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# 2012 Annual Evaluation Report



## **Iowa Department of Public Safety**

K. Brian London, Commissioner

## **Governor's Traffic Safety Bureau**

Patrick Hoye, Bureau Chief

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# 2012 ANNUAL EVALUATION REPORT IOWA DEPARTMENT OF PUBLIC SAFETY IOWA GOVERNOR'S TRAFFIC SAFETY BUREAU

## Mission Statement

To identify traffic safety problems and thereon develop and implement traffic safety programs designed to reduce death and injury on Iowa's streets and highways through partnerships with local, county, state and private sector agencies.

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## Executive Summary

The 2012 Annual Evaluation Report of the Governor's Traffic Safety Bureau (GTSB) summarizes efforts that have made an impact in regard to traffic safety issues throughout the State of Iowa. The GTSB administers federal funds awarded to Iowa from the National Highway Traffic Safety Administration (NHTSA) for highway safety projects. Through contracts with state, local, and non-profit organizations, strategies, projects, and programs are developed to address driver behaviors and to work toward the shared goal of reducing death and serious injuries on Iowa's roadways. Crash data was utilized in the planning, management, and evaluation of Iowa's GTSB program. During FFY 2012, the GTSB contracted with 340 agencies managing funds totaling over \$ 8.1 million. The 13-member staff of the GTSB is committed to provide program management expertise to implement and monitor highway safety programs for effectiveness. Successes can be attributed to the combined efforts of the many traffic safety partners throughout the state. We thank our local, county, state and federal partners for the commitment to our mission and are grateful for their support.

For four consecutive years, Iowa has recorded fatalities below 400, with 2011 recording a 66-year record low of 360 traffic fatalities. Even though the number of fatalities continue in a downward trend, it must be recognized that 360 lives were taken early due to traffic crashes. Iowa will continue to work to develop strategies and maintain strong relationships with traffic safety partners to work toward the goal of ZERO deaths.

During Federal Fiscal Year 2013, the Bureau will continue to utilize and analyze vehicle crash data to develop performance measures with the overall goal to decrease motor vehicle-related deaths and serious injuries while developing innovative ways to change behaviors.

As we enter Federal Fiscal Year 2013, the Governor's Traffic Safety Bureau welcomes the newly appointed Commissioner of Public Safety and Governor's Representative K. Brian London and newly appointed GTSB Bureau Chief Patrick Hoye.

Accomplishments:

1. Continuing to maintain traffic fatality rates below 400 for four consecutive years.
2. Adopting the new methodology for seat belt usage observation for the 2012 survey. Even under the new methodology, Iowa reported a seat belt usage rate of 92.38%. This usage rate qualifies Iowa as a "High Belt Use" state under MAP-21.
3. Migration of Traffic Records information to the Traffic Records Improvement Program Reporting System (TRIPRS).
4. Continuation of strong Multi-Disciplinary Safety Teams throughout the state resulting in increased collaboration of multiple areas of traffic safety.
5. Sixteen law enforcement officers completed the Drug Recognition Expert (DRE) program bringing the number of certified officers to 145 statewide. GTSB also supported 7 Advanced Roadside Impaired Driving Enforcement (ARIDE) expanding the number of officers trained to 221 statewide.

Challenges:

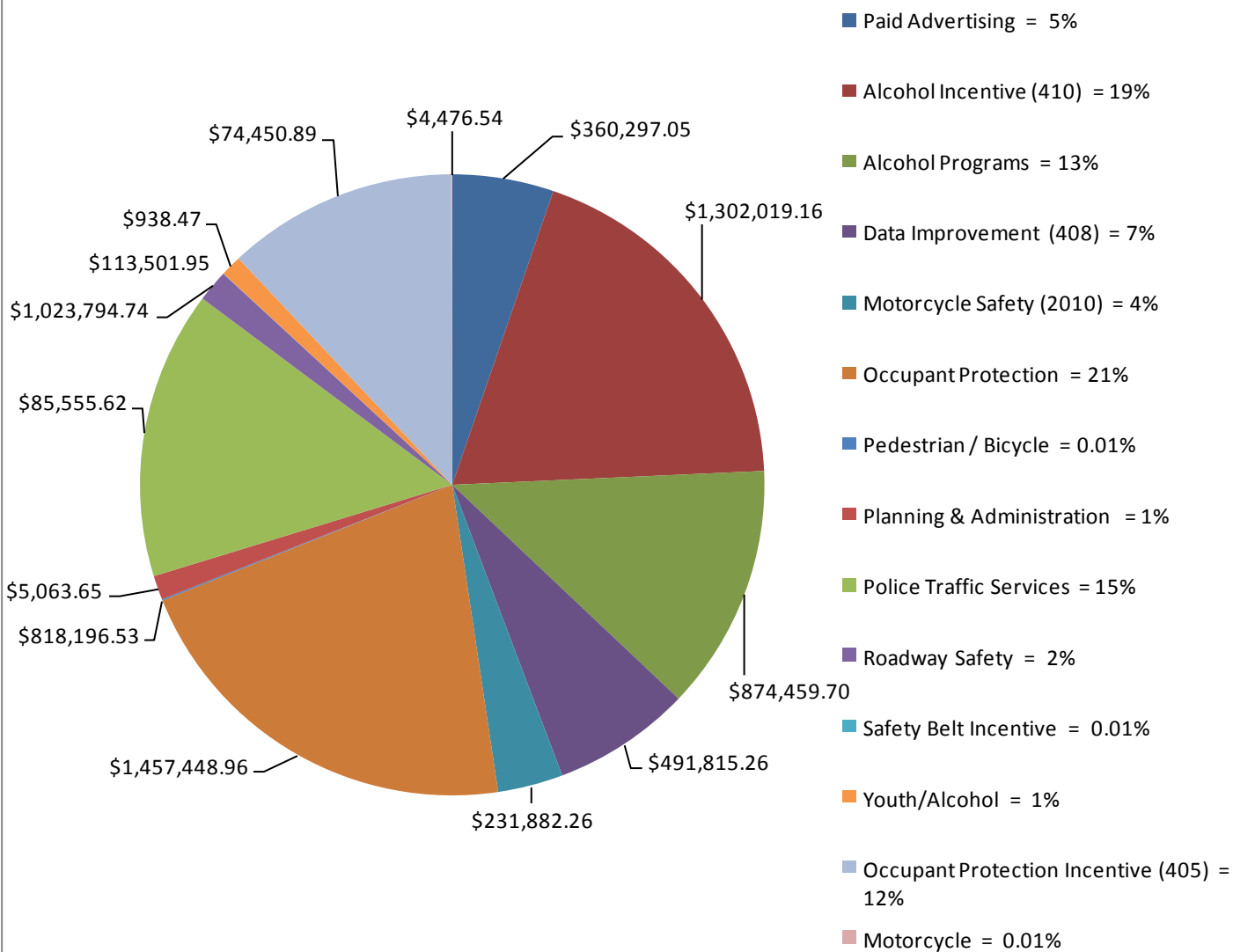
1. To educate motorists of the dangers of distracted driving among all drivers, but especially teen drivers and through these efforts encourage behavioral changes.
2. Fatalities occurring on rural secondary roads continue to account for more than one-half of the total traffic fatalities in Iowa. We will continue to explore innovative ways to expand traffic safety messages and enforcement in the rural areas.

## Financial Summary

The chart below represents the breakdown of Iowa's federal highway safety funding into specific areas of project activity and the percentage of the total program funds for each area. The total expended funds for FFY 2012 was \$ 6,843,900.78.

The amounts utilized in the chart reflect the GTSB's budget as of the 2012 Voucher 19 submission.

### FFY 2012 Expenditures



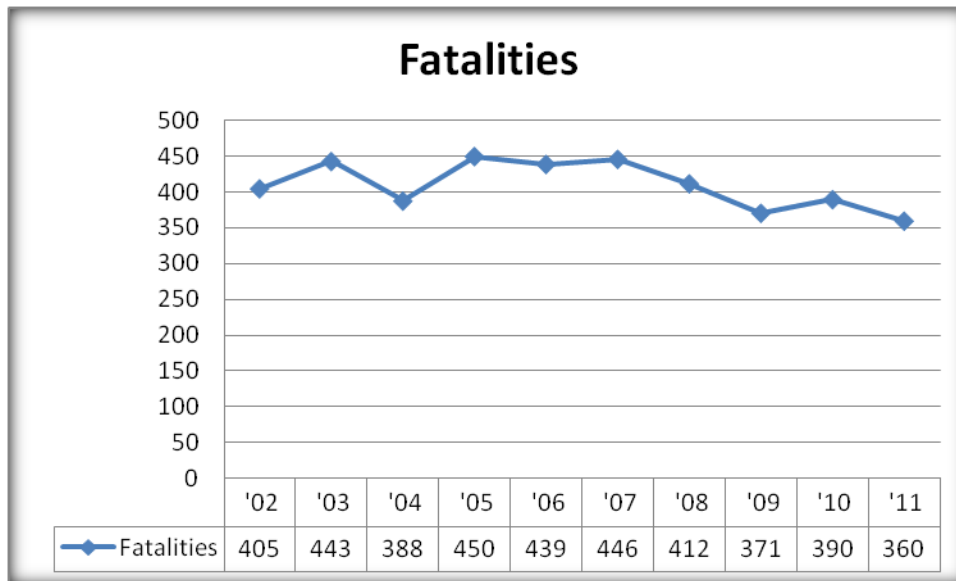
## Traffic Safety Core Performance Measures

The National Highway Traffic Safety Administration (NHTSA) and the Governor’s Highway Safety Association (GHSA) agreed on a minimum set of performance measures for the development and implementation of highway safety plans. Included in this set are ten core performance measures, two behavioral measures and three enforcement activity measures. In addition to the core performance measures, the GTSB has determined additional areas of interest that are significant to Iowa.



### Number of Traffic Fatalities (C-1)

- Goal: To decrease traffic fatalities 5.00% from the 2005 – 2009 calendar base year average of 423.6 to 402 by December 31, 2012.
- Result: Traffic fatalities decreased 15.01% from the 2005 – 2009 calendar base year average of 423.6 to 360.

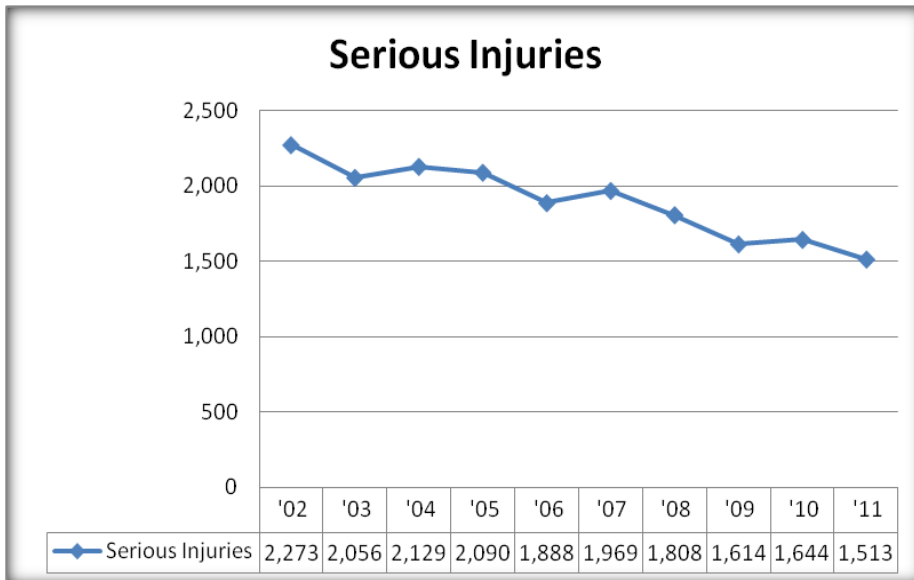


During 2011 Iowa recorded a 66-year record low for fatalities with 360 being recorded. Preliminary numbers for 2012 indicate 354 fatalities as of December 21. Reducing fatalities and serious injury is the primary objective of efforts funded through GTSB. Efforts, both educational and enforcement oriented, continue to provide vigilance in the areas of safety belt usage, speed, distracted driving and alcohol in addition to other traffic safety areas.

Based on 2010 FARS data, Iowa ranked 25<sup>th</sup> in the nation in regard to traffic fatalities (Source: NHTSA-Traffic Safety Facts, 2010 Date, State Traffic Data, DOT HS 811 646).

## Number of Serious Injuries (C-2)

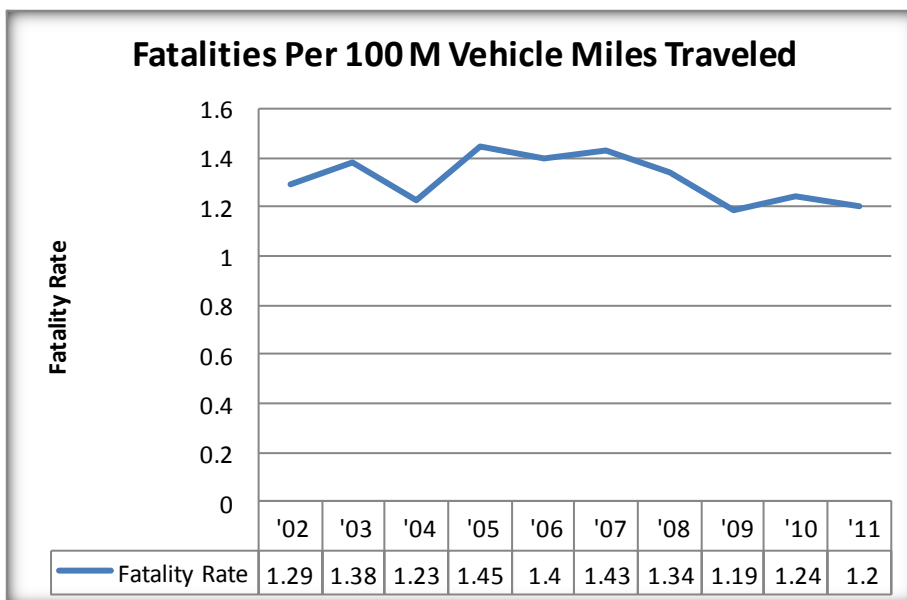
- Goal: To decrease serious injuries by 6.5% from the 2005-2009 calendar base year average of 1,873 to 1,763 by December 31, 2012.
- **Result: Serious Injuries decreased 19.22% from the 2005-2009 calendar base year average of 1,873 to 1,513.**



Iowa continues to recognize a downward trend in regard to serious injuries. In 2011, however, 1,513 individuals were seriously injured on Iowa's roadways. Serious injuries cause considerable economic losses to victims and their families.

## Fatalities per 100,000 Vehicle Miles Traveled (100M VMT) (C-3)

- Goal: To decrease fatalities per 100M VMT by 2.00% from 2005 – 2009 calendar base year average of 1.36 to 1.33 by December 31, 2012.
- **Result: Fatalities per 100 M VMT decreased 11.77% from the 2005 – 2009 calendar base year average of 1.36 to 1.2.**

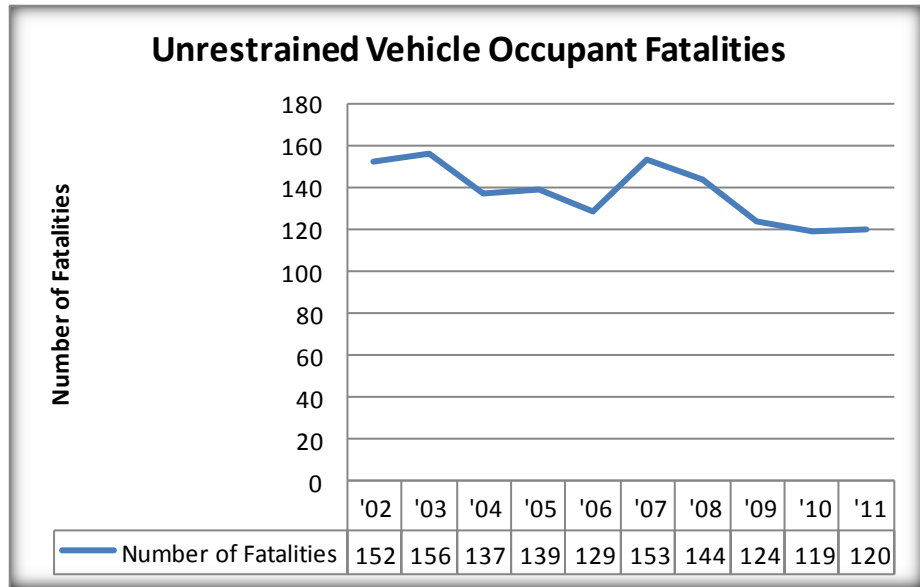


Fatalities per 100M VMT has fluctuated over the past 10 years. Between 2010 and 2011, there was a decrease of 3.23 %; however, Iowa still unfortunately remains higher than the national average in this area. FARS data published for 2010 indicated that the national average was 1.11 where Iowa reported 1.24. (Source: NHTSA Traffic Safety Facts, State Traffic Data, August 2012, DOT HS 811-646)

### Unrestrained Passenger Vehicle Occupant Fatalities / All Seat Positions (C-4)

- Goal: To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 7.25% from the 2005 – 2009 calendar base year average of 138 to 128 by December 31, 2012.
- **Result: Unrestrained passenger vehicle occupant fatalities in all seating positions decreased 13.04% from the 2005 – 2009 calendar base year average of 138 to 120.**

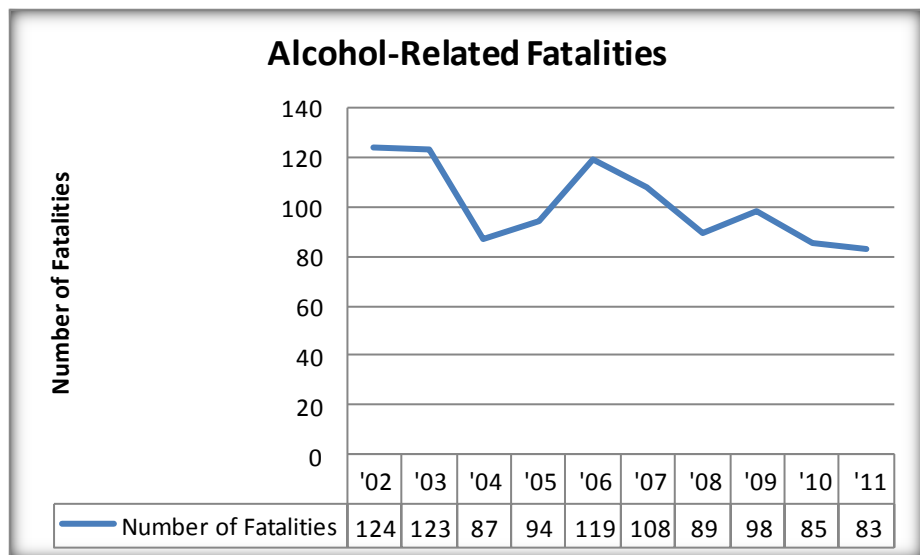
Although Iowa maintains a high safety belt usage rate in accordance with the yearly observational survey. (See “Observed Safety Belt Usage” - (B-1), page 15), as of December 21, 2012, 39.23% of all fatalities were recorded as not wearing a safety belt. After three years of consistent decreases in the number of Unrestrained Vehicle Occupant Fatalities, between 2010 and 2011 there was an increase of .84% despite efforts in the area of enforcement and education.



### Alcohol Impaired Driving Fatalities (C-5)

- Goal: To decrease alcohol impaired driving fatalities 10.08% from the 2005 – 2009 calendar base year average from 101.2 to 91 by December 31, 2012.
- **Result: Alcohol impaired driving fatalities decreased 17.98% from the 2005 – 2009 calendar base year average of 101.2 to 83.**

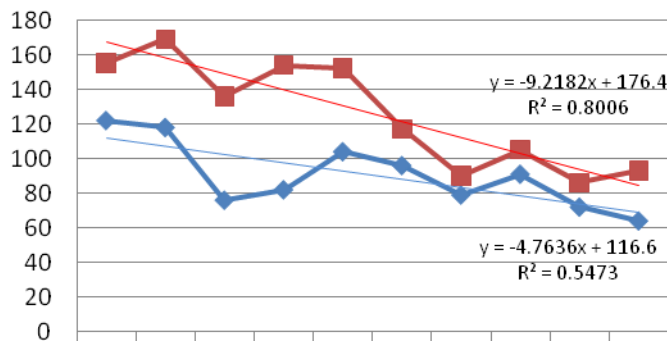
Iowa enacted .08 legislation in 2003. Despite a few years of fluctuation, between 2010 and 2011, alcohol-related fatalities decreased by 2.35%. Although there is a downward trend, the number of alcohol-related fatalities still represent 23% of all traffic-related deaths in Iowa.





