

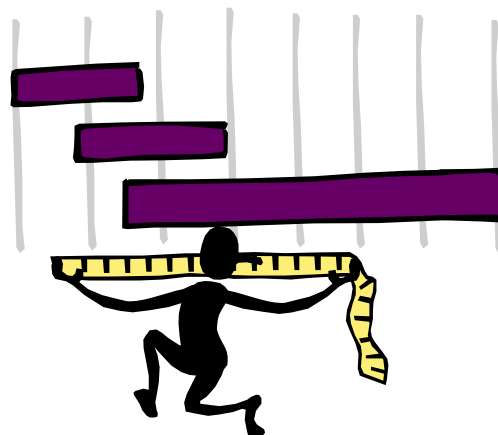
Iowa Highway Safety Program 2009



GOVERNOR'S TRAFFIC SAFETY BUREAU
IOWA DEPARTMENT OF PUBLIC SAFETY

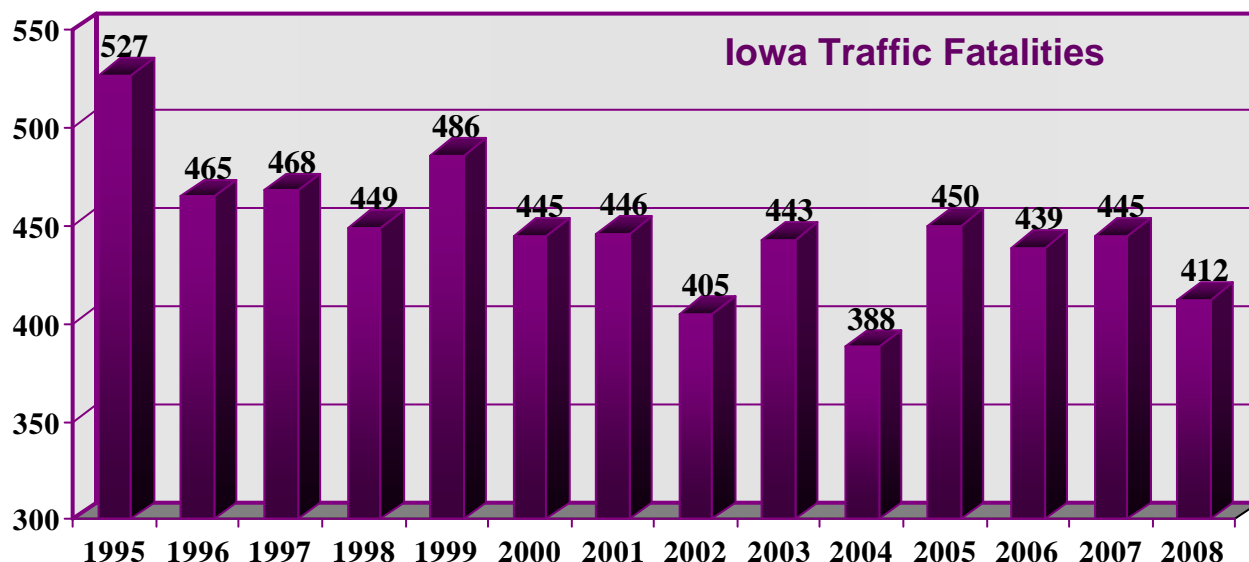
Measuring the Success of Iowa's Highway Safety Initiatives

Data provides a critical measure of the ultimate impact of federally-funded programs and countermeasures on the safety of Iowa's roads. Beginning in FFY 2010, NHTSA will require that 11 key data elements be addressed in the Highway Safety Plans of all 50 states. The following section summarizes key highway safety performance measures and the progress Iowa is making towards a safer roadway environment and a better quality of life for all Iowans.



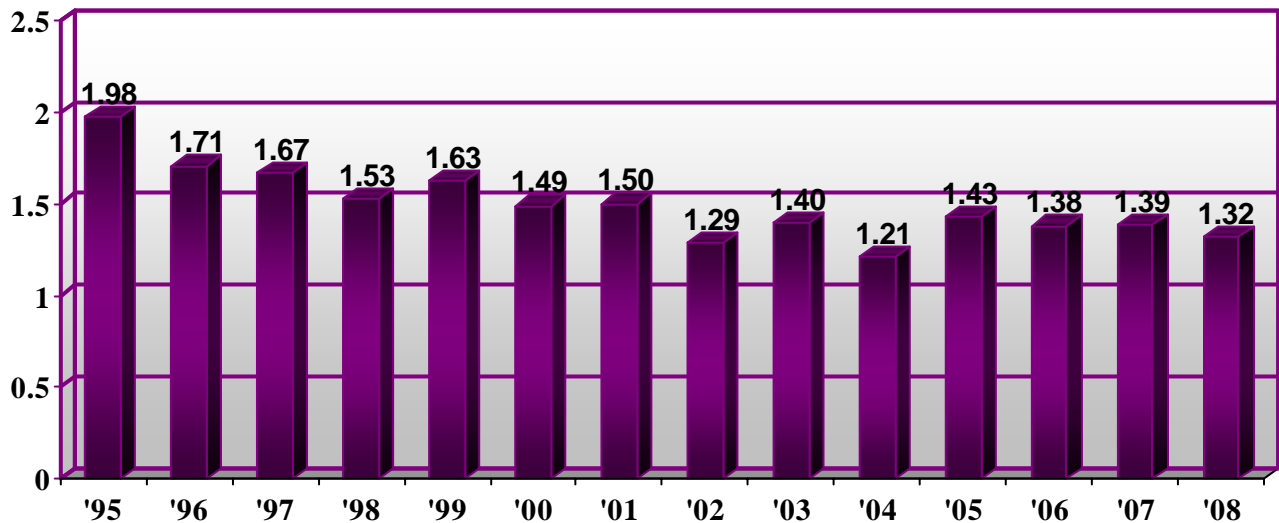
Traffic Deaths and Iowa's Mileage Death Rate

Traffic fatalities declined markedly in 2009, setting a 64-year low. As of December 31, 2009, Iowa has recorded 370 traffic fatalities, down 42 from 2008. Safety belt use rose from 92.9% to 93.1% and alcohol-related traffic fatalities remain at the 2nd lowest percentage in the U.S. As we look back at Iowa's fatality picture for the last decade, two factors stand out. For one, impaired driving deaths have continued to decline significantly. In 2008, Iowa recorded 79 alcohol-related fatalities, 40% less than the 1999 figure of 131. Thanks to strong enforcement, solid public information and education efforts and integrated highway safety programs which emphasize impaired driving prevention as a key component in overall efforts to improve highway safety, Iowa trails only Utah for the lowest percentage of impaired driving fatalities in the United States. Since 2004, Iowa has consistently been among the best states in the country in regard to low percentages of alcohol-related traffic deaths. On the other end of the spectrum, motorcycle deaths continue to increase, rising from an all-time modern low of 16 in 1995 to a preliminary figure of 49 for 2009. In addition to significant levels of excess speed and impairment, the non-use of motorcycle helmets remains a substantial contributor to these deaths. Over 85% of those motorcycle operators and passengers who have died on Iowa roads in 2009, were not wearing helmets.



Iowa's 2008 fatality rate of 1.32 deaths per 100 million vehicle miles traveled remained comparable to the national average of 1.3. This is in spite of Iowa being a largely rural state with one of the oldest populations in the nation and a much higher level of commercial vehicle travel. Each factor typically pushes rates higher.

