

# 2011 ANNUAL EVALUATION REPORT

## IOWA GOVERNOR'S TRAFFIC SAFETY BUREAU

### Mission Statement

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

### Executive Summary

The 2011 Annual Evaluation Report of the Iowa Governor's Traffic Safety Bureau (GTSB) summarizes efforts that have made an impact in regard to traffic safety issues throughout the State of Iowa. The GTSB administers federal funds to state, local, and non-profit organizations who desire to work toward the shared goal of reducing death and serious injuries due to motor vehicle crashes through implementation of programs and projects that address driver behavior. During FFY 2011, the Bureau contracted with 324 agencies, including 291 law enforcement agencies. Successes can be attributed to the combined efforts of the many traffic safety partners throughout the state. We thank our local, county, state and federal partners for the commitment to our mission and are grateful for their support.

For three consecutive years, Iowa has recorded fatalities below 400. Although Iowa has achieved a reduction in the number of traffic fatalities over the years, it is still tragic that nearly 400 lives are lost each year on Iowa roadways due to traffic crashes. The shared goal for all of our traffic safety partners is ZERO deaths; therefore, the GTSB will continue to provide funding for effective program projects to reduce fatalities from motor vehicle crashes.

During Federal Fiscal Year 2012, the Bureau will continue to work toward decreasing motor vehicle-related deaths and serious injuries by utilizing and improving vehicle crash data analysis and developing innovative ways to change behaviors.

#### Accomplishments:

1. Continuing to maintain traffic fatality rates below 400 for three consecutive years.
2. Achieving yet another increase in statewide belt usage with an observational safety belt usage rate of 93.45%.
3. Continuation of strong Multi-Disciplinary Safety Teams resulting in an increased awareness and interest to establish new programs throughout the state.

#### Challenges:

1. To develop innovative ways to encourage the 7% of Iowans that do not use safety belts to understand the dangers associated with non-safety belt usage.
2. To educate motorists of the dangers of distracted driving among all drivers, but especially teen drivers and through these efforts encourage behavioral changes.

3. Fatalities occurring on rural secondary roads continue to account for more than one-half of the total traffic fatalities in Iowa. We will continue to explore innovative ways to expand traffic safety messages and enforcement in the rural areas.
4. Staffing issues continue to be an area of concern with our partners. Throughout the state our partners, especially law enforcement agencies, continue to experience staffing concerns due primarily to military deployments, officer retirements and budgetary constraints.

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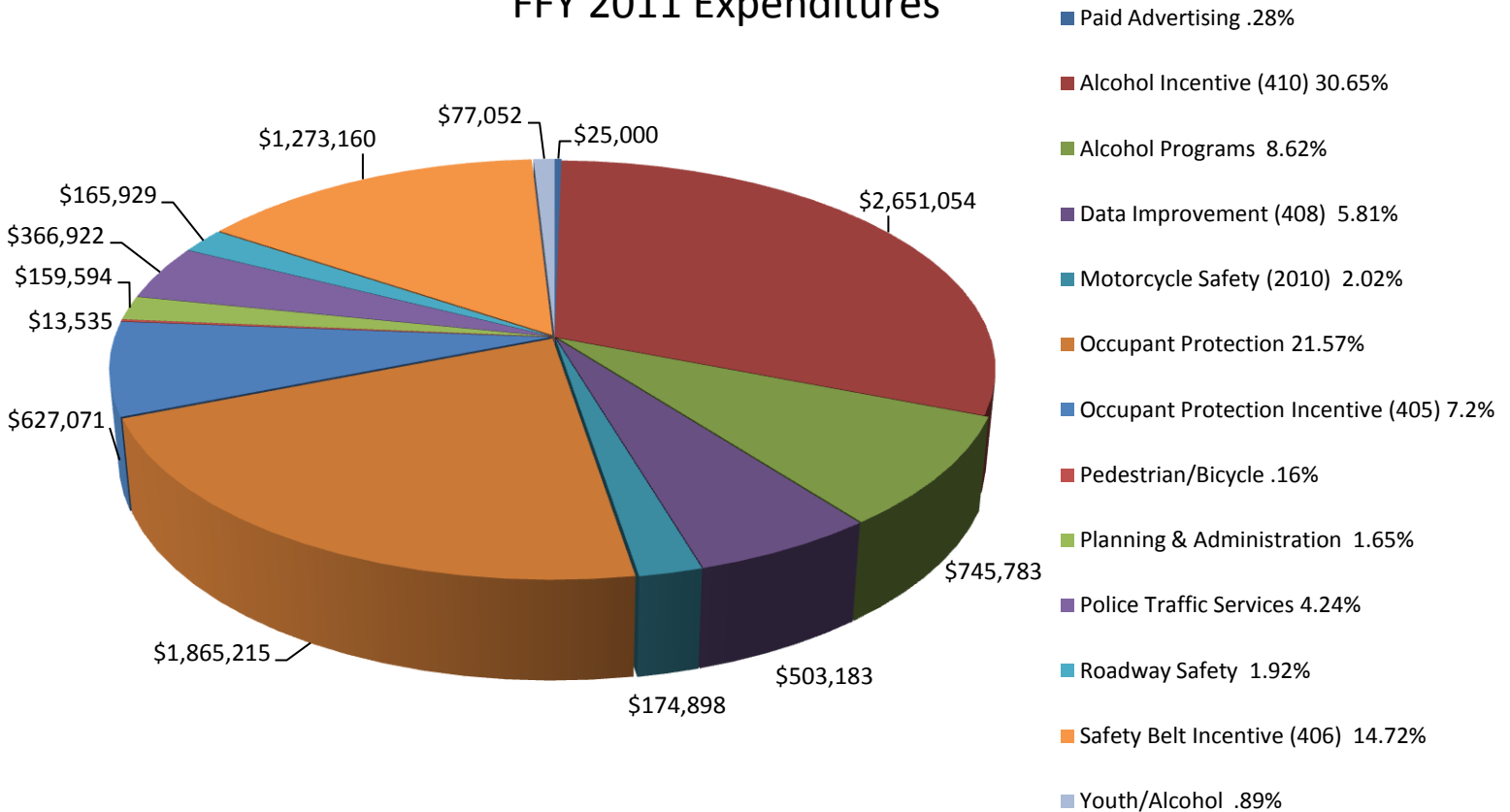
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# FINANCIAL SUMMARY

The chart below represents the breakdown of Iowa’s federal highway safety funding into the specific areas of project activity and the percentage of the total program funds for each area. The total expended funds for FFY 2011 was \$8,648,401.68.

The amounts utilized in the chart reflect the GTSB’s budget as of the 2011 Voucher 20 submission.

## FFY 2011 Expenditures



# PERFORMANCE GOALS AND TRENDS

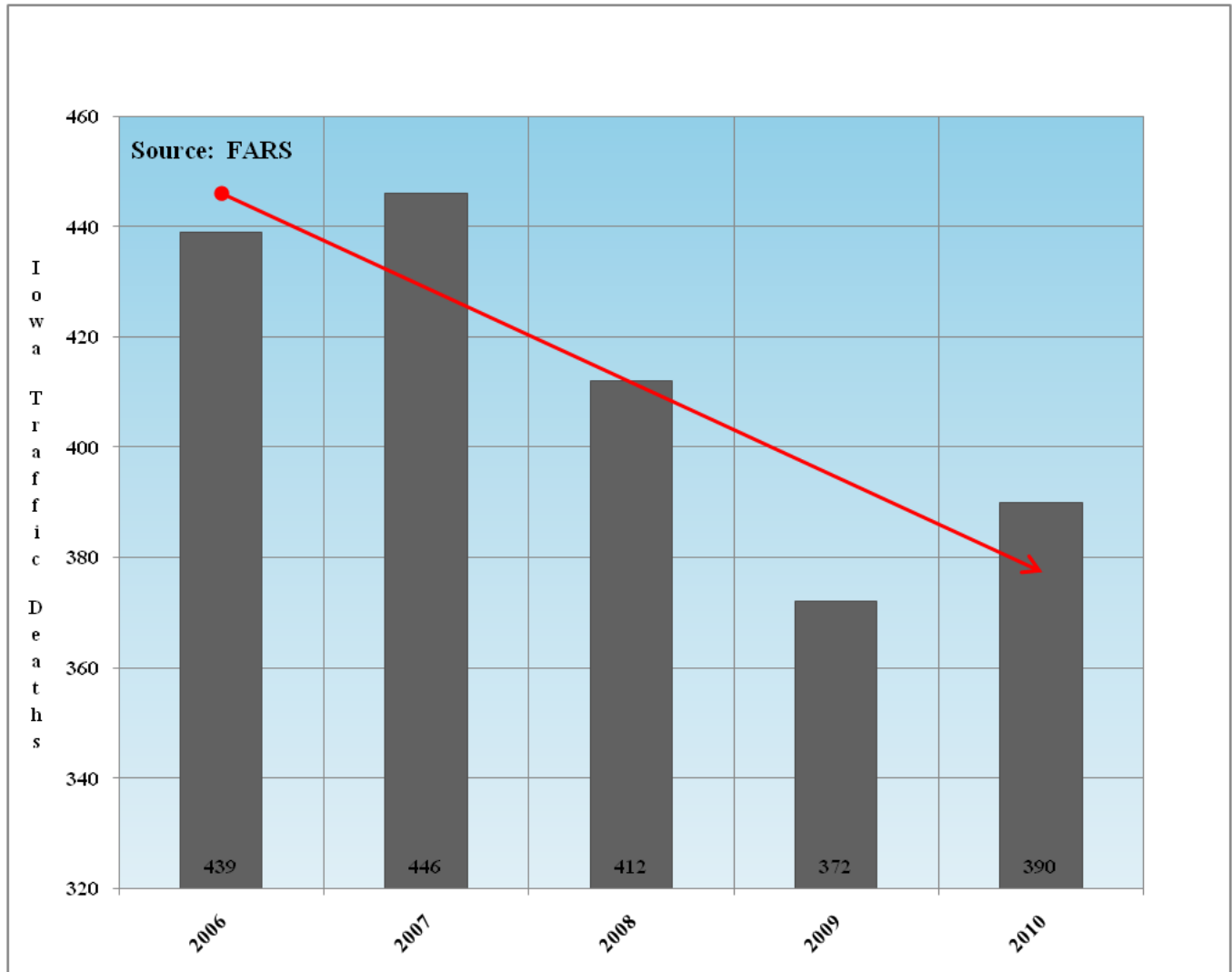
The National Highway Traffic Safety Administration (NHTSA) and the Governor’s Highway Safety Association (GHSA) agreed on a minimum set of performance measures for the development and implementation of highway safety plans. Included in this set are ten core performance measures, one behavioral measure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

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

Iowa's fatality goal is to decrease traffic fatalities by 10.00% from the 2006 – 2010 baseline average by December 31, 2013. With three consecutive years of recorded fatalities under 400, Iowa has almost already met this goal as the actual change through 2010 is 7.48%. As of December 20, 2011, Iowa recorded 341 traffic fatalities for the year. If by December 31, 2011 the trend remains the same, Iowa will experience a record low in regard to the number of traffic fatalities for 2011.

**C - 1 Number of Traffic Fatalities**

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2006 - 2010</b>	<b>411.80</b>	
<b>Goal:</b>	<b>By 12/31/2013</b>	<b>370.62</b>	
<b>Reduction Goal:</b>		<b>41.18</b>	<b>10.00%</b>
<b>Actual Change Through 2010:</b>		<b>30.80</b>	<b>7.48%</b>

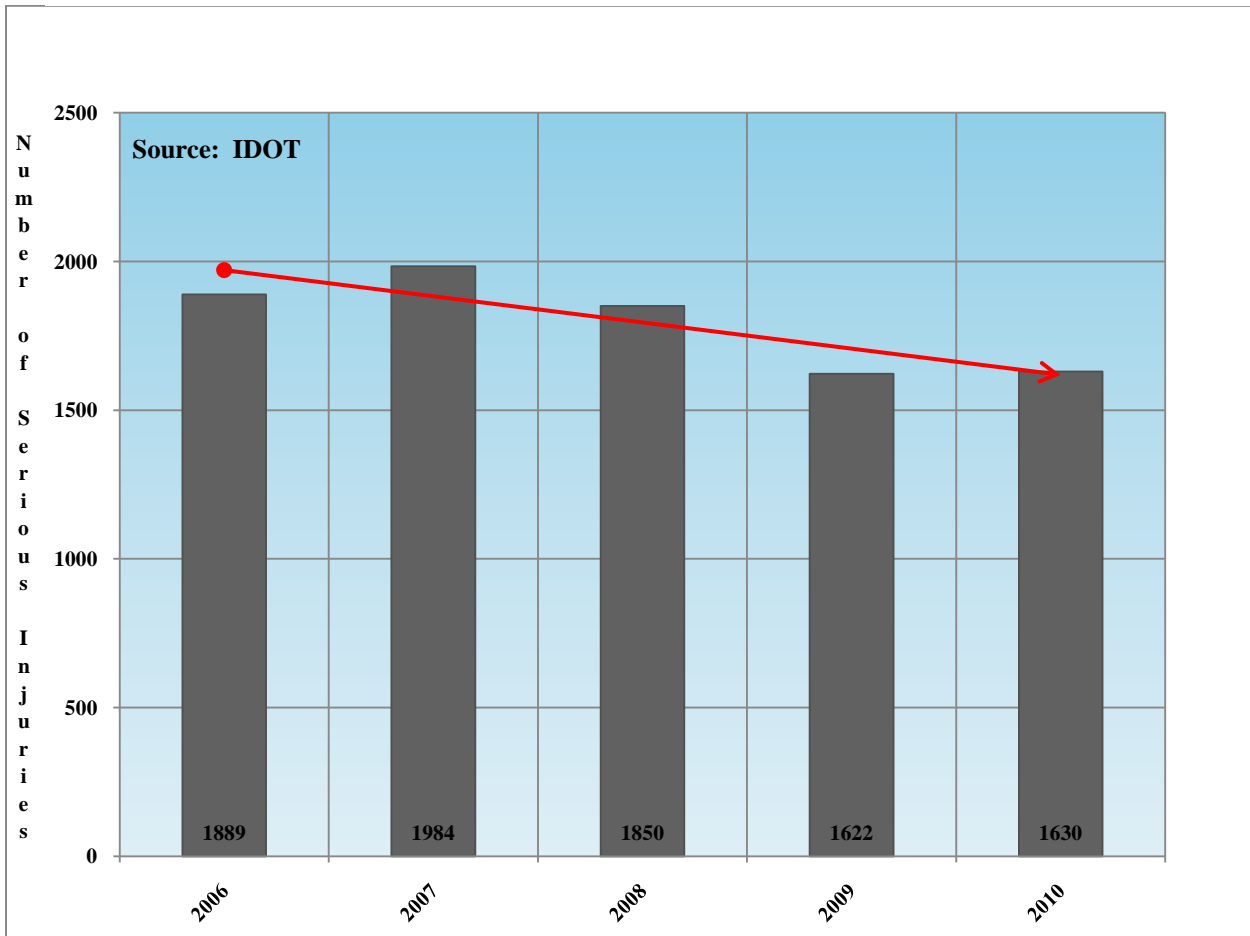


**Number of Serious Injuries (C-2)**

For 2008 and 2009, Iowa experienced steady reduction in the area of serious injuries. Between 2009 and 2010, there was a .493% increase in the number of serious injuries.

