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# Iowa Highway Safety Plan

Iowa Department of Public Safety  
Governor's Traffic Safety Bureau



FFY 2014

# Iowa Highway Safety Plan

## **Mission Statement of the Governor's Traffic Safety Bureau**

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 Governor's Traffic Safety Bureau (GTSB), a subdivision of the Iowa Department of Public Safety, administers the State of Iowa's allocation of federal highway safety funds from the National Highway Traffic Safety Administration (NHTSA) as authorized by the Moving Ahead for Progress in the 21<sup>st</sup> Century Act (MAP-21). MAP-21 authorizes the federal surface transportation programs for highways, highway safety and transit. In partnership with public and private entities, highway safety programs are developed and implemented to reduce traffic crashes and subsequent deaths, injuries and property damage on Iowa's roadways. These programs include strategies associated with traffic enforcement, public education and awareness, media campaigns and community involvement. Goals of programs within the state include encouraging behavioral changes toward traffic safety to make highways safer for citizens and visitors to Iowa.

Iowa Department of Public Safety Commissioner, K. Brian London, serves as the Governor's Representative for Highway Safety. The GTSB Bureau Chief, Patrick Hoye, serves as the Administrator of Iowa's highway safety program and supervises the GTSB staff.

Iowa formulated the FFY 2014 Highway Safety Plan utilizing a performance-based approach. Through data, highway safety problems were identified. The FFY 2014 Highway Safety Plan provides information pertaining to Iowa's Problem Identification, goals, and project selection processes. Continuous partnerships with the Iowa Department of Transportation (DOT), Federal Highway Administration (FHWA) and Federal Motor Carrier Safety Administration (FMCSA) has allowed for the development of a revised State Strategic Highway Safety Plan (SHSP). The FFY 2014 Highway Safety Plan coordinates with the revised SHSP draft document. As of the submission of this plan the revised SHSP was in the process of being finalized.

In addition to the safety strategies identified in the Highway Safety Plan, the GTSB has and will continue to work in conjunction with traffic safety partners for implementation and evaluation of strategies and programs. The FFY 2014 Highway Safety Plan coordinates with the revised SHSP. The GTSB will administer Section 402 and 405 funds to carry out highway safety projects and initiatives. This unified approach has allowed for comprehensive planning and program effectiveness to ensure alignment of projects designed to reduce traffic fatalities and serious injuries in Iowa.

## Iowa's Traffic Safety Commitment

*To develop a comprehensive state highway safety program and to implement high priority safety strategies along roadway systems and facilities defined to be at risk for severe crashes.*

*To reduce traffic fatalities and serious injuries on Iowa's roadways 15% by January 1, 2020.*

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# Highway Safety Office Overview

## Delegation of Authority

In accordance with the “U.S. Highway Safety Act of 1966” (P.L. 89-564) and any acts amendatory or supplementary thereto, the Iowa Department of Public Safety, Governor’s Traffic Safety Bureau administers the state of Iowa’s allocation of federal highway safety funds. On July 6, 2012, President Barrack Obama signed into law P.L. 112-1412, the “Moving Ahead for Progress in the 21<sup>st</sup> Century Act”, commonly referred to as MAP-21. MAP-21 authorizes the federal surface transportation programs for highways, highway safety and transit.

The GTSB provides federally-funded grants to city, county, and state entities, as well as hospitals, university, and other non-profit agencies working to improve traffic safety in the state of Iowa.

The operation of the state highway safety office and the allocation of federal highway safety funds is outlined in Iowa Administrative Code 661 – Chapter 20, provided below.

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**661—20.1(23USC402,ExecOrd23) Authority.** Title 23 U.S.C. section 402 requires each state to have a highway safety program sponsored by the U.S. Secretary of Transportation and for which the governor of the state shall be responsible.

**20.1(1)** The governor has designated the commissioner of the department of public safety as governor’s highway safety representative for Iowa and established the department of public safety as the state highway safety agency in Governor’s Executive Order Number Twenty-Three, signed June 9, 1986, and published in the Iowa Administrative Bulletin on July 2, 1986.

**20.1(2)** The governor’s traffic safety bureau shall administer the state highway safety program in accordance with the provisions of Title 23 U.S.C. and Governor’s Executive Order Number Twenty-Three.

**661—20.2(23USC402,ExecOrd23) Purpose.** The purpose of the highway safety program is to provide a coordinated federal, state and local effort to reduce traffic-related deaths, injuries, and property damage crashes. The following eight highway safety priority areas have been established by the federal government to provide a guide to program involvement and reimbursement: alcohol; police traffic services; emergency medical services; traffic records; occupant restraints; engineering; motorcycles; and pedestrians/bicycles.

**661—20.3 (23USC402,ExecOrd23) Responsibilities.**

**20.3(1)** The governor’s traffic safety bureau shall develop and prepare the state’s highway safety plan based on evaluation of highway crashes and traffic safety problems within the state.

**20.3(2)** The governor’s traffic safety bureau shall encourage and assist local units of government in improving their traffic safety programs.

**20.3(3)** The governor’s traffic safety bureau shall serve as a reviewing authority for federal and state traffic safety programs.

**20.3(4)** The governor’s traffic safety bureau shall monitor safety program activity and expenditures of funds by state and local agencies as authorized by Title 23 U.S.C. 402.

**20.3(5)** The governor’s traffic safety bureau shall coordinate the state highway safety plan with other state agencies.

**20.3(6)** Application for funding.

a. Proposals for funding highway safety programs may be submitted at any time by any city, county, or state agency, or nonprofit organization or any other eligible organization or individual.

b. Applications must be received on or before March 1 to be considered for funding in the next federal fiscal year beginning October 1.

c. Initial proposals should include project title, statement of the highway safety problem to be addressed supported by three years of crash data, what is being proposed to solve the problem, how it will be evaluated, a proposed budget, and a letter of intent accepting responsibility for the proposed project from the responsible authority of the organization making application.

d. Only written requests containing the listed elements will be considered for funding.  
 e. Assistance in developing and submitting proposals for highway safety funding may be obtained by contacting the Director, Governor's Traffic Safety Bureau, Iowa Department of Public Safety, State Public Safety Headquarters Building, 215 East 7th Street, Des Moines, Iowa 50319, or by electronic mail via the Internet at [gtsbinfo@dps.state.ia.us](mailto:gtsbinfo@dps.state.ia.us). EXCEPTION: Applications for funding of programs pursuant to the authority of 23 U.S.C. 153 must be received by the governor's traffic safety bureau on or before June 1 to be considered for the following federal fiscal year.

**661—20.4(23USC402,ExecOrd23) Funding criteria.**

**20.4(1)** Allocation of federally appropriated funds administered by the governor's traffic safety bureau pursuant to Title 23 U.S.C. as amended through September 1, 1993, shall be based on: (1) federally mandated projects; and (2) high fatality and personal injury crash causations and locations. The following criteria will be used to rank Iowa's counties according to the severity of their highway safety problems:

- a. Fatal crashes by county.
- b. Personal injury crashes by county.
- c. Serious personal injury crashes by county.
- d. Alcohol-related fatal crashes by county.
- e. Alcohol-related personal injury crashes by county.
- f. Vehicle miles of travel by county.
- g. Serious traffic offenses by county.
- h. Fatal and injury crashes involving motorcycles by county.
- i. Fatal and injury crashes involving pedestrians and bicycles by county.

Eligibility of counties, and cities within those counties, for the limited federal funds available will be determined according to county rankings on the nine listed criteria.

**20.4(2)** At least 40 percent of all federal funds apportioned to the state of Iowa pursuant to Title 23 U.S.C., Section 402, for any fiscal year shall be expended by political subdivisions of the state to carry out local highway safety programs authorized by the governor's representative for highway safety.

**661—20.5(23USC402,ExecOrd23) Program requirements.**

**20.5(1)** All approved programs funded by the governor's traffic safety bureau must be administered in compliance with the Iowa Governor's Traffic Safety Bureau Policies and Procedures Manual, 1993.