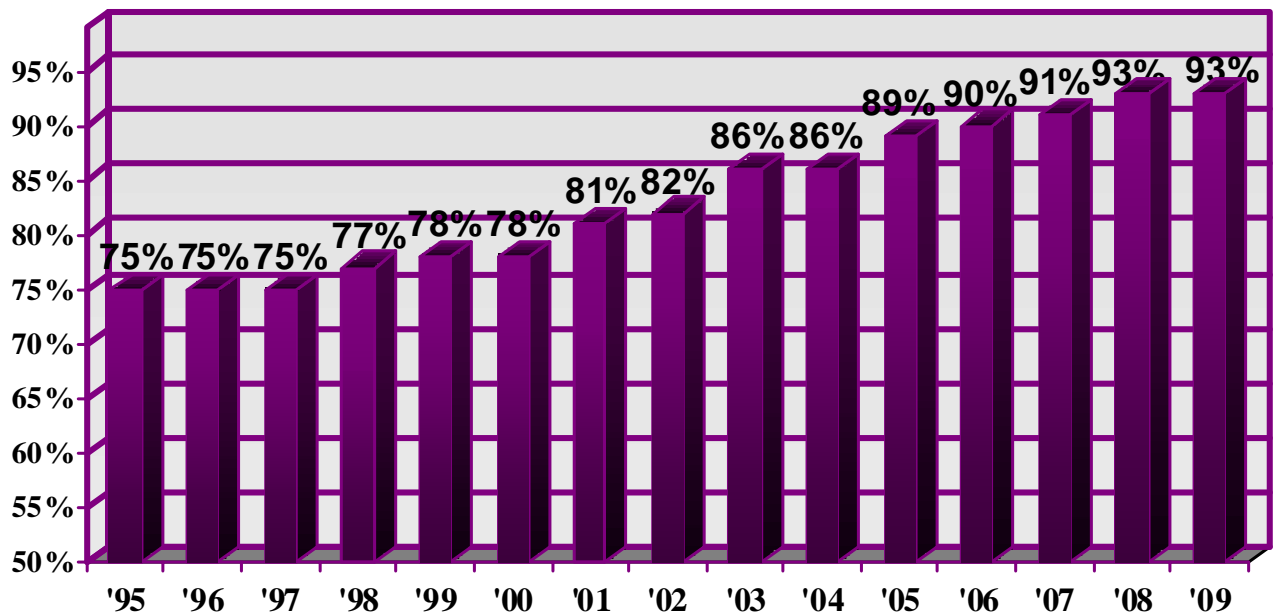
Iowa Traffic Fatality Rates



Safety Belt Use

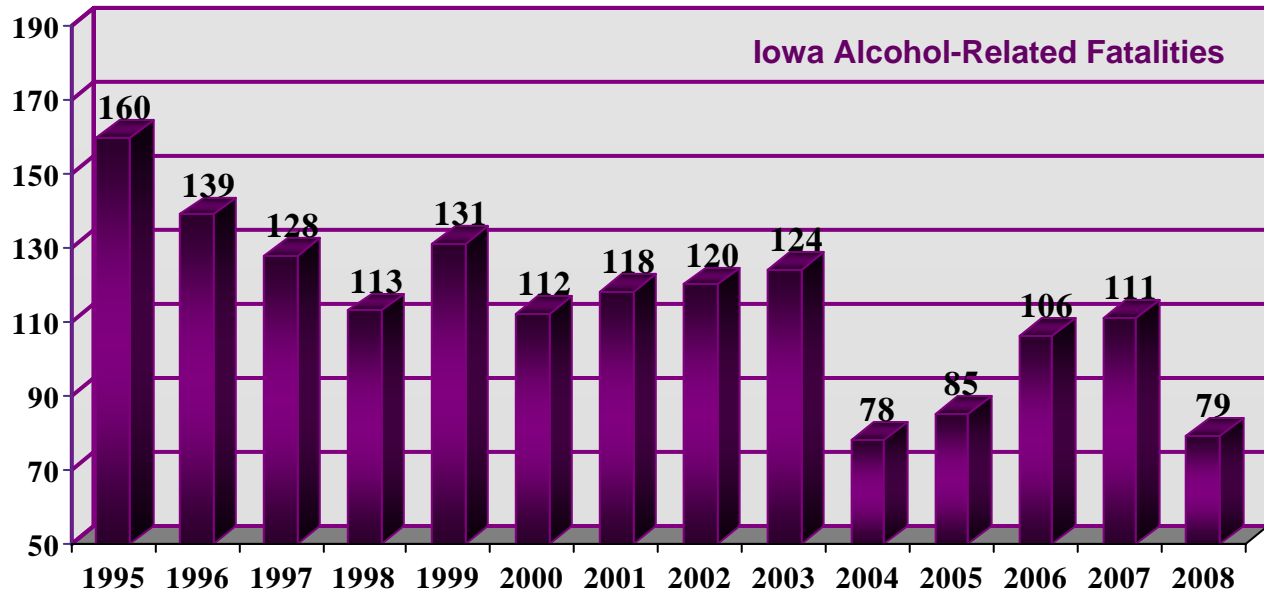
Lack of a safety belt remains a major contributor to death and serious injury in Iowa, despite an all-time record high usage rate of 93.1% which puts Iowa among the top 10 states in the nation and first in NHTSA's Region 7. Usage rates have continued to climb with 75% usage in 1995, 78% in 2000 and our current rate of 93% in 2009. Each percent of increase means at least 28,000 more Iowans are buckling up. The 93% accomplishment is one big step in the State's effort to reach 95% usage by the end of 2010.

Iowa's Safety Belt Use Rates

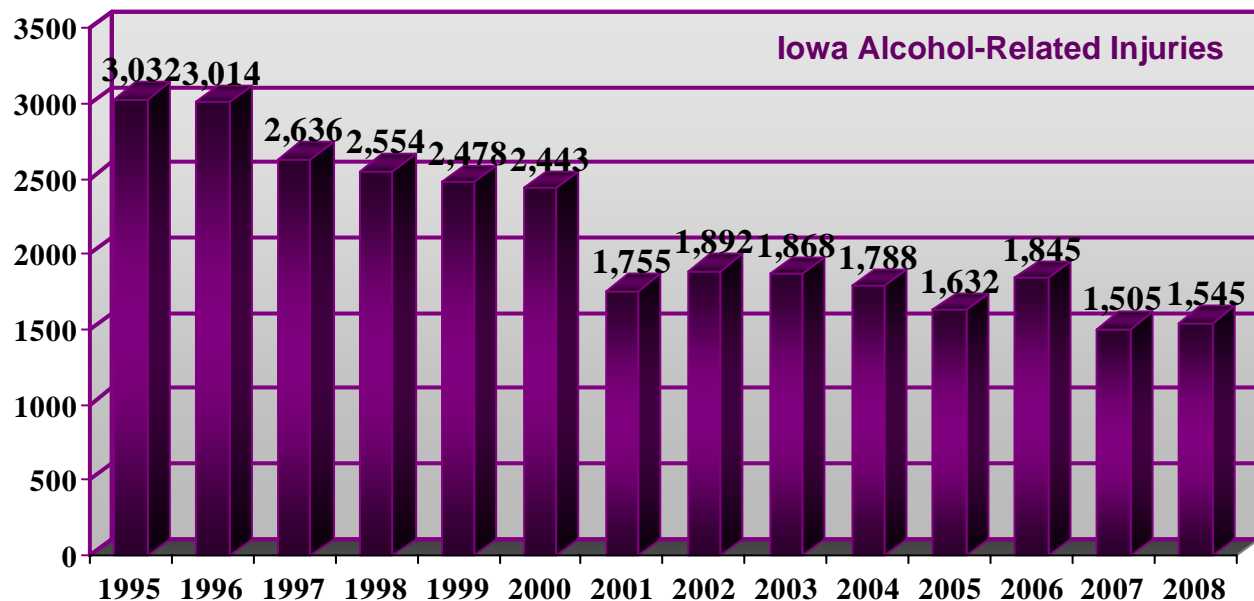


Impaired Driving

From a highway safety standpoint, Iowa has made its most dramatic progress in this crucial area. Since 1995 alone, annual alcohol-related fatalities have fallen by over 50%. The 2008 figure of 79 alcohol-related traffic deaths is just above Iowa's all-time record low of 78, set in 2004. Alcohol-related injuries have also declined by over 50% since 1990.

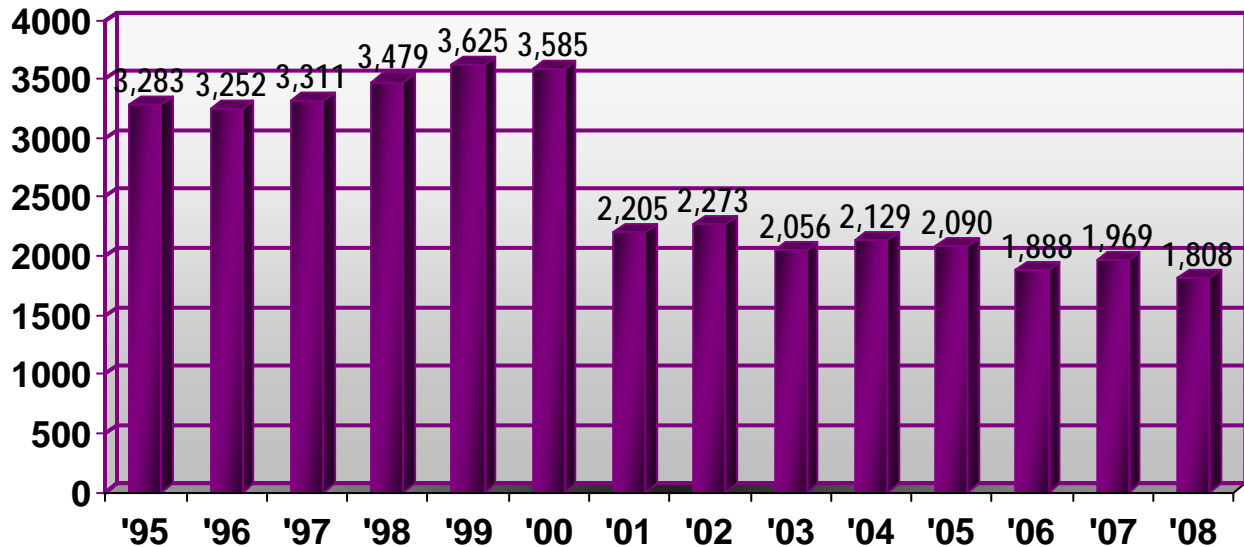


Traffic Injuries



Alcohol-related injuries and injury rates per 100 million vehicle miles traveled (VMT) have been slowly declining since 2001. Serious injuries have been declining steadily since 2001, falling nearly 18% since that time (*charted on the following page*). The year 2008 marked the third consecutive year with serious injuries below 2,000. The years 2006 - 2008 are the lowest three years on record.

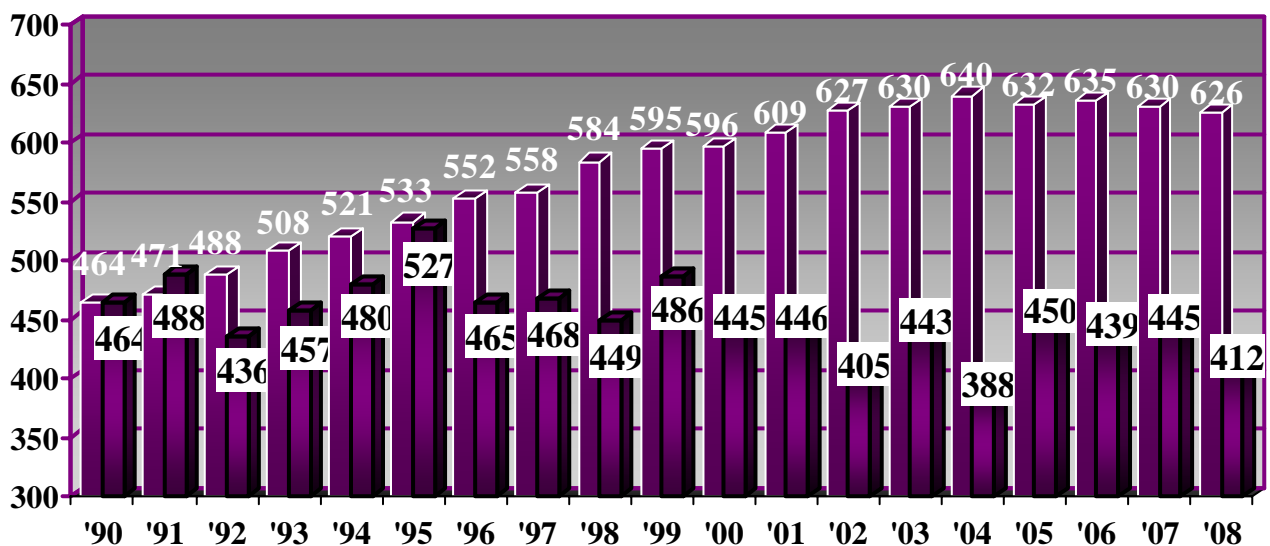
Serious Traffic Injuries in Iowa



Beyond the traditional measures of highway safety progress such as reduced fatalities or injuries and improved occupant restraint use, lie other measures which clearly demonstrate the life-saving, life-affirming benefits of effective traffic safety programs. A graph of possible versus actual fatalities illustrates the number of lives which would have been lost had Iowa's fatality rate per 100 million vehicle miles traveled remained at the 1990 level of 2.0. In 2008 alone, 214 additional traffic fatalities would have occurred if the mileage death rate had not decreased. In total, an additional 2,309 lives would have been lost between 1990 and 2008 if not for the significant reduction in Iowa's traffic fatality rate.

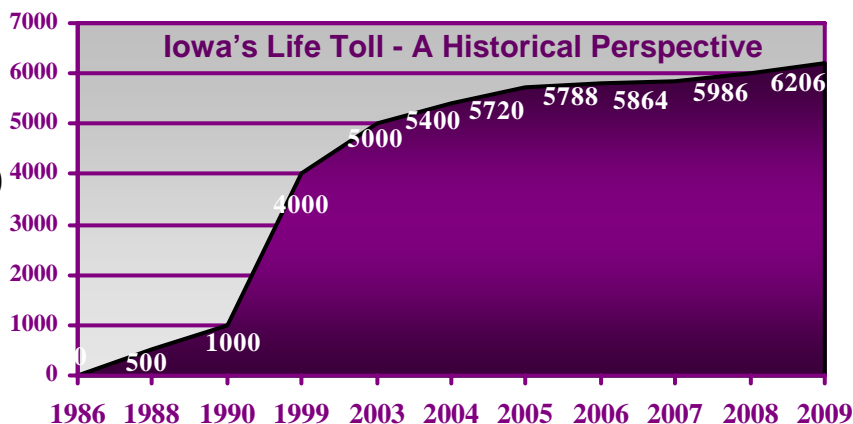
Actual Iowa Traffic Fatalities vs. Possible Fatalities

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



Iowa is proud to have a unique and unequivocal measure of how effective our safety belt and child restraint programs are. Iowa's "Life Toll" documents the names of individuals spared death and life threatening injury because they were using restraints at the time of a collision. Based on documentation from law enforcement officers at the crash scene, the Life Toll began July 1, 1986, the day Iowa's safety belt statute became law. As of December 16, 2009, the Life Toll contains the names of 6,206 Iowans who avoided tragedy because they took three seconds to reach, pull and click their safety belt on.

