Iowa Safety Management System

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Iowa SMS is:
A diverse partnership of highway safety practitioners in engineering, enforcement, education, and emergency services dedicated to reducing the number and severity of crashes on Iowa's roadways.

www.IowaSMS.org
Purpose of SMS… Promote highway safety, fill gaps and create or support collaboration
US DOT Goal of 1.0 Fatality Rate by 2008

Year 2001
Fatalities ~ 42,000
Rate = 1.51

Maintain 2001 Rate
~50,000

US DOT Goal
Fatality Rate = 1.0
~33,000

~42,000
AASHTO Plan “Tools for Life”

- The Strategic Highway Safety Plan offers a comprehensive approach to improving highway safety. Some goals of the plan:
  - **Giving more emphasis to existing, cost-effective** safety strategies such as protecting vehicle occupants and reducing drinking and driving;
  - **Improving existing programs** that focus on community safety, Emergency Medical Services, and public safety awareness; and
  - **Recognizing emerging safety categories** such as young, problem, older, and aggressive drivers; vehicle safety enhancements; and
  - **New highway safety initiatives** designed to keep vehicles on the road and minimize the consequences of leaving the road.

“We have a plan that has the potential for saving 5,000 – 7,000 lives a year”
Research and Guidebooks Support State Efforts
SAFETEA-LU 2005 Legislation and Safety Programs

- Requires each state to have a “State Strategic Highway Safety Plan”
  Iowa’s will be called a “CHSP”

- Includes a new funding “flexibility” for states

- Adds new target areas to safety emphasis:
  - Older Drivers
  - Motorcycle Safety
  - Safe Routes to School
SAFETEA-LU 2005 “SHSP”

1. Use crash data
2. Identify hazardous locations
3. Adopt strategic and performance-based goals.
4. Advance the state’s traffic records data collection, analysis and integration with other sources of safety data and include information on all public roads
5. Consider planning results of state, regional, and local transportation and highway safety planning processes
6. Set priorities for corrective action on high hazard locations, segments and elements
7. Identify pro-active opportunities for preventing the development of new hazardous locations
8. Implement improvements
9. Evaluate in an established process to assess the results achieved by the highway safety improvement projects
10. Program consistent with STIP (the State Transportation Improvement Program).
11. Gain Governor approval. (or a “responsible state agency”.)
Timely accessible crash data is CRITICAL to making wise highway safety investments.
“Toolbox” of Highway Safety Strategies = Foundation for Iowa’s SHSP / CHSP

28 Key Emphasis Subjects with “Potential Strategies”

- **Drivers** (young, old, aggressive, impaired+)
- **Special Users** (bikes, pedestrians+)
- **Highways** (Engineering)
- **Emergency Services**
- **Management Systems** (Programs, Data, State and Local efforts)

Charter “Signed by”:
- Iowa’s Governor & Lt. Governor
- 6 Department Directors
- 3 Federal Administrators
Iowa’s “SAFETEA-LU” Comprehensive Highway Safety Plan

- “Comprehensive” stakeholders: *executive involvement & commitment*

- Data-driven
- 8-10 Priority target areas
- Strategies for *implementation*
- Evaluation
- Annual reports
- Goal to reduce Iowa’s fatality rate
Implementing Diverse Highway Safety Strategies
Recent SMS Efforts

- Motorcycle Safety
- Older Driver Outreach
- Toolbox update
- Wait for SAFETY-LU
2004 - 2006
Regional Older Driver Forums

- Emphasis in 2005-06
  Area Agencies on Aging

- Local Events-
  Local Stakeholders
  - State Licensing Officials-
    “Choice Not Chances” video and materials
  - Safety Engineer
  - Transit and other transportation
  - Local Traffic Safety Teams
  - MPO / RPA
  - Law enforcement
  - Media
  - Local senior services stakeholders
  - Occupational Therapy
  - Municipal and county officials
  - State legislators
  - Local medical providers
Motorcycle Fatalities Increase 219 %
Press release Aug. 17, 2004

From 1996 - 2003:
- Fatalities increased 219 %
- Fatalities increased every year
- Injuries increased 22%
- Licensed riders increased only 4% (2002)
2005
SMS Motorcycle Safety Activities

○ **Motorcycle Safety Task Force**

○ **Modulating Headlamp Law:** Task Force helped facilitate clarification clearing the way for promoting Modulating Headlamp use.

○ **March Motorcycle Safety Forum**

○ **Spring “Train the Trainer”**
  Motorcycle Safety Rider Coaches annual certification support
Traffic and Safety Office Staff and Programs are “Here to Help”
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