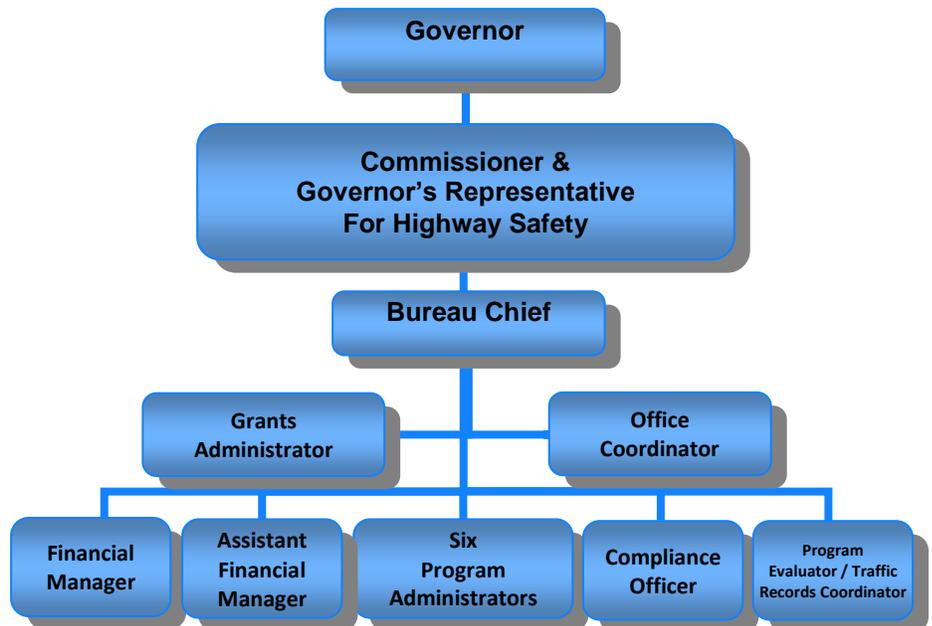
**20.5(2)** Highway safety contract procedures and reporting forms and their explanations are contained in the Iowa Governor's Traffic Safety Bureau Policies and Procedures Manual, 1993.

**20.5(3)** Single copies of the Iowa Governor's Traffic Safety Bureau Policies and Procedures Manual may be obtained on request from the Director, Governor's Traffic Safety Bureau, Iowa Department of Public Safety, State Public Safety Headquarters Building, 215 East 7th Street, Des Moines, Iowa 50319

**Program Administration**

The responsibility of the GTSB is to ensure the Federal Highway Safety Program for the State of Iowa is run in an efficient manner, including ensuring that all contractors follow uniform procedures that allow for maximum flexibility without the loss of oversight control. Throughout the project year, the GTSB Program Administrators monitor projects to ensure compliance with federal requirements and to ensure that performance goals are being achieved. Program Administrators review reports, conduct site visits, and have other interaction with grantees, all with the common goal to reduce deaths and serious injuries on Iowa's roadways.

**Iowa GTSB Table of Organization**



## GTSB Contacts & Areas of Expertise/Responsibility

### Pat Hoye, Bureau Chief

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Program Oversight, Staff Supervision, Liaison to Office of the Commissioner of Public Safety, NHTSA Region 7 and GHSA



### Audrey Becker, Grants Administrator

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### Denny Becker, Alcohol Programs Coordinator

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### Sandy Bennett, Compliance Officer

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### Beth Chipp, Financial Manager

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### Mark Nagel, Occupant Protection Coordinator

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Safety Belts & Child Restraints, Air Bags, Injury Prevention, School Bus, Older Driver, Bicycle/Pedestrian and Program Administrator for Grants



### Jennifer Parsons, Distracted Driving Coordinator

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### Joanne Tinker, Traffic Records Coordinator

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Program Evaluation, Traffic Safety Data, STRCC Co-Chair, Problem ID, Highway Safety Plan and Annual Report



### Amy Van Gundy, Assistant Financial Manager

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Audit File Manager, Travel Claim Processing, Vendor File Maintenance, Equipment Inventory, Contractor Claim Reimbursements



# HIGHWAY SAFETY PLANNING PROCESS

## **Data and Information Sources**

It is critical that reliable, accurate, and timely data is made available for traffic safety professionals to make decisions about traffic safety problems and to determine the best countermeasures to manage and evaluate programs.

### **Fatality and Other Crash Reports**

The Iowa Department of Transportation (DOT) collects and maintains fatality and crash information as submitted by Iowa law enforcement officers. Both electronic and paper submissions of crash reports are accepted by the DOT Office of Driver Services. As of May 15, 2013, 205 Iowa law enforcement agencies have the capability to submit crash reports electronically through the Traffic and Criminal Software (TraCS) System. Approximately 90% of all crash reports in Iowa are submitted electronically through various versions of TraCS.

The Iowa Department of Transportation, Office of Traffic and Safety and In-Trans at Iowa State University assist the GTSB in the analysis of crash data and supply special data and maps as requested.

### **FARS**

Iowa utilizes data maintained in the Fatality Analysis Reporting System (FARS) Encyclopedia to assist in the development of performance measures and for the evaluation of performance measures and goals as reported in the Annual Evaluation Report. At the time this plan was written, FARS data was available through 2011.

### **NHTSA Reports and Publications**

The GTSB reviews reports published by NHTSA in a variety of topic areas. These reports help Iowa identify where the state ranks nationally. In the process to formulate the FFY 2014 Highway Safety Plan, Iowa specifically referred to "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7<sup>th</sup> Edition, 2013; "Traffic Safety Performance Measures for States and Federal Agencies", DOT HS 811025, August 2008; and the 2011 Traffic Records Assessment report.

### **Occupant Protection Surveys**

Iowa conducts an annual observational seat belt usage survey in accordance to NHTSA's "Uniform Criteria for State Observational Surveys of Seat Belt Use" which was issued in 2011. Iowa submitted a new methodology in accordance to the uniform criteria, which was approved by NHTSA on March 19, 2012. The 2012 observational survey was conducted through Iowa State University's Survey and Behavioral Research Services, PAP 12-405, Task 11, \$42,000.

Child restraint surveys are also conducted in Iowa and focus on children through the age of 17. The 2012 child restraint survey was conducted by the University of Iowa, Injury Prevention Research Center, PAP 12-405, Task 10, \$30,000.

A requirement of Iowa's special Traffic Enforcement Program (sTEP) is for grantees to conduct an observational safety belt survey both before and after each special enforcement wave to help measure the impact and success of the enforcement wave and overall occupant protection strategies.

### **Public Awareness Surveys**

Surveys have been conducted at identified driver license stations within Iowa since 2010 to measure driver attitudes and behaviors regarding speed, safety belts, distracted driving and impaired driving from the aspect of self-reporting. Specific questions are asked in the survey pertaining to media messages that are aired and printed

throughout the year and during national mobilization periods. In 2012, the annual public awareness surveys were conducted by Iowa State University's Survey and Behavioral Research Service, PAP 12-03, Task 12, \$ 10,000.

## **Multi-Disciplinary Partnerships / Collaboration**

Through a multi-faceted approach, Iowa has been fortunate to have strong partners from numerous agencies to address and support state traffic safety issues, goals and objectives. The GTSB is committed to maintain strong partnerships with organizations who share common interests and goals to reduce traffic fatalities and serious injuries on Iowa's roadways. It is recognized that every partner in the traffic safety arena has an important role and all represent a piece of the overall collaborative effort.

The Iowa Department of Public Safety, Governor's Traffic Safety Bureau recognizes that both public and private sector organizations play a role in improving the safety of Iowa's roadways. During 2012 and 2013, members of the GTSB have been active participants with the Iowa Department of Transportation during the process to update the state's Strategic Highway Safety Plan (SHSP). A consultant was hired to assist through this process. The last time the state of Iowa published a SHSP was September 2006 (*Iowa Comprehensive Highway Safety Plan*). The importance of quality data, the uses of data, in addition to recognizing the continuation of coordinated efforts have been part of the process thus far. Staff from GTSB serve on the SHSP Advisory Board Team and will continue in that role upon the completion of the SHSP, through implementation of unified strategies and evaluation of effectiveness.

Analysis of data was the cornerstone of the Strategic Highway Safety Plan process which was a data-driven approach that allowed for the ranking of traffic problems throughout the state.

A major step in the SHSP process was holding a SHSP Workshop, The workshop was organized and hosted by the Iowa Department of Transportation. Agencies participating in the workshop included:

National Highway Traffic Safety Administration (NHTSA)	Iowa Department of Public Health
Federal Highway Administration (FHWA)	Iowa Department of Education
Federal Motor Carrier Safety Administration (FMCSA)	In-Trans at Iowa State University
Iowa Department of Transportation	University of Northern Iowa
Office of Driver Services	University of Iowa
Office of Traffic and Safety	County Attorneys
Office of Systems Planning	Local and County-level law enforcement
Office of Construction	County and city-level Engineers
Motor Vehicle Enforcement	Iowa Communications Network
Iowa Department of Public Safety	Misc. – Students from a local high school, motorcycle driver education instructors, AARP, and the Iowa-Illinois Safety Council
Governor's Traffic Safety Bureau	
Iowa State Patrol	

The aforementioned stakeholders broke into working groups to identify and prioritize safety strategies infrastructure and behavior in the following areas:

- Lane departure and roadside collisions
- Intersection crashes
- Speed, impaired, unprotected driver behaviors
- Older drivers, young drivers, distracted drivers
- Traffic safety culture

The stakeholders then reconvened as a large group to provide report outs and possible ideas and strategies for consideration in the SHSP. The following day the SHSP Advisory Team met to further analyze and set statewide priorities.