1988 Life Toll reaches 500
 1990 Life Toll reaches 1,000
 1999 Life Toll reaches 4,000
 (Life Toll Celebration at Iowa State Fair)
 2003 Life Toll reaches 5,000
 2004 Life Toll exceeds 5,000
 2007 Life Toll exceeds 5,600
 2009 Life Toll passed 6,000



Key Goals

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

- ◆ Achieve/maintain an overall traffic fatality rate of 1.4 fatalities per 100 million VMT or lower by the end of FFY 2009.
- ◆ Achieve/maintain a serious traffic injury rate of 6.5 serious injuries per 100 million VMT or fewer by the end of FFY 2009.
- ◆ Achieve/maintain an alcohol-related fatality rate of .36 fatalities per 100 million VMT or lower by the end of FFY 2009.
- ◆ Achieve a statewide safety belt use rate of 95% by the end of FFY 2009.

Key Accomplishments

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

- ◆ Achieved a 1.32 fatality rate in 2008, below our goal and comparable to the U.S. rate of 1.3.
- ◆ Achieved a serious injury rate of 5.9, based on 2008 traffic injury data.
- ◆ Achieved an alcohol-related fatality rate per 100 million VMT of .25, below our goal and well below the national average of .52.
- ◆ Achieved a state safety belt use rate of 93% placing Iowa 1st in NHTSA Region 7, 2nd in the Midwest and in the Top 10 nationally.

Iowa's Annual Evaluation Report details the many and varied efforts that made these achievements possible. We impact our driving public with strong enforcement, quality education and innovative public awareness. Working with our many traffic safety partners across Iowa, improvements are made. With support from the National Highway Traffic Safety Administration and all of our traffic safety partnerships, Iowa continues to reduce death and serious injury on our state's streets and highways.

Funding - At A Glance

<u>Program Area/Projects</u>	<u>Approved/ Programmed Funds</u>	<u>State/Federal Cost to Date</u>	<u>Share-to-Local Benefit*</u>	<u>Federal Funds Spent*</u>
NHTSA 402 FUNDS				
Planning & Administration	\$200,000	\$363,767	\$0	\$166,601
Alcohol	\$1,462,612	\$1,372,133	\$1,015,979	\$1,372,133
Occupant Protection	\$913,525	\$819,805	\$139,494	\$819,805
Police Traffic Services	\$1,154,741	\$1,243,801	\$397,419	\$634,860
Pedestrian/Bicycle Safety	\$31,000	\$26,566	\$26,566	\$26,566
Roadway Safety	\$170,000	\$131,823	\$131,823	\$131,823
Youth/Alcohol	\$85,000	\$72,639	\$72,639	\$72,639
TOTAL NHTSA 402 FUNDS	\$4,016,878	\$4,030,532	\$1,783,919	3,224,426
NHTSA INCENTIVE FUNDS				
405 Occupant Protection	\$765,978	\$1,122,053	\$498,525	\$561,026
406 Safety Belts	\$2,135,377	\$802,097	\$658,373	\$802,097
406 Safety Belts (paid media)	\$180,000	\$165,473	\$0	\$165,473
408 Data Program	\$792,926	\$515,149	\$412,119	\$412,119
410 Alcohol (paid media)	\$245,000	\$238,904	\$0	\$238,904
410 Alcohol SAFETEA-LU	\$2,196,159	\$2,421,744	\$1,192,023	\$1,468,402
2010 Motorcycle Safety	\$100,252	\$45,484	\$42,830	\$45,484
TOTAL INCENTIVE FUNDS	\$6,415,692	\$5,310,904	\$2,803,870	\$3,693,505
GRAND TOTALS	\$10,432,570	\$9,341,436	\$4,587,789	\$6,917,931
*These figures are calculated as of the Federal Aid Reimbursement Voucher #2009-18.				

OBJECTIVES

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

ACTIVITIES/RESULTS

Mr. Larry Sauer is the Bureau Chief of the Iowa Governor's Traffic Safety Bureau and responsible for the agency's day-to-day operation. He is the signatory authority for financial and program operations. Larry supervises a staff of eleven full-time employees providing direction for the program operations and financial management of the Bureau. He is part of the leadership team at the Governors Highway Safety Association where he served as the Region 7 Representative on GHSA's Executive Board during 2009. He also served on the Program Committee for the 2009 GHSA Conference. Larry is also an active member of Iowa's Traffic Safety Alliance serving on their Leadership Team.

Ms. Elizabeth Chipp serves as the Bureau's Financial Manager and is responsible for all monetary reporting requirements and claims processing. She oversees all budgetary aspects of the Bureau's highway safety contracts. Beth prepares budget information for the Bureau and provides assistance to contractors and the staff on financial matters. She maintains the Bureau's financial files and utilizes NHTSA's Grant Tracking System (GTS) to set up accounts and prepare federal vouchers for drawdown of federal grant funds.

Ms. Jennifer Parsons is the Bureau's Assistant Financial Manager and assists Beth in the processing of financial claims. In addition, she maintains the Bureau's audit files that include contractor reports, monitoring reports and equipment documentation. Jennifer also maintains a master equipment inventory database for all past and present GTSB grants detailing all equipment purchased with Bureau funding.

The Grants Administrator for the Bureau is Ms. Sandy Bennett. She manages the Bureau's new on-line grant system overseeing all aspects of the grant funding process and serves on Iowa's WebGrant Committee. Sandy notifies agencies of funding opportunities, posts applications to the web, sets up review panels, approves applications and creates contracts and all other related documents for each grantee. She provides training and support for grantees and staff using the web grant system. She tracks report compliance, makes contractual changes and keeps the contract files. Additionally, Sandy works with the Program Evaluator to produce the GTSB's Problem Identification, Highway Safety Plan and Annual Report. She also manages the Bureau's policies, forms and directives on the Department's PowerDMS system.



Between May and July of 2009, Miranda Crisp again assisted the Bureau as a summer intern. In mid June, Rachel Christensen also joined the staff as an intern. Rachel assisted with a variety of tasks including working at the GTSB booth during the Des Moines Art Festival and again playing one of the "Vince and Larry" characters as well as working the booth during the Iowa State Fair. Rachel is still assisting the staff during breaks from her classes at Iowa State University.

Overall, program management, financial expertise and administrative support were provided for planning, contracting, training, monitoring, reimbursement of expenses and evaluating all federal highway safety programs. The FFY 2010 Highway Safety Plan, the FFY 2008 Annual Report and all financial documents were completed and submitted in a timely manner.

OBJECTIVES

- ◆ To maintain or increase total OWI enforcement contacts in the project area.
- ◆ To maintain at least an 85% statewide OWI conviction rate.
- ◆ To provide specialized, alcohol-related traffic safety education to judges, prosecutors, law enforcement officers and students.
- ◆ To achieve and maintain 26% or fewer alcohol-related fatalities by the end of FFY 2009.
- ◆ To achieve and maintain an alcohol-related fatality rate of .36 fatalities per 100 million VMT or lower by the end of FFY 2009.
- ◆ To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by the end of FFY 2009.

PERFORMANCE/SIGNIFICANT ACCOMPLISHMENTS

Overall OWI enforcement contacts were not increased; however, an 85% OWI conviction rate was maintained. Specialized education was provided to judges via the State court Administrator's Office and to prosecutors and law enforcement officers through the Prosecuting Attorneys Training Coordinator and the Iowa Law Enforcement Academy. Enforcement agencies funded under this section conducted over 130 public information activities including many involving students. Iowa finished the 2008 calendar year with the second lowest percentage of impaired driving fatalities in the entire United States, trailing only Utah. In FFY 2009, the percent of total traffic fatalities that were alcohol-related was 19%, well below the goal of 26% or less. Iowa attained an alcohol-related fatality rate of .25, less than the goal of .36 or lower. Iowa achieved a dramatic 30% decline in alcohol-related traffic deaths in 2008, falling from 111 in 2007 to 79, the second lowest total in history (78 in 2004) dropping below 20% of total fatalities for only the second time. Increased emphasis on night enforcement by the ISP and hundreds of local enforcement partners across Iowa certainly were factors in this substantial decline.

ACTIVITIES/RESULTS

Enforcement partners in the alcohol emphasis area were police departments from Burlington, Council Bluffs, Ottumwa and Windsor Heights and sheriffs' offices from Marshall, Scott and Woodbury counties and Iowa State University's Department of Public Safety. Other funded agencies were the DCI Laboratory, the Iowa Law Enforcement Academy, the Prosecuting Attorneys Training Council, the State Court Administrator's Office, The Integer Group and Greater DM Baseball.

Statewide alcohol-related fatalities fell in 2008 from 2007's 111 to 79. Iowa remained second in the nation in this area. Such success attests to Iowa's outstanding performance in the entire area of impaired driving interdiction from alcohol and drugged driving enforcement to comprehensive training opportunities for police offices, deputies and troopers as well as prosecutors and judges. Iowa was one of the first states to employ a full-time resource prosecutor dedicated to OWI prosecution training. Alcohol enforcement contacts in FFY 2009 for the eight agencies funded in this area totaled 711, averaging nearly 90 per agency. ISU had 290 alcohol enforcement contacts and Woodbury County SO had 265. Windsor Heights PD and Marshall County joined ISU and Woodbury County in exceeding their project goals for impaired driving related interdictions.

The Iowa State Patrol, although not funded in the Alcohol Emphasis Area, contributed in a major way with a over 1,600 alcohol-related enforcement actions during GTSB-funded overtime under the Occupant Protection emphasis area and with Section 410 funding.

Occupant protection contacts fell to 1,908 this past year. However, per agency numbers climbed from 191 in 2008 to 239; a 25% improvement. Council Bluffs PD had 521 safety belt enforcement contacts, Ottumwa PD had 494 and Burlington PD had 370.

Speed plays a role in nearly 30% of all fatal crashes nationally. The eight enforcement agencies achieved 7,655 speed and serious moving violation contacts. Ottumwa PD, Burlington PD and Woodbury Co. SO all exceeded 1,000 contacts. Only one agency fell short of reaching their goal. Council Bluffs PD still made a commendable 789 contacts.