**C - 2 Number of Serious Injuries**

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2006 - 2010</b>	<b>1,795.00</b>	
<b>Goal:</b>	<b>By 12/31/2013</b>	<b>1,741.15</b>	
	<b>Reduction Goal:</b>	<b>53.85</b>	<b>10.00%</b>
	<b>Actual Change Through 2010:</b>	<b>169.00</b>	<b>9.42%</b>

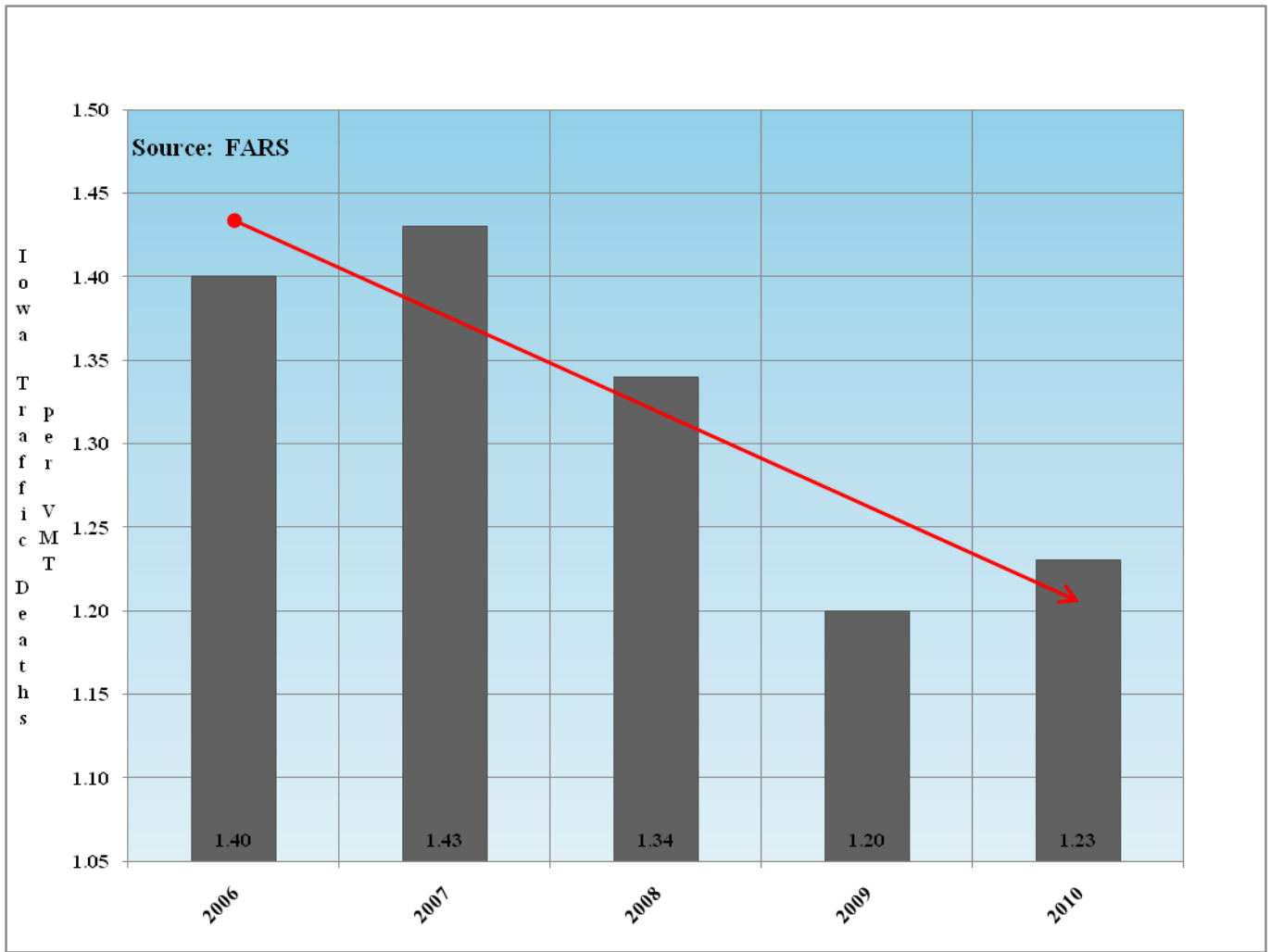


**Fatalities per 100,000,000 Vehicle Miles Traveled (C-3)**

Between 2007 and 2009, Iowa experienced a steady decrease in the fatality rate per 100 million vehicle miles traveled. In 2010, however, there was a slight increase in the fatality rate but Iowa remains below the national average.

**C - 3 Fatalities Per 100,000,000 Vehicle Miles Traveled**

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2006 - 2010</b>	<b>1.32</b>	
<b>Goal:</b>	<b>By 12/31/2013</b>	<b>1.28</b>	
<b>Reduction Goal:</b>		<b>0.04</b>	<b>2.90%</b>
<b>Actual Change Through 2010:</b>		<b>0.11</b>	<b>7.95%</b>

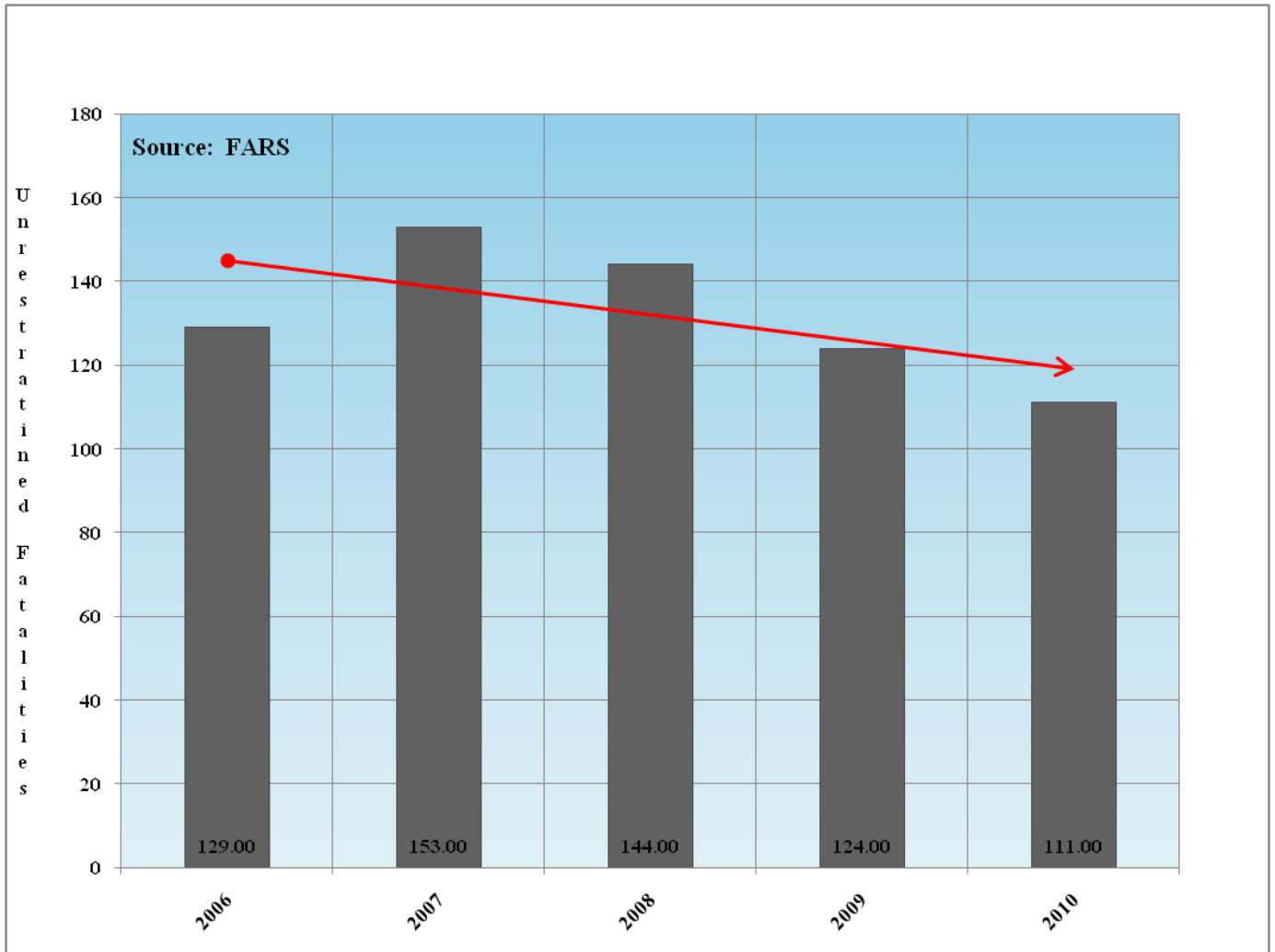


**Number of Unrestrained Passenger Vehicle Occupant Fatalities / All Seat Positions (C-4)**

Although Iowa remains in the top ten states nationwide for safety belt usage, fatalities resulting from unrestrained occupants remain a concern. In 2011, Iowa obtained a safety belt usage rate of 93.45%, however, through December 20, 2011, 39.31% of traffic fatalities for the year involved unrestrained occupants. The year 2011 marked Iowa's 25<sup>th</sup> anniversary of a safety belt law and Iowa continues to make safety belt usage and education a priority.

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

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2006 - 2010</b>	<b>132.20</b>	
<b>Goal:</b>	<b>By 12/31/2013</b>	<b>126.91</b>	
	<b>Reduction Goal:</b>	<b>5.29</b>	<b>4.00%</b>
	<b>Actual Change Through 2010:</b>	<b>14.70</b>	<b>11.12%</b>

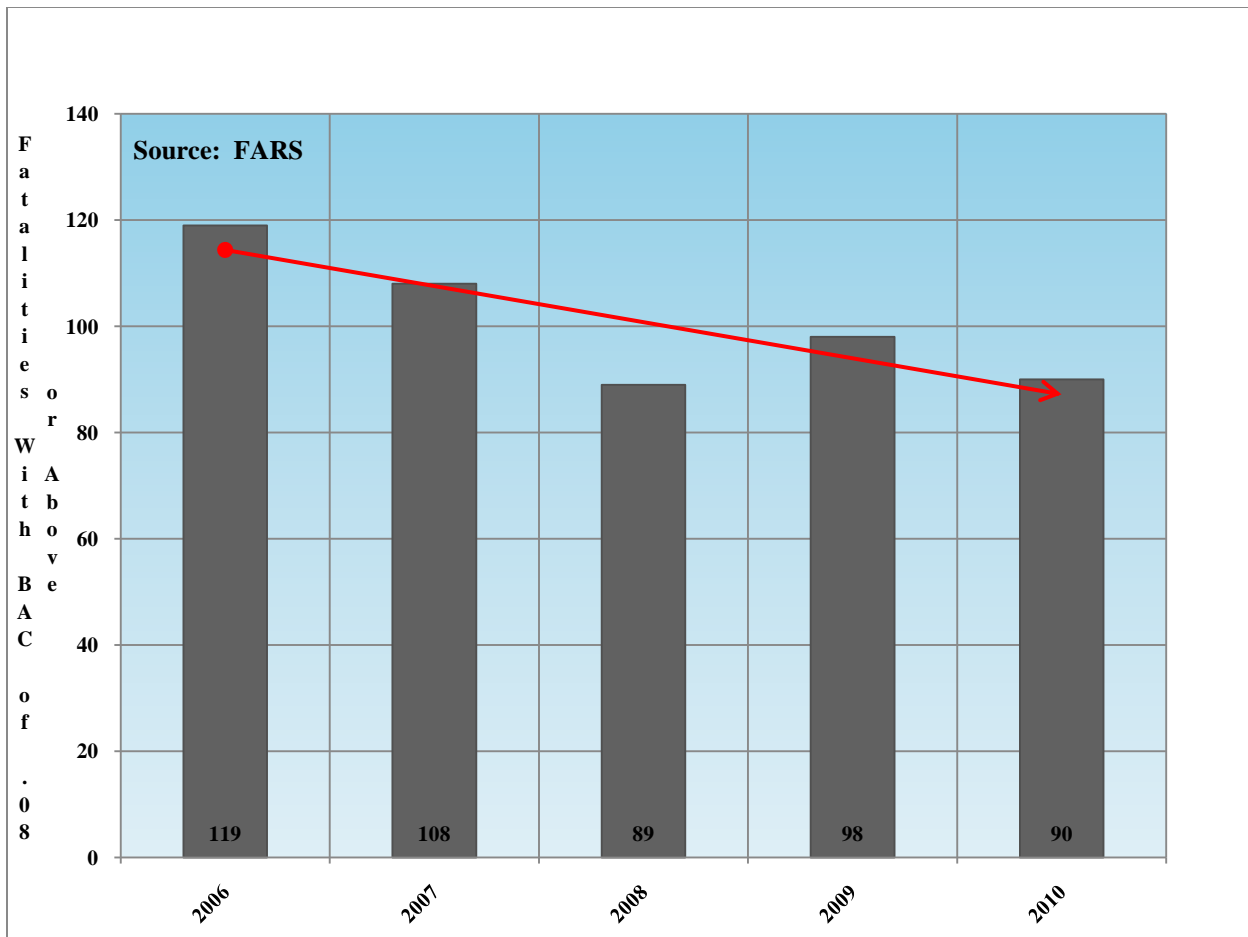


**Number of Fatalities in Crashes with Driver/Operator with BAC of .08 or Above (C-5)**

In 2010, 23.07% of all of Iowa’s fatalities from traffic crashes were alcohol related. Historically and for the past decade, Iowa has experienced a fluctuation in the number of alcohol-related fatalities. However, between 2009 and 2010, Iowa experienced a decrease of 8.163% from 98 to 90 alcohol-related fatalities.

**C - 5 No. of Fatalities in Crashes Where a Driver or MC Operator Had a BAC of .08 or Above**

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2006 - 2010</b>	<b>95.80</b>	
<b>Goal:</b>	<b>By 12/31/2013</b>	<b>91.97</b>	
<b>Reduction Goal:</b>		<b>3.83</b>	<b>4.00%</b>
<b>Actual Change Through 2010:</b>		<b>14.30</b>	<b>14.93%</b>



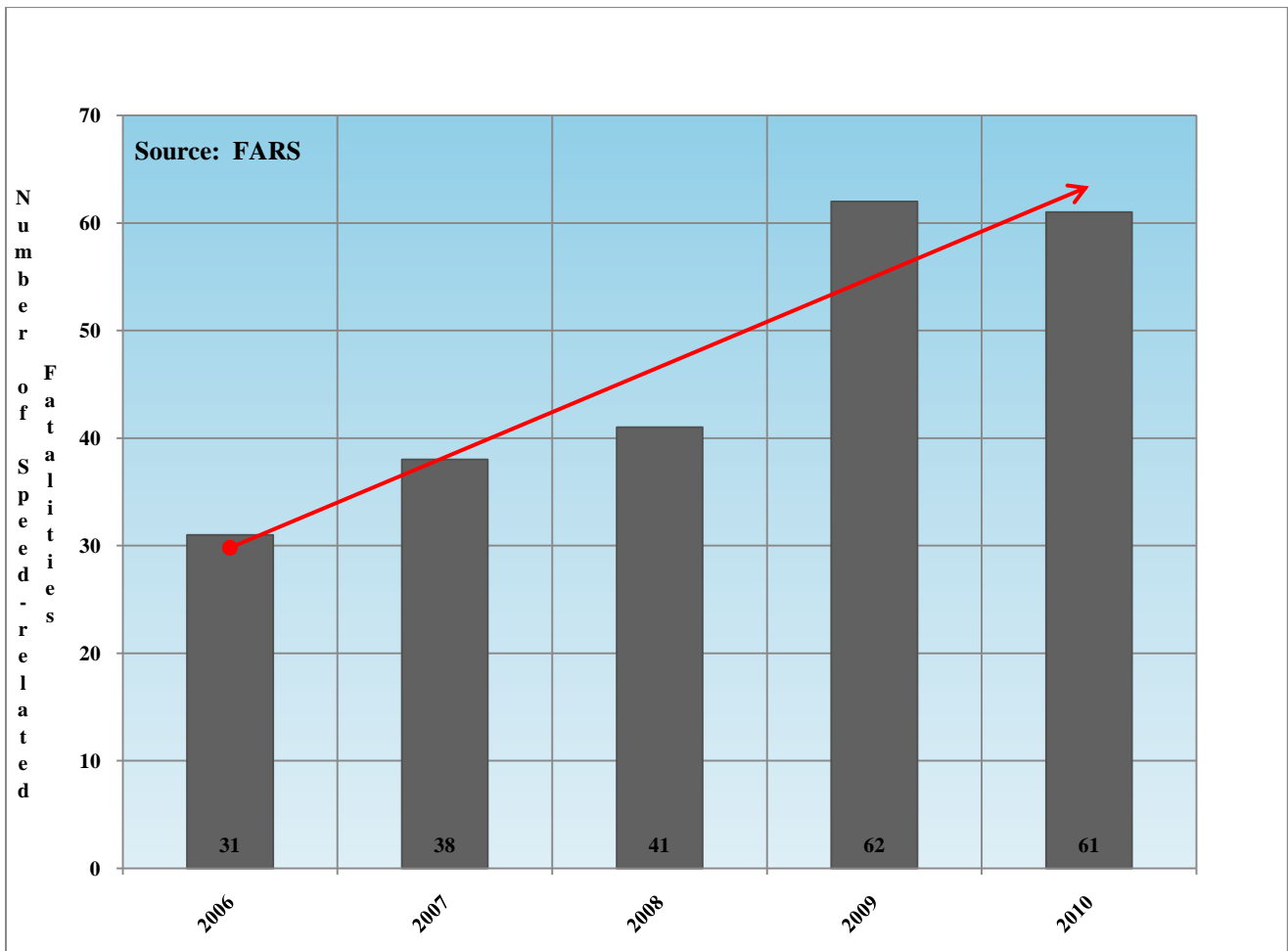


**Number of Speed-Related Fatalities (C-6)**

Speed plays an extremely significant part in overall traffic safety and historically has been a factor in fatalities. In 2010, speed was a factor in almost 16% of all traffic fatalities within the state.

