

# Iowa Highway Safety Program 2010



GOVERNOR'S TRAFFIC SAFETY BUREAU  
IOWA DEPARTMENT OF PUBLIC SAFETY



# *2010 ANNUAL REPORT*

## *IOWA GOVERNOR'S TRAFFIC SAFETY BUREAU*

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### **Executive Summary**

Iowa's Annual Evaluation Report outlines the numerous efforts that have made an impact in regard to traffic safety issues throughout the State of Iowa. Through working with our many traffic safety partners, together we are building a safer Iowa in terms of traffic safety.

For a second consecutive year, Iowa is on line to record fatalities below the 400 mark. As of December 28, 2010, Iowa had recorded 384 traffic fatalities, an increase of 13 from 2009. Safety belt usage remained at 93% in 2010. Although the usage rate did not increase from 2009, nor did it decrease. Iowa continues to be ranked within the top 10 states in the nation for safety belt usage however; the lack of safety belt usage continues to be a major contributor to death and serious injuries in Iowa, therefore, efforts to enforce usage continues to be a concern and priority.

During FFY 2010, 312 agencies contracted with the Governor's Traffic Safety Bureau in 327 separate grants with the common goal to make Iowa's roadways safer. Special enforcement activities, abundant public information and awareness activities along with vigorous education efforts were all components in Iowa's overall efforts to, not only promote, but improve traffic safety in the state. The general public is overwhelmingly interested in safety initiatives. Agencies throughout the state maintain positive relationships with media outlets, which have also greatly helped to spread the importance of traffic safety to the citizens of Iowa.

While, traffic enforcement through grant funded overtime is the greatest part of Iowa's traffic safety program effort, it is also crucial to incorporate evolving technology trends to make efforts successful. Through highway safety grant funding, agencies have been able to purchase new and/or update equipment critical to their agency's successful efforts. Creative messages and educational materials have been developed and distributed through new and innovative outlets. Paid media met the challenges of addressing large numbers of people for the dollar spent at highly attended sporting events in Iowa as well as in critical television outlets and through website exposure.

Collaboration is a key to traffic safety issues. This annual report summarizes the efforts of the Iowa Governor's Traffic Safety Bureau and funded partners during 2010.

#### Accomplishments-

1. Maintaining our 93% statewide safety belt usage rate.
2. Having one of the lowest alcohol-related fatality rates in the nation.
3. Passage of Iowa's no texting law for all ages and no electronic device for youthful drivers.
4. Improving Iowa's safety belt law by requiring all persons under the age of 18 to be restrained regardless of seating position.

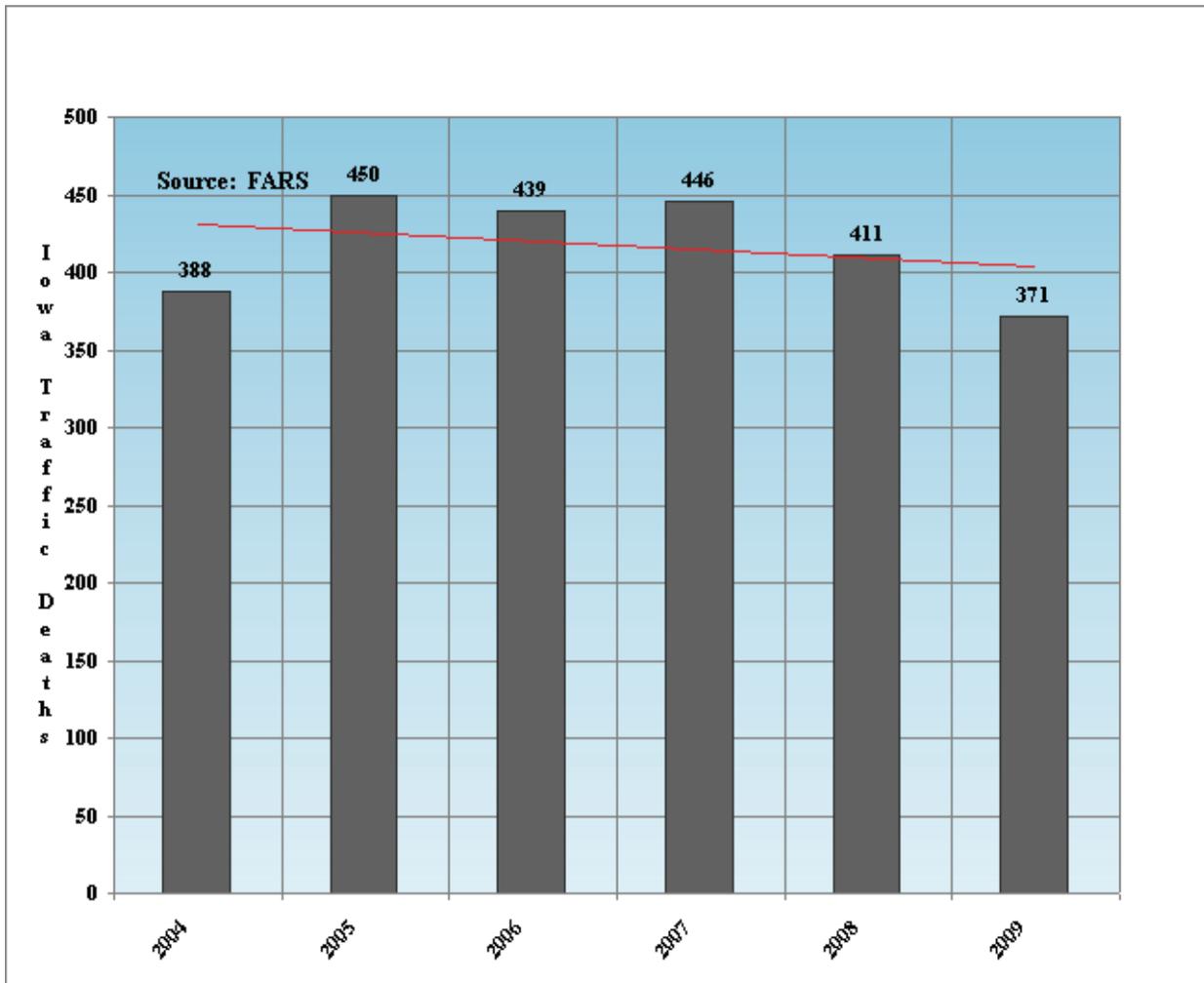
#### Challenges –

1. Reaching the remaining 7% of Iowans that do not use their safety belts. This "hard-core" group of non-users remains a significant challenge as does maintaining our current usage rate of 93%.
2. Lowering motorcycle crashes, injuries and deaths without the assistance of a motorcycle helmet law.
3. Staffing has become a supreme issue with a great many of our law enforcement and other partners as well as with our own GTSB staff. Enforcement agency staffing problems were due to military deployments, injured/sick officers or retirements. Our Bureau staffing problems are due to retirements and the extended process of filling vacancies.

## Number of Traffic Fatalities (C-1)

Iowa's traffic fatality goal is to decrease traffic fatalities by 3% from the average number of fatalities that occurred between 2004 and 2008. A record low year would have again been seen in 2010 but two multi-fatality crashes occurred in 2010 that claimed 11 lives. As of December 28, 2010 Iowa recorded 384 fatalities. Even with the increase in 2010, Iowa has seen an actual reduction of 8.39% in traffic fatalities from the 2004 – 2008 baseline.

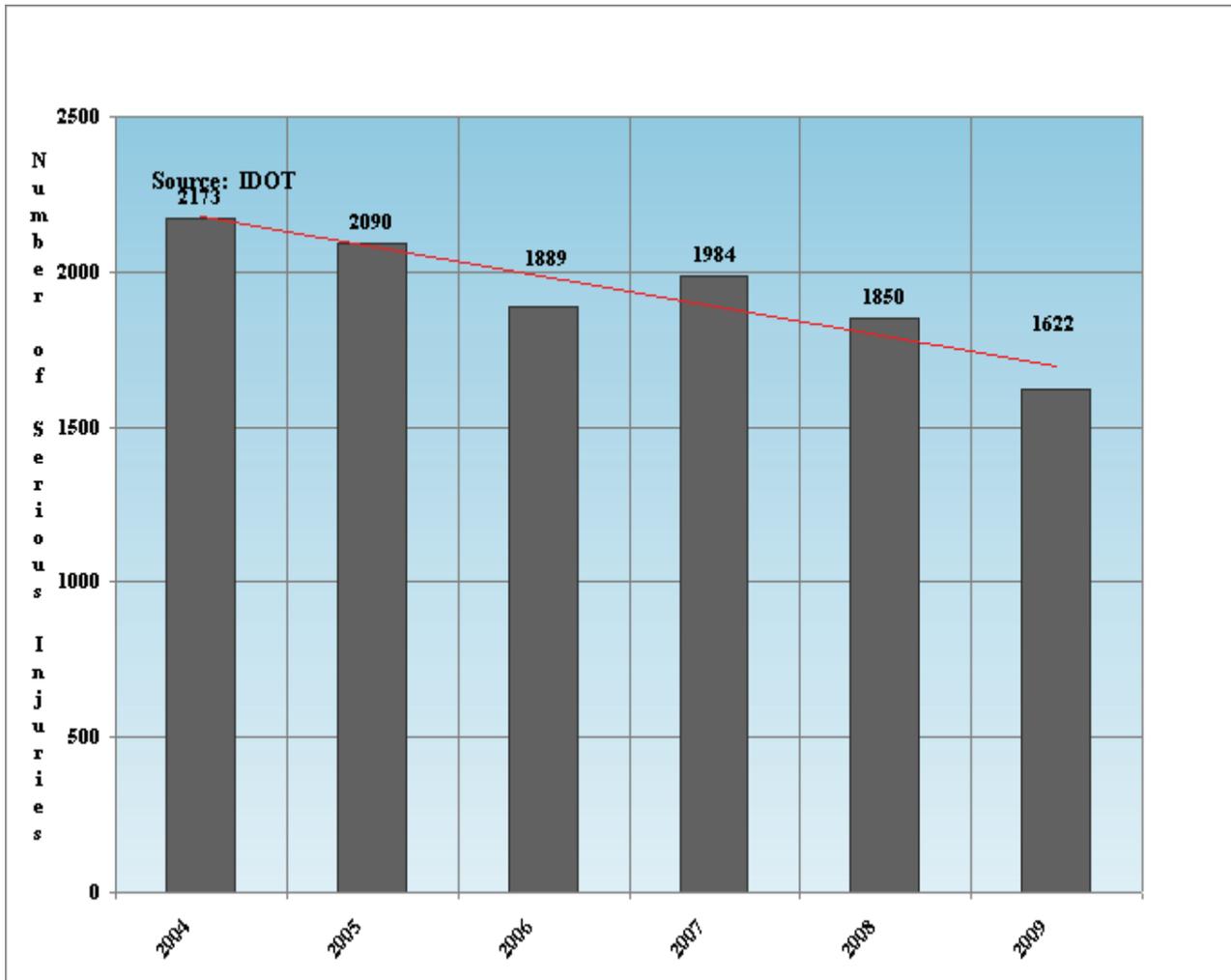
C - 1 Number of Traffic Fatalities			
		Number	Percentage
Baseline Data (Avg):	2004 - 2008	426.80	
Goal:	By 12/31/2012	414.00	
Reduction Goal:		12.80	3.00%
Actual Change Through 2009:		35.80	8.39%



Number of Serious Injuries (C-2)

With the exception of 2006, Iowa has experienced a steady reduction in the area of serious injuries between 2004 and 2009. The decrease can, at least partially, be attributed to Iowa's strong rate of safety belt usage (93%).

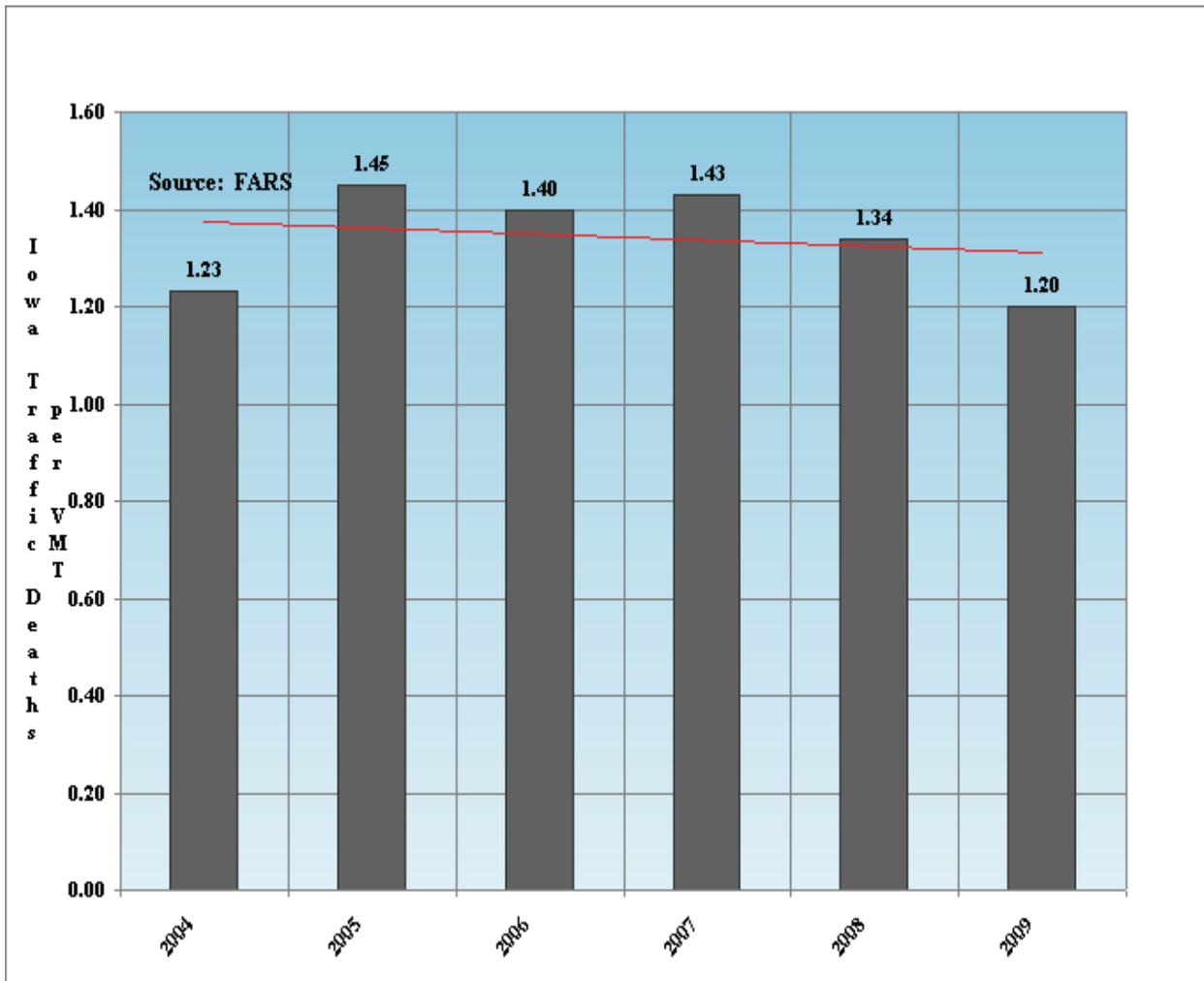
C - 2 Number of Serious Injuries			
		Number	Percentage
Baseline Data (Avg):	2004 - 2008	1,997.20	
Goal:	By 12/31/2012	1,937.28	
Reduction Goal:		59.92	3.00%
Actual Change Through 2009:		261.20	13.08%



## Fatalities Per 100,000,000 Vehicle Miles Traveled (C-3)

Iowa has experienced a steady decrease in the fatality rate per 100 million vehicle miles travel since 2007. If Iowa had not decreased its traffic fatalities per miles driven the number of fatalities would be more than double the current level. In 1990, Iowa had a traffic fatality rate of 2.0 per 100 million vehicle miles traveled. If that rate were experienced today, we would have seen 626 fatalities in 2009 instead of the 371 that occurred in Iowa.

