

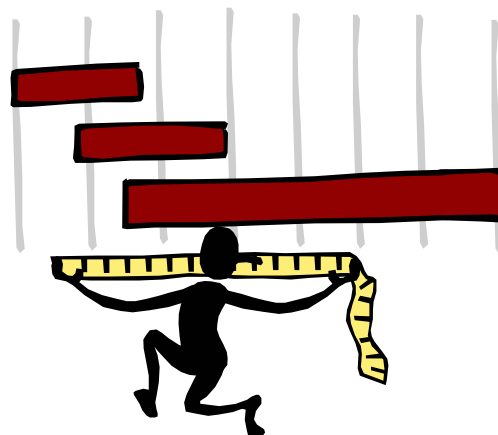
Iowa Highway Safety Program 2006



GOVERNOR'S TRAFFIC SAFETY BUREAU
IOWA DEPARTMENT OF PUBLIC SAFETY

Measuring the Success of Iowa's Highway Safety Initiatives

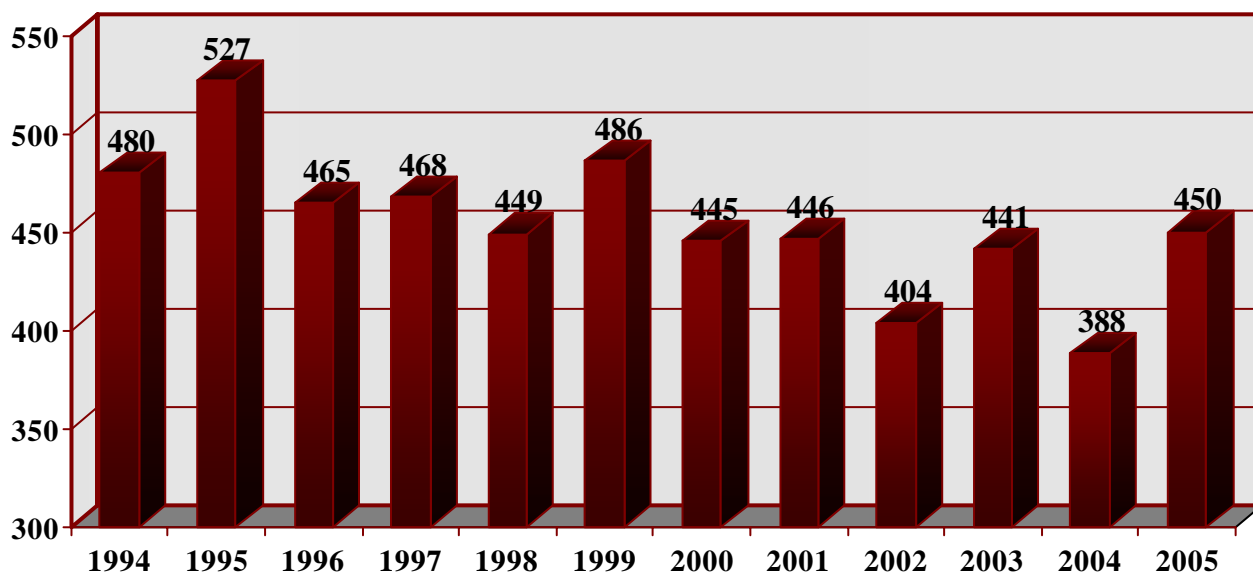
Data provides a critical measure of the ultimate impact of federally-funded programs and countermeasures on the safety of Iowa's roads. The following section summarizes some key highway safety performance measures and the progress Iowa is making towards a safer roadway environment and a better quality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



Traffic Deaths and Iowa's Mileage Death Rate

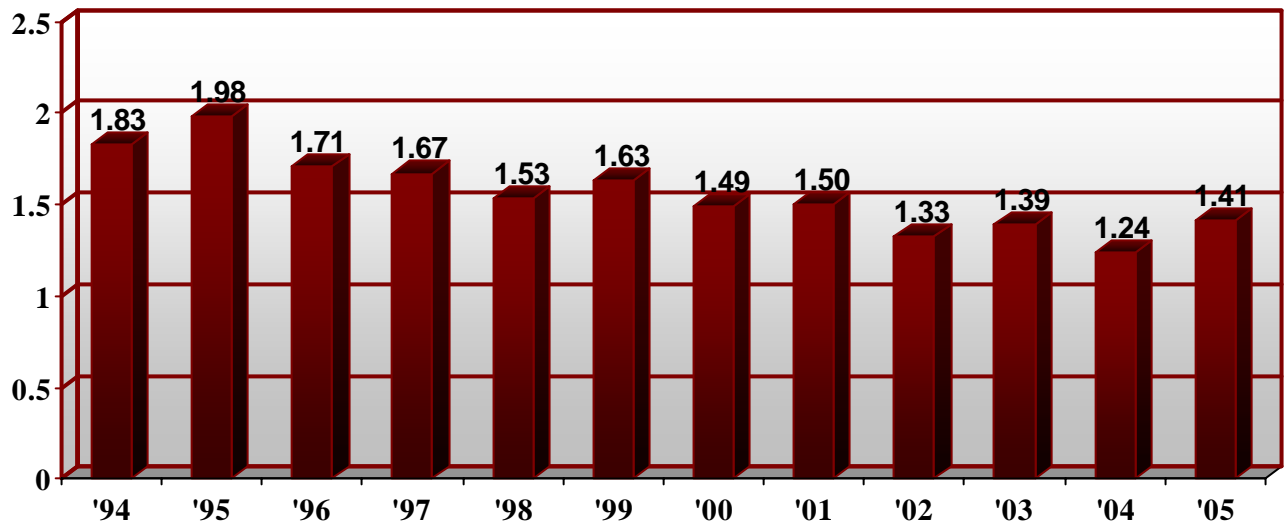
Traffic fatalities remained relatively stable in 2006. As of December 20, 2006, Iowa traffic deaths stand at 421, virtually unchanged from this date in 2005. As we look back at Iowa's fatality picture since the year 2000, two factors stand out. For one, alcohol/impaired driving deaths have continued to decline significantly. In 2005, Iowa recorded 84 alcohol-related fatalities, 28 fewer or 25% less than the 2000 figure of 112. Thanks to strong enforcement, solid public information and education efforts and integrated highway safety programs which emphasize impaired driving prevention as a key component in overall efforts to improve highway safety, Iowa has the second-lowest percentage of impaired driving fatalities in the United States. 2005 marks the second consecutive year of this achievement, with Iowa joining Utah as the only two states with drinking/impaired deaths below 30% of total traffic fatalities. On the other end of the spectrum, motorcycle deaths continue to increase, rising from 30 in 2000 to a preliminary figure of 55 for 2006. The 2006 figure represents a 20-year high. In addition to significant levels of excess speed and impairment, the non-use of motorcycle helmets remains a substantial contributor to these deaths. Over 80% of those motorcycle operators and passengers who have died on Iowa roads in 2006, were not wearing helmets.

Iowa Traffic Fatalities



Iowa's 2005 fatality rate of 1.41 deaths per 100 million vehicle miles traveled remained 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.

