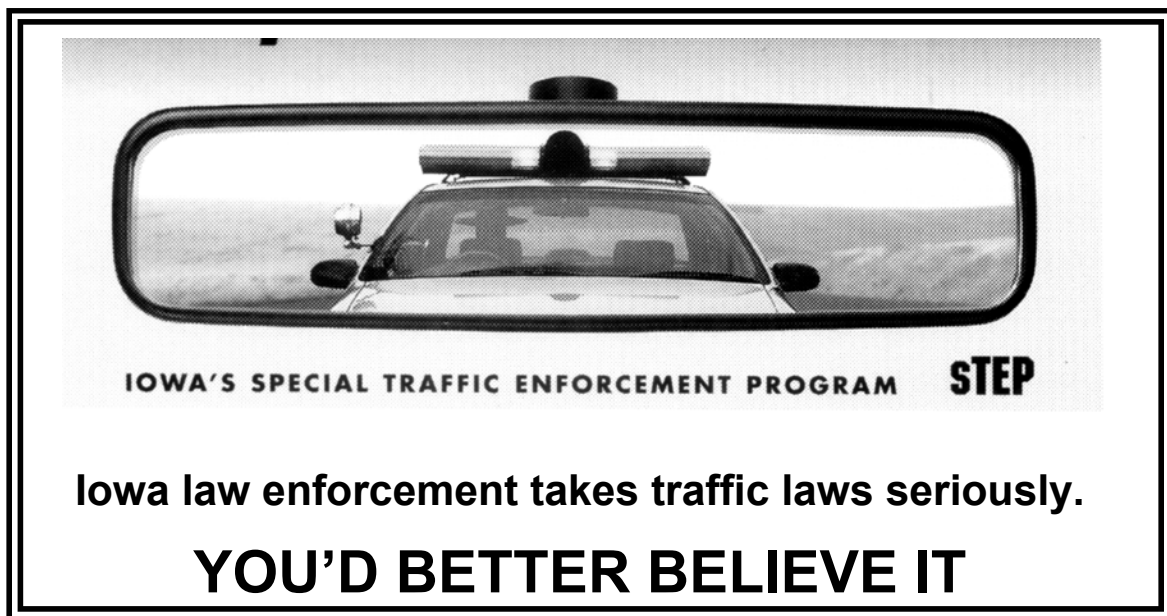
FUNDING	BUDGET	EXPENDED
Section 402	\$46,150	\$40,718

CONTACT

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Iowa Governor's Traffic Safety Bureau
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Occupant Protection Incentive Grant

Section 157



Occupant Protection Incentive Mini-Grantees:

Akron Police Department
Albia Police Department
Allamakee County Sheriff's Office
Ames Police Department
Arnolds Park Police Department
Avoca Police Department
Bellevue Police Department
Belmond Police Department
Benton County Sheriff's Office
Black Hawk County Sheriff's Office
Bloomfield Police Department
Blue Grass Police Department
Bremer County Sheriff's Office
Britt Police Department
Buchanan County Sheriff's Office
Buffalo Police Department
Butler County Sheriff's Office
Camanche Police Department
Cedar County Sheriff's Office
Centerville Police Department
Charles City Police Department
Cherokee County Sheriff's Office
Cherokee Police Department
Chickasaw County Sheriff's Office
Clarion Police Department
Clarksville Police Department
Clay County Sheriff's Office
Clear Lake Police Department
Colfax Police Department
Corydon Police Department
De Soto Police Department
Delaware County Sheriff's Office
Dyersville Police Department
Emmet County Sheriff's Office

Fairbank Police Department
Fairfield Police Department
Fayette County Sheriff's Office
Fayette Police Department
Floyd County Sheriff's Office
Forest City Police Department
Franklin County Sheriff's Office
Glenwood Police Department
Greene County Sheriff's Office
Grinnell Police Department
Grundy Center Police Department
Grundy County Sheriff's Office
Hampton Police Department
Harrison County Sheriff's Office
Henry County Sheriff's Office
Hinton Police Department
Ida County Sheriff's Office
Indianola Police Department
Iowa State Patrol
Jackson County Sheriff's Office
Janesville Police Department
Jefferson County Sheriff's Office
Jesup Police Department
Jones County Sheriff's Office
Lake City Police Department
Laurens Police Department
Le Mars Police Department
Lenox Police Department
Leon Police Department
Lyon County Sheriff's Office
Madison County Sheriff's Office
Manly Police Department
Mapleton Police Department
Marcus Police Department

Marengo Police Department
Mar-Mac Police Department
Mills County Sheriff's Office
Mitchellville Police Department
Monona County Sheriff's Office
Montgomery County Sheriff's Office
Monticello Police Department
Moulton Police Department
Moville Police Department
Nevada Police Department
New Hampton Police Department
New Vienna Police Department
Nora Springs Police Department
North Liberty Police Department
Northwood Police Department
Odebolt Police Department
Oelwein Police Department
Okoboji Police Department
Onawa Police Department
Osage Police Department
Osceola Police Department
Oskaloosa Police Department
Page County Sheriff's Office
Palo Alto County Sheriff's Office
Palo Police Department
Pierson Police Department
Plymouth County Sheriff's Office
Polk County Sheriff's Office
Prairie City Police Department
Preston Police Department
Princeton Police Department
Red Oak Police Department
Ringgold County Sheriff's Office

Rolfe Police Department
Sabula Police Department
Sac City Police Department
Saint Ansgar Police Department
Schaller Police Department
Sergeant Bluff Police Department
Shell Rock Police Department
Shellsburg Police Department
Sioux Rapids Police Department
Spencer Police Department
State Center Police Department
Storm Lake Police Department
Stuart Police Department
Swea City Police Department
Tama County Sheriff's Office
Tama Police Department
Toledo Police Department
Urbana Police Department
Urbandale Police Department
Van Buren County Sheriff's Office
Villisca Police Department
Wapello County Sheriff's Office
Wapello Police Department
Washington County Sheriff's Office
Wayne County Sheriff's Office
West Branch Police Department
West Burlington Police Department
West Liberty Police Department
Wilton Police Department
Winterset Police Department
Woodward Police Department
Wright County Sheriff's Office
ILEA - enforcement newsletter

Occupant Protection Incentive

**PROGRAM CHARACTERISTICS**

Education
Enforcement
Public Awareness

TARGETED POPULATION(S)

Rural Areas/Small Communities
Low Use/High-Risk Populations
Traffic Violators Statewide

- ♦ To achieve a statewide safety belt usage rate of 85% by the end of FFY 2002.
- ♦ To ensure continuation of successful OWI offender prosecution and conviction.
- ♦ To provide local law enforcement with testing and analysis equipment for optimal enforcement of Iowa's OWI laws.

