

# Iowa

## Highway Safety Program

### 2005

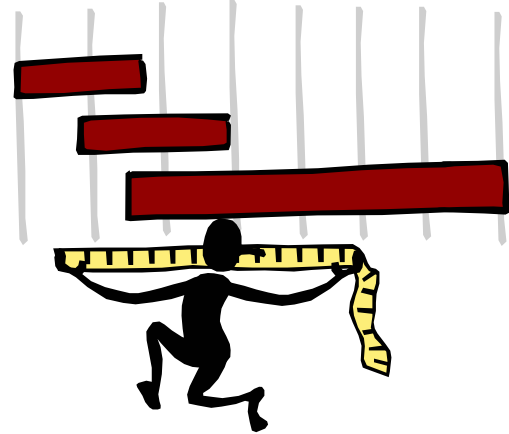


**GOVERNOR'S TRAFFIC SAFETY BUREAU**

**IOWA DEPARTMENT OF PUBLIC SAFETY**

### Measuring the Success of Iowa's Highway Safety Initiatives

Data provides a critical measure of the ultimate impact of federally-funded programs and countermeasures on the safety of Iowa's roads. The following section summarizes some key highway safety performance measures and the progress Iowa is making towards a safer roadway environment and a better quality of life for all Iowans.

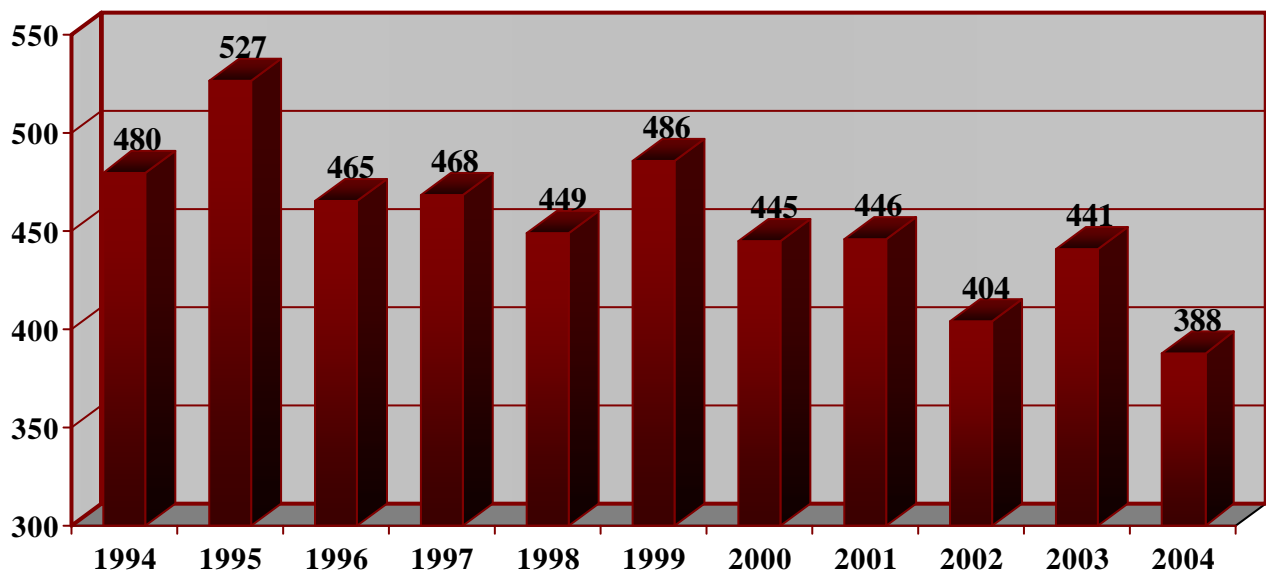


### Traffic Deaths and Iowa's Mileage Death Rate

2004 was an historic year for Iowa as we set a 59-year low in traffic deaths with 388, the lowest number since WW II. Fatalities were down by 12% from the 2003 total of 441. Fueled by rising safety belt use, better roads, safer vehicles, improved emergency services and continued reductions in impaired driving, Iowa reached its lowest, non-war fatality total since 1928, the year the Model A Ford was introduced.

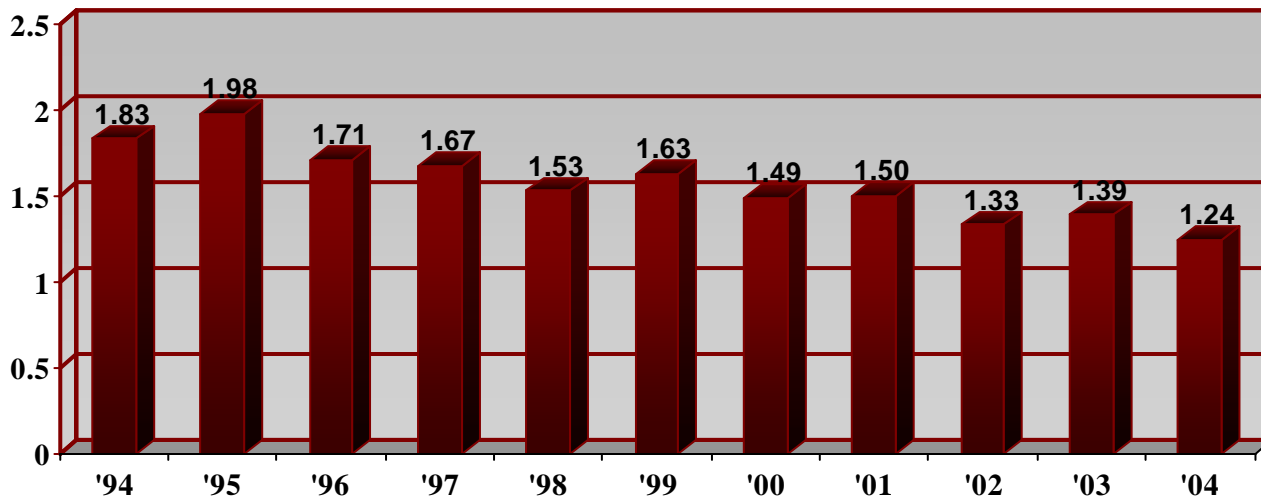
Unfortunately, Iowa traffic deaths are on the rebound in 2005. As of November 30, 2005, Iowa had recorded 391 traffic deaths with a preliminary estimate of 435 total deaths for the year, which is up 47 or 12% from the modern low of 388 set in 2004. Nearly all of the increase occurred in the first four months of 2005. Unpredicted winter weather, especially ice, contributed to a number of fatalities as did a substantial jump in the number of multiple fatality crashes. Run-off-the-road or single-vehicle roadway departure fatalities are also up in 2005.

### Iowa Traffic Fatalities



Iowa's fatality rate per 100 million vehicle miles traveled also set an all-time low in 2004. For the first time, Iowa's fatality rate fell below 1.25 deaths per 100 million vehicle miles traveled, well below the national average of 1.48. This is in spite of Iowa being a largely rural state with one of the oldest populations in the nation and a much higher level of commercial vehicle travel. Each factor typically pushes rates higher.

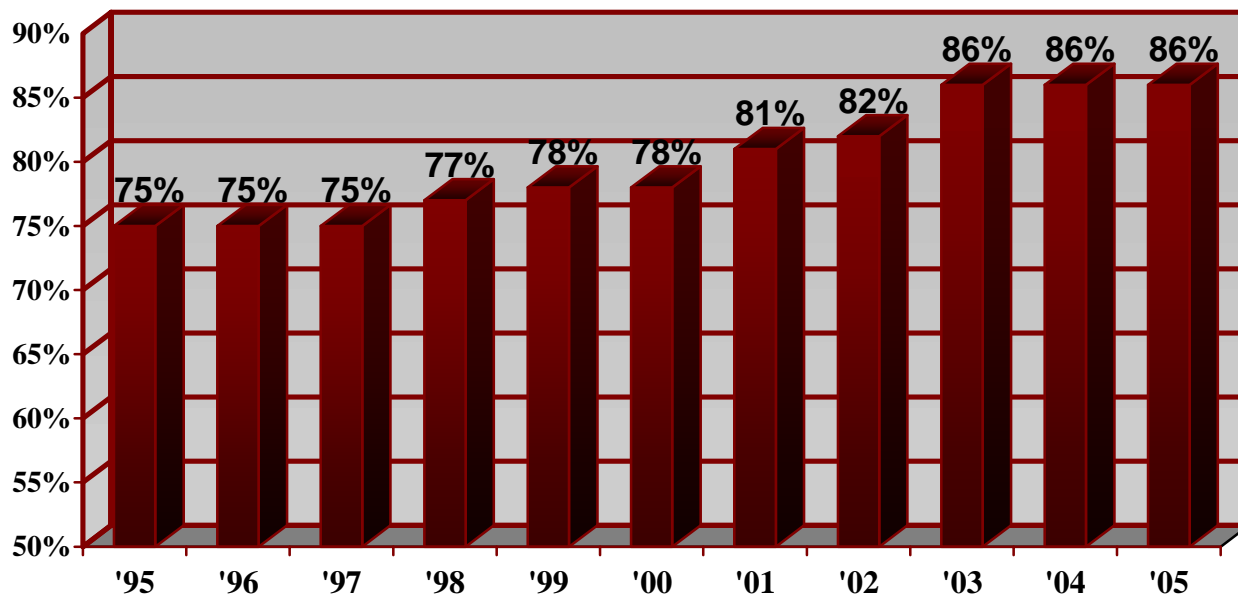
### Iowa Traffic Fatality Rates



### Safety Belt Use

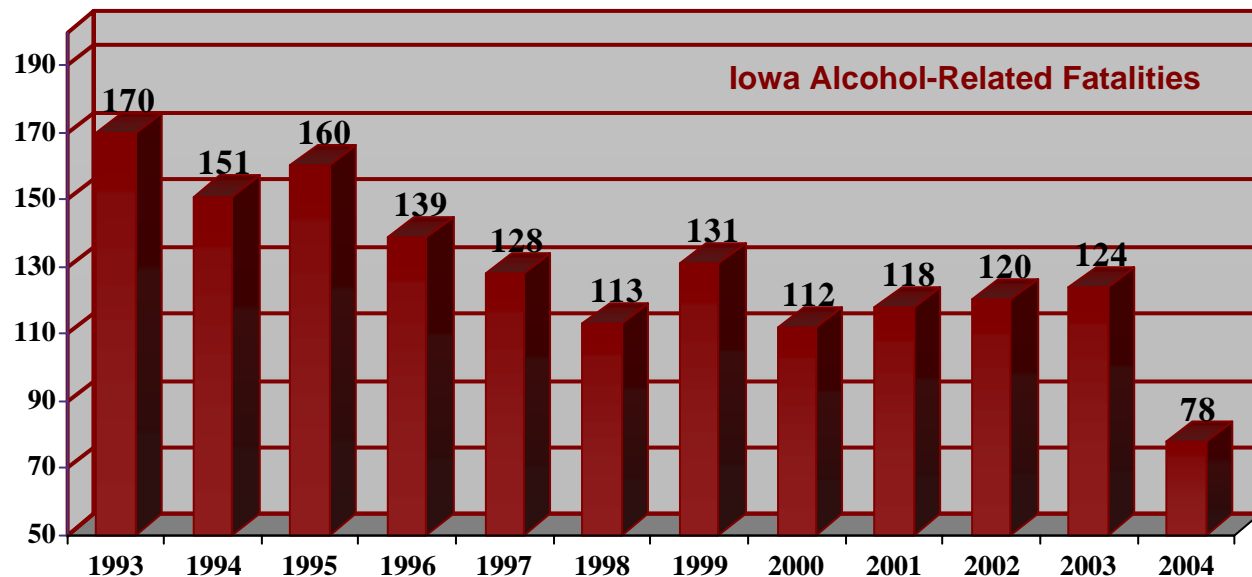
Lack of a safety belt remains a major contributor to death and serious injury in Iowa, despite a usage rate of 86% which puts Iowa among the top 12 states in the nation and first in NHTSA's Central Region. Usage rates have continued to climb with 78% usage in 2000 and 71% in 1992. Each percent of increase means at least 28,000 more Iowans are buckling up.