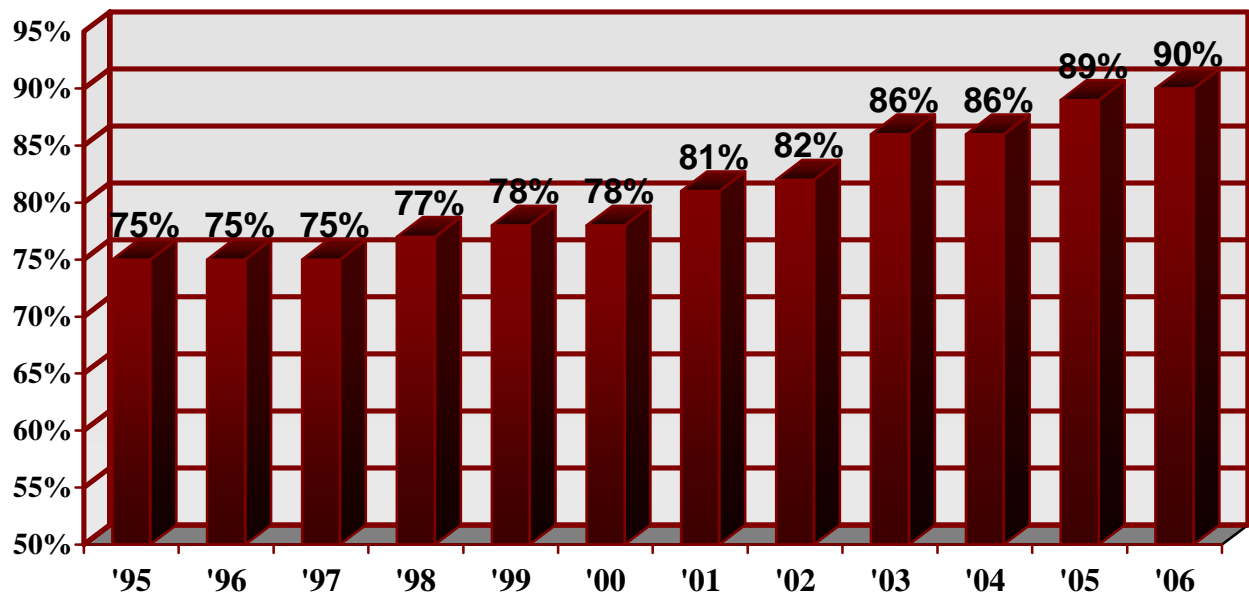
Iowa Traffic Fatality Rates



Safety Belt Use

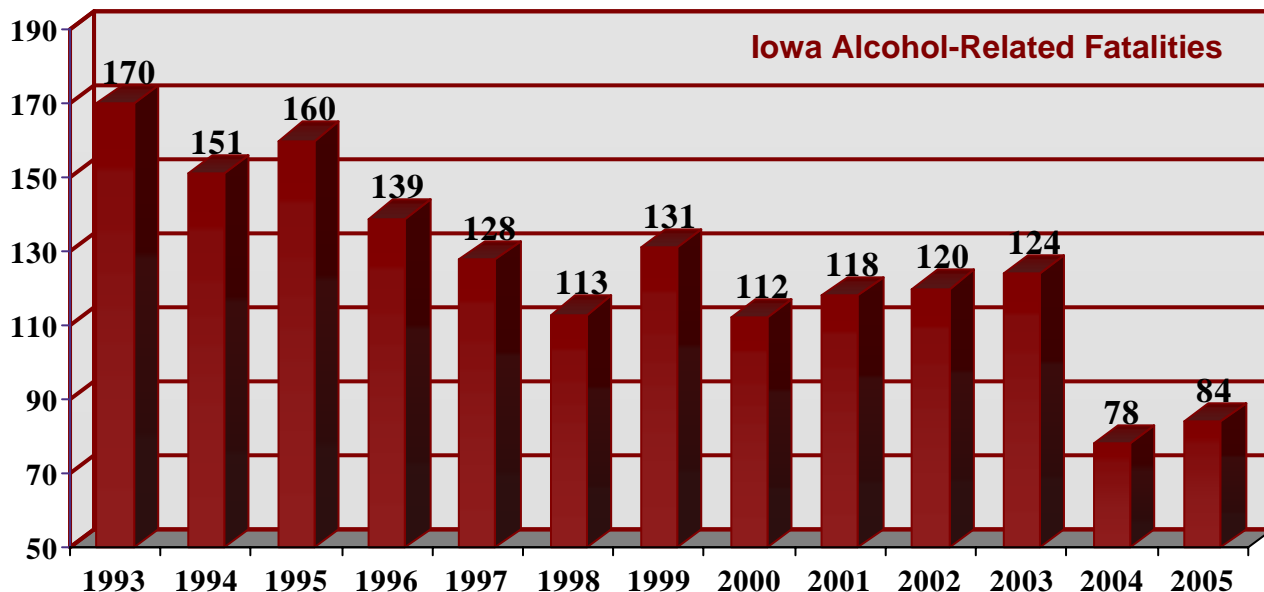
Lack of a safety belt remains a major contributor to death and serious injury in Iowa, despite an all-time record high usage rate of 90% which puts Iowa among the top 11 states in the nation and first in NHTSA's Central Region. Usage rates have continued to climb with 75% usage in 1995, 78% in 2000 and our current rate of 90% in 2006. Each percent of increase means at least 28,000 more Iowans are buckling up. The 90% accomplishment is one key step in the State's effort to reach 95% usage by the end of 2008.

Iowa's Safety Belt Use Rates

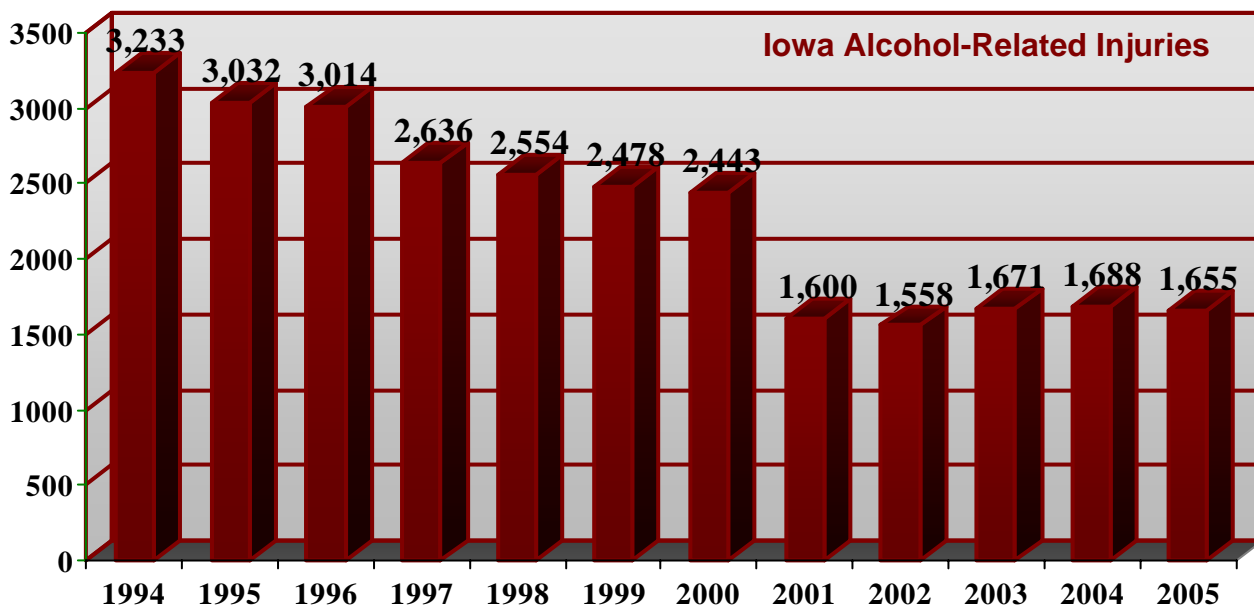


Impaired Driving

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 nearly 50%. The 2005 figure of 84 alcohol-related traffic deaths is just above Iowa's 2004 all-time record low and the second consecutive year Iowa has had fewer than 100 impaired driving related traffic deaths. Alcohol-related injuries have also declined by over 55% since 1990.

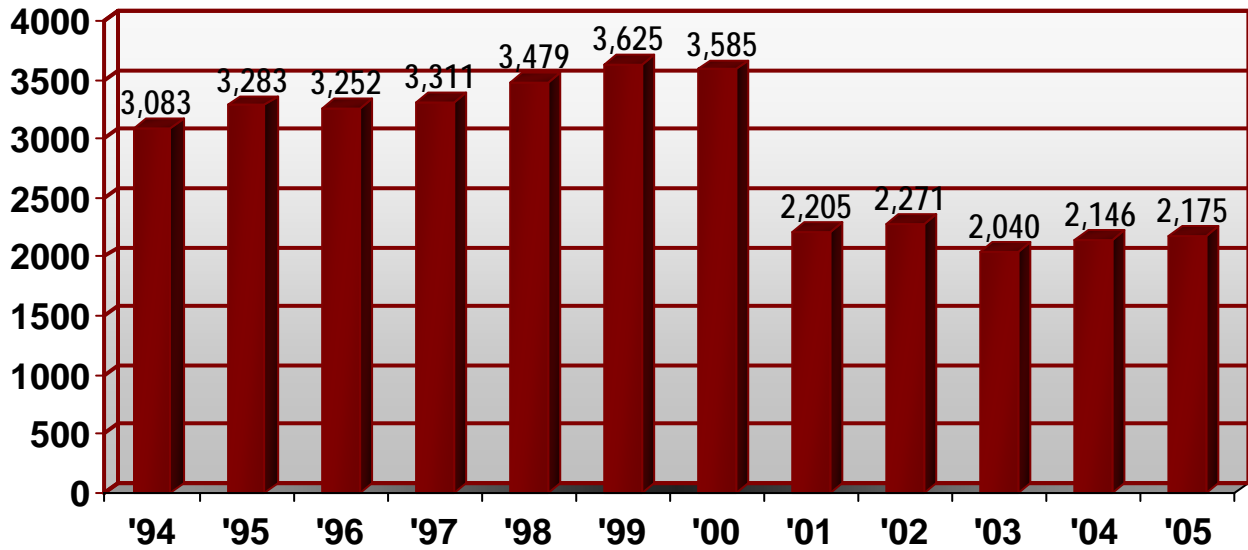


Traffic Injuries



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. For every traffic death in Iowa, five persons are seriously injured.