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

The State Court Administrator's Office hosted its annual magistrate's conference with nearly 175 magistrates and their staff members in attendance. Highway safety related presentations included criminal impact decisions, traffic laws and the impact of technology on the courts. At the Iowa Law Enforcement Academy, the FFY 2009 focus remained on Standardized Field Sobriety Training (SFST), Horizontal Gaze Nystagmus (HGN) training and traffic safety schools. A total of 24 courses trained 529 officers on SFST/HGN that included instruction in drug detection and interdiction. Additional classes trained 235 officers on the use of lidar speed detection. The Prosecuting Attorneys Training Coordinator provided extensive training to prosecutors and law enforcement personnel. A total of 340 prosecutors attended traffic safety related training at the annual summer conference and a fall workshop. A total of 18 officer training events were conducted. Issues included Search and Seizure, New Legislation, Youth Alcohol, DRE and Phlebotomy. A total of 589 officers and officer trainees attended these events. Upon request, 38 law enforcement agencies received additional prosecutorial assistance.

Public information and education remain essential elements in Iowa's battle against impaired driving. One milestone of considerable note occurred in 2009. Mr. Bill Grismer, Account Executive with The Integer Group, retired after 30 years of distinguished service in traffic safety public information. PSAs produced under Bill's leadership routinely won national awards and were often used by other states. A school bus safety PSA produced in the 1990s was used by nearly 20 states and a crashing beer mug in another PSA became the model for similar campaigns around the country. Iowa's newest alcohol PSA, "Whatever It Takes" uses humor and young adults to add a new dimension to the concept of "Gimme The Keys Please" to reach today's young at-risk audience. The PSA is also on YouTube. Successful OWI prosecution is the cornerstone of an effective OWI interdiction program. Experts from Iowa's DCI Laboratory provided court testimony in 66 cases and assisted with 84 discovery requests. The Lab also analyzed nearly 1,500 blood and urine samples for the presence of alcohol and other drugs including 192 cases generated by Iowa's well trained DRE officers.



In summation, the combination of enforcement, training, public information and evidentiary support has made Iowa a national leader in the fight against impaired driving. Iowa's considerable achievement in reducing impaired driving deaths reflects this.

OBJECTIVES

- ◆ To enhance the motoring public's use of safety belts/child restraints through programs targeted for enforcement, educators and the general public.
- ◆ To achieve a statewide safety belt use rate of 95% by the end of FFY 2009.
- ◆ To achieve a statewide child restraint use rate of 92% by the end of FFY 2009.

PERFORMANCE/SIGNIFICANT ACCOMPLISHMENTS

Iowa safety belt use improved modestly in FFY 2009 after back-to-back years with significant gains. State seat belt and child restraint use were surveyed. Booster seat use for kids ages 5-8 and teen belt use continued to be priorities assisted by partners like the Iowa Department of Public Health's Bureau of Emergency Medical Services, Mercy Medical Center in Sioux City and Farm Safety 4 Just Kids. Iowa's statewide belt usage rate increased from 92.9% to 93.1% revealing that an additional 6,000 drivers and front seat passengers are now taking the life affirming three seconds to reach, pull and click. Most significantly, over 1.9 million Iowa drivers and nearly 700,000 front seat passengers are full time belt users. Such behavior is critical as Iowa is poised to set its lowest fatality total in 64 years. Iowa ranks #1 in Region 7 and 8th in the Nation in safety belt usage.

ACTIVITIES / RESULTS

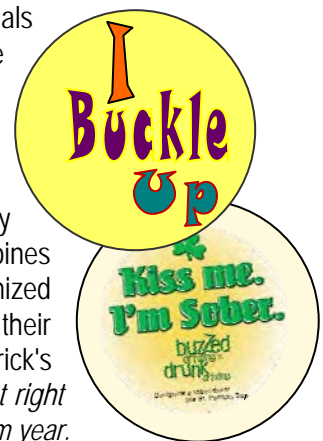
Agencies funded via 402 occupant protection monies included police departments from Bettendorf, Dubuque, Johnson, Newton and Polk City. Two major thrusts from the Iowa State Patrol including Operation C.A.R.E. as well as selective overtime/special projects were funded in this area. Screenvision Direct coordinated exposure for GTSB-funded occupant protection public service announcements at movie theaters across the state.

Section 405-funded occupant protection activity involved eight organizations: the Iowa Department of Public Health's Bureau of EMS, Blank Children's Hospital, the University of Iowa's Injury Prevention Research Center, the Iowa State Patrol, Farm Safety 4 Just Kids, Mercy Medical Center in Sioux City, Iowa Health Systems and Learfield Sports.

Iowa receives Section 406 occupant protection funds because we have one of the best safety belt use rates in the country. Under 406, were projects with the Iowa Illinois Safety Council, the Iowa State Patrol, the Iowa Law Enforcement Academy and The Integer Group.

Iowa is very proud of our Life Toll. The Iowa DOT has maintained this list of individuals who were spared from death or life-threatening injury in a motor vehicle crash since 1986. Iowa Life Toll included over 6,200 persons by the end of calendar year 2009.

The Bureau reaches a wide variety of Iowans with traffic safety messages each year at the Iowa State Fair. This educational material is also offered by traffic safety advocates throughout the year at health and safety fairs, numerous conferences, county fairs and other types of events. In FFY 2009, the GTSB participated in both the Des Moines Art Festival and the St. Patrick's Day Parade. Children and even a few adults customized their buttons with traffic safety messages at the Des Moines Art Festival. Kids colored their buttons, added their name or their own safety message and stickers. Special St. Patrick's Day buttons and wrist bands were distributed during the St. Patrick's Day Parade. *At right are just two examples of the many traffic safety buttons used during the FFY 2009 program year.*



Unfortunately, even with such a high seat belt use rate, 6.9% of Iowans are not wearing their safety belts. Approximately 150,000 drivers and 50,000 front seat passengers are riding unbelted. Tragically, 170 of those Iowans died in 2008 crashes.

The Iowa State Patrol spearheaded occupant protection enforcement in the Section 402 occupant protection emphasis area. The ISP's Operation C.A.R.E. is part of a nationwide initiative focusing on traffic safety enforcement in relation to holidays including Thanksgiving, Christmas, Memorial Day, Independence Day and Labor Day. These efforts by the Patrol resulted in a total of 4,070 enforcement hours. Project numbers included 989 occupant protection related contacts and non-projects numbers totaled 2,211. Additionally, the Patrol made 9,102 project contacts for speed/moving violations. Other Section 402 funds were used to multi-agency projects including saturation patrols, traffic safety task forces and corridor projects. These enforcement efforts resulting from 2,903 overtime hours included a total of 1,631 occupant protection enforcement contacts and 6,709 speed and other moving violation enforcement contacts.

Of the five local police departments funded in this area, Dubuque PD had 295 occupant protection enforcement contacts, a 60% increase from last year. Polk City PD utilized OP funding to support the Central Iowa Traffic Safety Task Force which conducted 14 special enforcement events during the program year. CITSTF also developed and distributed visor calendars with an OP message and held a one-day educational seminar for enforcement offices and prosecutors.



To coincide with Iowa's and the nation's largest annual safety belt initiative, our newest safety belt PSA was released in June. Entitled "Maniacs," the PSA focuses on Iowa's hardest to reach, most at-risk audience, young males ages 15-30. The PSA shows four young men engaged in crazy, somewhat risky antics like riding a small motor scooter through a car wash but then getting into a vehicle and buckling up with the catch line "Even for maniacs, some risks aren't worth taking." *A few excerpts from the fast paced, action-filled safety belt PSA are pictured.* The campaign also included billboards and featured its own website www.maniacstunts.com with an expanded PSA.

The Iowa Department of Public Health's Bureau of Emergency Medical Services (EMS) with GTSB funding support, is the key provider of child passenger safety training and education in Iowa. Six CPS Technician Instructors were re-certified during 2009. These instructors teach CPS Technicians around the state. Four 4-day CPS Tech training sessions were held. Because so much of the CPS Tech work is volunteer, reimbursement for registration fees was offered with 17 students requesting reimbursement. Child safety seat check up events were held throughout Iowa and an annual CPS Technician Update was held in Des Moines. Check-up events also focused on reaching culturally diverse populations utilizing family resource centers including a child safety seat check at Capitol park Family Learning Center which involved instructors working with CPS Technicians.

Blank Children's Hospital provided child passenger safety outreach and education. Nearly 500 parents and care givers were educated at events such as the semi-annual Oh Baby Conference. Presentations were also given at the Principal Financial Child Development Center and Iowa Lutheran Hospitals. A special needs car seat loaner program was continued for the second year.

The University of Iowa Injury Prevention Research Center again conducted Iowa's statewide child restraint use survey. Statewide child restraint usage was measured at 92.9%.

The Iowa State Patrol's Safety Education Officers provided safety belt training at high schools across the state reaching over 1,000 students at 35 different events. Also, a rollover demonstration machine was shown at the Iowa State/Iowa football game in Ames on September 12th, with a total audience of over 70,000 persons.



Farm Safety 4 Just Kids continued a successful program reaching Iowa's highest risk teen drivers, those living in rural areas. Rural roadway safety programs were implemented at 19 schools. Outreach efforts also included a booth at the Iowa Association of School Boards Meeting and interviews with WHO and KMA radio stations.

Mercy Medical Center in Sioux City in northwest Iowa distributed 61 child safety seats and reached 419 families with child restraint instruction on proper installation and use.

Iowa Health Systems utilized presentations by young motor vehicle crash victims at high school and junior high assemblies across Iowa for the 22nd consecutive year, reaching an astonishing 31,557 students through 187 assemblies.

Learfield Sports used a combination of 405 and 410 funds to provide public service announcements during ISU and Iowa football broadcasts, place rotating banners on ISU and U of I sports websites, place digital signage boards at both university stadiums and traffic



safety messages in the programs for U of I football and basketball and ISU football. Game day events included safety displays and hand-outs for ISU, U of I and UNI fans including buttons to remind fans to tailgate responsibly. Pictured is a gate sign at the ISU/Iowa game and one of the three tailgate buttons that were distributed to ISU, Iowa and UNI fans.



Section 406 funding activities included training for 165 police officers with the TOPS program by the Iowa Law Enforcement Academy.

• Iowa-Illinois Safety Council •

Your Safety & Health Leader

Belt America

The purpose of this program is to educate and work with employers to promote seat belt usage by employees both on and off the job. The average economic cost per crash causing an incapacitating injury is \$62,500.

When used, lap/shoulder safety belts reduce the risk of fatal injury to front seat passenger car occupants by 45% and reduce the risk of moderate-to-critical injury by 50%. Safety belts saved an estimated 15,383 lives in 2006 among passenger vehicle occupants over 4 years old. An additional 5,441 lives could have been saved in 2006 if all passenger vehicle occupants over age 4 wore safety belts. From 1975 through 2006, an estimated 226,567 lives were saved by safety belts. (National Safety Council's 2008 Injury Facts)

Higher seat belt usage by employees can reduce costs as well as prevent deaths and injuries.

What we can do to help you achieve the goal of higher seat belt usage:

- A. Provide support and guidance with setting up a seat belt promotion program.
- B. Provide a FREE speaker for your safety meetings
- C. Provide FREE support material

1. Pay check stuffers
2. Gate Signs (Metal) "Buckle Up for Life, It's Our Law"
3. Video "Diana's Last Message" Princess Diana's car crash and how a seat belt would have saved her. A great one (10 Min.)
4. The use of "Vince & Larry" costumes for special activities (crash test dummies)
5. For your newsletter or in house publication
 - A. Information about the program and introduction
 - B. Motor vehicle crash statistics and related articles
6. Seat Belt Pledge cards sample
7. List of ideas that other companies used that worked for them
8. Samples of free promotional items and order forms
9. Awards for taking part. A plaque from IISC and from the Governor's Traffic Safety Bureau's "Seat Belt Honor Roll Award" for 85%, 90%, 95% or 100% belt usage.