### Iowa's Safety Belt Use Rates

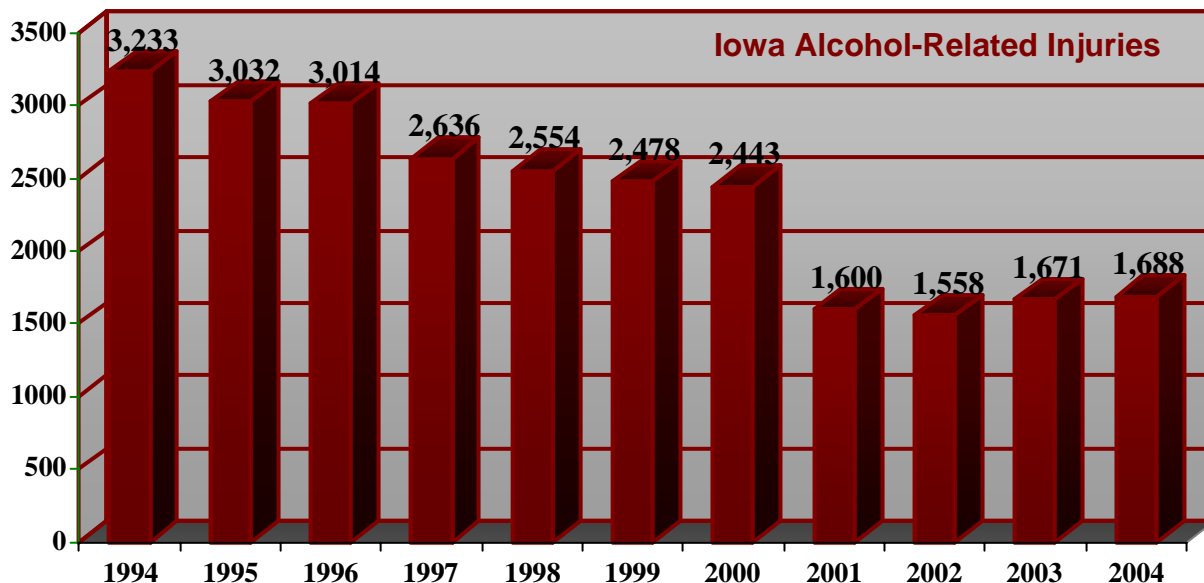


## Impaired Driving

From a highway safety standpoint, Iowa has made its most dramatic progress in this crucial area. Since 1995 alone, annual alcohol-related fatalities have fallen by more than 50%. The 2004 figure of 78 alcohol-related traffic deaths is an all-time record low and the first time Iowa has ever had fewer than 100 impaired driving related traffic deaths. Iowa now has the second lowest alcohol-related fatality percentage in the United States. Alcohol-related injuries have also declined by over 55% since 1990.

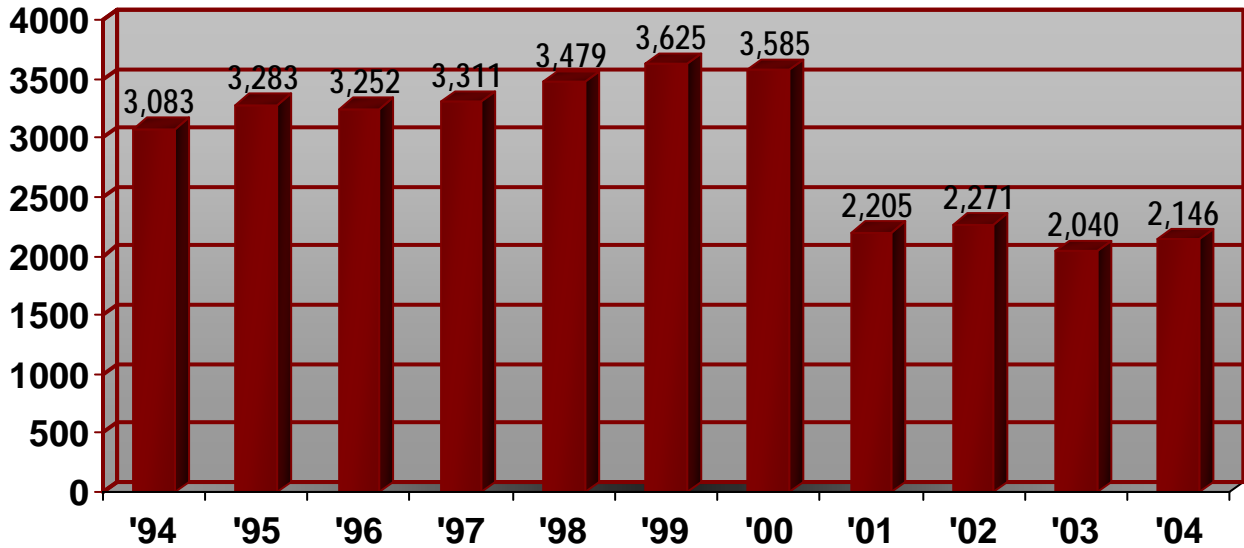


## Traffic Injuries



Total traffic injuries, alcohol-related injuries and serious traffic injury rates per 100 million VMT have been steady since 2001. A big drop in numbers between 2000 and 2001 reflects both a change in crash reporting and the discovery that injury numbers in the 1990s were probably over counted during computer processing and data analysis. Increased safety belt use and the subsequent increase in crash survivors along with better reporting have contributed to the absence of decline in injury numbers in recent years as well as substantial increase in vehicle miles traveled.

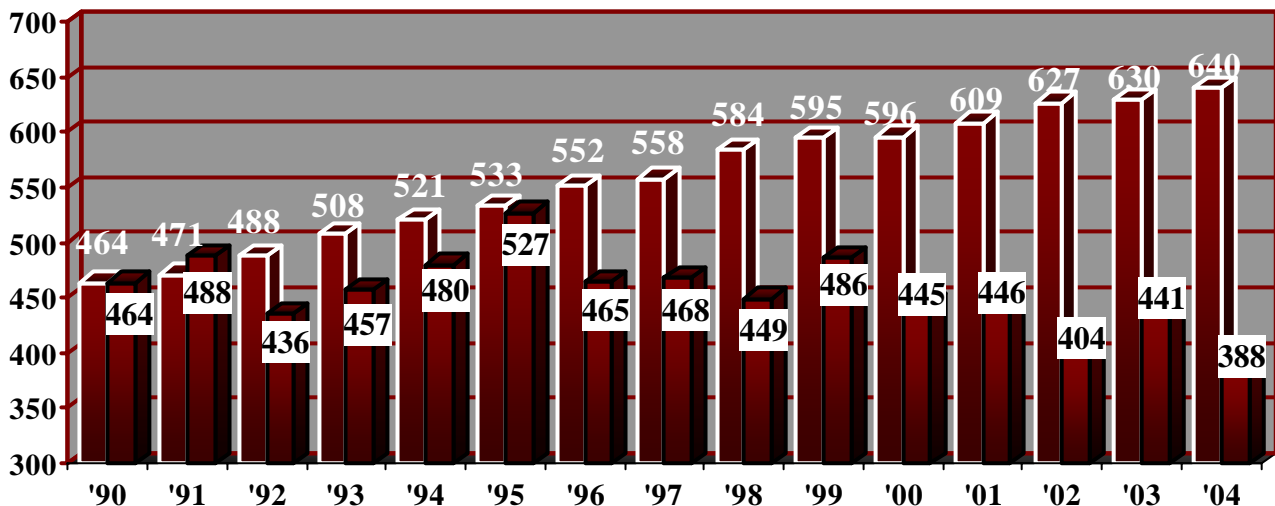
## Serious Traffic Injuries in Iowa



Beyond the traditional measures of highway safety progress such as reduced fatalities or injuries and improved occupant restraint use, lie other measures which clearly demonstrate the life-saving, life-affirming benefits of effective traffic safety programs. A graph of possible versus actual fatalities illustrates the number of lives which would have been lost had Iowa's fatality rate per 100 million vehicle miles traveled remained at the 1990 level of 2.0. In 2004 alone, 252 additional traffic fatalities would have occurred if the mileage death rate had not decreased.

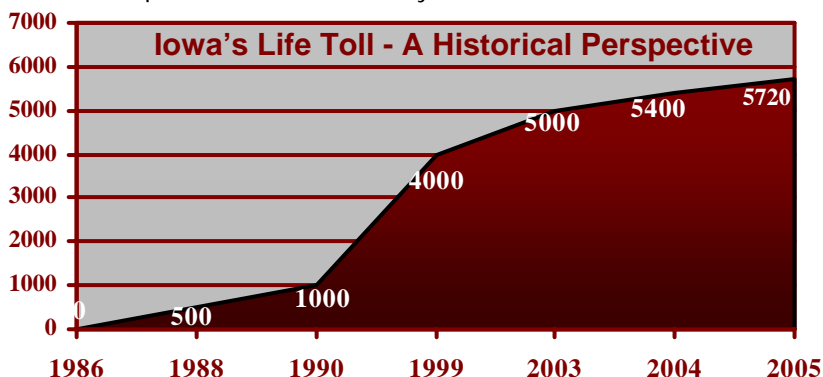
## Actual Iowa Traffic Fatalities vs. Possible Fatalities

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



Iowa is proud to have a unique and unequivocal measure of how effective our safety belt and child restraint programs are. Iowa's "Life Toll" documents the names of individuals spared death and life threatening injury because they were using restraint at the time of a collision. Based on documentation from law enforcement officers at the crash scene, the Life Toll began July 1, 1986, the day Iowa's safety belt statute became law. As of November 30, 2005, the Life Toll contains the names of 5,720 Iowans who avoided tragedy because they took three seconds to reach, pull and click their safety belt on.

- 1988 Life Toll reaches 500
- 1990 Life Toll reaches 1,000
- 1999 Life Toll reaches 4,000  
(Life Toll Celebration at Iowa State Fair)
- 2003 Life Toll reaches 5,000
- 2004 Life Toll exceeds 5,000
- 2005 Life Toll nears 6,000



### Key Goals

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

- Achieve/maintain an overall traffic fatality rate of 1.4 fatalities per 100 million VMT or lower by the end of FFY 2005.
- Achieve/maintain a serious traffic injury rate of 12.0 serious injuries per 100 million VMT or fewer by the end of FFY 2005.
- Achieve/maintain an alcohol-related fatality rate of .4 fatalities per 100 million VMT or lower by the end of FFY 2005.
- Achieve a statewide safety belt use rate of 90% by the end of FFY 2005.