Number of Impaired Fatalities

### Impaired Fatalities



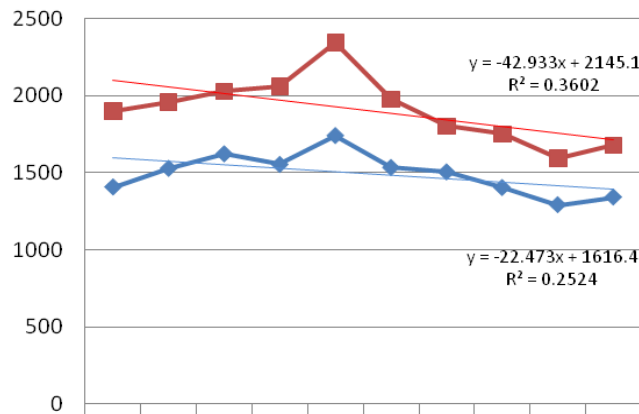
	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11
Alcohol-Related	122	118	76	82	104	96	79	91	72	64
Alcohol & Drug Related	155	169	136	154	152	117	90	105	86	93

Iowa is not only concerned with alcohol-related fatalities and serious injuries but also with those that are drug-related. These graphs represent impaired fatalities and serious injuries as a whole.



Number of Impaired Injuries

### Impaired Injuries



	'02	'03	'04	'05	'06	'07	'08	'09	'10	'11
Alcohol-Related	1407	1528	1623	1554	1742	1534	1505	1403	1291	1341
Alcohol & Drug Related	1901	1958	2028	2059	2344	1976	1802	1750	1594	1678

Iowa's law enforcement is strongly supported through Section 402 and 410 funding in addition to agencies in the special Traffic Enforcement Program (sTEP). All sTEP agencies are required to participate in national mobilizations promoting "Drive Sober or Get Pulled Over". Section 402 and 410 funded agencies are encouraged to also participate in these mobilizations. High visibility enforcement has proven to be successful in the area of impaired driving.

# ARIDE

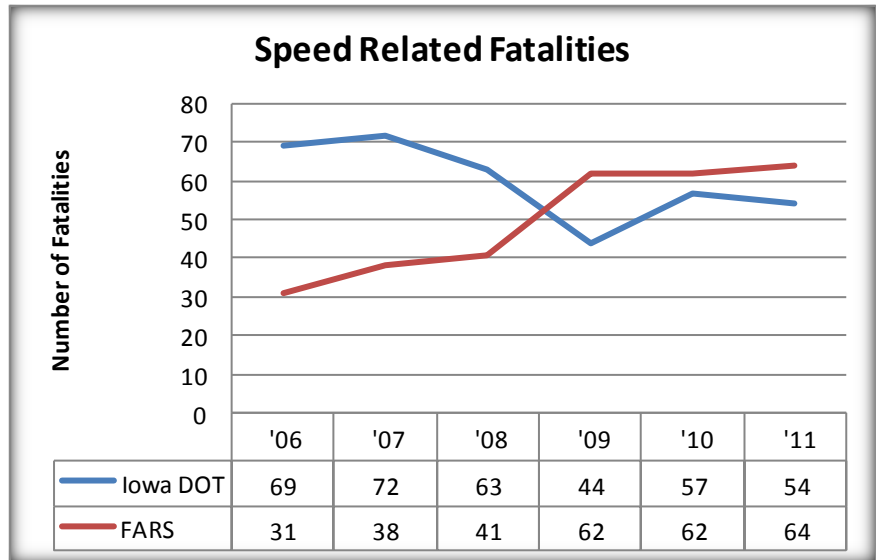


Another element of Iowa's alcohol program is through Advanced Roadside Impaired Driving Enforcement (ARIDE) and the Drug Recognition Expert (DRE) programs. ARIDE builds upon the knowledge obtained in Standardized Field Sobriety Test (SFST) training and is a building block toward DRE certification. During FFY 2012, 16 officers completed the DRE program bringing the number of certified officers to 145 statewide. The interest in ARIDE continues to be strong. During FFY 2012, 7 ARIDE classes were held training more than 221 officers to detect drug-impaired drivers.

### Speed-Related Fatalities (C-6)

- Goal: To decrease speeding related fatalities 5.36% from the 2005 – 2009 calendar base year average of 63.4 to 60 by December 31, 2012.
- **Result: Speed related fatalities decreased 14.83% from the 2005 – 2009 calendar base year average of 63.4 to 54.**

The number of speed-related fatalities reported in this section from Iowa Department of Transportation data represent the contributing factors of “excessive speed” or “too fast for conditions”.



Speed records from Iowa conflict with FARS records. The majority of Iowa traffic crashes are investigated by a law enforcement reconstructionists or technical accident investigators where speed calculations are utilized to determine speed of involved vehicles. Therefore, we believe Iowa data is more accurate than FARS as they utilize imputation.

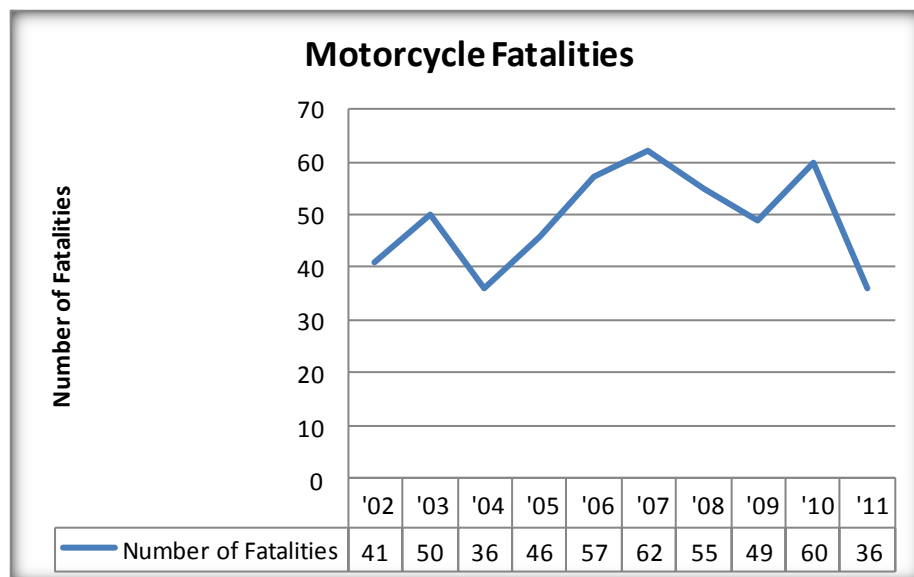
Much of the motoring public believes that speeding is not a great risk to safety or as serious as other traffic violations. However, through the 2012 Public Awareness Survey, when asked “What do you think the chances are of getting a ticket if your drive over the speed limit”, an overwhelming percentage ( 90.45%), of respondents indicated the chances were “very likely” or “somewhat likely” yet they continue this unsafe driving behavior.

Through programs supported by Section 402 agencies have been able to purchase radar and lidar equipment to assist in the enforcement effort. Iowa encourages high visibility enforcement through participation in national mobilizations, state corridor events, sTEP waves and other multi-jurisdictional events. During FFY 2012, the Iowa State Patrol incorporated the use of aircraft to assist in some of the 2,968 speed citations and 2,392 speed warnings issued their during grant funded overtime.

Both enforcement and education were part of the speed-related program. In coming years the GTSB will continue to address issues such as speed in the challenge to change driver behavior and intends to incorporate a public service announcement in FFY 2013 focusing around the speeding issue.

## Motorcyclist Fatalities (C-7)

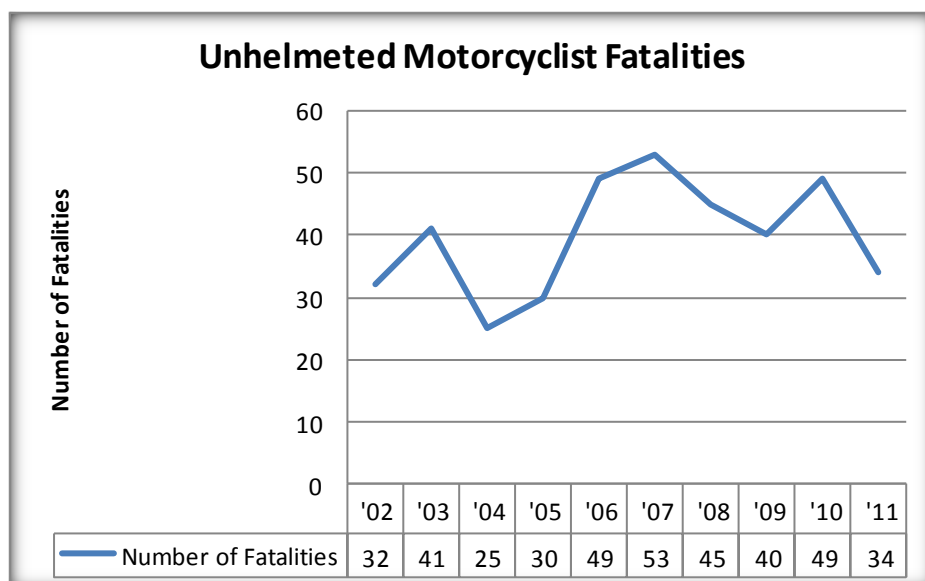
- Goal: To decrease motorcyclist fatalities 8.5% from the 2005 – 2009 calendar base year average of 53.8 to 49.04 by December 31, 2012.
- **Result: Motorcycle fatalities decreased 33.08% from the 2005 – 2009 calendar base year average of 53.8 to 346**



Although between 2010 and 2011, Iowa experienced a 40% decrease in motorcycle fatalities, the 10-year trend line identifies a gradual increase in fatalities during that time-period. 2011 data should be considered an anomaly as the average of the previous five years (2006—2010) was 56.6 fatalities.

## Unhelmeted Motorcyclist Fatalities (C-8)

- Goal: To decrease unhelmeted motorcyclist fatalities 4.65% from the 2005 – 2009 calendar base year average of 43.4 to 41 by December 31, 2012.
- **Result: Unhelmeted motorcyclist fatalities decreased 21.66% from 2005 – 2009 calendar base year average of 43.4 to 34.**



Iowa is one of 3 states that does not have a helmet law. Education, therefore, is at the forefront to encourage motorcyclists to wear proper gear.

### Iowa's 2012 Impaired Riding Crackdown Demonstration Project

Iowa was one of four states selected to receive funds to conduct an Impaired Riding Crackdown Demonstration Project aimed at reducing motorcycle crashes, injuries and fatalities associated with impaired riding. The Iowa State Patrol submitted an application and, in April of 2012, a contract was awarded to the Iowa GTSB with M. Davis & Company, the agency NHTSA hired to implement the program. The project consisted of two high visibility enforcements in areas of motorcycle events.

Iowa chose to conduct our events at the Iowa Grand Motorcycle Rally held at the Iowa Speedway in central Iowa on July 25-28, 2012 and at the Across the Border Raid Motorcycle Rally held at the Taylor County Fairgrounds August 2-4, 2012.

Media efforts to support the project included a flier that was developed by the GTSB and enhanced by The Integer Group and then distributed to all Iowa motorcycle dealers. The GTSB also developed a citation jacket that told traffic violators the project was being conducted to help reduce motorcycle crashes and provided stats along with helpful hints for both motorcyclists and other drivers who encounter motorcycles on the roadway. The logo that states Ride Sober or Get Pulled Over was used on both of these items. M. Davis & Company provided posters and coasters for the project. These were sent to the GTSB and the posters were distributed by The Integer Group and the Newton Police Department for the first event. Miller Brewing distributed all of the coasters for the first event at no charge to the Bureau. The items were distributed for the second event by the Taylor County Sheriff's Office. M. Davis also provided a website for the state's efforts with graphics, statistics, and how you can help information as well as media release templates that were used to do a pre and post event release for each event.

Troopers in all areas that ran along the corridors for travel to and from the Iowa Grand Rally signed up for overtime to work the effort. On July 27 & 28, over 50 troopers worked the first project and were supported by the Newton Police Department. One hundred motorcyclists were stopped with 35 citations and 63 warnings issued. No motorcycle operators were cited for operating while impaired and none refused a breath test. However, 17 vehicle operators were cited for OWI with 1,076 citations in total were issued to motor vehicle drivers.

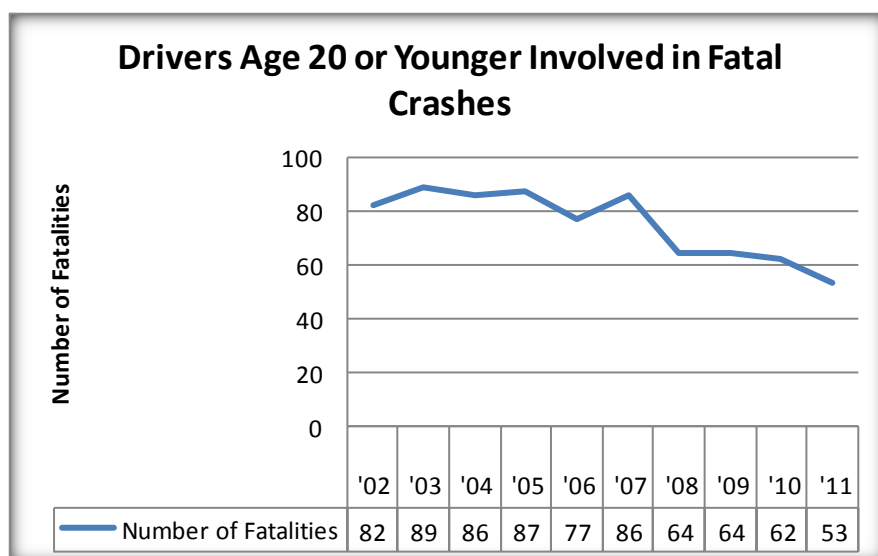


The second event was much smaller and enforcement was restricted to the area of the rally with 10 troopers working overtime. On August 3-4, nine motorcyclists received citations, 18 were issued warnings and 25 were stopped in total. No motorcycle operators were cited for operating while impaired and none refused a breath test. However, 1 vehicle operator was cited for OWI with 154 citations in total were issued to motor vehicle drivers.

There was quite a buzz on the radio and internet concerning the enforcement effort and, we believe, no impaired riders were found due to the media and awareness of the event. The goal was to reduce impaired riding and, it definitely did.

## Drivers Age 20 or Younger Involved in Fatal Crashes (C-9)

- Goal: To decrease drivers age 20 or younger involved in fatal crashes 11.25% from the 2005 – 2009 calendar base year average of 75.6 to 67 by December 31, 2012.
- **Result: Drivers age 20 or younger involved in fatal crashes decreased 29.89% from the 2005 – 2009 calendar base year average of 75.6 to 53.**



Vehicle crashes continue to be the leading cause of teen deaths throughout the nation. Drivers ages 14 – 19 make up about 7.4% of licensed drivers in Iowa. Although a 10-year analysis represents a downward trend in fatal crashes with drivers age 20 or younger, this age group still represents about 15% of all traffic-related deaths.

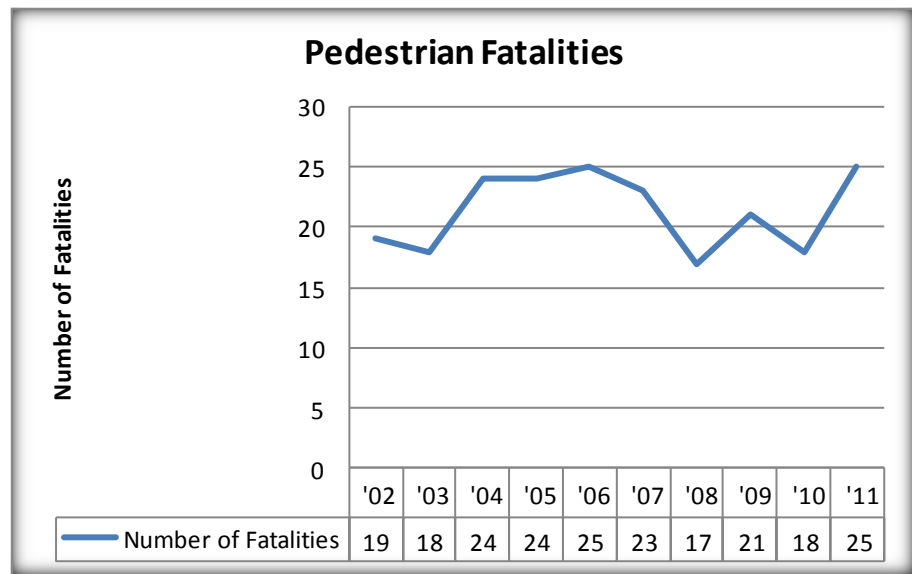
Iowa recognizes that everyone must play a part in raising awareness of teen deaths on the roadway while also seeking solutions to end these unnecessary events. Parents, teachers, and other adults must have good driving behaviors when behind the wheel of a vehicle by driving responsibly, buckling up, driving the speed limit, not drinking and driving and not driving distracted.

During FFY 2012, all high schools in Iowa were e-mailed information that coincided with national events and mobilizations. The schools were asked to display or read the information on daily announcements as a way to relate important traffic safety messages. Schools strongly supported efforts throughout the year including allowing special traffic safety events to come to the schools. Several school districts held “Every 15 Minute” events. Also, throughout the year, over 5,000 high school students experienced distracted and alcohol-related driving through the GTSB desk-top simulator program at 20 different districts.

## Pedestrian Fatalities (C-10)

- Goal: To reduce pedestrian fatalities 3.5% from the 2005 – 2009 calendar base year average of 22 to 21 by December 31, 2012.
- **Result: Pedestrian fatalities increased 13.64% from the 2005 – 2009 calendar base year average of 22 to 25.**

Between 2010 and 2011 pedestrian fatalities increased by 39%. The 25 fatalities in 2011 represented 8% of all traffic fatalities in Iowa for that year. When analyzing past years and trends, 2011 may have been an anomaly as the 2005 – 2009 baseline average was 22.



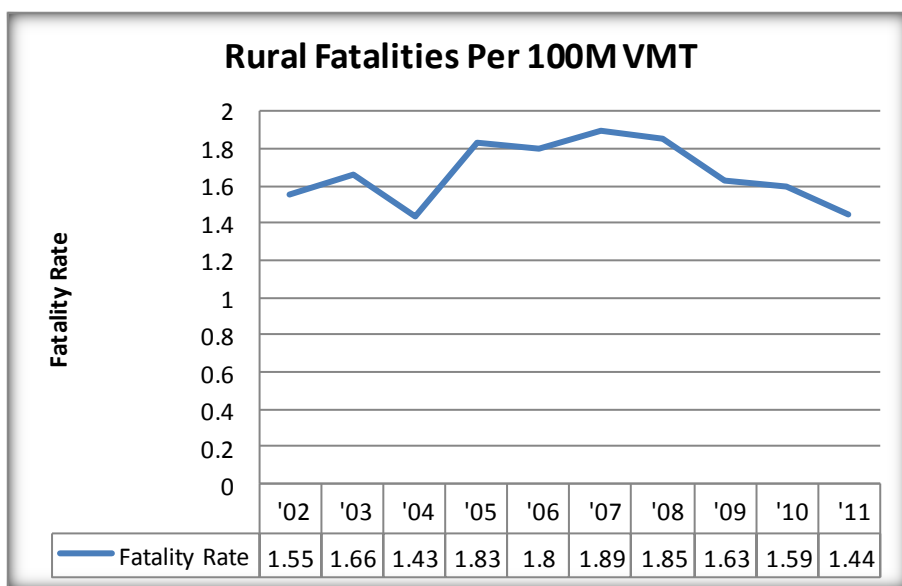
Pedestrian fatalities are on an upward trend. The GTSB will continue to watch the trend and analyze additional data to see if a specific pattern or causation can be identified. The GTSB pedestrian safety program will also be evaluated in the areas of education, enforcement and injuries.

## Performance Measures and Goals Specific to Iowa

In addition to the minimum set of performance measures and goals agreed upon by NHTSA and GHSA, Iowa has determined the following categories for further review and performance analysis.

