

Iowa Annual Report Summary

Strengths- Iowa was able to increase its seatbelt rate to 91.3% by using an excellent combination of Click it or ticket adds and Step wave enforcement to gradually make that 1.7 increase above the 2006 numbers.

2. Iowa also has a great incentive program for reporting which is critical to our mission

3. The partnership with the local DOT, the department of Public safety and local law enforcement agencies has enabled them to improve roads through the newly created TEAP program.

4. Newly Created Task Forces that work Jointly throughout the local counties has appeared to be very affective in reaching out to the communities specifically the youth under the age of 35 who are the primary OWI offenders.

5. Finally the biggest strength noted in this report is your overall enforcement activity on a daily basis continues to keep your impaired driving numbers down and your seatbelt numbers up which is key.

Weaknesses and Future things to work on:

1. You have stated at your traffic Safety Alliance that your primary problem of the future is motorcycles and that your fatalities will be higher this year than any other so I don't know why we have not addressed this in you annual report. I would like to see some Programs and goals that should be accomplished utilizing 402/410 funds specifically focusing on impaired cyclist. Also there should be more paid media focusing on the motorcycle rider. Your brochure is pretty comprehensive but lacks specific goals.
2. I did not see you show specifically how your traffic records is making minimal improvements. The 408 plan outlines what you were trying to accomplish but your annual report does not demonstrate it.

3. Planning and Administration this section in your report needs to be updated to reflect changes and future changes to personnel. I also think a great idea would be to show all of your staffs areas of responsibility to reflect how they are impacting the program areas they are assigned.
4. 2010 funds need to be used to address the issue of awareness of the non motorcycle rider the more we use this approach we can determine whether it is effective or not and abate will not have a leg to stand on but we cannot let the money sit.
5. Finally look at this report as way of showing your greatness in your bility to save lives by properly documenting your success.