### Key Accomplishments

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

- Achieved a 1.24 fatality rate in 2004, an all-time low and 11% lower than 1.39 in 2003. The 2005 rate is currently projected at 1.37.
- Achieved a serious injury rate of 6.7, based on the latest available traffic injury data (2004).
- Achieved an alcohol-related fatality rate per 100 million VMT of .25 in 2004, well below the national average of .60.
- Achieved a statewide safety belt use rate of 86% in 2005, steady since 2003.

Iowa's Annual Evaluation Report details the various activities and programs that enabled these achievements. Only by the efforts of countless individuals can such progress be made. It takes strong enforcement, creative education, superior public awareness and many fine programs and people to impact our driving public. Through our numerous partnerships with other traffic safety professionals and local concerned individuals across the state, great progress has been made. The Governor's Traffic Safety Bureau will continue to strive to improve traffic safety in Iowa with the support of the National Highway Traffic Safety Administration and our many other safety partners.

## Funding - At A Glance

<u>Program Area/Projects</u>	<u>Approved/ Programmed Funds</u>	<u>State/Local Funds</u>	<u>Share-to-Local Benefit*</u>	<u>Federal Funds Spent*</u>
<b>NHTSA 402 FUNDS</b>				
Planning & Administration	\$145,000	\$276,863	\$0	\$138,431
Alcohol	\$861,261	\$767,521	\$493,178	\$764,204
Occupant Protection	\$573,298	\$515,682	\$159,809	\$515,682
Police Traffic Services	\$677,825	\$1,007,642	\$309,999	\$596,256
Pedestrian Safety	\$25,000	\$17,581	\$17,581	\$17,581
Roadway Safety	\$150,000	\$95,332	\$95,332	\$95,332
Youth/Alcohol	\$85,000	\$83,628	\$83,628	\$83,628
Special Occupant Protection	\$1,000	\$853	\$853	\$853
<b>TOTAL NHTSA 402 FUNDS</b>	<b>2,518,384</b>	<b>\$2,765,102</b>	<b>\$1,160,380</b>	<b>2,211,967</b>
<b>INCENTIVE FUNDS</b>				
157 Innovative – 3rd Year (IN2)	\$117,432	\$117,432	\$96,983	\$117,432
157 Innovative – 4th Year (IN3)	\$426,153	\$348,118	\$328,775	\$348,118
157 Innovative – 5th Year (IN4)	\$129,239	\$129,239	\$122,000	\$129,239
157 Innovative – 6th Year (IN5)	\$60,000	\$58,631	\$0	\$58,631
157 Paid Media – 6th Year (IPM5)	\$100,000	\$94,103	\$0	\$94,103
163 OWI Prevention	\$1,256,920	\$853,916	\$623,409	\$853,916
164 Repeat Offender	\$457,936	\$457,936	\$357,936	\$457,936
405 Occupant Protection	\$587,750	\$707,489	\$247,248	\$286,489
410 Alcohol	\$530,650	\$1,642,572	\$385,844	\$410,572
411 Data Improvement	\$120,869	\$220,119	\$109,819	\$109,819
2003b Child Passenger Protection	\$45,000	\$55,001	\$3,805	\$43,801
<b>TOTAL INCENTIVE FUNDS</b>	<b>\$3,831,949</b>	<b>\$4,684,556</b>	<b>\$2,275,819</b>	<b>\$2,910,056</b>
<b>GRAND TOTALS</b>	<b>\$6,350,333</b>	<b>\$7,449,658</b>	<b>\$3,436,199</b>	<b>\$5,122,023</b>

\*These figures are calculated as of the Federal Aid Reimbursement Voucher # 22 and 163 Voucher # 7.

## OBJECTIVES

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

## ACTIVITIES/RESULTS

As Director of the Iowa Governor's Traffic Safety Bureau, Mr. J. Michael Laski is responsible for the agency's day-to-day operation. He is the signatory authority for financial and program operations. Mr. Laski supervises a staff of ten full-time employees and provides direction for the program operations and financial management of the Bureau. Mike is very active in the Governors Highway Safety Association, Iowa's Safety Management System and the State Traffic Records Advisory Committee.



*Pictured at right is our Governor's Representative Kevin Techau with Director J. Michael Laski, Iowa Governor Thomas J. Vilsack and NHTSA's Senior Associate Administrator for Traffic Injury Control Brian McLaughlin. The Bureau received NHTSA's Public Service Award in honor of Iowa's exemplary highway safety programs.*

Ms. Shelley DeForest serves as the Bureau's Financial Manager. She is responsible for all monetary reporting requirements including the preparation of the budget information in the Highway Safety Plan and the Annual Report. She oversees all budgetary aspects of the Bureau's highway safety contracts. Ms. DeForest prepares budget information for the Bureau and provides assistance to program contractors and the rest of the staff on financial matters. She maintains the Bureau's financial related files and utilizes NHTSA's Grant Tracking System (GTS). Shelley also serves as an instructor at NHTSA-sponsored GTS training workshops.



The Administrative Assistant for the Bureau is Ms. Sandy Bennett. She provides administrative support for Bureau operations including program activities, correspondence, educational items and contract reporting. Ms. Bennett prepares and processes all highway safety contractual agreements and provides primary assistance with the Bureau's Problem Identification, Highway Safety Plan and Annual Report. She also updates the GTSB's Policy and Procedures Manual, designs computer presentations for the staff and, on occasion, creates artwork for promotions.

Overall, program management and financial expertise were provided for planning, contracting, monitoring and evaluating all federal highway safety programs. Administrative support was also provided for the management of these programs. Financial information, training and program oversight was provided to all Governors' Traffic Safety Bureau contractors. The FFY 2006 Highway Safety Plan, the FFY 2005 Annual Report and all financial documents were completed and submitted in a timely manner.



## OBJECTIVES

- To maintain or increase total OWI enforcement contacts in the project area.
- To maintain at least an 85% statewide OWI conviction rate.
- To provide specialized, alcohol-related traffic safety education to judges, prosecutors, law enforcement officers and students.
- To provide technical and analytical expertise to Iowa agencies implementing alcohol and other drug programs.
- To achieve and maintain 28% or fewer alcohol-related fatalities by the end of FFY 2006.
- To achieve and maintain an alcohol-related fatality rate of .40 fatalities per 100 million VMT or lower by the end of FFY 2006.
- To achieve and maintain an alcohol-related injury rate of 8.5 injuries per 100 million VMT or lower by the end of FFY 2006.

## ACTIVITIES/RESULTS

Nineteen agencies were funded under the Alcohol Program Area of Iowa's 2005 Section 402 program. Police departments in Burlington, Cedar Rapids, Clive, Coralville, Des Moines, Hiawatha, Keokuk, Marion, Muscatine and Perry were joined by sheriff's offices in Black Hawk, Linn, Polk and Woodbury counties as well as the DCI Laboratory, the Iowa Law Enforcement Academy, the Prosecuting Attorneys Training Council, the State Court Administrator's Office and The Integer Group.

Reductions in alcohol-related traffic fatalities and injuries have been the primary factor behind overall reductions in traffic deaths and injuries in Iowa. Since 1990, Iowa has experienced a 63% drop in alcohol-related fatalities and a 57% drop in alcohol-related injuries. With these significant reductions has come an obvious reduction in the number of impaired drivers on our state's streets and highways.



*Officers arrive for a Central Iowa traffic enforcement project which included PDs, SOs, the DOT and a Counter Drug Force helicopter.*

The fourteen law enforcement agencies in the alcohol emphasis area made 1,719 alcohol-related enforcement contacts, an average of 123 per agency. That production represents an increase of nearly 50% from FFY 2004 in terms of contacts per agency. The Keokuk Police Department led with 387 contacts. Cedar Rapids PD had 205, Coralville PD had 56, Hiawatha PD had 84, all in excess of their individual goals. Four agencies surpassed their occupant protection goals. The Marion Police Department had 1,000 safety belt/child restraint enforcement actions while Perry PD

recorded 155 actions. The Des Moines Police Department doubled last year's overtime total with 521 safety belt actions and the Clive PD logged 120. A grand total of 3,119 occupant protection enforcement contacts were reported for an average of 223 per agency. In the 19 years since Iowa enacted its primary safety belt law, occupant restraints have saved over 5,700 persons from death or life-threatening injury on our state's streets and highways. Despite an 86% usage rate that places Iowa 12th in the nation, lack of restraint use remains the leading contributor to death and serious injury on Iowa roads.

Speed and other serious moving violations are major factors in fatal and serious injury crashes in Iowa. Each year, over 50 lowans are killed in crashes involving speed or speed too fast for conditions while as many as 70 persons are killed in crashes involving failure to stop or yield at signs and lights. Crashes involving each of these factors seriously injure more than 200 persons each year.



Overall, speed and other moving violations contacts totaled nearly 9,000, averaging 650 per agency. Twelve of the 14 enforcement agencies in the alcohol emphasis area exceeded their contract goals. The Cedar Rapids Police Department led with 1,813 speed contacts. Marion and Des Moines police departments each exceeded 1,000 contacts while the Muscatine PD and sheriff's offices from Linn and Woodbury counties recorded over 600 moving violation contacts.

Education remains the cornerstone of Iowa's efforts to combat impaired driving and its tragic consequences. The State Court Administrator's Office utilized GTSB funds to provide training on OWI adjudication to 150 magistrates at a conference held in June. One supreme court justice attended a judicial education conference and received in-depth training on traffic law and impaired driving adjudication. The Office of the Prosecuting Attorneys Training Coordinator held five prosecutor training events with 330 prosecutors receiving instruction. Issues included youth alcohol enforcement and legislation affecting OWI prosecution. A total of 14 prosecutors attended a series of six youth alcohol workshops which reached 135 law enforcement officers. PATC Attorney Pete Grady also published five Highway Safety Law Updates and made two updates to the OWI and Major Traffic Offenses Manual. The Manual is now available on CD.

The Iowa Law Enforcement Academy (ILEA) once again played a critical role in keeping Iowa's peace officers abreast of the latest developments in OWI and drugged driving detection. During FFY 2005, the standardized field sobriety testing classes, drug recognition for street officers, TOPS classes, child passenger safety and mobile video for law enforcement classes reached a total of 1,097 officers. The ILEA continued to partner actively with the Prosecuting Attorneys Training Council. Pete Grady conducted OWI/Implied Consent Search and Seizure Workshops in Waukee, Osceola, Estherville and Nevada, reaching 60 officers.

The Integer Group continued to provide state-of-the-art public service announcements. A new PSA entitled "It Could Happen To Anyone" was produced during the fall of 2005 and distributed to 32 television stations throughout the state. A companion radio PSA was distributed to 150 radio stations across the state and print versions reached more than 350 daily and weekly newspapers. Local enforcement agencies conducted a total of 230 public information and education activities. The Clive Police Department led with 64 such activities while the Woodbury County Sheriff's Office reported 20 media related events.

The Iowa DPS Division of Criminal Investigation Laboratory continued to provide toxicological support for law enforcement and OWI prosecution. The Lab tested more than 2,000 urine samples for drugs other than alcohol.