**C - 6 Number of Speed-Related Fatalities - FARS**

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2006 - 2010</b>	<b>36.60</b>	
<b>Goal:</b>	<b>By 12/31/2013</b>	<b>45.20</b>	
<b>Reduction Goal:</b>		<b>1.40</b>	<b>3.00%</b>
<b>Actual Change Through 2010:</b>		<b>-14.90</b>	<b>-31.97%</b>



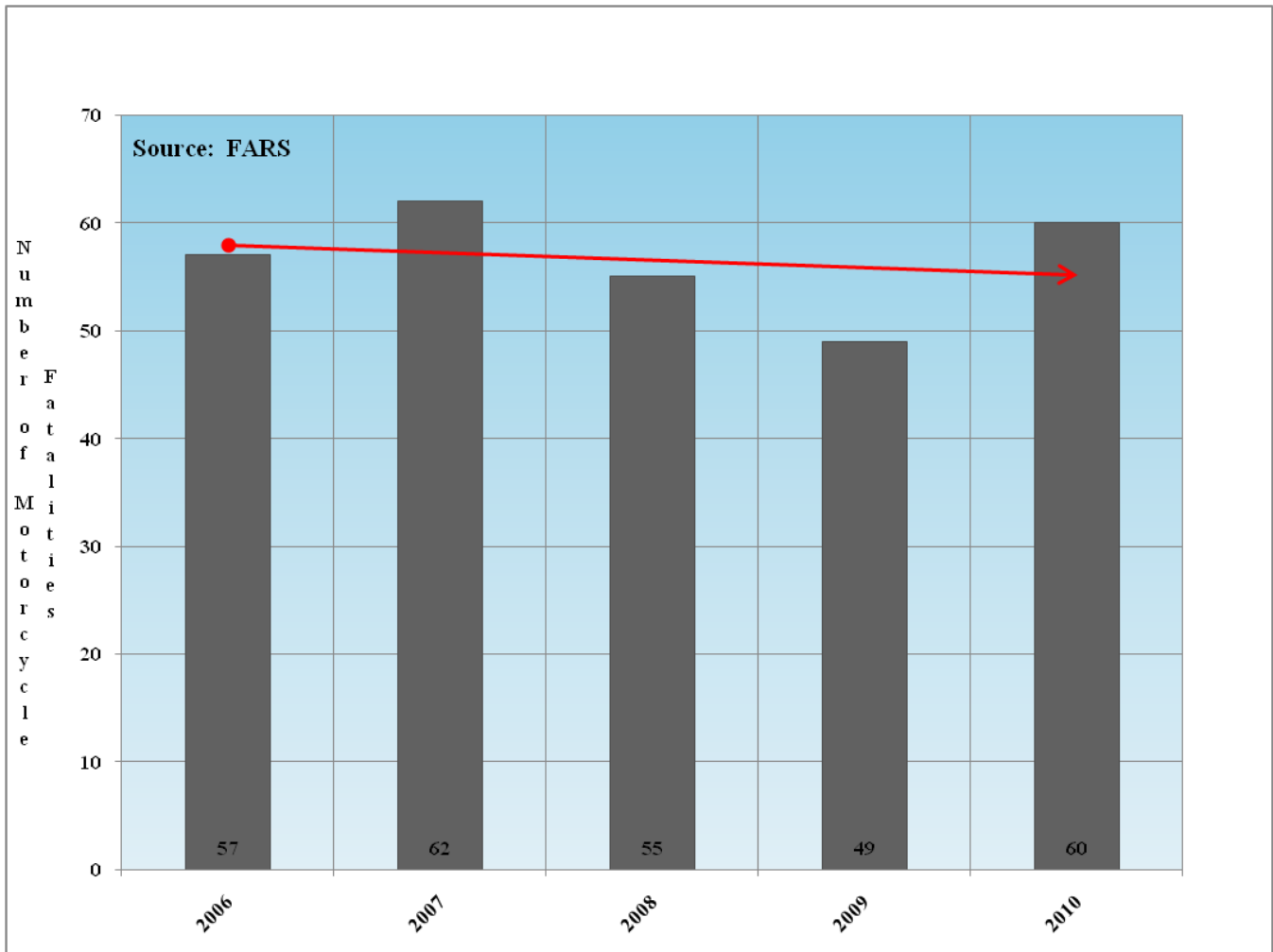
**Motorcyclist Fatalities (C-7)**

In 2008 and 2009, Iowa experienced a decrease in motorcycle fatalities. In 2010, however, there was a 22.44% increase in motorcycle fatalities as 60 individuals lost their lives compared to 2009 when there were 49 motorcycle fatalities.

The number of motorcycles on Iowa’s roadways continues to increase as pleasure riding and finding a more economic means of travel continues to soar. Iowa experienced a 2.149% increase in registered motorcycles from 2009 – 2010. In 2010, motorcycle fatalities accounted for 15.38% of all traffic fatalities in Iowa. Weather may have been a factor in this increase. During the year Iowa experienced mild weather which enticed motorcycle enthusiasts to enjoy Iowa’s roadways.

**C - 7 Number of Motorcycle Fatalities**

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2006 - 2010</b>	<b>56.60</b>	
<b>Goal:</b>	<b>By 12/31/2013</b>	<b>55.47</b>	
	<b>Reduction Goal:</b>	<b>1.13</b>	<b>2.00%</b>
	<b>Actual Change Through 2010:</b>	<b>2.10</b>	<b>3.71%</b>

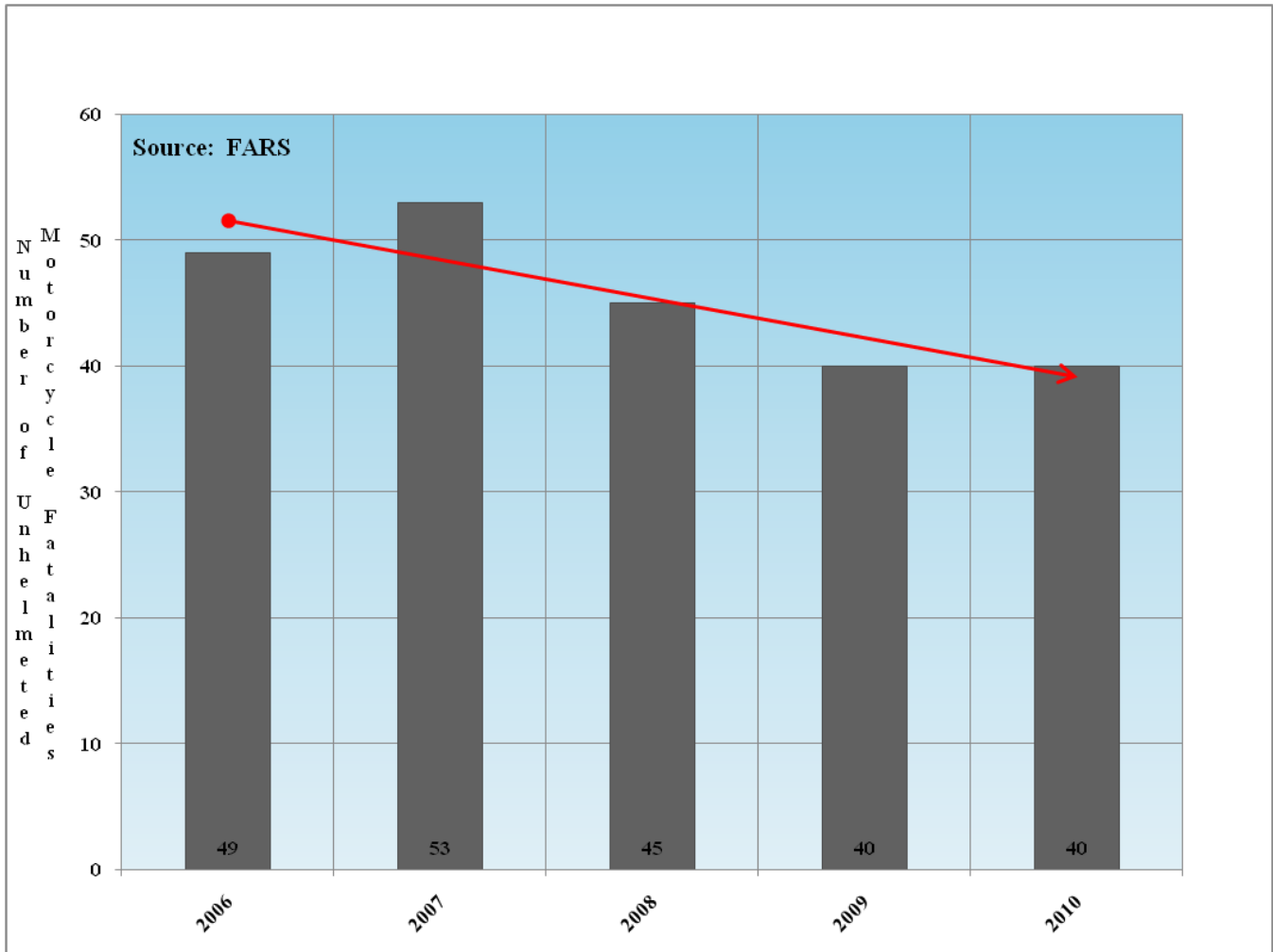


### Unhelmeted Motorcyclist Fatalities (C-8)

Of the 60 motorcycle fatalities in 2010, 66.66% were unhelmeted. With motorcycle riding becoming increasingly popular, Iowa continues to encourage riders to wear protective gear, be skilled in riding and to share the road with other motorists. Iowa also strives to remind the rest of the motoring public to be aware of motorcyclists.

#### C - 8 Number of Unhelmeted Motorcycle Fatalities

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2006 - 2010</b>	<b>45.40</b>	
<b>Goal:</b>	<b>By 12/31/2013</b>	<b>44.49</b>	
<b>Reduction Goal:</b>		<b>0.91</b>	<b>2.00%</b>
<b>Actual Change Through 2010:</b>		<b>5.40</b>	<b>11.89%</b>

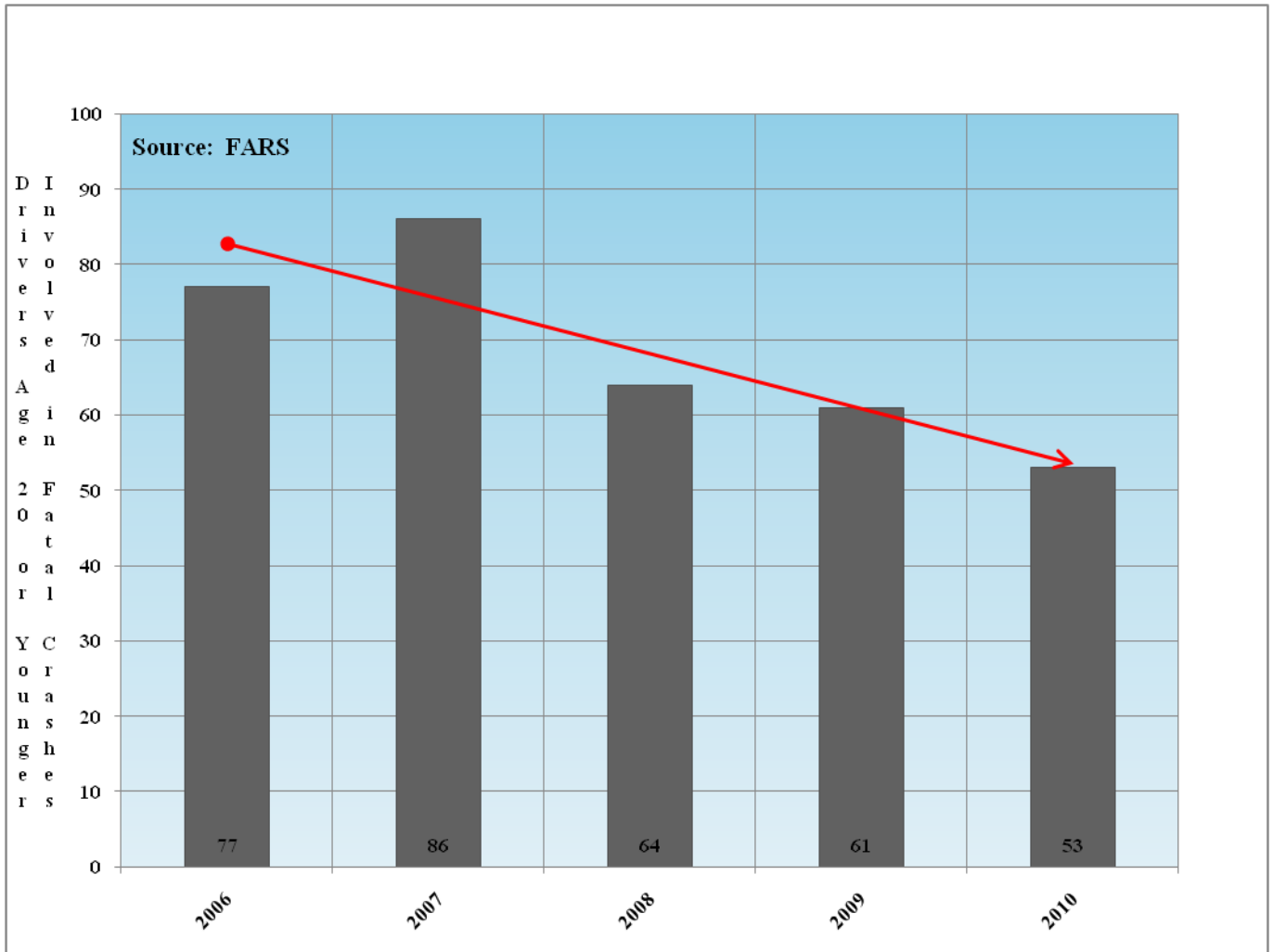


**Number of Drivers Age 20 or Younger Involved in Fatal Crashes (C-9)**

The leading cause of death in young Iowans (16 – 20 years of age) are fatal vehicle crashes. In 2010, 53 individuals age 20 or younger were killed in Iowa fatal crashes.

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

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2006 - 2010</b>	<b>68.20</b>	
<b>Goal:</b>	<b>By 12/31/2013</b>	<b>65.47</b>	
<b>Reduction Goal:</b>		<b>2.73</b>	<b>4.00%</b>
<b>Actual Change Through 2010:</b>		<b>11.20</b>	<b>16.42%</b>

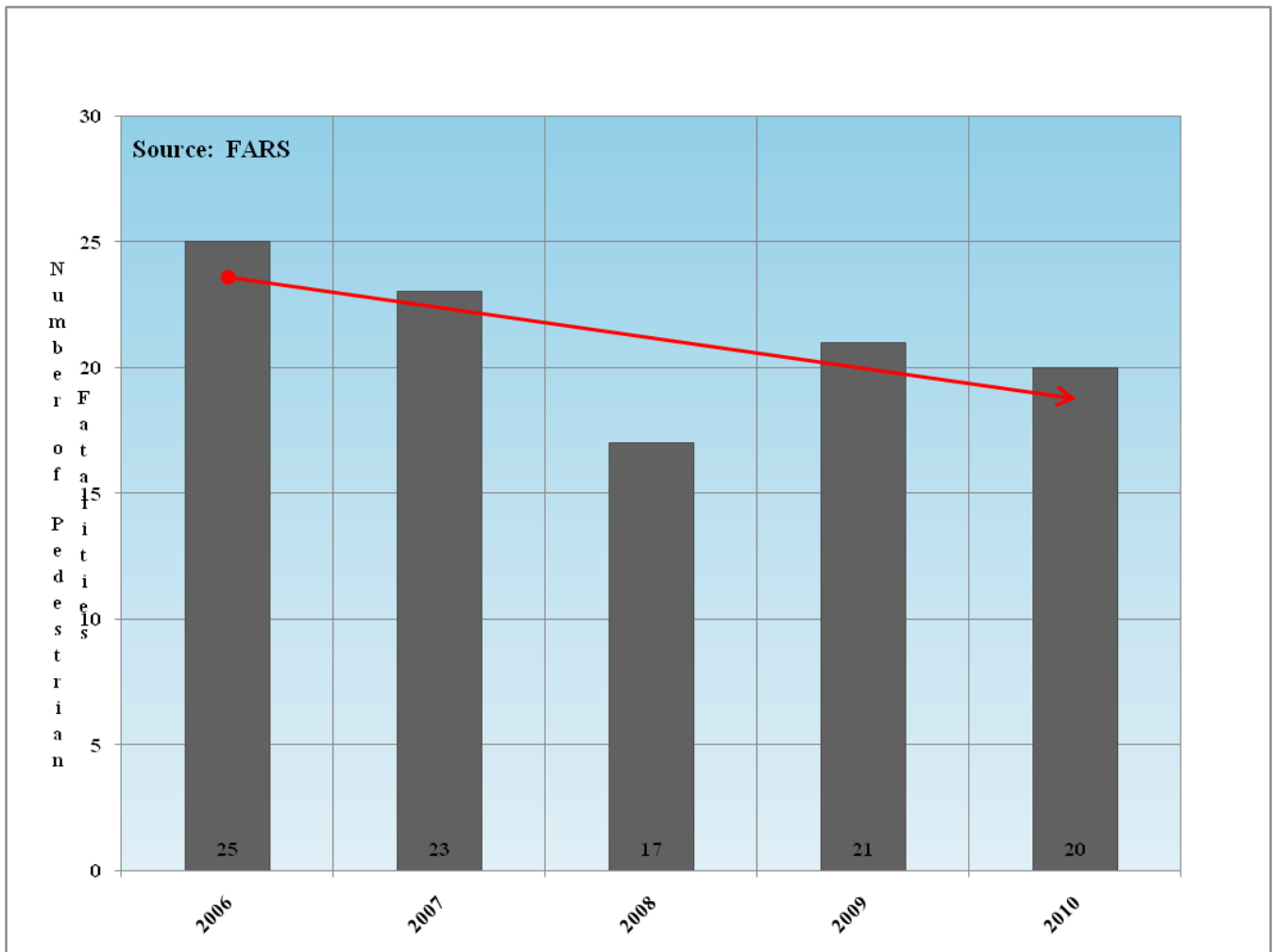


**Number of Pedestrian Fatalities (C-10)**

Iowa experienced a 4.76% decrease in the number of pedestrian fatalities between 2009 and 2010.