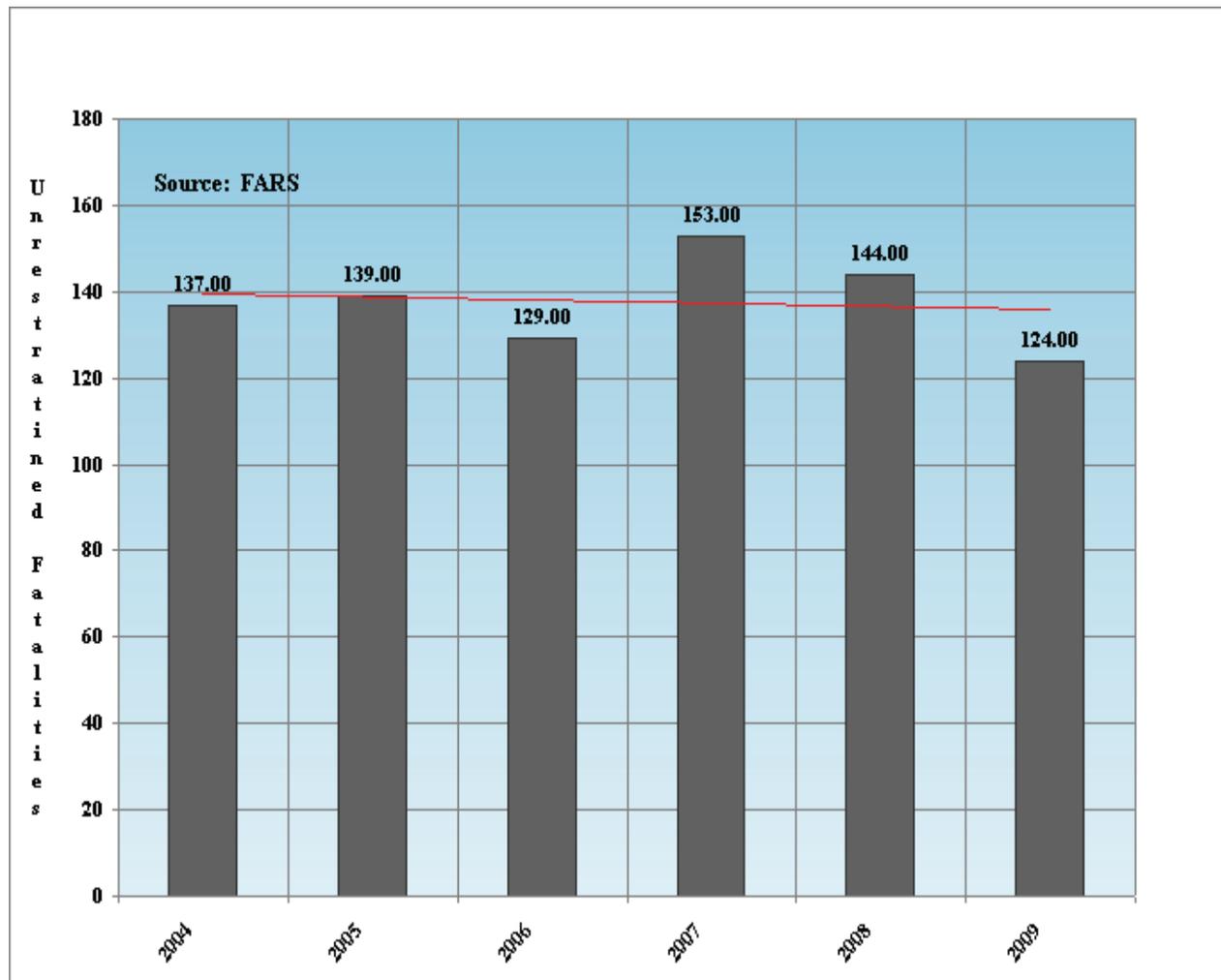
C - 3 Fatalities Per 100,000,000 Vehicle Miles Traveled			
		Number	Percentage
Baseline Data (Avg):	2004 - 2008	1.37	
Goal:	By 12/31/2012	1.33	
Reduction Goal:		0.04	2.90%
Actual Change Through 2009:		0.10	7.30%



**Number of Unrestrained Passenger Vehicle Occupant Fatalities / All Seat Positions (C-4)**

Although Iowa remains in the top ten states nationwide for safety belt usage, fatalities resulting from unrestrained occupants remain a concern. In 2009 and 2010, Iowa's safety belt usage was 93%. However, through December 28, 2010, 34.59% of fatalities to date involved unrestrained occupants (101 fatalities). Iowa's goal is to reduce unrestrained fatalities by 4.5% from the 2004-2008 average baseline of 140.40. To date, Iowa is within the goal but only by .06%. Efforts to enforce safety belt use and educate the public remain a priority. Challenges continue to be seen in enforcing usage during night time hours, with young drivers and the remaining 7% that currently do not use restraints. During 2011 funded enforcement agencies will again be required to focus enforcement during high risk times, which is typically during late evening and early morning hours, and they will be encouraged to report violations separately for day time and night time activity in order for the Bureau to obtain more accurate data collection.

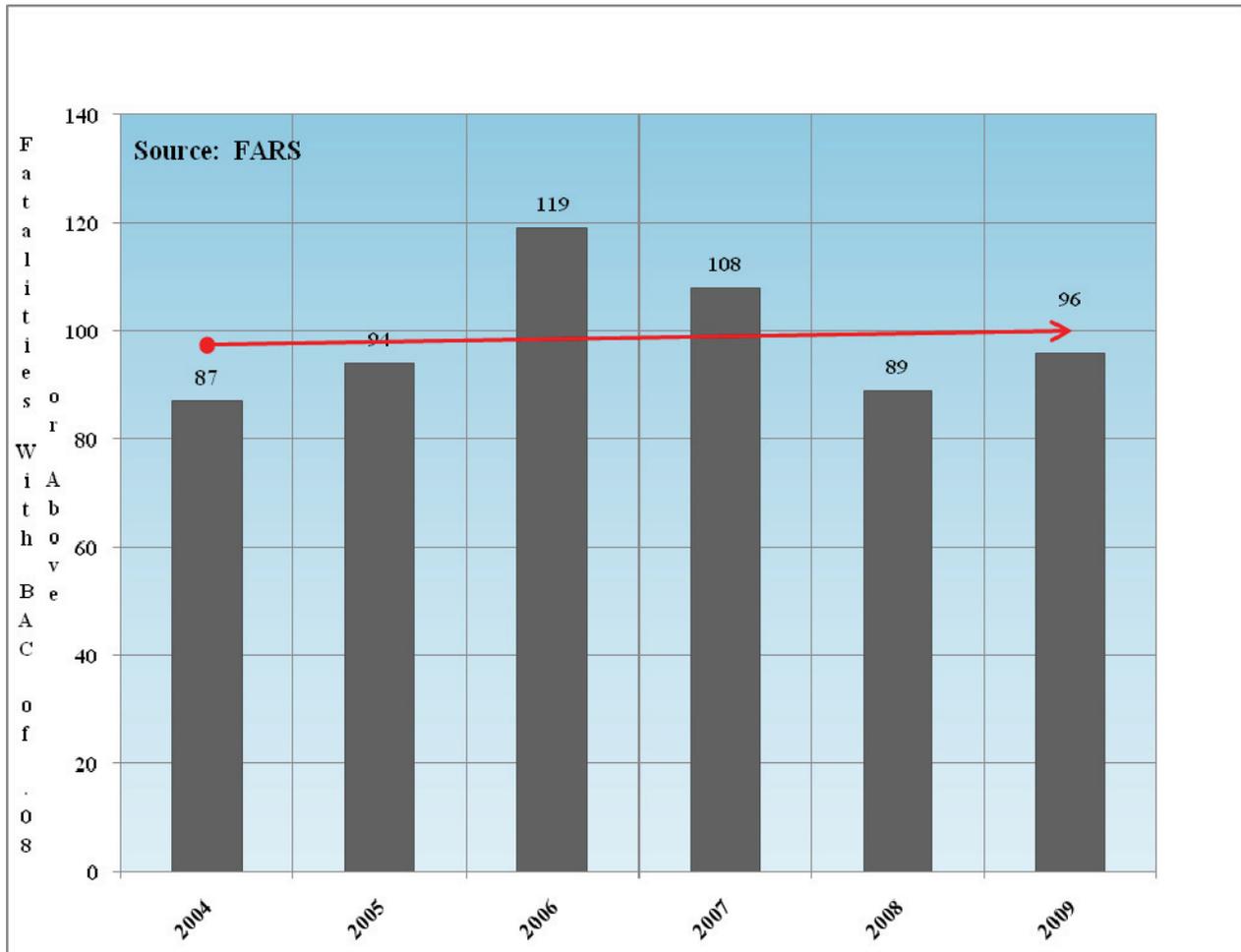
<b>C - 4 Number of Unrestrained Passenger Vehicle Occupant Fatalities / All Seat Positions</b>			
		<b>Number</b>	<b>Percentage</b>
<b>Baseline Data (Avg):</b>	<b>2004 - 2008</b>	<b>140.40</b>	
<b>Goal:</b>	<b>By 12/31/2012</b>	<b>134.78</b>	
<b>Reduction Goal:</b>		<b>5.62</b>	<b>4.00%</b>
<b>Actual Change Through 2009:</b>		<b>6.40</b>	<b>4.56%</b>



## Number of Fatalities in Crashes with Driver/Operator with BAC of .08 or Above (C-5)

In 2009, alcohol related fatalities accounted for 25.8% of all fatalities within the state. Alcohol remains an area of major concern for Iowa's traffic safety program. Traffic fatalities are the leading cause of death for ages 5 to 34 and alcohol is by far the leading cause of fatal crashes. Drivers ages 16-25 make up 16% of Iowa's registered drivers, yet they account for 30% of drinking drivers involved in fatal crashes.

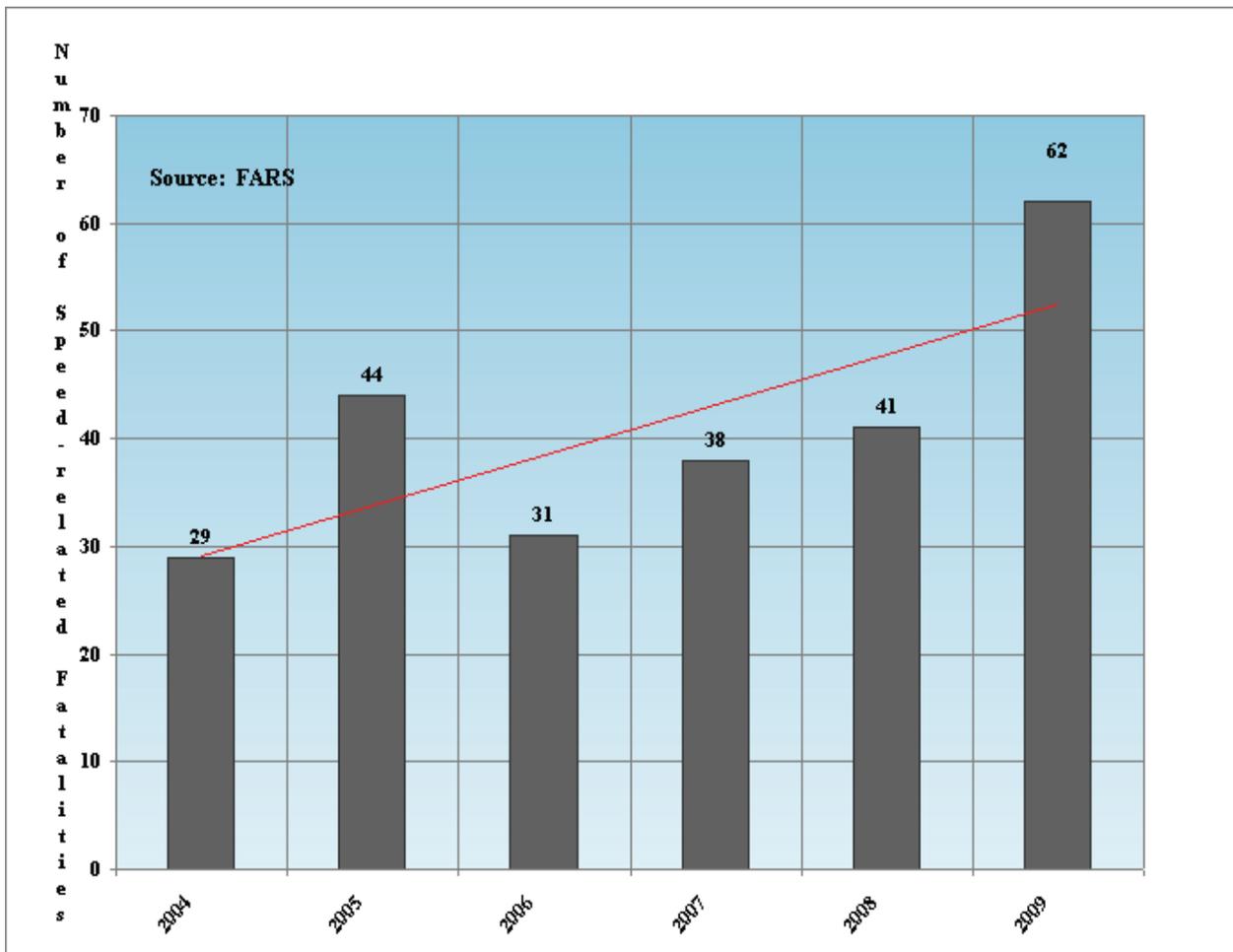
C - 5 No. of Fatalities in Crashes Where Driver or MC Operator Had .08 or Above BAC			
		Number	Percentage
Baseline Data (Avg):	2004 - 2008	99.40	
Goal:	By 12/31/2012	95.42	
Reduction Goal:		3.98	4.00%
Actual Change Through 2009:		6.90	6.94%



Number of Speed-Related Fatalities (C-6)

**FARS Data** - Speed related fatalities have increased by 51.2% from 2008 – 2009. For FFY 2009, data indicated that speed was a factor in 16.7% of recorded fatalities. Speed continues to be an area of concern in regard to overall traffic safety issues and initiatives as a steady increase has been seen between 2006 and 2009.