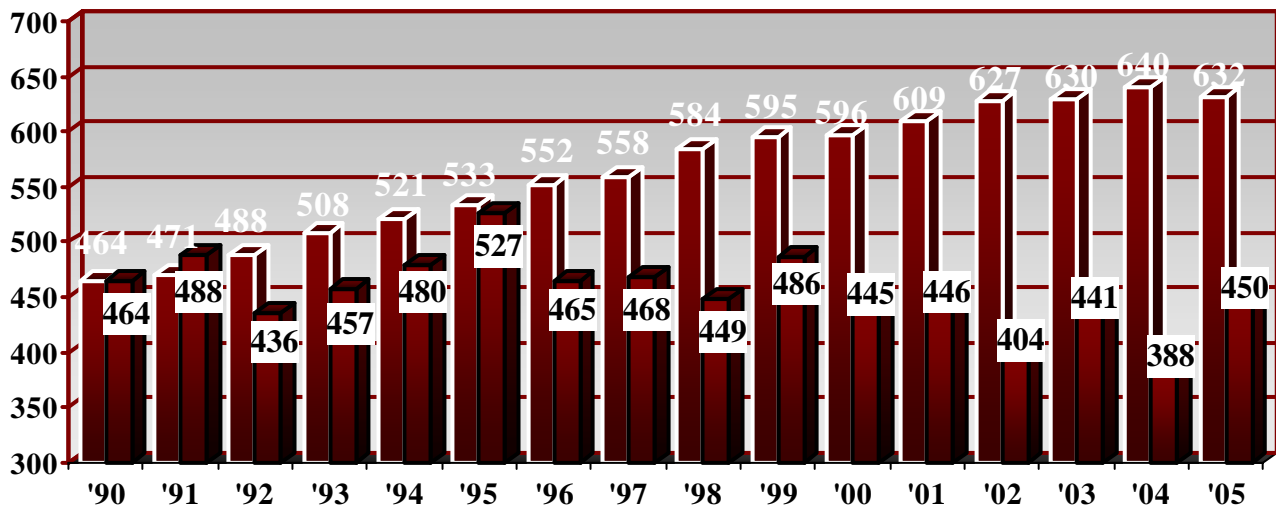
Serious Traffic Injuries in Iowa



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 2005 alone, 182 additional traffic fatalities would have occurred if the mileage death rate had not decreased. In total, an additional 1,714 lives would have been lost between 1990 and 2005 if not for the significant reduction in Iowa's traffic fatality rate.

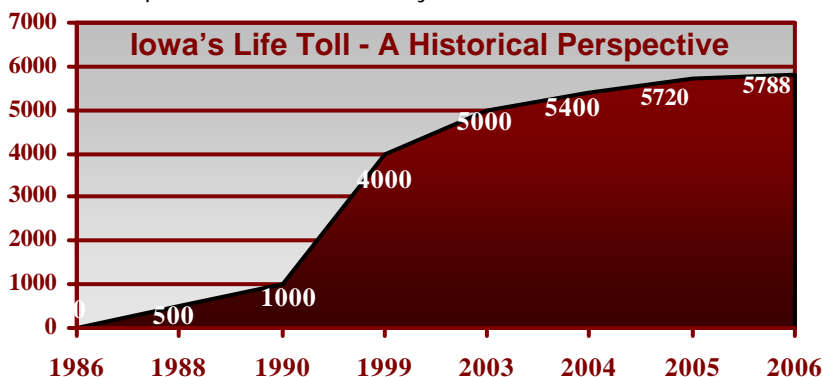
Actual Iowa Traffic Fatalities vs. Possible Fatalities

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



Iowa is proud to have a unique and unequivocal measure of how effective our safety belt and child restraint programs are. Iowa's "Life Toll" documents the names of individuals spared death and life threatening injury because they were using restraints at the time of a collision. Based on documentation from law enforcement officers at the crash scene, the Life Toll began July 1, 1986, the day Iowa's safety belt statute became law. As of December 20, 2006, the Life Toll contains the names of 5,788 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
- 2006 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 2006.
- Achieve/maintain a serious traffic injury rate of 8.0 serious injuries per 100 million VMT or fewer by the end of FFY 2006.
- Achieve/maintain an alcohol-related fatality rate of .38 fatalities per 100 million VMT or lower by the end of FFY 2006.
- Achieve a statewide safety belt use rate of 90% by the end of FFY 2006.

Key Accomplishments

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

- Achieved a 1.41 fatality rate in 2005, below the U.S. average of 1.48.
- Achieved a serious injury rate of 6.8, based on the latest available traffic injury data (2005).
- Achieved an alcohol-related fatality rate per 100 million VMT of .27 in 2005, well below the national average of .59.
- Achieved a statewide safety belt use rate of 90% in 2006, joining just 10 other states that have achieved the 90%+ plateau.

Iowa's Annual Evaluation Report details the 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 and superior public awareness to impact our driving public. By our many partnerships with traffic safety professionals and others 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>
NHTSA 402 FUNDS				
Planning & Administration	\$150,000	\$294,218	\$0	\$147,109
Alcohol	\$742,620	\$716,290	\$440,152	\$694,843
Occupant Protection	\$714,487	\$617,000	\$99,600	\$616,889
Police Traffic Services	\$456,075	\$765,885	\$253,311	\$414,911
Pedestrian Safety	\$30,000	\$24,306	\$23,877	\$23,877
Traffic Records	\$27,000	\$22,644	\$22,644	\$22,644
Roadway Safety	\$150,000	\$120,462	\$120,462	\$120,462
Youth/Alcohol	\$85,000	\$83,946	\$83,946	\$83,946
Motorcycle Safety	\$2,000	\$594	\$594	\$594
TOTAL NHTSA 402 FUNDS	\$2,357,182	\$2,645,345	\$1,044,586	\$2,125,275
INCENTIVE FUNDS				
157 Incentive	\$595,070	\$637,545	\$463,272	\$509,545
157 Innovative – 4th Year (IN3)	\$26,300	\$26,300	\$0	\$26,300
157 Innovative – 4th Year (IN3 pd media)	\$129,901	\$129,901	\$0	\$129,901
157 Innovative – 6th Year (IN5)	\$46,946	\$43,574	\$40,118	\$43,574
157 Innovative – 6th Year (IN5 pd media)	\$20,098	\$14,527	\$0	\$14,527
163 OWI Prevention	\$1,111,400	\$1,027,476	\$718,553	\$1,027,476
405 Occupant Protection	\$784,550	\$2,786,080	\$517,950	\$589,830
405 Occupant Protection (pd media)	\$150,000	\$142,144	\$0	\$142,144
410 Alcohol	\$592,450	\$2,157,136	\$411,770	\$452,662
410 Alcohol (paid media)	\$125,000	\$124,360	\$0	\$124,360
411 Data Improvement	\$1,050	\$2,100	\$1,050	\$1,050
2003b Child Passenger Protection	\$8,408	\$10,511	\$4,217	\$8,408
TOTAL INCENTIVE FUNDS	\$3,591,173	\$7,101,654	\$2,156,930	\$3,069,777
GRAND TOTALS	\$5,948,355	\$9,746,999	\$3,201,516	\$5,195,052

*These figures are calculated as of the Federal Aid Reimbursement Voucher # 18 and 163 Voucher #9.

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 (GHSA), Iowa's Comprehensive Highway Safety Plan and the State Traffic Records Coordinating Committee. *Director Laski is pictured above (front-center) with other GHSA Executive Board members in Washington D.C. during March of 2006 to urge Congress to fully fund 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. In 2006, NHTSA presented Shelley with their highest honor, a Public Service Award, for exemplary financial leadership and Grant Tracking management in Iowa as well as outstanding efforts and initiative in strengthening the financial management systems in the Central Region and the Nation. She is pictured with Jim Green, NHTSA's Regional Manager for Iowa, who presented the award.

The Administrative Assistant for the Bureau is Ms. Sandy Bennett. She provides administrative support for Bureau operations including program activities, correspondence, files and contract reporting. Ms. Bennett prepares and processes all highway safety contracts and provides primary assistance with the Bureau's Problem Identification, Highway Safety Plan and Annual Report. She updates the GTSB's Policy and Procedures Manual, designs computer presentations for the staff and creates artwork for promotions. She received a Golden Dome award in 2006 for redesigning and helping to streamline this Annual Report.

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 2007 Highway Safety Plan, the FFY 2006 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 .38 fatalities per 100 million VMT or lower by the end of FFY 2006.
- To achieve and maintain an alcohol-related injury rate of 6.0 injuries per 100 million VMT or lower by the end of FFY 2006.