PROBLEM IDENTIFICATION

Each year, nearly 65,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, 3,500 or more serious injuries and nearly 450 fatalities. In Iowa fatal crashes, over 50% of the fatality victims are unbelted, despite a statewide usage rate of 81%, ninth best in the nation.

GOALS AND OBJECTIVES

- ♦ To improve occupant protection use in smaller towns and rural communities, at-risk populations, with a combination of education, public information and enforcement.
- ♦ To establish, using the sSTEP model, occupant protection education/enforcement programs with at least 100 counties/communities in rural Iowa.
- ♦ To improve, collectively, safety belt use in participating communities by at least 5% during FFY 2002.

STRATEGIES AND ACTIVITIES

Iowa was one of 20 states to utilize Section 403 funds in the late 1990s to conduct the special Traffic Enforcement Program sSTEP to increase safety belt use. Section 157 incentive funds received in FFY 1999 provided an ideal funding vehicle to expand the successful sSTEP model statewide. In January 1999, a brief survey was sent to all Iowa law enforcement agencies regarding equipment needs, number of officers and number of marked vehicles.

Over 700 law enforcement agencies covering all of Iowa's 99 counties were invited to participate in the new "sSTEP." One hundred fifty-seven agencies (35 sheriffs' offices, 121 police departments and the ISP) agreed to participate in the program. Much like the original sSTEP, the main thrust of the program is the use of a combination of public information, education and enforcement in conjunction with nationally designated periods or "waves."

Iowa's initial sTEP/157 program was a great success. Four scheduled waves plus two independent events generated more than 16,000 occupant protection contacts. In addition, 525 OWI arrests occurred and more than 17,000 speed violation contacts were recorded. Ultimately and most importantly, seat belt use improved nearly 14 percentage points from 66.8% prior to the May 1999 wave to 80.7% in the post survey following the May 2000 final wave.

The FFY 2001 program began on November 1, 2000 with 44 sheriffs' offices, 90 police departments and the Iowa State Patrol participating.

The FFY 2002 program, which ran from November 1, 2001 to September 30, 2002, involved 39 sheriffs' offices and 93 police departments representing 77% of Iowa's 99 counties. The Iowa State Patrol also participated.



The Section 157 contractors that actively participated in Iowa's 2002 sTEP are represented with blue dots for police departments, yellow triangles for the sheriffs' offices and a green rectangle for the Iowa State Patrol.

RESULTS

During FFY 2002, a total of five waves of "sTEPped up" enforcement and education were conducted. The first wave was held from November 19-25, 2001 in conjunction with the Thanksgiving holiday weekend. A total of 119 Section 157 grant agencies, along with 22 agencies receiving 402/410 funding and 13 volunteer agencies participated. Highlights included 2,521 seat belt and child restraint enforcement contacts, more than 4,500 speed contacts and 126 OWI arrests. A grand total of 11,327 enforcement actions were reported. Media coverage was excellent with over 400 total contacts including 18 with television, 84 and radio and 324 with newspapers and other print media. Seat belt survey results were also encouraging with usage increasing nearly four percentage points from 74.6% to 78.5%.

A second wave was conducted in conjunction with National Child Passenger Safety Awareness Week, February 11-17, 2002. One hundred forty law enforcement agencies, including 116 sTEP contractors, participated in this wave with a total of 820 officers taking part. The February wave produced strong enforcement numbers including over 3,500 occupant protection contacts, over 4,000 speed enforcement actions and 118 OWI arrests. Safety belt use improved by nearly six percent from 73.9% to 79.8%. Media coverage was once again very good with 14 T.V. stations, 75 radio stations and nearly 166 newspapers providing coverage of the wave.

The week leading up to Memorial Day (May 20-27, 2002) was the time of the third FFY 2002 wave. One hundred eleven Section 157 contractors utilized 597 officers during this wave, assisted by 20 officers funded with 402/410 funds. A total of 14,144 enforcement actions were reported including 92 OWI arrests, 4,039 seat belt and child restraint contacts and nearly 5,500 speed actions. Over 300 media contacts were made including nearly 100 with local radio stations. Safety belt use improved significantly raising from a pre-survey level of 78.7% to a post-survey mark of 83.4%.



As part of their sTEP activities, deputies from the Harrison County Sheriff's Office work along I-29 during the May wave.

The fourth wave of FFY 2002 occurred from July 2nd-8th, during the July 4th holiday. Over 110 law enforcement agencies with nearly 800 officers joined the statewide effort. More than 10,600 enforcement contacts were recorded. Seat belt efforts continued to be strong and consistent with 2,200 actions while speed contacts exceeded 4,300. Other highlights included over 300 stop sign/light violations and 122 OWI arrests.

A fifth and final wave was conducted August 26 through September 1, 2002, leading into the Labor Day holiday weekend. Highlights included more than 2,700 seat belt and child restraint enforcement actions, over 5,600 speed actions, 277 stop sign/light violations and 96 OWI arrests.

The total sTEP-reported activity from all five waves combined includes 14,979 seat belt and child restraint contacts, over 24,000 speed contacts and 829 OWI arrests/contacts. The total number of enforcement contacts for these five waves exceeded 61,000. When all waves are combined, more than 600 enforcement agencies and 4,300 officers participated (agencies and officers may be included as many as five times in this count). Most important of all, overall safety belt use improved over four percentage points, from an average pre-event rate of 77.2% to an average post-event rate of 81.6%. By bringing the rate for the predominantly rural smaller and medium-sized communities to a belt rate above the statewide average of 81%, sTEP has made a significant contribution to statewide seat belt and child restraint compliance.