**C - 10 Number of Pedestrian Fatalities**

		Number	Percentage
<b>Baseline Data (Avg):</b>	<b>2006 - 2010</b>	<b>21.20</b>	
<b>Goal:</b>	<b>By 12/31/2013</b>	<b>20.14</b>	
	<b>Reduction Goal:</b>	<b>1.06</b>	<b>5.00%</b>
	<b>Actual Change Through 2010:</b>	<b>0.70</b>	<b>3.30%</b>

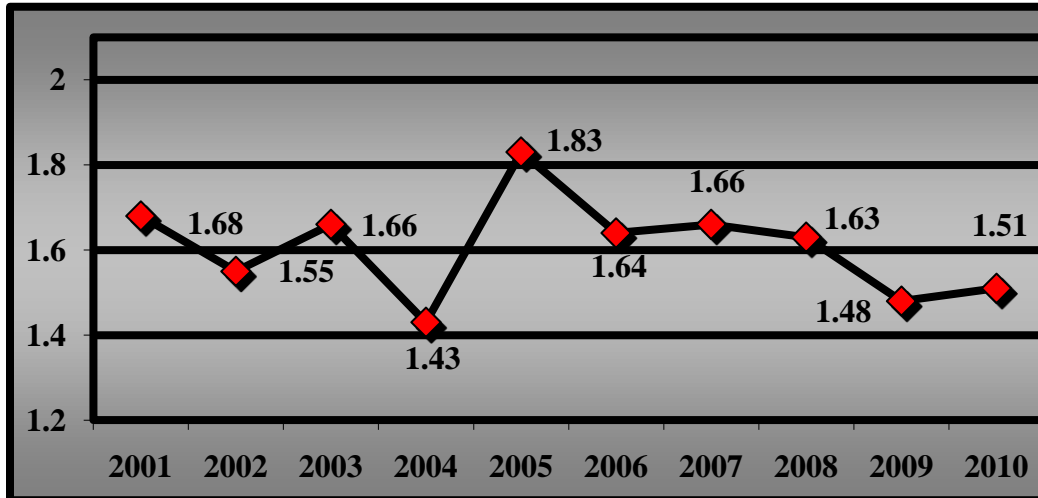


## Performance Measures and Goals Specific to Iowa

Iowa has determined the following categories for further review and performance measurement analysis in regard to the area of rural road safety.

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

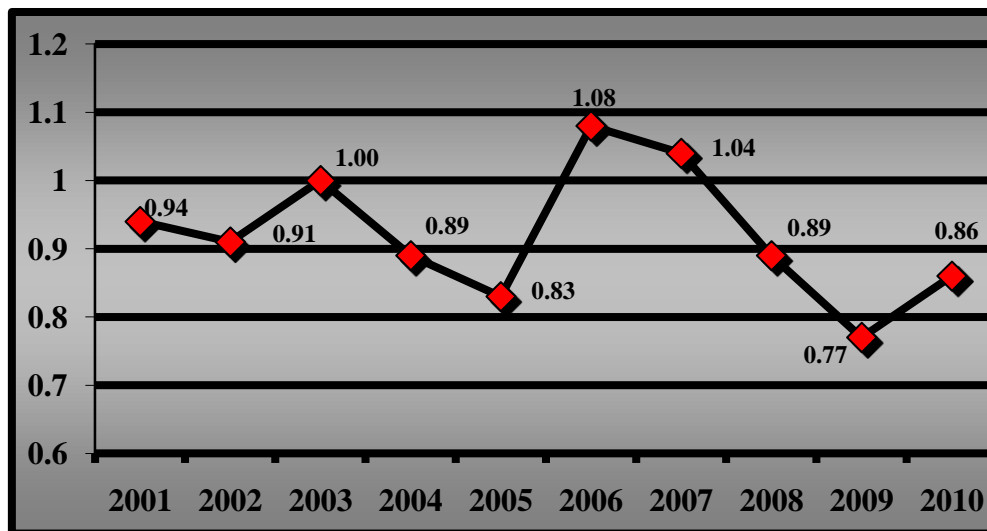
Goal: Decrease rural fatalities per 100 million vehicle miles traveled 7.75 percent from the 2005 – 2009 calendar base year average of 1.85 to 1.71 by December 31, 2012.



Source: Iowa Department of Transportation

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

Goal: Decrease urban fatalities per 100 million vehicle miles traveled 2.00 percent from the 2.00 percent from the 2005 – 2009 calendar base year average of .62 to .60 by December 31, 2012.



Source: Iowa Department of Transportation

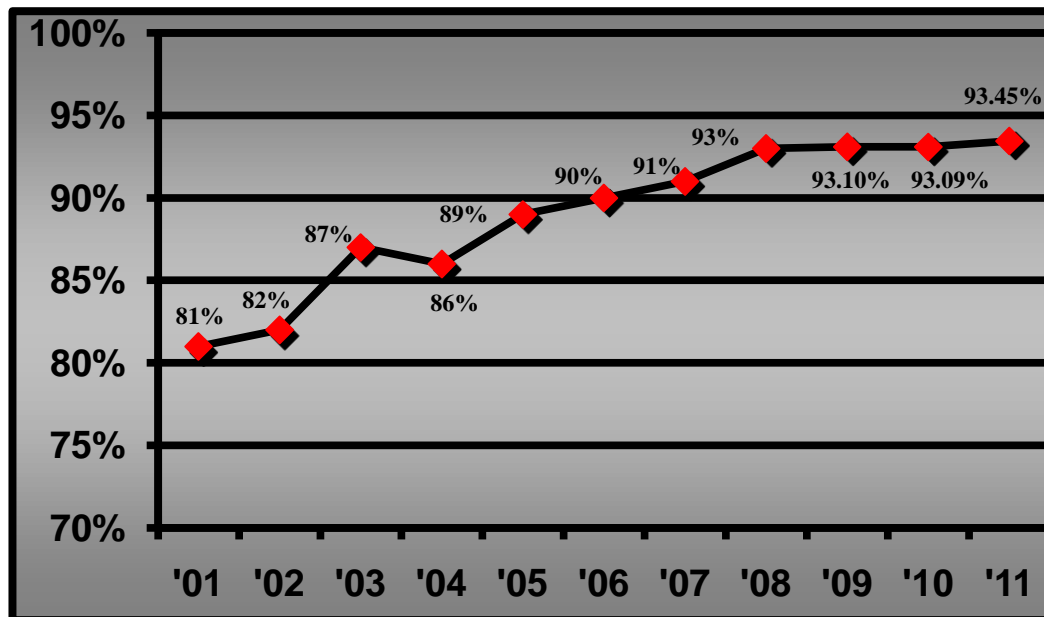
## NHTSA Core Behavior Measures

### Observed Safety Belt Usage – (B-1)

The statewide safety belt survey was conducted with assistance from the Iowa State Patrol at 100 pre-determined sites. The survey was conducted in April and July of 2011. Survey information was analyzed by the Iowa Department of Transportation. During the survey periods, 24,374 drivers were observed of which 22,528 were wearing a safety belt; resulting in a usage rate of 93.45%.

Iowa has achieved and has maintained high safety belt usage for more than a decade.

Iowa Statewide Safety Belt Usage Rates



### Public Awareness Survey – (B-2)

A public awareness survey was conducted in August and September of 2011 in accordance with recommendations set forth and agreed upon by the NHTSA-GHSA (Governor's Highway Safety Association) Working Group. The survey was designed to evaluate the effectiveness of media campaigns and high visibility enforcement efforts.

The survey was conducted at five (5) Iowa Department of Transportation Driver Licensing Offices; Des Moines, Fort Dodge, Cedar Rapids, Carroll, and Council Bluffs. The goal was to survey a minimum of 500 Iowa licensed drivers. The minimum goal was exceeded with 794 drivers taking part in the survey.

With assistance from the Institute for Transportation (InTrans) at Iowa State University, the results from the survey were analyzed. The following summarizes the analysis of the public awareness survey. A survey was also conducted in 2010; therefore, a comparison of the 2010 and 2011 results are included below.

Survey Summary Scores

**Safety Belt Enforcement**

*In the past 60 days, have you read, seen or heard about safety belt law enforcement by any law enforcement agency?*

	<b>2010</b>	<b>2011</b>	<b>Net Change</b>
% of Males	71%	60%	<b>-11%</b>
% of Females	65%	61%	<b>-4%</b>
<i>% of General Population</i>	<b>68%</b>	<b>61%</b>	<b>-7%</b>

**Night Time Traffic Enforcement**

*In the past 60 days, have you read, seen or heard about night-time traffic enforcement by a law enforcement agency?*

	<b>2010</b>	<b>2011</b>	<b>Net Change</b>
% of Males	36%	35%	<b>-1%</b>
% of Females	26%	24%	<b>-2%</b>
<i>% of General Population</i>	<b>31%</b>	<b>30%</b>	<b>-2%</b>

**Speed Enforcement**

*In the past 30 days, have you read, seen or heard about speed enforcement by any law enforcement agency?*

	<b>2010</b>	<b>2011</b>	<b>Net Change</b>
% of Males	62%	55%	<b>-7%</b>
% of Females	61%	52%	<b>-9%</b>
<i>% of General Population</i>	<b>61%</b>	<b>54%</b>	<b>-8%</b>



### **Drunk-Driving Enforcement**

*In the past 30 days, have you read, seen or heard about drunk-driving enforcement by any law enforcement agency?*

	<b>2010</b>	<b>2011</b>	<b>Net Change</b>
% of Males	74%	67%	<b>-8%</b>
% of Females	68%	63%	<b>-5%</b>
<i>% of General Population</i>	<b>71%</b>	<b>65%</b>	<b>-6%</b>

### Improvement Potential

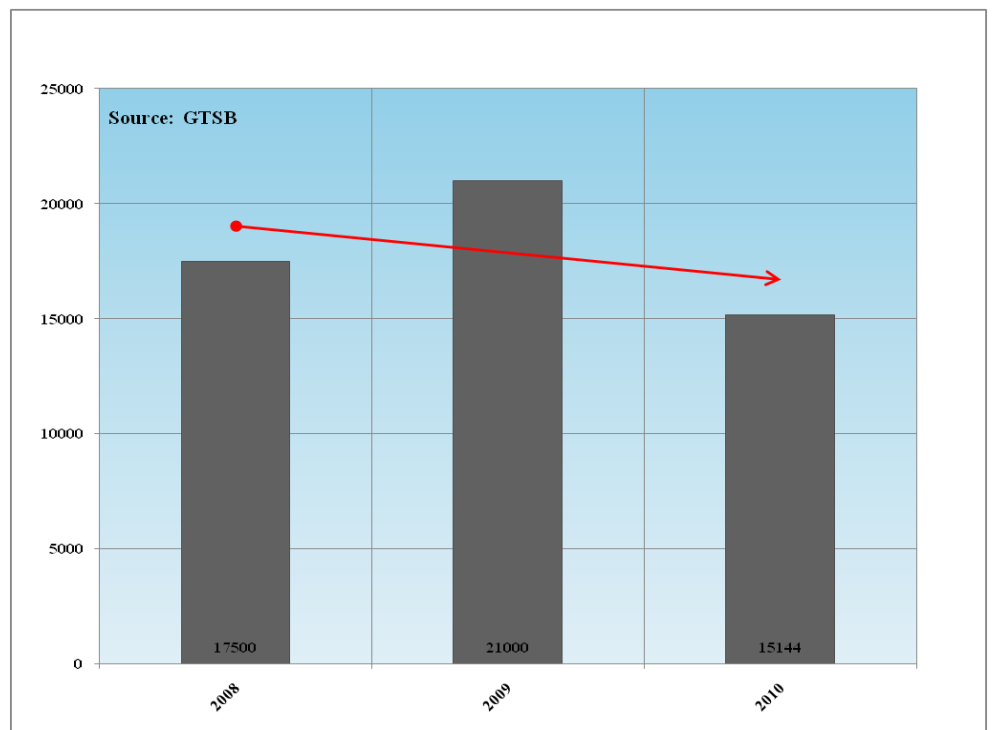
During FFY 2012, the results of the Awareness Survey will be shared with The Integer Group, the advertising firm that holds the GTSB FFY 2012 contract for statewide media. The results of the survey revealed that between 2010 and 2011 there was a slight overall decrease in our traffic messages being read, seen, and/or heard. The GTSB will work with The Integer Group to review media campaigns and the overall effectiveness of the public service messages. The time, methodology, and manner in which the survey was and will be conducted will also be reviewed to determine the most effective way to disseminate the GTSB traffic safety messages.

## 2011 Activity Reports

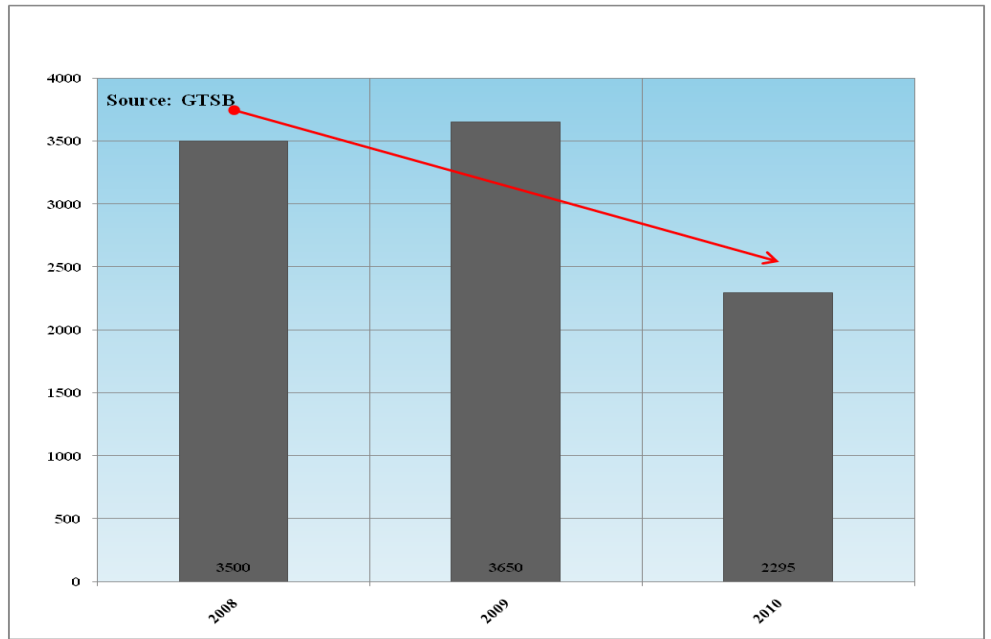
Grant-funded law enforcement agencies in Iowa continued their strong commitment to overall traffic safety issues in FFY 2011. Each year enforcement efforts across Iowa generate significant numbers of arrests, citations and warnings. The following charts reflect the required activity measures of safety belt, OWI and speed enforcement.

For FFY 2010, it should be noted that the Iowa State Patrol did not receive its normal enforcement funds which would have provided for roughly 12,000 hours of overtime enforcement. Due to Iowa's budgetary issues beyond its control, the Patrol was faced with the possible layoff of 45 state troopers. To prevent significant layoffs, approval was granted from NHTSA to provide the Iowa State Patrol with funds to maintain the troopers on active duty. While the reduction in overtime resulted in a significant drop in enforcement activity the fact that the 45 troopers were involved in high visibility, targeted enforcement and with the same dedicated efforts by local and county enforcement across Iowa, fatalities continue to decrease.