C - 6 Number of Speed-Related Fatalities - FARS			
		Number	Percentage
<b>Baseline Data (Avg):</b>	2004 - 2008	36.60	
<b>Goal:</b>	By 12/31/2012	35.50	
<b>Reduction Goal:</b>		1.10	3.00%
<b>Actual Change 2009:</b>		-14.90	-40.71%

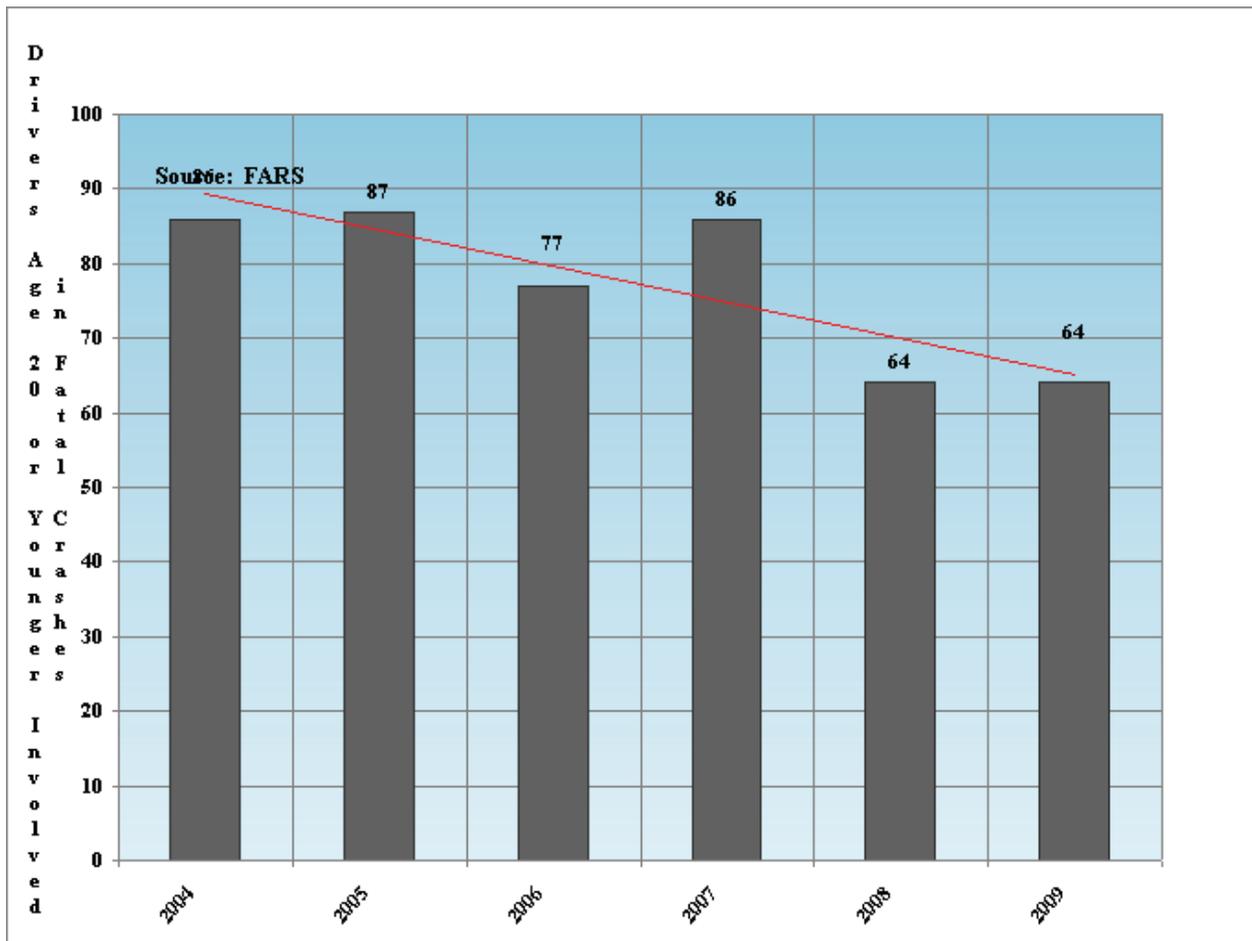


## Number of Drivers Age 20 or Younger Involved in Fatal Crashes (C-9)

Although Iowa experienced a decrease in fatalities involving drivers age 20 or younger, young drivers remain a focus area. Inexperience, distractions and not using safety belts are areas which continually need to be re-enforced for youth. Throughout the year, grantees created campaigns and educational materials, many of which were distributed to younger drivers. Two specific areas of concern continue to be distractions such as cell phones and other electronic devices, and overall safety belt usage. We anticipate Iowa's new ban on texting while driving will be a great tool in our efforts to curb this dangerous behavior. However, we cannot assume that the law will magically make the problem disappear. We will continue to focus promotional and educational efforts to stop all drivers, especially young drivers from texting while driving.

**C - 9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes**

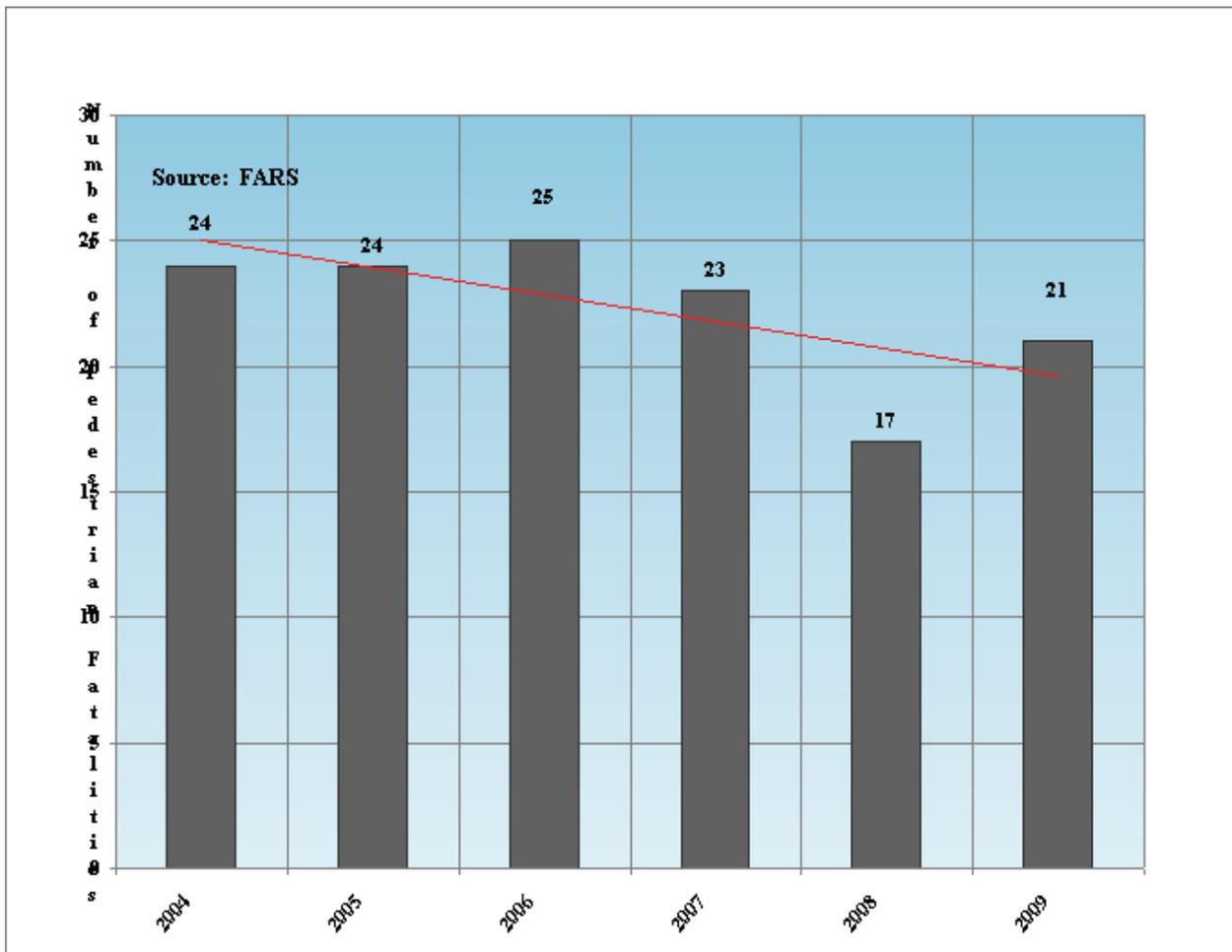
		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2004 - 2008</b>	<b>80.00</b>	
<b>Goal:</b>	<b>By 12/31/2012</b>	<b>76.80</b>	
<b>Reduction Goal:</b>		<b>3.20</b>	<b>4.00%</b>
<b>Actual Change Through 2009:</b>		<b>16.00</b>	<b>20.00%</b>



Number of Pedestrian Fatalities (C-10)

Between 2008 and 2009, pedestrian fatalities increased by 4; however, averages between 2004 and 2008 reflect that Iowa has experienced an overall decrease in the number of pedestrian fatalities. During FFY 2010, Young House Family Services conducted their Safe Walk program.

C - 10 Number of Pedestrian Fatalities			
		Number	Percentage
Baseline Data (Avg):	2004 - 2008	22.60	
Goal:	By 12/31/2012	21.47	
Reduction Goal:		1.13	5.00%
Actual Change Through 2009:		3.60	15.93%



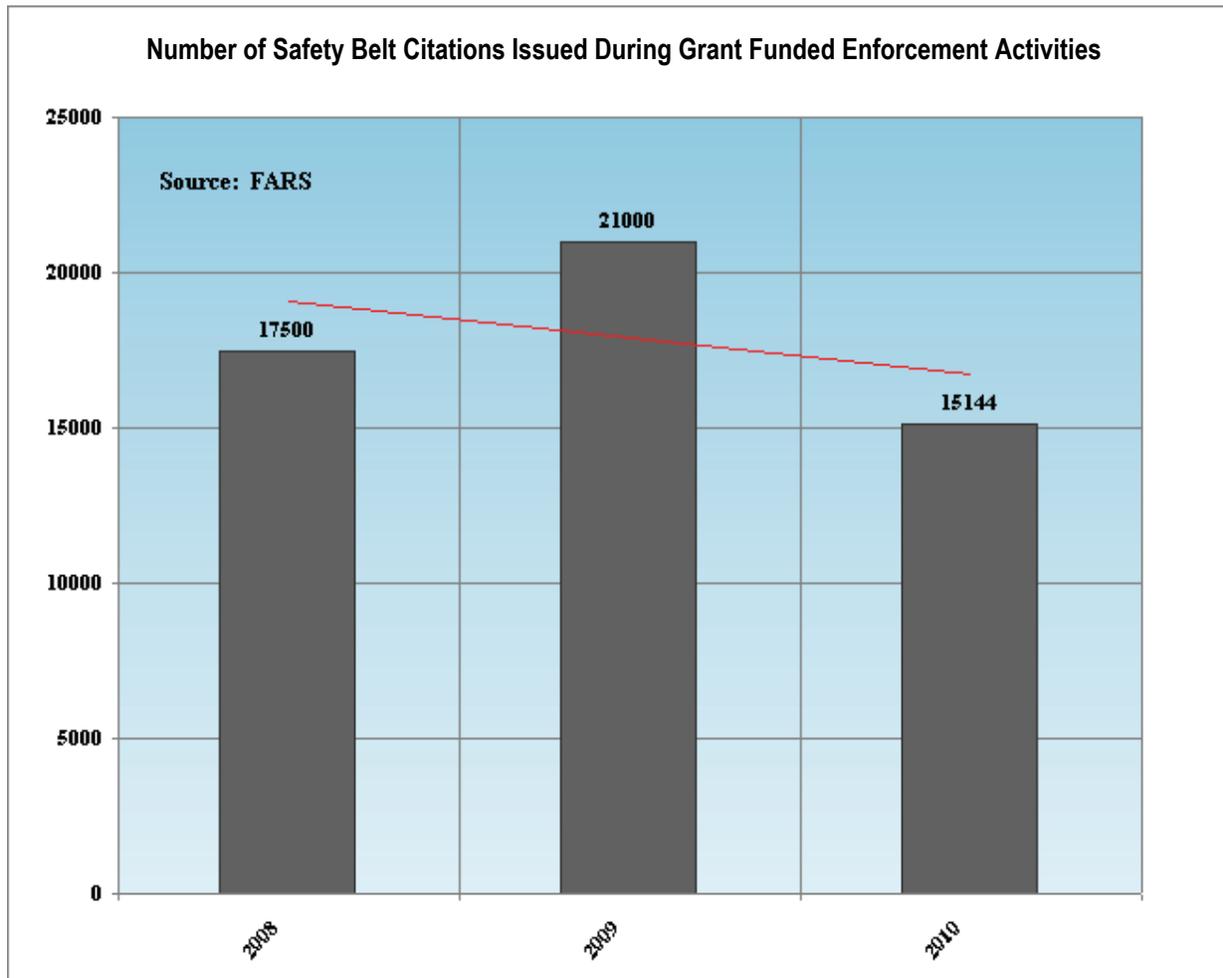
**2010 Activity Reports**

Each year, enforcement efforts by grant-funded agencies produce significant arrests, citations and warnings for traffic violations. The following charts reflect the specific areas of safety belt, OWI and speed. It should be noted that in 2010, the Iowa State Patrol did not receive its usual funding for approximately 12,000 hours of overtime enforcement. Due to Iowa’s budget shortfalls, the Patrol was faced with the layoff of 45 troopers. To prevent that, approval was granted by NHTSA to provide funds to keep the troopers in active duty. While these troopers were dedicated to traffic enforcement, the Patrol, as a whole, lost most of its overtime funds resulting in a huge decrease in grant-funded overtime activity. Thus, grant-funded arrests and citations dropped dramatically. It should also be noted that many agencies were unable to use all of the overtime funds received due to staff depletions as noted in Challenges.

**Safety Belts**

Over the 3-year period identified, the average number of citations issued by funded agencies is 17,881.