Mr. Adam Buck, who joined the Bureau as sTEP Coordinator at the end of FFY 2002, ably administers Iowa's sTEP. He is an 8-year veteran of the Department of Public Safety, having served as both a Capitol Police officer and as an Iowa State Patrol trooper prior to joining the GTSB. His background working with local law enforcement agencies as a state trooper is enabling Adam to develop effective working relationships with the nearly 200 police departments

and sheriffs' offices that participate in our sTEP waves, either as program contractors or volunteers. Adam's other duties include composing timely public information announcements regarding the sTEP waves and related program activities. He will also monitor program reporting and contract compliance for the 174 agencies that receive Section 157 grants. Adam generates reports summarizing the results of each wave as well as year-end reports. Along with fiscal manager, Shelley DeForest, Adam conducted regional training sessions for the Section 157 contractors during October and November of 2002.



Trooper Adam Buck joined the Governor's Traffic Safety Bureau staff on August 16, 2002, assuming the duties of Iowa's sTEP Coordinator position. His experience in law enforcement is a great asset to this position and to the Bureau.

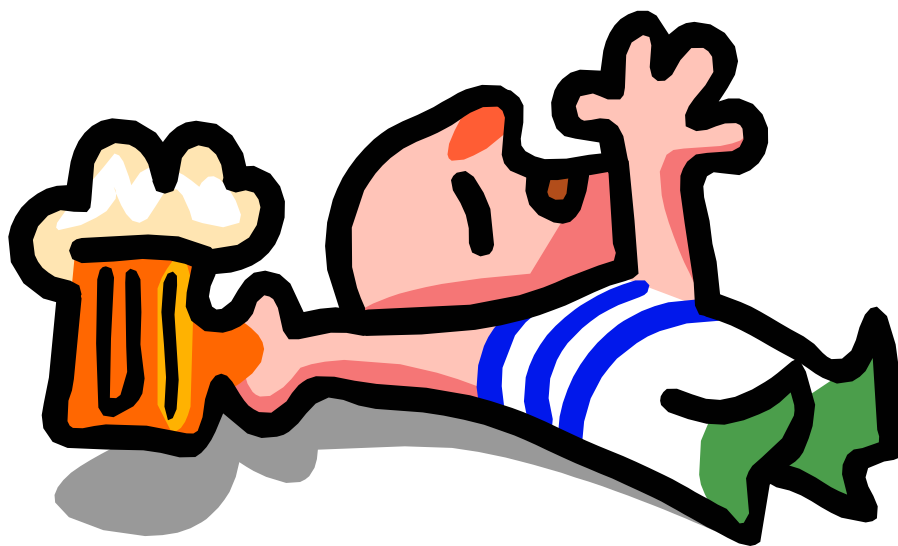
The success of Iowa's sTEP program has not only been instrumental in the achievement of Iowa's best ever seat belt use rate of 81%, but has also played an important role in the State's achievement of a 57-year low in highway traffic deaths during 2002.

FUNDING	BUDGET	EXPENDED
Section 157	\$304,000	\$200,689

CONTACT
Adam Buck
Iowa Governor's Traffic Safety Bureau
515/281-7166

Repeat Intoxicated Driver Transfer Funds

Section 164



Repeat Intoxicated Driver Grantees:

	<u>Budget</u>	<u>Expended</u>
Ames Police Department	\$10,205	\$9,958
Ankeny Police Department	\$4,000	\$4,000
Bettendorf Police Department	\$15,550	\$5,554
Black Hawk County Sheriff's Office	\$10,500	\$9,839
Bremer County Sheriff's Office	\$6,965	\$5,144
Buena Vista County Sheriff's Office	\$4,000	\$3,975
Burlington Police Department	\$4,000	\$3,980
Cedar Falls Police Department	\$6,250	\$5,237
Cedar Rapids Police Department	\$7,000	\$3,000
Cerro Gordo County Sheriff's Office	\$7,420	\$6,689
Clay County Sheriff's Office	\$4,540	\$4,190
Clear Lake Police Department	\$8,000	\$7,569
Clinton County Sheriff's Office	\$5,800	\$5,733
Clinton Police Department	\$8,900	\$8,714
Clive Police Department	\$5,900	\$0
Coralville Police Department	\$6,460	\$6,156
Council Bluffs Police Department	\$26,670	\$26,581
Davenport Police Department	\$19,000	\$18,976
Department of Public Safety	\$1,230,000	\$647,009
Des Moines County Sheriff's Office	\$7,250	\$6,763
Des Moines Police Department	\$17,710	\$8,024
Division of Criminal Investigation Lab	\$501,750	\$403,862
Dubuque County Sheriff's Office	\$4,000	\$3,863
Dubuque Police Department	\$15,640	\$15,135
Fayette County Sheriff's Office	\$6,880	\$2,853
Fort Madison Police Department	\$6,500	\$6,325
Henry County Sheriff's Office	\$6,900	\$6,748
Hiawatha Police Department	\$3,750	\$3,589
Indianola Police Department	\$6,400	\$5,804
Iowa Alcohol Beverage Control Division	\$28,400	\$14,367
Iowa City Police Department	\$12,060	\$11,705
ISU Department of Public Safety	\$4,000	\$4,000
Johnston Police Department	\$4,000	\$3,945

Keokuk Police Department	\$7,000	\$6,951
Knoxville Police Department	\$5,950	\$4,537
Le Mars Police Department	\$5,825	\$5,723
Lee County Sheriff's Office	\$3,450	\$3,450
Linn County Sheriff's Office	\$13,585	\$13,002
Marion County Sheriff's Office	\$4,000	\$4,000
Marion Police Department	\$8,800	\$8,779
Mason City Police Department	\$4,000	\$3,945
Muscatine County Sheriff's Office	\$10,195	\$10,128
Muscatine Police Department	\$7,150	\$6,776
Newton Police Department	\$4,000	\$3,940
North Liberty Police Department	\$5,150	\$5,145
Norwalk Police Department	\$8,635	\$8,127
Oelwein Police Department	\$5,900	\$5,767
Orange City Police Department	\$7,820	\$7,305
Ottumwa Police Department	\$11,125	\$11,088
Pella Police Department	\$6,575	\$5,299
Perry Police Department	\$6,500	\$4,788
Poweshiek County Sheriff's Office	\$4,900	\$4,473
Scott County Sheriff's Office	\$6,000	\$4,470
Sioux Center Police Department	\$4,450	\$0
Sioux City Police Department	\$15,000	\$14,525
Sioux County Sheriff's Office	\$11,510	\$9,704
Spencer Police Department	\$2,450	\$1,909
Storm Lake Police Department	\$1,900	\$1,900
Story County Sheriff's Office	\$4,000	\$3,945
The Integer Group	\$25,000	\$0
Urbandale Police Department	\$6,700	\$5,328
Warren County Sheriff's Office	\$8,540	\$8,540
Washington County Sheriff's Office	\$4,000	\$3,960
Washington Police Department	\$4,000	\$4,000
Waterloo Police Department	\$13,300	\$9,828
West Des Moines Police Department	\$11,500	\$11,108
Woodbury County Sheriff's Office	\$7,000	\$6,822