The revised SHSP is expected to be completed by July 1, 2013. Information and strategies for FFY 2014 Highway Safety Plan were primarily set with the data provided and analyzed during the SHSP revision process.

## **Statewide Goals**

Through the process to update the State Strategic Highway Safety Plan, Iowa collaborated regularly with the Iowa Department of Transportation, the Federal Highway Safety Administration, Federal Motor Carrier Safety Administration, and other stakeholders to ensure the integration of highway safety planning with the broader aspects of statewide transportation. This broad-based collaboration will allow for improving highway safety program performance measures as necessary, while ensuring a consistent approach.

Although the revised Strategic Highway Safety Plan was not finalized upon the submission of the plan, the following areas have been identified in the Strategic Highway Safety Plan for Iowa. With a new plan being developed, the areas and goals are subject to change with its finalization. Upon the submission of this plan, Iowa's short-term goal is expected to be to reduce both fatalities and serious injuries 15% by January 1, 2020, with the long-term vision to promote and support engineering, education, enforcement, and policy that will reduce severe crashes (those crashes that result in at least one fatality and/or major injury) to zero in Iowa.

The areas below have been determined to have the highest potential toward the overall goal to reduce fatalities, serious injuries, and property damage on Iowa's roadways.

From the analysis of data, the following have been identified as Iowa's key emphasis areas:

- Speed-related
- Unprotected Persons
- Young Drivers
- Impaired Driving
- Older Drivers
- Inattentive/Distracted Driving
- Lane-Departure
- Roadside Collisions
- Local Roads
- Intersections

The development of Iowa's safety strategies included the input of stakeholders and took into consideration the effectiveness and cost. The following identify Iowa's priority safety strategies but are not intended to be an all-inclusive list of strategies that will continue or be implemented.

### **Education Safety Strategies**

1. Expand multimedia campaign and adopt the *Towards Zero Deaths* model. The intent of this strategy is to promote safety culture and encourage safer driving behaviors.
2. Evaluate, enhance, and standardize driver's education programs. This strategy is geared towards addressing issues relating to both younger and older drivers.

### **Enforcement Safety Strategies**

1. Provide sufficient staffing to support high visibility multi-jurisdictional enforcement campaigns.
2. Provide state-of-the-art technology to assist law enforcement in ensuring safer roads and to enhance enforcement efficiency within resource constraints.
3. Expand impaired-driving enforcement programs.

### **Engineering Safety Strategies**

1. Improvements targeting roadways at risk for lane-departure severe crashes.

### **Intersection-Related Engineering Strategies**

1. Improvements targeting at-risk intersections.

## **Policy Safety Strategies**

1. Enhance multi-agency collaborative efforts and partnerships.
2. Strengthen legislative policies.

## **Research and Data Safety Strategy**

1. Improve data quality and increase data availability across agencies to better identify at-risk locations, behavioral issues, and other problem areas in order to address these issues through strategies in other areas. This strategy will also help stakeholders determine and react to changing trends and future highway-safety issues as they arise.

## **Grant Selection Process**

### **Setting Goals for Traffic Safety Improvement / Section 402 and 405 Funding**

In order to identify traffic safety issues, there must be a foundation from which to start. Data provides the basis for the traffic safety programs within the state of Iowa.

Iowa has a strong Statewide Traffic Records Coordinating Committee (STRCC). The STRCC is responsible for promoting a traffic records program which strives to improve overall data quality. Federal funding through SAFETEA-LU Section 408 and MAP-21, Section 405(c) assist in the development and support of data programs used for traffic safety analysis, special projects, and for the deployment of enforcement. Accuracy and timeliness of data is critical for decision making and for developing strategies and countermeasures. Iowa strives to maintain a complete traffic records system to include crash data, roadway inventory, driver data, vehicle data, citation/adjudication, and EMS/Injury Surveillance. The STRCC continues to improve Iowa's traffic records system through reviewing the recommendations from the April 2011 NHTSA sponsored Traffic Records Assessment.

Iowa closely reviews data including 10-year trends and 5-year running averages and adjusts strategies accordingly. Other information used to assist in setting goals includes the results of the statewide observational safety belt surveys and the public awareness survey. Throughout the year, the GTSB requests additional analysis of data through the Iowa Department of Transportation, Offices of Traffic & Safety and Driver Services. Iowa also works closely with In-Trans at Iowa State University for special requests, projects and maps. The data sets the foundation for goal setting and the effectiveness of strategies. Through the public awareness surveys, the effectiveness of traffic safety campaigns conducted throughout the state can be reviewed. It is imperative to have a continuous cycle to monitor data, project proposals/implementation and evaluation to be able to assess the progress of achieving goals and objectives.

As projects are developed and implemented, it is important to also have an understanding of the evolving traffic safety culture. As a component of educational efforts, Iowa has developed and continually maintains social media sites as a way to help spread information about traffic safety.

Iowa GTSB has a vision supported by the Strategic Highway Safety Plan to develop strategies supporting a "Towards Zero Deaths" goal. "Towards Zero Deaths" is an aggressive goal but one that is worth working toward as there are few endeavors more worthy than those geared toward saving lives. Through the process to revise the Strategic Highway Safety Plan it was recognized that Iowa needed to have one message that was used statewide. "Towards Zero Death" is a national strategy supported by many safety stakeholders and which has been implemented in numerous other states. "Towards Zero Deaths" builds upon the principal that even one death is too many and is unacceptable. Through the "Toward Zero Deaths" program, comprehensive strategies will be developed which are data-driven and performance based to provide the greatest impact at reducing traffic fatalities. The GTSB has and will continue to establish goals and objectives that align with the state's Strategic Highway Safety Plan.

## The Process of Problem Identification in Iowa

Traffic related safety problems throughout Iowa area analyzed through a problem identification process. The process allows for the analysis of data and other pertinent information about traffic crashes to develop effective countermeasure programs. Iowa reviews history data on serious traffic incidents, evaluates the data, and ranks each of Iowa's 99 counties. The *Administrative Code* of the State of Iowa specifies the inclusion of nine criteria to analyze high fatality and personal injury crash causations. The criteria includes fatalities, personal injury, serious personal injury, alcohol-related fatalities, alcohol-related personal injuries, vehicle miles traveled, serious traffic offenses, fatal and injury crashes involving motorcycles, and fatal and injury crashes involving pedestrians and bicycles. The analysis supports the application and implementation of strategies utilizing Section 402 federal highway safety funds in Iowa. In addition to the information listed above, county population was added to the criteria for the Problem Identification process beginning with FFY 2012 planning. The population data is derived from the latest census information collected by the U.S. Census Bureau, currently the 2010 Census information.

The Administrative Code does not specify any particular emphasis on the individual elements. Because each element was considered important for the inclusion in the problem identification analysis as defined by Administrative Code, equal consideration of each element has been adopted.

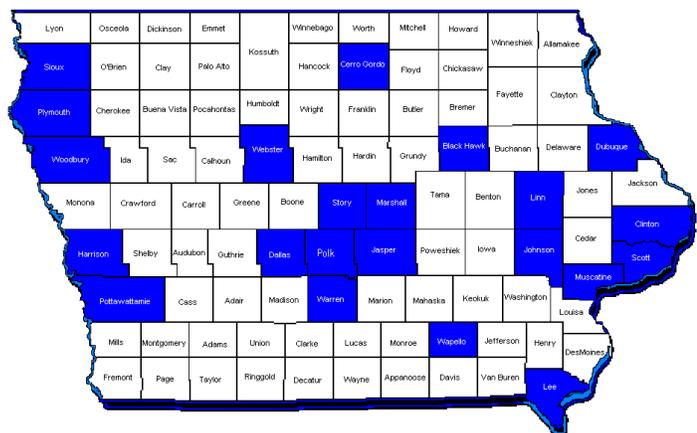
Data in each category is totaled and ranked in relationship to the other counties throughout the state in each of the nine categories from the highest number of occurrences to the lowest. For example, if the three-year data indicated that County X experienced an average of 35 traffic fatalities; the highest in the state, County X would be ranked number one in the fatality problem category. If County Y averaged 25 fatalities over the same three-year period, and that figure was the 12<sup>th</sup> highest among the 99 counties, the County Y would be ranked 12<sup>th</sup> in the area of traffic fatalities.

After all categories have been analyzed, the problem rankings in all data groups for each individual county are averaged and compared which provides for a composite ranking for each county. The composite ranking is used to determine the relative need for highway safety program assistance. Counties are grouped by their individual ranking in each of the categories to determine their overall ranking. The overall ranking identifies the counties with the highest occurrence of traffic problems, from the process, Top 22 counties, the counties with the highest composite rankings in the relevant categories, are identified for Section 402 highway safety funding.