## OBJECTIVES

- To achieve a statewide child restraint use rate of 85% by the end of FFY 2005.
- To achieve a statewide safety belt use rate of 90% by the end of FFY 2005.
- To provide child safety seats, including booster seats, at checkups and fit stations to replace unsafe seats.
- To provide training for Child Passenger Safety Technicians and for parents and child care providers.
- To provide educational/promotional materials to support training, checkup events and fit stations.
- To conduct and publicize a statewide child restraint usage survey.
- To increase the correct use of child restraints with PSAs demonstrating appropriate installation and use.
- To increase the correct use of child restraints with educational materials in both English and Spanish.
- To further expand and implement the booster seat component of Iowa's child passenger safety campaign.

## ACTIVITIES/RESULTS

Agencies funded in the Occupant Protection emphasis area of Iowa's Section 402 program included: The Integer Group, the Iowa Health System, the Iowa State Patrol and sheriffs' offices in Cerro Gordo, Marshall and Black Hawk counties. Agencies funded by Section 157i include the Iowa Illinois Safety Council, Farm Safety 4 Just Kids, the Iowa Law Enforcement Academy, the Iowa State Patrol and The Integer Group. Funded under Section 405 were the Department of Public Health's Bureau of EMS, Blank Children's Hospital, the University of Iowa's Injury Prevention Research Center, The Integer Group, the Iowa State Patrol and Mercy Medical Center of Sioux City. The Integer Group and the Bureau of EMS also received Section 2003b funds for a total of 13 agencies and 19 contracts funded with occupant protection monies.



*As is traditional, Vince & Larry once again provided occupant protection education at the annual Iowa State Fair. Children at the Fair still flock to the seat belt dummies and the Iowa GTSB continues to take advantage of their enormous popularity.*

Iowa is proud of its "12th in the Nation" status in overall seat belt usage, our primary safety belt law and that our seat belt usage has exceeded 85% for the third consecutive year. We are also proud of our Life Toll, maintained by the Iowa DOT since 1986 when Iowa's seat belt law was enacted. Iowa's Life Toll now contains the names of more than 5,700 persons spared death or life-threatening injury in a crash because they were buckled up.

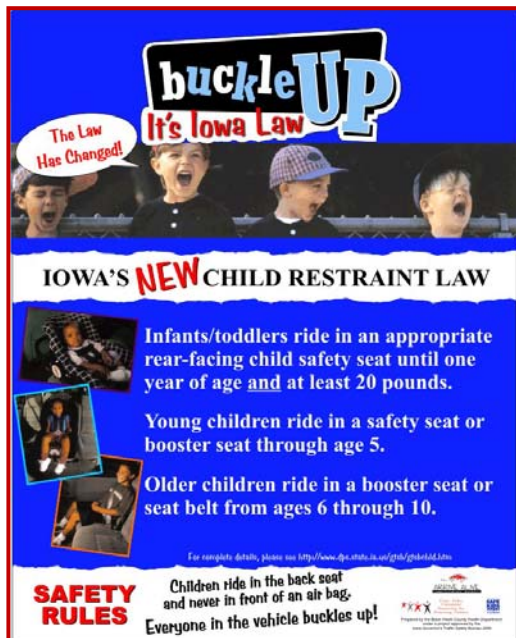
Despite these achievements, much remains to be done. At least 300,000 Iowans still travel unbelted nearly each and every day. These are the 14% who are not regular belt users that we need to reach. Over 150 Iowans died unbelted on our streets and highways last year while countless others were hurt, hundreds of them seriously.

With NHTSA funds, the Bureau utilized paid media for the third consecutive year, airing a PSA developed by The Integer Group entitled "Excuses." The spot notes typical excuses violators have for not using restraints with one saying "police officers should have more important things to do" and an officer responding that "Saving lives is the most important thing we do." The announcer adds "There are no excuses. Seat Belt Tickets Save Lives." Also this year, Iowa utilized the national slogan "Click It or Ticket."

The University of Iowa's Injury Prevention Research Center continued with the statewide annual child restraint survey. The survey was redesigned this year to more accurately reflect statewide restraint use. Due to the redesign, the 2005 survey was delayed until the fall of 2005 with final results expected in December. Child restraint surveys are particularly challenging because of the need for "up close" observation in order to determine usage.

Iowa's successful Trauma Injury Prevention Strategies program with the Iowa Health System continued. TIPS reached 23,849 students at Iowa high schools and junior highs. The program delivers a personal and very profound message about the tragic and often life-long consequences of driving or riding unbelted, often in conjunction with other high-risk behaviors. Programs conducted in FFY 2005 reached students at 137 assemblies across the state.

The Iowa State Patrol spearheaded occupant protection enforcement in this emphasis area. The ISP's Operation C.A.R.E., part of a nationwide initiative, resulted in a total of 3,032 enforcement hours. They made 853 occupant protection contacts and over 7,800 speed/moving violation contacts. Holiday periods targeted by C.A.R.E. include Thanksgiving, Christmas, Memorial Day, the 4th of July and Labor Day.



*The child restraint poster shown above was developed and distributed by the Black Hawk County Health Department.*

Local agencies also contributed with a combination of enforcement and safety belt/child restraint education. In Cerro Gordo County, the sheriff's office participated in corridor and related multi-agency enforcement events yielding 100 occupant protection enforcement actions. They were very active in child safety seat education as well, conducting monthly safety seat checkups and participating in local safety fairs, health events and LAMAZE classes. In Marshall County, belt enforcement included selective overtime during the sTEP waves and two local multi-agency efforts in the city of Marshalltown. Educational efforts focused on the annual Safe-4-Spring project. The Black Hawk County Health Department hosted 10 safety seat check-up events reaching 263 people and replacing or providing 102 seats. Vigorous belt education and enforcement helped Iowa record its lowest statewide fatality total in 59 years. The total number of fatalities for 2004 was 388, over 50 less deaths than the previous year.

The Blank Children's Hospital continued child safety seat promotion and outreach with numerous organizations through health fairs, a local Stroller-a-thon and festivals. Staff also provided child passenger safety instruction and tracked safety/booster seat events, reporting a total of 154 events across the state that reached nearly 3,000 families recalling 199 unsafe seats and distributing over 900 new seats to families in need. Mercy Medical Center in Sioux City also provided child restraint outreach, inspecting 151 safety seats and providing 33 new restraints.

Public awareness continued to be a major focus especially with full enactment of Iowa's new child passenger safety law slated to be effective January 1, 2006. In addition to the paid media efforts mentioned earlier, two new PSAs were developed and readied for distribution. A safety belt PSA entitled "Click It Or Ticket" emphasizes the social unacceptability of non belt use, even among young males. It also notes Iowa's increase in ticket cost (formerly \$49; now \$63) due to an increase in court fees. "Click It Or Ticket" was released in early fall of 2005. On the child restraint side, booster seats and safety seat use for

children ages 4 and up continued to be a primary theme. Two PSAs are slated for late fall 2005 release, just ahead of the new law. The "Join the Click" PSA uses music and visuals to help convince children ages 8-10 that safety appropriate belt use "cool." The second reminds parents all children ages birth through 10 need to be belted in the back seat.

The Iowa State Patrol continued to compliment belt enforcement efforts with a very active role in child passenger safety education. The Patrol's Safety Education Officers conducted 36 booster seat programs throughout the state, assisting over 2,200 children and their families. They also continued with the vital task of conducting Iowa's statewide safety belt surveys. During FFY 2005, three surveys were conducted, one prior to the May safety belt mobilization, another in late June and a final survey in September.

Section 157 innovative funds play an essential role in Iowa's overall occupant protection education/public information strategy. Farm Safety 4 Just Kids, also active in the 402 PTS rural teen education effort, utilized 157 resources to establish and institutionalize roadway safety programs in rural youth groups across the state. A pilot effort at Lynnville-Sully high school in cooperation with the driver education program has been successful with 19 other youth groups interested in similar efforts beginning in the 2005-2006 school year. These 19 groups will spearhead the roadway safety program at their respective schools. A plethora of incentives and educational materials including T-shirts, visors, pens, CD cases and lunch coolers have been provided and are pictured at right.



The Iowa Illinois Safety Council continued to serve as the GTSB's primary vehicle to reach the corporate world regarding employee belt use and related safety initiatives. During FFY 2005, a total of 22 corporate safety belt programs were established. Seven of these organizations received the GTSB's Safety Belt Honor Roll award with two programs achieving 100% belt usage and three others at 95% or above.

The Iowa Law Enforcement academy played a key role in training law enforcement. In all, nearly 200 officers and police chiefs and executives received training. In addition to a number of TOPS classes hosted at ILEA, five classes relating to Iowa's occupant protection programs for law enforcement executives were held at police departments in Hampton, Nevada, Okoboji, Osceola and Washington.

One major cornerstone of Iowa's child passenger safety education and training efforts has been the partnership with the Iowa Department of Public Health's Bureau of Emergency Medical Services. Despite the resignation of the full-time CPS Coordinator in June, many activities continued as planned with the diligent efforts of the IDPH/EMS staff. Highlights included a statewide child passenger safety conference held during April in Ames. CPS Technician/Instructor training was completed through four 4-day classes held in Davenport, Fort Dodge, Urbandale and Sioux City with a total of 64 persons trained, including peace officers, nurses, fire/EMS personnel, educators and other health professionals. The Bureau of EMS staff also held a class on child restraints for children with special needs.



Safety belt and child passenger occupant protection compliance are dependent on a broad range of educational and public information activities. Enforcement alone is simply not enough to educate and convince unbelted members of the public to develop the safety belt use habit. During 2005 alone, 262 Iowans escaped death or life-threatening injuries because of a 3-second investment in their own safety. These individuals' names have been added to Iowa's ever growing Life Toll.

*Pictured at left is the coaster developed and distributed by the Bureau to remind people that one of the best investments they can make is to take the time to buckle up.*

**OBJECTIVES**

- To promote the motoring public's awareness of traffic safety considerations through targeted educational materials aimed at high-risk populations.
- To promote cooperative, multi-agency law enforcement initiatives directed at identified high-risk problem areas.
- To reduce statewide traffic fatalities by 2% by the end of FFY 2005.
- To achieve and maintain a statewide traffic fatality rate of 1.4 fatalities per 100 million VMT or lower by the end of FFY 2005.
- To achieve and maintain a statewide serious traffic injury rate of 11.5 serious injuries per 100 million VMT or lower by the end of FFY 2005.

**ACTIVITIES / RESULTS**

Fifteen police departments, seven county sheriffs' offices and four other agencies made up the Police Traffic Services emphasis area in FFY 2005. PDs included those in the cities of Ankeny, Bettendorf, Cedar Falls, Clinton, Council Bluffs, Davenport, DeWitt, Dubuque, Iowa City, Johnston, Mason City, Newton, Norwalk, Ottumwa and Robins. Sheriff's offices in Des Moines, Dubuque, Jasper, Lee, Scott, Warren and Washington counties, along with the Iowa State Patrol, Farm Safety 4 Just Kids, Iowa State University's Department of Public Safety and The Integer Group completed the remainder of the PTS agencies.

The 24 PTS enforcement agencies combined for 1,121 alcohol-related contacts, an average of more than 45 per agency. Seven agencies exceeded their goals. The Iowa City Police Department utilized multi-agency and cooperative enforcement events to reach 153 contacts while the Dubuque Police Department achieved a total of 132, well above their contract goal of 100 contacts. Four other agencies achieved 80 or more alcohol-related violation contacts including sheriffs' offices in Dubuque (89) and Lee (87) counties and police departments in Davenport (84) and Ankeny (81).