Repeat Intoxicated Driver



PROGRAM CHARACTERISTICS

Enforcement
Training
Equipment
Public Awareness

TARGETED POPULATION(S)

Impaired Drivers
Young Adults
Motorists in High-Risk Roadways
Retail Beverage Servers

PROBLEM IDENTIFICATION

Despite significant reductions in Iowa alcohol-related fatalities and injuries during the past decade, impaired driving remains a significant factor in traffic-related death and injury in our state. Alcohol-related fatalities for 2001 totaled 118. This is a 5% increase from 2000 when 112 people died. Alcohol-related fatalities have declined by 44% since 1990. Alcohol-related injuries totaled 2,443 in 2000, down 38% since 1990. Alcohol is a contributing factor in 9% of all injury crashes, 16% of all crashes that result in a serious injury and 27% of all crashes resulting in a fatality.

Weekend crashes occurring between 9:00 p.m. and 3:00 a.m. on Friday and Saturday evenings account for nearly 30% of all alcohol-related fatalities.

Young drivers are also over represented with 16-24 year olds making up 16% of Iowa drivers, but over 30% of drinking drivers involved in fatal and injury crashes.

GOALS AND OBJECTIVES

- ◆ To increase the number of OWI contacts by the Iowa State Patrol from 5,335 to 6,259.
- ◆ To generate at least 1,600 OWI contacts by local law enforcement agencies.
- ◆ To conduct retail beverage establishment enforcement.
- ◆ To increase the number of multi-agency cooperative enforcement efforts aimed at reducing impaired driving.
- ◆ To provide 70 new evidentiary breath testing devices and training on their use.
- ◆ To provide administrative license revocation and OWI adjudication training for law enforcement and judicial personnel.
- ◆ To provide alcohol server training to retail beverage establishments.
- ◆ To expand the social norms program to post secondary schools.
- ◆ To increase youth/alcohol program activity within the state.
- ◆ To develop a statewide P.I.&E. program to compliment enforcement efforts.
- ◆ To notify all retail beverage establishments of the high priority to ensure compliance with Iowa's sale and purchase laws regarding alcohol.

STRATEGIES AND ACTIVITIES

Alcohol impaired driving is the primary factor in over 100 fatal and 2,500 injury crashes in Iowa each year. Because of a minor problem with Iowa's OWI law regarding repeat offenders, Iowa received just over \$3 million in Section 164 transfer funds for programming in FFY 2002 or 2003.

A comprehensive plan was developed for utilizing the Section 164 funds. Primary focus was placed on statewide enforcement, targeted at high-risk times and locations. Complimentary educational efforts including point of service alcohol sales and teen/young adult education were also included in the plan. A third critical component involved the purchase, distribution, installation and training for evidentiary breath testing devices.

The first component of the plan utilized Iowa State Patrol troopers and special agents from the Divisions of Criminal Investigation and Narcotics. Full-time troopers conducted impaired driving enforcement statewide targeting high-risk times, days of the week and identified high-alcohol crash road segments. Roadway specific alcohol crash data for 1995-2000 was provided by the Center for Transportation Research and Education with input and assistance from the Iowa DOT's Office of Traffic and Safety. During this enforcement thrust, the ISP partnered actively with local police departments and sheriffs' offices. Safety education officers provided a complimentary education component, targeting high school and junior high classes with an impaired driving message.

Following the initial three-month "blitz" from April-June, a complimentary local enforcement effort, focused on Iowa's top 40 alcohol problem counties and corresponding cities, was conducted during July-September. In all, 40 county sheriffs' offices and 56 police departments were targeted for involvement in the summer enforcement program due to the higher alcohol crash/injury/fatality histories of their respective counties and communities.

RESULTS

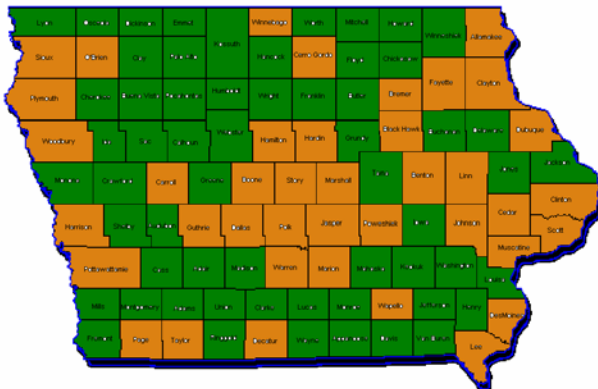
The program had a significant impact on both impaired driving/alcohol violation enforcement numbers and initial preliminary statewide alcohol-related fatal crash numbers. The full-time dedicated effort by the ISP's 38 troopers paid unexpectedly large dividends. A total of 2,386 alcohol contacts were generated, which was nearly three times the contract objective. Highlights included 566 OWI arrests, 109 violations for .02 under age 21, 625 open container citations and 225 alcohol non-driving violations.

Special agents also made significant contributions in regard to point of sale enforcement and education. Over 1,000 retail education contacts were reported with 226 "buy" attempts by a minor, 135 of them successful.

Safety education officers from the Patrol also made a substantial contribution with 364 hours of educational presentations at high schools and junior highs reaching 19,212 students concerning the dangers of impaired driving.

Local enforcement efforts highlighted the July-September months. Sixty-three of the 96 high-alcohol problem area agencies invited to join the program did so, a response rate of more than 65%. Participants included 21 sheriffs' offices, 41 police departments and the ISU Department of Public Safety. Activity numbers by local law enforcement rivaled those of the ISP dedicated troopers with a total of 2,298 alcohol contacts that included 440 OWI arrests. Other enforcement activity generated by locals included over 2,400 occupant protection violations. In addition, more than 8,300 speed and other moving violation contacts were reported. Agencies reporting more than 100 alcohol contacts included police departments from Iowa City, Sioux City, Storm Lake and Ames and the Black Hawk County Sheriff's Office.