<b>A - 1 Number of Safety Belt Citations</b>			
		<b>Number</b>	<b>Percentage</b>
<b>Baseline Data (Avg):</b>	<b>2008 - 2010</b>	<b>17,881.33</b>	
<b>Goal:</b>	<b>By 12/31/2012</b>	<b>18,060.15</b>	
	<b>Change Goal:</b>	<b>178.81</b>	<b>1.00%</b>
	<b>Actual Change Through 2009:</b>	<b>190.67</b>	<b>1.07%</b>

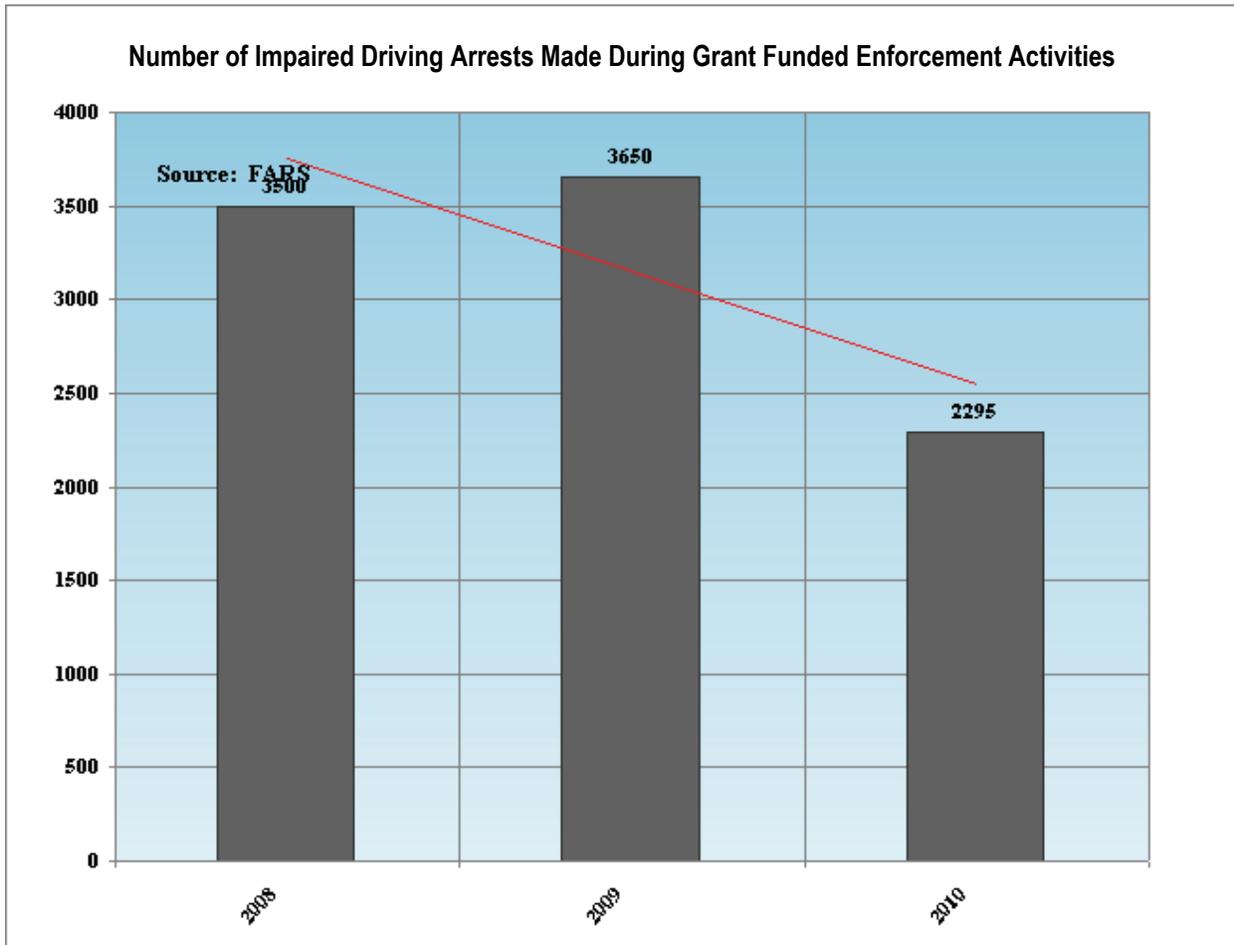


**OWI Arrests**

OWI arrests serve as a barometer for the overall alcohol-related traffic picture. Removing impaired drivers from Iowa roadways are key to the success of the total program. The average number of OWI arrests made during 2008-2010 was 3,148.

**A - 2 Number of Impaired Driving Arrests - Grant Funded Projects**

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2008 - 2010</b>	3,148.33	
<b>Goal:</b>	<b>By 12/31/2012</b>	3,179.82	
<b>Change Goal:</b>		31.48	1.00%
<b>Actual Change Through 2009:</b>		-175.83	-5.58%



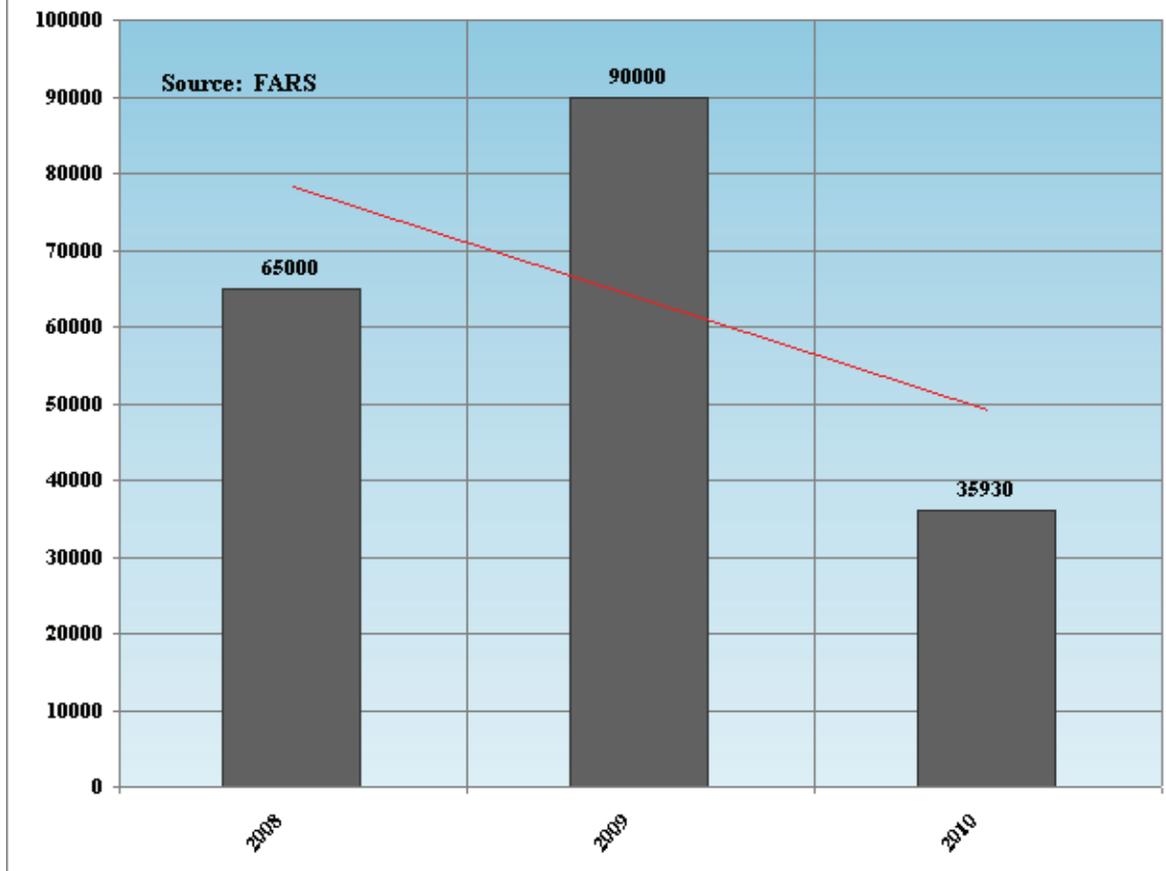
## Speed

The number of speed related citations made during funded enforcement activity over the 3-year period averaged 63,643. Speed in excess of the posted limits or for the road conditions remain as a major contributing factor in traffic crashes, injuries and fatalities in Iowa and will continue to be a focus area in Iowa's overall program.

**A - 3 Number of Speeding Citations - Grant Funded Projects**

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2008 - 2010</b>	63,643.33	
<b>Goal:</b>	<b>By 12/31/2012</b>	64,279.77	
<b>Change Goal:</b>		636.43	1.00%
<b>Actual Change Through 2009:</b>		-678.33	-1.07%

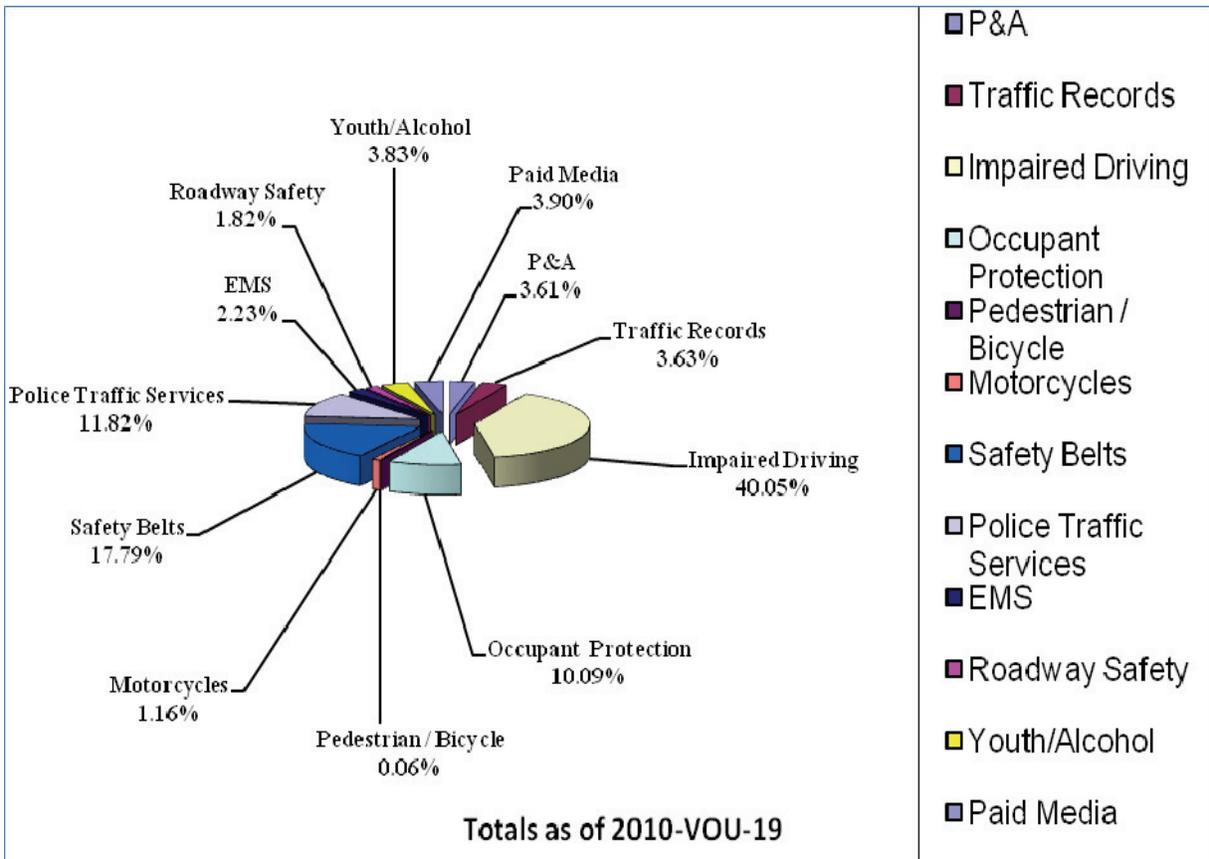
**Number of Speed Citations Issue During Grant Funded Enforcement Activities**



Financial Summary

The chart below shows the breakdown of Iowa's federal highway safety funding into the specific areas that it was used for project activity detailing the percent of the total program funds for each area. The total expended funds represented in the chart were \$8,261,212, which was 84% of the total funding Iowa received. Enforcement agency staffing problems were mainly due to deployments, injured or sick officers and retirements.

The amounts utilized in the charts reflect the GTSB's budget as of the 2010 Voucher 19 submission.



## **Program Overview**

GTSB Bureau Chief Larry Sauer manages the agency's day-to-day operations, supervising a staff of 11 full-time employees and providing direction for program operations and financial management. Larry is an active member of Iowa's Traffic Safety Alliance.

Financial Manager Beth Chipp is responsible for the Bureau's overall budget and claims processing. Beth provides major assistance to both grantees and staff on financial matters. She maintains the financial files and utilizes NHTSA's Grant Tracking System to set up accounts and prepare federal vouchers for drawdown of federal grant funds. She also makes appropriate entries in the state accounting system and is responsible for all financial audits.

Assistant Financial Manager Jennifer Parsons helps in the processing of reimbursement claims. Jennifer also maintains the GTSB audit and equipment files that include monitoring grant reports and equipment documentation. She maintains a master equipment inventory database for all past and present equipment purchased with Bureau funds.

Grants Administrator Sandy Bennett manages the GTSB's grant funding process including the WebGrant system, serving on Iowa's WebGrant Committee. Sandy notifies qualifying agencies of available funds, posts Web applications and creates contracts and related documents. She provides training and support for grantees and staff on contractual requirements and the WebGrant system. She tracks report compliance and makes contractual changes. In FFY 2010, Sandy prepared the Problem I.D., Highway Safety Plan and 2009 Annual Report. She also maintains the GTSB's policies and forms on the Department of Public Safety's PowerDMS system.

## **Goals**

- ◆ 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.

## **Strategies**

- ◆ Maintain adequate staff to assist the Financial Manager in the timely processing of claims and other financial documents.
- ◆ Begin migration to electronic grant system including application, contract, claim and grant tracking.

## **Achievements**

Program management, financial expertise and administrative support were provided for planning, contracting, training, monitoring, evaluation and expense reimbursement for all highway safety projects. Plans are underway to add the Section 410 grants to the WebGrant System in addition to the sTEP grants which already utilize the system. During FFY 2010, 182 grants were managed on-line. Adding 410 projects will bring 90 additional grants to the WebGrant system and give the Bureau a full 82% of GTSB-funded grants administered on-line. It should be noted that, until the WebGrant system can be merged with the State's I-3 (Integrated Information for Iowa) electronic financial system, the Bureau will not utilize the claims portion of the WebGrant System. All other facets of the grants will be handled on-line. All NHTSA-required submissions were completed and submitted in a timely manner.

## **Impediments to Achievements**

At the start of the FFY 2010 year, Program Evaluator Bob Thompson was out on extended leave and unable to process the 2009 Annual Report as usual. However, NHTSA granted the Bureau an extension and the report was submitted before the extended deadline.

### **Program Overview**

Six enforcement agencies were funded as part of the Alcohol Emphasis of Iowa's 2010 Section 402 program including police departments in Burlington, Clinton, Ottumwa and Mason City. The Iowa State University Department of Public Safety and the Marshall County Sheriff's Office were also funded as well as three non-enforcement agencies; DCI Laboratory, The Integer Group and Greater Des Moines Baseball. Law enforcement agencies continued to focus enforcement around high-risk times and at high-risk locations, including night time. While the enforcement emphasis was on alcohol-related violations, other traffic violations were important, including occupant protection. Agencies also conducted safety belt use surveys and public information and education activities. The DCI Lab received funding for DataMasters and lab supplies. The Integer Group again provided mass media materials and Greater Des Moines baseball provided signage at Principal Park in Des Moines.

### **Goals**

- ◆ To decrease alcohol-related fatalities from the 2004-2008 average of 105 to 101 by 12-31-12.
- ◆ To achieve and maintain an alcohol-related fatality rate of .33 fatalities per 100 million VMT or lower by 12-31-12.
- ◆ To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by 12-31-12.

### **Strategies**

- ◆ Emphasize night time traffic enforcement (9:00 p.m. – 3:00 a.m.) when over 60% of alcohol-related fatalities occur by requiring that GTSB-funded overtime enforcement be directed at high-risk locations and during high-risk hours.
- ◆ Further emphasizing night time enforcement by requiring all enforcement agencies to conduct at least one-multi-agency belt/impaired driving enforcement event at night.
- ◆ Expand GTSB's impaired driving enforcement efforts by including an additional 18 high-alcohol problem counties in the program eligibility for Section 410 funding.

### **Achievements**

Of the 786 OWI arrests made by the six enforcement agencies funded in this area, 51 were made during GTSB funded overtime. Of the 24 .02 violations, 3 were made during funded OT. Of the 907 underage possession arrests, 131 were made during funded OT. Of the 1,367 public intoxication arrests, 60 were made during funded OT. Of the 125 open container citations, 23 were made during funded OT. Beyond the alcohol related violations, the six agencies logged 1,739 safety belt citations, 720 of them during OT and 272 at night. Agencies issued 87 child restraint citations, 17 of them during OT and of the 4,073 speed citations, 1,025 were made during funded OT. Sixty of the 1,036 stop sign/light citations were during OT and 967 of the 7,130 remaining traffic citations issued were done during GTSB funded overtime.