This program can easily be expanded to the families to show that you are interested in their safety not only on the job but also off the job and that you are interested in the safety of their families.

Best of all, there is no cost for this service.

For more information contact:
 Al Perkins
 Call 515-276-4724 or 800-568-2495 ext. 226 to leave a message for Al
 800-568-2495 ext. 226
 or email: Al@iisc.org

The Iowa Illinois Safety Council reached employers with safety belt education for employees. Last year's program included 11 corporations and 39 other employers as well as presentations at 38 different high school driver education classes. Pictured to the left is a page from the Iowa Illinois Safety Council's website providing details on their Belt America program offered to Iowa companies.

The Integer Group continued the popular Commander Alex occupant protection book and related materials for young readers. Commander Alex instruction kits were provided to 125 librarians across Iowa.

Iowa State Patrol troopers continued to conduct Iowa's statewide safety belt use survey. This broad array of occupant protection activities helped Iowa achieve an all-time high 93.1%

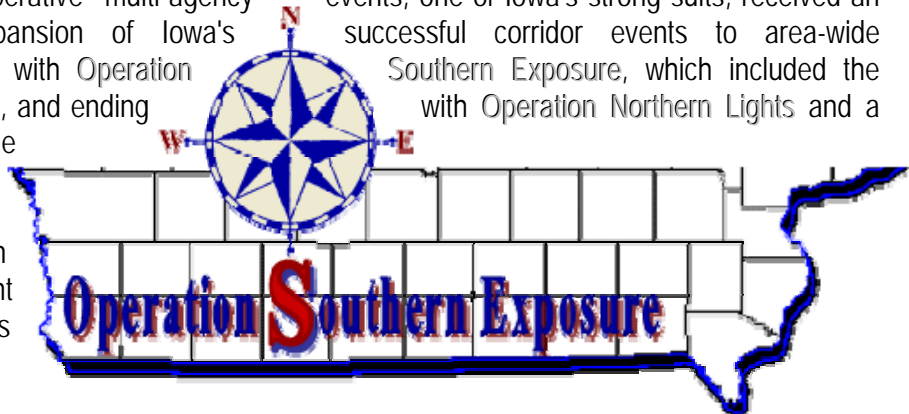
safety belt usage rate and a best ever child restraint usage rate of 92.9%.

OBJECTIVES

- ◆ To promote the motoring public's awareness of traffic safety considerations through targeted educational materials aimed at high-risk populations.
- ◆ To promote cooperative, multi-agency law enforcement initiatives directed at identified high-risk problem areas.
- ◆ To reduce statewide traffic fatalities by 3% by the end of FFY 2009.
- ◆ To achieve and maintain a statewide traffic fatality rate of 1.4 fatalities per 100 million VMT or lower by the end of FFY 2009.
- ◆ To achieve and maintain a statewide serious traffic injury rate of 6.5 serious injuries per 100 million VMT or lower by the end of FFY 2009.

PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

Public awareness was advanced throughout the year with special emphasis on Iowa's two largest highway killers, non-use of safety belts and impaired driving. Paid media campaigns for safety belts were highlighted by Iowa's active participation in the National Click It or Ticket mobilizations. Impaired driving received similar emphasis and media thrust during the national Drunk Driving-Over the Limit-Under Arrest campaign in August. Cooperative multi-agency events, one of Iowa's strong suits, received an added boost with the expansion of Iowa's successful corridor events to area-wide saturation patrols. Beginning with Operation Southern Exposure, which included the entire southern 1/3 of the state, and ending with Operation Northern Lights and a special first-ever School Zone enforcement effort, these events generated nearly 5,000 speed and moving violation contacts, 1,500 occupant protection enforcement actions and 150 OWI interdictions.



For the second consecutive year, nighttime enforcement continued to be emphasized with nearly 500 of the 1,500 occupant protection actions occurring at night. During FFY 2010, at least one multi-agency enforcement event is required to be conducted during nighttime hours by every law enforcement agency receiving either Section 402 or Section 410 highway safety funding. While safety belt use improved only modestly in FFY 2009, growing from 92.9% in 2008 to 93.1%, Iowa maintained its 8th Best in the Nation status, 1st NHTSA Region 7 and #2 among the 12 states in the Greater Midwest. The 6.9% of Iowans not using their safety belts are the most hard to change group, resolute in their determination not to adhere to the rationale that they are risking their lives traveling without any defense against injuries if a crash occurs. Reaching 95% statewide usage will, no doubt, be one of the hardest, yet most worthy goals to accomplish.

Traffic fatalities are the ultimate measure of success or failure in the highway safety arena. Iowa achieved a 64-year low in traffic deaths in 2009. As of January 2, 2010, Iowa had recorded 370 traffic fatalities in 2009, down 42 or 10% from the 2008 total of 412 and 76 fewer than just two years ago. While that is still 370 deaths too many, it represents a significant achievement and a 60% decline from 1970 when Iowa set an all-time high with 912 traffic deaths.

ACTIVITIES / RESULTS

Sixteen police departments and five county sheriffs' offices constituted the police traffic services emphasis area in FFY 2009 along with two law enforcement communication agencies. The 21 law enforcement agencies were involved in overtime traffic enforcement with the exception of the Waukee Police Department, which employed a full-time traffic officer. Police departments from Ankeny, Bettendorf, Cedar Falls, Clive, Coralville, Davenport, De Witt, Des Moines, Epworth, Keokuk, Marion, Marshalltown, Mason City, Muscatine, Norwalk and Waukee were joined by sheriffs' offices from Des Moines, Fayette, Johnson, Lee and Story counties.

The 21 PTS enforcement agencies combined for 1,923 alcohol-related enforcement contacts, an average of more than 90 per agency. This represents a 50% increase in impaired driving contacts when compared with FFY 2008. Twelve agencies exceeded their goals. PTS impaired driving contacts included over 500 OWI arrests. The Des Moines Police Department made 562 alcohol enforcement contacts; 337 resulting in an OWI arrest. Activity was also strong at Ankeny, De Witt, Keokuk, Muscatine and in Johnson County, all of which exceeded 100 OWI contacts. Other agencies exceeding their respective goals included Clive, Coralville, Cedar Falls, Des Moines County Sheriff's Office, Epworth PD and the Lee county Sheriff's Office.

During FFY 2009, a total of 6,011 safety belt enforcement contacts were reported by the PTS emphasis area agencies; nearly double the FFY 2008 PTS total of 3,171. Nine agencies exceeded 200 occupant protection contacts. Iowa's largest police department, the Des Moines PD, with over 350 officers, had 1,771 contacts, including 194 child restraint violation tickets. The Marion PD made an extremely strong belt enforcement effort with 931 safety belt actions, remarkable for a city of 23,000 with 98% belt compliance. In Bettendorf, police issued 666 occupant restraint citations and warnings while Coralville tallied 598 actions. Most importantly, this effort produced results. Four PTS agencies reported observed belt use in excess of 96%, well above the statewide average of 93%.

Speed and moving violation infractions are the most prevalent in Iowa. Speed plays a factor in many lane departure/run-off-the-road crashes. Fifty-seven percent of all Iowa fatalities occur in lane departure/run-off-the-road crashes. In FFY 2009, PTS agencies recorded 17,346 violations. Sixteen of the 21 PTS enforcement agencies exceeded their individual enforcement contact goals. Strong enforcement by the Des Moines PD produced 5,578 speed/moving violation enforcement actions. Other agencies exceeding 1,000 contacts were Marion PD with 2,263, Bettendorf PD with 1,363 and Waukee PD with 1,280. The Lee County Sheriff's Office reported in excess of 1,500 speed violations.

Public information and education is an essential component in nearly all successful traffic safety applications and initiatives. During FFY 2009, the 21 PTS enforcement agencies reported 552 public information and education (PI&E) activities.

Westcom Communications utilized GTSB funds to support West Des Moines, Clive and Urbandale police departments in 11 separate enforcement events. They provided dispatch services to 136 officers handling radio traffic and requests, logging events and querying vehicles and person for vehicle registration records, driver license record and stolen/wanted records. The Black Hawk Consolidated Public Safety Communication Center also supported law enforcement in eastern Iowa with dispatch services; however, the need was not as great as previous years and services were provided without expending any GTSB overtime funds.

The collective effect of the PTS and other Bureau funded enforcement efforts was significant and measurable. From near record low impaired driving fatalities in 2008 to a 64 year low in overall traffic deaths in 2009, the collective efforts of the GTSB's enforcement partners paid big dividends and resulted in a safer driving environment for all Iowans.

OBJECTIVES

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

ACTIVITIES / RESULTS

Mr. Mark Nagel serves as Iowa's Occupant Protection Coordinator and brought 33 years of law enforcement experience to the Bureau. He was one of the state's first Child Passenger Safety Technicians and was instrumental in the establishment of Iowa's first permanent child safety seat fit station. In addition to managing 28 GTSB contracts, Mark is a Board member of the Iowa Safe Kids Coalition and leader of the Traffic Safety Alliance Occupant Protection Target Team. In September of 2009, Mark kicked off CPS Week by organizing a very successful child passenger safety event at a day care center serving at-risk families. CPS Technicians checked over 60 vehicles and provided education on proper restraint use.

Mr. Denny Becker works as the GTSB's Impaired Driver Programs Coordinator and is the Manager of the State's Drug Evaluation and Classification Program (DECP). Each fall, Denny organizes training for Drug Recognition Experts (DREs) and is a recognized national leader in the DECP area. With 14 new certifications this year, Iowa now has 144 DRE officers thanks to the efforts of Denny and the DRE Instructors. Beyond impaired driving, Mr. Becker was responsible for monitoring 29 contracts and served on the Black Hawk County Arrive Alive Committee and the Red Ribbon Campaign Planning Committee.

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

Ms. Christine Burkett is the Special Projects Manager at the GTSB. In 2009, Christine managed 46 highway safety contracts. Beyond contracts, she put together the Bureau's annual conference and managed public relations at the State Fair and at media events conducted statewide. Christine speaks fluent Spanish and has worked with many segments of Iowa's diverse population. Last year, she coordinated a traffic safety fashion show highlighting high-visibility and conspicuity gear for motorcycle riders during "Bike Down to I Town," a motorcycle rally that draws thousands of riders from across Iowa and beyond. She also initiated the use of a "button maker" to promote a variety of traffic safety issues for youth used for both the St. Patrick's Day parade event and at safety booth during the Des Moines Art Festival.

Mr. Robert Thompson is the Bureau's Program Evaluator and Traffic Records Coordinator. He analyzes Iowa's traffic data to provide direction for Bureau program activities and funds toward Iowa's most prevalent traffic problems. Bob compiles the Bureau's Annual Report, Highway Safety Plan and statewide Problem I.D. He makes applications for federal funds for impaired driving, traffic records and motorcycle safety programs. Bob is a nationally recognized leader in the traffic records arena serving as the Legislative Liaison for the National Association of Transportation Safety Information Professionals in 2009. He is also Co-Chair of Iowa's State Traffic Records Coordinating Committee (STRCC).