Disbursements of new Evidentiary Breath Testing Devices



Every county in Iowa has at least one new evidentiary breath tester. Counties in green have one unit and counties in orange have more than one device. Counties with multiple devices generally have two or three, but some counties have a higher number such as Scott County with six and Polk County with 13.

Purchase, installation and training for evidentiary breath testing devices were the top priority for the State's DCI Laboratory. A total of 70 instruments were purchased with 60 installed and 91 persons trained in their use. As of October 2002, each of Iowa's 99 counties had at least one of the new evidentiary breath testers installed and in use.

The Iowa Alcohol Beverage Control Division, the agency responsible for the regulation of Iowa's retail alcohol beverage industry, began an expanded server training program that is slated to continue in FFY 2003.

In summation, the Section 164 program contributed to a significant decline in alcohol fatality numbers across the State. Overall, alcohol-related traffic deaths dropped 20% during the first six months of 2002. Iowa is on track to set an all-time low in alcohol-related traffic deaths in 2002, with a preliminary projection of 100-105 alcohol-related fatalities for the year. Undoubtedly, the Section 164 program played a big part in that success.

FUNDING	BUDGET	EXPENDED
Section 164	\$2,319,300	\$1,488,549

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Alcohol Incentive Grant

410 Program



Alcohol Incentive Grantees:

	<u>Budget</u>	<u>Expended</u>
Altoona Police Department	\$9,500	\$8,814
Black Hawk Communication Center	\$2,000	\$413
Black Hawk County Health Department	\$4,000	\$3,883
Carter Lake Police Department	\$10,500	\$8,203
Cerro Gordo County Sheriff's Office	\$11,000	\$10,142
Clinton County Sheriff's Office	\$16,300	\$15,234
Des Moines County Sheriff's Office	\$9,500	\$8,604
Division of Criminal Investigation Lab	\$100,000	\$100,000
Division of Criminal Investigation Lab	\$37,500	\$37,500
Drug Evaluation & Classification Program	\$50,000	\$33,311
Dunkerton Police Department	\$4,500	\$4,500
Eddyville Police Department	\$4,000	\$3,811
Eldridge Police Department	\$4,200	\$3,774
Evansdale Police Department	\$6,800	\$5,790
Fort Madison Police Department	\$16,000	\$15,287
GTSB Law Enforcement Liaison	\$100,000	\$38,648
GTSB Printing	\$5,000	\$0
GTSB Travel & Training	\$5,000	\$0
Hudson Police Department	\$4,500	\$2,279
Iowa State Patrol	\$47,000	\$43,844

ISU Department of Public Safety	\$15,000	\$14,990
Jasper County Sheriff's Office	\$6,100	\$4,600
Johnson County Sheriff's Office	\$5,500	\$5,060
Keokuk Police Department	\$12,500	\$11,697
Knoxville Police Department	\$8,000	\$6,382
La Porte City Police Department	\$4,000	\$3,204
Le Claire Police Department	\$4,000	\$4,000
Linn County Sheriff's Office	\$15,000	\$15,000
Mount Vernon Police Department	\$4,500	\$4,500
Muscatine County Sheriff's Office	\$8,500	\$8,335
Newton Police Department	\$16,500	\$9,389
Pella Police Department	\$10,200	\$9,658
Perry Police Department	\$13,325	\$12,318
Pleasant Hill Police Department	\$4,000	\$3,710
Polk City Police Department	\$4,350	\$3,076
Robins Police Department	\$2,200	\$2,000
U of I Department of Public Safety	\$9,400	\$9,400
UNI Department of Public Safety	\$7,750	\$7,578
Warren County Sheriff's Office	\$9,100	\$7,952
Waterloo Police Department	\$17,500	\$17,276
Waukee Police Department	\$8,000	\$6,930
Windsor Heights Police Department	\$4,700	\$3,709

Alcohol Incentive Grant (410)

**PROGRAM CHARACTERISTICS**

Enforcement
Education/Training
Public Awareness

TARGETED POPULATION(S)

Impaired Drivers
Youth

PROBLEM IDENTIFICATION

Despite significant reductions in alcohol-related fatalities and injuries during the 1990s, impaired driving remains a significant contributor to traffic-related death and injury in our state. Alcohol-related fatalities for 2001 totaled 118. This is a 5% increase from 2000 and a 44% reduction from the 1990 total of 210. Alcohol-related injuries totaled just over 2,400 in 2000, down 38% since 1990. Alcohol is a contributing factor in nine percent of all injury crashes, 16% of all crashes that result in a serious injury, and 27% of all crashes resulting in a fatality.

Weekend crashes occurring between 9:00 p.m. and 3:00 a.m. on Friday and Saturday evenings account for nearly 30% of all alcohol-related fatalities. Young drivers are also over represented with 16-24 year olds making up 16% of Iowa drivers, but over 30% of drinking drivers involved in fatal and injury crashes.

GOALS AND OBJECTIVES

- ◆ To support compliance of Iowa's .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 improve/maintain strong adjudication of OWI laws by providing equipment and staff support for laboratory analysis including upgrading evidentiary breath testers.
- ◆ 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 .45 alcohol-related fatalities per 100 million vehicle miles traveled or lower by the end of FFY 2002.

STRATEGIES AND ACTIVITIES

The 410 alcohol incentive program in Iowa has been structured to provide comprehensive impaired driving enforcement, bolstered by a strong public information and education component. Key elements of the FFY 2002 program include saturation patrols, corridor enforcement and other multi-agency events. Structured and well publicized, these events can increase the perception of the risk of apprehension on the part of those individuals who drink and drive.

All 34 law enforcement agencies funded under the 410 program that had planned for traffic safety checkpoints or other multi-agency enforcement activity were actually able to conduct one or more events, a success rate of 100%. A total of 152 checkpoints or multi-agency activities were reported by the agencies.

Saturation patrols and corridor events provided an effective avenue for interdicting with drinking and impaired drivers. Because of factors such as mobility and the element of surprise, some agencies have found saturation patrols to be more effective in reaching the target population (drinking drivers) than traditional checkpoints. Several local agencies also conducted "mini-corridor events."