ACTIVITIES/RESULTS

Sixteen agencies were funded under the Alcohol Program Area of Iowa's 2006 Section 402 program. Police departments in Burlington, Clive, Coralville, Des Moines, Hiawatha, Iowa City, Marion, Muscatine and Perry were joined by sheriff's offices in Pottawattamie 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 60% drop in alcohol-related fatalities and a 55% 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.

The eleven law enforcement agencies in the alcohol emphasis area made 579 alcohol-related enforcement contacts, an average of 53 per agency. The Iowa City Police Department led with 138 contacts. Des Moines PD had 86, Muscatine PD had 75, Hiawatha PD had 63, and all but Muscatine were in excess of their contract goals. Five agencies surpassed their occupant protection goals. The Marion Police Department had 830 safety belt/child restraint enforcement actions while Iowa City PD recorded 578 actions. The Des Moines Police Department had 375 safety belt actions and the Clive PD logged 162. The Pottawattamie County Sheriff's Office continued a strong tradition of occupant protection enforcement with 233 contacts. A grand total of more than 2,500 occupant protection enforcement contacts were reported for an average of over 225 per agency. In the 20 years since Iowa enacted its primary safety belt law, occupant restraints have saved nearly 5,800 persons from death or life-threatening injury on our state's streets and highways. Despite a 90% all-time high usage rate that places Iowa 11th 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 Iowans 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 violation contacts totaled 6,525, averaging 590 per agency. Nine of the 11 enforcement agencies in the alcohol emphasis area exceeded their contract goals. The Marion Police Department led with 1,673 speed contacts. The Des Moines Police Department exceeded 1,000 contacts while the Iowa City and Muscatine PDs and the Woodbury County Sheriff's Office recorded over 600 moving violation contacts.

Think you can't be arrested close to home? Think again

By Christoph Trappe
The Gazette

David Fielder, 46, says he was already out of his pickup and on his way to his front-door when the Cedar Rapids police cruiser pulled up behind him, lights flashing.

"I said, 'I'm on my property. I'm at my house,'" Fielder told The Gazette.

Fielder, of 1515 14th Ave. SW, soon learned that he could be arrested in his own driveway on suspicion of drunken driving.

Fielder is one of 122 people in Linn and Johnson counties who were arrested on charges of drunken driving within a mile of their homes in the last three months.

Last year, some 3,000 people were arrested on drunken driving charges in Linn and Johnson counties.

"Once you are on your property and going to your house, you are home already and haven't killed any-

one," Fielder said. "I'm home, out of my truck. What's the big deal?"

Some people arrested in such situations argue that they should be let go since they are home or almost home.

That doesn't cut it with police. "If you shot somebody at (a public place) and drive home and make it home — are you safe (from arrest)?" Assistant Hiawatha Police Chief Mark Tope said. "No. It's the same thing" with driving drunk.

Fielder, who was charged with his second drunken driving offense, also was charged with driving under suspension, possession of marijuana and interference with official acts for the Jan. 14 incident.

The Gazette reviewed 608 drunken driving arrests in Linn and Johnson counties between November and January.

Twenty percent — or 122 people —

Drunken driving arrests

A Gazette investigation looking at 608 arrests from Nov. 1 to Jan. 31 in Linn and Johnson counties.

Miles from home	Number of arrests	Percent of total (rounded)
0 to 0.9	122	20%
1 to 1.9	77	13%
2 to 2.9	52	9%
3 +	358	59%

Source: Gazette research Gazette graphic

► DRIVEWAY, PAGE 8A

"Once you are on your property and going to your house, you are home already and haven't killed anyone. I'm home, out of my truck. What's the big deal?"

David Fielder

Arrested in driveway of his Cedar Rapids home

Education remains the cornerstone of Iowa's efforts to combat impaired driving and its tragic consequences. The Marion Police Department publicized impaired driving arrests in a Cedar Rapids Gazette article that told of the agency's aggressive impaired driving enforcement actions. The State Court Administrator's Office utilized GTSB funds to provide training on OWI adjudication to 145 magistrates at a conference held in June. One Supreme Court justice and a court administration staff member attended a judicial education conference and received in-depth training on sentencing and adjudication with hard-core drunk drivers. The Office of the Prosecuting Attorneys Training Coordinator held three prosecutor training events with 338 prosecutors receiving instruction. Issues included OWI and vehicular homicide as well as legislation affecting OWI prosecution. A total of 44 prosecutors attended a series of 14 impaired driver detection workshops that reached 329 law enforcement officers. PATC Attorney Pete Grady also published four Highway Safety Law Updates and made two updates to the OWI and Major Traffic Offenses Manual available in both paper and electronic formats.

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 2006, the standardized field sobriety testing classes, drug recognition for street officers, law enforcement training needs assessment and facilitator training reached a total of 1,293 officers. The ILEA continued to partner actively with the Prosecuting Attorneys Training Council. Pete Grady conducted three Moot Court training workshops with ILEA, reaching 100 new officers.

The Integer Group continued to provide state-of-the-art public service announcements. A new PSA entitled "Bad Choices" was produced during 2006 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 162 public information and education activities. The Clive Police Department led with 39 such activities while the Muscatine Police Department reported 20 media related events. Pictured is the "Bad Choices" print companion ad that went to all Iowa newspapers.



.08
OVER THE LIMIT.
UNDER ARREST.

\$7,500

Drunk drivers in Iowa are paying the price: about \$7,500 for an OWI arrest.

IOWA GOVERNOR'S TRAFFIC SAFETY BUREAU

The Iowa DPS Division of Criminal Investigation Laboratory continued to provide toxicological support for law enforcement and OWI prosecution. The Lab tested more than 1,100 urine samples for drugs other than alcohol. Pictured are shots of 1) urine/alcohol analysis, 2) inside a DataMaster, and 3) gas chromatography.



OBJECTIVES

- To achieve a statewide child restraint use rate of 90% by the end of FFY 2006.
- To achieve a statewide safety belt use rate of 95% by the end of FFY 2008.
- 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 State Patrol and sheriffs' offices in Cerro Gordo and Marshall as well as the Marshalltown Police Department. Agencies funded by Section 157i include The Integer Group, Iowa State Patrol and Jan Goldsmith, Occupant Protection Consultant. Funded under Section 405 were the Department of Public Health's Bureau of EMS, Blank Children's Hospital, The Integer Group, the University of Iowa's Injury Prevention Research Center, the Iowa State Patrol, the Iowa Illinois Safety Council, Farm Safety 4 Just Kids, the Mercy Medical Center of Sioux City, the Iowa Law Enforcement Academy and the Iowa Health System. The Integer Group, the Bureau of EMS and Children's Center at Mercy also received Section 2003b funds for a total of 15 agencies and 22 contracts funded with occupant protection monies.

Iowa is proud of its "11th in the Nation" status in overall seat belt usage, our primary safety belt law and the fact that our seat belt use has reached 90% for the first time in the state's history. 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 nearly 5,800 persons spared death or life-threatening injury in a crash because they were buckled up. The Bureau reaches a wide variety of Iowans with safety messages each year at the Iowa State Fair. *Pictured are Vince & Larry working the GTSB safety booth at the 2006 Iowa State Fair where fairgoers can pick up many different educational items.*



Despite these achievements, much remains to be done. At least 280,000 Iowans still travel unbelted nearly each and every day. These are the 10% 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 fourth consecutive year, working with The Integer Group. For the 2nd consecutive year, Iowa utilized the national slogan "Click It or Ticket."

The University of Iowa's Injury Prevention Research Center continued the statewide annual child restraint survey. The survey was redesigned in 2005 to more accurately reflect statewide restraint use. Child restraint surveys are particularly challenging because of the need for "up close" observation to determine usage. The 2006 usage rate was 87%, Iowa's best compliance ever. This is up more than 5% from 2005 and reflects the "harvest" from all of the efforts made by our Bureau and numerous highway safety partners to raise both the consciousness and usage rate for Iowa's youngest and most vulnerable citizens.

Iowa's successful Trauma Injury Prevention Strategies program with the Iowa Health System continued. TIPS reached 34,827 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 2006 reached students at 215 assemblies across the state. The 2006 numbers reflect a huge increase in program achievement from 2006 with 78 additional assemblies reaching 11,000 more youth. The programs have substantial statewide impact reaching an estimated 17% of Iowa's nearly 200,000 students in grades 7 through 11.

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 2,952 enforcement hours. They made 623 occupant protection contacts and over 5,500 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 State Patrol also used GTSB funds for selective overtime enforcement including cooperative/corridor projects such as the Avenue of the Saints in March, Operation TNT across southern Iowa in May, Zero Tolerance efforts over the July 4th weekend and projects with the Central Iowa Traffic Safety Task Force. These efforts included 2,985 hours of overtime that generated 1,293 seat belt actions, over 90% of which were citations and over over 5,900 speed and other moving violations.