Ms. Ihla Hochstetler is the GTSB's Office Coordinator. 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 serves as the Secretary to the DRE Board taking minutes at Board meetings and handling DRE correspondence. Ihla orders office supplies and coordinates the scheduling of Vince and Larry appearances around the state. She manages the distribution of the Bureau's educational materials to the public and others. In addition, Ihla assists the Financial Manager with claims and schedules meetings for the Bureau Chief and staff.

In April, over 300 people received the latest information on traffic safety issues at the Bureau's annual traffic safety conference in Des Moines. Conference support services and staff were provided by a contract with Iowa State University. The conference brings together key local, state, federal and private sector leaders to identify highway safety priorities to improve traffic safety in Iowa and achieve the goals of Iowa's Highway Safety Plan. Beyond the informative sessions, the conference enables contractors to share program activities and insights. The 2009 conference continued to emphasize seat belt use and impaired driving since lack of safety belt use is by far the biggest killer on Iowa roads followed by impaired driving.

Since 1994, the Kip Hayward Award has recognized law enforcement officers dedicated to protecting the public from alcohol or drug impaired drivers. Trooper Bryan Beckman of the Iowa State Patrol received the 2009 award. Besides conducting drug evaluations on and off-duty during 2009, Trooper Beckman provided 359 hours of instruction not only on drug recognition but also SFST, OWI, DataMaster, CPR and firearms.

The Iowa Department of Public Safety recognizes outstanding traffic safety contributions by individuals with the Commissioner's Special Award for Traffic Safety presented at the conference each year. At the 2009 Governor's Highway Traffic Safety Conference, 29 awards were presented by Department of Public Safety Commissioner Eugene T. Meyer. A small sample of those honored are highlighted below.



Bill Grismer has led Iowa's public safety media campaigns since 1978 bringing national attention and honors to the GTSB. His dedication and talents with public awareness initiatives during more than 3 decades have been crucial to Iowa's success in reducing death and injury on our roads.



American Concrete of Des Moines put traffic safety messages on their cement trucks for all of the public to see. The project, developed and paid for by the company, exemplified their commitment to traffic safety.

An Iowa Motorcycle Safety Task Force member, Mary Hadd has promoted motorcycle safety on local TV and radio stations, helped create an award-winning motorcycle safety calendar and even installed a modulating headlamp on her own cycle to help promote its safety features.



The University of Northern Iowa's Student Government was honored for its creation of a Panther Shuttle which provides safe rides every weekend from 9 pm to 1:45 am. The program has been vital in keeping students at risk of driving while intoxicated off the roads. It has also curtailed vandalism, public intoxication and assaults on campus.



Tammy Flesher, Parkersburg EMS Service, saw families had no child restraints to safely transport their children after the city was leveled by a tornado. She learned what type of seats displaced families needed, helped distribute them and provided installation training. She also helped secure a grant to host a 4-day CPS Technician training in the area.

Officer Stephen Becker was recognized for his traffic safety work issuing more citations/warnings than any other officer at the West Des Moines PD. He's always the first to sign up for special enforcement and child passenger safety events.



OBJECTIVES

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

PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

Bicycle helmet use was encouraged with: **1)** 10 bicycle rodeos and safety presentations conducted by the Iowa State Patrol with 720 youngsters trained in bike safety; **2)** bicycle safety programs established/assisted in Palo Alto, Washington and Grundy counties and at other locals across Iowa through the Every Child/Every Promise Program, **3)** a Safety Town class held in Burlington for 72 children ages 4 and 5 and the distribution of 397 GTSB-funded bicycle helmets as well as coordination of the Walk This Way pedestrian safety program for elementary students involving 9 schools and over 2,500 students.

ACTIVITIES / RESULTS

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

Each GTSB-funded program addresses an important segment of Iowa's bicycling public. The Iowa State Patrol's 16 full-time Safety Education Officers reach young cyclists with bicycle safety education in a fun-filled environment. During FFY 2009, the Patrol conducted 10 bicycle safety education presentations including five bike rodeos, reaching 720 students from elementary to high school.

A long-time program with the Iowa Department of Public Health targets adult riders with migrants to bicycle safety clubs, wellness/healthy lifestyle organizations and hospital auxiliaries. Programs selected for participation in 2009 were the Palo Alto County Hospital, Grundy County Public Health, Washington County Love Our Kids and Every Child/Every Promise. The primary focus of each group was the education of elementary school students and the distribution and fitting of bicycle helmets for them. *The main page of Washington County's website www.cruisinwithkids.com is pictured.*



The image shows a screenshot of the 'Cruisin' With Kids' website. At the top, there are three navigation buttons: 'Cruisin'' (red octagon), 'With' (yellow diamond), and 'Kids' (green circle). Below these is the text 'Keeping Kids Safe!' and a 'Click here to leave a message.' button. A cartoon fox character is on the left, and a baby is sitting on a green suitcase on the right. Below the screenshot is a white box with the following text:

**Iowa Child and Infant
Car Seat Safety Inspection Stations**

The National Highway Traffic Safety Administration reports that 8 out of 10 car seats are improperly installed.

Have Your Car Seat Inspected Today by one of the
Certified Car Seat Installation Services Provided **BELOW!**
or Call 1 - 866 - SEAT - CHECK

A third program with Young House Family Services in Burlington featured pre-school injury prevention and included a significant component on bicycle safety at their Safety Town program in June/July of 2009. Seventy-two children ages 4 and 5 participated. Young House Family Services also provided coordination for the national Walk This Way program working with 9 Des Moines County elementary schools and more than 2,500 students.

OBJECTIVES

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

PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

Ten Traffic Engineering Assistant Program studies were completed with nine additional studies partially done and carried forward to FFY 2010. Forty-two flagger trainings and other safety workshops were conducted with over 1300 trained. Safety audit efforts expanded and included U.S. Hwy 6 between Iowa City and West Liberty and U.S. Hwy 150/52 through Benton, Buchanan, Fayette and Winneshiek counties.

ACTIVITIES / RESULTS

The DOT's Office of Traffic & Safety manages both the Circuit Rider Program and the Traffic Engineering Assistance Program or T.E.A.P. The Circuit Rider program had another successful year in FFY 2009. Last year, 1,302 persons received training at 42 workshops held throughout the state; far in excess of the project goal of 360. DOT and local (city and county) employees who received work zone safety training represented by far the largest audience in FFY 2009. Tom McDonald is Iowa's Circuit Rider. He coordinates Iowa's safety corridor efforts and plays an important role in the Road Safety Audits which are part of Iowa's safety corridor projects. FFY 2009 safety corridors included U.S. Highway 1 and F-67 in Johnson County and U.S. Highway 218 and C-57 in Black Hawk County.

Work zone training for engineers, traffic technicians, maintenance personnel and construction workers is the backbone of the Circuit Rider program. Training related to crash analysis and utilizing Iowa's comprehensive crash database was also conducted.

T.E.A.P. utilizes state DOT and GTSB 402 funds to assist communities in need of traffic engineering safety studies. A total of \$200,000 is spent annually with 402 dollars providing ½ of that support. In FFY 2009, a total of 10 studies were completed. TEAP studies in FFY 2009 included two roundabout studies, four school studies and four traffic safety studies. In addition to the completed studies, nine studies were partially completed and carried forward to FFY 2010.

The Traffic Safety Alliance (TSA) is a network of dedicated highway safety stakeholders led by the Iowa DOT and greatly supported by the GTSB. Within the TSA are the Alliance Coordinating Committee and a number of Action Teams that work on a variety of traffic safety issues. In FFY 2009, the Senior Mobility Team completed major steps towards the development of a senior mobility website. Patterned after Florida's successful effort, the senior mobility website will provide "one stop shipping" for seniors, family members and caregivers with information about driver licensing, restricted driver licensing, public transit and a myriad of other transportation alternatives available to Iowa seniors. The GTSB, in partnership with IDOT Traffic and Safety and INTRANS (ISU's Institute for Transportation; formerly CTRE), actively promotes multi-agency, multi-disciplinary safety initiatives at local areas across the state. Modeled after successful local MDSTs in communities such as the Quad Cities and Dubuque, local groups in other parts of Iowa are being assisted by IDOT consultant Jack Latterell, retired FHWA safety engineer and long time MDST advocate. Efforts in FFY 2009 included the Fort Dodge Ottumwa, Cedar Rapids and Marshalltown/Grinnell areas. This program will continue in FFY 2010.



OBJECTIVES

- ◆ To encourage and promote the development and implementation of youth/alcohol education and prevention programs for elementary, junior high, high school and college students.
- ◆ To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in fatal crashes at 28% or less by the end of FFY 2009.
- ◆ To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in injury crashes at 30% or less by the end of FFY 2009.

PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

Implementation of youth/alcohol education and presentation programs for students from elementary to college were encouraged and supported by a myriad of Iowa State University's Get A Grip program initiatives. Highlights included 9 workshops that reached 13 school districts and focused on positive alternatives to drinking and driving and other at-risk behaviors including speeding, non use of safety belts and drowsy/distracted driving. One thousand nine hundred ninety students from incoming 10th and 11th grade classes attended the workshops along with 126 middle school students. Drivers 15-24 years old in impaired driving fatal crashes remained quite problematic with 38% of all drinking/impaired driving fatal crashes. Particularly troublesome is the 21-24 age group which represents only 7% of all Iowa drivers yet they comprise a full 17% of the drinking drivers in fatal crashes. Iowa experienced a 30% reduction in impaired driving fatalities in 2008 declining from 111 to 79. Reductions in teen alcohol crashes had a big part in that decline. Nighttime belt enforcement initiatives begun in FFY 2008 and continued in FFY 2009 reached teens and young adults who represent high crash risk, low belt use populations, particularly where alcohol is involved. Statewide data shows that fewer than 30% of alcohol related fatality victims were buckled up at the time of the crashes that took their lives.

ACTIVITIES / RESULTS

Thirteen high schools participated in Get A Grip workshops including Centerville, Clarke, Clarinda, Logan-Magnolia, Melcher-Dallas, Moravia, Mormon Trail, Moulton-Udell, South Hardin, Southeast Warren, Sumner-Fredericksburg, Twin Cedars and Woodbine. Two main focuses of the FFY 2009 program were impaired driving and distracted driving. Bill Cordes, long time Get A Grip instructor, taught at each local workshop. Distracted driving is a growing concern due to the tremendous growth of cell phone use and the even more dangerous texting while driving. Workshop evaluations by student participants included the following observations: There are plenty of ways to lead a fun life without alcohol or drugs. Make smart choices now because they will affect your life later. It is stupid to do drugs, bully others and drink. In addition to the Get A Grip website, other resources and educational items included booklets, pens and T-shirts. Comments from participating students listed above are part of a six month post workshop evaluation and follow-up.