While special enforcement events were a key component of the overall 410 effort, traditional overtime enforcement remained the bread and butter of the 410 program. A total of 22 local police departments, eight sheriffs' offices, the Iowa State Patrol and Public Safety Departments at the University of

Northern Iowa, the University of Iowa and Iowa State University conducted selective overtime, much of it focused on high risk times for impaired driving such as evenings, late night and weekends. In spite of the fact that impaired driving interdiction was the main theme of 410 funded enforcement, officers were also attentive to speed and other moving violations as well as non-use of occupant protection systems.

Education and public information components are "built into" Iowa's 410 program to enhance the effectiveness of impaired driving enforcement and to reinforce and bolster public awareness of the danger and potential tragic consequences of impaired driving. Drunken driving prevention components of the overall program included a requirement for at least 12 public information/education activities by each local enforcement agency receiving overtime funding support.

As part of Iowa's 410 grant, funding support was received for the purchase of video cameras for use in impaired driving and other traffic stops by law enforcement officers. During FFY 2002, 20 local law enforcement agencies each purchased one video camera.

The Department of Public Safety's Division of Criminal Investigation Laboratory continued to receive funding support for a full-time criminalist in FFY 2002.

Captain Bob Rushing continued as the Bureau's full-time Law Enforcement Liaison during FFY 2002. A retired Captain from the West Des Moines Police Department, Bob is now

employed full-time at the Bureau through a contract with CTRE, Iowa State University's Center for Transportation Research and Education. Mr. Rushing has brought his extensive knowledge and experience to our highway safety program. He has been critical in the successful development, coordination and completion of numerous multi-agency, corridor enforcement events. Not only are the corridor efforts run in a most efficient and effective manner, but also his support with other Bureau activities is invaluable. He lends his expertise and assistance whenever and wherever needed.

The first corridor project of FFY 2002 was conducted in southern Iowa on U.S. Highway 34, April 25, 2002. On May 23, 2002, two corridors ran on Interstate 29 and on the Avenue of the Saints. The largest corridor to date was held on Interstates 35 and 80 August 29, 2002. On September 12, 2002 a corridor event was held on U.S. Highway 71. The last corridor of 2002 was held just after the FFY 2003 on October 17, 2002 on both U.S. Highway 20 and 30.

Each of these corridor events received considerable support from almost every law enforcement agency along these routes. Media coverage including print, radio and television was substantial. A key objective of the corridor projects is to raise public awareness of the importance of traffic safety and the dangerous and potentially tragic consequences of socially irresponsible, high-risk behaviors like impaired driving, excess speed, failure to stop, and the non-use of occupant protection devices

RESULTS

A total of 34 law enforcement agencies received 410 alcohol incentive funds. Those agencies included 22 police departments, eight sheriffs' offices, the Iowa State Patrol and Public Safety departments from the University of Iowa, the University of Northern Iowa and Iowa State University.

All 34 agencies participated in a total of 152 multi-agency enforcement events. This figure actually overstates the number of events held since several 410 agencies may have participated in a single event. These events included corridor enforcement activities, vehicle safety inspection checkpoints, and saturation patrols. Collectively, a total of 6,922 overtime hours were reported. This effort resulted in 1,843 OWI contacts including more than 400 OWI arrests plus well over 100 arrests for public intoxication, in excess of 100 open container violations and more than 200 arrests for possession under the legal age.

Agencies which bucked the downward trend in alcohol violation activity included the University of Iowa with 153 alcohol contacts, ISU with 117, Pleasant Hill PD with 94, the Iowa State Patrol with 87, the Linn County Sheriff's Office with 85 and the Newton PD with 84. Other agencies exceeding their contract goals for alcohol included police departments in Le Claire, Eddyville, Pella and Robins as well as the Des Moines County Sheriff's Office. While the alcohol component of 410 enforcement did show lower numbers for FFY 2002, occupant protection and moving violation activity saw substantial

gains in activity. Occupant protection activity resulted in 6,128 enforcement actions, double the FFY 2001 total of 3,082. This nearly 100% increase in activity translates to an average of nearly 180 belt actions per agency versus 85 such actions the previous year. Agencies with 200 or more GTSB-funded safety belt actions included police departments in Pella, Pleasant Hill, Waterloo, Fort Madison, Keokuk and Knoxville as well as the Warren County Sheriff's Office. The Iowa State Patrol, with an investment of 990 overtime hours, contributed 2,217 occupant protection contacts alone.

Moving violation/speed enforcement also climbed, rising from just over 10,000 last year to 12,253 in FFY 2002. Waterloo, Knoxville, Eddyville and Fort Madison police departments each reported more than 500 contacts in this area. Once again, the Iowa State Patrol led the way with 1,448 speed/moving violation contacts.

Total enforcement actions under the 410 umbrella exceeded 20,000, by far the most ever since the 410 program began in the mid 1990s. Enforcement activity, spearheaded by an increase in occupant protection contacts, was up by nearly 5,000 contacts or 30% more than FFY 2001 totals. In addition to the Iowa State Patrol, agencies with 800 or more enforcement contacts included Keokuk, Knoxville, Fort Madison and Waterloo police departments and the Warren County Sheriff's Office.

Public information numbers were also strong with the 34 law enforcement agencies reporting 733 total public information and education contacts.

Among the leading agencies in terms of public information activities were the Iowa State Patrol, the University of Iowa's Department of Public Safety and the Des Moines County Sheriff's Office.

The 410 section would not be complete without a discussion of the significance of the nine "border to border" corridor enforcement events coordinated by the Bureau's law enforcement liaison, Captain Bob Rushing with an able assist from PTS coordinator Mr. Mark Campbell. However, the true "all-stars" are the 1,250 law enforcement officers and the dozens of dispatchers and other personnel who made the events a resounding success.



Above Captain Bob Rushing wraps up his talk at a corridor planning meeting. Each corridor event begins with a traffic analysis to determine where there is the most need. Agencies along the corridor are contacted and a planning meeting is arranged. Usually, the agencies themselves pick the date they will conduct the corridor. Following each event, agencies fax their enforcement contact data into the GTSB where it is compiled for a follow-up media release.

The season kicked off with an event on southern Iowa's main east-west U.S. route. Over 185 officers joined forces on April 25, 2002 for a corridor project

on U.S. Highway 34. Over 2,500 enforcement actions resulted including 623 safety belt actions, 582 speed actions, 26 commercial vehicles put out-of-service and six OWI arrests. Illinois officers from Knox County joined Iowa officers in this successful event.