### RURAL FATALITIES PER 100M VEHICLE MILES TRAVELED – (IA-1)

- Goal: Decrease rural fatalities per 100M VMT 7.75% from the 2005—2009 calendar base year average of 1.8 to 1.71 by December 31, 2012.
- Result: Rural Fatalities per 100M VMT decreased 20% from the 2005—2009 calendar base year average of 1.8 to 1.44.



The rural fatality rate per 100M vehicle miles traveled reflects a gradual decline when analyzing a 10-year trend line, however, rural roadway safety issues continue to be a concern.

There are over 114 M miles of public roadways in Iowa, of which 90,375 miles are classified as secondary roadway systems. Iowa ranks 9th in the nation in the category of miles of rural roads. In 2011, almost 72% of all Iowa's traffic fatalities occurred on secondary rural roads. Data supports that most rural road crashes are single vehicle crashes. Contributing factors of rural road crashes include but are not limited to losing control, failing to yield, driving too fast, road departures, hitting a stationary object, driver inexperience and alcohol.

Iowa will continue to work toward the common goal of reducing death and serious injuries on the rural roadway system through both a behavior approach. Since rural roads are maintained at a local and county level, maintaining strong Multi-disciplinary Safety Team programs throughout the state will increase awareness of safety needs.



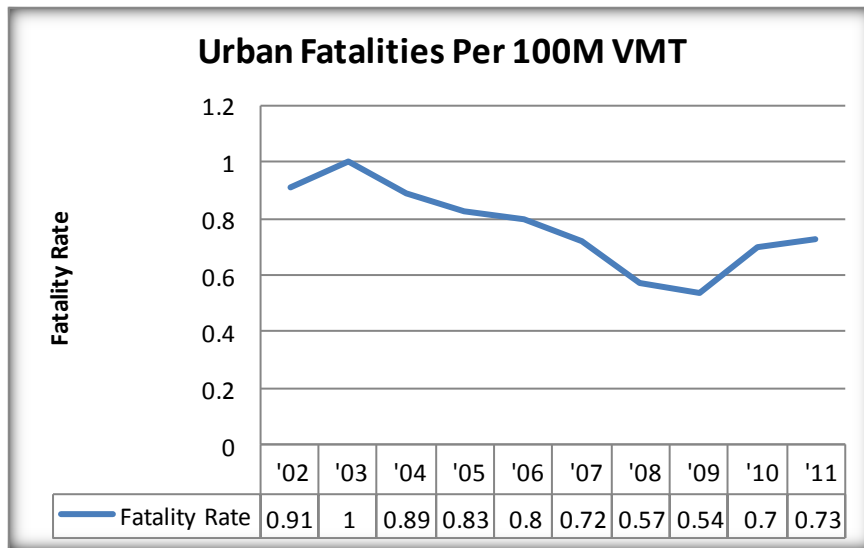
*Drivers in Iowa need to be cognizant of numerous hazards on secondary rural roads.*



## Urban Fatalities per 100M Vehicle Miles Traveled

### URBAN FATALITIES PER 100M VEHICLE MILES TRAVELED – (IA-2)

- Goal: Decrease urban fatalities per 100 million vehicle miles traveled 2.00 % from the 2005 – 2009 calendar base year average of .69 to .73 by December 31, 2012.
- Result: Urban fatalities per 100 million vehicle miles traveled increased 5.8% from the 2005 – 2009 calendar base year average of .69 to .73



Urban fatalities have fluctuated over the last 10 years. However, the 10-year trend line indicates a general downward trend. The urban fatality rate per 100 M vehicle miles traveled also reflects an overall decrease when analyzing the last 10 years.



## **NHTSA Core Behavior Measures Observed Safety Belt Usage – (B-1)**

The GTSB is responsible for documenting and reporting patterns of safety belt usage for the state of Iowa. In 2011 NHTSA issued new Uniform Criteria for State Observational Surveys of Seat Belt Use to be implemented by all states (Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059). Iowa was required to develop a new plan and submit to NHTSA for approval with the new methodology to be used for the 2012 survey. The GTSB partnered with Iowa State University's Survey and Behavioral Research Services (SBRS) to develop a new seat belt use sampling and data collection plan in compliance with the new regulations. The newly developed plan was compliant with the Uniform Criteria and was approved on March 19, 2012. The newly developed plan was used during the 2012 survey which was conducted in June.

Iowa is composed of 99 counties. Seventy (70) of those counties account for 87.6% of the passenger vehicle crash related fatalities according to the Fatality Analysis Reporting System (FARS) data averages for the period of 2005 to 2009. The subsample included in the survey were drawn from the 70 counties. The eligible roads were identified by the U.S. Department of Transportation Federal Highway Administration (FHWA) Federal Functional Classification as primary roads (interstate), secondary roads (other principal arterial and minor arterial), and local roads (major collector, minor collector, and local). In addition, eligible roads were divided into road segments stratified by available descriptive information. A stratified probability proportional to size (PPS) sample was employed to select the road segments to be used as observational sites.

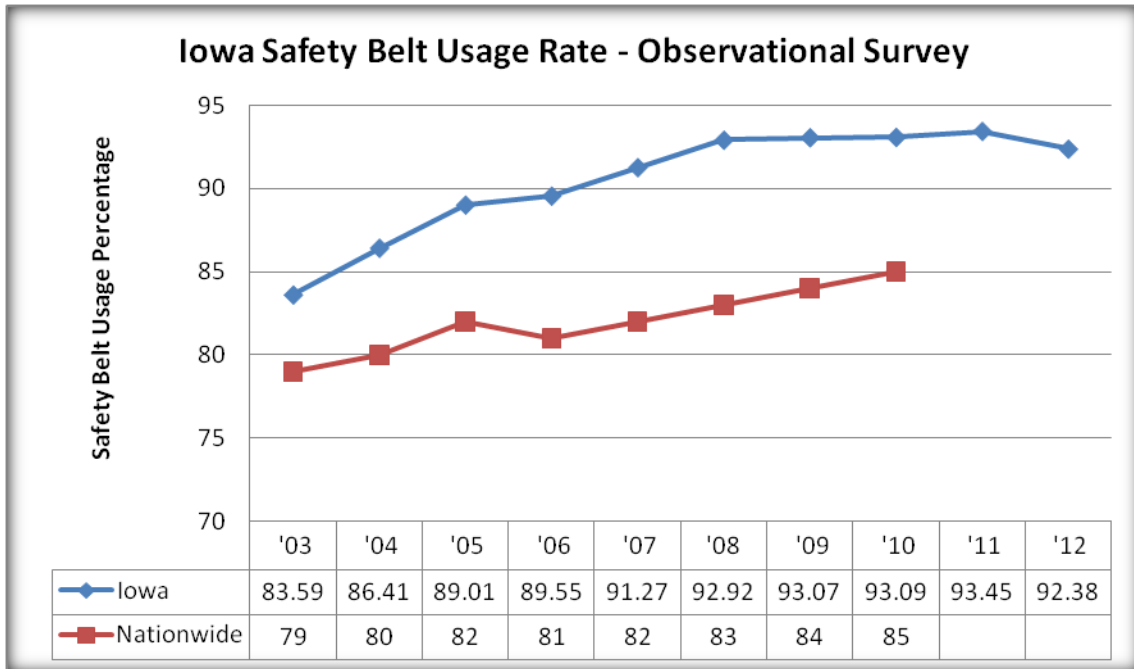
The target population of this study included all drivers and right-front passengers of all passenger vehicles that travel on Iowa's public roadways between 7:00 a.m. to 6:00 p.m. in all days of the calendar year 2012. Passenger vehicles are defined by Criterion 1340.3 as motor vehicles with a gross vehicle weight rating of less than 10,000 pounds. The population parameter of interest was the seat belt use rate. The seat belt use rate was defined as the ratio of the miles that members of the target population traveled while wearing seat belts to the miles that all members in the target population traveled with or without belt use.

The 2012 seat belt use data collection resulted in the observation of 13,926 passenger vehicles, with a right front seat passenger in 4,992 of those vehicles, for a total of 18,918 potential observations of belt use. Of these 18,918 potential observations, there were 12,649 drivers and 4,305 right front passengers who were observed to be wearing seat belts, for a total of 16,954 seat belt users. Seat belts were not worn by 784 drivers and 311 right passengers (total of 1,095 unbelted). Data collectors were unable to observe the seat belt use of 493 drivers and 376 passengers, for a total unknown use of 869. The unknown use, or non-response rate," is .0459 or 4.59%. This is well within the range allowed by federal regulations which require the non-response rate to be below 10%.

Federal regulations require the calculation of seat belt use to be conducted with weighted data as described in the approved survey plan. Based on the weighted data, Iowa's overall seat belt use rate is 92.38%, with an estimated standard of error of 0.0107 ( $\pm 1\%$ ).

Based on 2010 data, Iowa ranked 5<sup>th</sup> in the nation for seat belt usage (Source: NHTSA Traffic Safety Facts, 2010 Data, Occupant Protection, DOT HS 811 619).

**Iowa's 2012 observed safety belt usage rate was 92.38%.** Iowa continues to maintain a higher usage rate than that recorded nationally. The small decrease of 1.07% between the 2011 and 2012 usage rates could be due to the newly adopted methodology used to collect the 2012 data.



The observational survey was conducted through PAP 12-03, Task 05.

*An excerpt from KTIV.com—May 3, 2012*

**NEAR HINTON, IOWA (KTIV) - Seat belts saved the lives of three Siouxland teens involved in a rollover crash on Highway 75.**



## Public Awareness Survey – (B-2)

For a third consecutive year, Iowa has conducted a public awareness survey in accordance with the recommendations set forth and agreed upon by the NHTSA-GHSA (Governor's Highway Safety Association) Working Group. The purpose of the survey was to focus on driving patterns and to evaluate the effectiveness of media campaigns that are centered on the national mobilizations / high-visibility enforcement efforts. Iowa State University's Survey and Behavioral Research Services contracted with the Iowa Governor's Traffic Safety Bureau to conduct the 2012 survey.

As in the two previous years, the survey was conducted at five (5) Iowa Department of Transportation Driver Licensing Offices; Des Moines, Fort Dodge, Cedar Rapids, Carroll, and Council Bluffs. The sites were originally set up to capture respondents from both rural and urban communities. The yearly goal was set to survey a minimum of 500 Iowa licensed drivers. During calendar year 2012, 702 drivers were surveyed. The survey consisted of 18 questions. The paper survey was designed to be self-administered by the licensed drivers. At the sites the paper survey was given on a clipboard to people in the waiting area of each driver licensing office. Surveys were voluntary and anonymous. The following table compares the number of surveys collected each year.

Location of Driver License Station	2010 *		2011 *		2012	
	Number of Surveys Collected	Percent of Surveys Collected	Number of Surveys Collected	Percent of Surveys Collected	Number of Surveys Collected	Percent of Surveys Collected
Ankeny	252	31.15%	203	25.53%	286	40.74
Carroll	67	8.28%	43	5.41%	51	7.26
Cedar Rapids	210	25.96%	203	25.53%	128	18.23
Council Bluffs	180	22.25%	200	25.16%	156	22.22
Fort Dodge	100	12.36%	146	18.36%	81	11.54
<b>Total</b>	<b>809</b>		<b>795</b>		<b>702</b>	

\* During calendar year 2010 and 2011, the surveys were collected through an individual on contract through the GTSB. The results of the survey were entered and analyzed with the assistance of the Institute for Transportation (In-Trans) at Iowa State University.

### 2012 Survey Questions and Results

- How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick-up?**  
In 2012, 85.04% of respondents indicated that they always wore their safety belts. This was recorded as a 3.066% increase when comparing responses from 2011.
- In the past 30 days, have you read, seen or heard about safety belt enforcement by any law enforcement agency?**  
In 2012, 62.10% of respondents indicated that they had read, seen or heard messages about safety belt enforcement.
- In the past 30 days have you read, seen or heard about night-time traffic enforcement by any law enforcement agency?**  
Only 71.08% of respondents indicated they had read, seen or heard messages about night-time enforcement.
- What do you think your chances are of getting a ticket if you don't wear your safety belt?**  
Forty-five percent of respondents indicated they thought it was "very likely" with an additional 38.18% responding it would be "somewhat likely".
- Do you think the new law requiring everyone under the age of 18 to be buckled up regardless of the seating position in a vehicle is a good law? (Enacted July 1, 2010)**  
A strong 89% of respondents indicated they thought the law was good.
- On a local road with a 25 mph speed limit, how often do you drive faster than 35 mph?**  
In 2012, 52.71% of the respondents indicated they "rarely" drive more than 35 mph in a 25 mph zone.

- 7. On a road with a 65 mph speed limit, how often do you drive faster than 75 mph?**  
Fifty-two percent of respondents indicated they “rarely” drove faster than 75 mph in a 65 mph zone with an additional 37.89% indicating they “never” drive over.
- 8. In the past 30 days have you read, seen or heard about speed enforcement by any law enforcement agency?**  
In 2012, 65% indicated they had heard such messages.
- 9. What do you think the chances are of getting a ticket if you drive over the speed limit?** Most respondents thought it would be “very likely” (43.16%) or “somewhat likely” (47.29%) to get a ticket.
- 10. In the past 30 days, how many times have you driven a vehicle 2 hours after drinking alcoholic beverages?**  
Eighty-one percent indicated that within the last month they have not driven within 2 hours of consuming an alcoholic beverage.
- 11. In the past 30 days, have you read, seen or heard about drunk driving enforcement by any law enforcement agency?**  
In 2012, 71.23% indicated they had heard such messages.
- 12. What do you think the chances are of someone getting arrested if they drive after drinking?**  
Responses indicated that most thought it would be “very likely” (51.71%) or “somewhat likely” (39.17%).
- 13. How often do you drive on gravel roads?**  
Over half of the respondents indicated they drove on gravel roads “once a month” (27.64%) or “once a year” (28.06%).
- 14. How often do you drive on rural hard surface roads?**  
A strong 47% indicated driving on a rural hard surface road was a daily occurrence.
- 15. How often do you use a cell phone when you drive?**  
Responses varied. Almost 30% indicated they “sometimes” use a cell phone when driving and 23.50% indicated they “never” use one.
- 16. How often do you text or use e-mail when you drive?**  
An overwhelming 63.39% indicated they “never” text or use e-mail when driving.
- 17. Gender—**46.72% Male, 51.28% Female, 1.99% No Reply.
- 18. Age** Under 21 = 11.11%      26—39 = 24.36%      60—75 = 9.69%      No Reply = 1.28%  
21—25 = 13.53%      40—59 = 35.75%      75 or Older = 4.27%

## 2012 Activity Reports

During FFY 2012 our law enforcement partners continued their strong commitment in regard to overall traffic safety issues. Grant-funded overtime allowed for officers to work extra enforcement. The following charts reflect the required activity measures of safety belt, OWI and speed enforcement.

<b>A-1</b>	<b>Safety Belt Citations</b>	<b>2009 = 21,000*</b> <b>2010 = 15,144</b> <b>2011 = 12,443</b>	* 2009 activity reflect all contacts. Starting in 2010, activity reflects only citations.
<b>A-2</b>	<b>OWI Arrests</b>	<b>2009 = 3,650*</b> <b>2010 = 2,295</b> <b>2011 = 3,478</b>	
<b>A-3</b>	<b>Speed Citations</b>	<b>2009 = 90,000*</b> <b>2010 = 35,930</b> <b>2011 = 31,094</b>	

# PLANNING AND ADMINISTRATION

## Program Overview

In November 2011, Larry Sauer, left his position as GTSB Bureau Chief for another position within the Iowa Department of Public Safety. During the time of transition, Sandy Bennett, Compliance Officer and Program Administrator accepted the position of Interim Bureau Chief through May 2012. In June 2012, the duties of Interim Bureau Chief were transferred to Program Administrator Jim Meyerdirk. Both Ms. Bennett and Mr. Meyerdirk accepted the additional duties while maintaining the workload of their full-time positions.

In December 2011, Audrey Becker permanently joined the GTSB as the Grant Administrator. The position of Grant Administrator manages the GTSB's grant funding process including the use of the Web-Grant System. The application process is critical for the overall traffic safety program. Proper notification to agencies of available funds, posting of web applications and other contract related documents are all steps in the application process. The Grant Administrator provided training and support to grantees and GTSB team members on contractual requirement and the Web Grant System in addition to the tracking of compliance and contractual changes. The Grant Administrator also provides grantees information through blanket e-mails, particularly in regard to corridor events, sTEP waves, and national mobilizations such as "Click it or Ticket" and "Drive Sober or Get Pulled Over".

Financial Manger Beth Chipp continued to be responsible for the GTSB's overall budget, claims processing, and financial audits. An important element of her position is to assist grantees and GTSB team members on financial matters. Ms. Chipp is proficient in the use of NHTSA's Grant Tracking System to set up accounts and to prepare federal vouchers to reimburse claims submitted for traffic safety project expenses. For approximately 1 ½ years Ms. Chipp covered the position of Financial Manager and the vacant position of Assistant Financial Manager. After a period of delays in the hiring process, the GTSB was able to fill the position of Assistant Financial Manager in March 2012.

## Goals

1. To provide the management and financial expertise to plan, contract, monitor and evaluate highway safety program initiatives.
2. To continue to provide leadership, training, information and general assistance to agencies, organizations and non-profit programs involved in traffic safety programs.

## Strategies

1. Continue to familiarize the GTSB team and agencies on the use of the electronic grant system to include the processing of applications, contracts, claims and general grant tracking.

## Achievements

Program management, financial expertise and administrative support were provided for planning, contracting, training, monitoring, evaluation for all highway safety projects. During FFY 2012, 340 contracts were managed. The GTSB team provided potential grantees with information about the funding opportunities and application process.

## Impediments to Achievements

During FFY 2012, the GTSB again experienced staff changes and vacancies. For the majority of FFY 2012, GTSB was under direction of an Interim Bureau Chief.

## ALCOHOL (SECTION 402 / ALCOHOL PROGRAMS)

### Program Overview

Enforcement agencies within the State of Iowa continued to focus efforts against impaired driving. Emphasis is centered on high-risk populations, including teen drivers and males ages 21 to 34 years of age. In addition to the focusing on alcohol-related violations, enforcement agencies also made an impact in overall traffic violations. Funded agencies also conducted multiple safety belt use surveys and promoted awareness through public information and education activities. A factor in a successful program also includes prosecution and adjudication of impaired driving cases. Partnerships with the Iowa Law Enforcement Academy, Prosecuting Attorneys Training Council and Iowa Division of Criminal Investigation Criminalities Laboratory have enhanced the alcohol program in Iowa.

### Goals

1. Decrease alcohol impaired driving fatalities 10.08% from the 2005 – 2009 calendar base year average of 101.2 to 91 by December 31, 2012.

### Strategies

1. Continue strong support of officers for impaired driving training such as Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) and the DCI Laboratory for a solid foundation for prosecution of cases.
2. Expand GTSB's impaired driving enforcement efforts through the identification of the Top 40 counties for program eligibility for Section 410 funding, thus allowing enforcement agencies in 18 additional counties to apply and receive overtime funding for traffic safety initiatives.

### Results

1. Impaired driving fatalities decreased 17.98% from the 2005-2009 calendar base year average of 101.2 to 83.

### Project Summaries and Achievements

#### **Iowa Barnstormers PAP 12-02, Task 01**

**Budget: \$ 22,000**

The Iowa Barnstormers are a member of the Arena Football League (AFL) with their home being Wells Fargo Arena in Des Moines, IA. The demographics of the fan base offers a wide range of ages, occupations and social classes; therefore, the traffic safety messages provided through the Barnstormers had the opportunity to reach a large, diverse group of people. During FFY 2012, traffic safety announcements were aired at all Iowa Barnstormer home games and two 4 x 8 dashboards displayed signage. The Barnstormer games are broadcast live on Mediacom with the potential to reach 450,000 customers and the games were replayed multiple times the week following the game. Highlights of the year included "Don't Text and Drive" commercials starring some of the Barnstormer players and an evening when GTSB staff attended a game and provided the desktop driving simulator for fans to experience dangers of distracted driving and impaired driving.

<b>Law Enforcement Agency Grants</b>	<b>PAP</b>	<b>Contract Amt</b>
Iowa State University	12-02, Task 3	\$ 12,555
Ottumwa Police Department	12-02, Task 04	\$ 22,990
Mason City Police Department	12-02, Task 05	\$ 9,000
Fayette County Sheriff's Office	12-02, Task 06	\$ 25,900
Johnston Police Department	12-02, Task 07	\$ 14,400
Muscatine Police Department	12-02, Task 08	\$ 16,500
<b>Total 402 / Alc</b>		<b>\$101,345</b>

Law enforcement agencies funded under Section 402-Alcohol funded worked 2,071 hours of grant funded overtime. An additional 15 hours were utilized for overtime education hours. A total of 44 impaired driving arrests were made of which 41 were alcohol related and 3 were drug-impaired. An additional 55 alcohol related violations were recorded representing three (3) .02 violations, 18 underage possession, 17 public intoxication and 17 open container.

