

SMS MEMBERSHIP

AARP 55 ALIVE Program
American Public Works Association (APWA)
American Automobile Association (AAA)
Federal Highway Administration (FHWA)
Federal Motor Carrier Safety Administration (FMCSA)
Highway safety engineering consultants
Iowa Association of Chiefs of Police & Peace Officers
Iowa Association of Regional Councils
Iowa County Engineers' Association
Iowa Department of Education
Iowa Department of Elder Affairs
Iowa Department of Public Health
Iowa Department of Public Safety

- Fire Service Training Bureau
- Governor's Traffic Safety Bureau (GTSB)
- Iowa State Patrol (ISP)

Iowa Department of Transportation

- Data Services
- Driver Services
- Local Systems
- Motor Vehicle Enforcement
- Program Management
- Research and Technology
- Systems Planning
- Traffic and Safety
- Transit
- Transportation Data

Iowa Motor Truck Association
Iowa State Sheriffs & Deputies Association
Iowa State University

- Center for Transportation Research and Education (CTRE)
- Safety Circuit Rider
- Transportation Student Association
- Farm Vehicle Safety

Iowa Traffic Control & Safety Association (ITCSA)
National Highway Transportation Safety Administration (NHTSA) Region VII
Retired transportation safety professionals
State Farm Insurance
Union Pacific Railroad

Other entities participate periodically

The Iowa Department of Transportation (Iowa DOT) was designated as the "focal point," with its Office of Traffic and Safety leading the SMS effort. Primary funding comes from the DOT, and initiatives are often funded cooperatively from other available sources.

Since the earliest planning stages of the Iowa SMS, the Iowa Department of Public Safety through its Governor's Traffic Safety Bureau (GTSB) has partnered with the Iowa DOT's Office of Traffic and Safety to develop and sustain the Iowa SMS.

*Iowa SMS won the 1999
Federal Highway Administration
Excellence in Partnership Award*

In 2002, best practices studies by the Federal Highway Administration (FHWA) and the American Association of State Highway and Transportation Officials (AASHTO) both recognized Iowa's SMS multi-disciplinary highway safety program.

**Engineering, Enforcement, Education,
Emergency response, & ...Everyone else**



The SMS Toolbox and links to member web sites are available at www.iowaSMS.org

IOWA HIGHWAY SAFETY MANAGEMENT SYSTEM

*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.*



*SMS addresses highway safety issues related to both
"pavement and people" and draws representatives from
the 5 Es of highway safety:*

- *Engineering*
- *Enforcement*
- *Education*
- *Emergency response plus...*
- *Everyone else*

These are represented by the five faces in the Iowa SMS logo.

MISSION, VISION AND GOAL

The **mission** of the Iowa SMS is to reduce human suffering and economic losses resulting from crashes on Iowa's roadways through the identification of causes, resources and safety implications of policy decisions.

The **vision** of the Iowa SMS is a state whose citizens enjoy the safest highway system possible. This system is achieved when service providers and citizens communicate needs, coordinate efforts, and cooperate across political and professional boundaries in the pursuit of the mission.

The **goal** of the Iowa SMS is to reduce the number and severity of crashes on Iowa's roadways by promoting systematic processes to identify, implement, and evaluate all opportunities for improvement. These improvements relate to:

- ◆ highway planning, design, construction, maintenance and operations;
- ◆ traffic and transportation law, law enforcement and adjudication;
- ◆ emergency response, trauma patient care and highway safety health care educational activities;
- ◆ other safety programs relating to vehicles, cargo and people;
- ◆ integration with railroads and with public transportation; and
- ◆ information and data systems to accomplish the tasks, prioritize problems and effectively utilize resources.

www.iowaSMS.org



THE IOWA SMS HIGHWAY SAFETY TOOLBOX

The Iowa SMS *Toolbox of Highway Safety Strategies* provides multi-disciplinary strategies to identify, implement, and evaluate opportunities for highway safety improvement. The potential strategies represent a range of alternatives for legislators, department and agency directors, local governments, and citizen groups to consider when they choose to address a specific highway safety concern. In 2002, Iowa's Governor, and ten other state and regional safety and health officials formally endorsed the Iowa SMS Toolbox in a statement of "Iowa's Commitment to Highway Safety."

STATEWIDE TRAFFIC RECORDS ADVISORY COMMITTEE (STRAC)

Iowa's STRAC has been operational since 1994 and involves many inter-agency and multi-disciplinary teams that collect, transmit and manage Iowa highway safety data. The group is co-chaired by the Governor's Traffic Safety Bureau and the Iowa Department of Transportation. In 1999 the State of Iowa was awarded the National Partnership for Reinventing Government Hammer Award for major reinvention in collecting, transmitting and managing highway safety data.

RECENT SMS PROJECTS

RESEARCH AND RESOURCE PROJECTS

- ◆ Crash Characteristics and Locations Analysis – uses new techniques and tools to isolate specific potentially significant data sets (i.e., pertaining to older drivers or to citations)
- ◆ Speed Limit Task Force – produces annual comprehensive summaries of speed-related crash data and risk assessment related to speed limits for use by state legislators

- ◆ Red Light Running Task Force – studies the use of automated enforcement of traffic signal violations in Iowa
- ◆ Public Opinion Survey – conducted in 2000 by the University of Northern Iowa's Center for Social and Behavioral Research, identifying highway Safety improvement goals and strategies.
- ◆ School bus on-board video cameras pilot project – is underway to evaluate camera usefulness in documenting motorist school bus passing violations
- ◆ Access Management Task Force – developed a statewide study and program to educate project decision makers and business owners on the benefits and economic impacts of access management
- ◆ Emergency Response Information System (ERIS) pilot– has added 20 counties of fire, rescue and EMS information to Iowa's safety data system to enhance planning and communication between response agencies

PROGRAMS AND PUBLIC EDUCATION PROJECTS

- ◆ Young Drivers – a 2002 award-winning video explains the Graduated Drivers License program and will be available to all driver education classes
- ◆ Older Drivers Task Force – is holding a public forum and producing useful tools related to older drivers such as data, a video and decision-making guide
- ◆ The Iowa State Patrol Road Condition Reporting System process and Web site upgrades were funded in 2002 (www.earthsat.com/iowa/winter.html)
- ◆ The "Safe Wheeler" Bicycle Safety Program tested bicycle safety curriculum in 38 Iowa elementary schools through a partnership with the Iowa Association of Health Physical Education, Recreation, and Dance (IAHPERD)
- ◆ Iowa Traffic Control Safety Association (ITCSA) and SMS hosted a local multi-disciplinary safety team peer exchange at the annual ITCSA conference