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 70 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 sSTEP waves and cooperative efforts in the city of Marshalltown yielding nearly 100 seat belt enforcement actions for Marshall County and 197 actions for the PD. Marshalltown Police Department also utilized monies for child passenger safety education, specifically funding a translator to participate in outreach to the Hispanic population in the community.



The Blank Children's Hospital continued child safety seat promotion and outreach with numerous organizations through health fairs, workshops and one-on-one training. Staff also provided child passenger safety instruction and tracked safety/booster seat events, reporting a total of 152 events across the state that reached 3,230 families recalling 177 unsafe seats and distributing 835 new seats to families in need. Blank Children's Hospital also maintains a web site with information on child restraints, correct use, recalls and inspection sites

(a segment of just one page from their website that details different types of child restraint usage is pictured above).

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 (SEOs) conducted 88 booster seat programs and related educational activities throughout the state, assisting over 3,000 children and their families. In addition, SEOs reached over 2,000 Dairy Cattle Congress attendees and 2,500 National Farm Progress Show attendees with occupant protection information. They also continued with the vital task of conducting Iowa's statewide safety belt surveys. During FFY 2006, they conducted one survey prior to the May safety belt mobilization and another in early July to establish Iowa's 2006 statewide seat belt use rate. The GTSB's long-time media and public awareness contractor, The Integer Group, continued to play a vital role in the Bureau's effort to promote child safety seat and seat belt use while increasing compliance statewide. In addition to the paid "Click It or Ticket" campaign, a new child passenger safety promotion utilizing the "Join the Click" theme was introduced in February 2006 to coincide with national Child Passenger Safety Week. Join the Click features a song and dance routine designed to help children over booster seat age up to age eleven know that they now must be belted in all seating positions and that seat belt use does not have to be "uncool." The TV PSA won an International Telly Award, the premier broadcast industry award. A PSA produced in 2005 called "Bull Session" designed to emphasize the social unacceptability of non-belt use, even among young males, was aired. Later in 2006, a new seat belt PSA entitled "Wrecked Truck" was produced. This PSA ties in with the emphasis on pickup truck operators an identified lower belt use group. The Integer Group used remaining funds under 2003b to coordinate the production and distribution of bracelets with the "Join The Click" theme designed for the youth audience.



The Iowa Illinois Safety Council (IISC) continued to serve as the GTSB's primary vehicle to reach the corporate world regarding employee belt use and related safety initiatives. During FFY 2006, a total of 27 corporate safety belt programs were established. Eleven received the GTSB's Safety Belt Honor Roll award with two programs achieving 100% belt usage and five others at 95% or above. Participating agencies showed an average increase in belt use of 6.3%. *Pictured at left is Pioneer Hybrid President Dean Oestreich receiving a 95%+ award from Occupant Protection Coordinator Lu Simpson and IISC's Belt Award from their safety representative Charlie Black.*



The Iowa Law Enforcement academy played a key role in training law enforcement. In all, 299 new officers received training on the TOPS/OP Kids programs. A total of eight training classes were held.

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. Highlights included a statewide child passenger safety conference held in April with 181 participants. CPS Technician/Instructor training was completed through three 4-day classes held in Davenport, Carroll and Ottumwa. Trainees included peace officers, nurses, fire/EMS personnel, educators and other health professionals. The Bureau of EMS staff also purchased and distributed 60 child restraints for children with special needs in the nine EMS regions of the state to persons receiving related training during 2005.

Safety belt and child passenger occupant protection compliance are dependent on a broad range of educational and public information activities and partners who promote and support them. Iowa had an excellent year in occupant protection with new all-time highs for child passenger usage at 87% and overall seat belt use at 90% thanks to the efforts of many organizations and dedicated individuals.

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 2006.
- To achieve and maintain a statewide traffic fatality rate of 1.4 fatalities per 100 million VMT or lower by the end of FFY 2006.
- To achieve and maintain a statewide serious traffic injury rate of 8.0 serious injuries per 100 million VMT or lower by the end of FFY 2006.

ACTIVITIES / RESULTS

Fifteen police departments and six county sheriffs' offices made up the Police Traffic Services emphasis area in FFY 2006. PDs included those in the cities of Ankeny, Bettendorf, Cedar Falls, Clinton, Council Bluffs, Davenport, DeWitt, Dubuque, Johnston, Mason City, Newton, Ottumwa, Pleasant Hill and Robins. Sheriff's offices in Dubuque, Jasper, Johnson, Lee, Scott and Story counties completed the group.

The 21 PTS enforcement agencies combined for over 900 alcohol-related contacts, an average of more than 40 per agency. Several agencies exceeded their goals. The De Witt Police Department utilized weekend and nighttime enforcement to reach 160 contacts and the Cedar Falls Police Department achieved a total of 72, well above their contract goal of 60 contacts. Three agencies achieved 50 or more alcohol-related violation contacts including sheriffs' offices in Dubuque (63) and Johnson (62) counties and the Dubuque Police Department (55). *Iowa kicked-off the new "Drunk Driving. Over the Limit-Under Arrest" campaign with a Labor Day weekend enforcement effort and media event. Commissioner Kevin Techau addressed the group along with several other traffic safety professionals including Iowa's NHTSA Representative Jim Green.*



Despite a safety belt use rate of 90% and the best usage among NHTSA's Central Region states, the absence of belt use among roughly one in ten lowans is a significant contributor to traffic deaths and injuries. During 2005, over 150 lowans died unbelted in traffic crashes, many of them needlessly. Fortunately, Iowa's PTS contractors take occupant protection enforcement very seriously.

More than 3,000 safety belt contacts were reported for FFY 2006. Six agencies exceeded 200 occupant protection contacts including the Ottumwa Police Department. For the third year in a row, this agency exceeded 300 belt contacts with 368. The Newton Police Department was next with 290 occupant protection actions. Not surprisingly, these two cities have good belt use rates with Newton at 93% and Ottumwa at 88%. Other high belt enforcement agencies include the Council Bluffs PD with 223 actions, Dubuque PD with 224, Ankeny PD with 213 and Bettendorf with 252 actions.

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 2006, nearly 9,000 speed and other moving violation contacts were reported. The Newton PD recorded 934 contacts to lead all agencies. Ottumwa recorded 677 actions, De Witt 599, Bettendorf 587, Ankeny 564 and Clinton 527.



The Central Iowa Traffic Safety Task Force is a group of central Iowa law enforcement agencies that meet monthly to expand their impact on the driving public. The GTSB supports their efforts through a contract with the Ankeny PD. In 2006, CITSTF conducted nine joint enforcement efforts in Polk County as well as distributing educational materials to law enforcement agencies to promote traffic safety with local citizens and groups. At their May luncheon, they presented Director Mike Laski with a plaque in honor of his dedication to state and national traffic safety priorities and for his support of local law enforcement.

Pictured is Mark Bowersox, Chief of the Polk City Police Department presenting the award to Mike, Sergeant John Brodersen of the Clive Police Department and Trooper Kirk Lundgren of the Iowa State Patrol.

The collective effect of PTS and other Bureau funded enforcement efforts was significant and measurable. For the second consecutive year, Iowa achieved the second lowest percent of alcohol related fatalities in the United States. Iowa is the only state besides Utah to have fewer than 30% alcohol related fatalities. Iowa's first in the region safety belt rate use rate of 90% and a significantly improved child safety seat use rate of 87% attest to the combined effectiveness of GTSB supported enforcement and education efforts, including those funded under PTS.

Public information and education is an essential component in nearly all successful traffic safety applications and initiatives. During FFY 2006, the 21 PTS enforcement agencies reported 369 public information and education (PI&E) contacts. The Dubuque County Sheriff's Office is very active with school presentations, civic meetings and local radio shows. They led all agencies with 97 PI&E activities.

Much effort went into an attempt to strengthen Iowa's impaired driving law for youth. A bill entitled "Nick's Law" after an Iowa youth killed in a drunk driving crash, was supported by the Iowa Department of Public Safety. Governor Thomas Vilsack addressed a press conference held to inform the public of the efforts being made to Keep Young Drivers Safe. The event was attended by youth and traffic safety advocates including NHTSA Central Region Administrator Romell Cooks.



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%. In 2006, she developed grant proposals for 157 Innovative, 405a and 2003b programs and monitored activities for 53 contractors. Lu is a Certified Child Passenger Safety Technician, 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.

Ms. Wendie Nerem serves 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 oversaw the monthly monitoring of 44 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 prior to joining the Bureau in March of 2005.

Ms. Christine Burkett is the State Programs and Metro Area Programs Administrator for the GTSB. Christine managed 22 highway safety contracts and serves as the coordinator of the Bureau's annual conference. She also manages 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.