Occupant protection was addressed with a total of 280 seat belt citations being issued. Of the seat belt citations, 142 were issued during the day and 138 were issued during nighttime hours. The number of seat belt citations reported by Ottumwa Police Department represent 37% of all of those written. A total of 168 seat belt warnings were issued with over 57% of those during the nighttime hours. Seven citations and 13 warnings were issued for child restraint violations.

A total of 997 citations were written for speed and with additional 290 warnings given. Violations issued by the Muscatine Police Department represented 44% of all of the speed citations and warnings. Other traffic violations were addressed by these agencies and represented an additional 1,892 citations and warnings.

### **Iowa Law Enforcement Academy**

**PAP 12-02, Task 09**

**Budget: \$ 135,000**

During the program year this project served 1,925 students and officers through a total of 78 classes. The following classes were conducted during this contract period: OWI/Implied Consent & Standard Field Sobriety Testing (SFST) Updates, OWI Scenarios – Practical Field Exercise, SFST Instructor, SFST Instructor Recertification, Drug Recognition for Street Officers, Radar/Lidar Instructor, Radar/Lidar Instructor Recertification, Motor Vehicle Law, Traffic Law Enforcement, High Speed Pursuit Policy, Occupant Protection, and Community Relations – Data Driven and Preventive Patrol. Funding also allowed for staff development by attending the following classes: International Chief of Police Conference, Iowa Governor's Traffic Safety Bureau Conference, and a One-Day Child Protection Safety Seat Update.



### Prosecuting Attorney's Training Council

**PAP 12-02, Task 10**

**Budget: \$ 199,500**

The core mission of the Prosecuting Attorney's Training Council (PATC) continues to be providing regular training and assistance to Iowa prosecutors through yearly conferences, telephone consultation, memos and case materials through emails, publication of the OWI and Major Traffic Offenses in Iowa, and publication of the Highway Safety Law Update. The staff attorney attempted to develop two pilot programs for the "24/7" pre-trial release program originally developed in South Dakota, but the effort proved unsuccessful. The staff attorney continues to provide assistance to traffic safety resource prosecutors around the county on issues where Iowa law or experience may prove to be helpful. The staff attorney continues to serve as a resource for the GTSB, the Iowa Division of Criminal Investigation Criminalistics Laboratory, the Iowa Department of Transportation, the Office of Drug Control Policy, and other divisions of the Iowa Department of Justice and state agencies. Funding provided for the staff attorney to attend trainings and conferences throughout the year.

### Iowa Department of Public Safety, Criminalistics Laboratory

**PAP 12-02, Task 11**

**Budget: \$ 171,000**

The Iowa Department of Public Safety, Division of Criminal Investigation (DCI) Criminalistics Laboratory has been a long-standing partner in the area of alcohol testing. During FFY 2012, The DCI Laboratory continued the deployment and installation of DataMaster DMT units throughout the state. The DMT allows for constant internet connectivity providing information back to the DCI Laboratory which can provide an advance indication of any issue with an instrument. The DataMaster DMT units also allows for daily data collection instead of once or twice a year when staff physically visited sites. A website application that includes data collected from the DataMaster DMT is now live and provides records of breath test results, instrument certification and maintenance data, officer training records and county statistics, and links to information concerning ignition interlock and Portable Breath Testing (PBT) equipment. The website is located at <https://breathalcohol.iowa.gov>. During FFY 2012, 188.2 hours of overtime was used for overtime

to work on DMT units and 253.3 hours of overtime was used to work impaired driving case conformations in toxicology. During this grant period, 512 blood alcohol and 462 urine alcohol cases were closed. The laboratory also screens urine samples for the presence of drugs. During FFY 2012 a total of 1,576 urine samples were screened for the presence of drugs with 1,518 urine samples analyzed and confirmed for the presence of drugs. 931 of the urine samples analyzed and confirmed for the presence of drugs were DRE cases. Criminalists provided testimony in 13 cases from the toxicology section and 33 cases from the breath alcohol section. Funding assisted in the purchase of replacement parts and dry gas tanks for DataMaster units. Four members of the alcohol unit of the DCI Criminalistics laboratory were afforded the opportunity to attend the 2012 International Association of Chemical Testing Annual Meeting and the NPAS (manufacturer of the DataMaster DMT) User's Group Meeting in Nashville, Tennessee.



*DataMaster DMT units are used throughout the state for breath alcohol testing. The units are deployed, installed, and maintained by the DCI Criminalistics Laboratory.*



**The Integer Group**  
**PAP 12-02, Task 12**

**Budget: \$ 100,000**

During FFY 2012 the “Smart Car” PSA exposure was expanded through a variety of media outlets. “Smart Car” was created by The Integer Group during FFY 2011 and carried an impaired driving message through an entertaining PSA where an individual leaves a bar after consuming too much alcohol. Upon approaching his car, the car drives away from the vehicle. The car, being “smart”, continues to run from the impaired driver causing the driver to chase the car until he stumbles upon a taxi cab. In June 2012, the Iowa State Patrol submitted the PSA “Smart Car” for competition at the 45<sup>th</sup> Annual Uniformed Safety Education Officers Workshop (USEOW) in Gulfport, MS. The PSA received 1<sup>st</sup> Place in the TV Public Service Announcement Award. Iowa incorporated NHTSA’s “Drive Sober or Get Pulled Over” campaign slogan in media efforts including print, radio, TV and social media. During FFY 2012, the previously designed “Booze+Cruise=Lose” brochure was revised.



*The “Smart Car” PSA was developed by  
 The Integer Group during FFY 2012.*

**Office of the State Court Administrator**  
**PAP 12-02, Task 13**

**Budget: \$ 17,000**

Training was provided during the annual Judges Conference. Attendees of the conference included District Associate Judges, District Court Judges and an appellant judge. The session included information on the recent Iowa Supreme Court rulings that have caused confusion in the area of search warrants in OWI cases. A major component of the Annual Magistrate Conference was an update on search and seizure. Funding through this grant provided one magistrate to attend the GTSB Conference in Sioux City, Iowa and two judges to attend the National Judicial College training “Drugged Driving Essentials for the Judiciary” in Reno, Nevada.

**Greater Des Moines Baseball Company**  
**PAP 12-02, Task 14**

**Budget: \$ 18,200**

The Greater Des Moines Baseball Company used the “Drive Sober or Get Pulled Over” tagline for signage at Principal Park in Des Moines. Principal Park is the home of the Iowa Cubs baseball team and during the 2012 season had an attendance totaling 509,000 fans of all ages, or approximately 7,000 per game. Signage was displayed throughout the season on the stadium marquee sign, the outfield fence sign, and a backlit concourse sign.

# OCCUPANT PROTECTION (SECTION 402 / OCCUPANT PROTECTION PROGRAMS)

## **Program Overview**

When Iowa's safety belt law was enacted in July of 1986, it was recorded that approximately 18% of licensed drivers within the state were regularly wearing safety belts. Iowa has made great strides since 1986. Twenty-six (26) years later, the most recent observational survey revealed the usage rate was now 92.38%. (See page 15, Observed Safety Belt Usage—B-I for additional information in regard to the observational survey).

Since the inception of the safety belt law in Iowa, as of December 21, 2012, 6,793 individuals have been recorded in the "Life Toll" record book. "Life Toll" is a record kept by the Iowa DOT of the number of people who were saved from death, as determined by the investigating law enforcement officer, because they were buckled up at the time of the crash. Iowa's usage rate is above the national rate, however, for FFY 2012 nearly 40% of all individuals killed in vehicle crashes were recorded as not wearing a safety belt with an additional 15% being recorded as "unknown" by the investigating officer (As of December 13, 2012). Data reveals the lack of safety belt usage is a major contributing factor in regard to fatalities and serious injuries on Iowa's roadways. Education and an array of media were used during FFY 2012 to spread the word to the public on the importance of wearing a safety belt.

## **Goals**

1. Decrease unrestrained vehicle occupant fatalities in all seating positions 7.25% from the 2005 – 2009 calendar base year average of 138 to 128 by December 31, 2012.
2. Increase the statewide observed safety belt usage of front seat occupants in passenger vehicles .11% from the 2010 rate of 93.09% to 93.2% by December 31, 2012.

## **Strategies**

1. Target high crash/low belt populations, such as men ages 18 – 34.
2. Continue supporting certification and recertification training of CPS Technicians through training sessions.
3. Incorporate additional educational materials in Spanish.

## **Results**

1. Unrestrained passenger vehicle occupant fatalities in all seating positions decreased 13.04% from the 2005 – 2009 calendar base year average of 138 to 120.
2. Iowa fell slightly short of the goal to increase the statewide observed safety belt usage of front seat occupants in passenger vehicles by .11%. The 2012 observational safety belt usage rate was 92.38%. A possible reason for the decline could be due to the newly adopted methodology to collect such information. Iowa continues, however, to have a higher usage rate than that recorded nationally.

## **Project Summaries and Achievements**

### **The Integer Group**

**PAP 12-03, Task 01**

**Budget: \$100,000**

Exposure of previously developed PSAs (“Happy Birthday, Spencer” and “Father/Son”) was expanded through a variety of media outlets including Screenvision (PAP 12-405, Task 08). For additional information into projects completed by The Integer Group, please see “Paid Media / Earned Media”, page 52.

### **Polk City Police Department – Central Iowa Traffic Safety Task Force (CITSTF)**

**PAP 12-03, Task 02**

**Budget: \$ 12,000**

The Central Iowa Traffic Safety Task Force (CITSTF) is made up of enforcement agencies in Dallas, Polk and Warren counties. These three counties represent Iowa’s most highly populated areas which include Des Moines and surrounding communities. Funds awarded to CITSTF were used to plan, promote and conduct traffic safety enforcement through a multi-jurisdictional manner. The events were typically conducted during the evenings and on weekends in problematic areas which could be supported by traffic data.

### **Council Bluffs Police Department**

**PAP 12-03, Task 03**

**Budget: \$ 46,600**

Utilizing 426 hours of overtime, Council Bluffs Police Department arrested 15 impaired drivers, wrote 324 safety belt citations and 64 safety belt warnings, with an additional 150 other moving violations and 34 moving violation warnings. In addition to enforcement efforts, Council Bluffs Police Department was able to purchase an in-car video camera and five preliminary breath testers. Two officers attended the Midwest Association of Technical Accident Investigators conference in South Dakota. Council Bluffs also participated in several sSTEP and corridor events throughout the year.

### **Iowa State Patrol**

**PAP 12-03, Task 04**

**Budget: \$ 441,000**

The Iowa State Patrol participated in all scheduled sSTEP periods by utilizing grant funding from GTSB. Twenty eight in-car arbitrators (video cameras) were purchased and installed during this grant period. Educational aspects of the grant showed the Troopers utilized 87 hours of overtime and conducted a total of 719 occupant protection and traffic safety presentations. A total of 1,064 public safety announcements were delivered. Educational materials purchased through this funding were key chains and t-shirts with safety messages on them in regard to distracted driving.

**Iowa State University Behavioral Research Services**  
**PAP 12-03, Task 05**                      **Budget: \$ 20,000**

Iowa State University's Survey and Behavioral Research Services (SBRS) was contracted during this fiscal year to assist the GTSB in the development of a seat belt usage survey plan that would comply with NHTSA's newly issued Uniform Criteria for State Observational Surveys of Seat Belt Use. The final rule was published in Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059. The newly developed plan for the annual state survey of passenger vehicle occupant restraint use was approved by NHTSA on March 19, 2012 and was implemented for the 2012 usage survey. Data was collected and analyzed by SBRS with the result indicating that Iowa's overall seat belt usage rate for 2012 was 92.38%. Please see "Observed Safety Belt Usage – B-1", on page 15 for detailed information in regard to the survey methodology and results.

**Dubuque Police Department**  
**PAP 12-03, Task 06**                      **Budget: \$ 28,075**

The Dubuque Police Department was able to provide additional traffic safety enforcement utilizing grant funds. In addition to the enforcement efforts, funding allowed for the department to provide car seats to individuals through their Child Safety Seat Program partnership with Anderson Weber Toyota. The officers were also able to provide bicycle helmets to are youth through various programs.

**Krogman & Associates**  
**PAP 12-03, Task 07**                      **Budget: \$ 10,150**

See "Paid Media / Earned Media", page 53 for detailed information.

**Iowa Sports Spotlight**  
**PAP 12-03, Task 08**                      **Budget: \$ 13,500**

See "Paid Media / Earned Media", page 53 for detailed information.

**KDSM TV**  
**PAP 12-03, Task 09**                      **Budget: \$ 2,000**

KDSM TV teamed up with the GTSB and Iowa Barnstormers for an event during National Distracted Driving Awareness Month. At a Barnstormers home game, people were given the opportunity to take the TXT L8R pledge, win prizes and see how texting affects driving skills while using a simulator. TXT L8R window clings were also handed out at the event.

**Creative Visions**  
**PAP 12-03, Task 10**                      **Budget: \$ 43,000**

Creative Visions held 10 workshops and 5 informational activities to raise traffic safety awareness among the Des Moines area community. The events were developed to reach a cross-section of community members and for the first time included workshops for individuals who have limited English. The activities were varied and included workshops, presentations, and public awareness messages through the Creative Visions website [www.creativevisionsia.org](http://www.creativevisionsia.org), social media and print media. Creative Visions partnered with several organizations and participated in community-wide events to further educate the public in traffic safety awareness.

Governor Branstad signed the “No Texting While Driving Day” Proclamation on September 20, 2012.



### **KYOU TV**

**PAP 12-03, Task 11**

**Budget: \$ 3,000**

Distracted driving was the emphasis for KYOU TV. A 30- second public service announcement about distracted driving was developed utilizing a member of the Iowa State Patrol and an agreed upon script.

### **Iowa State University Survey and Behavioral Research**

**PAP 12-03, Task 12**

**Budget: \$ 10,000**

Iowa State University's Survey and Behavioral Research Services (SBRS) contracted with the Iowa Governor's Traffic Safety Bureau to conduct the 2012 Public Awareness Survey to licensed drivers across the state of Iowa. The survey was designed to gather information on driving patterns and public awareness of traffic safety media campaigns. Data was collected at Iowa Department of Transportation Driver Licensing Station in the following cities: Ankeny, Carroll, Cedar Rapids, Council Bluffs, and Fort Dodge. In 2012, 702 individuals completed the survey. The survey data was collected and analyzed by the SBRS staff. Please see “Public Awareness Survey – B-2” on page 17 or detailed information in regard to the survey results.

## POLICE TRAFFIC SERVICES (SECTION 402 / POLICE TRAFFIC SERVICES PROGRAMS)

### **Program Overview**

Law enforcement plays a critical role in the goal to reduce traffic deaths and serious injuries. Police Traffic Services is an area designed to keep law enforcement engaged to not only enforce laws but also to promote traffic safety throughout the state.

During FFY 2011, 21 law enforcement agencies were funded under the Police Traffic Services emphasis area. These agencies represented 13 local police departments, 7 county sheriff offices, and the University of Iowa-Department of Public Safety. The overall goal of agencies funded in this area is to reduce traffic crashes and fatalities by targeting enforcement efforts on high-risk activities such as impaired driving and other dangerous behavioral activities

### **Goals**

1. Decrease traffic fatalities 2 % from the 2005 – 2009 calendar base year average of 423.6 to 402 by December 31, 2012.
2. Decrease traffic fatalities per VMT 2 % from the 2005 – 2009 calendar base year average of 1.36 to 1.33 by December 31, 2012.
3. Decrease serious injuries 6.5 % from the 2005 – 2009 calendar base year average of 1,885 to 1,763 by December 31, 2012.

### **Strategies**

1. Expand night time traffic enforcement efforts especially at impaired driving, safety belt usage and other high-risk behavior that contributes to fatal traffic crashes.
2. Use the Iowa Department of Transportation's 5% high crash location information and crash analysis tools such as CMAT or IMAT to target areas for speed, safety belt usage and impaired driving enforcement.
3. Provide enforcement through continued support from GTSB program administrators to contractors to ensure optimal results by utilizing funded overtime to conduct data driven enforcement and to use grant dollars to purchase equipment designed to assist law enforcement in apprehending traffic violators.
4. Design projects that emphasize data driven, high visibility targeted enforcement with an emphasis on secondary rural roads.
5. Utilize educational, outreach and media methods to target high-risk groups that emphasize safe driving habits.

### **Results**

1. Traffic fatalities decreased 15.01 % from the 2005 – 2009 calendar base year average of 423.6 to 360. Traffic fatalities recorded for calendar year 2011 represented a 66-year record low.
2. Fatalities per 100M VMT decreased 1.47% from the 2005—2009 calendar base year average of 1.36 to 1.2.
3. Serious injuries decreased 19.25 % from the 2005 – 2009 calendar base year average of 1873.8 to 1,513.



## Project Summaries and Achievements

<b>Law Enforcement Agency Grants</b>	<b>PAP</b>	<b>Contract Amt</b>
<b>Bettendorf Police Department</b>	<b>12-04, Task 01</b>	<b>\$ 44,625</b>
<b>Cedar Falls Police Department</b>	<b>12-04, Task 02</b>	<b>\$ 10,900</b>
<b>Burlington Police Department</b>	<b>12-04, Task 03</b>	<b>\$ 18,500</b>
<b>Altoona Police Department</b>	<b>12-04, Task 04</b>	<b>\$ 5,000</b>
<b>Coralville Police Department</b>	<b>12-04, Task 05</b>	<b>\$ 14,025</b>
<b>Davenport Police Department</b>	<b>12-04, Task 06</b>	<b>\$ 50,700</b>
<b>DeWitt Police Department</b>	<b>12-04, Task 07</b>	<b>\$ 34,000</b>
<b>Des Moines Police Department</b>	<b>12-04, Task 08</b>	<b>\$ 175,500</b>
<b>Johnson County Sheriff's Office</b>	<b>12-04, Task 10</b>	<b>\$ 21,100</b>
<b>LeMars Police Department</b>	<b>12-04, Task 11</b>	<b>\$ 19,750</b>
<b>Lee County Sheriff's Office</b>	<b>12-04, Task 12</b>	<b>\$ 37,800</b>
<b>Marion Police Department</b>	<b>12-04, Task 16</b>	<b>\$ 32,750</b>
<b>Marshall County Sheriff's Office</b>	<b>12-04, Task 17</b>	<b>\$ 24,325</b>
<b>Marshalltown Police Department</b>	<b>12-04, Task 18</b>	<b>\$ 43,840</b>
<b>Norwalk Police Department</b>	<b>12-04, Task 19</b>	<b>\$ 11,350</b>
<b>Polk County Sheriff's Office</b>	<b>12-04, Task 20</b>	<b>\$ 78,350</b>
<b>Scott County Sheriff's Office</b>	<b>12-04, Task 21</b>	<b>\$ 63,500</b>
<b>Story County Sheriff's Office</b>	<b>12-04, Task 22</b>	<b>\$ 33,500</b>
<b>University of Iowa Public Safety</b>	<b>12-04, Task 23</b>	<b>\$ 6,225</b>
<b>Waukee Police Department</b>	<b>12-04, Task 24</b>	<b>\$ 25,000</b>
<b>Woodbury County Sheriff's Office</b>	<b>12-04, Task 25</b>	<b>\$ 32,300</b>
	<b>Total 402/PTS -</b>	<b>\$ 783,040</b>

As an example of the use of data for deployment of law enforcement efforts, Johnson County Sheriff's Office indicated their enforcement efforts were focused on county rural roads. They recognized their numbers could have been higher during this contract period if they had concentrated in more of the densely populated areas. Through data and crash statistics analysis, they clearly noted an elevated number of serious accidents were on local rural roads. They felt their efforts would have a greater public safety impact if people saw more marked patrol vehicles patrolling county roadways.

Agencies through this funding source strongly supported formal multi-agency events including national mobilization events and corridor events such as Operation Northern Lights, Operation Midway and Night Owl. Informal enforcement events also occurred when local agencies linked up at night to run a collaborated traffic event.