Despite a safety belt use rate of 86% and the best usage among NHTSA's Central Region states, the absence of belt use among roughly one in seven lowans is a significant contributor to traffic deaths and injuries. During 2004, over 150 lowans died unbelted in traffic crashes, many of them needlessly. Fortunately, Iowa's PTS contractors take occupant protection enforcement very seriously.

A total of 4,944 safety belt contacts were reported for FFY 2005. Seven agencies exceeded 300 occupant protection contacts including the Iowa City Police Department. For the third year in a row, this agency recorded the largest amount of belt contacts with 613. The Bettendorf Police Department was next with 455 occupant protection actions. Not surprisingly, these two cities also had among the highest belt use rates as well with both documenting over 90% compliance. Other high belt enforcement agencies include the Council Bluffs PD with 331 actions, Ottumwa PD with 326, Davenport PD with 362, Dubuque PD with 356 and the Iowa State Patrol with 510.

Excessive speed and other moving violations including stop sign/light and failure to yield violations are at the heart of PTS-related enforcement efforts. During FFY 2005, in excess of 14,700 speed and other moving violation contacts were reported. The Lee County Sheriff's Office recorded over 2,000 violations with Iowa City, Davenport and Ottumwa PDs near or in excess of 1,000 actions each.

The collective impact of enforcement efforts completed under the PTS emphasis area as well as other federally supported highway safety efforts was notable. Iowa achieved its lowest fatality rate ever during 2004. The total of 1.24 deaths per 100 million VMT represents a 38% decline in Iowa's fatality rate since 1990. Despite being a rural state with a higher proportion of commercial vehicle travel, older drivers and young drivers, all factors that increase fatality rates, Iowa now has a fatality rate 15% below the national average. Had Iowa's fatality rate remained unchanged since 1990, we would now lose 640 persons yearly in traffic crashes versus 388 deaths for 2004. The potential saving of these 252 lives also reflects a potential economic savings of 300 million dollars and, much more significant, the avoidance of immeasurable tragedy and human suffering.

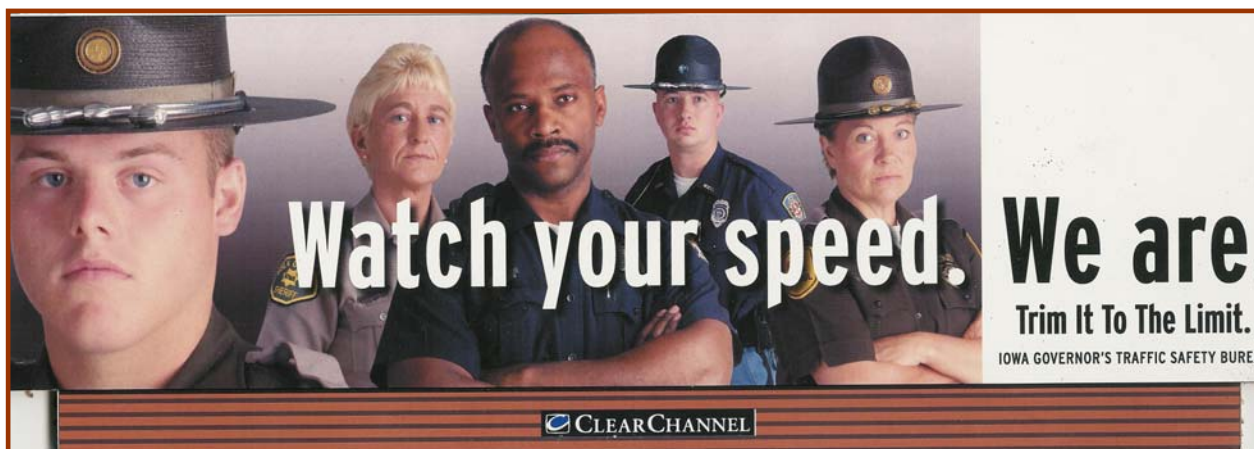
Public information and education is an essential component in nearly all successful traffic safety applications and initiatives. During FFY 2005, the 24 PTS enforcement agencies reported 561 public information and education (PI&E) contacts. The Des Moines County Sheriff's Office is very active with school presentations, mall shows, fairs and other civic meetings as well as local radio shows. They led all agencies with 297 PI&E activities.

Farm Safety 4 Just Kids continued the third year of a program designed to foster the concept of rural teens as public speakers, addressing the real risks of traffic crashes among young drivers and the critical importance of safety belt use and other safety driving behaviors. Highlights of the 2005 program year included six returning youths from last year's speakers' programs. Rural youths reached a total of 709 people through 11 presentations including one at the FFA State Convention in Ames.



*FS4JK youth speakers quite often combined their presentations with that of law enforcement for a complementary approach.*

Another major PTS-related education thrust in 2005 concerned the passage and enactment of a 70 mph rural interstate speed limit, effective July 1, 2005. The Integer Group, under contract with the GTSB, developed a billboard campaign with corresponding posters to promote the message "Watch Your Speed. We are." featuring local law enforcement officers.



*Fifteen billboards were placed across the State prior to the Labor Day holiday. The large 14' x 48' boards are still located on main thoroughfares and, on occasion, will be moved to other key locations on heavily traveled roadways.*

**OBJECTIVES**

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

**ACTIVITIES / RESULTS**

Ms. Lu Simpson serves as Iowa's Central Iowa Area Administrator and Occupant Protection Coordinator. Lu is responsible for a number of occupant protection initiatives including Iowa's statewide drive to increase seat belt use to a rate of 95%. She develops grant proposals for 157 Innovative, 405a and 2003b programs and monitors activities for 53 contractors. Lu is a member of the Iowa Occupant Advisory Committee, the Iowa SAFE Kids Coalition and the Central Iowa Traffic Safety Task Force.

Mr. Denny Becker works as the GTSB's Western Iowa Area Administrator and is the Manager of the State's Drug Evaluation and Classification Program (DECP). Each fall, Denny organizes training for Drug Recognition Experts (DREs). In addition to working with impaired driving issues, Mr. Becker was responsible for monitoring 39 contracts. He serves on the Black Hawk County Arrive Alive Committee, the Woodbury County Safe Community Coalition and the Red Ribbon Campaign Planning Committee.

In March, Wendie Nerem joined the GTSB as Eastern Iowa Area Administrator and Youth Coordinator. Wendie is active with multi-disciplinary safety teams in the Quad Cities, Clinton and Dubuque. She oversees the monthly monitoring of 48 contracts. Ms. Nerem is responsible for the preparation and distribution of the Bureau's quarterly newsletter, *CrossRoads* and also serves as the GTSB Web Manager. Wendie is a 20-year Department of Public Safety veteran, having served as coordinator of Iowa's Missing Persons Information Clearinghouse since its inception.

Ms. Christine Burkett joined the staff of the GTSB in August of 2005 as the State Programs Administrator after Carson Whitlow retired in May. Carson had over 30 years of dedicated service to Iowa, 17 with the Bureau. During his tenure, our Annual Conference grew from 50 to 300 attendees and our presence at the State Fair was greatly expanded. We certainly wish him the best. Christine will manage 22 highway safety contracts and serve as the coordinator of the Bureau's annual conference. She will also manage public relations at the State Fair and media efforts statewide. Christine speaks fluent Spanish and has worked with many segments of Iowa's diverse population as the Outreach Coordinator for an Iowa company.

Mr. Robert Thompson is the Bureau's Program Evaluator and Traffic Records Coordinator. He monitors activity for all Bureau contracts to evaluate performance and ensure contractual compliance. Mr. Thompson compiles the Bureau's Annual Report, Highway Safety Plan and statewide Problem I.D. He is a nationally recognized leader in the traffic records arena serving as a member of the Board of Delegates to the National Safety Council. He also is the Co-Chair of Iowa's State Traffic Records Advisory Committee.

Ms. Ihla Hochstetler is the Secretary for the Bureau. She serves as the initial contact for the Bureau and is responsible for answering and/or referring telephone calls for all of the GTSB staff. Ms. Hochstetler handles ordering of all office supplies and coordinates the scheduling of Vince and Larry appearances around the state. She also manages the Bureau's inventory of educational and promotional items responding to a vast number of requests for public education materials.



In March, 260 people received the latest information on traffic safety issues at the Bureau's annual traffic safety conference held at The Embassy Suites Hotel in Des Moines. Under contract with the Governor's Traffic Safety Bureau, the Iowa State University Office of Continuing Education again provided staff and support services for the conference. The goal of the conference is to initiate a dialogue with key local, state, federal and private sector leaders to identify highway safety priorities, supported by problem identification where possible, in order to improve traffic safety in Iowa and achieve the goals of the Iowa Highway Safety Plan. Above and beyond the informative sessions, the conference enables contractors to share program activities and insights.

The Kip Hayward Award, introduced at the 1994 annual conference, honors law enforcement officers dedicated to protecting the public from alcohol or drug impaired drivers. The 2005 award went to Officer Tom Gill of the Sioux City Police Department pictured with GTSB Director Mike Laski and Iowa DRE Manager Denny Becker. Officer Gill excels in OWI enforcement and public education presentations. He is always ready when needed at crash scenes.



Each year at the conference, the Iowa Department of Public Safety recognizes outstanding traffic safety contributions by individuals. The Commissioner's Special Award for Traffic Safety winners contribute in a leadership role to traffic safety issues by promotion and awareness in his/her area of expertise. Categories include Criminal Justice, News Media, Health Professionals, Business and Children and Youth Advocates. During the 2005 Governor's Highway Traffic Safety Conference, 28 outstanding individuals were honored.

Six police departments, one sheriff's office, the Department of Justice & the DCI all had Criminal Justice recipients.



Ten people were recognized in the Business, Health Professional and Children/Youth categories. One recipient was unable to attend.

Nine people were recognized in the Individual category including state employees, a UPS worker, an OWI Victim's Panel delegate and a State Senator.



OBJECTIVES

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

ACTIVITIES/RESULTS

The Iowa Department of Public Health’s Bureau of Emergency Medical Services and the Iowa State Patrol both conducted programs under Iowa’s FFY 2005 Bicycle/Pedestrian Safety emphasis area.

Bicycles are an important part of Iowa’s traffic mix, providing practical, low-cost transportation for hundreds of thousands of students and working adults and a healthy recreational outlet for many others. Each GTSB-funded program addresses an important segment of Iowa’s bicycling public. The Iowa State Patrol, utilizing a cadre of full-time Safety Education Officers, reaches young bicyclists with bicycle safety education in a fun-filled environment. During FFY 2005, the Patrol assisted in conducting 25 bicycle safety rodeos across the state. As part of the education process, the Patrol distributed 992 bicycle helmets to young riders. In addition, over 3,500 t-shirts with a safety education message were distributed to rodeo participants. *The T-shirt artwork is pictured to the right and bike rodeo pictures are below.*



The GTSB’s other 402-supported bicycle safety initiative is aimed at Iowa’s growing adult riding population as well as young riders. The Iowa Department of Public Health, Bureau of Emergency Medical Services provided mini-grants to four bicycle clubs/organizations. Broadlawns Medical Center used GTSB funds to provide helmets to economically disadvantaged students including Hispanic youth, many of them new to the United States. In Monroe County, the Hospital Foundation provided helmets to children during their health safety day. In Des Moines, the Greater Des Moines SAFE Kids Coalition worked with the Latino Festival to provide helmets at their annual event. In Johnson County, the local SAFE Kids chapter utilized a health and safety promotion event to reach at-risk and underserved youth with bicycle helmets.