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. Bob is responsible for writing grants for impaired driving, traffic records and motorcycle safety. 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, 275 people received the latest information on traffic safety issues at the Bureau's annual traffic safety conference held at the Marriott Cedar Rapids Hotel. Under contract with the Bureau, the ISU Office of Continuing Education provided staff and support services. 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, 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. One highlight in 2006 was a hands-on demonstration of electronic stability control by Continental Teves conducted at the Kirkwood Community College driving range.

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 2006 award went to SAC Jagat Sandhu of the Department of Public Safety. As a state trooper, Mr. Sandhu was a capable enforcer of Iowa's drugged driving laws and a strong advocate for the DRE program. He was also instrumental in training new DRE officers.



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. Below are some of the 33 people honored during the 2006 Governor's Highway Traffic Safety Conference.

Two police departments, three sheriffs' offices and the State Patrol each had Criminal Justice recipients.



Two local safety groups and two individuals received honors in the Children & Youth category.

Pictured here are just some of those individuals who received a special recognition by the Commissioner of Public Safety, Kevin J. Techau, who is at the far right in this photo.



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

Bicycles are a key part of Iowa's traffic mix, providing practical, low-cost transportation for thousands of students and working adults and a healthy recreational outlet for many others. *Safety is at the forefront of the nation's oldest and largest amateur bicycling event, RAGBRAI [Register's Great Bicycle Ride Across Iowa], which was visited in 2006 by the most celebrated bicyclist, Lance Armstrong.* The GTSB strives to bring bicycle safety messages to persons of all ages and walks of life. The Iowa Department of Public Health's Bureau of Emergency Medical Services, the Iowa State Patrol and Great River Medical Center each had programs under the Bicycle/Pedestrian Safety emphasis area.



The Iowa Department of Public Health's Bureau of Emergency Medical Services, the Iowa State Patrol and Great River Medical Center each had programs under the Bicycle/Pedestrian Safety emphasis area.

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 2006, the Patrol also conducted seven bicycle safety education presentations reaching 665 students ranging from pre-schools to high school students. In addition, 934 bicycle safety rodeo participants received bike helmets and T-shirts.

A long-time program with the Iowa Department of Public Health targets adult riders with mini-grants to bicycle safety clubs, wellness/healthy lifestyle organizations and hospital auxiliaries. Because of personnel changes and staff vacancies, the IDPH 2006 program was abbreviated. One mini-grant was initiated with Broadlawns Medical Center in Des Moines, which reaches an at-risk population. Funds provided helmets to children via the Hispanic Resource Center and bi-lingual educational materials provided by the Bureau.



A third program with Great River Medical Center in Burlington featured pre-school injury prevention and included a significant component on bicycle safety at their Safety Town program in June of 2006. Fifty-seven children and 27 teen volunteers took part. Great River also distributed over 300 bicycle helmets for free or at greatly reduced prices. The Center used GTSB funding to purchase a child pedestrian safety book entitled "The Longest Shortcut to Grandma's House" and distributed it at eight local elementary schools as part of the Walk Your Child to School program.



Pictured is 1) a helmet fitting and 2) the safety route, both from the bicycle rodeo during Great River's Safe Kids Day in May, 3) the Safety Town bicycle safety course held in June and 4) a 5th grader giving instructions to younger elementary students on how to safely cross the street during the October "Walk Your Child to School" event in West Burlington.

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 DOT's Office of Traffic & Safety conducted both of Iowa's very successful Roadway Safety programs: the Safety Circuit Rider Program and the Traffic Engineering Assistance Program or T.E.A.P.

The Safety Circuit Rider program had another successful year in FFY 2006. 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 1,309 persons received training at 42 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. Roadway workers and flaggers who received work zone safety training represented by far the largest audience during FFY 2006.

Iowa has one of the highest rates of miles of improved road per capita of any state in the union. In this new millennium, road reconstruction is increasingly important. Hence, work zone training for engineers, traffic technicians, maintenance personnel and construction workers, which 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 and GTSB 402 funds to assist communities in need of traffic engineering safety studies. A total of \$200,000 is spent annually with 402 dollars providing ½ of that support. In FFY 2006, a total of 25 studies were conducted or are in progress, 21 with GTSB funds. Nine of the 10 studies completed utilized 402 funds. These traffic safety studies included roundabout studies that utilized national expertise to supplement the work of Iowa traffic engineers.

Beyond the GTSB's individual role in highway safety across Iowa lie initiatives too broad for one agency. A key element of SAFETEA-LU is the responsibility of all 50 state DOT's to develop a Comprehensive Highway Safety Plan. Plans must include input from a myriad of safety stakeholders including law enforcement, health, research, education, planning, engineering, driver's license, commercial vehicle, adjudication and the private sector as well as local, state and federal representation. Supported by the GTSB, Iowa DOT Office of Traffic & Safety coordinated development of Iowa's CHSP. Other lead agencies were the NHTSA Central Region, Iowa's FHWA Division Office and the DOT offices of Planning and Driver Services. In April, over 60 organizations were invited to a safety stakeholders' summit. Over 100 people attended the one-day, hands-on workshop. In roundtable discussions, breakout groups and ultimately by vote, attendees prioritized some 30 highway safety issues selecting eight key areas: occupant protection, impairment, young drivers, older drivers, distracted driving, intersections, lane departures and rural roads. Due to research needs and data gathering/analysis, distracted driving was delayed. Target teams of 10-25 members were set for each area. Teams met several times to identify added dimensions, resources and program/policy prioritization. A draft Plan was presented to department heads and the Governor's Office. The Plan is now being finalized by the DOT. Implementation activities will begin in FFY 2007. The GTSB and its primary CHSP partner, the Iowa DOT Office of Traffic & Safety are nationally recognized for our collaborative, inclusive, multi-disciplinary approach to highway safety.



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 28% or less by the end of FFY 2006.
- To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in injury crashes at 30% or less by the end of FFY 2006.

ACTIVITIES/RESULTS

FFY 2006 marked the 16th 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, 26 conferences have been held with 1,932 students and 429 adults from 269 communities. Since 1999, they have held 37 workshops in 32 locations for 122 school districts with 2,476 students and 277 adults. In 2006, the annual conference and three one-day workshops were held. In November 2005, 86 students and five adult advisors from two area high schools attended a leadership workshop at Clinton High School. In February of 2006, a workshop in Bancroft had 80 students and five advisors from four high schools attend. In March, a workshop at Missouri Valley High included 160 teens and 10 adults. Workshops provide valuable insights to teens on positive alternatives to drinking/drugs and driving. ISU also continued its college program with two 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. In November, a workshop was held with residence hall students at Clarke College and the University of Dubuque. Events to kick-off the school year were held at both UNI and ISU.

The 2006 college program addressed "Creating a Playlist to Live By" and stressed that college is a place where you become what you want to be and your choices reflect what you stand for and believe in. The 2006 theme, *Choose Your Road Carefully*, emphasized the impact of youth and young adults working together, promoting positive behaviors and healthy communities.

The Sumner-Fredericksburg group held a Mini-Get-A-Grip. An excerpt from one of the many thank you letters received from the 6th grade attendees reads *"When I am old enough, I would love to join Get A Grip. I think it is great that you guys decided you would not smoke and drink."* Pictured is Get A Grip trainer Bill Cordes guiding a group of teens through one of their many leadership building activities.



SAFETEA -LU provides for Motorcycle Safety funds under Section 2010. Iowa applied for and received \$100,000 at the end of FFY 2006 that will be programmed for FFY 2007. Planned activities include a statewide motorcycle forum, reprinting and wide scale distribution of Iowa's Motorcycle Safety Foundation award winning Motorist/Motorcyclist safety brochure as well as informational mailings to all Iowa motorcycle owners regarding Iowa's Experienced Rider refresher course.

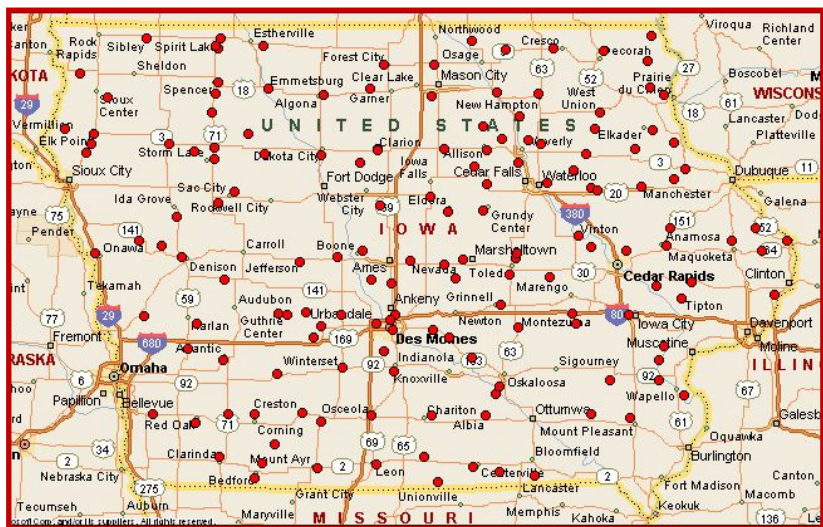
OBJECTIVES

- 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 sTEP 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 2006.
- To achieve a statewide safety belt usage rate of 95% by the end of FFY 2008.