During this funding year over 6,975 hours of overtime enforcement hours were used . An additional 61.75 hours were utilized for overtime education. Data was solid throughout the year. Section 402 agencies made 424 OWI arrests, 25 drug-impaired arrests. Safety belt citations were written for over 1,385 daytime violations and over 296 nighttime violations. Child restraint citations totaled more than 206 with Des Moines Police Department issuing 67.5% of the citations. An additional 85 warnings were issued for child restraints. Over 6,465 speed citations were issued along with more than 1,272 speed warnings. Des Moines Police Department again led in numbers by issuing almost 70% of the speed citations by Section 402 funded agencies during this funding period.

## PROGRAM MANAGEMENT

### Program Overview

A total of 340 contracts were managed by the GTSB staff during FFY 2012. Throughout the contract year, the GTSB staff shared the responsibility to guide grantees to best support the overall total program efforts. Program Administrators also conducted site visits throughout the year. Staff have specific areas of expertise, including, but not limited to, impaired driving, occupant protection, special Traffic Enforcement Program (sTEP), youth, distracted driving, Drug Recognition Expert Program (DRE) and Advanced Roadside Impaired Driving Enforcement Program (ARIDE).

Program Administrator Mark Nagel serves as Iowa's Occupant Protection Coordinator and is a Certified Passenger Safety Technician. In addition to 21 grants that Mark managed during FFY 2012, he also served on the Steering Committee of the Greater Des Moines SAFE KIDS Coalition, Kaydn's Law Legislative Study Team, Central Iowa Traffic Safety Task Force (CITSTF) Committee and is a member of the Des Moines Fit Station.

Program Administrator Denny Becker is the GTSB Alcohol Program Coordinator and managed 34 grants during FFY 2012. In addition to the day to day functions as a Program Administrator, Denny also actively served on the Black Hawk County Arrive Alive Comprehensive Traffic Safety Committee, The Black Hawk County INRCOG – Metropolitan Area Transportation Policy Board Multi-disciplinary Safety Team, South-west Iowa Freeway Team (SWIFT – serving Pottawattamie County Council Bluffs and the greater Omaha Metro) Incident Management Team, The Tri-State Traffic Incident Management Team (including the Sioux City and Woodbury County agencies, South Dakota, and Nebraska), the Strategic Prevention Framework State Incentive Grant (SPF SIG – through Iowa Department of Public Health), and the Statewide Underage Drinking Prevention Taskforce (through the Office of Drug Control Policy and the Iowa Department of Public Health).

Program Administrator Jim Meyerdirk is the manager of the Iowa's Drug Recognition Expert (DRE) program. Jim coordinated the training for 16 new DREs during FFY 2012. The number of DRE certified officers in the state now totals 145. During FFY 2012, Jim also managed numerous enforcement contracts, organized corridor events, organized ARIDE trainings, in addition to serving as the Interim Bureau Chief from June 2012 through October 2012.

Mick Mulhern served as a Program Administrator specializing as the youth coordinator and is responsible for the information posted on the GTSB's Facebook and Twitter pages. During FFY 2012, Mick managed 28 highway safety grants and assisted Program Administrator Jennifer Parsons in over 16 on-site visits to conduct hands-on programs using a lap-top driving simulator to deliver the message of the dangers of distracted and impaired driving.

Program Administrator Jennifer Parsons specializes in the area of distracted driving. During FFY 2012, Jennifer managed 25 grants in addition to being one of the staff members that designed and initiated the desk-top driving simulator program in Iowa. Jennifer is a member of the National Association of Women Highway Safety Leaders and an organization called "Community Awareness of Road Safety" (CARS) which represents the Quad Cities area.



Sandy Bennett was promoted to the position of Compliance Officer and Program Administrator. She is responsible for the coordination of all of the special outreach projects including the GTSB Annual Conference. During FFY 2012, Sandy managed 29 non-enforcement contracts. Between December 2011 and May 2012, Sandy also served as Interim Bureau Chief.

The GTSB was fortunate to fill the vacant position of Assistant Financial Manager. The position was filled by Amy Van Gundy in March 2012. Duties of the position include auditing contractor claims for reimbursement of purchases, travel and overtime, audit GTSB staff and other direct-bill travel claims in addition to maintaining databases for equipment purchases by contractors and A-133 audits.

Randy Hunefeld is the Program Administrator who manages the special Traffic Enforcement Program (sTEP). Through his extensive knowledge and dedication to traffic safety in Iowa, Randy represents the GTSB in many aspects. Special committees and projects that Randy is involved in include State Road Safety Audit Team, Unpaved Rural Advisory Committee, the Iowa Department of Transportation Safety Culture Project Committee, Fall Safety Workshops, and Safety Check Points in Marshalltown, Lee County, I-380 in Buchanan County, I-35 in Worth County and with the Central Iowa Traffic Safety Task Force (CITSTF, Contract #12-03-02) in the Des Moines Metro area. Randy also serves on the Multi-Disciplinary Safety Team (MDST) Advisory Team and actively participated in MDSTs in Sioux City, Clinton, Dubuque, Ames, Fort Dodge, Mason City, Davenport, Waterloo, Des Moines and Council Bluffs.

The Program Evaluator plays a critical role within GTSB to ensure that data is a component of traffic safety projects and that projects are producing the desired results. Joanne Tinker serves in this position and is responsible for producing the GTSB Annual Report, preparing all GTSB grant funding applications, ensuring that performance measures meet NHTSA requirements and serves as a co-chair to the Statewide Traffic Records Coordinating Committee (STRCC). During FFY 2012, Joanne was also been involved in the Iowa Department of Transportation's Strategic Highway Safety Plan (SHSP) Advisory Committee. The information gathered and the partnerships built upon from the involvement in the SHSP process will enhance the GTSB's coordination of future projects with the state's SHSP.

The GTSB Office Coordinator, Ihla Hochstetler, serves as the Administrative Assistant to the Bureau Chief as well as providing assistance in numerous other areas that include; DRE Board Secretary, program administration, office inventory, financial management, contract equipment database, resource library and database in addition to other areas as needed. Ihla is responsible for the supply and distribution of GTSB promotional items and educational materials to enforcement and non-enforcement agencies such as health care facilities and schools.

### **Goals**

1. To provide the technical and analytical expertise and data necessary to plan highway safety projects.
2. Evaluate traffic safety projects.
3. To provide program management expertise to implement and monitor state and local highway safety programs for effectiveness.

### **Strategies**

1. Through continued training efforts, keep the GTSB team updated on the processes for electronic grant monitoring to simplify contract compliance and overall program management.
2. Through electronic grant monitoring, ensure consistency on grant reporting.
3. Review opportunities for highway safety initiatives throughout the state.

### Achievements

Traffic safety professionals convened April 10 – 11, 2012, at the Sioux City Convention Center to discuss issues and programs during the Annual Governor's Highway Traffic Safety Conference. More than 200 individuals attended and heard national and local speakers on topics including rural road safety, distracted driving, data-driven approaches to traffic safety, social media, law enforcement, search and seizure updates, and alcohol issues on college campuses. During the event, outstanding traffic safety efforts were recognized. Awards were presented by Iowa's Lieutenant Governor Kim Reynolds and Iowa Department of Public Safety Commissioner Larry Noble. Recipients of the Commissioner's Special Awards for Traffic Safety included the following individuals:

Jesse Gildea, Blank Children's Hospital  
 Officer John Barney, Ames Police Dept.  
 Officer Amber Rozeboom, Ames Police Dept.  
 Officer Brandon Dyer, Ankeny Police Dept.  
 Officer Jeff Harstad, Sioux City Police Dept.  
 Ben Ihde, Des Moines Police Dept.  
 Officer Mark Kjormoe, Marion Police Dept.  
 Trooper Nick Albrecht, Iowa State Patrol

Trooper James Bullington, Iowa State Patrol  
 Trooper Wade Major, Iowa State Patrol  
 Alan Haubrich, Cerro Gordo Co. Sheriffs Office (Ret)  
 Dubuque County Sheriffs Office  
 Chief John Coulter, Afton Police Dept  
 Muscatine County Sheriff's Office  
 Barbara Wallace Hughes, Editor, Ft. Dodge Messenger

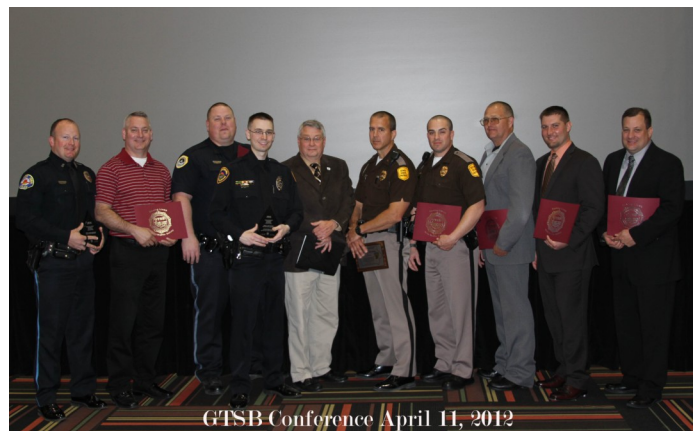


*Left to Right: Officer Jeff Harstad, Sioux City Police Department is congratulated by Iowa's Lt. Governor Kim Reynolds, attendees listen to a presenter, and attendees look at sample promotional items that agencies brought to the conference.*

Special awards were presented to Drug Recognition Expert (DRE) officers for their outstanding efforts in apprehending impaired drivers. Recipients included:

Officer Dan Plueger, LeMars Police Dept.  
 Officer Allen Ludeking, Decorah Police Dept  
 Detective Paul Batcheller, Iowa City Police Dept  
 Dep. Ben Bartholomew, Cass Co Sheriff's Office  
 Officer Colin Boone, Des Moines Police Dept.  
 Trooper Marc Griggs, Iowa State Patrol

*DRE's recognized at the Annual Conference.*



*GTSB Conference April 11, 2012*

Sergeant Martin McCreedy of the Iowa State Patrol was presented with the Kipton Hayward Award for his efforts in increasing compliance with impaired driving laws and reducing traffic deaths and injuries. Since 1994, the Kipton Hayward Award has recognized law enforcement officers dedicated to protecting the public from alcohol and drug impaired drivers. Kipton Hayward was a Polk County Deputy who was killed by an impaired driver.



*GTSB Staff at the Annual Governor's Highway Traffic Safety Conference in Sioux City, Iowa. Left to Right: Jim Meyerdirk, Audrey Becker, Randy Hunefeld, Mark Nagel, Sandy Bennett, Amy VanGundy, Jennifer Parsons, Ihla Hochstetler, Beth Chipp and Mick Mulhern. Missing from the photo: Denny Becker and Joanne Tinker.*

## **Project Summary and Achievement**

### **Iowa State University Conference Planning and Management PAP 12-07, Task 2      Budget: \$95,000**

Staff of the Iowa State University Conference Planning and Management office played an important role in the success of the 2012 Governor's Traffic Safety Conference. The contractor sent out and collected proposals for the conference location, designed and developed website and electronic communications for the registration process. All registration fees, conference handouts and billings were handled by the contractor.

## PEDESTRIAN / BICYCLE (Section 402 / Pedestrian / Bicycle Programs)

### Program Overview

To promote healthy lifestyles or as an alternate mean of transportation, more individuals are seen walking and bicycling in Iowa. From a safety aspect, pedestrians need to understand that even though they are walking they still have the same responsibility to obey the same traffic laws that motorists are subject to. Under Iowa law, drivers are to yield to pedestrians at all times thus requiring motorists to be conscious of their surroundings.

Iowa law also indicates that bicyclists must comply with the same rules of the road as motorists. The responsibilities include sharing the road. Bicycle lanes are now a part of the design of some roadways and both motorists and bicyclists alike need to be aware of each other.

### Goals

1. Reduce pedestrian fatalities 3.5% from the 2005 – 2009 calendar base year average of 22 to 21 by December 31, 2012.
2. Encourage the use of bicycle helmets by all riders.
3. Develop complete pedestrian/bicycle safety programs in communities throughout the state.

### Strategies

1. Through contractual services, address bicycle safety needs through additional education and outreach programs.

### Results

The goal to reduce pedestrian fatalities was not met. Iowa is experiencing an upward trend in the number of pedestrian fatalities. Between 2010 and 2011 Iowa experienced a 39% increase in the number of pedestrian fatalities when 25 fatalities were recorded for 2011. This may identify an anomaly as the 2005 – 2009 baseline average was 22.

### Project Summary and Achievements

#### **Blank Children's Hospital**

**PAP 12-08, Task 01**

**Budget: \$ 5,000**

Throughout the year a total of 472 bicycle helmets were distributed through Blank Children's Hospital. Seven communities across Iowa (Red Oak, Villisca, McGregor, Urbandale, Blockton, Osceola, and Fort Dodge) were provided with bicycle helmets and reflectors that were distributed to children during health fairs, bike rodeos and EMS awareness activities. Each community was also provided NHTSA's instructions for proper fitting of helmets. Through Blank Children's Hospital, bicycle helmets were distributed on an as needed basis to low income and minority individuals through the emergency department and the Center for Advocacy and Outreach. Another component of this project was to conduct pre- and post- observational surveys within the seven communities where helmets were distributed. Overall in the seven communities, the pre-observational surveys identified only 17 children wearing helmets. The post-observational survey identified 87 children wearing helmets.



**Iowa Department of Public Health, Nutrition and Health**  
**PAP 12-08, Task 02**                      **Budget: \$ 3,225**

Walkability assessments were conducted with the use of GPS/GIS technology to map at least a 1-mile radius of the school identified for participation. Each I-WALK community received a comprehensive report identifying barriers and recommendations that can be used to apply for Safe Routes to School (SRTS) infrastructure or to address no-cost or low-cost solutions. Printed resources provided to the communities helped local leaders to focus on the important strategies for SRTS. During FFY 2012, presentations were conducted and the projects were completed in the communities of Cedar Falls, Dallas Center, Washington and Wellman.

Impediments that have been faced in regard to this project is that it has been identified that few communities have the staff or technology to conduct an appropriate evaluation and rely on assistance from outside sources. As a result, many communities struggle with the effective use of SRTS evaluation data and education about recommended activities provided by external sources. Through the I-WALK project, Iowa communities are provided with a comprehensive and focused action plan to address local barriers to SRTS. I-WALK provides a comprehensive resource for collecting usable and accessible local SRTS action plans for communities statewide.

## **ROADWAY SAFETY (SECTION 402 / ROADWAY SAFETY PROGRAMS)**

### **Program Overview**

The Iowa Department of Transportation received Section 402 funds to continue to support specialized roadway safety programs. Program areas include Circuit Rider, Traffic Engineering Assistance Program (T.E.A.P.) and Multi-Disciplinary Safety Teams (MDSTs). The Circuit Rider trains local engineers and GTSB team with a Federal Highway Administration approved program. T.E.A.P. utilized the services of a traffic engineer consultant firm to conduct road safety analysis, identify problems and recommend corrective action. The structure of MDSTs allows for traffic safety professionals from enforcement, engineering, and other safety-related disciplines to hold stakeholder meetings where local safety issues are addressed.

### **Goals**

1. To provide the contractual services necessary to complete traffic engineering studies at the city and county levels where such expertise is not available.
2. 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.
3. Continue to develop and support the concept of Multi-Disciplinary Safety Teams.

### **Strategies**

1. Continue the partnership with the Iowa Department of Transportation to facilitate engineering improvements in all areas of the state.
2. Target road safety efforts in Iowa's work crash corridors utilizing the Iowa Department of Transportation's identified top 5% locations.
3. Educate local traffic safety personnel to enhance traffic safety efforts in work zones and other unique traffic situations statewide.
4. Through networking, invite and encourage other traffic safety stakeholders to become involved in groups such as Multi-Disciplinary Safety Team.

**Results**

Funding under Roadway Safety helped GTSB to assist engineering and other multi-disciplinary efforts towards the common goal of traffic safety.

**Project Summaries / Achievements****Iowa Department of Transportation, Office of Traffic and Safety, Circuit Rider  
PAP 12-10, Task 01                      Budget: \$ 55,000**

During FFY 2012, a total of 1,030 engineers and their staff were trained in this program with an additional 524 being trained in Federal Highway Administration (FHWA) approved courses. Funding provided to the Circuit Rider program supports local traffic safety efforts and promotes growth in safety awareness and applied practices for multi-disciplinary safety efforts in Iowa.

**Iowa Department of Transportation, Office of Traffic and Safety  
Traffic Engineering Assistance Program (TEAP)  
PAP 12-10, Task 02                      Budget: \$ 100,000**

Work was conducted on a total of 33 different studies. Of those, 14 were completed during the contract year with 19 studies being carried forward. Nine TEAP studies were completed in FFY 2012. The studies analyzed the current conditions, identified problems, recommended improvements, and also identified if there were potential funding to assist local governments toward the implementation of improvements.

TEAP projects have encouraged community involvement. When a TEAP project is initiated, it is usually started with community input meetings so that questions can be answered and concerns addressed. The multi-disciplinary approach includes the traditional engineering with the community involvement, thus providing for strong project results.

**Iowa Department of Transportation, Office of Traffic and Safety, Multi-Disciplinary  
Safety Teams (MDSTs)  
PAP 12-10, Task 03                      Budget: \$ 20,000**

The subcontractor established a MDST Advisory Team consisting of staff members from GTSB, Iowa DOT Offices of Traffic and Safety, System Planning, Emergency Operations, FHWA, Iowa State University-Institute for Transportation, Safety Circuit Rider and local government liaison. Recent additions include members of the Iowa State Patrol, DOT - Motor Vehicle Enforcement, and state fire response personnel. During FFY 2012 the MDST Advisory Team met 12 times.

In 2011, almost 72% of Iowa's traffic fatalities occurred on secondary rural roads. Since these roads are maintained at a local and county level, programs such as MDSTs are utilized in areas of the state to improve transportation safety through local coordinated efforts. MDSTs have been instrumental in the collaboration of traffic safety officials by assisting in the set-up of stakeholder meetings, forming new teams throughout the state and assisting in facilitating established teams. During 2012, a MDST was established in the Cerro Gordo County/Mason City/Clear Lake area, with their first meeting being held on September 18, 2012. With the addition of the Cerro Gordo County program, there are now 9 active MDSTs in the state of Iowa

## YOUTH ALCOHOL (SECTION 402 / YOUTH/ALCOHOL PROGRAMS)

### Program Overview

The GTSB recognizes the perils when you combine young drivers and alcohol. Education is a means in which traffic safety messages focused around drunk driving are delivered to young drivers. Educational programs and assemblies have been developed and launched statewide. These programs involve leadership, team building, and information sharing about impaired driving in addition to requesting, educator, and community support. Tools and resources are provided to assist presentations and programs. In addition to alcohol messages, information in regard to the dangers of distracted driving and pedestrian/bicycle injuries are also provided.

### Goals

1. To encourage and promote the development and implementation of youth/alcohol education and prevention programs for elementary, junior high, high school and college students.
2. To decrease drivers age 20 or younger involved in fatal crashes 2% from the 2005-2009 calendar base year average of 76 to 74 by December 31, 2012.
3. To reduce the involvement of 15 – 24 year old drivers as a percentage of all drinking drivers in fatal crashes.

### Strategies

1. Through the promotion of social norming, peer interaction and discussion of possible alternatives, extend a positive influence on Iowa teens and young adults in regard to the use of alcohol, illegal drug use, particularly as it relates to the operation of motor vehicles.

### Results

Youth Alcohol funds helped support educational events and materials geared toward young drivers and the impact of alcohol. Other traffic safety messages were also incorporated in these projects.

### Project Summaries and Achievements

#### **Iowa State University, Department of Public Safety (“Get a Grip”) PAP 12-11, Task 01 Budget : \$ 85,000**

As in most university communities a large part of the culture is nightlife with alcohol-impaired driving a major concern. The “Get a Grip” project at Iowa State University (ISU) is focused around junior high, high school and college students. The goal of the project during FFY 2012 was to create awareness and remind college students about impaired driving through a positive and constructive way. The Iowa State University student trainers were selected through an application process that included how they proposed to use knowledge to create awareness about traffic safety concerns, how past driving experiences have influenced present attitudes and behaviors, and how missing conversations about transportation safety should be addressed. The high school programming focused on training events. Throughout the year 1,193 high school students were reached through face-to-face programming with an additional 774 middle school students being reached through workshops and assemblies. A total of 26 school districts received information about the “Get a Grip” program. The college program year included reaching 1,552 undergraduate students in face-to-face events. Although the year was successful, “Get a Grip” identified challenges in the program to include that multiple groups were similar programming contact school districts and that districts have limited time for special events during the academic year.