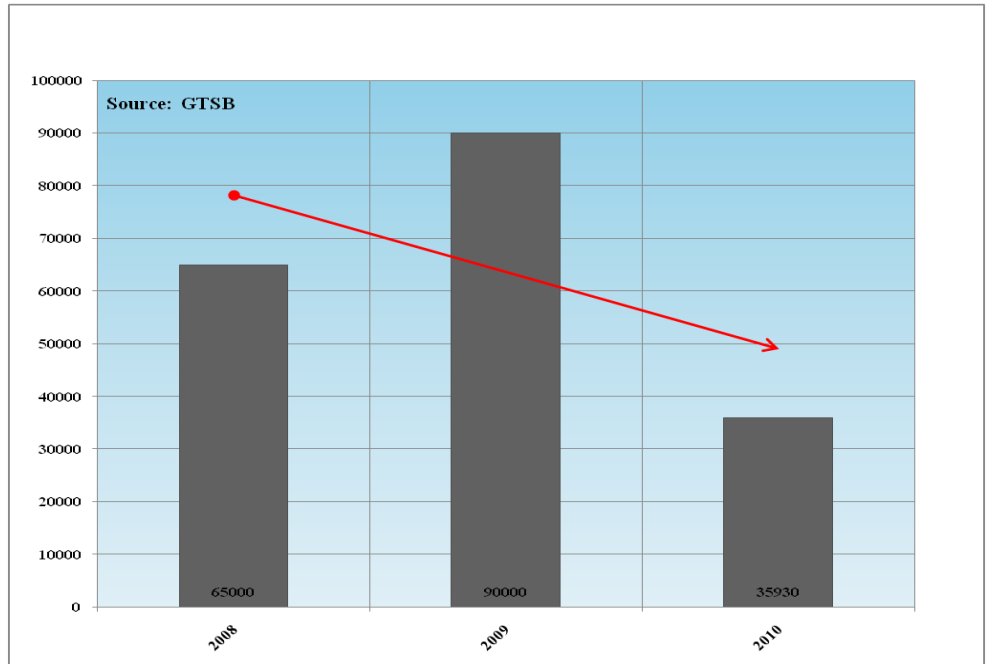
**Number of Safety Belt Citations Issued During Grant Funded Enforcement Activities**



**Number of Impaired Driving Arrests Made During Grant Funded Enforcement Activities**



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



# PLANNING AND ADMINISTRATION

## Program Overview

Larry Sauer, GTSB Bureau Chief, provides oversight of Bureau activities that include the daily functions, team leadership, program direction and financial management. Sauer notes that, "GTSB enjoys the success it does because of the individuals who make up the GTSB team are team oriented and extremely dedicated to their mission". He also notes that GTSB enjoys the support and direction provided by Public Safety Commissioner Larry L. Noble.

In 2011 the team consisted of Sandy Bennett, the Grant Administrator, who managed the GTSB's grant funding process including the Web Grant System. The Grant Administrator serves on the State of Iowa's Web Grant Committee. The application process is critical for the overall traffic safety program. Proper notification to agencies of available funds, posting of web applications and other contract related documents are all steps in the application process. The Grant Administrator provided training and support to grantees and GTSB team members on contractual requirement and the Web Grant System in addition to the tracking of compliance and contractual changes. Due to unforeseen delays in filling vacant positions, during FFY 2011 the Grant Administrator had to oversee additional responsibilities of the previous Special Projects Manager. These duties included the coordination of all major outreach programs and projects, planning the annual conference, organizing a NHTSA Regional Meeting, and managing several contracts.

Beth Chipp is the Financial Manager and is responsible for the Bureau's overall budget, claims processing and financial audits. She also provides assistance to grantees and team members on financial matters. Beth utilizes NHTSA's grant tracking system to set up accounts and prepare federal vouchers to reimburse claims submitted for traffic safety project expenses. FFY 2011 was extremely busy for Beth due to the vacancy that exists in the position of Assistant Financial Manager.

## Goals

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

## Strategies

1. Continue to familiarize GTSB team and agencies on the use of the electronic grant system to include the processing of applications, contracts, claims and general grant tracking.
2. Maintain sufficient team members to provide for a timely process of claims and other financial documents.

## Achievements

Program management, financial expertise and administrative support were provided for planning, contracting, training, monitoring, evaluation for all highway safety projects. During FFY 2011, 324 contracts were managed. The GTSB team provided potential grantees with information about the funding opportunities and application process. The Web Grant System is still considered a new process for the overall grant management.

### **Impediments to Achievements**

FFY 2011 proved to be a challenging year due to GTSB staff changes and vacancies. Program Evaluator Robert Thompson retired in June of 2010 after 28 years of service. His position was filled by Joanne Tinker in December of 2010.

Jennifer Parsons, who had served as the Assistant Financial Manager, was promoted to the position of Program Administrator. In November of 2010, the GTSB Special Projects Manager position was vacated. As of the date of this report, the positions of Assistant Financial Manager and Special Projects Manager have not been filled due to unpredicted delays in the ability to fill vacant positions. These vacancies caused an increased workload among the existing GTSB team.

Since the Web Grant System is a fairly new process to the overall management of the grants, the GTSB team has needed to spend extensive time training grantees regarding the electronic process.

# ALCOHOL

## Program Overview

Enforcement agencies within the State of Iowa continued to focus efforts against impaired driving. Emphasis is centered on high-risk populations, including teen drivers and males ages 21 to 34 years of age. During FFY 2011, 8 enforcement agencies and 3 non-enforcement agencies were funded as part of the Alcohol Emphasis of Iowa's Section 402 program. In addition to the focusing on alcohol-related violations, enforcement agencies also made an impact in overall traffic violations. Funded agencies also conducted multiple safety belt use surveys and promoted awareness through public information and education activities.

A factor in a successful program also includes prosecution and adjudication of impaired driving cases. The Iowa Division of Criminal Investigation (DCI) Criminalistics Laboratory received funding during FFY 2011 to support DCI criminalist overtime for DataMaster alcohol breath testing machine installation and providing expert testimony as a crucial element toward prosecution.

## Goals

1. Decrease alcohol impaired driving fatalities 2% from the 2005 – 2009 calendar base year average of 95 to 93 by December 31, 2012.
2. Reduce impaired driving injuries by 2% from the 2005 – 2009 calendar base year average of 1,663 to 1,630 by December 31, 2012.

## Strategies

1. Emphasize night time traffic enforcement (9:00 p.m. to 3:00 a.m.) by requiring GTSB-funded overtime to be directed at high-risk locations and during high risk hours.
2. Emphasize night time enforcement by requiring all enforcement agencies to conduct at least one-multi-agency belt/impaired driving enforcement event at night.
3. Continue strong support of officers for impaired driving training such as Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) and the DCI Laboratory for a solid foundation for prosecution of cases.
4. Expand GTSB's impaired driving enforcement efforts through the identification of the Top 40 counties for program eligibility for Section 410 funding, thus allowing enforcement agencies in 18 additional counties to apply and receive overtime funding for traffic safety initiatives.

## Achievements

Throughout the contract year, The DCI Criminalistics Laboratory continued deployment and installation of DataMaster breath testing machines throughout the state. Overtime monies allowed for laboratory staff to further meet the demands of the caseload submitted by law enforcement partners. During FFY 2011, over 250 hours of overtime was used for installation and work on DataMaster units and working impaired driving cases. During FFY 2011, 503 blood alcohol and 377 urine alcohol cases were closed. Urine samples screened for the presence of drugs totaled 1,765, which was an increase of 36.18% from samples screened in FFY 2010. During 2011, 444 more urine samples were analyzed and confirmed for the presence on drugs. This correlates with the increase of DRE officers in the state as during FFY 2011, DRE cases totaled 1,237, an increase of 303 cases, or 32.44% .

Funding also allowed for four Criminalists from the DCI Laboratory to attend the 2011 International Association of Chemical Testing (IACT) conference which was held in St. Louis during April.



*Pictures from a multi-jurisdictional traffic projection organized by the Clinton Police Department in April 2011. Other agencies participating in the event included the Iowa State Patrol and Clinton County Sheriff's Office.*



The enforcement agencies reported strong numbers during FFY 2011. Of the 932 OWI arrests made by the enforcement agencies funded in this area, 62 were made during GTSB funded overtime. Forty-six arrests were made during funded overtime for underage possession of alcohol. Of the 1,550 public intoxication arrests, 51 were made during funded overtime. Open container arrests totaled 180, with 29 being made during overtime activities. In addition to alcohol-related arrests, the enforcement agencies logged 1,342 safety belt citations, 1,051 of them during the day and 291 during nighttime enforcement. Speed citations totaled 5,300, with 1,370 being written during funded overtime.

New for FFY 2011 was a contract with the Iowa Department of Natural Resources (DNR). The DNR purchased 30 preliminary breath testers (PBTs) for impaired driving-related enforcement.

During FFY 2011, the Integer Group worked with the GTSB team on several new concepts and messages. During the year a PSA entitled "Smart Car" was created. "Smart Car" carried an impaired driving message through an entertaining PSA where an individual leaves a bar after consuming too much alcohol. Upon approaching his car, the individual drops his keys, and the car drives away from the individual. The car, being "smart", continues to run from the impaired driver causing the driver to chase the car until he stumbles upon a taxi cab. The lively, PSA concludes with the message "Sometimes your car is smarter than you are – Don't Drink and Drive". Both 60 and 30 second TV PSA's were produced and distributed to TV stations throughout the state. The PSA's were also uploaded to "YouTube" for additional exposure.

The Integer Group also developed billboard artwork to create awareness about the importance of wearing safety belts. The billboard, in various locations across Iowa, displayed a picture of Gavin Wrather, age 10, of Orange City, IA, who was killed on Sunday, July 26, 2009, in a motor vehicle accident near Sioux Rapids, Iowa. Gavin was not wearing a safety belt in a vehicle that was being operated by an impaired driver.

Iowa incorporated NHTSA's "Drive Sober or Get Pulled Over" campaign slogan in media efforts including print, radio, and TV. Other media projects related to alcohol included the redistribution of "Do Whatever it Takes" PSA's to Iowa daily and weekly newspapers due to the success of the campaign when it originated in 2010. Due to the quality of the creative materials created by The Integer Group, GTSB sponsored media products continue to be utilized by media outlets as earned media. This year's PSA tracking estimates over \$56,936 was gained in donated media space.



Through Greater Des Moines Baseball, the impaired driving message was delivered through signage at Principal Park in Des Moines. Principal Park is the home of the Iowa Cubs baseball team, and throughout the season it is estimated that over half a million individuals are in attendance. During the FFY 2011 season, Des Moines Baseball chose the “Drunk Driving – Over the Limit, Under Arrest” slogan.

Through the labors of the funded agencies, all projects continued to support efforts to curtail impaired driving.

**Impediments to Achievements**

Agencies continue to report staff problems due to budgetary issues and staffing concerns.

GTSB will continue to encourage overtime enforcement during night time hours. The GTSB continues to work with agencies to improve reporting to have data broken down between day and night enforcement efforts.



# OCCUPANT PROTECTION

## Program Overview

July 2011 marked the 25<sup>th</sup> anniversary of Iowa's safety belt law. Prior to the inception of the law, only 18 % of Iowans regularly wore safety belts. Now, twenty-five years later, an observational survey that was conducted across Iowa, reveals that 93.45% of Iowans now take the 3-seconds it takes to "reach, pull and click" their safety belt. Since the inception of the safety belt law in Iowa, as of December 20, 2011, 6,598 individuals have been recorded in the "Life Toll" record book. "Life Toll" is a record kept by the Iowa DOT of the number of people who were saved from death, as determined by the investigating law enforcement officer, because they were buckled up at the time of the crash. Although the observational rate is high, in FFY 2011, Iowa recorded nearly 40% of all persons killed in vehicle crashes were recorded as not wearing a safety belt (as of December 20, 2011). Lack of safety belt usage is a major contributor to death and serious injury on Iowa's roadways.

During the 2010 Iowa Legislative Session an amendment was made to the *Iowa Code* in regard to the primary safety belt law. The new law requires vehicle occupants under age 18 to be safety belted in all positions including the back seat. The new law took effect July 1, 2010.

The Child Passenger Safety (CPS) program remains strong in Iowa with numerous events held throughout the year where training sessions are conducted, educational materials are provided in both English and Spanish.

## Goals

1. Decrease un-restrained passenger vehicle occupant fatalities in all seating positions 3% from the 2005 – 2009 calendar base year average of 143 to 139 by December 31, 2012.
2. Increase statewide safety belt use by 1.5% from 93.1% to 94.5% by December 31, 2012.

## Strategies

1. Target high crash/low belt populations, such as men ages 18 – 34.
2. Continue supporting certification and recertification training of CPS Technicians through technical training sessions.

## Achievements

In their 2004 and 2010 sessions the Iowa Legislature passed and the Governor signed into law bills that strengthened the Iowa Child Passenger Safety Law. In general terms, the revised law requires infants to be in child safety seats, toddlers from age 2 through 5 years to be secured using either a child safety seat or booster seat, and youth through age 17 to be secured with a seatbelt when riding in the back seat. All age groups must be restrained when in the front seat of a motor vehicle. As a result of these revisions the annual Iowa Child Passenger Restraint Survey protocol was redesigned to allow the surveyors to obtain a better view into vehicles and to include the older youth. The survey was also re-designed to result in a better statistical representation of the entire state population. Hence this survey design has a higher level of validity. Greater accuracy also results from having the surveyor actually ask the age of the child/youth (as opposed to making a judgment call previously).

Results from the 2011 survey indicate that the vast majority of Iowans understand the importance of restraining their children. This is especially true for infants; 97.9% were restrained in child safety seats. Of the 848 toddlers observed, 5.8% were restrained only by a seatbelt. While it remains important that Iowans must be informed on the importance of using booster seats it should be recognized that this is a substantial improvement over the

2009 survey when 13.6% of the toddlers were restrained by only a seatbelt. Overall, 89.1% of all children observed were restrained, nearly identical to the 2010 survey results.

Child Passenger Safety (CPS) Technicians continue to provide for a strong foundation for the overall occupant protection program in Iowa. The Iowa Department of Public Health was a valuable part of the certification of 40 additional CPS Technicians and the re-certification of 9 instructors. It is important to provide for continued training and education to enhance the CPS Technician program. Several technicians attended the Lifesaver's Conference in Phoenix, Arizona and the Midwest Regional CPS Conference in Hutchinson, Kansas.

Throughout the year programs and training sessions were held throughout the state, with an emphasis on low income families. Funding allowed for the purchase and distribution of child passenger safety seats through fitting stations, check-up events and other outreach programs throughout the year.

Blank Children's Hospital continued identifying the need of proper car seats for special needs children. The car seat loaner program provided 62 special needs restraints for short-term use and 31 under-5-pound restraints to low-income families. Blank Children's Hospital offered car safety seat classes for new and expectant parents reaching 270 individuals. An additional child passenger safety seat class was conducted for parents who had babies in the neonatal care unit at the hospital that focused on topics specific to premature, low birth weight and fragile infants. These special classes reached an additional 58 new parents. Blank Children's Hospital maintained a 1-800 number and a website to assist the general public on occupant protection questions and clarification, especially in regard to rear-facing restraints. Blank Children's Hospital also assisted individuals asking for assistance on safety seat installation.

Throughout the year, educational materials were distributed to physicians throughout the state to be available in exam rooms, lobby areas or for other appropriate distribution in regard to general safety belt laws and requirements. This information was developed in both English and in Spanish and has been in high demand throughout the year.

Iowa Health Systems had a very strong "Think First Iowa" program during 2011. Approximately 120 presentations were given to approximately 20,000 students. During the 2011 project year, students were reached in 57 of Iowa's 99 counties. Since the program was first initiated in December of 1987, 2,693 assemblies have reached 540,463 Iowa youth in all 99 counties.

The "Buckle Up or Eat Glass" project just completed its 12<sup>th</sup> successful year in Iowa. Each year additional communities are selected and an educational program for youth is conducted with the target grades of 7<sup>th</sup> through 10<sup>th</sup>. Throughout the 9 - month program, safety belt checks are held at undisclosed locations within the community. Prizes and local recognition were given to those youth "caught" wearing their safety belts. During the 2011 program, 1,801 youth participated in the educational programs. During an observational survey conducted through this program, it was revealed that 2,217 youth under the age of 20 were reported wearing their safety belts out of 2,355 safety belts checked for a rate of 94.1%.

### **Impediments to Achievements**

With the implementation of the legislation in 2010 requiring occupants under 18 years of age to be safety belted in all positions, including the back seat, the observational survey conducted by the University of Iowa, Injury Prevention Research Center revealed usage for that age group in all positions actually decreased. During FFY 2012 a goal is to increase the usage in this age group through educational efforts.

# POLICE TRAFFIC SERVICES

## Program Overview

During FFY 2011, 13 law enforcement agencies were funded under the Police Traffic Services emphasis area. These agencies represented 8 local police departments, 3 county sheriff offices, the Iowa State Patrol and a university police department with the overall goal to reduce traffic crashes and fatalities by targeting enforcement efforts on high-risk activities such as impaired driving and other dangerous behavioral activities

## Goals

1. Decrease traffic fatalities 2 percent from the 2005 – 2009 calendar base year average of 423.6 to 415 by December 31, 2012.
2. Decrease traffic fatalities per VMT 2 percent from the 2005 – 2009 calendar base year average of 1.36 to 1.33 by December 31, 2012.
3. Decrease serious injuries 2 percent from the 2005 – 2009 calendar base year average of 1,885 to 1,847 by December 31, 2012.