## Iowa's Top 22

### Problem Identification Counties FFY 2014

- |             |               |
|-------------|---------------|
| Black Hawk  | Muscatine     |
| Cerro Gordo | Plymouth      |
| Clinton     | Polk          |
| Dallas      | Pottawattamie |
| Dubuque     | Scott         |
| Harrison    | Sioux         |
| Jasper      | Story         |
| Johnson     | Wapello       |
| Lee         | Warren        |
| Linn        | Webster       |
| Marshall    | Woodbury      |





Program elements for law enforcement agencies are set by the Bureau and include overtime for traffic enforcement and education, equipment such as radars, PBTs, in-car video cameras and partial funding for speed trailers. Other elements, like overtime for CPS installation and education, funding for educational materials, and monies for attending training events is also considered in the selection process. Funded agencies are also required to conduct public awareness activities and make two observational safety belt usage surveys during the project year.

GTSB Contract Funding Criteria Matrix			
Agency:			
Program Administrator:			
Please assign a score (0 to 5) to each area based on past year agency performance and the problem ID for the new contract year. Criteria areas with more than 1 scoring cell should be averaged so the score does not exceed 5.			
Criteria	Weight	Max Score	Max Points
<b>1. Reporting</b>			
a. Timeliness/Completeness			
b. Claims	3.00	0.00	0.00
<b>2. Activity (From Annual Report or other source)</b>			
a. # Contacts per hour	3.00	0.00	0.00
<b>3. Partnerships</b>			
a. Multi - Agency Enforcement Participation			
b. Multi - Ddisciplinary	2.00	0.00	0.00
<b>4. sTEP/Corridor</b>			
a. sTEP			
b. Corridor	1.00	0.00	0.00
<b>5. P.I. &amp; E. Outreach</b>			
	2.00	0.00	0.00
<b>6. Data Driven (PA should compare and document enforcement activity with historical data)</b>			
	3.00	0.00	0.00
<b>7. Impact factors</b>			
a. City Population/County Population (SO Only)			
b. College Town			
c. Survey Site			
d. Borders city/county with population over 50,000.	1.00	0.00	0.00
<b>8. Seat belt usage rates</b>			
	1.00	0.00	0.00
<b>9. Problem ID Ranking</b>			
	4.00	0.00	0.00
<b>NOTES:</b>		<b>TOTAL -&gt;</b>	<b>0.00</b>

GTSB Contract Funding Criteria Guidelines This form to be used in conjunction with GTSB Form 35	
<b>1) Reporting</b>	
a) Timeliness/Completeness	
i) Early - Contains additional info and requires no follow-up	5
ii) On time - Requires no follow-up	4
iii) 1 - 5 days late with occasional follow-up	3
iv) 5 - 15 days late and/or frequent follow-up	2
v) 15 + days late	1
vi) Over 30 days late	0
b) Claims	
i) Complete/Accurate/Timely - No Follow-up Required	5
ii) Small errors a little late	3
iii) Inaccurate/Incomplete/Late	1
<b>2) Activity (From Annual Report or Other Source)</b>	
a) Contacts Per Hour	
i) 3 or more	5
ii) 2 - 3	4
iii) 2	3
iv) 1 - 2	2
v) 0	1
<b>3) Partnerships</b>	
a) Multi - Agency Enforcement Participation	
i) 6 or more	5
ii) 4 - 5	4
iii) 2 - 3	3
iv) 1	2
v) 0	1
b) Multi - Disciplinary Participation	
i) 7 or more	5
ii) 5 - 6	4
iii) 3 - 4	3
iv) 1 - 2	2
v) 0	1
<b>4) Step/Corridor</b>	
a) Step	
i) All	5
ii) 4	4
iii) 2 - 3	3
iv) 1	2
v) 0	1
b) Corridor	
i) 3 or more	5
ii) 2	4
iii) 1 & Planning meeting	3
iv) 1 event no planning meeting	2
v) None	1

GTSB Contract Funding Criteria Guidelines This form to be used in conjunction with GTSB Form 35	
<b>5) P. I. &amp; E. Outreach (Includes traffic safety education presentations, fair booths, media events, etc.)</b>	
i) 26 or more	5
ii) 13 - 25	4
iii) 12	3
iv) 7 - 11	2
v) 6 or less	1
<b>6) Data Driven (PA should compare and document enforcement activity with data)</b>	
a) All enforcement is data driven	5
b) Some enforcement is data driven	3
c) No data driven enforcement	1
<b>7) Impact Factors</b>	
a) City population/County Population (SO Only)	
i) 100,000 or more	5
ii) 75000 - 100,000	4
iii) 40000 - 75000	3
iv) 10,000 - 40,000	2
v) Less than 10000	1
b) College Town	
i) Yes	2
ii) No	1
c) Survey Site	
i) Yes	2
ii) No	1
d) Borders city/county with population over 50,000	
i) Yes	2
ii) No	1
<b>8) Belt Usage Rate</b>	
a) 95% +	1
b) 93 - 95%	2
c) 91-93%	3
d) 88 - 91%	4
e) 88 or less	5
<b>9) Problem ID (Ranking)</b>	
a) 402 - Top 5	5
b) 402 - 6 thru 12 and/or 410 - 1 thru 10	4
c) 402 - 13 thru 18 or 410 - 11 thru 20	3
d) 402 - 19 thru 22 or 410 - 21 thru 30	2
e) 410 - 31 thru 40	1

Non-enforcement agencies are also scored in a more limited version of the above criteria; however, funding proposals from these agencies are scrutinized in much the same way. The GTSB works closely with most agencies requesting funds; therefore goals and project ideas have more than likely been previously discussed prior to the actual submission of a proposal for funding.

As part of the funding decision process, the Program Administrators, Bureau Chief, and Financial Manager discuss the funding proposals. When they meet, the Program Administrators recommend what agencies should be fully funded and what, if any, should be cut to a lower level. Program Administrators will contact potential grantees if the need arises during the process prior to final decisions regarding funding levels are made. Once all funding decisions are determined, the Financial Manager provides a matrix to the Grants Administrator of the agencies and amounts to be funded. This information is used to begin the process for preparing the project year contracts and the strategies included in the Highway Safety Plan.

## FFY 2014 PERFORMANCE MEASURES AND GOALS

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. The set contains 14 measures: ten core outcome measures, one core behavior measure and three activity measures. In addition to the core performance measures, the GTSB has also set performance measures for the areas of rural and urban fatalities per 100 million vehicle miles traveled.

During the process to set performance measures strategies and goals, the GTSB used the same process set forth in the SHSP to determine consistent baseline measures for both traffic fatalities and serious injuries. In these two areas, a 5-year average of 2007 – 2011 data was used to set the baseline to coincide with the state goal of a reduction in both fatalities and serious injuries by 2020. Using a 5-year average will help to nullify inconsistencies caused by fluctuations in fatality and serious injury numbers on a year-to-year basis and will show long-term trends more clearly than just annual counts. Additional data utilized to set performance measures and goals included FARS data for 2003 – 2011 and 2012 preliminary data from the Iowa Department of Transportation. The ten core outcome measures listed below will also be addressed annually to monitor Iowa's Strategic Highway Safety Plan implementation and progress toward achieving the long-term goal *Toward Zero Deaths*.

### NHTSA Core Outcome Measures

C-1	Traffic Fatalities	Reduce traffic fatalities 15% from the 2007 – 2011 average of 396 to 337 by January 1, 2020.
C-2	Serious Injuries	Reduce serious injuries 15% from the 2007 – 2001 average of 1,717 to 1,459 by January 1, 2020.
C-3	Fatalities / VMT	Reduce fatalities per 100M vehicle miles traveled 2.59% from the 2012 annual number of 1.16 to 1.13 by December 31, 2014.
	Rural Fatalities / VMT (Performance Measure Determined Significant to Iowa)	Reduce rural fatalities per 100M VMT 3.5% from the 2012 annual rate of 1.42 to 1.37 by December 31, 2014.
	Urban Fatalities / VMT (Performance Measure Determined Significant to Iowa)	Reduce the 2012 annual urban fatalities per 100M VMT of .79 by 5.1% to an annual figure of .75 by December 31, 2014.
C-4	Unrestrained Passenger Vehicle Occupant Fatalities	Reduce unrestrained vehicle occupant fatalities 7.5% from the 2012 annual number of 106 to 98 by December 31, 2014.
C-5	Alcohol-Impaired Driving Fatalities	Reduce alcohol-related fatalities 2.5% from the 2012 annual number of 80 to 78 by December 31, 2014.
C-6	Speed-Related Fatalities	Reduce speed-related fatalities 7.14% from the 2012 annual number of 70 to 65 by December 31, 2014.
C-7	Motorcyclist Fatalities	Reduce motorcyclist fatalities 5.36% from the FFY 2012 total of 56 fatalities to 53 by December 31, 2014.
C-8	Unhelmeted Motorcyclist Fatalities	Reduce unhelmeted motorcyclist fatalities 4.66% from the 2006 – 2010 5-year average of 47.2 to 45 by December 31, 2014.
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	Reduce drivers age 20 or younger involved in fatal crashes 6.25% from the 2012 annual number of 48 to 45 by December 31, 2014.
C-10	Pedestrian Fatalities	Reduce the 5-year average of pedestrian fatalities by 5.00% from 20 in 2012 to 19 in 2014.