**Iowa Department of Transportation, Office of Traffic and Safety**  
**PAP 12-11, Task 02**                      **Budget: \$ 5,000**

The young driver campaign was put on hold this year and will be revamped for FFY 2013.

**Morningside College**  
**PAP 12-11, Task 03**                      **Budget: \$ 8,000**

Four students and one faculty member of Morningside College drafted a communication plan, media plan, and starter kit to reach out to Iowa community and four-year colleges with an impaired message of "SBR DRVR". Eight Iowa colleges were provided the information and throughout were encouraged to implement sober driv-

## OCCUPANT PROTECTION INCENTIVE PROGRAM (SECTION 405)

### Program Overview:

According to observational safety belt usage surveys, Iowa continues to have a higher usage rate than that recorded nationally. NHTSA recently required states to follow uniformed criteria for safety belt usage surveys. Under the new methodology implement in FFY 2012, Iowa reported a 92.38% usage rate, placing Iowa as the highest usage rate state in NHTSA Region 7 and continues to be one of the best in the nation. Iowa's strong Child Passenger Safety (CPS) program in addition to media efforts, enforcement, education, and research are contributors to the success in this area.

While Iowa has successes, there is still work to do. In FFY 2011, approximately 32% of all traffic fatalities were due to unrestrained occupants. Continued efforts to educate the public on the use of restraints will continue to be a priority of the GTSB program.

### Goals

1. Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 7.25% from the 2005 – 2009 calendar base average of 138 to 128 by December 31, 2012.
2. To increase the statewide observed safety belt usage of front seat outboard occupants in passenger vehicles .11% from the 2010 rate of 93.09 % to 93.2% by December 31, 2012.

### Strategies

1. Continue to support certification and recertification training of CPS Technicians through training sessions.
2. Explore ways to educate Hispanic speaking communities in regard to using proper restraints.

### Results

1. The goal to decrease unrestrained passenger vehicle occupant fatalities in all seating positions decreased 13.04% from the 2005 – 2009 base year average of 138 to 128.
2. Iowa fell slightly short of the goal to increase the statewide observed safety belt usage of front seat occupants in passenger vehicles by .11%. The 2012 observational safety belt usage rate was 92.38%. A possible reason for the decline could be due to the newly adopted methodology to collect such information. Iowa continues, however, to have a higher usage rate than that recorded nationally.



**Alliance Sport Marketing**  
**PAP 12-405, Task 01      Budget: \$ 76,500**

See “Paid Media / Earned Media”, page 54 for detailed information.

**Blank Children’s Hospital**  
**PAP 12-405, Task 02      Budget: \$207,500**

During FFY 2012 the statewide Child Passenger Safety (CPS) Program was managed through Blank Children’s Hospital with a full-time CPS Coordinator and an individual that coordinates the expectant parent and teen driving programs. Throughout the year four 4-day CPS Technician certification and renewal trainings were held. Through this process, 49 new CPS Technicians were added to the program, with a total of 374 certified technicians statewide. In April a Statewide CPS Technician Update Training was conducted. The conference drew a crowd of 166 CPS Technicians. The full-day conference included two national speakers and breakout sessions.

Expectant parents had the opportunity to attend a car seat safety class. These classes were held twice a month at Blank Children’s Hospital in Des Moines. The class consisted of a classroom component, including a presentation, discussion, and demonstrations and one-on-one car seat installation assistance made by appointment. The 24 classes held during this funding period educated 219 attendees in proper car seat safety. The car seat safety class for parents with babies in the NICU at Blank Children’s Hospital were offered weekly. The class provided information similar to the standard class but in a more condensed version and additionally focused on topics specific to premature, low birth weight and medically fragile infants. Thirteen classes were held this funding year reaching a total of 25 new parents. The statewide special needs program was again successful in FFY 2012. A total of 66 special needs restraints were provided to Iowa Health Des Moines families with an additional 21 car seats distributed for infants that were less than 5 pounds.

During FFY 2012, a special project coordinated through the State CPS Coordinator at Blank Children’s Hospital enhanced the work of CPS Technicians throughout the state. Working with the Kansas Department of Transportation, their “Spanish Flip Book – A Quick Reference Guide for English-Speaking CPS Techs With Spanish Speaking Families” was acquired. Iowa had planned on developing a similar reference but utilizing the materials already developed by the Kansas Department of Transportation proved to be more economical. Prior to the National Child Passenger Safety Week, 380 CPS Technicians throughout the state received the flip chart.

**Farm Safety 4 Just Kids**  
**PAP 12-405, Task 03      Budget: \$ 26,000**

Through Farm Safety 4 Just Kids, youth groups were identified in 18 communities where programs were developed and implemented. Programs were completed in 17 communities. Throughout the year new materials and incentives were researched, ordered and received. Funding from this grant also allowed for two staff members to attend the GTSB Conference in Sioux City, Iowa in April 2012.

**Iowa Health System  
PAP 12-405, Task 04****Budget: \$ 46,000**

Under Iowa Health System, the “Think First Iowa!” message was delivered. “Think First Iowa!” is a program that conducts presentations and assemblies to students directed a traffic safety and spinal cord injuries. During FFY 2012, approximately 120 presentations were delivered to around 20,000 middle and high school aged students throughout the state with an additional 192 assemblies being presented to 18,928 students. Pre-school and elementary students were also reached through approximately 80 presentations reaching around 12,000 students with an addition 140 assemblies reaching 19,619 students. Another element of the “Think First Iowa!” program is to conduct pre- and post-assembly safety belt observational studies at high school. The media is invited and encouraged to attend local assemblies which has resulted in positive “earned media”. Funding from this contract also provided for traffic safety educational materials and travel/training expenses.

**IMG College – Drake  
PAP 12-405, Task 05****Budget: \$ 20,000**

See “Paid Media / Earned Media”, Page 53 for detailed information.

**Learfield Sports  
PAP 12-405, Task 06****Budget: \$200,000**

See “Paid Media / Earned Media”, Page 52 for detailed information.

**Mercy Medical Center Foundation  
PAP 12-405, Task 07****Budget: \$ 5,500**

Mercy Medical Center in Sioux City has a strong inpatient program with trained technicians who are passionate about the use of child safety seats. Prior to newborn discharge, every parent is instructed on the proper use of a child seat and are provided with literature which is available in both English and Spanish. Special needs situations are evaluated and if possible loaner seats are provided. During FFY 2012, child safety seats were purchased with 54 being distributed as needed.

**Screenvision Direct  
PAP 12-405, Task 08****Budget: \$ 74,115**

See “Paid Media / Earned Media”, Page 52 for detailed information.

**The Integer Group  
PAP 12-405, Task 09****Budget: \$170,000**

For the 2012 Child Passenger Safety Campaign, The Integer Group worked with NHTSA and utilized the national campaign tagline “Know for Sure” and created window clings, floor clings, posters, and popcorn bags. These products were sent out in a kit to Iowa CPS Technicians, daycares and doctors offices throughout Iowa. Approximately 3,500 kits were distributed. General information about Integer is provided in “Paid Media / Earned Media / Social Media” on page 52 of this report.

**University of Iowa Injury Prevention  
PAP 12-405, Task 10****Budget: \$ 30,000**

The University of Iowa, Injury Prevention Research Center (IPRC) was contracted to conduct Iowa's Observational Child Restraint Survey. To complete the task, surveyors were hired and project direction was provided. The surveyors were trained in observation techniques and correct child restraint use. The Observational Child Restraint Survey was conducted from early June to late August at 36 locations within the state of Iowa. The data from the surveys was analyzed by IPRC. Iowa's 2012 Observational Child Restraint Survey concluded that Iowa was at 92.64%. Funding also allowed for one staff member from IPRC to attend the Lifesaver's Conference in Orlando, Florida in June 2012.

## SAFETY BELT PERFORMANCE GRANT

### Program Overview

The GTSB's 2012 special Traffic Enforcement Program (sTEP) consisted of police departments, sheriff offices, in addition to the Iowa State Patrol and the Iowa Department of Transportation's – Motor Vehicle Enforcement. Iowa's sTEP program allows for every law enforcement agency across the state not receiving other funding through GTSB to play a part in enforcement waves and national mobilization projects such as "Click It or Ticket" and "Drive Sober or Get Pulled Over". Grantees under sTEP are required to work the five scheduled enforcement waves in addition to conducting observational safety belt surveys before and after each wave to help measure the impact and success of enforcement waves.

The sTEP program in Iowa has remained strong for 16 years. A goal for sTEP agencies is to raise awareness of safety belt usage, which is cornerstone of NHTSA's "Click it Or Ticket" campaign. The sTEP grantees, in addition to Section 410 and 402 grantees and volunteer agencies, have the common goal of reducing fatalities and serious injuries and to, in general, make Iowa's roadways safer. To assist with the success of this program, all agencies were provided maps and other data to help keep the focus on high-visibility enforcement at high-risk locations and times. The Iowa Department of Transportation / Office of Traffic and Iowa State University Institute for Transportation (In-Trans) are strong partners in providing the data and "Top 5" problem road segment maps. The week long sTEP waves are proof to the impact of cooperative efforts across the state.

### Goals

1. To achieve a statewide safety belt usage rate of 95% by the end of FFY 2012.
2. To achieve a statewide child restraint usage rate of 92% by the end of FFY 2012.

### Strategies

1. Provide sTEP agencies with crash data to assist in the deployment of high visibility, enhanced enforcement efforts.
2. Strongly encourage sTEP grantees to conduct safety belt compliance and impaired driving interdiction during problematic evening and night-time hours.

## Results

1. The goal to achieve a statewide safety belt usage rate of 95% by the end of FFY 2012 was not met. This goal may have been unrealistic with the requirement to change the methodology of the survey as there was no true baseline to measure progress from under the similar collection processes. In 2012, and under the new observational safety belt survey methodology, Iowa's usage rate was 92.38%.
2. The goal to achieve a statewide child restraint usage rate of 92% was achieved. An observational survey conducted by the University of Iowa Injury Prevention Research Center, PAP 12-405, Task 10) concluded the FFY 2012 rate was 92.64%.

Collaboration and multi-agency efforts are part of the success of Iowa's sTEP program. During FFY 2012, 126,898 violations were reported. The breakdown of the total sTEP-reported violations and contacts from both sTEP and non-sTEP agencies are indicated below.

### Totals for FFY 2012 sTEP Waves

2,756	OWI arrests/contacts	13,055	Equipment violations contacts
9,748	Safety belt violations contacts	11,613	No proof of insurance
796	Child restraint violation contacts	226	Move over violation
49,768	Speed violation contacts	398	Felony arrests
440	Improper passing	822	Narcotics arrests
3,065	Stop sign/light violations	6,707	Motorist assist
3,223	Driving without a license	597	Interdictions and canine searches
3,194	Suspended or revoked license	873	Commercial vehicle inspections
6,775	No registration	101	Vehicles taken out of service
834	Open container/public consumption	167	Drivers taken out of service
92	.02 violation	1,304	Warrants served
2,098	Dark windows	36	DNR violations
15,171	Other traffic violation contacts		

One goal of the sTEP program is to raise awareness in safety belt usage, which is the cornerstone of NHTSA's "Click It or Ticket" campaign. Safety belt surveys are conducted by grantees both before and after each enforcement event. By the end of the fiscal year, the usage rate averaged 91.40%.

During the enforcement activities the main message is to promote safety belt usage and NHTSA's campaign messages "Click it or Ticket – Day and Night" and "Over the Limit. Under Arrest." are used through paid advertising in addition to earned media. Media plays an important role in the sTEP effort. During FFY 2012, 2,501 media contacts were reported. Media during sTEP enforcement efforts included 249 TV, 750 radio, and 1,502 print contacts/spots. The GTSB has gained extensive earned media throughout the state during these heightened enforcement times.



# TRAFFIC RECORDS (SECTION 408)

## **Program Overview**

Quality traffic records are critical to the planning, management, and evaluation of any successful state traffic safety program. A cornerstone to traffic records data is the Iowa Statewide Traffic Records Coordinating Committee (STRCC). Throughout the years, Iowa has maintained a strong and effective committee. The membership is comprised of representatives from local, county, state and federal agencies that are responsible for submitting, managing, and analyzing traffic records. Iowa's traffic records system includes six core datasets – crash, vehicle, driver, roadway, citation/adjudication, and EMS/Injury Surveillance. Members of STRCC understand that traffic records data is the foundation for overall traffic safety projects as the data is used to identify problems, evaluate countermeasures, in addition to supporting enforcement deployment.

STRCC meetings are typically scheduled quarterly, or as needed, and are well attended. Collaboration is a element that STRCC utilizes as data-related projects are developed. Traffic records projects strive to improve data in the areas of accuracy, completeness, timeliness, uniformity, accessibility and integration.

Throughout FFY 2012, STRCC members were encouraged to review the “Traffic Records 101 – Web-Based Training” on the NHTSA website.

## **Goals**

1. To provide for continued support of the of the statewide electronic crash reporting through TraCS (Traffic Records and Crime Software System).
2. To support crash data analysis and data utilization by the injury prevention research community.
3. To explore the possible linkage of EMS run data to motor vehicle crash data.
4. Begin the development of a web portal to house statewide traffic records.
5. To support continued development and training on Iowa's data analysis traffic tools Crash Mapping Analysis Tool (CMaT), Incident Mapping Tool (IMAT), and Safety, Analysis, Visualization and Exploration Resource (SAVER).
6. Begin the development of a web portal to house traffic records.
7. To continue to consider the recommendations that were made as a result of the Traffic Records Assessment that was conducted in May 2011.

## **Strategies**

1. Support the Iowa Traffic Safety Data Services (ITSDS) and the Department of Public Health, Bureau of Emergency Medical Services (EMS) for further inclusion of EMS information into the overall traffic records system.
2. Continue to enhance and expand the use of TraCS throughout the state.
3. Continue analyzing the injury data from CODES and EMS run reports including data analysis conducted by the injury prevention research community.

## **Results and Overall Achievements**

During FFY 2012, three STRCC meetings were held: December 20, 2011, March 3, 2012 and May 17, 2012.

Designing a web-portal for traffic records was discussed at the December 20, 2011 meeting. Developing a web portal was a major recommendations of the April 2011 Traffic Records Assessment Team. During FFY 2012, initial concepts for such a site were discussed with design elements and construction of such a site being a task of the Iowa Department of Transportation Team. No Section 408 funds were used for this project in FFY 2012.

A major accomplishment in the area of traffic records was the migration to the Traffic Records Improvement Program Reporting System (TRIPRS). The TRIPRS database is easy to navigate and manage. TRIPRS also provides for a historical record of projects, performance measures/goals, and deficiencies/objectives and can quickly generate reports. The first paperless Traffic Records Strategic Plan (TRSP) was submitted through TRIPRS in May 2012.

The recommendations of the assessment team (2011) and the recently released Traffic Records Program Assessment Advisory will be reviewed by the STRCC and other members of the traffic safety community as powerful reference tools for further improvement and development covering of Iowa's overall traffic records system. It will be a priority of STRCC to implement projects that can demonstrate quantifiable improvements in the area of traffic records.

### **Project Summaries and Achievements**

#### **Iowa Department of Transportation / Driver Services**

##### **PAP 12-408, Task 01**

**Budget: \$ 80,000**

The Iowa Department of Transportation subcontracted with the University of Iowa, Injury Prevention Research Center (IPRC) to provide research and analysis of data in regard to behavior studies. The IPRC provided technical assistance to the Department of Transportation and have begun work on a project examining the topic of "safety culture" in the context of their Towards Zero Deaths and in conjunction with the update of the Strategic Highway Safety Plan. Work continues on a research project titled "Epidemiology of Farm Equipment/Vehicle Roadway Crashes." The goal of this project is to profile crashes and subsequent injuries, and identify individual, vehicle and environmental risk factors using Department of Transportation data from nine Midwestern states. The research team is continuing to utilize Geographic Information Systems (GIS) and clustered statistical designs. The project also involves evaluation of lighting and marking policies across the nine states. Work continues on a project to examine pedestrian injury crash configurations with additional project examining school bus crashes and elderly driver crashes. Studies continue in the young driver in-car camera project. New in the area of digital imaging is the exploration of the use of digital cameras by the first-responding public safety personnel at the scene of motor vehicle crashes involving injury. A pilot program has been created in eastern Iowa where photos are taken at the crash scene and are transmitted to the receiving hospital emergency treatment center so the trauma team will have enhanced information on the extent and type of injuries.

#### **Iowa Department of Transportation, Motor Vehicle Enforcement / TraCS**

##### **PAP 12-408, Task 02**

**Budget: \$ 230,000**

Twelve law enforcement agencies current submit crash reports electronically and during FFY 2013 additional agencies will be added for electronic submission through the TraCS Web application. The electronic crash report submission average during FFY 2012 was 89.5%, an increase of 1.7% from calendar year 2011. Law enforcement agencies that are locating crash locations increased from 86% to 90%, an increase of 4.65%. When reviewing the officer-located crash location by TraCS agencies, the percentage increases to 99%. The staff from Technology Enterprise Group, Inc. has developed an integrated crash and citation database. The existing IMAT (Incident Mapping Tool) process will be replaced. An analysis is now underway to determine the best methodology to be used to roll out this new capability to state and local law enforcement.

A recommendation of the Traffic Records Assessment Team was for Iowa to integrate Department of Transportation crash data with citation data from the courts. The two data sets can correlate as of September 2012.



On October 27, 2011, a statewide TraCS User Conference was held. Approximately 200 TraCS users from all over the state participated. This conference provided an opportunity for TraCS users to receive training on the latest uses and updates to TraCS and allowed them to ask questions and interact with the TraCS Team and other TraCS users. This positive interaction provided tremendous opportunity to highlight TraCS and enhance the capabilities of the tool.

**Iowa Department of Transportation, Office of Traffic and Safety**  
**PAP 12-408, Task 03      Budget: \$ 67,000**

Throughout the year, end-user tools were improved including speed enhancements. Continued work in regard to the functionality for detailed reports and the integration with the collision diagramming software continues into FFY 2013. A version of SAVER was released and distributed in April 2012 containing 2011 data. Throughout the funding year 23 additional individuals were trained in an in-person format on the CMaT software at 3 different locations. The CMaT trainer also conducted surveys of new users since last year to gauge their satisfaction with CMaT over that time. It should be noted that the number of individuals trained on CMaT was used as the qualifier for the GTSB's Section 408 funding for FFY 2013. The manner in which CMaT will be instructed is in the process of being changed. No longer will individuals/agencies be trained in-person. The CMaT trainer began to focus on the development of eventual web-based, video training. During FFY 2012 the trainer completed and delivered 7 videos entitled the following: Launch, Environment, Menu Bar Tools Incident Symbol, Menu Bar Tools Setup Geography, File Menu, Tools/Finder, and Tools/Layering Settings with additional videos completed and awaiting DOT Office of Traffic and Safety review.

**Iowa State Patrol**  
**PAP 12-408, Task 04      Budget: \$ 50,000**

This program enabled the Iowa State Patrol to purchase and utilize eleven copies of the "vista FX3 Pro Recon+" 3-D animation software. This software allows reconstructionists to create graphical linear momentum analysis with real-time calculations and then automatically send the results to 2-D and 3-D animation. Funding from this grant also allowed officers from the Iowa State Patrol to attend National Model/TraCS Steering Committee Meetings, the International Association of Chiefs of Police (IACP) Law enforcement Information Management Workshop, the IACP State and Provincial Police Planning Officers' Section Annual Conference and the IACP Annual Conference.

**In-Trans at Iowa State University**  
**PAP 12-408, Task 05      Budget: \$ 180,700**

Due to the transition of the STRCC Co-Chairs funding was provided through this contractor which was sub-contracted to NAVIGATS. Some assistance was requested from NAVIGATS, including assistance in the Report of Current Progress/ Interim Progress Report. The receipt of the "Yes" memo "pre-qualified" Iowa's next Section 408 grant application for improvements in the statewide traffic records system.

Traffic safety data and related presentations materials prepared and provided on request. The Iowa Traffic Safety Data Service (ITSDS) provided easy to understand analysis and reports from many safety and geographic information systems tools. The ITSDS facilitated decision-making, effective presentation of information, and education. Major efforts completed or undertaken during FFY 2012 included: High Risk Rural Road (HRRR) Program Analysis, Creation of specialized county maps (99) for the GTSB and Iowa State Patrol, motorcycle helmet survey and analysis, driver survey assimilation and summary, motorcycle crash analysis, preparation of secondary lane departure crash data for the Iowa DOT/Office of Traffic and Safety, and the analysis and creation of specialized maps for the multi-disciplinary Fall Safety Workshops.



vehicle



In June 2012 a research agreement was approved between In-Trans at Iowa State University and the Iowa Department of Public Health. This will allow for the initial analysis for the possibility of linking EMS run report data with crash data. Analysis will continue in FFY 2013 with the intended completion date being September 30, 2013.