ACTIVITIES / RESULTS

Police departments in 119 Iowa communities and sheriffs' offices in 56 counties participated in the 2006 special Traffic Enforcement Program along with the Iowa State Patrol. This is an increase of nearly 20% from the 150 contractors who participated in the 2005 sTEP.

This map locates each the 176 FFY 2006 § 157 or sTEP contractors. Fourteen agencies were new to the program including police departments from Aplington, Boone, Charter Oak, Columbus Junction, Eddyville, Fontanelle, Humboldt, Huxley, Le Grand, Van Meter and Williamsburg and sheriffs' offices from the counties of Adams, Decatur and Mahaska.



During FFY 2006, a total of five waves of "sTEPped up" enforcement and education were conducted. The first wave was held from November 21-27, 2005 in conjunction with the Thanksgiving holiday weekend. A total of 206 Section 157 grantees, 402/410 funded agencies and volunteers played a part. Highlights included 1,311 seat belt and child restraint enforcement contacts, 6,035 speed contacts and 271 OWI arrests. A grand total of 12,484 enforcement actions were reported, up more than 2,500 from the November 2005 sTEP wave contacts.

The second wave was conducted during National Child Passenger Safety Awareness Week, February 11-14, 2006. Over 200 law enforcement agencies and 949 officers took part. The February wave garnered almost 1,400 occupant protection contacts, nearly 3,000 speeding enforcement actions and 134 OWI arrests. Safety belt use improved from 83.3% to 84.7%. Media exposure was excellent with 43 T.V. stations, 84 radio stations and 188 newspapers providing coverage.

The two weeks surrounding Memorial Day (May 22-June 4) marked the third wave, which was preceded by a paid media blitz for the fourth consecutive year. Participating agencies provided 1,407 officers for this wave which included participation from 220 agencies, well over 50% of all law enforcement agencies in the State of Iowa. A total of 19,894 enforcement actions were reported including 482 OWI arrests, 2,917 seat belt and child restraint contacts and over 7,786 speed actions. Well over 400 media contacts were made including 52 T.V, 111 radio and 238 print contacts. Safety belt use improved from a pre-survey level of 83.5% to a post-survey mark of 87.4%.



A traffic safety checkpoint was conducted in Wayne County as part of the Operation TNT corridor project on May 25, 2006 during the May sSTEP wave. Operation TNT blankets the corridor of highways Two, Ninety-two and Thirty-four.

The fourth wave was held July 1st-5th, during the 4th of July holiday. Two hundred-twenty law enforcement agencies with 733 officers joined the statewide effort. More than 9,000 enforcement contacts were recorded.

A fifth and final wave was conducted August 18-September 4, 2006, leading into and through the Labor Day holiday weekend. This was the first year of NHTSA's new national theme for Labor Day: "Drunk Driving. Over the Limit – Under Arrest," Drinking and impaired drivers killed 16,885 Americans in 2006. Highlights included more than 3,500 seat belt and child restraint enforcement actions, over 9,000 speed actions, 631 stop sign/light violations and 387 OWI arrests.



Law Enforcement Liaison Bob Rushing speaks to officers at a planning meeting for Operation Is. This nationally recognized effort held during the 5th sSTEP wave covers Interstate 80 in Iowa and I- 35 the entire length of the nation.

Iowa DOT enforcement officers continued steadfast support for sSTEP. This year, 1,297 MCSAP inspections were conducted by DOT officers resulting in 197 commercial vehicles being taken out of service along with 120 drivers. Department of Natural Resources personnel also assisted with the events.

Corridor events were an essential component in Iowa's climb to the 90% safety belt usage rate reached in 2006 and the State's achievement of the second lowest alcohol-related fatality rate in the Nation.

The total sSTEP-reported activity from all five waves:

- 10,056 safety belt violation contacts,
- 676 child restraint violation contacts,
- 1,765 OWI arrests/contacts,
- 30,240 speed violation contacts,
- 314 improper passing violations,
- 2,260 stop sign/light violations,
- 1,819 driving without a license,
- 1,808 suspended or revoked,
- 3,139 no registration,
- 594 open container/pub. consumption
- 168 .02 violations,
- 990 dark windows,
- 6,480 other traffic violation contacts,
- 8,317 equipment violation contacts,
- 4,373 no proof of insurance,
- 2,473 motor vehicle crashes,
- 274 felony arrests,
- 631 narcotics arrests,
- 4,444 motorists assists,
- 544 interdictions and canine searches,
- 1,297 commercial vehicle inspections,
- 197 vehicles taken out of service,
- 120 drivers taken out of service,
- 1,126 warrants served,
- 36 DNR violations, and
- 1,905 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 .38 fatalities per 100 million VMT or lower by the end of FFY 2006.
- To achieve and maintain an alcohol-related injury rate of 6.0 injuries per 100 million VMT or lower by the end of FFY 2006.

ACTIVITIES / RESULTS

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. Forty-one police departments from the following cities: Ames, Ankeny, Bettendorf, Boone, Cedar Falls, Cedar Rapids, Clear Lake, Clinton, Coralville, Council Bluffs, Davenport, De Witt, Des Moines, Dubuque, Hiawatha, Indianola, Iowa City, Keokuk, Knoxville, Le Mars, Marion, Marshalltown, Mason City, Nevada, Newton, North Liberty, Norwalk, Oelwein, Ottumwa, Pella, Perry, Pleasant Hill, Sioux Center, Sioux City, Storm Lake, Urbandale, Washington, Waterloo, Waukee, Waverly and West Des Moines PD, joined 27 sheriffs' offices in the following counties: Benton, Black Hawk, Boone, Bremer, Cedar, Cerro Gordo, Clinton, Dallas, Des Moines, Dickinson, Dubuque, Harrison, Iowa, Jackson, Jasper, Johnson, Lee, Linn, Marion, Marshall, Muscatine, Plymouth, Sioux, Story, Wapello, Washington and, Woodbury along with the Iowa State Patrol and the Public Safety Departments at Iowa State University, the University of Iowa and the University of Northern Iowa.

Seventy-one local enforcement agencies generated a substantial 4,547 alcohol contacts during this six-month program. This is far in excess of any other GTSB-funded program. Perhaps more than any other GTSB program, the Section 163 program has provided the momentum for Iowa's second best in the national alcohol-related fatality rate and the second consecutive year of record low alcohol-related fatalities. More than 40 agencies exceeded their alcohol contract goals with 15 reporting 100 or more alcohol contacts. The Storm Lake PD recorded 290 alcohol contacts, Black Hawk County Sheriff's Office had 259, Le Mars PD had 237 and the Jackson County Sheriff's Office has 210. Other agencies with 100 or more alcohol contacts included the University of Northern Iowa's Department of Public Safety and police departments from Des Moines, Sioux City, Ottumwa, Iowa City, Keokuk, Washington and Oelwein as well as sheriffs' offices from Marion, Iowa and Story counties. The Iowa State Patrol, utilizing selective overtime enforcement, generated 294 alcohol enforcement actions.

Safety belt and child restraint enforcement for the §163 program was outstanding, far exceeding the substantial effort provided by contractors in the FFY 2005 program. Local agencies documented 11,927 occupant protection enforcement actions, up 50% from the 8,000 recorded in 2005. Over half of the 71 local agencies exceeded their contract goals, led by the Des Moines Police Department with 1,940 occupant protection actions, nearly 90% of them citations. A number of agencies generated 500 or more belt enforcement actions including police departments from Sioux City (930), Council Bluffs (790), Ottumwa

(704), Iowa City (664) and Marion (567) as well as the Dubuque County Sheriff's Office with (521). Strong effort and corresponding production was not limited to larger cities and counties. Police departments from Le Mars (336), Knoxville (244), Oelwein (231), Boone (191) and Indianola (141) were among those with excellent efforts. Sioux County with 258 belt actions is representative of the many strong efforts from sheriffs' offices. The Iowa State Patrol also contributed with 1,053 actions, second only to the Des Moines PD. In total, nearly 13,000 occupant protection actions were generated.