## OBJECTIVES

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

## ACTIVITIES/RESULTS

The Iowa Department of Transportation's Office of Traffic and Safety conducted both programs funded under Iowa's Roadway Safety emphasis area. One was the State's very successful Safety Circuit Rider Program and the other was the equally successful Traffic Engineering Assistance Program or T.E.A.P.

The Safety Circuit Rider program continued another successful year in FFY 2005. Originally established in 1989, this FHWA award-winning program, first initiated in Iowa, has served as a safety training delivery model for numerous other states since that time. During the past year, a total of 1,149 persons received training at 56 workshops held throughout the state. This in far in excess of the project goal of 360 local engineers and safety personnel trained and reflects the strong demand and need for this training.

Iowa has one of the highest rates of miles of improved road per capita of any state in the union. As we move from the "road building" model that characterized highway improvement expenditures from the 1950s to the 1980s to a "maintenance and restoration" model, road rebuilding and road reconstruction become increasingly important. Because of this fact, the work zone training for engineers, traffic technicians, maintenance personnel and construction workers that is the backbone of the Circuit Rider program becomes more and more critical for the safety of Iowa's motoring public. Training related to crash analysis and utilizing Iowa's comprehensive crash database was also conducted.

The T.E.A.P. program utilizes state DOT funds along with GTSB 402 funds to assist communities in need of traffic engineering safety related studies. A total of \$200,000 is spent annually with 402 dollars providing ½ of that support. During FFY 2005, a total of 23 studies were conducted or are in progress, 16 of those involving GTSB funds. A total of 12 studies were completed, 9 with 402 funds. Completed studies included one school pedestrian study, two roundabout studies and six traffic safety studies. The roundabout studies utilized national expertise since roundabout applications are not yet commonplace. State funds were also used to provide signal timing software training for state and local engineers.



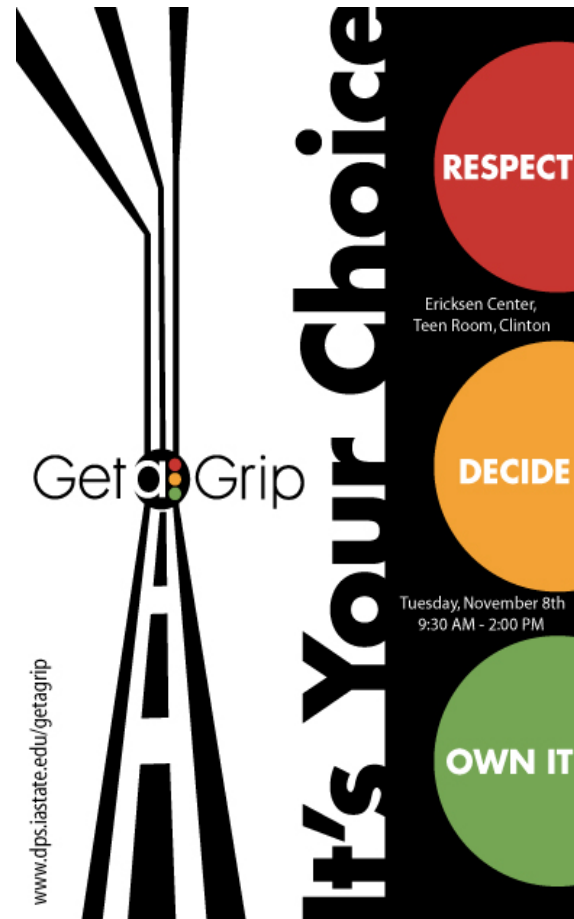
While not part of the GTSB's funded program initiatives, multi-disciplinary activities related to Iowa's Safety Management System play a critical role in the Bureau's safety efforts. Begun in 1994, Iowa's SMS includes members of law enforcement, traffic engineering, metropolitan planning organizations, insurance companies, health/EMS, education, drivers' licensing and statewide safety groups. The Iowa DOT supports SMS activities with dedicated state funds. During 2005, key activities included funding support for local MDST special projects and joint efforts with GTSB on Motorcycle Safety and the "Don't Veer for Deer" campaigns. Motorcycle safety activities included a statewide one-day workshop in March and an update of a motorcycle safety brochure for motorists and motorcycle operators. Over 40,000 brochures have been distributed to motorcycle operators and others across the state. Don't Veer for Deer activities focused on public awareness with special media release and cooperative public education efforts including TV, radio and print interviews with DNR, DPS and DOT personnel. Tragically, 17 Iowans have lost their lives in deer/vehicle crashes since 2003. Deer crashes also involve more than 7,000 Iowans each year and represent the single leading cause of property damage crashes in our state.

OBJECTIVES

- To encourage and promote the development and implementation of youth/alcohol education and prevention programs for elementary, junior high, high school and college students.
- To support the enforcement of Iowa's .02 BAC law for drivers under the age of 21 and other laws pertaining to the purchase and consumption of alcohol by underage persons.
- To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in fatal crashes at 33% or less by the end of FFY 2005.
- To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in injury crashes at 33% or less by the end of FFY 2005.

ACTIVITIES/RESULTS

FFY 2005 marked the 15th year of Iowa State University's very popular and successful Youth Leadership and Alcohol Prevention "Get A Grip" Conference and Workshops funded under the Youth/Alcohol emphasis area. Since its inception in 1991, 25 conferences have been held with 1,856 students and 415 adults from 255 communities. Since 1999, they have held 34 workshops in 29 locations for 115 school districts with 2,150 students and 255 adults. In 2005, the annual conference and two one-day workshops were held. In October 2004, 76 students and seven adult advisors from six area high schools attended a leadership workshop in Forest City at Waldorf College. In September of 2005, a workshop in Sumner had 72 students and five advisors from five high schools attend. Workshops provide valuable insights to teens on positive alternatives to drinking/drugs and driving. ISU also continued its college program with five private colleges, the University of Northern Iowa and Iowa State University. This program also emphasizes positive alternatives and the benefits of safe, healthy lifestyle choices. *Pictured below are Peer Advisors and college aids who took part in the 2005 Get A Grip conference.*



Above is a workshop promotion for Clinton High School.



The 2005 theme, *Iowa Teens Making a Difference*, reflects how Iowa youth can work together and contribute to positive student behavior and healthy communities. The program planner cover featured a design inspired by the summer conference theme, *Choose Your Road Carefully*. *The conference was very positive. I wish more people could have so much fun without worrying what others think. I loved meeting all new people from different parts of Iowa, and know they have some of the same ideas I do, and that they don't need to drink or do drugs to have a super fun time!* – 2004 Student Participant

## OBJECTIVES

- To improve occupant protection use in smaller towns and rural communities, at-risk populations, with a combination of education, public information and enforcement.
- To establish and support, using the sSTEP model, occupant protection education/enforcement programs with local law enforcement agencies throughout Iowa.
- To improve, collectively, safety belt usage in participating communities by at least 3% during FFY 2005.
- To achieve a statewide safety belt usage rate of 90% by the end of FFY 2005.

## ACTIVITIES / RESULTS

Police departments in 102 Iowa communities and sheriffs' offices in 47 counties participated in the 2005 special Traffic Enforcement Program along with the Iowa State Patrol.

PDs were from the following cities: Akron, Albia, Algona, Arnolds Park, Audubon, Bedford, Belle Plaine, Bellevue, Belmont, Bloomfield, Camanche, Chariton, Charles City, Cherokee, Clarence, Clarion, Clarksville, Conesville, Correctionville, Creston, Denver, Desoto, Donnellson, Dunlap, Dyersville, Eldora, Elkader, Estherville, Fairbank, Fairfield, Glenwood, Grand Junction, Grinnell, Grundy Center, Hampton, Harlan, Hinton, Indianola, Iowa Falls, Jesup, Jewell (includes Ellsworth and Stanhope), Kingsley, Le Mars, Lucas, Manilla, Manly, Manning, Mapleton, Maquoketa, Marengo, Marquette-McGregor, Marshalltown, McCausland, Melbourne, Merrill, Milford, Mitchellville, Monona, Monroe, Monticello, Merville, Nashua, New Albin, New Hampton, New London, New Vienna, North Liberty, Oelwein, Onawa, Osceola, Oskaloosa, Palo, Parkersburg, Postville, Prairie City, Red Oak, Remsen, Riceville, Rock Valley, Sabula, Sac City, Sergeant Bluff, Seymour, Shell Rock, Sigourney, Spencer, St. Ansgar, Storm Lake, Strawberry Point, Stuart, Toledo, Urbandale, Villisca, Walcott, Wall Lake, Wapello, Waterloo, Waverly, Webster City, West Burlington, West Liberty and Winterset.

Sheriffs' offices were from the following counties: Audubon, Benton, Bremer, Buchanan, Carroll, Cass, Cedar, Cherokee, Chickasaw, Clarke, Clay, Crawford, Davis, Emmet, Fayette, Floyd, Franklin, Greene, Grundy, Hamilton, Hardin, Harrison, Henry, Howard, Humboldt, Ida, Jones, Kossuth, Lucas, Lyon, Madison, Marion, Osceola, Page, Palo Alto, Plymouth, Pocahontas, Poweshiek, Ringgold, Sac, Sioux, Tama, Taylor, Union, Wayne, Winnebago and Wright.



*Various agencies and officers are pictured above working during one of the five sSTEP waves conducted in FFY 2005.*

2005 began with Trooper Adam Buck as Iowa's sSTEP Coordinator; however, he was called back to the Iowa State Patrol in January. Adam brought a great deal to the program and we thank him for his superb service. In April, Randy Hunefeld was hired. Randy came from the DPS Intelligence Bureau and had also served as an officer with the West Des Moines PD for 12 years and the Arnolds Park PD for 3½ years.

During FFY 2005, a total of five waves of "sSTEPped up" enforcement and education were conducted. The first wave was held from November 22-28, 2004 in conjunction with the Thanksgiving holiday weekend. A total of 150 Section 157 grantees, along with 23 agencies receiving 402/410 funding and five volunteer agencies played a part. Highlights included 1,559 seat belt and child restraint enforcement contacts, 4,195 speed contacts and 211 OWI arrests. A grand total of 9,737 enforcement actions were reported.

The second wave was conducted during National Child Passenger Safety Awareness Week, February 8-15, 2005. Over 170 law enforcement agencies, including 146 sSTEP contractors and 773 officers took part. The February wave garnered almost 1,400 occupant protection contacts, nearly 2,600 speed enforcement actions and 114 OWI arrests. Safety belt use improved from 79.0% to 81.3%. Media exposure was excellent with 28 T.V. stations, 76 radio stations and 190 newspapers providing coverage.

The two weeks surrounding Memorial Day (May 23-June 5) marked the third wave, which was preceded by a paid media blitz for the third consecutive year. Our 147 Section 157 contractors used 759 officers for this wave, assisted by 277 officers funded with 402/410 and 118 volunteers. A total of 26,260 enforcement actions were reported including 281 OWI arrests, 5,354 seat belt and child restraint contacts and over 9,000 speed actions. Well over 300 media contacts were made including 38 T.V., 90 radio and 198 print contacts. Safety belt use improved from a pre-survey level of 81.2% to a post-survey mark of 86.0%.