### **Iowa Department of Public Health / EMS**

**PAP 12-408, Task 06**

**Budget: \$ 42,000**

Criteria for license renewal of all EMS transport services in Iowa involves submission of their run data to the Department of Public Health. Through this contract the quality and quantity of data submitted has improved as a review process of submission error reports are being addressed and corrected. Throughout the year, EMS run data increased with at least 20 additional local providers brought into compliance. During the course of FFY 2012, 388 services submitted EMS run calls to the state of Iowa with overall EMS run reporting increasing to at least 85%. A total of 230,232 run reports were submitted to the state of Iowa during FFY 2012. This was a 2.33% increase over reports submitted during FFY 2011.

driver



roadway



### **Iowa Department of Public Health / CODES**

**PAP 12-408, Task 7**

**Budget: \$ 18,000**

Calendar year 2010 data was imported and standardized. Staff received and prepared 2010 hospital in-patient and outpatient data, performed linkage of 2010 crash data to death, hospitalizations, and emergency department data, and send data on the number, rate, and trend of moped and motorcycle fatalities and injuries to the Bureau of Injury Prevention at the Iowa Department of Public Health. The 2006 data was re-worked so it would work without reliance on the CODES 2000 database which is no longer available. This will allow updates of reports that showed 2001 - 2005 to 2006 - 2010 data. A special report that was completed during this fiscal year was entitled "A Comparison of Iowa Crashes Involving Older Drivers Using Linked Data". This report and other CODES information can be found at <http://www.idph.state.ia.us/apl/codes.asp>

crash



citation &amp;



adjudication

### **Impediments to Achievements**

During FFY 2012, the leadership of STRCC continued to be in a state of transition. During the first half of FFY 2012, STRCC co-chairs Lt. Tony Batcheller (DOT/MVE) and Joanne Tinker (GTSB Program Evaluator) were still in the infancy months of their leadership positions. In May of 2012, Lt. Batcheller retired from his position with the Iowa Department of Transportation / Motor Vehicle Division. A new co-chair, Kathy McLearn (DOT / Driver Services) was named. Also in a state of transition was the STRCC Guidance Team. Larry Sauer left his position as GTSB Bureau Chief in November 2011, therefore vacating a position on the STRCC Guidance Team. Between December 2011 and May 2012, Sandy Bennett (GTSB) served as Interim GTSB Bureau Chief for 6-months and accepted the STRCC Guidance Team position during that time. In June of 2012, Jim Meyerdirk (GTSB) was selected as Interim Bureau Chief.

injury



surveillance

As long as the leadership is in transition or fairly new in their positions, challenges will occur as the area of traffic records is unique and complex. With the passage of time, these issues will be resolved.

## ALCOHOL INCENTIVE GRANT (SECTION 410)

### Program Overview

Section 410 funding has proven to be a valuable element of traffic safety enforcement and education within the state of Iowa. During FFY 2012, 80 agencies, both enforcement and non-enforcement, received Section 410 funding with measurable results in regard to the reduction of impaired driving crashes, serious injuries and deaths. In addition to enforcement, Section 410 funded agencies also provided educational components throughout the year to support impaired driving traffic safety initiatives.

Impaired driving is one of America's most often committed and deadliest crimes. During 2011, Iowa had 64 alcohol-related traffic deaths, which accounted for 18% of all of Iowa's total traffic fatalities. In addition to fatalities, an additional 1,341 individuals were injured in alcohol-related crashes in Iowa during 2011. Male drivers continue to make up the majority of impaired driving crashes resulting in fatalities with almost half of alcohol-related fatalities occurring at night.

### Goals

1. Decrease alcohol impaired driving fatalities 10.08% from the 2005-2009 calendar base year average from 101.2 to 91 by December 31, 2012.
2. Maintain an alcohol-related fatality rate of .36 per 100 million VMT or lower by December 31, 2012.

### Strategies

1. Increase the emphasis of night time enforcement.
2. Increase emphasis on safety belt enforcement during evening and night hours.

### Results

1. Impaired driving fatalities decreased 17.98% from the 2005-2009 calendar base year average of 101.2 to 83.
2. Iowa maintains an alcohol-related fatality rate of .30 per 100 M VMT. Iowa qualifies as a "low-range" state under MAP-21 funding.

### Law Enforcement Agency Grants

	<u>PAP</u>	<u>Total Contract Amt</u>	<u>\$410</u>	<u>\$402 PTS</u>
<b>Akron Police Department</b>	<b>12-410, Task 01</b>	<b>\$ 4,350</b>	<b>\$ 4,350</b>	
<b>Ames Police Department</b>	<b>12-410, Task 02</b>	<b>\$ 29,450</b>	<b>\$ 29,450</b>	
<b>Ankeny Police Department</b>	<b>12-410, Task 03</b>	<b>\$ 32,700</b>	<b>\$ 32,700</b>	
<b>Benton Co Sheriff's Office (Combo)</b>	<b>12-410, Task 04</b>	<b>\$ 21,800</b>	<b>\$ 17,800</b>	<b>\$ 4,000</b>
<b>Black Hawk Co Sheriff's Office</b>	<b>12-410, Task 05</b>	<b>\$ 20,400</b>	<b>\$ 20,400</b>	
<b>Blue Grass Police Department</b>	<b>12-410, Task 07</b>	<b>\$ 5,500</b>	<b>\$ 5,500</b>	
<b>Boone Police Department</b>	<b>12-410, Task 09</b>	<b>\$ 15,000</b>	<b>\$ 15,000</b>	
<b>Buena Vista Co Sheriff's Office</b>	<b>12-410, Task 10</b>	<b>\$ 19,800</b>	<b>\$ 19,800</b>	
<b>Buffalo Police Department</b>	<b>12-410, Task 11</b>	<b>\$ 11,820</b>	<b>\$ 11,820</b>	
<b>Carlisle Police Department</b>	<b>12-410, Task 12</b>	<b>\$ 17,470</b>	<b>\$ 17,470</b>	
<b>Carter Lake Police Department</b>	<b>12-410, Task 13</b>	<b>\$ 20,800</b>	<b>\$ 20,800</b>	

	<u>PAP</u>	<u>Contract Amt</u>	<u>\$410</u>	<u>\$402 PTS</u>
Cedar Rapids Police Department	12-410, Task 14	\$ 38,100	\$ 38,100	
Cerro Gordo Co SO (Combo)	12-410, Task 15	\$ 24,450	\$ 16,950	\$ 7,500
Clay County Sheriff's Office	12-410, Task 16	\$ 9,400	\$ 9,400	
Clayton County Sheriff's Office	12-410, Task 17	\$ 12,340	\$ 12,340	
Clear Lake Police Department	12-410, Task 18	\$ 20,230	\$ 20,230	
Clinton Co SO (Combo)	12-410, Task 19	\$ 39,450	\$ 34,950	\$ 4,500
Clive Police Department	12-410, Task 20	\$ 13,500	\$ 13,500	
Colfax Police Department (Combo)	12-410, Task 21	\$ 17,200	\$ 14,200	\$ 3,000
Dallas Center Police Department	12-410, Task 22	\$ 6,000	\$ 6,000	
Dallas County Sheriff's Office	12-410, Task 23	\$ 15,550	\$ 15,550	
DeSoto Police Department	12-410, Task 24	\$ 7,925	\$ 7,925	
Des Moines County Sheriff's Office	12-410, Task 25	\$ 17,000	\$ 17,000	
Dubuque County Sheriff's Office	12-410, Task 26	\$ 33,800	\$ 33,800	
Dunkerton Police Department	12-410, Task 27	\$ 8,600	\$ 8,600	
Dyersville Police Department	12-410, Task 28	\$ 8,225	\$ 8,225	
Eldridge Police Department	12-410, Task 29	\$ 6,500	\$ 6,500	
Epworth Police Department	12-410, Task 30	\$ 12,200	\$ 12,000	
Evansdale Police Department	12-410, Task 31	\$ 7,200	\$ 7,200	
Fort Dodge Police Department	12-410, Task 32	\$ 27,350	\$ 27,350	
Fort Madison PD (Combo)	12-410, Task 33	\$ 32,000	\$ 27,500	\$ 4,500
Gilbertville Police Department	12-410, Task 34	\$ 5,100	\$ 5,100	
Granger Police Department (Combo)	12-410, Task 35	\$ 3,000	\$ 1,500	\$ 1,500
Hamilton County Sheriff's Office	12-410, Task 36	\$ 23,600	\$ 23,600	
Harrison County Sheriff's Office	12-410, Task 37	\$ 18,450	\$ 18,450	
Henry County Sheriff's Office	12-410, Task 38	\$ 4,500	\$ 4,500	
Hiawatha Police Department	12-410, Task 39	\$ 16,000	\$ 16,000	
Hudson Police Department	12-410, Task 40	\$ 5,000	\$ 5,000	
Iowa City Police Department	12-410, Task 41	\$ 22,770	\$ 22,770	
Jasper Co Sheriff's Office (Combo)	12-410, Task 21	\$ 24,250	\$ 18,250	\$ 6,000
Keokuk Police Department	12-410, Task 43	\$ 10,000	\$ 10,000	
Knoxville Police Department	12-410, Task 44	\$ 10,950	\$ 10,950	
LaPorte City PD (Combo)	12-410, Task 45	\$ 9,500	\$ 8,500	\$ 1,000
LeClaire Police Department	12-410, Task 46	\$ 32,200	\$ 32,200	
Linn County Sheriff's Office (Combo)	12-410, Task 47	\$ 45,800	\$ 43,000	\$ 2,500
Marion County Sheriff's Office	12-410, Task 48	\$ 9,950	\$ 9,950	
Monroe Police Department	12-410, Task 50	\$ 3,000	\$ 3,000	
Mount Vernon Police Department	12-410, Task 52	\$ 13,735	\$ 13,735	
Muscatine County Sheriff's Office	12-410, Task 53	\$ 45,250	\$ 42,250	
Newton Police Department (Combo)	12-410, Task 54	\$ 10,940	\$ 8,300	\$ 2,640
North Liberty PD (Combo)	12-410, Task 55	\$ 22,900	\$ 18,900	\$ 4,000
Oelwein Police Department (Combo)	12-410, Task 56	\$ 17,550	\$ 13,650	\$ 3,900
Oskaloosa PD (Combo)	12-410, Task 57	\$ 39,310	\$ 33,310	\$ 6,000
Pella Police Department	12-410, Task 58	\$ 15,575	\$ 15,575	
Perry Police Department	12-410, Task 59	\$ 11,325	\$ 11,325	
Pleasant Hill Police Department	12-410, Task 60	\$ 7,500	\$ 7,500	
Plymouth County Sheriff's Office	12-410, Task 61	\$ 11,015	\$ 11,015	
Polk City Police Department	12-410, Task 61	\$ 7,350	\$ 7,350	
Prairie City Police Department	12-410, Task 63	\$ 7,000	\$ 7,000	

	<u>PAP</u>	<u>Contract Amt</u>	<u>\$410</u>	<u>\$402 PTS</u>
Princeton Police Department	12-410, Task 64	\$ 9,000	\$ 9,000	
Robins Police Department (Combo)	12-410, Task 65	\$ 7,050	\$ 6,050	\$ 1,000
Sioux City Police Department	12-410, Task 66	\$ 38,650	\$ 38,650	
Storm Lake Police Department	12-410, Task 67	\$ 15,000	\$ 15,000	
UNI Public Safety	12-410, Task 69	\$ 17,850	\$ 17,850	
University Heights PD	12-410, Task 70	\$ 18,600	\$ 18,600	
Urbandale Police Department	12-410, Task 71	\$ 19,700	\$ 19,700	
Walcott Police Department	12-410, Task 73	\$ 4,740	\$ 4,740	
Warren County Sheriff's Office	12-410, Task 74	\$ 13,200	\$ 13,200	
Washington Co Sheriff's Office	12-410, Task 75	\$ 30,850	\$ 30,850	
Washington Police Department	12-410, Task 76	\$ 3,580	\$ 3,580	
Waterloo Police Department	12-410, Task 77	\$ 50,350	\$ 50,350	
West Burlington PD	12-410, Task 78	\$ 9,790	\$ 9,790	
West Des Moines PD	12-410, Task 79	\$ 59,500	\$ 59,500	
West Liberty Police Department	12-410, Task 80	\$ 14,700	\$ 14,700	
Windsor Heights PD	12-410, Task 82	\$ 8,000	\$ 8,000	
Woodward Police Department	12-410, Task 83	\$ 3,100	\$ 3,100	
		<b>Total Section 410: \$ 1,277,750</b>		

Law enforcement agencies funded through Section 410, Alcohol Incentive Grant addressed traffic safety with a 3-pronged approach – vigorous enforcement efforts, educational presentations materials, and through public information type activities.

Although numerous agencies reported staffing problems during the federal fiscal year, most agencies exceeded their goals in direct correlation with alcohol related enforcement. Collaboratively, the Section 410 funded agencies produced remarkable numbers during FFY 2012. Overtime enforcement hours exceeded 18,670 hours with an additional 85.5 hours being reported for educational events, and 876 hours being reported for public information activities. Agencies actively participated in multi-agency / high visibility enforcement events, including national mobilizations, sTEP events, and corridor events.

The table below represents enforcement activity reported for FFY by Section 410 agencies

GTSB Overtime Alcohol Contacts	4,395
Total Agency Alcohol Contacts	6,569
GTSB Overtime Occupant Protection Contacts	2,288
Total Agency Occupant Protection Contacts	4,493
GTSB Overtime Other Moving Violations	22,544
Total Agency Other Moving Violations	66,065

*The overall effect of this program has excellent results within the community. Educational programs given to the children of this community should have a long lasting effect on their driving behavior. We were able to have a positive effect on traffic safety due to funds received through this program. The Prairie City Police Department does not have the adequate local funding to continue program of this nature and these programs would cease to exist without this program.*

*Prairie City Police Department*

*In addition to getting alcohol violators off the road, the grant allows deputies to have contact with other types of violators, and encourage better driving habits for all. Continued partnership with GTSB will only add to our effectiveness in making the roads and highways in Muscatine County safer for all who utilize them. Thank you.*

*Muscatine County Sheriff's Office  
FFY 2012 Annual Report,*

Agencies made concerted efforts to provide local media with press releases of traffic safety activities and programs. Many agencies reported submitting information local publications warning drivers the perils of drinking and driving, texting while driving and other general traffic issues such as slowing down and being attentive around school zones.

Several officers had the opportunity to attend GTSB funded trainings and conferences including the Annual GTSB Conference and Lifesavers.

Impediments: The law enforcement agencies continue to report manpower issues due to retirements , re-assignments, other terminations, military deployments, and budget issues. Also, some agencies reported that officers were not interested in working overtime hours due to already over-stretched hours and commitments and did not want to sign up for nighttime overtime hours.

### **Mercy Medical Center PAP 12-410, Task 49**

**Budget: \$ 10,225**

During FFY 2012, a total of 59 impaired driving awareness classes, which included the smashed program and goggle demonstrations, were presented to over 2,178 students at 16 different schools in northwestern Iowa. Strong partnerships continue with the Sioux City Police Department and Siouxland CARES. Information was provided at the freshman orientation at the Sioux City High Schools. A survey was conducted by Siouxland CARES of the surrounding 10<sup>th</sup> and 12<sup>th</sup> graders in regards to driving impaired and riding with an impaired driver. Over the last 13 years survey results indicated riding with an impaired driver has decreased from 61% to 32% for 12<sup>th</sup> graders and for the 10<sup>th</sup> graders from 57% to 31%. Driving impaired for 12<sup>th</sup> graders went from 49% to 27% and from 27% to 18% for 10<sup>th</sup> graders. Mercy Medical Center partnered with Siouxland CARES and Clear Channels to print 22,000 parent survival guides containing information on impaired driving. Funding allowed for a media campaign to be developed to show the impact of impaired driving upon numerous individuals. Funding also allowed for the Reality Education Alcohol Prevention (REAP) coordinator to attend the Lifesavers Conference in Orlando, Florida.

### **The Integer Group PAP 12-410, Task 68**

**Budget: \$ 65,000**

See "Paid Media / Earned Media", page 52 for detailed information.

### **Westcom Communications PAP 12-410, Task 81**

**Budget: \$ 3,600**

From October 2011 through September 2012, officers from West Des Moines, Clive, and Urbandale worked traffic and alcohol enforcement projects in the metro Des Moines area. Westcom provided dispatch services to those officers by handling radio traffic and requests, logging events, and querying vehicles and persons for vehicle registration records, driver license records, and stolen/wanted records. There were 86.5 hours of projects during which 547 traffic stops and 591 subjects were logged through dispatch. Twenty-two (22) arrests and 31 cases were made.

# MOTORCYCLE SAFETY (SECTION 2010)

## Program Overview

As the popularity of motorcycle riding is increasing, Iowa has strived to remind motorists to be vigilant of motorcyclists and safely “share the road”. Motorcyclists are encouraged to perfect their riding skills, wear proper and conspicuous gear, and to be aware of the rest of the motoring public. The use of motorcycles as a means of transportation continues to expand in Iowa as enthusiasts increased pleasure riding while others chose motorcycle riding as a more economic means of transportation. Iowa has experienced a fluctuation of motorcycle fatalities throughout the last decade. Motorcycle safety issues continue to be a challenge in the state of Iowa.

## Goals

1. Decrease motorcyclist fatalities 8.5% from 2005 - 2009 calendar base year average of 53.8 to 49.04 by December 31, 2012.
2. Decrease un-helmeted motorcycle fatalities 4.65% from the 2005 – 2009 calendar base year average of 43.4 to 41 by December 31, 2012.

## Strategies

1. Expand efforts to improve safety awareness of motorcycles for both riders and the general public through educational materials, outreach and media campaigns.
2. Continue promoting motorcyclists to enhance their riding skills and personal safety by attending motorcycle training programs and wearing protective equipment to avoid serious injury.
3. Continue hosting forums and/or workshops to provide safety information to riders of all ages.

## Results

1. Motorcycle fatalities decreased 33.08% from the 2005—2009 calendar base year average of 53.8 to 36.
2. Unhelmeted motorcyclist fatalities decreased 21.66% from the 2005—2009 base year average of 43.4 to 34.

**Iowa Department of Transportation / Office of Driver Services**  
**PAP 12-2010, Task 01** **Budget: \$70,000**

## Project Summaries and Achievements

The 9<sup>th</sup> Annual Motorcycle Safety Forum was held on April 27, 2012 in Ames, IA, with record setting attendance. Over 475 individuals attended the conference. New to this year’s conference was that each participant received a free coupon to take a rider education class (Basic Rider Course – BRC I or Experienced Rider Course – BRC II) at a certified Iowa sponsor site. The goal behind the coupons were to have riders take classes to enhance their riding skills. Funding through this project paid for the courses. For FFY 2012, 170 coupons were redeemed. Funding also provided to help support sponsor sites with the cost of BRC I and BRC II classes. In addition to paying for two Rider Coach Trainers attended the Motorcycle Safety Foundation (MSF) sponsored training, Rider Education Training System (RETS) in Kentucky during the month of May.



**The Integer Group****Project # PA 12-2010, Task 02 Budget: \$ 70,000**

The creative concept for the 2012 motorcycle campaign was approved for the public service announcement entitled “Dying Bikes”. “Dying Bikes” was completed in May and was distributed to Iowa TV stations. The Integer Group also assisted with the production and distribution of materials including posters, coasters, flyers and ticket envelopes for the “Impaired Riding Enforcement” Grant. For additional information on the “Impaired Riding Enforcement” Grant, please see page 52.

<b>Radio Iowa News (Combo)</b>	<b>§ 2010</b>	<b>§ 402</b>	
<b>PAP 12-2010, Task 3</b>	<b>Budget: \$ 165,600</b>	<b>\$ 102,600</b>	<b>\$ 63,000</b>

See “Paid Media / Earned Media” page 54 or detailed information.

**PAID MEDIA**

Through paid media, advertising is geared towards a particular target audience. Paid advertising guarantees messages will be played on specific stations and during chosen programming times. Media models established by NHTSA are used by the GTSB for national mobilization events (“Drive Sober or Get Pulled Over”). Under the NHTSA model, statewide paid advertising starts a week prior to enforcement events and continues through the first week of the enforcement events, such as sSTEP. For all paid media, a target message and a target audience are identified and considered in regard to who and when messages will be aired or delivered.