## Strategies

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

## Achievements

Officers from police departments in Bettendorf, Cedar Falls, Coralville, Davenport, Epworth, DeWitt, Marion, and Marshalltown were joined by deputies from Johnson, Fayette, and Story County Sheriff's offices to conduct data driven, high visibility efforts and in doing so contributed to enforcement that helped to reduce traffic fatalities and serious injuries across Iowa.

Funded enforcement was conducted with an emphasis in the detection of alcohol-related driving offenses. Enforcement agencies funded through police traffic services funding made 1,493 OWI arrests during FFY 2011 of which 175 were made during funded overtime hours. Davenport Police Department led in OWI arrests with 356 (23.84% of total police traffic services agency OWI arrests) for the year, 79 of which were made during funded project hours.

During the project year, Burlington Police Department focused on increasing educational efforts with an array of promotional items and educational materials being distributed. When all educational efforts were reviewed,

Bettendorf officers presented over 5,319 items with a traffic safety message to the citizens of the Quad Cities area.

The funded agencies recognized the benefits of increased visibility. Fayette County reported they expanded the number of units deployed and working in smaller Iowa towns where there are no local police departments. This effort supports the overarching goal to expand enforcement efforts and rural road traffic safety issues on Iowa secondary roads. Funded agencies also participated and multi-agency efforts.

Funded agencies are mandated through their contracts to provide for educational efforts and activities throughout the fiscal year. Coralville Police Department included a innovative approach to their traffic safety education and messages by using the slogan “Save your Bacon, Buckle UP!” on piggy banks which were distributed throughout the year.

Funds received through the GTSB also allowed for one officer from the Coralville Police Department to attend the Lifesavers 2011 Conference on National Traffic Safety Priorities in Phoenix, Arizona and an officer from Davenport Police Department the opportunity to become certified in Advanced Roadside Impaired Driving Enforcement (ARIDE).

**Impediments to Achievements**

During FFY 2011, law enforcement agencies reported that they were hindered in their traffic enforcement efforts by officer military deployments to Afghanistan or other areas, personal leave due to either a personal / family injury or illness and budgetary and/or manpower constraints.



*The Iowa State Patrol working grant funded enforcement during FFY 2011.*

# PROGRAM MANAGEMENT

## Program Overview

GTSB team members managed 324 contracts during FFY 2011. Of these contracts, 291 were law enforcement agencies. GTSB Program Administrators shared the responsibilities to provide expertise to guide grantees throughout the contract year and to support total program efforts. Each Program Administrator had a key area of expertise. Special expertise areas included impaired driving, occupant protection, special Traffic Enforcement Program (sTEP), youth, distracted driving, Drug Recognition Expert Program (DRE) and Advanced Roadside Impaired Driving Enforcement Program (ARIDE).

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

Program Administrator Denny Becker is the GTSB Alcohol Program Coordinator and managed 29 grants during FFY 2011. In addition to the day to day functions as a Program Administrator, Denny also served on the Black Hawk County Arrive Alive Committee and the Red Ribbon Campaign Planning Committee.

Program Administrator Jim Meyerdirk is the manager of the Iowa's Drug Recognition Expert (DRE) program. Jim coordinated the training for 15 new DREs last year. The number of DRE certified officers in the state now totals 130. Jim also managed 13 highway safety grants during FFY 2011.

Mick Mulhern served as a Program Administrator specializing as the youth coordinator and is responsible for the information posted on the GTSB's Facebook and Twitter pages. During FFY 2011, Mick managed 27 highway safety grants.

Program Administrator Jennifer Parsons specializes in the area of distracted driving. During FFY 2011, Jennifer also managed 24 grants.

During FFY 2011, the position of GTSB Special Projects Manager was vacant. Grants Administrator Sandy Bennett took on the additional responsibilities to manage grants and the special outreach programs associated with the Special Projects Manager position.

The Program Evaluator plays a critical role within GTSB to ensure that traffic safety projects are producing the desired results and that the GTSB Annual Highway Safety Plan is being implemented as required. Joanne Tinker serves in this position and is responsible for producing the GTSB Annual Report, preparing all GTSB grant funding applications, ensuring that performance measures meet NHTSA requirements and serves as a co-chair to the Statewide Traffic Records Coordinating Committee (STRCC).

The GTSB Office Coordinator, Ihla Hochstetler, serves as the Administrative Assistant to the Bureau Chief as well as providing assistance in numerous other areas that include; DRE Board Secretary, program administration, traffic safety promotional items inventory, office inventory, financial management, contract equipment database, resource library and database and other areas as needed.

## Goals

1. To provide the technical and analytical expertise necessary to plan and evaluate highway safety plans,
2. To participate in technology sharing endeavors.
3. To provide program management expertise to implement and monitor state and local highway safety programs for effectiveness while promoting networking.

## Strategies

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

## Achievements

Annually, traffic safety partners have the ability to convene at The Governor's Highway Traffic Safety Conference. Over 300 individuals attended the 2011 conference which was held in downtown Des Moines in April of 2011.

It was with distinct honor that Iowa's Governor, Terry E. Branstad and Lieutenant Governor Kim Reynolds joined the Commissioner of the Iowa Department of Public Safety, Larry L. Noble, for the opening ceremonies. Both Governor Branstad and Commissioner Noble presented opening remarks.

Outstanding contributions by traffic safety partners were recognized at the conference through the Commissioner's Special Award for Traffic Safety. During the 2011 conference 18 individuals were recognized. Iowa Department of Public Safety Commissioner Larry L. Noble presented awards to the following individuals:



*Governor Terry E. Branstad presented opening remarks at the Iowa's 2011 Governor's Highway Traffic Safety Conference, Des Moines, IA. April 2011.*

<i>Tony Albright</i>	<i>Officer</i>	<i>Sioux City Police Department</i>
<i>Matthew Aswegan</i>	<i>Officer</i>	<i>Prairie City Police Department</i>
<i>Colin Boone</i>	<i>Senior Police Officer</i>	<i>Des Moines Police Department</i>
<i>Jennifer Brewer</i>	<i>Officer</i>	<i>Davenport Police Department</i>
<i>Jeremy Dittmer</i>	<i>Deputy Sheriff</i>	<i>Jasper County Sheriff's Office</i>
<i>Michael Dixon</i>	<i>Police Officer</i>	<i>Des Moines Police Department</i>
<i>Brad Echter</i>	<i>Officer</i>	<i>Sioux City Police Department</i>
<i>Anne Garinger</i>	<i>Special Needs Coordinator</i>	<i>Blank Children's Hospital</i>
<i>Richard Glade</i>	<i>Senior Police Officer</i>	<i>Des Moines Police Department</i>
<i>Shauna Hallmark</i>	<i>Associate Director</i>	<i>Center for Transportation Research &amp; Education</i>
		<i>Iowa State University</i>
<i>Eric Hartman</i>	<i>Senior Police Officer</i>	<i>Des Moines Police Department</i>
<i>Erica Kasischke</i>	<i>Public Affairs Specialist</i>	<i>State Farm Insurance</i>
<i>Kathy Leggett</i>	<i>Director – Advocacy and Outreach</i>	<i>Blank Children's Hospital</i>
<i>Dan Loussaert</i>	<i>Trooper</i>	<i>Iowa State Patrol</i>
<i>Dan McGehee</i>	<i>Director, Public Policy Cntr.</i>	<i>Human Factors &amp; Vehicle Safety Research Div.</i>



*Matt Mortvedt      Officer  
 Zach Tabatt        Officer  
 Andrew Wierck     Senior Police Officer*

*University of Iowa  
 Ankeny Police Department  
 Windsor Heights Police Department  
 Des Moines Police Department*

Since 1994, the Kipton Hayward Award has recognized law enforcement officers dedicated to protecting the public from alcohol and drug impaired drivers. Kip Hayward was a Polk County Deputy who was killed by a drug-impaired driver. Paul Batcheller of the Iowa City Police Department was the recipient of the 2011 Kipton Hayward Award. Additional awards were presented to officers for their outstanding performance as a drug recognition officer (DRE). Officers receiving DRE awards included Sergeant Martin McCreedy (Iowa State Patrol), Officer Colin Boone (Des Moines Police Department), Officer Mike Barney (Coralville Police Department), Officer Al Ludeking (Decorah Police Department) and Officer Dan Plueger (LeMars Police Department).



*Upper Left: Iowa Department of Public Safety Commissioner Larry L. Noble congratulates Dan Loussaert of the Iowa State Patrol.  
 Middle Left: Participants of the 2011 Conference.  
 Lower Left: Iowa Department of Public Safety Commissioner Larry L. Noble congratulates Brad Echter of the Sioux City Police Department.  
 Above: GTSB Team - Front Row (L to R) Joanne Tinker, Ihla Hochstetler, Sandy Bennett, Jennifer Parsons, and Jim Meyerdirk. Back Row (L to R) Randy Hunefeld, Mick Mulhern, Commissioner Noble, Bureau Chief Larry Sauer and Mark Nagel. Missing from photo: Denny Becker and Beth Chipp.*

# BICYCLE/PEDESTRIAN

## Program Overview

As a low-cost form of transportation or for pleasure and/or exercise, bicycling has become a popular alternative mode of transportation in Iowa. Bicycle lanes are now a part of the design of some roadways and both motorists and bicyclists alike need to be aware of each other. Motorists also need to be conscientious of pedestrians and their involvement in the traffic mix.

Through FFY 2011, funding supported efforts spearheaded by the Iowa Department of Public Health to provide for bicycle safety programs in addition to the "Safe Routes to School" program.

## Goals

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

## Strategies

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

## Achievements

The Iowa Department of Public Health, Bureau of EMS took a very active role in FFY 2011 in the area of bicycle safety. Through sub-contracts, 4 contractors were identified and selected to take part in the initiative for bicycle safety:

1. Hegg Memorial Health Center, Kids Safety Day  
263 bicycle helmets were distributed.
2. Harrison County Home and Public Health, Family Summer Fun Event  
60 bicycle helmets were distributed.
3. Cedar Rapids Police Department/Safe Kids Linn Co, Wilkins Elementary School Educational Forum  
450 bicycle helmets were distributed.
4. Iowa Bicycle Coalition  
Development of a program entitled "Kids on the Move" to provide education on bicycle and pedestrian safety.  
148 bicycle helmets were distributed.

Throughout the contract year, 6 bicycle rodeos / educational forums with helmet distribution and proper fitting of helmets were conducted throughout the state. Bicycle helmet and safety materials were approved by the GTSB and were purchased and distributed.

Through the Iowa Department of Public Health, a program called I-WALK has been designed. The vision of I-WALK is to help communities to continually update, implement and evaluate their Safe Routes to School (SRTS) plans. SRTS improve walking conditions, teach fundamental safety skills, reduce traffic congestion around schools in addition to providing a healthy and safe transportation option. Through I-WALK assistance, communities can identify and address where it is safe for kids to walk and bike. If a particular route is not safe then changes can be made. Geographic Information Systems/Global Position System (GIS/GPS) mapping of



communities is a part of the I-WALK program to provide evaluation and technical assistance to communities to strengthen their SRTS programs.

I-WALK provides the framework for assessments as many communities and school districts find it difficult to initiate and/or finance a project to review safe routes. Local public health agencies assist in coordinating the efforts to lead SRTS programs. During FFY 2011, 12 communities benefited from the I-WALK program and now have a comprehensive and focused action plan to address safe routes to school.



*West Union, IA – I-WALK volunteers being trained on GIS capabilities . April 2011*



*Atlantic, IA – I-WALK utilizes GIS/GPS technology to conduct walkability assessments in Iowa communities. March 2011*



*Atlantic, IA – I-WALK volunteer completing an intersection assessment during the walkability assessment. March 2011*

**Impediments to Achievements**

N/A

# ROADWAY SAFETY

## Program Overview

Specialized roadway safety programs managed by the Iowa Department of Transportation include the Circuit Rider, Traffic Engineering Assistance Program (T.E.A.P.) and Multi-Disciplinary Safety Teams (MDSTs). The Circuit Rider trains local engineers and GTSB team with a Federal Highway Administration approved program. T.E.A.P. utilized the services of a traffic engineer consultant firm to conduct road safety analysis, identify problems and recommend corrective action. The MDST program facilitates the formation of local multi-disciplinary safety teams by assisting in the set-up of stakeholder meetings while fostering additional MDST development.

## Goals

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

## Strategies

1. Continue the partnership with the Iowa Department of Transportation to facilitate engineering improvements in all areas of the state.
2. Target road safety efforts in Iowa's work crash corridors utilizing the Iowa Department of Transportation's identified top 5% locations.
3. Educate local traffic safety personnel to enhance traffic safety efforts in work zones and other unique traffic situations statewide.

## Achievements

During FFY 2011, 19 work zone safety and flagger trainings workshops were conducted as part of the Circuit Rider program.

During FFY 2011, 33 T.E.A.P. studies were conducted; 15 of which were entirely completed during the year. For the studies completed in FFY 2011, each study analyzed current conditions, identified and recommended improvements, and also identified potential funding sources to guide the local government toward implementation. Many of the studies utilized community involvement. The initiation of T.E.A.P. studies typically start with community input meetings so that all interested parties can address any concerns they may have. Engineers directed the studies and coordinated efforts that included traditional engineering with the input from the community to provide for a multi-disciplinary approach to solve traffic safety issues.

The MDST program has proven to be strong in Iowa. Credit can be given to the MDST Advisory Team. The Advisory Team consists of members from the Governor's Traffic Safety Bureau, the Iowa Department of Transportation, FHWA, Iowa State University – Institute for Transportation, Safety Circuit Rider program and a local government liaison engineer. The team provides project guidance and support for the multi-disciplinary approach to address traffic safety projects. The interest of

*MDST Advisory Team members meet to discuss program activities.*



forming additional MDSTs in the state continue to grow. Initial meetings have been held with potential team leaders/facilitators in the communities of Ottumwa, Marshalltown/Grinnell, Fort Dodge, Cedar Rapids, Waterloo, Ames, Iowa City and Dallas County.

MDSTs have been successful in Iowa and strongly support efforts to improve secondary rural road traffic issues. The involvement of local perspectives strengthens the success of these programs. MDSTs create solid networking which increases communication, understanding of issues, and overall cooperation.

**Impediments to Achievements**

Although MDST programs are strong in the state of Iowa, teams sometimes struggle with keeping stakeholders attending meetings and to increase the involvement of Fire and EMS. This has been a challenge but worthwhile to keep the interest and improve involvement and the overall multi-disciplinary concept and approach.

# YOUTH ALCOHOL

## **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. Iowa State University – 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. The "Get a Grip" program is dedicated to leadership development and creative prevention strategies and provides tools and resources to reduce the number of teen and young adult alcohol-related traffic incidents, distracted and drowsy driving crashes, and pedestrian/bicycle injuries.

## **Goals**

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

## **Strategies**

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

## **Achievements**

During FFY 2011, "Get a Grip" workshops were held reaching 1,655 high school students and 624 middle school students in school districts throughout the state of Iowa. An additional 700 students were reached in 6 school districts through the website using on-line tools. Goals of the project included inviting students to participate in leadership while addressing safety belt usage, alcohol impaired driving, choices and consequences and educating teens of the risks of riding with a peer that had been consuming alcohol.

The college program was designed to continue education in the post-secondary setting by inviting students to participate in leadership and college life programming addressing alcohol/impaired driving and riding, safety belt usage and other personal safety in regard to transportation issues. During December 2010 – February 2011, two national driving simulator programs were contacted about scheduling community college events in September 2011. Through the college programs, 1,237 students were reached.

## **Impediments to Achievements**

N/A

# SAFETY BELT PERFORMANCE GRANT

## Program Overview

The GTSB's 2011 special Traffic Enforcement Program (sSTEP) consisted of 130 police departments, 55 sheriff offices, in addition to the Iowa State Patrol and the Iowa Department of Transportation's – Motor Vehicle Enforcement. Before and after each wave of "stepped up" enforcement, grantees conduct observational safety belt surveys to help measure the program's impact and success. FFY 2011 sSTEP waves coincided with national mobilizations and were conducted two weeks surrounding Memorial Day and Labor Day, July 4<sup>th</sup> weekend, in addition to St. Patrick's Day and Thanksgiving weekend. Iowa's sSTEP enforcements are set to coincide with the national mobilizations "Buckle Up America (BUA/Click It or Ticket (CIOT))" in May and the "Over the Limit. Under Arrest" crackdown in August.