The fourth wave was held July 2nd-5th, during the 4th of July holiday. This wave began just one day after the rural interstate speed limit increased from 65 mph to 70 mph. Over 160 law enforcement agencies with 733 officers joined the statewide effort. More than 6,000 enforcement contacts were recorded.



*Pictured above are scenes along Interstate 80 when the rural interstate speed limit increase became effective. The Department of Public Safety had a media event to inform the motoring public that the 70 mph limit would be strictly enforced (see billboard pictured in the PTS Section). Iowa's fourth sSTEP wave followed on the heels of this increase.*

A fifth and final wave was conducted August 26-September 11, 2005, leading into and through the Labor Day holiday weekend. Highlights included more than 3,000 seat belt and child restraint enforcement actions, over 9,000 speed actions, 681 stop sign/light violations and 394 OWI arrests.

Iowa DOT enforcement officers continued steadfast support for sSTEP. This year, 2,620 MCSAP inspections were conducted by DOT officers resulting in 429 commercial vehicles being taken out of service along with 293 drivers.

Despite the leveling of Iowa's safety belt usage rate at 86% after significant improvement during 2003, sSTEP, along with corridor events remain the bedrock of Iowa's efforts to achieve 95% belt use by 2008.

The total sSTEP-reported activity from all five waves:

- 11,557 safety belt violation contacts,
- 735 child restraint violation contacts,
- 1,504 OWI arrests/contacts,
- 27,583 speed violation contacts,
- 302 improper passing violations,
- 1,992 stop sign/light violations,
- 1,821 driving without a license,
- 1,509 suspended or revoked,
- 2,695 no registration,
- 460 open container/pub. consumption
- 114 .02 violations,
- 916 dark windows,
- 7,268 other traffic violation contacts,
- 9,556 equipment violation contacts,
- 3,898 no proof of insurance,
- 2,577 motor vehicle crashes,
- 175 felony arrests,
- 551 narcotics arrests,
- 3,311 motorists assists,
- 470 interdictions and canine searches,
- 2,620 commercial vehicle inspections,
- 429 vehicles taken out of service,
- 293 drivers taken out of service,
- 901 warrants served,
- 40 DNR violations, and
- 1,520 total media contacts

### OBJECTIVES

- To increase OWI enforcement contacts in the top 40 alcohol problem counties.
- To achieve and maintain an alcohol-related fatality rate of .40 fatalities per 100 million VMT or lower by the end of FFY 2005.
- To achieve and maintain an alcohol-related injury rate of 8.5 injuries per 100 million VMT or lower by the end of FFY 2005.

### ACTIVITIES/RESULTS

Section 163 funds were awarded to Iowa for the second consecutive year in September of 2004. Iowa's Section 163 objectives are aimed directly at the two biggest killers on our streets and highways: 1) impaired driving, and 2) lack of safety belt use. In a typical year, well over 50% of all Iowans killed in traffic crashes were either unbelted, driving impaired, riding with an impaired driver or in a vehicle struck by an impaired driver.

Law enforcement agencies from Iowa's Top 40 problem counties participated in the OWI Prevention Program with Section 163 funds. Thirty-nine police departments from the following cities: Ames, Ankeny, Bettendorf, Boone, Burlington, Cedar Falls, Cedar Rapids, Clear Lake, Clinton, Clive, Coralville, Council Bluffs, Davenport, De Witt, Des Moines, Dubuque, Hiawatha, Indianola, Iowa City, Johnston, Keokuk, Le Mars, Maquoketa, Marion, Marshalltown, Muscatine, Nevada, North Liberty, Norwalk, Oelwein, Ottumwa, Perry, Pleasant Hill, Sioux City, Storm Lake, Urbandale, Waterloo, Waukee and West Des Moines PD, joined 26 sheriffs' offices in the following counties: Benton, Boone, Buena Vista, Cedar, Cerro Gordo, Clayton, Clinton, Dallas, Delaware, Des Moines, Dubuque, Fayette, Harrison, Henry, Iowa, Jackson, Jasper, Johnson, Lee, Linn, Marion, Muscatine, Plymouth, Scott, Story, Wapello and Woodbury along with the Iowa State Patrol and the Division of Criminal Investigation Laboratory.

Sixty-five local enforcement agencies generated an impressive 5,189 alcohol enforcement contacts, far more than any other GTSB-funded program area. Forty-two of the 65 local agencies exceeded their impaired driving contact goals with 19 agencies generating over 100 alcohol contacts. Five local agencies exceed 200 alcohol contacts including sheriffs' offices in Jackson, Henry and Scott counties as well as police departments in Storm Lake and Ottumwa. The Iowa State Patrol, utilizing a combination of dedicated full-time troopers from April through June followed by overtime enforcement during July through September, generated 599 alcohol contacts.



Safety belt enforcement among 163 program participants was also strong with 10,746 contacts, 8,000 by local agencies. Twenty-nine locals exceeded their individual contract goals, led by the Des Moines Police Department with 1,199 occupant protection actions, including over 900 safety belt citations. Other agencies with impressive safety belt totals included the Iowa City Police Department with 435 and the Dubuque County Sheriff's Office with 368. Bettendorf, Burlington, Clinton and Ottumwa police departments made 300 or more contacts while sheriffs' offices from Johnson and Jackson counties reported over 200 actions. The Iowa State Patrol alone generated nearly 2,800 safety belt actions with 163 funds. Smaller cities and counties also made strong contributions to the effort including Storm Lake, Oelwein and Le Mars PDs as well as Cedar, Fayette and Clayton county sheriffs' offices.

Perhaps most impressive is the fact that all of the 163 activity was produced in just six months with contracts running from April 1st to September 30th. The DCI Laboratory also utilized 163 funds to purchase a new, state-of-the-art gas chromatograph, an essential tool in analyzing samples for the presence of alcohol and drugs.

Local enforcement agencies were also provided 163 funds to purchase 104 in-car video systems and 116 preliminary breath testers. It goes without saying that these items are essential to alcohol-related traffic enforcement. The Coralville PD noted that *"Both the cameras and PBT have been used extensively in the testing, documenting and prosecuting of OWI offenders; the evidentiary value of which prevents us from going to trial in all but less than .5% of the cases."* Consequently, officers can spend more time enforcing traffic laws as opposed to sitting in a court room.

Purchased in part or in total with  
Federal funds administered by the  
Iowa Governor's Traffic Safety Bureau  
**You can be a LIFESAVER...  
STOP Impaired Drivers**

*Pictured at left is an example of the tags that enforcement contractors are required to adhere to any equipment purchased with GTSB funds. These tags have a two-fold purpose. One being to identify the equipment as being purchased with federal highway safety funds, the other being to encourage officers to stop impaired drivers whenever possible and remove them from our roadways.*

Numerous agencies utilized a portion of their 163 overtime funds to participate in multi-agency, corridor enforcement efforts. These special enforcement events bring agencies together to focus on impaired drivers as well as other traffic violators. The Sioux City Police Department noted that, *"Due to these efforts and equipment made available to the Department through this grant, the Sioux City Police Department was better able to focus on the problem of impaired driving. As a result, only one alcohol-related fatality has occurred on our roadways this year."*

Section 163 and related enforcement programs work. Iowa achieved an alcohol-related fatality rate of .25 per 100 million vehicle miles traveled (VMT), an alcohol-related injury rate of less than 5.4 per 100 million VMT and a ranking of 2nd Best in the Nation in terms of the percentage of fatalities which were alcohol related during 2004.

## 2005 ANNUAL REPORT

## REPEAT OFFENDER

### OBJECTIVES

- To provide toxicological and administrative staff support for the Division of Criminal Investigation Laboratory.
- To achieve and maintain an alcohol-related fatality rate of .40 fatalities per 100 million VMT or lower by the end of FFY 2005.
- To achieve and maintain an alcohol-related injury rate of 8.5 injuries per 100 million VMT or lower by the end of FFY 2005.

### ACTIVITIES/RESULTS

Funding support was provided for both a criminalist and a clerk at the Division of Criminal Investigation Laboratory which provides vital toxicological support for OWI cases in Iowa. Activities in FFY 2005 included certification of 331 instruments and 361 operators. The staff at the DCI Lab also repaired 45 DataMaster evidentiary breath testing instruments and provided expert court testimony on 41 separate occasions.

In addition, overtime funds were provided to allow criminalists at the Lab to log additional hours to reduce the backlog of laboratory analysis. The backlog was reduced, despite the increase in the number of cases submitted for evaluation.



*Pictured above are Criminalists Jim Bleskacek and Staci Schmeiser. Jim is working on repairs to a DataMaster unit in the first photo. Staci is extracting drugs from the urine of a suspected drugged driver. In the third photo, Jim is examining data in a blood alcohol analysis. Work done in the DCI Lab is critical to Iowa's impaired driving programs.*



## OBJECTIVES

- To support compliance of Iowa's OWI, .02 BAC, Open Container and Underage Possession laws utilizing a combination of education and enforcement including corridor events, saturation patrols and safety checkpoints.
- To enhance coordination of alcohol-related education and enforcement activities across the state including technical, analytical and logistical support for corridor events.
- To support training for Iowa law enforcement personnel regarding impaired driving, especially impairment resulting from the use of drugs other than alcohol.
- To achieve/maintain an alcohol-related fatality rate of .40 fatalities per 100 million VMT or lower by the end of FFY 2005.
- To achieve and maintain an alcohol-related injury rate of 8.5 injuries per 100 million VMT or lower by the end of FFY 2005.

## ACTIVITIES / RESULTS

Among the FFY 2005 Section 410 contractors, 31 were enforcement agencies and others were involved with support services directly related to law enforcement. Agencies included: **1)** 25 police departments in the following cities: Altoona, Ames, Blue Grass, Carlisle, Carter Lake, Dunkerton, Eddyville, Eldridge, Evansdale, Fort Madison, Hudson, Huxley, Knoxville, La Porte City, LeClaire, Mount Vernon, Pella, Pleasant Hill, Polk City, Sioux City, Waterloo, Waukee, West Des Moines, Windsor Heights and Woodward; **2)** sheriffs' offices in four counties: Clinton, Johnson, Muscatine and Story; **3)** the University of Iowa's Department of Public Safety and the Iowa State Patrol along with **4)** the Black Hawk County Communications Center, Mercy Medical Center and Iowa State University's Center for Transportation Research and Education (CTRE).

In addition to 90 enforcement efforts related to multi-agency events, selective overtime enforcement continued at a brisk pace. Agencies reported a total of 1,569 OWI related contacts including more than 250 OWI arrests, over 300 underage possession arrests, more than 100 open container violations and in excess of 100 arrests for public intoxication. Among the agencies with particularly strong OWI/alcohol enforcement numbers are the police departments from Ames, Fort Madison, Sioux City and West Des Moines as well as the University of Iowa's Department of Public Safety and the Johnson County Sheriff's Office. Each of these agencies recorded more than 100 alcohol enforcement contacts and each exceeded their respective contract goals.