**The Integer Group** - For 2012 GTSB contracted with The Integer Group for a major portion of its media campaign. Except for the “Dying Bike” public service announcement (PSA), The Integer Group updated and utilized previously developed PSAs for re-distribution and expansion throughout the state of Iowa. These PSAs included “Happy Birthday Spencer”, “Father/Son”, and “Smart Car”. The national mobilization messages “Click It or Ticket” and “Drive Sober or Get Pulled Over” were managed through The Integer Group. Successful negotiations by The Integer Group allowed for rates below regular industry pricing, which allowed for bonus spots and enabled additional air time and exposure. Some previously produced materials were also updated and redistributed. The Integer Group started development of a GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com). Previously developed PSAs have been added to the site with further development in FFY 2013.

**Learfield Sports** -Through Learfield Sports traffic safety messages were developed to be promoted through the athletic programs of the University of Iowa, University of Northern Iowa, and Iowa State University. Learfield Sports used different mediums to implement the successful marketing program. Radio ads were developed to be announced during Iowa State Cyclone and Iowa Hawkeye athletic events, including football and both men’s and women’s basketball. Cyclones.com and hawkeyesports.com are popular sites with over 1.35 million impressions. The radio ads and web ads are continuously updated throughout the year to match the calendar and topics according to the NHTSA communication calendar.

**Screenvision Direct** – Screenvision is a sole source provider of cinema advertising in Iowa with a 90% cinema market share. Early pre-show advertising provided messages for impaired driving, distracted driving and “Click It or Ticket”. The theater locations chosen for the later pre-show advertising delivered messages focused on rural roadway safety. The PSAs reached various aged individuals with an extensive attendance.



**Sports Spotlight USA, Inc.** – The primary target audience of the media efforts provided by Sports Spotlight USA (previously Iowa Sports Connection) was teen drivers. The Sports Spotlight USA provided a multi-media mix that reached thousands of viewers through a statewide monthly sports magazine, digital magazine, weekly radio and TV shows/ advertising, and also through e-newsletters. The distribution of the sports magazine covers over 900 locations in the state. Within the magazine, a full-page is dedicated to the “Student Athlete of the Month” which displays the GTSB log, website information, in addition to a “Click it or Ticket” message. It is estimated that the magazine has 75,000 readers each month. At the start of the 2012 high school football season, copies of the Sports Spotlight magazine were distributed to fans attending the games. Through the digital magazine, GTSB traffic safety messages are displayed through rotating banners and other types of flash ads. (During FFY 2012 the Iowa Sports Connection business name was changed to Sports Spotlight USA.)

*“On behalf of my wife and I, we wish to express our deep appreciation for your sponsorship of the January Athlete of the Month with Iowa Sports Connection. Our daughter, Angie, was honored as Athlete of the Month and we wanted to simply say thank you for sponsoring the Program. She was recognized for her hard work in five varsity sports and good grads. We are honored and humbled with her being selected by Iowa Sports Connection! . . .”*

*C. McCardle, February 14, 2012*

**IMG College, LCC** – IMG College, LLC expanded our public service messages during events at Drake University during FFY 2012. Signage and audio messages were part of the mix at Drake football and basketball games and during the nationally recognized Drake Relays. A traffic safety advertisement utilizing the national tagline of “One Text or Call Could Wreck it All” was printed in the 2012 Drake Relay Official Program. Approximately 40,000 individuals attended the Drake Relays in 2012 in addition to the hundreds of athletes. The audience is of various ages and come from across the country. During the year, tent/

**Krogman & Associates, L.L.C.** – The advertising provided by Krogman & Associates is during highly attended state high school championship tournaments. These events are attended by thousands of people of all ages. Beginning in the fall, safety belt messages / public service announcements and signage was displayed during the state football playoffs and championship games held at the University of Northern Iowa, UNI-Dome, in Cedar Falls, Iowa. During late February and early March of each year thousands of individuals travel to the Des Moines metropolitan area to attend state high school athletic basketball championship tournaments and the state wrestling tournament held at Wells Fargo Arena. To wrap up the school year, additional advertising is provided at the co-ed state track championships held at Drake University in Des Moines, Iowa. Advertising during these tournaments is primarily targeted toward youth and provide a DPS/GTSB logo or graphic and the “Click It or Ticket” logo. A variety of signage was used during FFY 2012 including rotating electronic signs, non-illuminated rotating scorer’s table signs and banners. Additional internet streaming, including radio commercials are also part of the media mix during the baseball, volleyball, state wrestling finals, and state basketball tournaments events. The semi-final and final games for football, basketball and wrestling are also televised, thus providing for additional exposure. Krogman & Associates works through the Iowa High School Sports Network (IHSSN) to provide the traffic safety messages and the use of the Iowa Department of Public Safety Bureau logo during the aforementioned tournaments. The website utilized for this messaging is [www.ihssn.com](http://www.ihssn.com) with a link to the DPS/GTSB website. The Iowa High School Sports Network has an estimated potential or reaching over 400,000 individuals annually during these athletic events.



*A spectator at a motorsport venue pauses to look at signage designed and displayed by Alliance Sport Marketing.*

**Alliance Sport Marketing** – Alliance Sport Marketing identified 17 motorsport venues located Iowa's Top 22 counties in which to promote traffic safety messages. Alliance identified the race fan demographic in which approximately 60% of attendees were male. The primary age group attending such events was 18 – 34 year olds who represent approximately 37% of attendees. The second highest age group was 45 – 54 year olds who represented around 26% of attendees. The advertising campaign elements promoted both the “Click It or Ticket” and “Drive Sober or Get Pulled Over” taglines. Throughout the race season (March – November) premium signage was placed in each venue which contained the national taglines in addition to identifying the Iowa Department of Public Safety, the GTSB logo and the web address for GTSB. Posters were also designed which contained racing schedules and again promoted the national taglines, the Iowa Department of Public Safety and GTSB logos and GTSB web address. During the 2012 racing season 42,500 posters were distributed to local restaurants, businesses, and other high traffic locations within the communities. A minimum of three public address announcements were also read during each event. For the 2012 racing season 400 events were held with an estimated attendance of around 750,000.

**Radio Iowa News** – During FFY 2012, 12 different motorcycle messages were aired: The Signs, Proof in Numbers – Impaired, Heat Stay Cool Stay Safety, Ride with Reality, Proof in Numbers, Rules of the Road, Don't Drink and Ride, Helmet Testimonial, Safety is the New Black, Under Helmet, Auto Motorist and Spring Tune-ups. The motorcycle safety messages totaled 20,634 local station messages. There was also 9,641 donated local radio station messages with a donated airtime and reduced rate value of \$61,010. The estimated exposure is persons 18+, reaching 942,500 with the number of gross impressions of 18,941,300. (Source: Arbitron TAPSCAN, Fall 2011 National Regional Database.) During FFY 2012, 4 different traffic safety messages were aired focusing around rural roadway safety: Spring Rural Safety, Rural Safety – The Signs, The Unexpected and Harvest – Unique Scenery. The traffic safety messages totaled 14,560 total local radio station messages. An additional 1,173 donated local radio station messages with a donated airtime and reduced rate value of \$11,926. The estimate exposure included individuals age 18+, reaching an audience of approximately 625,900. The gross impressions were estimated to be 6,621,600. (Source: Arbitron TAPSCAN, Spring 2012 National Regional Database.)

## **EARNED MEDIA**

Creditable programs are of interest to the public and will catch the attention of the media who in turn will provide coverage for education and enforcement efforts.

During all sTEP waves and corridor events, participating agencies were encouraged to distribute media releases to their local media outlets. Many times this prompted a news story or article which may have included a request for a ride-along. This type of connection kept the topic energetic and interesting to the public. The media's involvement assists in the concept of high visibility enforcement because the media can enhance effort and help provide information in regard to a specific traffic safety problem. The GTSB encourages the work with the media to include pre-event, during event, and post-event messaging. The GTSB provides its partners information to assist them in media efforts including promoting the use of materials available at [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov). Earn media can be powerful when incorporated to be part of the comprehensive approach to traffic safety.

## SOCIAL MEDIA

In this ever-changing world it is important to stay connected through social media and networking. Social media allows for the integration of technology, social interaction and communications in real time. Especially for the younger teen audience, information that is on social media sites is very likely to be re-posted allowing for a message to go on indefinitely. The GTSB utilizes Facebook and Twitter as venues to spread the word about traffic safety. The information posted on the site is updated regularly and includes, but is not limited to, information in regard to high visibility enforcement, news articles, and press releases.

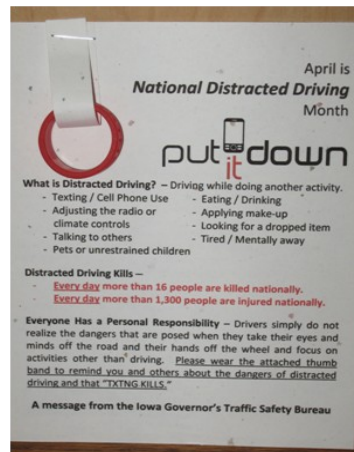
## SPECIAL OUTREACH PROJECTS

Through outreach projects, traffic safety messages can be delivered in fun and interactive ways. Several outreach projects were conducted during FFY 2012.

**Prom Extravaganza** – Plaza Florist in Urbandale, Iowa held a “Prom Extravaganza” on March 30, 2012, for area students who planned on attending school proms. Flowers and other accessories were on display. GTSB Program Administrator Mick Mulhern reached out to Plaza Florist to arrange for traffic safety promotional items to be displayed and handed out during the event to remind students to not drink and drive, to buckle-up and not to text while driving.

**Distracted Driving Awareness**—During FFY 2012 over 1,800 4.25” x 5.5” cards with information and statistics in regard to distracted driving in addition to a TXTNG KILLS thumb band were distributed throughout the state at various events and through our contractors. The cards were assembled throughout the year by a Southeast Polk High School student who volunteered her time.

**LumberKings Baseball Game** - On July 30, 2012, two GTSB Program Administrators attended a Clinton LumberKings game. The LumberKings are a Midwest League Class A minor league baseball team based in Clinton, Iowa. The desk-top simulator was the medium used to bring awareness to the dangers of distracted and impaired driving. The GTSB’s participation in the event covered a wide range of ages.



*Louie, the LumberKing’s mascot experienced the driving simulator at the July 30th event.*

**Iowa State Fair**

The GTSB's largest outreach project was conducted during the nationally recognized Iowa State Fair. The annual 11-day event is held in August of each year. The attendance during the 2012 Iowa State Fair topped 1 million. Historically the GTSB has a display booth within the "Hall of Law". Traffic safety partners from across the state assisted GTSB staff the booth every day of the fair. The primary theme of the display during 2012 was safety belts /occupant protection. Promotional items were distributed during the event including child restraint brochures available in both English and Spanish.

**Traffic Safety Calendar** – During FFY 2012 a Traffic Safety Calendar was designed to assist GTSB contractors in planning traffic safety events. The calendar listed both national and state events and included NHTSA taglines, web addresses for agencies to review for additional information, in addition to the name of the GTSB Program Administrator to contact for more information or details. Many contracted agencies, private organizations, and schools requested promotional items from the GTSB for such events. Below is a copy of the event calendar.

## LEGISLATION ENACTED IN 2012

On March 16, 2012, Iowa Governor Terry Branstad signed into law Senate File 2218, the Keep Aware Driving – Youth Need School Safety Act, commonly known as “Kadyn’s Law”. The law was named after Kadyn Halverson, age 7, who was struck by a pickup truck while trying to cross the road to board her bus.

Kadyn’s Law increased the criminal penalties for illegally passing a stopped school bus and directed the Iowa Department of Transportation to adopt rules that increased the administrative driving privilege sanctions. Under these rules, a person’s driver privilege will be suspended 30 days for a first conviction, 90 days for a second, and 180 days for a third or subsequent conviction. Since the enactment of this law in Iowa, “Kadyn’s Law” has been introduced in the US Congress.



## NOTEWORTHY PRACTICES

Iowa highlights the following as successful projects and/or practices that were conducted during FFY 2012.

### DESK-TOP DRIVING SIMULATOR PROGRAM

The GTSB purchased a desk-top simulator as part of the educational component of traffic safety. The program was launched with excitement and enthusiasm. It was quickly realized that the hands-on approach was a well-received and productive way for participants to understand how driving behaviors affect the senses and reaction times. The simulator experience started with the participant driving and then the distraction of a cellular phone call or text message is introduced. Fatal vision goggles were incorporated to provide for an experience of how driving is affected when impaired by drugs and/or alcohol. The simulator also allowed for the participant to decide to drive in the city or a rural setting.

As the word spread throughout the state so did the interest in the driving simulator. A total of 16 locations within the state of Iowa were visited during FFY 2012. These combined visits reached over 5,000 individuals, primarily young drivers.

The GTSB continues to receive requests for the desk-top driving simulator. The program will continue during FFY 2013.





## MULTI-DISCIPLINARY SAFETY TEAMS

The structure of MDST programs allows for the expertise and knowledge of traffic safety professionals to be shared through collaborative means to discuss traffic safety problems and strategies in specific areas of the state. MDST programs allow for the collaboration of the “4 E’s” – enforcement, education, engineering and EMS and establishes a forum in which participants understand their part of traffic safety and how it coordinates with other areas represented on the team. There continues to be an interest and strong involvement in MDST programs. During FFY 2012 there were 9 established teams with additional communities expressing interest in establishing teams. Existing MDST programs in Iowa are represented in the following communities:

Ames MDST

Black Hawk County Metropolitan Area Transportation Policy Board (Waterloo, Iowa area)

Clinton County MDST

Council Bluffs SWIFT (Southwest Iowa Freeway Team)

Davenport CARS (Community Awareness of Roadway Safety)

Des Moines Area TMAC (Traffic Management Advisory Committee)

Dubuque MDST

Fort Dodge MDST

Sioux City MDST



*A MDST meeting in Fort Dodge, Iowa.*

During 2012 the MDST Advisory Board assisted in the establishment of a MDST in the Cerro Gordo/Mason City/Clear Lake area with their first meeting being held on September 18, 2012. The MDST Advisory Board continues to actively support the mission of MDSTs throughout the state and continues to talk with traffic safety officials in communities showing an interest or a need for a MDST program. MDSTs include individuals who are committed to share valuable ideas for the overall mission of traffic safety from a local perspective to state and federal government. Involving local perspectives strengthens the success of these programs. The networking of these professionals increases communication and cooperation which in turn provides support for traffic safety projects and improvement. Program Administrator / sSTEP Coordinator Randy Hunefeld serves a vital role in the development and continuation of MDST programs in Iowa and also serves on the MDST Advisory Team.

## ARIDE AND DRE

Advanced Roadside Impaired Driving Enforcement (ARIDE) and the DRIG Recognition Expert (DRE) programs continue to grow in Iowa. ARIDE builds upon the knowledge obtained in Standardized Field Sobriety Test (SFST) training and is a building block toward DRE certification. The program has proven to be successful due to the commitment of other partners. The Iowa Division of Criminal Investigation (DCI) Criminalistics Laboratory conducts the toxicological testing for the DRE program. Successful prosecution of a DRE case is dependent upon the teamwork of the DRE, the DCI Laboratory, County Attorneys' Office and the Prosecuting Attorney's Training Council.

## CORRIDOR EVENTS AND MULTI-JURISDICTIONAL EFFORTS

In addition to the national mobilizations encouraged by NHTSA, seven (7) corridor events were held during calendar year 2012 as indicated below.

Southern Exposure, April 13-14, 2012 – Conducted in southern third of the state  
 Operation Midway, May 11-12, 2012 – Conducted in middle third of the state  
 Northern Lights, June 22 – 23, 2012 – Conducted in northern third of the state  
 Operation I's, July 20 – 21, 2012 – Conducted on interstates only  
 Eastern Heat, August 10 – 11, 2012 – Conducted in eastern half of the state  
 Western Expansion, September 21 – 22, 2012 – Conducted in western half of the state  
 Operation Night Owl, October 19 – 20, 2012 – Conducted statewide

The corridor patrol projects are collaborated, high-visibility events implemented by local, county, state and federal agencies directed at high-risk drivers. The GTSB assists these agencies through organization, dissemination of fatality and serious injury data for the particular counties/areas included in the event, in addition to collecting and disseminating data related to the enforcement activities. The below table indicates the number of law enforcement contacts during the 14-days of the 2012 calendar year corridor events.

Date	Event	Contacts
April	Southern Exposure	780
May	Operation Midway	2,437
June	Operation North- ern Lights	1,326
July	Operation "I's"	2,054
August	Eastern Heat	2,466
September	Western Expansion	874
October	Operation Night	2,573
<b>TOTAL</b>		<b>12,510</b>



The relationships built with local media enhanced the corridor events through earned media. During calendar year 2012, 261 contacts were made with the media, including 37 TV contacts, 90 radio contacts, and 132 print contacts.

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**The GTSB is committed to maintain strong partners who share common interests and goals of reducing traffic fatalities and serious injuries on Iowa's roadways. The GTSB will continue to enhance the use of data to approach traffic safety projects and enforcement efforts to change driver behaviors. All projects identified in this report represent a piece of the total collaborative effort of our traffic safety partners**



## TRAINING, TECHNICAL ASSISTANCE, EXPERTISE AND OTHER RESOURCES NECESSARY FOR SUCCESS

During FFY 2012, the GTSB team participated in training opportunities, conferences, and webinar trainings throughout the year. The GTSB team members will be encouraged to continue to attend the specialized training in the core areas of NHTSA, such as program management, financial management, instructor development and data analysis.

Iowa is satisfied and appreciates the guidance, support and knowledge provided by the NHTSA – Region 7 staff. The Governor's Traffic Safety Bureau will continue to be committed to be an active member of NHTSA – Region 7, in the quest to reduce serious deaths and injuries on Iowa's roadways.

## LOOKING TO THE FUTURE

As projects and funding decisions are made that will impact FFY 2014, Iowa will be cognizant of the transportation bill, "Moving Ahead for Progress in the 21<sup>st</sup> Century" (MAP-21) including the use of data, plan approvals and reporting requirements. Iowa will also utilize materials such as NHTSA's "Countermeasures that Work" to help set strategies for program implementation.



Data will continue to be a fundamental part of traffic safety initiatives in Iowa. Collection, analysis and dissemination of data provides all of Iowa's traffic safety partners, especially enforcement partners, the ability to develop short- and long-term strategic plans that will help Iowa reduce death and serious injuries on its roadways. The GTSB is working with the Iowa Department of Transportation and In-Trans at Iowa State University to develop data sheets with information specific to a county and Iowa State Patrol Districts to further assist in the dissemination and use of data.

Members of the GTSB have been active participants with the Iowa Department of Transportation during the process to update the Strategic Highway Safety Plan (SHSP). The importance of quality data, the uses of data, in addition to recognizing the continuation of coordinated efforts have been part of the process thus far. The GTSB will continue to work the Iowa Department of Transportation and other traffic safety partners to implement unified strategies. The updated SHSP is expected to be completed by late spring/early summer 2013.

The Traffic Records Assessment which was conducted in 2011 provided the Statewide Traffic Records Coordinating Committee (STRCC) with recommendations to further strengthen the state's data systems. The STRCC Committee will continue to review and consider recommendations addressed in the assessment along with the uniform questions addressed in the "Traffic Records Program Assessment Advisory" released by NHTSA to continue to enhance the overall traffic records system.

DRE and ARIDE instruction and officer certification has strengthened Iowa's position in regard to impaired driving. We will continue to support these specialized trainings and increase the number of certified officer to assist in the overall impact of our impaired driving programs. Iowa is in the initial stages of improving data collection in regard to drugged driving for analysis purposes.

Secondary roads make up approximately 90,075 miles of roadways in the state of Iowa. Fatality rates on these sections of roadways continue to be a concern. The GTSB will review information from the Iowa Department of Transportation, Strategic Highway Safety Plan to continue to develop innovative ways to bring law enforcement, education and general awareness to rural road safety issues.

Iowa has a growing population of elderly people. Older Iowans are traveling more and driving into their later years. In 2012, drivers over the age of 65 represented 18.5% of licensed drivers. The number of older drivers increased by 7.25% between 2011 and 2012. Iowa will need to incorporate elderly driving programs into educational efforts.

The success of all efforts in Iowa can be credited to strong partnerships and collaborative efforts. We will continue to keep utilizing education, enforcement, engineering and EMS in addition to the assistance of the media, educational institutions, health and youth organization and data/research groups to provide for a safer Iowa.