Observational safety belt surveys taken by the agencies funded under the Alcohol Emphasis Area showed all communities with above-average usage. Ottumwa achieved a 97% usage rate. Burlington and Clinton both reached 96% and Marshall County and Mason City each documented a 94% usage rate. Mason City PD noted that their speed trailer was very effective and they received many requests from the public to place it in various neighborhoods with high-speed problems. Equipment purchased by enforcement agencies included 18 radars, one lidar, 10 PBTs, six in-car video cameras and one speed trailer.

The DCI Criminalistics Laboratory completed installation on 135 new DataMasters (DMTs) in 83 of the state's 99 counties with positive comments from DCI Breath Alcohol Testing Section and officers using the devices and associated software. Twenty of those DMTs were purchased with FFY 2010 monies. Funding also provided opportunities for two staff members to attend the International Association for Chemical Testing (IACT) Annual Meeting and for one staff member to attend the IACP Annual Conference on Drugs, Alcohol and Impaired Driving.

The Integer Group produced a variety of materials aimed at reducing impaired driving including a new 30-second radio spot called Enter Sandman. Can coolers read “Cold Beer Goes Here” but looking closer they read: “Here is the COLD hard fact: If a friend drinks too much BEER and wants to drive, a real friend GOES the distance to stop them. You heard it HERE first, people: FRIENDS DO WHATEVER IT TAKES TO STOP FRIENDS FROM DRIVING DRUNK. A new item for placement on sidewalks was developed and 1,000 were produced using “Whatever It Takes.” A great success was the use of an Ad Mobile Truck at highly attended events including both the University of Iowa and Iowa State football games. This vehicle had digital graphics that rotated various promotions providing a great deal of campaign exposure. By using new forms of media, a larger and more diverse audience was reached to spread the message of not letting friends drink and drive. Efforts by Integer coincided with continued efforts by the ISU Department of Public Safety’s efforts under 402 funding to address underage drinking of college students.

The Greater DM Baseball Company used the stadium marquee at Principal Park to provide for special “Click it or Ticket” messages. Although marquee exposure was not measured throughout the entire project period, attendance during the Iowa Cubs season exceeded over half a million. In addition to the marquee sign, a 7’x 9’ fence used the message “Safe at Home” and featured an Iowa State Patrol trooper. A 3’x 6’ backlit sign in the concourse area highlighted NHTSA’s “Over the Limit-Under Arrest.” Traffic safety messages were also announced during games.

### **Impediments to Achievements**

At the start of the program year, enforcement efforts by some agencies were affected due to inclement weather. The Clinton PD had an unexpected grant coordinator change and only obtained 47% of their alcohol-related contacts.

Iowa’s number of alcohol related fatalities increased to 96 in 2009 from 89 in 2008. In 2009, the percent of total traffic fatalities that were alcohol-related was 25%, which was a 4% increase from the previous year but still within the goal range. Alcohol-related injury numbers are not yet available for 2009.

The Bureau will continue to encourage overtime enforcement during night time hours. Although agencies did focus efforts at night, not all were able to document the enforcement data broken down between day and night. As we continue to emphasize this strategy we hope to improve the documenting of this data separately.

# OCCUPANT PROTECTION

# 2010 ANNUAL REPORT

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### **Program Overview**

FFY 2010 projects funded under the Section 402 Occupant Protection emphasis area in Iowa included two enforcement grants, one with the Dubuque Police Department and the other with the Johnston Police Department. Three media grants included the mass media campaign with The Integer Group and somewhat smaller media efforts with Krogman and Associates and Creative Visions. The remaining grant funded under the Occupant Protection category was with Polk City Police Department for activities conducted by the Central Iowa Traffic Safety Task Force.

### **Goals**

- ◆ To reduce unrestrained vehicle occupant fatalities from the 2004-2008 average of 140 to 134 by 12-31-12.
- ◆ To achieve a statewide safety belt use rate of 95% by 12-31-12.
- ◆ To achieve a statewide child restraint use rate of 92% by 12-31-12.

### **Strategies**

- ◆ Target low use populations with strong emphasis on night time safety belt enforcement requiring all enforcement agencies to conduct at least one multi-agency night time belt enforcement event.
- ◆ Target belt use enforcement at areas with a high incidence of unbelted victims in crashes utilizing the 5% high-crash locations and road segments information developed by IDOT.
- ◆ Target daytime enforcement at high crash/low belt use populations such as men ages 18-34.

### **Achievements**

Child restraint use for ages 0-5 reached an all-time high in 2010 with 97% usage. Iowa has tracked child restraint use during the last two decades for ages 0-5. However, Iowa's child restraint law was enhanced in 2010 requiring that all children ages 0-17 must be either in a size-appropriate child restraint system or using a safety belt. When usage for ages 0-17 was surveyed, the average usage rate slipped to 91% with ages 14-17 at the lowest rate of 88%.

Iowa's statewide use rate leveled off in the last three years at 93%. While usage did not increase, it should be noted that 93% equates to more than 1.9 million Iowa drivers and nearly 700,000 front seat passengers routinely being belted. It also means that Iowa ranks #1 in Region 7 and 7th in the Nation in overall safety belt usage.

In FFY 2010, the two enforcement agencies funded in this emphasis area made 587 safety belt citations. Of those, 119 were made during GTSB-funded overtime. Only four were made at night. Forty-one child restraint citations were issued but only two were during funded OT. Beyond citations, the agencies also issued 90 safety belt and three child restraint warnings. Other enforcement included 425 OWI arrests with nine during funded OT and 2,319 speed citations with 507 during funded OT. Johnston's safety belt use reached 98% and Dubuque achieved a 96% rate.

The Integer Group's FFY 2010 occupant protection mass media campaign was highly successful. Beyond the usual radio, print and outdoor media, they produced a fresh set of tactics to interrupt and remind the target audience to buckle up. These tactics provided increased control over where and when messages were communicated and allowed them to engage state employees to spread messages across the state and into rural communities. The new materials included napkins printed with "Wipe Out Traffic Fatalities. Buckle Up!" and "Windshield Doesn't Taste Like Chicken. Buckle Up!", coffee cup sleeves that read "We love you a Latte. Buckle Up!"; air fresheners geared at young drivers that read "Wear Your Seat Belt or GET OUT!" and parking gate arm covers that read "One more belt for the road. Buckle Up." Integer based their campaign materials on results of their focus group which consisted of twenty-something male students. Two 30-second radio spots called "Mountain Lion" and "Piranha" were produced and distributed. Outdoor artwork called "Gator" was also produced in a new size for bulletin boards and mall kiosks. Gator was also used for print ads. Over the course of the year, the GTSB continued to receive media play from last year's "Maniacs" materials while also receiving play from the new spots. PSA exposure was estimated at \$161,246 worth of media space provided which equaled 189% of the contract goal. Clear Channel Outdoor continued as a key partner providing over 50% of the media value delivered.

Krogman and Associates received funds to provide traffic safety messages during 12 high school football championships games at the UNI Dome in Cedar Falls and at 56 high school basketball championship games at Wells Fargo Arena in Des Moines. They also provided signage at both arenas during high school football, wrestling and basketball tournaments. They had a running traffic safety ad on the [www.ihssn.com](http://www.ihssn.com) website with a link to the GTSB website. They also had a full screen graphic of the GTSB logo on the video board during the 56 high school basketball championship games and a custom graphic on the LED Ribbon Board rotating continually during tournament games. Thousands of Iowa high school students were exposed to these safety messages.

Creative Visions embarked on an ambitious mission with a unique approach to educate the community on the dangers of driving while distracted. Efforts had a special emphasis on minority urban youths identified as being in the group most at risk for distracted driving crashes. The program's S.T.E.P. (Safety Teens Erasing Pain) Team performed dance routines featuring traffic safety messages. The Team included 22 teens and young adults ages 13-21 who provided 30 safety presentations during the year explaining the dangers of distracted driving. The group also developed and distributed traffic safety flyers, posters, billboards and made radio announcements. They were able to obtain the signatures of 1,200 young people on No-Phone-Zone pledges. Creative Visions also conducted seven focus groups that included pre and post evaluations and attitudinal surveys. Program response was overwhelming with an increase in the number of requested presentations as well as youths that wanted to be on the S.T.E.P. Team.

### **Impediments to Achievements**

As we attempt to reach the last 7% of unbelted Iowans, we struggle to change the driving behaviors of our most obstinate non-users. Challenges remain with the failure of young drivers to recognize they are not indestructible. Creative Visions was faced with an inability to oblige all requests by other communities to perform in their areas.

## Program Overview

Eighteen projects were funded in FFY 2010 under the Police Traffic Services emphasis area. They included ten with city police departments, five with county sheriffs' offices, one with a university police department, one with an enforcement dispatch service and one to conduct driver behavior surveys.

## Goals

- ◆ To decrease traffic fatalities from the 2004-2008 average of 427 to 414 by 12-31-12.
- ◆ To decrease traffic fatalities per VMT from the 2004-2008 average of 1.37 to 1.33 by 12-31-12.
- ◆ To decrease serious injuries by 3 percent from the 2004-2008 average of 1,877 to 1,821 by 12-31-12.

## Strategies

- ◆ Expand night time traffic enforcement efforts aimed at safety belt and impaired driving interdiction.
- ◆ Target focus areas for speed, safety belt and impaired driving interdiction using IDOT's 5% high-crash locations.
- ◆ Direct enforcement at areas both in and beyond Iowa's Top 22 problem counties located by comprehensive problem identification data ensuring optimal use of GTSB funded overtime and equipment.

## Achievements

Officers from police departments in Ankeny, Bettendorf, Cedar Falls, Coralville, Davenport, DeWitt, Epworth, Marion, Marshalltown and Muscatine were joined by deputies from sheriffs' office in Fayette, Iowa, Johnson, Lee and Story counties along with the University of Iowa's police officers to conduct directed enforcement to reduce traffic crashes and fatalities.

Emphasis was placed in the detection and apprehension of alcohol related driving offenders. Alcohol continues to be of concern throughout the state as the number of alcohol-related fatalities increased from 89 in 2008 to 96 in 2009. Agencies primarily focused on areas identified as trouble spots for enforcement activities, especially in the evening hours. Of the 2,242 OWI arrests made during FFY 2010 by PTS-funded agencies, 201 OWI arrests, or 8.9% were made during GTSB funded overtime hours. Overall, Davenport Police Department led in OWI arrests with 326 (or 14.5% of total PTS agency OWI arrests) for the year, 55 of which were made during project hours. Funds received by Story County allowed for a deputy to go to DRE School which will be a continuing benefit for the county.

Speed in excess of the posted limit is one of the most problematic aspects of traffic safety. PTS funded agencies issued 3,457 speed citations during GTSB funded overtime. These same agencies issued a total of 14,555 speed citations during the program year.

Messages provided to media outlets and through community education efforts provided a positive return in that the number of unrestrained passenger occupant fatalities decreased by 13.9% from 144 in 2009 to 124 in 2009. However, through safety belt usage surveys, PTS grantees documented the average safety belt usage at 87%, which is approximately 6.5% lower than the overall statewide average of 93%.

Enforcement agencies had impressive numbers in regard to safety belt citations issued with 5,491 safety belt citations were issued by PTS agencies during FFY 2010. Agencies reported 2,228 total citations being issued during project funding hours with 16.5% being issued during night time hours. Bettendorf Police Department and Marion Police Department led the daytime citations with 662 and 571 citations respectfully. Coralville Police Department issued 32% of the night time safety belt citations with 119 citations being issued.

In the Bettendorf area, a Multi-disciplinary Safety Team was formed to enhance overall traffic safety efforts. Participants include EMS, traffic engineers, the Iowa DOT, the Iowa State Patrol, the Scott County Sheriff's Office and local police departments. Positive dividends have already been seen from this team's collaboration.

Public information and education is a crucial component to traffic safety initiatives. Much of the focus was around the younger population at school events and driver's education classes. Johnson County hosted a safety village camp for kids that lasted more than a week. The University of Iowa participated in an Alcohol Awareness class hosted by Student Legal Services of the University of Iowa in which 550 students attended. Davenport Police Department reported numerous school events were held in addition to 5 OWI crash simulations at local high school and colleges. The efforts to provide information to the younger population has had a positive effect as Iowa continues to see a decrease in fatal accidents involving drivers age 20 or younger. The Fayette County Sheriff's Office distributed 400 calendars and pens to promote safe driving and safety belt usage.

Other community events included providing traffic safety information to community clubs, news/media, and providing information for city news letters to name a few. Davenport Police Department initiated a program to hand out traffic safety pamphlets with all traffic citations.

Equipment to assist agencies in the enforcement of Iowa's traffic laws purchased by those agencies in the Police Traffic Services emphasis area with Section 402 funds included two lidar units, one radar unit, three PBTs and partial funding for one speed trailer. The Story County Sheriff's Office, which purchased the speed trailer, reported that it was a very popular piece of equipment with constant requests from various segments of the community to place the trailer in their respective areas.

Overall, Iowa traffic fatalities for 2009 were documented at 372 which was a 64-year low for the state as well as nearly a 10% reduction from the 411 recorded in 2008. The traffic fatality rate per 100 million vehicle miles traveled (VMT) also declined in 2009 from 1.33 in 2008 to 1.19. As that achievement was monumental, it is also extremely hard to maintain. The total number of traffic fatalities for 2010 is not final as the year has not yet ended. However, as of December 28, 2010, the preliminary number of Iowa traffic fatalities stands at 384. Because this number is preliminary, it will likely be higher when the final count is made. It already represents a 3.2% increase from 2009. It is still too early to calculate the preliminary number of fatalities per VMT as vehicle miles traveled will not be known for several months. Serious injuries for 2010 will also not be available for several months yet.

**Impediments to Achievements**

Departments identified staffing as an impediment. Specifically, Cedar Falls Police Department had two officers deployed to Afghanistan in addition to one officer being on military leave for an extended period, thus impacting staffing levels for a good share of the fiscal year.

Epworth Police Department is a one-person police department. When their new chief took over in January of 2010, he was not aware of the contract between the GTSB and the police department. Upon learning of the contract activities and objectives/performance measures, he immediately began working on grant funded activities.

Overall comments were made by enforcement agencies in locating and identifying occupant restraint contacts, especially during night time hours. While statistics have shown that overall belt usage slips during the evening hours, agencies were unable to maintain previous levels of occupant restraint citations when switching their enforcement focus to the night. Agencies also noted that as safety belt usage in the communities has increased, it has become more difficult to maintain the citation levels. The De Witt Police Department noted that they have a very light traffic flow in their community after 7:00 p.m. They, therefore, targeted enforcement at school zones in the late afternoons.

The Davenport Police Department noted that the expected number of alcohol sales checks was not achieved due to the fact that the city obtained a separate grant that funded these types of efforts so alcohol inspections with Section 402 monies were not needed.

Program Administrator (PA) Mark Nagel serves as Iowa's Occupant Protection Coordinator and is a Certified Child Passenger Safety Technician. In addition to managing 31 GTSB grants in FFY 2010, Mark served as a member of the Iowa Safe Kids Coalition and the Central Iowa Traffic Safety Task Force.

PA Denny Becker is the GTSB Alcohol Programs Coordinator and managed 36 grants in FFY 2010. Denny serves on the Black Hawk County Arrive Alive Committee and the Red Ribbon Campaign Planning Committee.