While the focus of the 410 program is impaired driving, statistics show that drinking and otherwise impaired drivers and passengers are among the least likely to buckle up. With this rational in mind, seat belt enforcement is a critical element in the formula to reduce alcohol-related crashes and serious injuries. Section 410 enforcement contractors logged 3,144 belt actions in FFY 2005. The Ames PD, working in Iowa's second-largest university community, led all 410 contractors with 337 contacts. Other agencies with high levels of restraint enforcement are the Fort Madison PD with 270, the Muscatine County Sheriff's Office with 209, the Waukee PD with 188, the Pella PD with 150 and the Polk City PD with 127.

Speed and the running of stop signs and stop lights too often combine with impaired driving to spell tragedy. During FFY 2005, over 11,000 speed and other moving violation contacts were recorded by Section 410 agencies. West Des Moines, Waterloo, Sioux City, Ames and Eddyville PDs all exceeded 500 contacts. The Johnson County Sheriff's Office and the Iowa State Patrol each had more than 900 contacts.

Public information numbers were also good with the 31 law enforcement agencies reporting 473 total public information and education contacts. Among the leading agencies in terms of public information activities were the Iowa State Patrol and the University of Iowa's Department of Public Safety.



*During a corridor planning meeting, Captain Rushing stresses the need to issue safety belt citations rather than warnings. "The time for warnings has long passed. This law has been on the books nearly 20 years. Larger increases in belt use are seen where officers issue citations compared to areas where violators receive warnings."*

Bob Rushing continued as the Bureau's full-time Law Enforcement Liaison during FFY 2005. A retired Captain from the West Des Moines PD, Bob is employed full-time at the Bureau through a contract with Iowa State University's Center for Transportation Research and Education. He is responsible for the successful coordination and completion of multi-agency, corridor enforcement events held all across Iowa. Corridor enforcement is a significant component in Iowa's overall traffic safety program. While Captain Rushing heads up these efforts with assistance from Iowa's sSTEP Coordinator Randy Hunefeld, the true "all-stars" are the 966 law enforcement officers, dozens of dispatchers and hundreds of chiefs and sheriffs as well as the various other personnel who made the events a resounding success.

Southern Iowa was again the site of the year's first project. Operation TNT, covering U.S. Thirty-four, Iowa Ninety-two and Iowa Two, involves every major east west route in southern Iowa. Held May 26th, the effort included 54 agencies with 253 officers generating 2,647 enforcement actions. More than 430 occupant restraint citations and warnings were issued, plus over 700 speed actions and nine OWI arrests.

Iowa's border-to-border and then some corridor events for the 2005 season included an early summer tradition, the U.S. 61 H.E.A.T. (Highway Enforcement Action Team) corridor event along Iowa's eastern border. Running from Dubuque to Keokuk, U.S. 61 typically experiences more serious traffic injuries than any other north south primary in Iowa. The June 2nd event had 25 agencies and 151 officers generating 1,790 enforcement actions including 957 speed actions and 208 safety belt citations and warnings.



*Pictured above are scenes from various multi-agency, corridor enforcement efforts held during the FFY 2005 year.*

As Labor Day weekend approached another yearly event transpired, one that now has far reaching influence and safety benefits, thanks to Iowa's leadership. The Interstate 35/80 or Operation Is event took place September 2nd. With Iowa's Law Enforcement Liaison Bob Rushing's coordination, the enforcement

efforts once again stretched from Duluth, Minnesota to Laredo, Texas. It is important to note that the other five states all approached Iowa to join us in what has become an annual event. Iowa's I-35/I-80 activity involved 41 law enforcement agencies, 228 officers and 2,870 enforcement actions including 1,309 speed violations, 161 occupant restraint, four OWIs and two drug arrests.



*Dr. Runge speaks to a large group of officers at the May "Click It or Ticket" media event. Iowa teamed up with Nebraska to conduct the event.*

*The Iowa DOT supported the May mobilization by using their electronic traffic signs to promote belt use on Iowa's interstate system.*



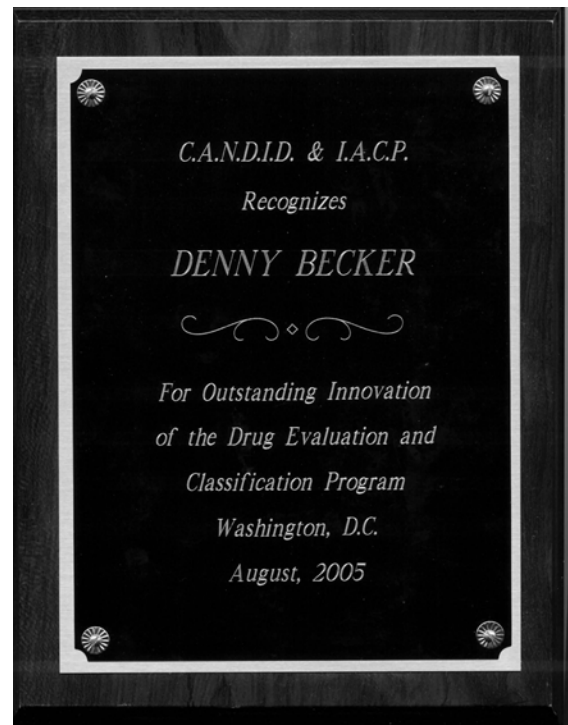
Calendar year 2005 corridor events concluded with the third rendition of a successful and unique event launched in the fall of 2003. Operation Northern Lights is a great example of data-driven highway safety programming. Because fatalities and serious injuries are widely dispersed in this largely rural part of the state, the focus of this event includes Iowa Highways 3 and 9 as well as U.S. 18 and many other paved state and county roads. Northern Lights, held September 22, 2005, included 99 officers from 22 agencies reporting 1,183 enforcement actions including 427 speed, 134 belt and 66 commercial vehicle inspections.



Drug Recognition Officers (DREs) are trained through Iowa's Drug Evaluation and Classification Program (DECP), which is through Section

410. Once again this year, Iowa's DECP expanded with the addition of twelve new certified DREs. Currently, 132 DREs are located in 55 Iowa counties and they include 69 police officers, 29 county sheriffs' deputies, 27 troopers from the

Iowa State Patrol, four DOT enforcement officers, two officers from the University of Iowa's Department of Public Safety and one special agent from the Division of Criminal Investigation. DREs share their expertise with other agencies lacking a DECP trained officer. Iowa DREs have a 90% drug confirmation rate and a high conviction rate with no case ever being appealed. Iowa's DRE Manager, Denny Becker, received recognition at the DRE Conference held in Arlington, Virginia in August of 2005 for his successful program efforts.



In conclusion, these efforts not only resulted in substantial enforcement activity but they also elevated public awareness on the importance of traffic safety and played a key role in driving Iowa's fatality and alcohol-related fatality rates to record levels. Iowa set an all-time low with 78 alcohol-related fatalities in 2004, down 46 or 37% from the 2003 number. Iowa's percentage of alcohol related fatalities is the second lowest in the nation.

## OBJECTIVES

- To continue a state Traffic Safety Data Service improving data availability and utilization by key decision-makers.
- To enhance statewide electronic crash reporting through the Traffic Records and Crime Software System (TraCS).
- To improve the accuracy and completeness of the State's overall crash data with additional officer training and updates.

## ACTIVITIES/RESULTS

Agencies funded under Section 411 included the Iowa State University's Center for Transportation Research and Education (CTRE), the Department of Transportation's Office of Traffic and Safety and the DOT's Office of Driver Services.

One of the most successful 411 initiatives undertaken by the GTSB and Iowa's State Traffic Records Advisory Committee (STRAC) has been the Iowa Traffic Safety Data Service or ITSDS. Operated by Iowa State University's Center for Transportation Research and Education (CTRE), ITSDS is a quick response data query and analysis service. ITSDS facilitates data-driven decision making and effective presentation of information. During FFY 2005, ITSDS addressed 134 information requests from 53 federal, state and local agencies. Highlights included the preparation of detailed corridor maps, including location specific maps and corresponding data sets. This data provided the foundation for Iowa's highly successful corridor enforcement events. Other requests included analysis of speed-related crashes, motorcycle crashes, belt use in crashes, younger drivers, traffic signal violations and cross-centerline, cross-median crashes. During FFY 2005, CTRE experienced a 33% increase in the number of agencies requesting assistance. The GTSB is one of the primary users of ITSDS, along with the Iowa DOT's Office of Traffic and Safety. Requests from local/regional government and the private sector now equal those from state agencies.



Section 411 efforts with the Iowa DOT Office of Driver Services (ODS) focused on technical support including on-site training, TraCS updates and installations. TraCS has over 160 Iowa users and ODS has just two full-time technical support staff. The FFY 2005 Section 411 program provided funds to hire off-duty law enforcement officers well skilled in the use of TraCS who provided technical support and assistance to 42 agencies, supplying a much needed and invaluable assist to ODS staff regarding Iowa's TraCS program. This technical support program reflected a 50% increase in the number of agencies assisted with GTSB support during the FFY 2005 program year. Currently, over 65% of all crash reports statewide and more than 30% of all traffic citations are being handled electronically, thanks to TraCS. GTSB funds also supported the TraCS annual user group meeting. Held in September, the meeting was attended by nearly 200 officers and law enforcement supervisors representing over 120 TraCS agencies.

Section 411 funds administered through the DOT's Office of Traffic and Safety focused on improving crash reporting accuracy and completeness by Iowa's greater law enforcement community. A comprehensive review of Iowa's crash reporting problem areas was conducted by retired FHWA safety engineer, Jack Latterell. Among the major findings was a need for improved training for new law enforcement officers regarding completion of the crash report form. Completion and follow-up on alcohol/impaired driving crashes and the reporting of BAC results were also areas identified for improvement. With the expected receipt of Section 408 funds in FFY 2006 and the completion of a NHTSA certified Comprehensive Traffic Records Assessment slated for late October of 2005, Iowa will be poised to continue its role as a national leader in traffic records during the coming year.

## The Staff of the Iowa Governor's Traffic Safety Bureau

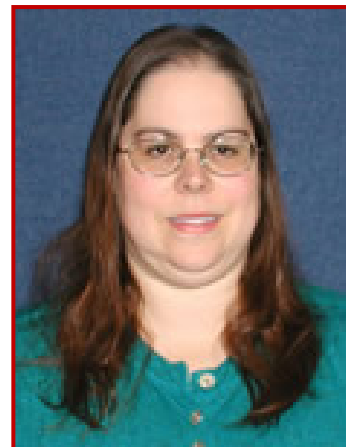


Pictured from left: Retired State Programs Administrator Carson Whitlow, Law Enforcement Liaison Bob Rushing, past sSTEP Coordinator Adam Buck, Director J. Michael Laski, Governor's Representative Kevin Techau, NHTSA's Senior Associate Administrator for Traffic Injury Control Brian McLaughlin, Occupant Protection Coordinator Lu Simpson, Administrative Assistant Sandy Bennett, Financial Manager Shelley DeForest, Youth Coordinator Wendie Nerem, Secretary Ihla Hochstetler, DRE Manager Denny Becker, and Program Evaluator Bob Thompson. The Bureau received NHTSA's highest honor in 2005, their Public Service Award, in recognition of Iowa's exemplary highway safety programs in: Safety Belts, Impaired Driving; Traffic Records and Police Traffic Services, which helped the State achieve the lowest number of traffic fatalities in 59 years.

The newest members of the Governor's Traffic Safety Bureau staff are pictured below.



sSTEP Coordinator Randy Hunefeld



State Programs Administrator Christine Burkett