## Goals

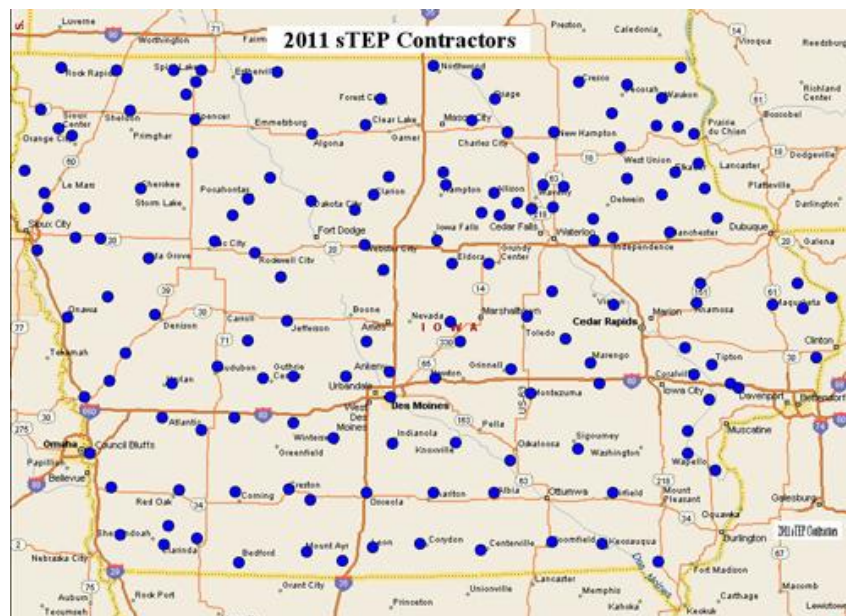
1. To achieve a statewide safety belt usage rate of 95% by the end of FFY 2012.
2. To achieve a statewide child restraint usage rate of 92% by the end of FFY 2012.

## Strategies

1. Focus sSTEP enforcement at identified "Top 5" problem road segments and intersections in grantee jurisdictions as identified by the Iowa Department of Transportation.
2. Require the use of crash data analysis tools to assist in sSTEP deployment.
3. Strongly encourage sSTEP grantees to conduct safety belt compliance and impaired driving interdiction during problematic evening and night-time hours.

## Achievements

Iowa's sSTEP program is administered by Program Administrator Randy Hunefeld and is unique in the fact that grant monies are offered to every law enforcement agency across the state not receiving other funding through GTSB. sSTEP maintains a strong number of participating agencies and is solid with 100% reporting of activities by each agency. Iowa's sSTEP invites law enforcement statewide to participate in a cooperative effort to work week-long enforcement efforts for all traffic violations. The map below identifies the location of sSTEP funded agencies which expresses how the sSTEP program is a true statewide effort.





One goal of the sSTEP program is to raise awareness in safety belt usage, which is the cornerstone of NHTSA’s “Click It or Ticket” campaign. Safety belt surveys are conducted by grantees both before and after each enforcement. The first pre-wave safety belt survey averaged 87.81% usage and the first post-wave survey averaged 90.60%. By the end of the fiscal year, the usage rate averaged 92.63%. **To assist with deployment efforts, all sSTEP grantees were given crash maps and additional data to help focus efforts at high-risk times and locations.**

Collaboration and multi-agency efforts are part of the success of Iowa’s sSTEP program. During FFY 2011, 130,383 violations were reported. The breakdown of the total sSTEP-reported violations and contacts from both sSTEP and non-sSTEP agencies are indicated below.

2,903	OWI arrests/contacts	13,919	Equipment violations contacts
10,581	Safety belt violations contacts	10,854	No proof of insurance
871	Child restraint violation contacts	207	Move over violation
49,980	Speed violation contacts	418	Felony arrests
334	Improper passing	873	Narcotics arrests
3,255	Stop sign/light violations	6,935	Motorists assists
3,533	Driving without a license	563	Interdictions and canine searches
2,673	Suspended or revoked license	1,054	Commercial vehicle inspections
7,574	No registration	128	Vehicles taken out of service
968	Open container/public consumption	173	Drivers taken out of service
103	.02 violation	1,377	Warrants served
2,859	Dark windows	37	DNR violations
14,077	Other traffic violation contacts		

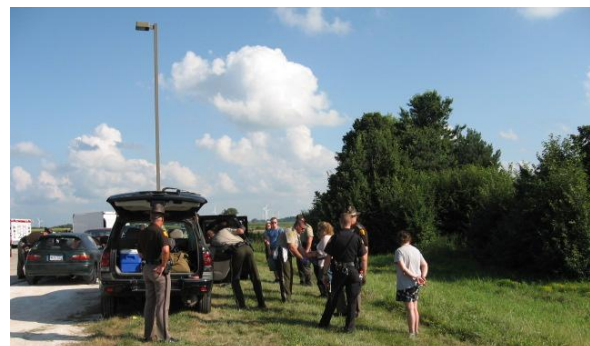


During the enforcement activities the main message is to promote safety belt usage and NHTSA’s campaign messages “Click it or Ticket – Day and Night” and “Over the Limit. Under Arrest” are used through paid advertising in addition to earned media. Media plays an important role in the sSTEP effort. During FFY 2011, 2,579 media contacts were reported. Media during sSTEP enforcement efforts included 230 TV, 805 radio, and 1,542 print contacts/spots. The GTSB has gained extensive earned media throughout the state during these heightened enforcement times.

**Impediments to Achievements**

While agencies are encouraged to utilize overtime funds during evening and night time hours, reporting is not broken down by time of day so data is not available on the percentage of overtime used during the day versus the night.

*A traffic stop during a sSTEP wave resulted in an arrest. sSTEP waves are strongly supported by the Iowa State Patrol, Iowa DOT, county sheriff departments and local police departments.*



# TRAFFIC RECORDS

## **Program Overview**

Traffic records data is the basis for defining, managing and evaluating traffic safety activities and performance. With guidance from the Statewide Traffic Records Coordinating Committee (STRCC), NHTSA Section 408 funding continued to support Iowa's traffic records system during FFY 2011. Traffic safety professionals rely on the accuracy and timeliness of data to make decisions about traffic safety problems and countermeasures and to manage and evaluate programs.

Iowa has maintained a strong and effective traffic safety data collection and analysis system and continues to strive to implement projects that will enhance the overall traffic records systems.

## **Goals**

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

## **Strategies**

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

## **Achievements**

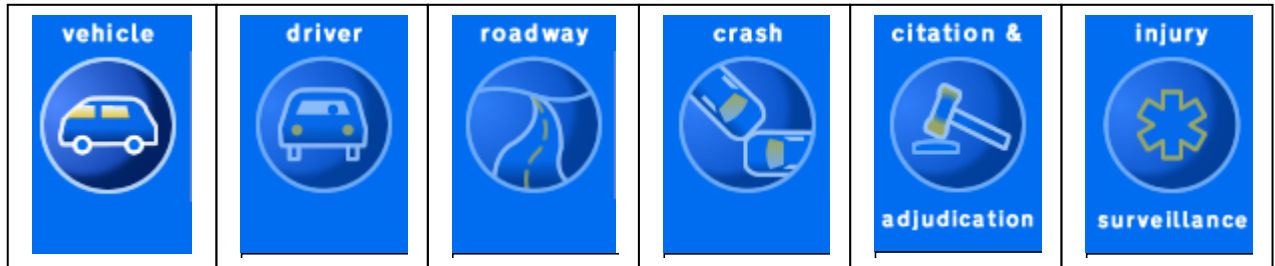
During April of 2011, Iowa conducted an assessment of its statewide traffic records system under the advisory of NHTSA and a five member team of peers. The recommendations of the assessment team will continue to be reviewed by the STRCC and other members of the traffic safety community for possible implementation and inclusion in Iowa's overall traffic records system.

During the summer of 2011, Iowa also participated in the Federal Highway Administration's (FHWA) State Roadway Safety Data Capability Assessment. Representatives from FHWA, Iowa Department of Transportation, and GTSB joined efforts to answer the FHWA questionnaire, reviewed Iowa's data capabilities, and participated in the webinar assessment focusing on the roadway component of Iowa's traffic records system. The assessment will be finalized during FFY 2012.

Iowa sent nine individuals to the 37th International Traffic Records Forum on Traffic Records and Highway Safety Information Systems hosted by the Association of Transportation Safety Information Professionals in Charlotte, NC July 31 – August 3, 2011.

**Impediments to Achievements**

During the last six months of FFY 2011, the new GTSB Program Evaluator, Joanne Tinker, was in the transition to take on the position of co-chair for STRCC. During the last three months of FFY 2011, Lt. Anthony Batcheller of the Iowa Department of Transportation-Motor Vehicle Division, took on the roll of the other co-chair of STRCC. Since the leadership is in transition, this is a challenge for those involved. With the passage of time, these issues will be resolved.





# ALCOHOL INCENTIVE GRANT

## Program Overview

Section 410 funding has proven to be a valuable element of traffic safety enforcement and education within the state of Iowa. During FFY 2011, 89 agencies received Section 410 funding with measurable results in regard to the reduction of impaired driving crashes, serious injuries and deaths. In addition to enforcement, Section 410 funded agencies also provided educational components throughout the year to support impaired driving traffic safety initiatives.

Male drivers continue to make up the majority of impaired driving crashes resulting in fatalities. An increased concern in Iowa also focuses around driver's age 16 – 25. Recent studies indicate that teenagers are starting to consume alcohol at a younger age. The combination of alcohol in addition to less-experienced drivers provides for a major safety concern in Iowa.

## Goals

1. Decrease alcohol impaired driving fatalities 9.75% from the 2005-2009 calendar base year average from 101.2 to 91 by December 31, 2012.
2. Maintain an alcohol-related fatality rate of .36 per 100 million VMT or lower by December 31, 2012.

## Strategies

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

## Achievements

Although numerous agencies reported staffing problems during the federal fiscal year, most agencies exceeded their goals in direct correlation with alcohol related enforcement. Section 410 funds assisted agencies in supplementing regular departmental efforts. Between 2009 and 2010, Iowa experienced a decrease of 8.163% from 98 to 90 alcohol-related fatalities.

Through both multi-agency and individual agency efforts, enforcement reported strong numbers for FFY 2011. The law enforcement agencies under Section 410 issued 6,768 OWI citations, of which 889 were made during funded overtime. Funded agencies issued 4,850 citations for underage possession with 814 of them issued during funded overtime. In addition to alcohol-related violations, agencies also enforced other traffic laws. A total of 7,012 safety belt citations were issued with 2,638 being issued during funded overtime. Out of the 2,638 citations, 1,642 were day time violations and the remaining 996 were nighttime violations.

Section 410 funding supported 125 officers from West Des Moines, Clive and Urbandale officers as they worked a variety of extra impaired driving traffic enforcement projects through dispatch services provided by Westcom Public Safety Communication Center. Funding allowed for Westcom to dedicate a dispatcher for the extra traffic safety enforcement projects.

The University of Northern Iowa Police Department has seen a rise in the amount of pedestrian and bicycle traffic on campus. The department has stepped up to the challenge to make the campus a safer place to walk and ride bicycles through proactive enforcement efforts.

Mercy Medical Center made an impact through their impaired driving awareness programs for youth. A total of 57 classes were presented to over 1,949 students on impaired driving. The programs included Fatal Vision Goggle demonstrations that produce the same results as an individual would experience if they were impaired

by drugs or alcohol. Mercy extended their programs through collaboration with other community groups. Partnerships were formed with the Sioux City Police Department, Siouxland CARES and Morningside College Marketing Department to provide information regarding impaired driving to freshmen in the Sioux City High Schools. The message continued throughout the year with Fatal Vision Goggle demonstrations through driver's education classes and during Red Ribbon (Impaired Driving) activities.

Siouxland CARES also reported results of a survey that was conducted involving 10<sup>th</sup> and 12<sup>th</sup> graders in the Sioux City area in regard to driving impaired and riding with an impaired driver. Over the last 12 years, survey results indicated that riding with an impaired driver when from 61% to 23% for 12<sup>th</sup> graders and for 10<sup>th</sup> graders from 57% to 34%. Driving impaired decreased for 12<sup>th</sup> graders from 49% to 29% and for 10<sup>th</sup> graders 27% to 22%.

The State Court Administrator's Office sought grant monies to fund a Magistrate Conference. The 2011 conference provided training to 156 magistrates.

The Integer Group reports that the Bureau's impaired driving campaigns maintain the advantage of positive relationships throughout the state of Iowa which have allowed for savings in paid media at approximately 13% below industry standards for TV and approximately 30% below industry standards for radio. These savings allowed for a continuation of a strong presence in the media efforts.

#### **Impediments to Achievement**

Some agencies reported staffing issues that in turn caused an impact on the hours that could be devoted to Section 410 activities.

Council Bluffs Police Department reported that they did not meet all of their goals in a large part due to the historic, unprecedented flooding that took place on the western side of Iowa.

# MOTORCYCLE SAFETY

## Program Overview

As the popularity of motorcycle riding is increasing, Iowa has strived to remind motorists be vigilant of motorcyclists and safety “share the road” while also promoting motorcyclists to perfect their riding skills, wear proper and conspicuous gear, and to be aware of the rest of the motoring public. The use of motorcycles as a means of transportation continued to expand in Iowa as enthusiasts increased pleasure riding. Others chose motorcycle riding as a more economic means of transportation.

Iowa has experienced a fluctuation of motorcycle fatalities throughout the last decade. Motorcycle safety issues continue to be a challenge in the state of Iowa.

## Goals

1. Decrease motorcyclist fatalities 2% from 2005 - 2009 calendar base year average of 53 to 52 by December 31, 2012.
2. Decrease un-helmeted motorcycle fatalities 2% from the 2005 – 2009 calendar base year average of 42.2 to 41.4 by December 31, 2012.

## Strategies

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

## Achievements

Partnering with the Iowa Department of Transportation, “Share the Road” brochures and materials were printed and distributed. “Share the Road” information was distributed through driver education classes throughout the state, reaching approximately 35,000 students. Through the GTSB main advertising firm, The Integer Group, a flyer was also designed and approved by GTSB and the Iowa Department of Transportation to be inserted in the mailing of motorcycle registrations. The purpose of the flyer was to point motorcyclists to a web page that provided for safe riding tips and discounts on riding gear. Video PSA’s, billboards and the website were other methods used to distribute information regarding motorcycle safety.

Education continues to be an important aspect of motorcycle safety in Iowa. During FFY 2011, over 4,000 motorcycle riders were trained. Training and awareness was a component of The 8<sup>th</sup> Annual Iowa Motorcycle Safety Forum – “*Ride Bright: Be smart – Be seen*”. Speakers discussed safety issue and 18 vendors supported the conference displaying items such as motorcycles, conspicuous gear and other motorcycle-related items. The forum allows for motorcycle enthusiast to convene to share riding experiences and tips. The event was held April 29, 2011 with over 300 individuals participating. The date of the forum was chosen to be prior to “National Motorcycle Safety Awareness Month” to promote additional awareness.



Photos from the  
8<sup>th</sup> Annual  
Iowa Motorcycle Safety Forum



During the year, free “Experienced Rider” courses were offered for up to 50 riders to brush up on their riding skills. In the coming years it hoped that funding will continue to further enhance this program for additional training opportunities.

During FFY 2011, the State of Iowa also hosted the SMSA National Motorcycle Safety Conference in Des Moines, IA. Over 250 were in attendance from all over the nation.

**Impediments to Achievements**

N/A

# RURAL ROADS

## Program Overview

In December of 2010, the Center for Transportation Research and Education (CTRE) released the Final Report of a study they conducted between November of 2007 and December 2010\*. The research involved a safety analysis of low-volume roads in Iowa. Through the project, data was analyzed to investigate low-volume rural road safety in Iowa. A low-volume road (LVR) is defined as a rural road with traffic volumes of less than or equal to 400 vehicles per day. Iowa maintains the nation's 9<sup>th</sup>-largest network of rural roads. Secondary roads make up approximately 90,075 miles of roadways in Iowa. Iowa is ranked 15<sup>th</sup>-highest in regard to rural fatality rates. The number of fatalities is disproportionate in regard to the volume of travel on these roadways. During the 5-year average of 2005-2009 data, secondary rural road fatality rate per 100 million vehicle miles travelled was 3.51.

## Goals

1. Reduce rural road fatalities by 1% from the 2005 – 2009 calendar base year average of 305 to 303 by December 31, 2012.
2. Reduce rural road fatality rate by 1% from the 2005 – 2009 calendar base year average of 1.65 to 1.63 by December 31, 2012.

## Strategies

1. Encourage and direct law enforcement to include secondary rural roads in enforcement efforts.
2. Collect and analyze information that will support the rural road safety initiatives.

## Achievements

During FFY 2011 Iowa geared up to encourage a renewed focus on traffic safety issues on rural secondary roads in Iowa. Historically traffic safety projects and enforcement efforts have been directed to be conducted on roadways with higher volume. ***The GTSB program administrators provided law enforcement agencies with data and maps to help agencies determine problematic, data supported area.***

Iowa recognizes the involvement of traffic safety partners as an integral part of the overall initiative to reduce fatalities and serious injuries on Iowa's secondary rural roads. During the year, rural road safety audits were conducted in high-crash areas. The goals of the audits were to focus attention and provide strategies to reduce crashes in these areas. Audits were conducted by traffic safety professionals from the Iowa Department of Transportation, Federal Highway Administration, Center for Transportation Research and Education (CTRE) at Iowa State University, Iowa State Patrol, GTSB county engineers and some local law enforcement. The rural road safety audits support the efforts of existing multi-disciplinary safety teams (MDSTs) and have generated interest in additional teams being developed through the state. During all corridor events held through the year, enforcement agencies were encouraged to include secondary rural roads in their efforts. These events provided for an additional awareness as to rural road safety issue and earned positive media coverage.