PA Jim Meyerdirk is the Manager of Iowa's DRE Program. Jim coordinated training for 15 new DREs last year and managed 23 highway safety grants. He also re-tooled the law enforcement agency activity report form so that data can now be transferred directly to the PAs' monitoring reports eliminating their need to re-key data.

PA Wendie Nerem served as a Program Administrator, Youth Coordinator and Web Manager. Wendie retired from the Bureau in June of 2010. She was responsible for 39 highway safety grants, was active with multi-disciplinary safety teams in the Quad Cities, Clinton, Dubuque and Sioux City and maintained the Bureau's website. As Youth Coordinator, Wendie served on the State's Underage Drinking Task Force and the Traffic Safety Alliance Teen Driver Target Team. Wendie also was the Editor for the GTSB newsletter CrossRoads and coordinator of the annual Commissioner's Special Award for Traffic Safety.

PA Christine Burkett served as the GTSB Special Projects Manager. Beyond the 31 grants she was responsible for, Chris coordinated Bureau activities at the Iowa State Fair, "Bike Down to I Town," the St. Patrick's Day parade and at the Des Moines Art Festival. Chris also worked to reach Iowa's minority groups adding the "I'll Make Me A World In Iowa" African American heritage festival this year to the many outreach activities conducted by the Bureau. Program Management funds allow the Bureau to conduct an annual Governor's Highway Traffic Safety Conference. The conference is held in Des Moines every other year and outside the Des Moines area on the alternate years.

Program Evaluator Bob Thompson retired after more than 23 years with the Bureau. As the GTSB's Traffic Records Coordinator, Bob analyzed traffic data to provide the most effective direction for program activity and funding. He was co-chair of Iowa's State Traffic Records Coordinating Committee (STRCC). At the International Forum on Traffic Records, NHTSA honored Bob for his contributions to improving state traffic records systems.

Ihla Hochstetler is the GTSB Office Coordinator and Secretary to the DRE Board. Ihla serves as the initial contact for the Bureau, takes minutes at DRE Board meetings and processes DRE applications and other correspondence. She also maintains the inventory of office supplies and manages distribution of educational materials. In addition to these duties, she assists the Financial Manager with claims and schedules meetings for the Bureau.

## **Goals**

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

## **Strategies**

- ◆ Train staff on electronic grant monitoring simplifying contract compliance and program management.
- ◆ Ensure adequate staff for on-site contract monitoring and outreach to Iowa's greater law enforcement community.
- ◆ Expand opportunities for highway safety initiatives within minority and underserved populations.

## **Achievements**

In February, outreach to minority groups was enhanced at the "I'll Make Me A World in Iowa" African American festival where the GTSB had a booth providing traffic safety education. Youth attending enjoyed making "I Buckle Up" buttons and having their photos taken with the Commander Alex and Princess Kelsey cut-outs.

In March, some 300 people gathered at the Bureau's annual traffic safety conference in Coralville. The Governor's Highway Traffic Safety Conference is conducted annually with the support services and staff provided by a contract with Iowa State University. PA Chris Burkett coordinated the conference, securing the facility, speakers, exhibitors and activities. The conference brought together grantees and other highway safety professionals to discuss successful programs and strategies to improve traffic safety in Iowa and achieve the goals of Iowa's Highway Safety Plan. Dan Petterson was one key speaker who discussed how Michigan motorcycle riders became traffic safety partners through their Skilled Motorcyclist Association for Responsible, Trained & Educated Riders (S.M.A.R.T.E.R.).

Since 1994, the Kip Hayward Award has recognized law enforcement officers dedicated to protecting the public from alcohol or drug impaired drivers. Hayward was killed by a drug-impaired driver. Coralville Police Officer Mike Barney received last year's the Kip Hayward Award. He was nominated by North Liberty Police Officer Creighton Regenwether who stated that "Michael takes traffic enforcement to the next step. He is not only the go-to-guy for his own department; he is that guy for the entire Johnson County." Regenwether noted Barney's aggressiveness in traffic safety and willingness to take the knowledge he's gained and share it with others, including the public. Barney could not accept his award in person as he was working traffic enforcement for President Obama's visit to the area.

Each year at the conference, outstanding traffic safety contributions by Iowans are recognized with the Commissioner's Special Award for Traffic Safety. Fourteen individuals and three teams were honored last year. Public Safety Commissioner Eugene Meyer presented awards to: Officer Derek Grooters of the Ames PD, Officer Gregory Casey of the Council Bluffs PD, Iowa State Patrol Trooper Andrew Albright, Trooper Brian Beenen, Trooper Ryan Dolf, Senior Trooper Dan Schaefer, Trooper Robert Smith, Senior Trooper Jim Smith, Trooper Erick Van Zee and Trooper Karen Yaneff; Officer Jessica Jenson and Officer Steve Nore of the Johnston PD; Officer Dylan Rumph of the Mar-Marc PD and Janet Goldsmith of the Iowa Center for Agricultural Safety and Health Advisory Council. In addition, these groups were presented awards: the Iowa State Patrol's Safety Education Officers, the agencies that make up the Central Iowa Traffic Safety Task Force and the Clear Lake Police Department's Traffic Team.

A special award was presented from the GTSB to our own Denny Becker in recognition of his more than 18 years of dedicated service as Iowa's Drug Recognition Manager. Denny was also recognized for his service to DREs by the National Drug Evaluation and Classification Program at their 16th Annual Training Conference on Drugs, Alcohol and Impaired Driving last July in Pittsburgh, Pennsylvania where he was presented with the VITA Highway Hero Award.

Beyond the above recognitions, the Iowa Governor's Traffic Safety Bureau was honored by the National Highway Traffic Administration with their "People Saving People Award." NHTSA's Region 7 Administrator Romell Cooks presented the very attractive plaque to Commissioner Eugene Meyer. As stated on the award, it was presented in honor of "Iowa's dedication to the development and implementation of effective traffic safety initiatives to reduce death on Iowa's roadways resulting in the lowest number of traffic fatalities in 63 years."

One of the most noteworthy achievements made in FFY 2010 came in April of last year, when the Bureau was able to bring an additional Program Administrator into the office enabling each of the existing PAs to lighten their workloads. During the most recent Management Review by NHTSA, it was recommended that the GTSB have an additional Program Administrator considering the number of agencies and contractual agreements the office oversees. Mick Mulhern came to the Bureau from the Department of Public Safety's Training and Recruitment Bureau. Before his time with the Department, Mick spent 21 years on active duty serving as a military policeman and then a recruiting commander. Mick took on management of 24 highway safety contracts and also served the Bureau as the new Youth Coordinator. He jumped into the position with great enthusiasm and has been a most welcome addition to the Bureau.

### **Impediments to Achievements**

It was decided that Section 410 grants would not go to the WebGrant system until the next program year since the sSTEP grants processed on-line had not been through one full yearly cycle at the time funding notifications were sent in January. However, the enforcement grants reporting system was updated and reports were required to be sent electronically to capture the data for transfer to PAs' performance measure reports without the need to re-key data.

## Program Overview

Bicycles are very much a part of Iowa's traffic mix, providing practical, low-cost transportation for thousands of students and many working adults and a healthy recreational outlet for many others. The Iowa Department of Public Health Bureau of Emergency Medical Services and Young House Family Services conducted programs in FFY 2010. They each addressed an important segment of Iowa's bicycling public.

## Goals

- ◆ To encourage the use of bicycle helmets through educational programs, information and other awareness heightening methods.
- ◆ To reduce pedestrian fatalities by 5% by December 31, 2012.
- ◆ To develop comprehensive pedestrian/bicycle safety programs in communities.

## Strategies

- ◆ Engage adequate contractual services to address the educational and safety needs of Iowa bicyclists.
- ◆ Encourage local MDSTs to address bicycle and pedestrian safety in their overall safety efforts.

## Achievements

The Department of Public Health subcontracted with two bicycle groups, the Kensett Fire Department and the Butler County Public Health Department. Five bike rodeos were held that included safety education, bike helmet fit stations and helmet distribution. Over 100 bike helmets were provided to Iowa Falls, Emmetsburg, Des Moines and Hampton for distribution.

Young House Family Services contracted with two teachers to implement their Safety Town program. Over 500 fliers were distributed to area schools during Kindergarten Round-Up in the spring. Additional fliers were sent to preschools and libraries. Seventy-two children ages 4 and 5 attended the 2-week, 20 hour hands-on safety programs at Corse Elementary School. Over 30 teens volunteered to work this successful event. In May, they held a bike rodeo with 55 kids bringing their bikes to be checked and to ride the course. Each received a free bike helmet. Parents bought 10 more helmets for kids who could not attend. A bicycle helmet class called *Protecting Your Brain* was presented to 3 and 4 year olds at 23 preschools. Parents purchased 70 bike helmets for a nominal \$5 fee and kids were instructed on proper fitting. Bike helmets were presented to 18 children at the Burlington bicycle races in May. Safety Day was held at Great River Christian School with 44 kids attending who received t-shirts. Pedestrian skills were fine tuned during the October Walk to School Day. Southeast Iowa Safe Kids Coalition provided safety materials and six local schools participated. Bicycle helmet surveys were conducted following helmet distributions. Parents indicated that 43 kids used helmets with their bikes and all riding toys; 27 used them on tricycles but not riding toys and only 2 indicated their kids were not using their helmets. In West Burlington, bicycle helmets were fitted and sold for \$1 each in the School Nurses' Office after school during the last four weeks. A total of 112 helmets were sold. Surveys were given to the 4th grade students who rode their bikes to school. Responses showed 32 students purchased helmets but only 53% wore them while riding. Reasons for not included: "uncomfortable," "learned how to ride without one," "my head got bigger" and "my parents won't buy me a new one."

## Impediments to Achievements

As of July 1, 2010, Safe Kids Southeast Iowa Coalition lost its lead agency due to loss of funding. On October 1st, Safe Kids Worldwide withdrew coalition status until a new lead agency is found. Safe Kids members are frustrated because so many good programs have been done. Many agencies and business were approached, but told no money. Regrettably, Young House Family Services is unable to conduct a project for our FFY 2011 program year.

**Program Overview**

The DOT's Office of Traffic & Safety manages both the Circuit Rider Program and the Traffic Engineering Assistance Program (T.E.A.P.). The Circuit Rider trains local engineers and staff with a Federal Highway Administration approved program. T.E.A.P. utilizes the services of traffic engineer consultant firm to conduct road safety analysis, identify problems and recommend corrective action. The third program, also conducted by the DOT Office of Traffic & Safety works to facilitate the formation of local multi-disciplinary safety teams by helping to set up stakeholder meetings, assessing interests and fostering MDST development.

**Goals**

- ◆ 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.

**Strategies**

- ◆ Continue the extremely successful partnership with the Iowa Department of Transportation to facilitate engineering improvements in all areas of the state.
- ◆ Target road safety efforts in Iowa's work crash corridors utilizing the IDOT's identified top 5% locations.
- ◆ Educate local traffic safety personnel to enhance their safety efforts in work zone and other unique traffic safety situations statewide.

**Achievements**

The Circuit Rider program presented 27 work zone safety and flagger training workshops for counties, cities, utility companies, institutions and the State of Colorado with a total of 551 attendees receiving training. They broke down as follows: Nine flaggers were trained at 3 workshops; 442 were trained at work zone and flagger trainings; and 100 attendees received training during 4 work zone/flagger workshops in Colorado.

For T.E.A.P., work was conducted on a total of 20 different studies with six completed during the program year. The completed studies included three traffic safety studies and three expert roundabout reviews. Each analyzed current conditions, identified and recommended improvements and also identified potential funding sources to guide the local government toward implementation. Slightly fewer studies were completed this year but, several on-going ones have already provided useful results with follow-up activities pending. National expertise was made available to review the planning and design of new roundabouts in Iowa, a service much appreciated by the cities and counties served.

The MDST Advisory Team met in October and November and plan to meet again on January 25, 2011. Program start-up meetings were held in Ottumwa, Marshalltown, Fort Dodge and Cedar Rapids. Following these meetings, the Advisory Team assessed each area's interest, leadership and potential for success. Beyond the initial four areas, interest in MDSTs was expressed in Oelwein and Creston. An MDST has been established in Fort Dodge and have held two meetings. Support for this MDST is a priority with the Advisory Team. Meetings in Cedar Rapids have been delayed due to scheduling with the lead agency. Oelwein is waiting for the report from the local Road Safety Audit and then will schedule a stakeholder meeting. In Ottumwa, interested personnel, including the facilitator, attended a MDST workshop. The Marshalltown/Grinnell group has expressed interest in expanding their group to include the DOT and Iowa State Patrol.

**Impediments to Achievements**

Getting the stakeholders together for MDST meetings proved to be a challenge, slowing but, not ending, the process.

## **Program Overview**

The GTSB's youth leadership program, Get A Grip, is a valuable resource in team building and community organizing that involves youth and adults in addressing traffic safety issues and alcohol consumption as well as information sharing and networking throughout the state. ISU Outreach Services serves as a statewide point of contact for Iowa youth, young adults, parents, teachers and community leaders to become involved in statewide outreach efforts.

## **Goals**

- ◆ To encourage and promote the development and implementation of youth/alcohol education and prevention programs for elementary, junior high, high school and college students.
- ◆ To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in fatal crashes at 28% or less by the end of 12-31-12.
- ◆ 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 12-31-12.

## **Strategies**

- ◆ Extend a positive influence on Iowa teens and young adults by promoting social norming, peer interaction and positive alternatives to alcohol and illegal drug use, particularly in relation to the operation of motor vehicles.

## **Achievements**

Five ½ day and four full-day workshops were held reaching 1,993 high school students and 126 middle school students in 13 school districts for a total of 2,119 students. Students learned about the dangers of alcohol use and distracted driving. Workshop comments included "Turn off your phone before you drive," "Eyes on the road" and "Not everyone is drinking." Four colleges were selected for programs: Iowa State University, the University of Northern Iowa, Des Moines Area Community College and Wartburg College. College projects focused on Community Outreach, Educational Materials, Website Outreach and Flash Drive Information/Resource Distribution. Messages included "Nothing Will Wreck Your Buzz Like An OWI," "Take Control of Your World" and "Are You Making Friends or Drinking Buddies?" Nearly 2,000 college students were reached with educational materials and it is unknown how many were reached via the internet. All colleges conducted some type of Safe Ride program for their students. One very popular promotional was an interactive internet game called, "Cups, Keys, Cars" that tested students ability to maneuver through an obstacle course of drinks to reach their keys and start their vehicles. They learned traffic safety facts along the way. In addition the items mentioned, schools also distributed other items with educational messages including t-shirts, pens, stress relievers and posters.

## **Special Youth Project to Combat Distracted Driving**

As special project to discourage distracted driving was done in FFY 2010. TXTNG KILLS thumb bands were produced and distributed. The thumb bands came in several sizes and colors. Special Projects Coordinator Chris Burkett got the idea for the thumb bands and she and Youth Coordinator Mick Mulhern took them to a local high school football game to give them and their message to youth there. The media, including the Wall Street Journal, picked up on this effort and put the story on their website. This program became so popular that the Bureau received requests for the thumb bands or how to order them from more than 30 states as well as India and Australia. In fact, they became so popular that we had to add the order information to our website to alleviate the response time required by staff due to the many, many inquires coming into the Bureau.