Heading into Memorial Day weekend, two events were conducted on May 23, 2002 on opposite sides of the state. In western Iowa, enforcement activity on Interstate 29 included 89 officers, deputies and state troopers and resulted in 1,026 enforcement actions. Those included 265 safety belt actions, 368 speed actions and four OWI arrests. IN eastern Iowa, the Avenue of the Saints corridor garnered 2,182 enforcement actions with more than 1,100 speed stops and over 300 safety belt actions. Over 150 officers participated in this event. Moving into June, a summer tradition, the U.S. Highway 61 event took place on June 21, 2002. A total of 156 officers generated 1,903 enforcement actions including over 400 safety belt actions and nearly 700 speed violations.

On August 29, 2002, the biggest single event, the I-35/I-80 corridor event, took place. This event involved over 50 law enforcement agencies, 331 officers and resulted in 4,429 enforcement actions. Those actions included 21 OWI arrests, 49 commercial vehicles placed out-of-service, more than 400 safety belt actions and over 2,300 speed violations. Missouri and Illinois enforcement agencies joined in this pre Labor Day event on I-35 and I-80 respectively.

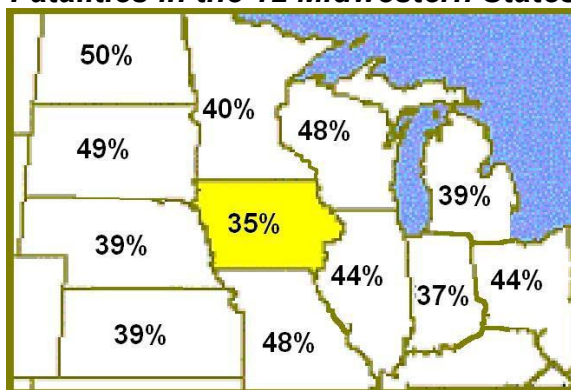
Western Iowa was the site of a September 12th event of U.S. Highway

71. A total of 72 officers garnered 905 enforcement actions including more than 150 safety belt actions and 400 speed violations.

The final event of the year was another doubleheader with U.S. Highways 20 and 30 occurring on October 17, 2002. A total of 54 agencies and 267 officers participated. The event resulted in 2,803 enforcement contacts including over 1,000 speed and nearly 400 safety belt actions.

Iowa's corridor activity and the GTSB's role in it have been nationally recognized. The Preusser Group from Connecticut, under contract with NHTSA, is evaluating results from the U.S. 20/30 corridor event.

2001 % of Alcohol-Related Traffic Fatalities in the 12 Midwestern States

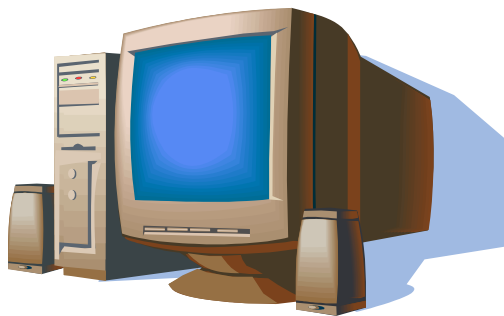
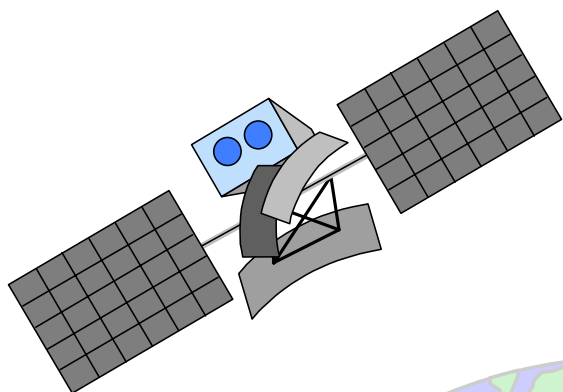


This map demonstrates that last year, Iowa had the lowest percent of alcohol-related fatalities in the 12 Midwestern states. Additionally, we had the sixth lowest in the nation.

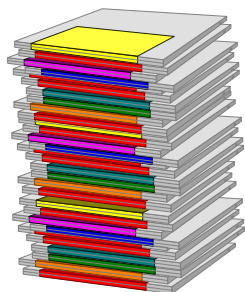
FUNDING	BUDGET	EXPENDED
Section 410	\$637,425	\$514,801

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Traffic Records Data Improvement



Traffic Records Data Improvement

Contractors:

	<u>Budget</u>	<u>Expended</u>
Department of Public Health	\$10,000	\$6,103
Department of Transportation Office of Driver Services	\$70,000	\$17,590
Department of Transportation Office of Traffic & Safety	\$20,000	\$9,554
Iowa State University Center for Transportation Research & Education	\$50,000	\$49,054
Iowa State University Center for Transportation Research & Education	\$21,000	\$21,000

Traffic Records Data Improvement



PROGRAM CHARACTERISTICS

Training
Technology
Data Collection/Analysis

TARGETED POPULATION(S)

Law Enforcement
Traffic Engineers
EMS Personnel
Data Analysts

mapping system for EMS, hospital and emergency responder information.

- ◆ To continue a state Traffic Safety Data Service improving data availability and utilization by key decision-makers.
- ◆ To continue officer training and software enhancements for Iowa's newly revised, MMUCC-compliant, crash report form.

PROBLEM IDENTIFICATION

Each year, nearly 65,000 traffic crashes are reported in Iowa involving more than 100,000 drivers and resulting in over 35,000 personal injuries, at least 3,500 serious injuries and nearly 450 fatalities.

Without proper data collection and analysis on crashes, enforcement and EMS as well as summarizing and dissemination of the results, appropriate highway safety countermeasures and improvements cannot be efficiently and effectively undertaken.

GOALS AND OBJECTIVES

- ◆ To enhance EMS provider reporting of traffic crash-related trips, improving the viability of Iowa CODES data.
- ◆ To continue development of Iowa's statewide EMS/Hospital Database Evaluation Tool, a GIS-based

STRATEGIES AND ACTIVITIES

Iowa has an active and well-organized State Traffic Records Advisory Committee (STRAC). Formed in 1994, the Committee and its partnering agencies include the departments of Public Health, Transportation and Public Safety as well as Iowa State University transportation research personnel, law enforcement and local traffic engineers.