With an emphasis on alcohol and impaired driving, the Get A Grip program has worked with Iowa colleges for 15 years. Participants in 2009 included Wartburg, Des Moines Area Community College, Iowa State University and the University of Northern Iowa. Wartburg College distributed 100 flash drives with drunk driving and campus alcohol use statistics. Student response was positive and enthusiastic. At ISU, the focus was on Welcome Fest with 4,500 incoming Freshman. Safe Ride flash drives were distributed to over 200 students. Flash drives included impaired driving facts and were also a big hit at DMACC and UNI. Get A Grip distracted driving T-shirts were also very popular with students. In all, nearly 2,000 Iowa college students received Get A Grip educational materials and related incentives. Reaching Iowans ages 15-25 concerning impaired driving and operator safety remains a key part of our state's efforts to reduce traffic related death and injury.

SAFETY BELT PERFORMANCE GRANT 2009 ANNUAL REPORT

OBJECTIVES

- ◆ To achieve a statewide safety belt usage rate of 95% by the end of FFY 2009.
- ◆ To achieve a statewide child restraint usage rate of 92% by the end of FFY 2009.
- ◆ To support paid media efforts promoting seat belt use and enhancing child passenger safety efforts through the development of appropriate educational materials.

PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

During FFY 2009, a continuation of complete reporting for all wave period actions by the Iowa State Patrol helped Iowa set an all-time record 146,503 enforcement actions during sSTEP waves that included almost 15,000 safety belt violations and 55,252 speed violations. The FFY 2009 activities represent a 20% increase from records set in FFY 2008. Iowa benefitted from these efforts maintaining 93% safety belt usage and child restraint usage of 93% as well as the 2nd lowest alcohol related fatality percentage in the United States. National paid media campaigns received Iowa financial support and participation.



ACTIVITIES / RESULTS

Police departments in 126 Iowa communities, sheriffs' offices in 53 counties, the Iowa State Patrol and the DOT's Motor Vehicle Enforcement Division participated in the 2009 special Traffic Enforcement Program. With 181 agencies, no other GTSB program has as much coverage statewide as sSTEP.

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

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

During FFY 2009, a total of five waves of enhanced enforcement were conducted. All of these waves are conducted in conjunction with national emphasis time periods. During Thanksgiving, St. Patrick's Day, Memorial Weekend, July 4th and Labor Day national mobilization efforts occur. This year, the March wave featured 253 Iowa law enforcement agencies, the most of any waves.

The first wave of FFY 2009 occurred just prior to and during Thanksgiving weekend in November. A total of 249 law enforcement agencies participated with impressive totals of 251 OWI arrests, 2,248 occupant protection actions and 9,721 speed citations and warnings. A total of 1,729 officers, troopers, deputies and MVE personnel participated. There were over 3,500 equipment violations and more than 2,200 drivers without proof of insurance.

The second wave was held leading up to and on St. Patrick's Day in March. Alcohol actions totaled 545 including 267 OWI arrests. Belt enforcement was also strong with 3,041 actions including more than 2,000 citations. Over 8,200 speed interdictions were also reported. sTEP waves provide an opportunity for a broad range of enforcement actions including 38 felony arrests and 144 narcotics arrests.

The two weeks surrounding Memorial Day (May 18-31) marked the third wave, which was preceded by a paid media blitz for the seventh consecutive year. Sixty percent of all law enforcement agencies in the State of Iowa participated. The 245 agencies provided 1,823 officers for the wave. A total of 43,906 enforcement actions were reported including 427 OWI arrests, 5,212 seat belt and child restraint contacts and over 16,000 speed actions. Three hundred ninety-eight media contacts were made including 35 T.V., 110 radio and 253 print contacts. Safety belt use improved from a pre-survey level of 87.8% to a post-survey mark of 90.1%.

The fourth wave was held July 2-5, during the Independence Day holiday which is traditionally a major holiday for impaired driving fatalities. Four hundred seventy-two OWI contacts were made with 189 arrests. Over 1,600 restraint warnings and citations were issued. In all, 1,438 officers made more than 16,000 enforcement contacts.

The fifth and final wave ran August 21st through September 3rd, proceeding the Labor Day holiday weekend. NHTSA's theme "Drunk Driving. Over the Limit – Under Arrest" was used for the fourth year. Drunk drivers killed more than 11,700 Americans in 2008. Highlights from this effort included over 3,500 seat belt and child restraint enforcement actions, nearly 15,000 speed actions, 878 stop sign/light violations and 467 OWI arrests. Officers also investigated over 1,000 crashes, including seven that had fatalities.

Iowa DOT enforcement officers continued steadfast support for sTEP. This year, 1,264 MCSAP inspections were conducted by DOT officers resulting in 132 commercial vehicles being taken out of service along with 259 drivers. DOT enforcement personnel work closely year round with the Iowa State Patrol in the MCSAP program.

During April-October, sTEP efforts were enhanced with seven one-day enforcement events. These events have superseded traditional corridor events providing a much broader enforcement area, greater participation and a 40% increase in overall enforcement contacts. An average of 35 agencies took part in each event. The 7 events garnered 1,361 occupant restraint violation contacts and a total of 13,857 enforcement contacts. sTEP waves were essential in Iowa's 8th Best in the Nation (93%) safety belt usage rate and the State's achievement of the second lowest alcohol-related fatality percentage in the Nation. These factors have been essential as Iowa completes its lowest fatality year since WWII with 371 fatalities.

The total sTEP-reported activity from all five waves:

- ◆ 14,836 safety belt violation contacts,
- ◆ 946 child restraint violation contacts,
- ◆ 3,438 OWI arrests/contacts,
- ◆ 55,252 speed violation contacts,
- ◆ 405 improper passing violations,
- ◆ 3,275 stop sign/light violations,
- ◆ 3,034 driving without a license,
- ◆ 2,587 suspended or revoked,
- ◆ 5,849 no registration,
- ◆ 1,027 open container/public consumption
- ◆ 133 .02 violations,
- ◆ 989 dark windows,
- ◆ 18,504 other traffic violation contacts,
- ◆ 21,658 equipment violation contacts,
- ◆ 13,780 no proof of insurance,
- ◆ 340 move over violations,
- ◆ 360 felony arrests,
- ◆ 927 narcotics arrests,
- ◆ 7,567 motorists assists,
- ◆ 927 interdictions and canine searches,
- ◆ 1,264 commercial vehicle inspections,
- ◆ 132 vehicles taken out of service,
- ◆ 259 drivers taken out of service,
- ◆ 1,295 warrants served,
- ◆ 51 DNR violations, and
- ◆ 2,103 total media contacts

OBJECTIVES

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

PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

The Iowa Traffic Safety Data Service continued with 116 data requests filled for 47 different user groups. Electronic crash reporting rose from 81 to 83% with nearly 1,000 additional electronic crash reports. Data sharing agreements between the University of Iowa's Injury Prevention Research Center and the Iowa DOT's Office of Driver Services were continued. EMS-compliant reporting increased to 71%. Seven years of CODES compatible crash data now is now available for analysis. Support for CMAT training was also provided.

ACTIVITIES / RESULTS

In FFY 2009, Iowa received \$500,000 in §408 funding. With input from Iowa's Statewide Traffic Records Coordinating Committee STRCC, the GTSB used a broad approach targeting many key records functions. A top priority was continuing Iowa's nationally recognized data and analysis provider, the Iowa Traffic Safety Data Service or ITSDS. Funded in 1999 under Section 411, ITSDS has reached over 1,200 users, many with complex requests involving multiple data sources over a 5-10 year period or more. In 2009, ITSDS fulfilled 116 requests from 47 users. Primary users included the Iowa DOT, the GTSB, city and county traffic engineers, local law enforcement, the Iowa State Patrol and regional planning agencies. Data requests included crash locations and totals for counties in each of Iowa's six annual corridor enforcement events and identification of high-crash location and mitigation strategies for run-off-the-road, cross median crashes, unbelted occupants, speed and impaired drivers.

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

One of two 408 programs with the Iowa Department of Public Health was executed by their Bureau of EMS to boost EMS reporting in Iowa. In calendar year 2008, 197,125 EMS ambulance runs were reported; over 23,000 more than CY 2007. Using a half-time data analyst/EMS reporting coordinator, IDPH is working towards 90% compatibility and 95%+ EMS run reporting that would enable Iowa to fully utilize this rich data source in crash injury analysis efforts like the State's CODES (combined outcome data evaluation system) project. CODES received extra funding from 408 to graphically enhance and distribute its data analysis through the IDPH Bureau of Health Statistics. Armed with seven years of compatible data (2001-2007) and complete emergency department data on outpatients for the first time, the CODES data can be a powerful tool for illustrating to public policy makers and others the true cost of Iowa crash injuries. Efforts in 2009 focused on injury crashes and the use of occupant protection in those crashes including the use or non use of motorcycle helmets.

Significant 408 efforts were made by the DOT's Office of Driver Services including technical and field support for TraCS, Iowa's first-in-the-nation electronic crash reporting system, now used by 20 states and two Canadian provinces. 2009 activities included training support and expansion of web-based reporting. Statewide electronic crash reporting has reached 83% and officer located crashes soared to 82%. Electronic traffic citations rose to 55%. Each of these have far exceeded their goals. Other efforts included enhanced crash report training, with TraCS staff members assisting ILEA basic crash report training. On the data sharing front, Driver Services continues to work with the U of I's Injury Prevention Research Center for easier and broader access to crash data as part of the University's behavioral research efforts. These efforts include Dr. Dan McGhee's state-of-the-art work on Naturalistic Studies of Novice Driver Behavior.

OBJECTIVES

- ◆ To support compliance of Iowa's OWI, .02 BAC, open container and underage possession laws utilizing a combination of education and enforcement including corridor events, saturation patrols and traffic safety checkpoints.
- ◆ To enhance coordination of alcohol-related education and enforcement activities across the state including technical, analytical and logistical support for corridor events.
- ◆ To support training for Iowa law enforcement personnel regarding impaired driving, especially impairment resulting from the use of drugs other than alcohol.
- ◆ To achieve/maintain an alcohol-related fatality rate of .36 fatalities per 100 million VMT or lower by the end of FFY 2009.
- ◆ To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by the end of FFY 2009.

PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

Compliance of Iowa's impaired driving laws was supported with numerous and varied educational and enforcement efforts. Besides corridors, saturation patrols and checkpoints, 410 agencies reported over 900 public information and education events. Iowa far surpassed its goal of a .36 alcohol-related fatality rate achieving a rate of .25 as well as an alcohol related injury rate of 4.9 per 100 million VMT. Iowa is ranked 2nd in the Nation for the lowest percent of impaired driving fatalities.

ACTIVITIES / RESULTS

In FFY 2009, a total of 79 agencies received Section 410 Alcohol Incentive funding. Among them were 76 law enforcement agencies including the Iowa State Patrol and the University of Iowa's Public Safety Division along with three non enforcement agencies, Mercy Medical Center, The Integer Group and Iowa Health Systems.