## **Impediments to Achievements**

N/A

# 2010 ANNUAL REPORT *SAFETY BELT PERFORMANCE GRANT*

## Program Overview

The GTSB's 2010 special Traffic Enforcement Program consisted of 124 police departments, 50 sheriffs' offices and the DOT's Motor Vehicle Enforcement Division. Although sSTEP is more than a decade old, the program still was able to bring in six completely new agencies and brought 19 back that had took part before 2009. Randy Hunefeld manages the sSTEP efforts overseeing all activities including media releases issued for each of the five designated waves. Before and after each wave of "stepped up" enforcement, grantees conduct observational safety belt surveys to measure the program's impact. FFY 2010 sSTEP waves were again conducted during: Thanksgiving weekend, St. Patrick's Day, two weeks surrounding Memorial Day, July 4th weekend and the two weeks surrounding Labor Day.

## Goals

- ◆ To achieve a statewide safety belt usage rate of 95% by the end of FFY 2012.
- ◆ To achieve a statewide child restraint usage rate of 92% by the end of FFY 2012.
- ◆ To reduce the average annual number of unbelted fatalities from 140 to 134 by the end of FFY 2012.

## Strategies

- ◆ Strongly encourage sSTEP grantees to conduct enforcement during evening and night time hours with emphasis on safety belt compliance and impaired driving interdiction.
- ◆ Focus sSTEP enforcement at identified "Top 5" problem road segments and intersections in grantee jurisdictions.

## Achievements

sSTEP grantees were given crash maps and data to help focus their efforts on the most high-risk times and locations in their areas. They were also encouraged to use overtime funds during night time hours to get the most impact for their enforcement efforts. The first pre-wave safety belt surveys averaged 69.7% usage and the last post-wave surveys average rate was 90.7%; but after the 4th wave, the average rate reached 95%. In the 43 days that made up the five sSTEP waves, grantees issued 2,284 safety belt and 150 child restraint citations. Non-sSTEP agencies (402 or 410 grantees and volunteer agencies) issued an additional 4,102 seat belt and 263 child restraint citations. sSTEP grantees made 553 OWI arrests and non-sSTEP agencies made 585 added arrests. Grantees logged 7,226 speed citations and non-sSTEP agencies logged 16,350 more citations. In total, 115,527 enforcement contacts were made during sSTEP waves. The total sSTEP-reported activity from both sSTEP and non-sSTEP agencies for all five waves was:

- |  |  |
|--|--|
| ◆ 10,439 safety belt violation contacts,   | ◆ 17,551 equipment violation contacts,   |
| ◆ 779 child restraint violation contacts,  | ◆ 9,841 no proof of insurance,           |
| ◆ 2,491 OWI arrests/contacts,              | ◆ 136 move over violations,              |
| ◆ 45,117 speed violation contacts,         | ◆ 361 felony arrests,                    |
| ◆ 413 improper passing violations,         | ◆ 806 narcotics arrests,                 |
| ◆ 3,011 stop sign/light violations,        | ◆ 7,184 motorists assists,               |
| ◆ 2,728 driving without a license,         | ◆ 766 interdictions and canine searches, |
| ◆ 2,002 suspended or revoked,              | ◆ 1,460 commercial vehicle inspections,  |
| ◆ 6,389 no registration,                   | ◆ 200 vehicles taken out of service,     |
| ◆ 842 open container/public consumption    | ◆ 252 drivers taken out of service,      |
| ◆ 79 .02 violations,                       | ◆ 1,100 warrants served,                 |
| ◆ 2,281 dark windows,                      | ◆ 43 DNR violations, and                 |
| ◆ 11,428 other traffic violation contacts, | ◆ 2,106 total media contacts             |

Equipment acquired by sSTEP agencies included 67 radars, 43 PBTs, 9 lidars, 9 speed trailers and one video camera.

## Impediments to Achievements

While agencies were encouraged to utilize overtime funds at night, reporting was not broken down by hours so data is not available on the percentage of overtime used during the day versus the night. For FFY 2011, the Bureau will be asking agencies to provide the time frames for their overtime enforcement efforts.

## **Program Overview**

In FFY 2010, Iowa received \$500,000 in Section 408 funding. Iowa's Statewide Traffic Records Coordinating Committee (STRCC) helped the GTSB target significant traffic records functions for enhancement. Seven programs were funded under Section 408. The Iowa DOT received funds for three projects, the Iowa Department of Public Health had two projects, the Iowa State Patrol and the ISU Institute for Transportation each had one project.

## **Goals**

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

## **Strategies**

- ◆ Support the Iowa Traffic Safety Data Services (ITSDS) and the Bureau of EMS through staff funding.
- ◆ Enhance usage of TraCS, including the migration to a Web-based application via technical support and with funds for training.
- ◆ Encourage further analysis, distribution and use of injury data from CODES, EMS run reports and data/analysis from the injury prevention research community.

## **Achievements**

The MW-SAVER product was greatly enhanced and improved, especially with regard to speed through the DOT Office of Traffic & Safety program. Problems with the system were corrected, user-ease was improved, new features were added and groundwork has also been laid for future improvements. The DOT Office of Driver Services worked closely with the University of Iowa Injury Prevention Research Center providing crash/driver behavioral study information to maintain and expand data coordination. Technical assistance and training was provided. The DOT's Motor Vehicle Enforcement Division used 408 funds to improve Iowa's TraCS system. Functionality of the system was improved and the percentage of usage of the system was increased. Electronic crash reporting went from 83% to 86% during the project. Public Health's Bureau of Emergency Management Services worked to increase submissions of EMS run reports and had 40 additional local providers brought into compliance and the number of services submitting data increased by 24. Public Health's Bureau of Health Statistics worked to improve CODES. Data from the DOT was received in a new format so crash records had to be built from several independent tables and the dates had to be standardized. The Iowa State Patrol used 408 funds to purchase crash animation software that improved their crash data accuracy and completeness as well as overall crash reconstruction capabilities. Iowa State University's Institute for Transportation subcontracted to administration of Iowa's State Traffic Records Coordinating Committee (STRCC) and for staffing of Iowa's Traffic Safety Data Service (ITSDS). STRCC members met quarterly and prepared and submitted a Vital Interim Report for NHTSA in March of 2010 along with the Statewide Strategic Plan in June. The ITSDS addressed 35 requests from various agencies on a variety of traffic data elements. In addition, they provided the Iowa DOT with 44 requested data sets and 33 special requests from the GTSB and the Iowa State Patrol. Funds also allowed staff to attend the National Traffic Records Forum. Joyce Emery, who worked as a subcontractor for the DOT, provided a STRCC overview while at the Forum.

## **Impediments to Achievements**

While system speed was improved on the MW-SAVER product, developers were notified of problems which inhibited further speed improvements. Once this issue is resolved, greater improvement should easily be made.

### Program Overview

Section 410 funding continues to be an integral part of traffic safety enforcement and education in the State of Iowa. The reduction of impaired driving crashes, injuries and deaths was paramount to the 90 agencies that received Section 410 funding in FFY 2010. Although a great deal of enforcement and educational efforts were made during 2010 including a steady increase in alcohol-related arrests, citations and warnings, partially due to 11 more agencies receiving 410 funding than did last year, Iowa's impaired driving fatalities increased from 81 to 92. The rate of alcohol related fatalities per 100 million VMT also increased from .26 to .29.

### Goals

- ◆ To reduce impaired driving related fatalities by 4% from 105 to 101 by 12-31-12.
- ◆ To achieve/maintain an alcohol-related fatality rate of .36 fatalities per 100 million VMT or lower by 12-31-12.
- ◆ To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by 12-31-12.

### Strategies

- ◆ Increase the emphasis of night time enforcement.
- ◆ Increase emphasis on safety belt enforcement during evening and night hours.

### Achievements

The 57 police agencies receiving 410 funding were departments from the cities of Akron, Ames, Blue Grass, Boone, Carlisle, Carter Lake, Cedar Rapids, Council Bluffs, Dunkerton, Dyersville, Eldridge, Evansdale, Farley, Fort Dodge, Fort Madison, Gilbertville, Granger, Hiawatha, Hudson, Huxley, Iowa City Keokuk, Knoxville, La Porte City, Le Claire, Le Mars, Lisbon, Monroe, Mount Vernon, Nevada, Newton, North Liberty, Norwalk, Oelwein, Oskaloosa, Pella, Perry, Pleasant Hill, Polk City, Prairie City, Princeton, Robins, Sioux City, Storm Lake, University Heights, Urbandale, Washington, Waterloo, Waukee, West Burlington, West Des Moines, West Point, Windsor Heights and Woodward. Twenty-four sheriffs' offices that received Section 410 funding included Benton, Black Hawk, Boone, Cerro Gordo, Clay, Clayton, Clinton, Dallas, Des Moines, Dubuque, Hamilton, Henry, Jasper, Linn, Marion, Muscatine, Plymouth, Polk, Scott, Wapello, Warren, Washington, Winneshiek, and Woodbury. The Iowa State Patrol and the University of Iowa Public Safety Department, along with six non-enforcement agencies of Iowa Law Enforcement Academy, Mercy Medical Center, the Prosecuting Attorney's Training Council, State Court Administrators, The Integer Group and Westcom Communications also utilized 410 funds.

Although numerous agencies reported staffing problems during this reporting period, most agencies exceeded goals in direct correlation with alcohol related enforcement. Section 410 funds assisted agencies in supplementing regular department efforts. The 83 law enforcement agencies under Section 410 issued 7,890 OWI citations, of which 1,481 (18.7%) were made during funded overtime. Between FFY 2009 and FFY 2010, Iowa saw a 7.86% increase in fatalities as a result of driver or motorcycle operator with  $\geq$  .08 BAC. Speed and the failure to follow traffic laws, at times coupled with impaired driving, are never a good combination. Of the 74,093 total speed citations issued by Section 410 agencies, 23,715 (32%) were made during funded overtime. The Iowa State Patrol, the state's largest enforcement agency, recorded 15,886 speed interdictions representing an increase of 41.5% from FFY 2009. The Iowa City Police Department recorded 766 speed citations closely followed by Des Moines PD with 749, both during funded OT. Agencies exceeding 300 contacts during funded OT included Hiawatha, Waterloo and Council Bluffs.

Over 53 public information/educational activities were conducted by Section 410 agencies during the program year. These functions included displays at various businesses, malls, fairs, health fairs, talk radio programs, bicycle rodeos, citizen academies, civic programs in addition to regular D.A.R.E. and school related visits. The Des Moines County Sheriff's Office, alone, conducted 331 public information activities. With the purchase of a Fatal Vision Kit, Mount Vernon Police Department provided education to the community on the effects of alcoholic beverages to driving ability. The Oskaloosa Police Department participated in an after prom party. Educational programs given to children and teens should have long lasting effects on driving behaviors.

Special enforcement and multi-agency events in which 410 funded agencies participated included GTSB-facilitated "Southern Exposure," "Operation Midway," "Operation Is," "Eastern H.E.A.T." and "CPS Mobile Eyes." Agencies also facilitated their own multi-agency and/or other special enforcement events such as "Take the Fight to the Night," "Saturation Night" as well as participating in sSTEP waves activities. These events were coordinated during both daytime and night time. The GTSB saturation and corridor efforts were coordinated by Law Enforcement Liaison Jim Meyerdirk. In the six 2-day events that Jim managed, the following enforcement actions were made: 232 OWI arrests, 1,183 safety belt citations (261 of which were at night), 81 child restraint citations, 3,759 speed citations, 178 stop sign/light citations and 143 arrests warrants were served. In addition to the violation activity, 446 crashes were investigated and 946 motorist assists were provided. The activity was conducted by 243 agencies and 2,169 officers. Planning meetings for the special enforcements were not held in FFY 2010 due to time constraints and the belief that most agencies did not need a yearly update/motivational talk. Planning meetings will again be held in FFY 2011. In the Section 410 agencies total multi-agency enforcement efforts results show 1,481 OWI arrests, 12,710 safety belt citations, 846 underage possession arrests, 798 open container violations and 640 arrests for public intoxication.

Educational events such as school programs were held throughout the contract year. In the Akron area, PSAs for "Over the Limit" were made with the primary target being students. The Clay County Sheriff's Office distributed educational materials to the public bearing the slogans of "Over the Limit, Under Arrest" and "See it! Hear It! Report It!" The Dunkerton PD utilized "Buzzed Driving is Drunk Driving" materials. Fort Madison Police Department purchased pencils with "Cops & Kids – Together We can Make a Difference" and buckle-up and no alcohol logos. Newton Police utilized "Travelin' Traffic Safety XIV," "Soft Cone for a Hard Head" slogans and conducted eight child seat inspections. The North Liberty Police Department hosted a "Safety Village" instructing children on road safety. Agencies also utilized local media outlets when appropriate. Art majors at the University of Northern Iowa developed artwork for "Buzzed Driving Is Drunk Driving" with funding awarded to the UNI's Department of Public Safety.

Many agencies reported safety belt use averaging at a steady 93%. Surveys conducted by 410 funded agencies during project time were in direct correlation to the 93% recorded in observed statewide belt usage. Surveys were brought down slightly by numbers from the Council Bluffs Police Department. The two surveys done in Council Bluffs indicated a usage rate of only 74% and 88%. It is believed that safety belt usage in that area may be slightly lower due to the neighboring the state of Nebraska where their safety belt statute is not a primary law. Council Bluffs plans to continue working with local media on efforts to improve safety belt usage. Section 410 funded agencies issued 7,263 safety belt citations during day time hours and 2,380 citations during night time project hours. The total number of safety belt citations for both project and non-project hours was 25,292 during FFY 2010.

The Des Moines County Sheriff's Office specifically noted a visible increase in the number of teenagers and elderly not wearing safety belts. In the Des Moines County area, the South East Iowa Safe Kids Coalition conducted several child restraint clinics this past year with the assistance of the Des Moines County Health Center.

Section 410 funding enabled agencies to purchase equipment and/or educational items for public dissemination that would not have been possible within departmental budgets. Thirty-five agencies benefited through grant funding with the purchase of digital in-car video cameras. Seventy-one cameras were obtained with 410 funds. These cameras assist agencies in the prosecution of alcohol related cases, both on and off project hours. Thirty agencies purchased a total of 142 new PBTs to assist in detecting impaired drivers and for the enforcement of underage drinking laws. Twelve agencies used 410 funds to purchase radar units bringing a total of 22 new units for speed enforcement. The Urbandale Police Department benefitted from the purchase of a speed trailer which is being used on a daily basis.

Efforts conducted by non-enforcement grantees were also a critical component to the success of FFY 2010. The Iowa Law Enforcement Academy was able to provide the following: 11 Standard Field Sobriety-HGN classes with 305 students trained; 11 OWI Updates with 200 officers trained; 4 Public Intox classes with 128 officers trained, 1 SFS Instructor class with 24 officers trained, 2 SFST Instructor Recertifications with 38 officers recertified, 8 Drug Impaired Recognition classes with 255 officers trained, 6 Radar/Lidar schools with 90 officers trained, 1 Radar/Lidar Instructor Update with 17 officers trained, 1 Radar/Lidar Instructor Recertification with 21 officers recertified, 9 Basic Traffic Law Enforcement classes with 334 officers trained and 14 TOPS/OP Kids (Traffic Occupant Protection/Operation Kids) 14 classes with 389 officers trained.