Prior to the receipt of Section 411 funding support for traffic records initiatives, STRAC had already embarked on its second five-year Strategic Plan for Traffic Records Improvements. Among the key issues and program areas identified were:

- 1) an update of the state's police crash report form,
- 2) enhancement of EMS provider reporting in smaller communities and rural areas,

- 3) promotion of law enforcement's use of GIS ALAS for crash and citation mapping and analysis and,
- 4) increasing the level of electronic crash reporting via TraCS (Traffic Records and Criminal Software), Iowa's first in the nation statewide electronic crash reporting system.

Other major issues were the establishment of a Safety Data Center to improve data access and utilization, particularly by key decision-makers and better integration of safety analysis tools such as Access ALAS, Intersection Magic, GIS ALAS and TraCS.

RESULTS

A number of activities were undertaken as part of Iowa's Section 411 program during FFY 2002. The *Department of Public Health* provided traffic records training to trauma nurse coordinators. This training included: 1) completion and distribution of the EMS Status Report for Iowa, 2) installation and related training on trauma registry software that was installed at all regional trauma care facilities in Iowa, and 3) advance training for trauma data collection, which was held September 26-27, 2002 and attended by 21 trauma nurse coordinators.

One of the most successful 411 initiatives undertaken by the GTSB and Iowa's State Traffic Records Advisory Committee (STRAC) has been the Iowa Traffic Safety Data Service or ITSDS. Operated by Iowa State University's *Center for Transportation Research and Education* (CTRE), ITSDS is a quick response data query and analysis

service. ITSDS facilitates data-driven decision making and effective presentation of information. During FFY 2002, ITSDS addressed more than 60 information requests from over 20 federal, state and local agencies. Highlights included the preparation of nine detailed corridor maps, including location specific maps and corresponding data sets. This data provided the foundation for Iowa's highly successful corridor enforcement events.

A sample corridor map provided by CTRE is located at the end of this Traffic Records Data Improvement Section on page 79.

A third 411 effort, also on-going, involved support for Iowa's National Model/TraCS initiative. Section 411 funds purchased desktop computers for state and local law enforcement agencies, which are utilized in the electronic submission of crash reports and traffic citation information. Thanks, in part, to the success of this effort, Iowa now has about 20% of all citation and more than 50% of all crash reports being entered and submitted electronically. Thirteen desktop units were purchased and installed in FFY 2002 including units for six police departments, four sheriffs' offices and three Iowa State Patrol district offices.

A fourth effort involved expansion of the use of the GIS-Alas mapping tool by local users. Now known as GIS-SAVER, this user-friendly map-based analysis tool requires ARC-VIEW software for maximum data analysis capability. Eleven ARC-VIEW licenses and software packages were purchased and installed for local users during FFY 2002.

A fifth program element was added during the court of FFY 2002, which involved the development of database conversion for TraCS software to GIS-ALAS. This development will allow Iowa's nearly 200 local TraCS users to analyze their own crash data at or near "real time" and to utilize this data for operational traffic safety deployment.

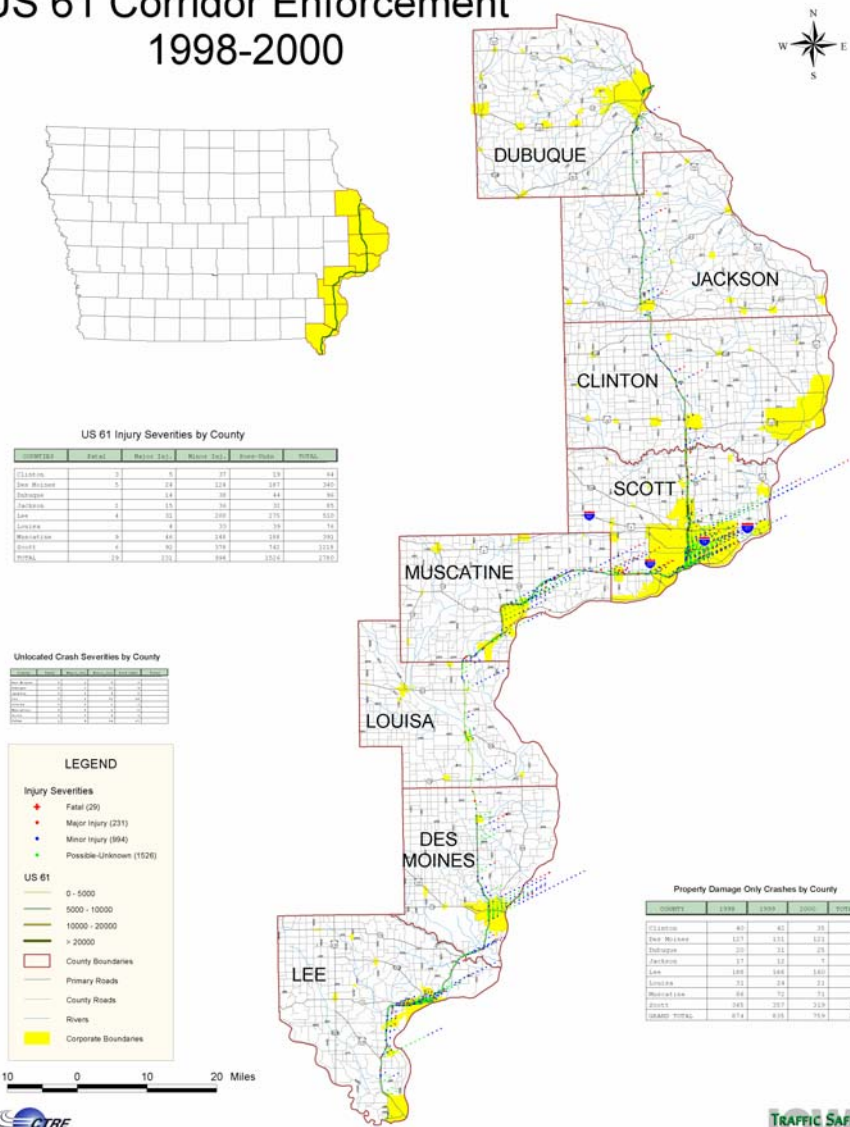
FUNDING	BUDGET	EXPENDED
Section 411	\$171,000	\$103,301

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This map was provided to the GTSB by the Iowa Traffic Safety Data Service at ISU's Center for Transportation Research and Education for a corridor project.

US 61 Corridor Enforcement 1998-2000



Disclaimer: The Center for Transportation Research and Education presents these data as preliminary.