Section 163 belt enforcement actions, in total, far exceeded even those of the Section 157 (sSTEP) program and were certainly a major force behind Iowa's climb to 90% belt use for the first time. The collective response of Iowa's enforcement community to this program, which runs from April 1st to September 30th annually, has been equally positive. In its annual report, the Des Moines Police Department made the following observation *"The GTSB Section 163 grant allowed officers time to concentrate on alcohol and safety belt violations*

without having to respond to routine trips." The Keokuk Police Department noted in their report that *"We feel the Section 163 grant helped make Keokuk a safer community. The citizens were aware that extra officers were out checking for offenders and, therefore, drove in a more prudent manner. Many thanks to the staff of the GTSB for their direction and support."*

Because the Section 163 contracts were written after the beginning of the FFY 2006 program year, the Bureau able to take advantage of the fact that the PUT (Pick Up Truck) program was being implemented by NHTSA and a PUT element was added to the contract requirements for these agencies. Specifically, the contract required that "Special occupant protection enforcement be conducted May 7-13 and activity reported on a form provided by the DSP/GTSB." Iowa saw outstanding efforts made during this special program. §163 agencies wrote 2,039 seat belt and child restraint citations and gave out 610 warnings during the 7-day period. In total, 8,580 traffic violations were recorded by these agencies. Of course, the Section 163 contractors were not the only agencies to take part in the PUT effort. In total, 218 enforcement agencies and 1,401 officers participated in the special occupant protection program. In all, 4,082 occupant protection violation contacts were recorded as well as 4,551 speed contacts, 604 motorist assists and 337 media contacts. The entire effort made by all law enforcement saw 15,647 traffic violation contacts. Every agency that submitted enforcement data for the PUT project was invited to one of ten Reception Dinners where they received a prime rib supper and were given a thermos with the logo "Saving Lives Is Our Business."



2006 ANNUAL REPORT **TRAFFIC RECORDS DATA IMPROVEMENT**

SAFETEA-LU provides Section 408 Traffic Records Data Improvement grants. Iowa applied for and received grant funds, which totaled \$550,443, at the end of FFY 2006. These funds are being programmed for FFY 2007. Planned activities include enhancing the electronic reporting of crashes and citations as well as improvement and expansion of "in-field" electronic location of traffic crashes. Expanded collection and capture of EMS run report data and enhanced use and distribution of Iowa CODES data will also be undertaken. Iowa did utilize 402 funds to conduct a Traffic Records Assessment in November of 2005.

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 .38 fatalities per 100 million VMT or lower by the end of FFY 2006.
- To achieve and maintain an alcohol-related injury rate of 6.0 injuries per 100 million VMT or lower by the end of FFY 2006.

ACTIVITIES / RESULTS

Among the FFY 2006 Section 410 contractors, 35 were enforcement agencies and others were involved with support services directly related to law enforcement. Agencies included: **1)** 26 police departments in the following cities: Altoona, Ames, Blue Grass, Buffalo, Carlisle, Carter Lake, Cedar Rapids, Dunkerton, Eldridge, Evansdale, Fort Madison, Gilman, Hudson, La Porte City, LeClaire, Mount Vernon, Polk City, Rockwell, Sioux City, University Heights, Walcott, Waterloo, West Burlington, West Des Moines, Wilton and Windsor Heights; **2)** sheriffs' offices in six counties: Clinton, Dallas, Des Moines, Linn, Muscatine and Warren; **3)** the departments of public safety at both Iowa State University and the University of Iowa, and the Iowa State Patrol along with **4)** the Department of Public Safety's Administrative Services Division, the Black Hawk County Communications Center, Mercy Medical Center, The Integer Group and Iowa State University's Center for Transportation Research and Education (CTRE).

One new effort in FFY '06 involved Iowa's active participation in the new national "Drunk Driving – Over the Limit – Under Arrest" campaign. The Integer Group coordinated a statewide paid media effort in support of this campaign, aimed at reducing the 16,885 U.S. lives lost in 2005 as a result of impaired driving.

In addition to 63 enforcement efforts related to multi-agency events, selective overtime enforcement continued at a brisk pace. Agencies reported a total of 1,492 OWI related contacts including more than 300 OWI arrests, over 360 underage possession arrests, more than 120 open container violations and in excess of 100 arrests for public intoxication. Agencies with particularly strong alcohol contact numbers included police departments in University Heights, Walcott, Ames and Fort Madison as well as the Iowa State Patrol. Each of these agencies reported more than 90 OWI contacts.

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. Contractors utilizing Section 410 funds recorded over 2,900 seat belt and child safety seat enforcement actions. For the second consecutive year, the Ames Police Department led the way among all 410 contractors with 322 contacts. Police department in Waterloo and Sioux City reported over 200 belt actions while PDs in Fort Madison, University Heights, Polk City, West Burlington and Walcott all recorded 130 or more actions. Muscatine County led all 410-funded sheriffs' offices with 158 enforcement stops while the Iowa State Patrol added 131. All of the efforts contributed to Iowa's first ever 90% belt use rate and a best ever child protection use rate of 87%.

Speed and the running of stop signs and stop lights too often combine with impaired driving to spell tragedy. During FFY 2006, over 12,000 speed and other moving violation contacts were recorded by Section 410 agencies. Cedar Rapids PD, Waterloo, PD and the Linn County Sheriff's Office all exceeded 600 contacts. The Iowa State Patrol led all agencies with 1,200 contacts.

Public information numbers were also good with the 35 law enforcement agencies reporting more than 500 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. Part of the ISP's 410 component is a youth alcohol education initiative. Utilizing its cadre of safety education officers, the Patrol conducted 90 youth education programs at high schools and junior highs across the State, reaching over 4,000 students. Other alcohol education presentations aimed at adults included nine locations and more than 300 attendees.

Bob Rushing continued as the Bureau's full-time Law Enforcement Liaison during FFY 2006. 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 sTEP Coordinator Randy Hunefeld, the true "all-stars" are the 1,219 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. One idea that Bob had to increase safety belt awareness and use was to put a bumper sticker on all state vehicles. He took the national slogan and tailored it to Iowa for a bumper sticker that read "Buckle Up Iowa, Every Trip – Every Time." With the Governor's blessing, these stickers were given to the State Vehicle Garage for placement on all new state vehicles as well as existing vehicles when they come in for maintenance. Captain Rushing retired from the GTSB on December 15, 2006 after seven years of distinguished leadership. His efforts took a modest, occasional corridor effort and, quite literally, put Iowa's corridor programs on the state and national map. We wish the best of luck to Bob. He will be missed.



Iowa's 2006 corridor season got off to an early start with an Avenue of the Saints project running north/south through eastern Iowa. Following the path of former U.S. 281 (now Highway 27), the Avenue is part of a four-lane expressway from St. Louis to St. Paul. Scheduled just ahead of the St. Patrick's Day weekend, the March 16th event featured snow flurries in northern Iowa, 60°+ temperatures in southern Iowa, 27 agencies, 152 officers and 1,646 enforcement actions.



Pictured are some of the enforcement vehicles and one of Iowa's safety belt message signs along Highway 27 during the "Avenue of the Saints" project.

Southern Iowa was again the site of a major annual 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 25th, the effort included 53 agencies with 278 officers generating 2,584 enforcement actions. More than 530 occupant restraint citations and warnings were issued, plus over 600 speed actions and seven OWI arrests.

Iowa's border-to-border and then some corridor events for the 2006 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 8th event had 25 agencies and 122 officers generating 1,108 enforcement actions including 579 speed actions and 178 safety belt citations and warnings. *Pictured below is a scene from the U.S. 61 enforcement effort.*



Mid-summer brought another event that has also become an Iowa tradition, Operation Double 00, running across Iowa on U.S. Highways 20 and 30; the event also includes cooperating agencies and officers from Illinois and Nebraska. The July 20th project featured 55 agencies, 231 officers and 2,276 enforcement contacts including 271 for safety belts, 920 for speed and 135 commercial vehicle inspections by the DOT's Motor Vehicle Enforcement Division. Twenty of the "big rigs" were placed out-of-service with more serious violation/compliance issues.

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, 231 officers and 2,848 enforcement actions including 1,176 speed violations, 282 occupant restraint, five OWIs and ten drug arrests.

Calendar year 2006 corridor events concluded with the fourth 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 28, 2006, included 205 officers from 48 agencies reporting 2,057 enforcement actions including 749 speed, 237 belt and 79 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 14 new certified DREs. Currently, 123 DREs are located in 53 Iowa counties and they include 64 police officers, 31 county sheriffs' deputies, 21 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.

In conclusion, these efforts not only resulted in substantial enforcement activity but they also elevated public awareness on the importance of traffic safety. Iowa maintained its Second Best in the Nation status in alcohol-related fatality percentage and achieved 90% statewide safety belt usage for the first time ever.