Mercy Medical Center presented 34 classes to 1,538 students on impaired driving. They partnered with Sioux City PD and Siouxland CARES on Fatal Vision demonstrations at driver education classes and took surveys at middle schools on impaired driving and riding. In the past decade, 12th grade students that rode with an impaired driver fell from 61% to 23% and 10th graders fell from 57% to 34%. Driving impaired stats went from 49% to 29% for 12th graders and from 27% to 22% for 10th graders. Mercy Medical also paired with Siouxland CARES to print 25,000 parents Survival Guides with impaired driving information. For 3-D Month, tombstones were placed on graves of people that had died in the last ten years due to alcohol related crashes and then a press conference was held about the effort. Another press conference was held at the hospital on prescription drugs and driving. Promotional materials included posters, pens, reflectors and brochures.

The Prosecuting Attorneys Training Council (PATC) conducted 31 training events/workshops that were attended by over 1,000 law enforcement officers. The increase in training was directly related to the hiring of Kim Wadding at the ILEA who filled the position left vacant when Dave Dudley retired. Over 300 prosecutors attended various training presentations provided by PATC attorney Pete Grady. He consulted directly with attorneys on more than 200 occasions and produced six issues of the Highway Safety Law Update and for 120 instances he provided cases, memos and other legal correspondence with Iowa prosecutors. Attorney Grady also oversaw legislative changes affecting Iowa law enforcement. Two new sets of legislation should assist OWI and traffic enforcement. One requires hospitals to notify law enforcement when a person with injuries from a traffic crash is brought to the hospital for treatment and the other legislation gave officers notary powers to assist in overcoming the problem of officers having to provide a sworn statement when filing any criminal charge from schedule traffic offenses to major felonies.

The State Court Administrator's Office sought grant monies to hold a Magistrate Conference. The conference was held on June 24, and 25, 2010 with 170 magistrates in attendance. In addition to judicial offices, the faculty included a representative from the Iowa Attorney General's Office.

The Integer Group reports that the Bureau's impaired driving campaign maintains the advantage of positive relationships throughout the state. With a 13% below industry standard for TV and 30% below industry standard for radio, they were able to include radio and cable for Mason City and cable in Southeast Iowa. With such an important message, both radio and TV/Cable stations were very responsive to providing value added to reach our target. Given the time period and the large amount of political spending that came earlier than normal, the fact that they were able to get so much "value-add" in free spots was a huge win for the Bureau and the state. The drunk driving radio buy delivered 3,824,435 impressions from 1,535 paid and value added spots. The drunk driving television buy delivered 1,177,272 impressions from 192 paid and value add spots. The drunk driving cable buy delivered 1,438,480 impressions from 2,447 paid and value add spots.

During FFY 2010, Westcom Communications provided dispatch services to officers during 22 different projects by handling radio traffic and requests, logging events and querying vehicles and persons for vehicle registration records, driver license records, and stolen/wanted records. During these events, 620 traffic stops were made.

Section 410 funds allowed for some agencies to provide training opportunities for personnel to attend the LifeSavers Conference, Iowa Motorcycle Forum, L.E.T.S.A.C. Conference as well as the GTSB Conference.

Drug Recognition Officers (DREs) are trained through Iowa's Drug Evaluation and Classification Program (DECP), funded under Section 410. Once again this year, Iowa's DECP expanded with the addition of 15 new certified DREs. DREs share their expertise with other agencies lacking a DECP trained officer. Iowa DREs have a 90% drug confirmation rate and a high conviction rate with no case ever being appealed. DRE officers are available across Iowa to assist with detection and apprehension of drug impaired drivers.

### **Impediments to Achievements**

Numerous agencies reported changes in staff as an impediment in regard to emphasizing project areas, therefore having an impact on the hours that could be provided to 410 activities. The Cedar Rapids Police Department reported not meeting goals, specifying that the community as a whole still suffers from the floods of 2008 and overtime being worked by officers was not grant related but rather time devoted primarily to flood related situations.

There was an unsuccessful attempt in the legislature to encourage Iowa-based research into the use of worth of ignition interlocks for first offenders. The effort was blocked by lack of research funding and was partially mooted by NHTSA's endorsement of the concept of ignition interlocks for first offenders and the agency's reevaluation and apparent endorsement of research in the area.

## MOTORCYCLE SAFETY

## 2010 ANNUAL REPORT

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### Program Overview

Iowa is one of only three states without some type of motorcycle helmet law. In 2006, Iowa had 57 motorcycle fatalities and peaked in 2007 with 61. In 2008, motorcycle fatalities fell to 53 and in 2009 to 49. Iowa motorcycle drivers account for only 2% of Iowa crashes yet they make up 14% of our traffic fatalities. The Bureau's motorcycle program revolves around two grants. One is with the Iowa DOT to conduct an annual Motorcycle Safety Conference and the other is with The Integer Group to conduct a mass media campaign to educate motorcyclists and the public.

### Goals

- ◆ To reduce overall motorcycle fatalities and unhelmeted motorcycle fatalities by 2% by December 31, 2012.
- ◆ To provide motorcycle safety education to motorcyclists and the driving public.

### Strategies

- ◆ Expand outreach efforts to improve safety awareness of motorcycle for both riders and the general public.

### Achievements

"Share the Road" brochures were provided to all Iowa driver education classes. Motorcycle education courses reach approximately 35,000 high school students and some 4,000 motorcycle riders. The Iowa Motorcycle Safety Forum was held at the end of April with over 300 attendees and 25 vendors. Speakers engaged the audience with interactive scenarios, facts on how helmets are tested, Road Guardian programs and more. Twenty-seven people took advantage of the free Experienced Rider courses. "Be Safe. Be Seen" was one slogan used to encourage riders to wear conspicuous clothing so other motorists will see them.

The Integer Group program began with a communication plan that included an audience overview, recommended strategies and tactics and three creative concept options. A motorcycle focus group was conducted where participants were asked about their current behaviors and opinions and provided feedback on the three creative concepts. The "Ride with Reality" concept had the most positive responses. All campaign materials for this concept have been completed and approved but the campaign will not reach the public until the Spring of 2011. Materials including a [www.ridewithreality.com](http://www.ridewithreality.com) website, a 1:15 video PSA and a "Ride with Reality" flyer to drive motorcyclists to the Web page for safe riding tips and discounts on riding gear have all been developed and approved. The flyer will be distributed through Motorcycle Rider Education (MRE) courses, bike events, dealerships and possibly registration renewals. An outdoor bulletin board has also been developed and approved. The 1:15 video will run on the website but will also be edited down for a new broadcast PSA to distribute throughout Iowa.

Motorcycle fatalities in Iowa have been declining slowly since the 2007 high of 61. In 2009, the 49 fatalities attributed to motorcycle crashes was a 7.5% reduction from the prior year's 53 fatalities. This reduction is far above the goal of 2%; however, motorcycle fatalities are still very disproportionate for the number riders on the road.

### Impediments to Achievements

Iowa's lack of any type of motorcycle helmet law is a huge disadvantage to Iowa's safety program. Coupled with the large number of deer-motorcycle crashes, it is much more than just an uphill battle to reduce motorcycle crashes, injuries and fatalities.

While media markets have stabilized to an extent the GTSB Click It or Ticket campaigns continue to receive the benefit of good relationships in the marketplace. We were able to negotiate rates well below the industry pricing which enabled us to add in geography that we had been forced to forgo in the past. Many radio stations matched buy spots with bonus spots. Television was split 60% network, 40 % cable.

Contracts with sports related agencies initiated a partnership to promote traffic safety and the effects of impaired driving through the use of statewide media, internet and captive audiences at University of Iowa and Iowa State University athletic events.

A campaign with a cinema advertising group put traffic safety messages on 116 movie screens throughout the state with an average monthly audience of 350,000 admissions.

2010 ANNUAL REPORT

NOTEWORTHY PRACTICES

The following areas have been identified as noteworthy to the overall efforts of traffic safety enforcement and education in Iowa.

Enforcement Strategies – The Bureau’s overall approach to traffic safety enforcement hinges on data-driven targeted enforcement as all enforcement agencies receiving funds for overtime enforcement are required to direct that enforcement at their most problematic locations and during the highest risk times of day. Each enforcement agency is provided with maps and data that specify the Top 5 road segments for crashes in their county and the Top 5 intersections for crashes. Agencies are contractually-required to focus enforcement in these areas. They are also required to conduct at least two multi-agency enforcement events and at least one of those must be conducted at night when crashes are more prevalent. These strategies ensure that funding and activities are focused where they will be the most effective.

Youth Program Activities - The major focus of the youth program is directed towards education and public awareness. Throughout the course of the year several activities were conducted to deliver both education and information to the youth of Iowa as well as encourage involvement and cooperation with the adult population. In July 2010, two new laws took effect restricting all drivers to not text or use electronic devices while driving and also for all passengers under 18 years old to be buckled regardless of seating position.

The GTSB coordinated with the national campaign for national Teen Driver Safety Week in October of 2009 with multiple public service announcements in both print and radio media. The youth message was presented at Division I college football games within the state providing the public with handouts, promotional items and public address announcements related to safe driving, distracted driving and alcohol use while driving reaching an exposure of over 30,000 people per event. Media advertising was conducted at the Iowa state high school football and basketball championship games. Signage, public address announcements and radio messages were delivered to an estimated 15,000 attendees of the various games. The youth message was made available at the Iowa State Fair through brochures and promotional items reaching an estimated 10,000 plus fair attendees.

A new campaign was launched in August directed specifically at teen drivers. Mobile EYES (Every Youth Exhibiting Safety) invites communities to mobilize to protect teens and provides a pledge for teens not to drink and drive, buckle up, drive the speed limit and not text while driving. The campaign targeted students in the Top 22 problem counties totaling 124 high schools with nearly 30,000 students. Thumb bands embossed with “TXTING KILLS” to remind drivers not to text while driving were a major promotional item as part of the Iowa State Fair and at a local high school football games. Local and national news media, including the Wall Street Journal, reported on the thumb bands providing even greater exposure with inquiries from 32 states and 2 countries. 30,000 thumb bands were given out as a result of the promotion.

ASSET – Forty-five Iowa State Troopers assigned to the Alcohol Seatbelt Safety Enforcement Team (ASSET) are not confined to district borders, but are working all across the State of Iowa. At least one ASSET member is stationed in each of the 14 district offices across the State of Iowa, covering all 99 counties. This enables ASSET members to target high risk areas and populations in every corner of the state. ASSET members focused much of their efforts in Iowa's top 22 problem identification counties which were identified by the state as having a severe highway safety problem based on data collected related to fatality and personal injury crashing. GTSB funding for the team is set through June of 2011.

Saturation Patrols/Corridor Events – Saturation Patrols and Corridor events throughout the state continue to be a beneficial part of traffic safety initiatives. Enforcement of numerous traffic safety laws were part of the events but the four focus areas included OWI, safety belts (day time), safety belts (night time) and speed. All six events are conducted on Friday and Saturdays when traffic is most heavy and, when possible, during evening hours. The events are also scheduled near the dates of sSTEP waves and/or national mobilization to boost the success of those events. In 2010, saturation patrols and corridor events across the state generated 232 OWI arrests. A total of 1,183 safety belt citations were issued of which 22% were for night time violators. An additional 357 safety belt warnings were issued (total of both day and night). Speed was a major area of these enforcement events with 3,759 citations being issued with an additional 2,701 warnings. One key success of the saturation patrols and corridor events during 2010 was the 347 media contacts made in conjunction with them. In total they produced 61 TV spots, 115 radio spots and 143 printed stories. The success seen in the saturation patrols and corridor events was due to continued partnerships with common goals as the 6 events involved 243 agencies and 2,169 officers.

Occupant Protection – Iowa strives to adopt effective programs to reduce highway deaths and injuries resulting from individuals riding unrestrained or improperly restrained in motor vehicles. The Child Passenger Safety program has trained 400 Certified CPS Technicians to assist parents and care givers in all 99 counties. All enforcement grant agencies are required to report safety belt and child restraint violations and to conduct bi-annual safety belt surveys in their jurisdictions and then report usage rates to their communities. They are also required to conduct at least one night time seatbelt enforcement activity.

sSTEP – The reasons for the continued success of sSTEP in Iowa remains the same – hard work and traffic safety awareness. Law enforcement agencies across the state take the job of saving jobs seriously. Sustained enforcement throughout the year is a goal of Iowa's sSTEP and one that agencies have taken to heart. Iowa is unique in the fact that sSTEP grant money is offered to every law enforcement agency across the state not receiving other GTSB funds. With tight budgets and positions not being filled, local agencies are looking for any and all assistance to help them do their jobs. sSTEP has continued to grow through the years from 22 agencies in 1996 to 190 agencies in 2011. With the addition of sSTEP to Iowa's other enforcement projects, 98 of Iowa's 99 counties are covered.

MDST – Multi-Disciplinary Safety Teams utilize the viewpoints, expertise and knowledge of a variety of traffic safety professionals to bring a total picture to traffic safety problems and strategies. Iowa has many existing MDSTs such as the Black Hawk County Arrive Alive group, the Scott County CARS group, the Pottawattamie SWIFT group as well as others in Dubuque, Polk and Woodward counties. Currently, we are encouraging the development of new MDSTs in Iowa. Through interactions with various entities, we are fostering the development of these important safety teams.

Currently the staff of GTSB is down two full-time members. We hope to fill these in the FFY 2011 program year.

Through statewide partnerships we will continue to work to decrease the fatality rate in Iowa. It is critical to keep utilizing education, enforcement, engineering and EMS to provide for a safer Iowa.

Saturation patrols and corridor events have proved to be very successful enforcement projects. The Bureau feels the continuation of these events is an important multi-agency function. Focus areas will continue to be OWI, speed and safety belt usage, especially during night time hours as statistics do indicate that between 9:00 p.m. and 3:00 a.m. is the deadliest time on Iowa roadways.

Preliminary discussions are underway regarding a strong joint venture with the Prosecuting Attorney's Training Council for the development of an OWI Court.

Iowa currently has 136 certified DRE officers. During 2011 a new training element, ARIDE, will provide additional instruction to officers in regard to recognizing drugged traffic offenders. Five classes are scheduled for 2011.

It is important to review data and the results of special projects to recognize trends, both positive and negative, for continued success in the overall mission to make Iowa's roadways safer. In 2011, Iowa will be involved in a Statewide Traffic Records Assessment which will provide for us with an overview of our current traffic records systems and recommendations for enhancements to and expansion of the use of those systems. As a result of the assessment, we anticipate that data will be more readily available to assist us and our partners as we target areas for traffic safety improvements.

Iowa looks forward to continuing partnerships in the areas of law enforcement, the media, educational institutions, health and youth organizations and data/research groups.

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

With the retirements of Bob Thompson and Wendie Nerem in 2010, institutional knowledge was lost. As GTSB rebuilds staff, it will be critical to build a solid foundation with proper training, especially in core areas of NHTSA, such as program management, financial management, instructor development and data. We hope to have the ability to have these individuals trained when opportunities arise.

One effort to streamline Bureau activities is the migration of our paper grant system to Iowa's new WebGrant system. Our largest group of grants, sTEP, were moved into the computer based system at the beginning of the FFY 2010 program year. This system eliminates the need to re-key data and provides easier access for potential and existing grantees. It is planned to add the Section 410 program to this system in the near future.

Iowa has always experienced notable support from the members at NHTSA's Region 7 Office. NHTSA staff is always available to share their extensive knowledge and guidance to assist our office. The Iowa Governor's Traffic Safety Bureau looks forward to our continued partnership to improve traffic safety in Iowa and beyond.