**NHTSA Core Behavior Measures**

B-1	Observed Seat Belt Use	Iowa conducts an annual statewide safety belt use survey with a methodology approved by NHTSA. In 2012, Iowa changed the methodology of collecting the data to comply with the “Uniform Criteria for State Observational Surveys of Seat Belt Use” issued by NHTSA in 2011 which were to be implemented by all states starting with the 2012 survey. Iowa State University’s Survey and Behavioral Research Services, will conduct the 2014 survey (14-405b-M1OP, Task 01-00-00, \$ 30,000).
B-2	Awareness Survey	A behavioral, awareness and attitude survey will be completed during FFY 2014 to measure driver attitudes and behaviors regarding speed, safety belts, distracted and impaired driving. After the completion of the FFY 2014 survey, results from the surveys conducted FFY 2010 through FFY 2014 will be compared. The 2014 survey will be conducted by Iowa State University’s Survey and Behavior Research Services (14-402-M0OP, Task 06-00-00, \$ 10,000).

**Activity Measures**

The efforts of Iowa law enforcement agencies receiving grant funding can be seen in the significant number of arrests and citations/warnings that occur each year. Activities measures are recorded during grant-funded activities in the categories of safety belts, OWI and speed.

**Grant Reporting Data**

A-1	Safety Belt Citations	2010 = 15,144 2011 = 12,443 2012 = 11,998
A-2	OWI Arrests	2010 = 2,295 2011 = 3,478 2012 = 3,512
A-3	Speed Citations	2010 = 35,930 2011 = 31,094 2012 = 32,851

## Actuals / Goals

Core Outcome Measures		FARS (Final)					Future Goals
		2008	2009	2010	2011	2012*	
Traffic Fatalities		412	371	390	360	365	By 1/1/2020: 337
Fatalities Per 100M Vehicle Miles Traveled	Total	1.33	1.19	1.23	1.20	1.16	By 12/31/2014: 1.13
	Rural	1.85	1.63	1.59	1.44	1.42	By 12/31/2014: 1.37
	Urban	.89	.77	.86	.73	.79	By 12/31/2014: .75
Serious Injuries		1841	1616	1647	1510	1616	By 1/1/2020: 1459
Unrestrained Occupant Fatalities (all seating positions)		144	124	119	115	106	By 12/31/2014: 98
Fatalities Involving Driver/Motorcycle Operator with .08+ BAC		89	98	85	83	80	By 12/31/2014: 78
Speed-Related Fatalities		63	44	57	54	70	By 12/31/2014: 65
Motorcycle Fatalities		55	49	60	36	56	By 12/31/2014: 53
Unhelmeted Motorcycle Fatalities		45	40	49	34	45	By 12/31/2014: 45
Drivers under 20 Involved in Fatal Crashes		64	64	62	53	48	By 12/31/2014: 45
Pedestrian Fatalities		17	21	18	25	20	By 12/31/2014: 19

\* Iowa Department of Transportation data.

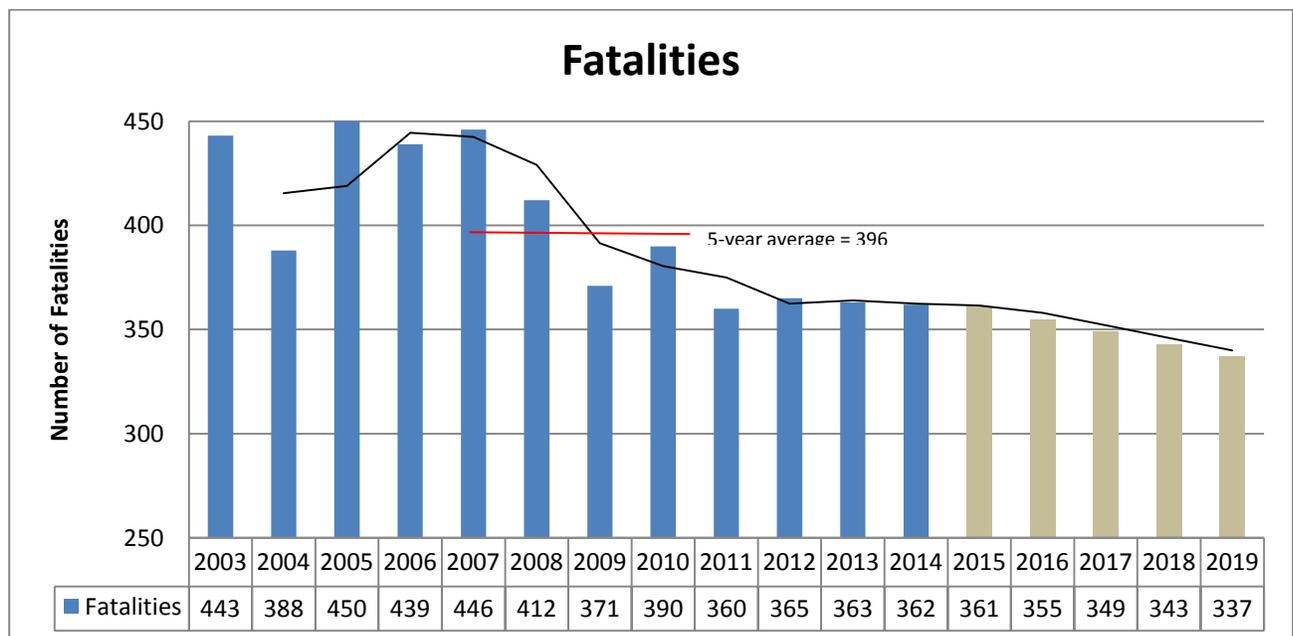
## Project Descriptions and Strategies

The Iowa Governor’s Traffic Safety Bureau has allocated Section 402 and 405 Highway Safety Funds pursuant to Moving Ahead for Progress (MAP-21) legislation for Federal Fiscal Year 2014 (October 1, 2013 – September 30, 2014). An overview is provided in this section including performance measures/data, state goals, and countermeasures to be implemented through our partners for this funding period. The grants awarded to law enforcement are grouped together as the descriptions of strategies are similar for those partners. Also included in each section are safety measures and objectives and a budget summary providing a total dollar amount allocated per source.

## Traffic Fatalities

### NHTSA Core Outcome Measure – C-1

- In 2012, Iowa experienced a 1.39% increase in the number of fatalities when comparing to 2011. Even with the slight increase in 2012, Iowa’s linear trendline and 5-year moving average continue to reflect a steady decrease. **Using a baseline of the 5-year average of fatalities between 2007 and 2011, the GTSB has set a goal to reduce the number of traffic fatalities 15% from the 2007 – 2011 average of 396 to 337 by January 1, 2020.** A reduction at this rate (approximately 6 per year) is the same as the SHSP goal. Although the number of fatalities in 2012 was available, 2007-2011 data was used to determine the baseline as this is the same years of data used to formulate the State Strategic Highway Safety Plan.