Among the 53 participating police agencies were departments from the cities of Ames, Avoca, Blakesburg, Blue Grass, Boone, Carlisle, Carter Lake, Cascade, Cedar Rapids, Clear Lake, Clinton, Dunkerton, Dyersville, Eagle Grove, Eldridge, Evansdale, Fort Dodge, Fort Madison, Gilbertville, Granger, Hudson, Huxley, Iowa City, Iowa Falls, Knoxville, La Porte City, Le Claire, Le Mars, Lisbon, Mitchellville, Monroe, Mount Vernon, Nevada, North Liberty, Oelwein, Oskaloosa, Pella, Perry, Pleasant Hill, Pleasantville, Polk City, Prairie City, Rockwell, Sioux City, Spencer, Storm Lake, University Heights, Urbandale, Washington, Waterloo, West Burlington, West Des Moines and Woodward. Twenty-one sheriffs' offices received 410 funding from the counties of Benton, Black Hawk, Buena Vista, Cedar, Cerro Gordo, Clay, Clayton, Clinton, Dallas, Dubuque, Hamilton, Henry, Iowa, Jasper, Linn, Marion, Muscatine, Plymouth, Polk, Wapello and Washington.

In addition to 230 multi-agency enforcement efforts, selective overtime enforcement continued at a brisk pace. Agencies reported over 5,200 OWI-related contacts including 1,200+ OWI arrests, over 500 underage possession arrests, 200+ open container violations and over 200 arrests for public intoxication. In 2009, alcohol actions under 410 were up nearly 20% from 2008 as the 410 program included 12 more enforcement agencies. The University Heights PD, adjacent to Iowa City, made 325 alcohol enforcement contacts, followed by the Sioux City PD with 230, Iowa City PD with 196, Oskaloosa PD with 120, Nevada PD with 113, Ames PD with 109 and Fort Dodge PD with 101. The Muscatine County Sheriff's Office logged 122 alcohol enforcement actions. The Iowa State Patrol had 951 alcohol contacts including 282 OWI arrests.

Statistics show that drinking and otherwise impaired drivers and passengers are among the least likely to buckle up. As such, seat belt enforcement is a critical element in the formula to reduce alcohol-related crashes and serious injuries. Contractors utilizing Section 410 funds recorded over 7,000 seat belt and child safety seat enforcement actions. The Iowa State Patrol's statewide effort produced 838 safety belt actions, followed by the Iowa City PD with 578, the Clinton PD with 398 and the West Des Moines PD with 359. Muscatine County Sheriff's Office added 305 and Cedar Rapids PD contributed 250 occupant protection interdictions.

A major initiative continued by the GTSB and its enforcement partners in FFY 2009 that cannot be overstated is the use of a statewide nighttime safety belt enforcement effort. Iowa fatality data for 2005-2007 showed that 56% of all daytime traffic fatality victims were belted versus fewer than 39% of all nighttime fatality victims. Armed with this data, Iowa invited retired Colonel and Governor's Representative from the State of Washington Lowell Porter to address law enforcement at the GTSB's annual conference in March of 2008. Washington was host to the first comprehensive nighttime belt enforcement initiative in the United States. To promote the concept, Law Enforcement Liaison Jim Meyerdirk used corridor enforcement events to promote the concept and Iowa law enforcement embraced it. In FFY 2009, at least 50 nighttime belt enforcement events were held.

Another major initiative, conceived and implemented by the Iowa State Patrol with 410 funding from the GTSB, contributed to record low fatalities during the summer and fall of 2009. Problem identification and data driven, the "Safe Saturdays" effort targeted Iowa's deadliest travel day of the week. Implemented statewide with an emphasis on Iowa's Top 22 problem counties, Safe Saturdays were initiated in June and involved all uniformed state troopers, including command staff. Safe Saturdays featured nearly 200 alcohol impaired driving contacts, 150 belt contacts and 2,500 speed and serious moving violations. The Safe Saturdays program coincided with a string of record low fatality months from June through October, eclipsing even the very low fatality years of World War II. In total, 155 fatalities were recorded during these months; down by nearly 50 from the same time period in 2008 and paving the way for Iowa's lowest annual fatality total in 64 years.

Speed and the running of stop signs/lights too often combine with impaired driving to spell tragedy. During FFY 2009, a total of 42,164 speed and other moving violation contacts were recorded by Section 410 agencies. Iowa's largest enforcement agency, the Iowa State Patrol recorded 11,223 such interdictions. The Clinton and University Heights police departments each had over 1,300 and the West Des Moines PD logged 1,086. Other agencies exceeding 500 contacts were Iowa City PD, Linn County SO, Cedar Rapids PD, Sioux City PD, Storm Lake PD and Nevada PD.

Public information numbers were also good with the 76 law enforcement agencies reporting more than 900 total public information and education contacts. Leading agencies in public information actions were the University of Iowa's Public Safety Department with 65 activities. The Iowa City PD and the Dubuque County Sheriff's Office also reported 49 and 57 PI&E activities respectively.

One vital element of the GTSB's 410 program has been the annual corridor enforcement events. Jim Meyerdirk, with over 26 years of law enforcement experience, serves as Iowa's Law Enforcement Liaison. In FFY 2009, under Jim's leadership, the corridor events were expanded into area-wide enforcement initiatives including more agencies and subsequently bringing more robust results. Nighttime belt enforcement was a key component in nearly all of the events which ran from April through October. Highlights of the seven one-day events included Operation Southern Exposure in April with 26 agencies and 157 officers logging more than 240 belt actions and over 420 speed interdictions. Operation Midway in June yielded over 450 belt actions, 1,000 speed citations and



warnings, 94 MCSAP inspections and a total of 34 drivers/vehicles placed out of service. Contacts increased almost 100% from the US 20/30 event in 2008. Operation Northern Lights conducted in the fall of 2009 featured 32 agencies and 135 officers logging over 500 moving violation offenses. Operation "Is" in August featured both day and night enforcement with a combined total of nearly 1,000 speed infractions. Eastern H.E.A.T. in June and Western Expansion in late summer along with a September child passenger/safety belt event all featured 25+ agencies and over 100 officers with 2,300, 1,400 and 1,600 enforcement contacts respectively. The season concluded with a school zone/school safety event on October 23rd. This was the first time the GTSB sponsored a statewide school zone enforcement event. With short notice, Iowa law enforcement agencies were able to log 100 belt actions, 200 speed infractions and 16 OWI arrests. The Bureau utilized the new youth-targeted logo "Mobile Eyes developed by the NHTSA Youth Subcommittee for the event.



Mercy Medical Center of Sioux City utilized 410 funds to support an impaired driving program for youth. They conducted presentations to driver education classes at 33 schools. Fatal Vision goggle demos were conducted. Table tents were placed on cafeteria tables providing information on the dangers of drugs and alcohol. They printed 35,000 Parents Survival Guides with information on underage drinking and driving while impaired and distributed them to area schools. For 3-D Month, they developed a media campaign entitled Anatomy of an OWI, conducted interviews with the local TV station, did a Proclamation and a press conference and aired ads on local radio stations. *Pictured is a reminder to celebrate responsibly with a list of alternatives to driving impaired that Mercy Medical Center ran in their December newsletters for 3-D Month.*



The Integer Group continued to support the national Drunk Driving – Over the Limit – Under Arrest campaign with both paid and non-paid media. During August and September, they were able to generate 794,000 radio spots and 897,000 television spots. Due to a transition within the cable company that was to air the DDOLUA spot, the scheduled public service announcements never ran. However, they will run the next schedule of the same value at no charge and will also place our message and logo at the bottom of the screen during WOWT replays airing the message over 2,000 times in one month. The GTSB will also receive a credit for the schedule that did not run in August/September.

Iowa Health Systems was granted a small 410 contract to conduct special train-the-trainer session of the successful "Every 15 Minutes" with the national director of that program from Pennsylvania.



Drug Recognition Officers (DREs) are trained through Iowa's Drug Evaluation and Classification Program (DECP), funded under Section 410. Once again this year, Iowa's DECP expanded with the addition of 13 new certified DREs. DREs share their expertise with other agencies lacking a DECP trained officer. Iowa DREs have a 90% drug confirmation rate and a high conviction rate with no case ever being appealed. DRE officers are available across Iowa to assist with detection and apprehension of drug impaired drivers.

In conclusion, these efforts not only resulted in substantial enforcement activity but they also elevated public awareness on the importance of traffic safety. Iowa remained among the Best 10 States in the Nation in regard to our safety belt use and 2nd in the Nation for lowest percent of impaired driving fatalities. Most significant of all, 410 combined with the GTSB's other enforcement initiatives played a critical role in establishing a 64-year traffic fatality low with fewer than 375 highway deaths.

OBJECTIVES

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

PERFORMANCE MEASURES / SIGNIFICANT ACCOMPLISHMENTS

Motorcyclists and the general public received motorcycle safety education with over 40,000 "Share the Road" brochures and over 1,000 Motorcycle Safety Awareness calendars distributed. More than 400 people receiving education and information at a statewide Motorcycle Safety Forum held in March of 2009.

ACTIVITIES / RESULTS



The Iowa Department of Transportation Office of Driver Services utilized FFY 2009 Section 2010 Motorcycle Safety Grant funds to print the nationally recognized "Share the Road" brochure and subsequently distribute it to driver education programs, motorcycle rider programs, driver license stations and older driver programs. Over 40,000 Iowa teens and novice drivers received this brochure in conjunction with driver education classes.

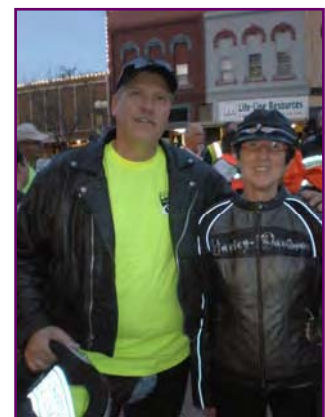
A Motorcycle Safety Forum was held in March with over 400 riders, educators, law enforcement and other interested safety professionals participating. This year's theme was "Gear Up 4 Safety" and included a mid-day fashion show demonstrating high visibility clothing and accessories. General and break-out sessions featured conspicuity – why it is important and how it can save your life. Motorcycle vendors also carried the theme with high-viz helmets, brightly colored bikes and decals. High-viz patches for clothing were given to all participants. *Pictured at left is Iowa's Liaison at NHTSA's Region 7 Office, Dean Scott modeling one example of the high-viz riding gear available to cyclists.*

One major initiative undertaken by the Task Force in 2009 was the active promotion of Iowa's Experienced Rider Course (ERC). Eighty-five individuals took advantage of the course sponsorship provided in part with motorcycle grant funds. Several community colleges across Iowa offered the ERC and feedback/testimonials from those attending should spread the word on this important training.

Additional outreach to the greater motorcycle riding community was also facilitated. The Task Force provided a booth at the Iowa State Fair on "Bike Day." In September of 2009, a tent with motorcycle safety displays and materials was set up at the "Bike Down to I Town" event in Indianola that generated much interest. Along with the safety display, another high-viz fashion show was put on during the motorcycle event which brings in thousands of riders from across Iowa and beyond. A wide variety of high-viz clothing, decals and patches



were modeled. *Pictured at right are Jennifer Parsons of the GTSB and Jim Wachuta of the Commissioner's Office and at left is Jessica Lown of the Public Information Bureau who not only modeled a high-viz riding outfit but served as Master of Ceremonies for the fashion show.*



The Bureau's Program Evaluator and Traffic Records Coordinator Bob Thompson and Special Projects Manager Christine Burkett are active members of the Motorcycle Safety Task Force along with numerous other Iowa safety professionals who are striving to educate riders and the public on motorcycle safety.



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