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\*Safety Analysis of Low-Volume Rural Roads in Iowa, Final Report, December 2010  
Institute for Transportation, Iowa State University

An additional method to provide awareness to rural road issues was provided through a combined effort of Farms Safety 4 Just Kids/“Buckle-Up or Eat Glass”, Iowa’s Center for Agricultural Safety and Health (I-CASH), Iowa Department of Transportation, Iowa State University-Institute for Transportation, Great Plains Center for Agricultural Health and the Iowa Traffic Safety Alliance. Through a collaborative effort, a DVD and educational packet was produced entitled “Rural Road Crashes – They’re Preventable!”. Distribution of the DVD’s and other materials began in the fall of 2011 and will be available for educational programs within the coming year. The information was also posted on the web for additional exposure.

**Impediments to Achievements**

Historically traffic safety programs and enforcement efforts have been directed on roadways with higher volume. Through programs and education, the GTSB and contracted partners will continue efforts to provide for increased awareness in regard to fatalities and serious injuries on local rural roads.



*A Trooper with the Iowa State Patrol working enforcement on one of Iowa’s secondary rural roads.*

# DISTRACTED DRIVING

## Program Overview

All drivers need to realize the dangers that are posed when they take their eyes and minds off the road or their hands off the wheel and focus on activities other than driving. In 2010, the Iowa Legislature passed a secondary law prohibiting all motor vehicle drivers from text-messaging while driving with additional restrictions for teen drivers. For the first year after enactment, only a warning could be issued for a violation. Beginning July 1, 2011, citations could be issued.

## Goals

1. Reduce distracted driving crashes by 1% from 693 (average) to 686 by December 31, 2012.
2. Reduce distracted driving injuries by 1% for 332 (average) to 329 by December 31, 2012.

## Strategies

1. Expand the awareness of the dangers of distracted driving to all of the motoring public through educational and outreach projects

## Achievements

When reviewing data from 2009 and 2010, Iowa experienced a decrease in both crashes and injuries as a result of distracted driving. Although a 13.40% decrease in the number of crashes was recognized, distracted driving remains a high concern in the state.

In June of 2011, Iowa hosted a NHTSA Region 7 meeting in Coralville, Iowa, entitled “A Focus on Distracted Driving”. This 1 ½ day meeting included speakers from NHTSA, Federal Motor Carrier Safety, Focus Driven, The University of Iowa – Human Factors and Vehicle Safety Research, Preusser Research Group, and Syracuse, New York Police Department. Participants also took part in a tour and had the opportunity to drive simulators at the National Advanced Driving Simulator (NADS). NADS is part of the University of Iowa and is a state of the art facility for driving simulation excellence and research.

Throughout the year, messages were provided to all Iowa high schools through blast e-mails for their use in announcements, newspapers or other appropriate means. In late fall of FFY 2011, the GTSB purchased a portable driving simulator which will be incorporated into educational programs throughout the state.

## Impediments to Achievements

As technology continues to advance and hand-held devices have become a part of the overall culture, it will be important to continue to improve the awareness of the dangers of distracted driving with the overall goal to change the behavior when behind the wheel.



*Participants of the NHTSA Region 7 meeting in Coralville, Iowa had an opportunity to experience the high-tech driving simulator, NADS1, while touring the National Advanced Driving Simulator facility.*



# PAID MEDIA / EARNED MEDIA

## PAID MEDIA

Paid advertising guarantees that messages will be played on stations and during programs that will focus on a particular target audience. The GTSB follows media models established by NHTSA for all national mobilization events. Under this model, statewide paid advertising starts a week prior to enforcement and continues through the first week of the enforcement effort such as STEP. While addressing media, the target audience and target message are considered when considering how and when messages will be aired or delivered.

**The Integer Group** - For 2011 GTSB contracted with The Integer Group for a major portion of its media campaign. The Integer Group is utilized for the development of media materials that are used statewide including telephone, radio, and print public service announcements. The national mobilization messages were managed through The Integer Group. Successful negotiations by The Integer Group allowed for rates well below regular industry pricing, which allowed for bonus spots and enabled additional air time and exposure in more extensive geographical areas throughout the state. In 2011, The Integer Group provided creative and innovative ideas and concepts for GTSB media and educational needs. With two years of data from the public awareness survey conducted in 2010 and 2011, during FFY 2012, the Bureau will review survey results with The Integer Group to further analyze and enhance the effectiveness of the public services messages.

**Iowa Sports Connection** – The primary target audience of the media efforts provided by the Iowa Sports Connection is teen drivers. The Iowa Sports Connection provided a multi-media mix that reached thousands of viewers through a statewide sports magazine, digital magazine, weekly radio and TV shows/advertising, and also through e-newsletters. The distribution of the sports magazine covers over 900 locations in the state. Within the magazine, a full-page is dedicated to the “Student Athlete of the Month” and the GTSB logo and website are featured in all 12 issues. It is estimated that the magazine has 75,000 readers each month. The Iowa Sports Connection reached beyond athletics into the Iowa high school fine arts programs through the Iowa High School Assembly website at [www.highschoolassembly.com](http://www.highschoolassembly.com). Through the digital magazine, GTSB traffic safety messages are displayed through rotating banners and other types of flash ads.

**Alliance Sport Marketing** – Alliance Sport Marketing organized a statewide highway safety campaign to promote the “Drunk Driving Over the Limit, Under Arrest”, “Click It or Ticket” and “Mobile Eyes” messages in eighteen motorsport venues across Iowa. The venues were chosen from the “Top 40” counties identified in the Bureau’s Problem Identification process. In addition to signage, messages were promoted at each venue through a series of traffic safety messages announcements that were rotated and read live at each race event.

**Krogman & Associates, L.L.C.** – Krogman & Associates plays a vital role in conveying traffic safety messages at state high school athletic events. State high school athletic championship tournaments bring thousands of citizens of all ages to the Des Moines metropolitan area each year. With the primary target group for this advertising being youth, Krogman & Associates provided for safety belt messages to be aired and signage to be displayed at all state tournament basketball games and the state wrestling tournament held in Des Moines. A presence was also seen at the state football playoffs and championship games held at the University of Northern Iowa, UNI-Dome and at the co-ed track meet held at Drake University. Krogman & Associates, through the Iowa High School Sports Network (IHSSN) also displays Iowa Department of Public Safety / Governor’s Traffic Safety Bureau logo with links to the DPS/GTSB website. The use of the Krogman & Associates and IHSSN has the estimate potential of reaching over 400,000 individuals annually.





*Examples of the signage that was part of the messages displayed at the Iowa State High School Wrestling Tournament (left) and the Girls State Basketball Tournament (right), Wells Fargo Arena, Des Moines, Iowa. March 2011*



**Radio Iowa News/ Learfield Communications** – Radio Iowa/Learfield Communications distributed radio messages geared toward motorcycle safety. Radio Iowa has the potential of reaching 2,503,600 individuals throughout the state of Iowa.

**Learfield Sports** – Learfield Sports implemented a successful marking program during FFY 2011 through prominent marketing positions at Iowa State University, University of Iowa, and University of Iowa athletic events. A combination of radio ads and signage in addition to yearlong presence with over 1.3 million impressions on [www.cyclones.com](http://www.cyclones.com) and [www.hawkeyesports.com](http://www.hawkeyesports.com) proved to be extremely successful tactics to spread traffic safety messages.

**ISP Sports** – ISP Sports expanded our public service messages during events at Drake University during FFY 2011. Signage and audio messages were part of the mix at Drake basketball games and during the nationally recognized Drake Relays.

## EARNED MEDIA

Credibility is formed with the public when the media joins in enforcement and educational efforts. Earned media is positive coverage of events or announcements to help reach a specific target audience with a particular message.

Saturation/corridor and sSTEP enforcement events provide a foundation in which Iowa has formed solid relationships with the media. A media release is prepared before each enforcement event and contracted agencies are encouraged to work with the media in their involvement and interest in projects. From a brief story in a small-town newspaper to a headliner on the 6:00 p.m. news, all earned media is valuable and positively recognized in the comprehensive approach to traffic safety.

*A Trooper with the Iowa State Patrol takes a moment to be interviewed by a television station. Such interviews help maintain positive relationships with the media.*



# SPECIAL OUTREACH PROJECTS

During FFY 2011 the GTSB team planned, organized and participated in special traffic safety related outreach projects. Outreach projects have proven to be fun, interactive ways to spread traffic safety messages.

## Christmas Holiday Season

During the month of December 2010 and continuing through the New Year's Holiday, GTSB in addition with members of the Iowa State Patrol kept a very close look at the number of traffic fatalities on Iowa roadways during this time period with a "Tree of Life". Every week the Department of Public Safety would invite the media to the Iowa Department of Public Safety Headquarters office to change the lights represented on a Christmas Tree in response to each fatality. When a motorist died, a white light on the Christmas tree was replaced with a green light. A red light was used to represent alcohol-related fatalities. The information and corresponding lights were also updated weekly on the Department of Public Safety / GTSB website.

## St. Patrick's Day

In March of 2011, the Bureau participated in the St. Patrick's Day Parade in downtown Des Moines. The theme used for the float was geared toward distracted driving to provide public awareness to the electronic device law prohibiting texting while driving. In addition to the parade entry, the GTSB team also distributed "TXTNG KILLS" thumb bands which were secured to a message asking recipients to wear the thumb band to remind people of the dangers of distracted driving. The message also provided basic statistics of national fatalities and injuries due to distracted driving. Enforcement of the law began on July 1, 2011.

## Distracted Driving Awareness Month (April 2011)

A very successful outreach project during "Distracted Driving Awareness Month" was a coordinated effort with a Des Moines area business called "In The Bag". "In The Bag" specialized in bag/box lunches that are delivered to businesses and organizations in the greater Des Moines metro area. During April, over 1,000 4.25" x 5.5" cards with information and statistics in regard to distracted driving in addition to a TXTNG KILLS thumb band were designed. These were prepared by a SE Polk high school student volunteer and GTSB team members and delivered to "In the Bag" for distribution with lunches. The program was so successful that "In The Bag" contacted the GTSB office for additional thumb bands and an electronic version of the message for their business to print off to assemble additional cards.



*An example of the cards that were distributed through "In The Bag" lunches during April 2011.*

### **Des Moines Arts Festival**

The Bureau participated in the Des Moines Arts Festival. The Festival was held June 24 – 26, 2011. The GTSB manned an interactive booth where children could design a sticker for their bicycle helmet.

*GTSB Grants Administrator, Sandy Bennett assisted children during the 2011 Des Moines Arts Festival.*



### **Iowa State Fair**

The GTSB's largest outreach program is during the Iowa State Fair. The annual 10-day event is held in August. The attendance at the 2011 Iowa State Fair was the 2<sup>nd</sup> highest in fair history recording 1,080,959 attendees. The GTSB's involvement has been to have a display in the "Hall of Law". The display is manned by GTSB team members and other traffic safety partners from throughout the state. During 2011, the primary theme was safety belts/occupant protection. GTSB contractor, The Integer Group, worked with GTSB team members to design a new, updated display. Promotional items were handed out during the event including key chains, coloring books, and educational brochures regarding proper child restraint usage. The child restraint brochures were available in both English and Spanish.



*The GTSB booth at the Iowa State Fair had a new, updated appearance in 2011.*

### **Iowa vs. Iowa State Football Game**

Through the GTSB contract with The Integer Group a safety belt message was delivered during the pre-game, game day and post-game activities of the highly attended Iowa – Iowa State Game. The display included a QR code linking to the "Happy Birthday" video PSA. Football fans were encouraged to scan the QR code and through electronic means keep the message going to wear safety belts.

# NOTEWORTHY PRACTICES

The following identify noteworthy efforts toward traffic safety education and enforcement in Iowa.

**MDSTs** – The Multi-Disciplinary Safety Teams (MDST's) in Iowa continue to be a strong component in overall traffic safety issues in Iowa. The structure of MDSTs brings together expertise and knowledge of traffic safety professionals to discuss traffic safety problems and strategies. The MDST programs in Iowa have grown in interest and involvement and have been a major part of the renewed focus of traffic safety initiatives focusing on rural secondary roads. Existing MDST programs in Iowa are represented in the following communities:

Ames MDST

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

Clinton County MDST

Council Bluffs SWIFT (Southwest Iowa Freeway Team)

Davenport CARS (Community Awareness of Roadway Safety)

Des Moines Area TMAC (Traffic Management Advisory Committee)

Dubuque MDST

Fort Dodge MDST

Sioux City MDST

Traffic safety professionals in other areas of the state, including Cedar Rapids, Iowa City, Ottumwa, Marshalltown/Grinnell and Oelwein, are in the process of developing a MDST program in their respective area.

MDST programs involve real people with valuable ideas. Involving local perspectives strengthens the success of these programs. It is important to realize that MDST's can be both formal and informal – as the networking of professionals increases communication and cooperation, thus increasing opportunities. Program Administrator / sSTEP Coordinator Randy Hunefeld serves a vital role in the development and continuation of MDST programs in Iowa and also serves on the MDST Advisory Team.

**ARIDE and DRE** – Advanced Roadside Impaired Driving Enforcement (ARIDE) and the Drug Recognition Expert (DRE) programs continue to grow in Iowa. ARIDE builds upon the knowledge obtained in Standardized Field Sobriety Test (SFST) training and is a building block toward DRE certification. During FFY 2011, 15 additional DRE officers were trained bringing the number of certified officers to 130 statewide. The ARIDE program gained momentum and during the year 6 classes were held training more than 175 officers to detect drug impaired drivers. Part of the success of these programs can be credited to Program Administrator Jim Meyerdirk.

**Corridor Events and Multi-Jurisdictional Effort Emphasizing Night-time Safety Belt Usage** – Night-time projects have proven to be successful in Iowa. Based on data to target specific areas and times, multi-jurisdictional enforcement efforts are directed at high-risk drivers. A goal of the sustained enforcement is to have a long-term effect on driver behaviors. Media coverage also continues to play a vital role in these enforcement efforts as the earned media is immeasurable as to the impact in regard to driver behaviors and the overall safety culture.





*A nighttime safety checkpoint that was held in the Des Moines, Iowa area during FFY 2011.*

**Facebook / Twitter** – During FFY 2011, the GTSB has integrated more in the area of social networking. In addition to the GTSB website, Facebook and Twitter have become venues for additional ways to spread the word about traffic safety. The Bureau continues to see and increase in the number of individuals following on Facebook in addition to positive and supportive messages being posted to the site by user. As of the date of this report, the GTSB Facebook page had over 520 followers. Program Administrator Mick Mulhern is committed to updating the Facebook / Twitter information for the Bureau.

**Individual Efforts** – Iowa continues to maintain strong partnerships and recognizes that through every traffic safety project a message is being delivered that comprehensively is a component to help reduce traffic fatalities and serious injuries in Iowa.

# LOOKING TO THE FUTURE

Data continues to be an integral part of traffic safety initiative in Iowa. Collection, analysis and dissemination of provides all of Iowa's traffic safety partners with the ability to develop short and long term strategic plans that will help Iowa reduce death and serious injuries on its roadways.

The traffic records assessment which was conducted in 2011 provided the Statewide Traffic Records Coordinating Committee (STRCC) with recommendations to further strengthen the state's data. The STRCC Committee will be further analyzing the recommendations during FFY 2012 to continue to enhance the traffic records in Iowa.

During FFY 2011, the GTSB team was down by two full-time employees; one program administrator and an assistant financial manager. During FFY 2012 it is anticipated that those positions will be able to be filled.

Enforcement projects will continue and will focus on areas of impaired driving, speed and safety belt usage. Corridor events have been scheduled for FFY 2012 for continuation of the multi-agency approach.

DRE and ARIDE instruction and officer certification has strengthened Iowa's position in regard to impaired driving. We will continue to support these specialized trainings and increase the number of certified officer to assist in the overall impact of our impaired driving programs.

Secondary roads make up approximately 90,075 miles of roadways in the state of Iowa. Fatality rates on these sections of roadways continue to be a concern During the 5-year average of 2005 – 2009 data, the secondary road fatality rate per 100 million VMT was an alarming 3.51. The GTSB will continue to work to develop innovative ways to bring law enforcement, education and general awareness to rural road safety issues.

Iowa is becoming an older state. Older Iowans are traveling more and driving into their later years. Iowa will need to incorporate elderly driving programs into educational efforts.

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

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

The GTSB team makes an effort to participate in training opportunities as they arise throughout the year. GTSB team members will be encouraged to continue to attend the specialized training in the core areas of NHTSA, such as program management, financial management, instructor development and data analysis. GTSB team members will also continue to participate in traffic safety related trainings offered in a webinar setting.

Iowa is committed to be an active member of NHTSA's-Region 7. The Region 7 staff always lends their support, guidance and extensive knowledge to help guide our office. The Iowa Governor's Traffic Safety Bureau is truly appreciative of the Region 7 NHTSA team headed by Romell Cooks and looks forward to our continued partnership to improve traffic safety in Iowa.