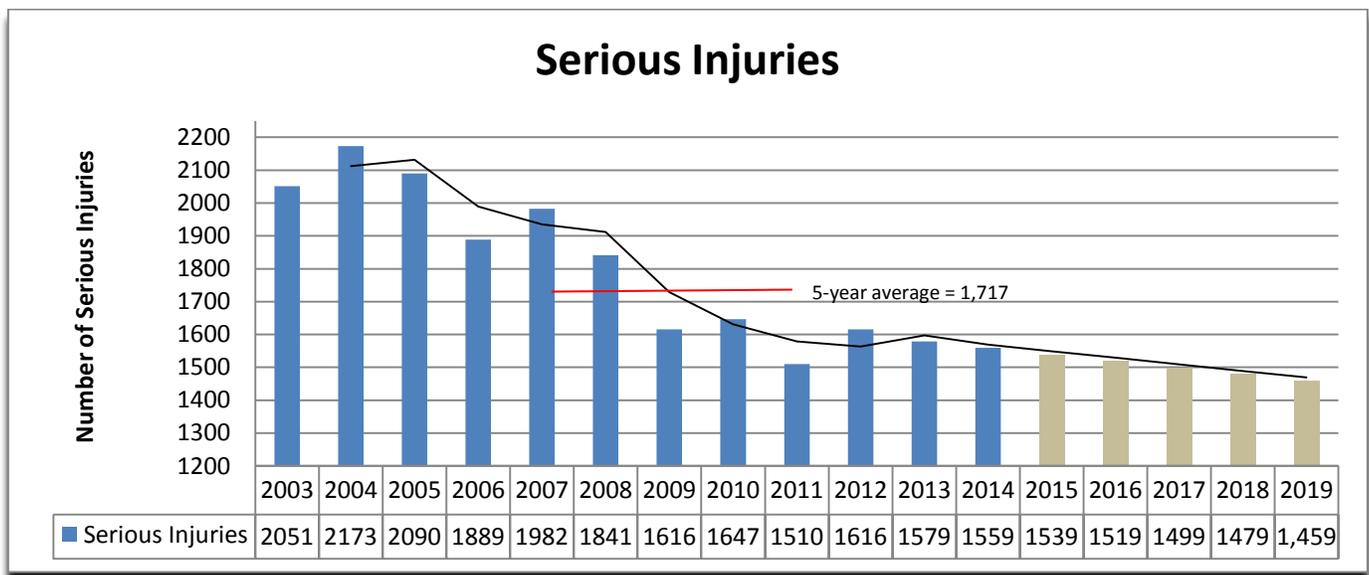
= 2015 – 2019 Goal

## Serious Injuries

### NHTSA Core Outcome Measure – C-2

For the past 4 years, Iowa has started to experience a fluctuation in regard to serious injuries after three years of strong decreases. When analyzing annual data, there was a 7.02% increase in the number of serious injuries but when reviewing a 10-year linear trendline, Iowa continues to see downward movement which is consistent with 5-year moving averages.

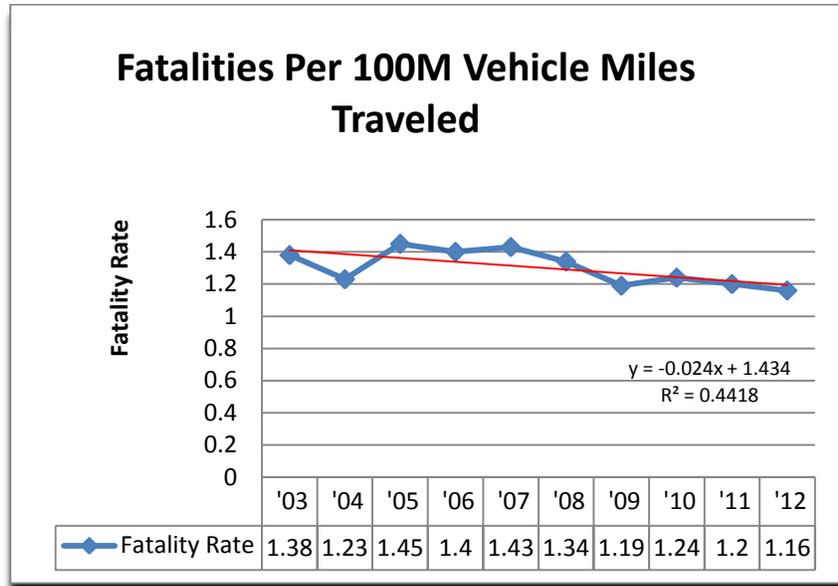
Using a baseline of the 5-year average of serious injuries between 2007 and 2011, **the GTSB has set a goal to reduce serious injuries 15% from the 2007 – 2011 average of 1,717 to 1,459 by January 1, 2020.** A reduction at this rate (approximately 20 per year) is the same as the SHSP goal. Although the number of serious injuries was available, 2007 – 2011 data was used to determine the baseline as this is the same years of data used to formulate the State Strategic Highway Safety Plan.



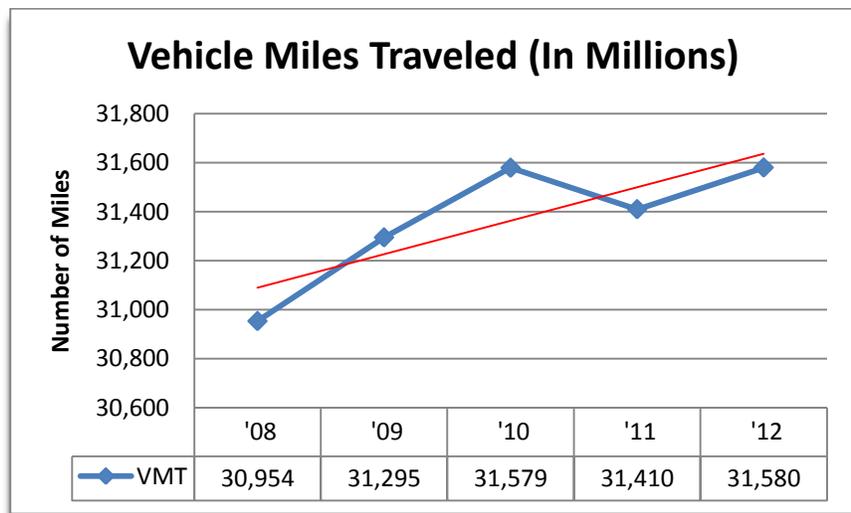
= 2015 – 2019 Goal

## Fatalities Per 100 Million Vehicle Miles Traveled NHTSA Core Outcome Measure – C-3

The 10-year trendline reflects a steady decrease in the number of fatalities per 100 million vehicle miles traveled. Between 2011 and 2012, there was a 3.33% decrease in the fatality rate. Despite a reduction, Iowa continues to remain slightly above the national average (1.10 in 2011-FARS Data).



With the exception of 2011, the number of vehicle miles traveled in Iowa has been on a steady increase.

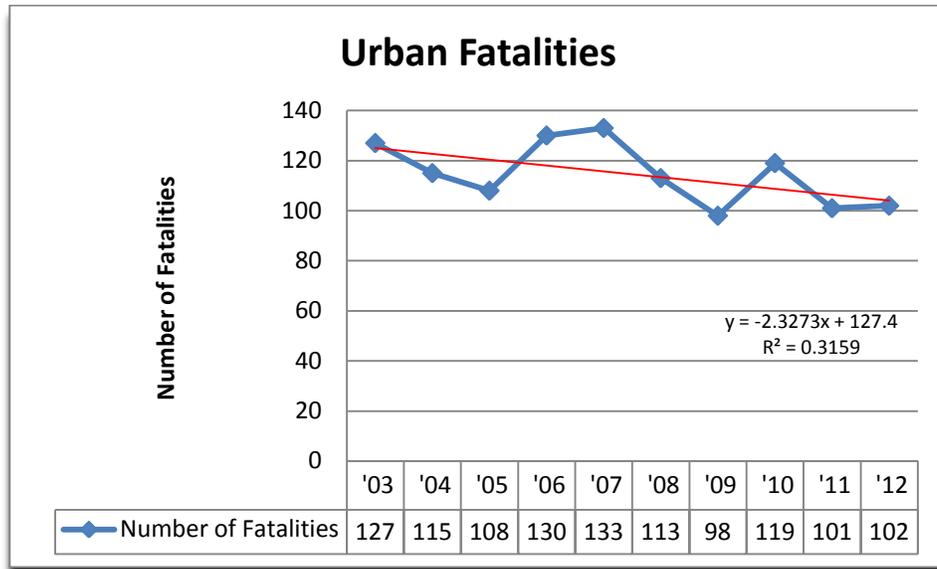


With a trendline that predicts a strong increase in vehicle miles traveled from year to year, the state strategy of high-visibility enforcement will be supported through Section 402 and 405 funding.

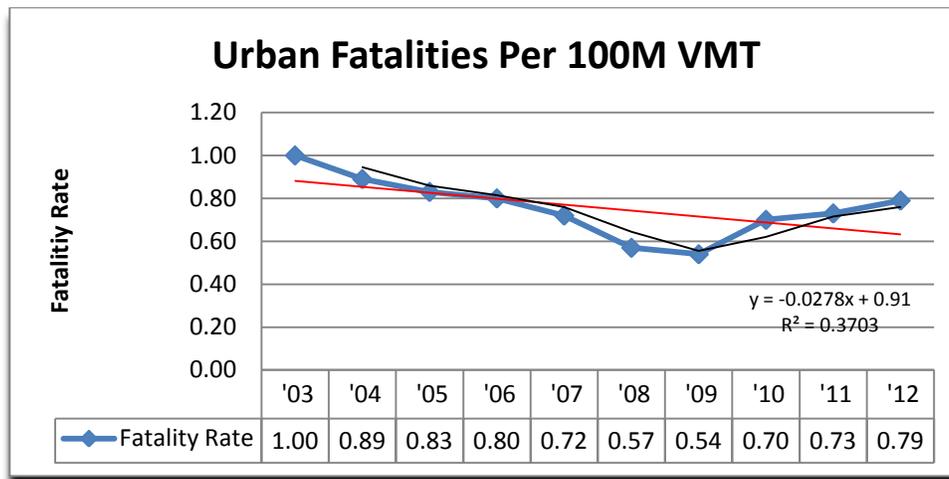
To continue the steady downward trend in the fatality rate, the GTSB has set a goal to reduce fatalities per 100M vehicle miles traveled 2.59% from the 2012 annual number of 1.16 to 1.13 by December 31, 2014. The GTSB reviewed 5 and 3 year averages and a ten year linear trendline to set this goal.

## Urban Fatalities and Urban Fatalities Per 100M Vehicle Miles Traveled

Urban fatalities have fluctuated over the last 10 years. Between 2011 and 2012, urban fatalities increased by 1%. However, the 10-year trend line indicates a general downward trend.



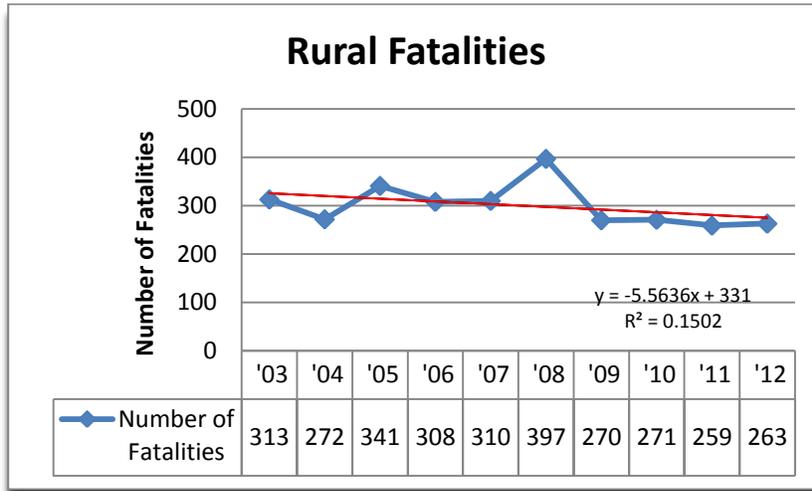
The urban fatality rate per 100 million vehicle miles traveled also reflects an overall decrease when analyzing the last 10 years linear trend line, despite 8.22% increase recorded between 2011 and 2012. However, reviewing the 5-year running average of 2008 – 2012, an upward trend is occurring.



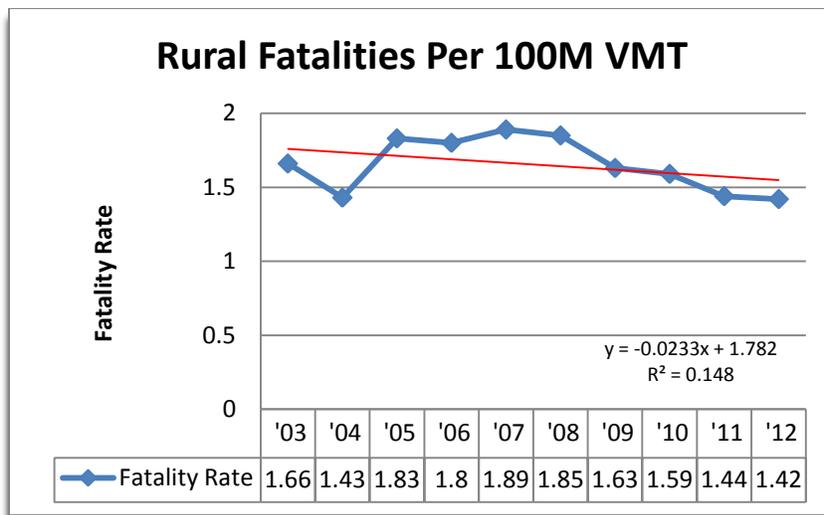
The GTSB has set a goal to reduce the 2012 annual urban fatalities per 100M VMT by .79 by 5.1% to an annual figure of .75 by December 31, 2014.

## Rural Fatalities and Rural Fatalities Per 100 M Vehicle Miles Traveled

There are over 114,000 miles of public roadway in Iowa, of which 90,375 miles are classified as secondary roadway systems. Iowa ranks 9<sup>th</sup> in the nation in the category of miles of rural roads. In 2012, around 71% of all of Iowa's traffic fatalities occurred on secondary roads. Data supports that most rural road crashes are single vehicle crashes. Contributing factors of rural road crashes include but are not limited to losing control, failing to yield, driving too fast, road departures, hitting a stationary object, driver inexperience and alcohol.



Over the last decade, the trend line of rural road fatalities is showing a decrease. Iowa will continue to work toward the common goal of reducing death on serious injuries on the rural roadway system through both a systematic and a behavioral approach. Since rural roads are maintained at a local and county level, maintaining strong Multi-Disciplinary Safety Team programs throughout the state will increase awareness of safety needs.



The rural fatality rate per 100 million vehicle miles traveled reflects a gradual declining when analyzing a 10-year trend line.

The GTSB has set a goal to reduce rural fatalities per 100M VMT 3.5% from the 2012 annual rate of 1.42 to 1.37 by December 31, 2014.

# Occupant Protection

## NHTSA Performance Measure C-4

### Overview

Iowa has been very successful in the area of occupant protection over the past 27 years. In August of 1985 only 18% of Iowans used safety belts. Iowa’s safety belt law went into effect July 1986 and since that time the state has seen a dramatic increase in observed usage. Having a primary safety belt law is listed as an effective countermeasure targeting adults in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 7<sup>th</sup> Edition, 2013. The 2012 Observational Safety Belt Survey recorded usage at 92.38%. For purposes of Section 405 funding for FFY 2014, Iowa is considered a “high rate” usage state. In addition to the Observational Safety Belt Survey, Iowa conducts a state-wide child restraint usage survey through University of Iowa, Injury Prevention Research Center. The 2012 statewide child restraint survey concluded that Iowa’s usage rate was 92.64%

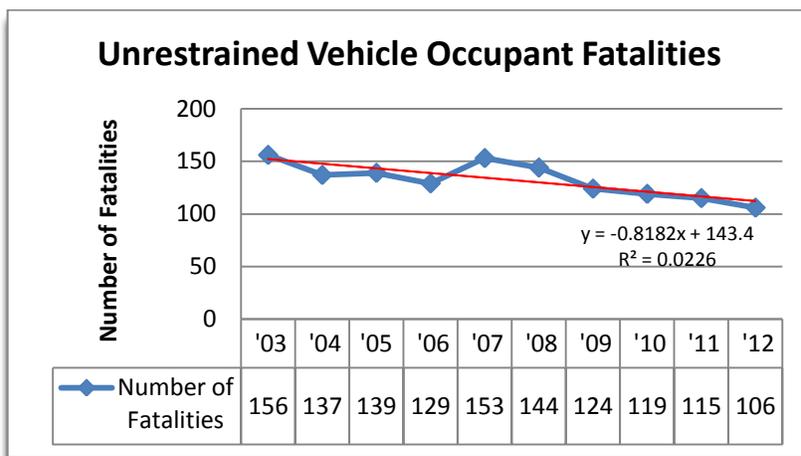
Efforts of law enforcement strongly support the area of occupant protection. From high visibility enforcement, participation in multi-agency events/national mobilizations/special Traffic Enforcement Programs (sSTEP) and education are all efforts help promote public awareness to change behaviors. Iowa has a unique sSTEP program as it allows for every law enforcement agency across the state not receiving other funding through the GTSB to be part of enforcement waves and national mobilizations such as “Click It or Ticket” and “Drive Sober or Get Pulled Over”.

Iowa has a strong child passenger safety program which is managed by Blank Children’s Hospital in Des Moines, IA. As of May 15, 2013, Iowa had 383 certified child passenger safety technicians.

Iowa’s usage rate from the observational surveys have placed Iowa above the national rate for more than a decade and as a “high usage” state for MAP-21, Section 405b funding. However, for FFY 2012, 46% of all individuals killed in crashes were recorded as not wearing a safety belt and/or helmet with an additional 8.5% being recorded as “unknown” by the investigating officer. Data reveals the lack of safety belt usage is a major contributing factor in regard to fatalities and serious injuries on Iowa’s roadways. Through enforcement, education, and an array of media Iowa continues to educate the public on the importance of wearing safety belts and using proper child restraints.

In addition to fatalities, Iowa also collects “Life Toll” information. “Life Toll” is a record of the number of people who have escaped serious injury or death because they were buckled up at the time of the crash, as determined by the investigating law enforcement officer. Since the inception of the Iowa safety belt law in July 1986, 6850 individuals have been added to the “Life Toll” tally (as of May 30, 2013).

### Core Performance Measures



In 2012, Iowa’s observed safety belt usage rate was recorded at 92.38%; however, 29% of passenger vehicle fatalities were reported as unrestrained.

The 10-year linear trendline almost mirrors the downward trend recorded the past 4 years. Due to the consistent pattern of the 10-year trendline, **the GTSB has sent a goal to reduce unrestrained vehicle occupant fatalities 7.5% from the 2012 annual number of 106 to 98 by December 31, 2014.**

## *State Goals / Coordination of Highway Safety Plan, Data Collection and Information Systems with the State Strategic Highway Safety Plan*

### **Enforcement Safety Strategies**

**High Visibility Enforcement** – Included as a primary emphasis area of the Strategic Highway Safety Plan. Funding through Section 402 / Police Traffic Services will support overtime staffing for high-visibility, multi-jurisdictional enforcement efforts. A goal within high visibility efforts is to enhance enforcement presence and public information to deter unsafe driving decisions to improve traffic safety behaviors and culture.

### **Education Safety Strategies**

Education/public awareness is identified as an emphasis area of the Strategic Highway Safety Plan.

### **Data Collection and Information Systems**

**TraCS** - Traffic and Criminal Software (TraCS) is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related information. Information submitted through TraCS provides for accurate and timely data. TraCS is partially funded through Section 405(c) – 14-405c-M3DA, Task 02-00-00. TraCS was recognized during the 2011 Traffic Records Assessment as a tremendous data-gathering tool, especially when combined with data research tools that directly link to the program; therefore, allowing for better utilization of data.

**Crash Data** - Beginning with FFY 2013, Iowa started to take a closer look at safety belt usage in fatalities. Daily the Iowa Department of Transportation produces a report of fatalities that have occurred in the State of Iowa. Seat belt usage information is included in this report. Additional follow-up is being conducted on reports submitted in which safety belt usage is listed as “unknown”. The GTSB is requesting that if an investigative officer is unable to determine whether or not an individual was buckled in, further follow-up should be conducted with responding EMS, through autopsy results, or hospital records and then be provided to the Iowa Department of Transportation through a supplemental report. This extra step will help determine more accurately the number of Iowans that are dying because they are not buckled up and would provide a clearer picture of the fatality situation utilizing more accurate crash data.

**Crash Report Form** - Although not funded through Section 405(c), the Iowa Department of Transportation is currently in the process to update Iowa’s crash form. Additional fields will be added in the restraint usage area. The target for the implementation of the updated crash form is January 2014. The new crash form will improve Iowa’s overall crash data.

**Reports by ITSDS / In-Trans** - Agencies can utilize reports designed by the Iowa Traffic Safety Data Service to analyze data specific to their jurisdiction. The reports utilize the last 5 years of data, and breaks down the fatality and serious injury data for the ability to further analyze time of day, day of week, age, and road class in the area of impaired, inattentive, speed, and unprotected. Also available are maps generated through Google Earth that locate the same data on a map. Partners are asked to utilize this information when allocating resources to work overtime enforcement to direct their efforts in evidence-based problem areas.

## Countermeasures:

The following outlines specific projects and programs supported by occupant protection funding.

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**Project Title: Blank Children's Hospital**

**Project Number: 14-402-M00P, Task 01-00-00**

**Budget: \$ 186,750**

**Problem Identification, Strategy Development and Project Selection:** Blank Children's Hospital in Des Moines manages Iowa's child passenger safety program. The coordinator works with CPS instructors throughout the state to train new Child Passenger Safety Technicians (CPS Technicians), organizes updates and trainings that assist Technicians in earning continuing education units (CEUs), and organizes renewal/recertification courses. The coordinator also implements training and certification of instructors for Iowa's CPS program as the need arises. There are 383 CPS Technicians within the state. Iowa is divided into 99 counties and CPS Technicians are available in each county. Blank Children's Hospital maintains a website (<http://www.Blankchildrens.org/child-passenger-safety.aspx>) which is a resource for parents, caregivers, CPS Technicians, and others. Some of the information on the site includes Iowa's child passenger safety law, details as to the proper safety seat for a child's weight and size, information about upcoming car seat safety classes and fit stations in addition to car seat installation and recall lists. CPS Technicians can utilize the website for information about recertifying, links in regard to CEUs, and for upcoming training and conference information. The website also provides CPS Technicians across the state a data collection point for educational events. A current trend is to have expecting parents attend the event to receive child passenger safety education prior to the birth of their child. Blank Children's Hospital also maintains a toll-free line which is an effective way to serve parents, physicians, and caregivers statewide.

**Project Performance Measure(s):**

1. Recruit and certify 5 additional technicians to increase the number of CPS technicians statewide by 1.3%.
  2. Provide necessary training and updates for recertification of the 383 current CPS Technicians.
  3. Maintain a CPS website.
  4. Maintain the 29 fit stations throughout Iowa.
- 

**Program Title: Blank Children's Hospital**

**Project Number: 14-405b-M1CSS, Task 01-00-00**

**Budget: \$ 5,500**

**Problem Identification, Strategy Development and Project Selection:** Section 405(b) funding will be utilized to purchase child safety seats which will be distributed to parents and guardians as needed. These seats are primarily distributed to lower-income, minority families. When a seat is distributed, it is also installed properly and the family is provided with child passenger safety materials. Educational materials are available in English and Spanish.

**Project Performance Measure(s):**

1. It is estimated that approximately 140 car seats will be distributed during the funded year, with emphasis of distribution to lower-income/minority families.
- 

**Program Title: University of Iowa, Injury Prevention**

**Project Number: 14-405-M10P, Task 02-00-00**

**Budget: \$ 30,000**

**Problem Identification, Strategy Development and Project Selection:** The University of Iowa, Injury Prevention Research Center will conduct the annual statewide observational child restraint usage survey utilizing guidelines approved by the National Highway Traffic Safety Administration. The Center will also analyze the data gathered from the child restraint surveys and prepare a written report.

**Project Performance Measure(s):**

1. Conduct the 2014 statewide observational child restraint usage survey utilizing guidelines approved by the National Highway Traffic Safety Administration (NHTSA).
  2. Analyze data gathered from the 2014 statewide child restraint survey and submit a written report of the analysis to the GTSB.
-

**Program Title: Council Bluffs Police Department**

**Project Number: 14-402-M0OP, Task 02-00-00**

**Budget: \$ 26,900**

**Problem Identification, Strategy Development and Project Selection:** Council Bluffs Police Department is within Pottawattamie County. Through the Problem Identification – Composite Ranking, Pottawattamie County was the 4<sup>th</sup> highest ranked county. Reviewing data for 2009 – 2012, there were 174 fatal and major injury crashes where speed was a contributing factor. For the same time period 140 individuals were killed or injured because they were unprotected. The linkage In-Trans at Iowa State University developed allows Google Maps to pin locations of traffic crashes. Zooming in on the county allows for a clearer picture of exact locations where crashes within the jurisdiction of Council Bluffs Police Department have occurred which will assist in deployment within high-risk areas and times. Section 402 funding will allow the Council Bluffs Police Department to work overtime to provide enforcement to include impaired, safety belt and speed.

**Project Performance Measure(s):**

1. Work up to 828 hours of overtime for high visibility enforcement with an emphasis on occupant protection.
- 

**Program Title: Dubuque Police Department**

**Project Number: 14-402-M0OP, Task 03-00-00**

**Budget: \$ 27,345**

**Problem Identification, Strategy Development and Project Selection:** Dubuque Police Department is within Dubuque County. Through the Problem Identification analysis, Dubuque County was the 8<sup>th</sup> highest ranked county. When analyzing data from 2008 – 2012, there were 90 fatal and major injury crashes where speed was a contributing factor. During the same time period, 64 individuals were killed or injured because they were unprotected. The linkage In-Trans at Iowa State University developed allows Google Maps to pin locations of traffic crashes. Zooming in on the county allows for a clearer picture of exact locations where crashes within the jurisdiction of Dubuque Police Department have occurred which will assist in deployment within high-risk areas and times. Section 402 funding will be used for overtime to work enforcement, traffic safety educational materials, child restraints, and PBTs.

**Project Performance Measure(s):**

1. Work up to 556 hours of overtime for high visibility enforcement with an emphasis on occupant protection.
- 

**Program Title: Iowa State Patrol**

**Project Number: 14-402-M0OP, Task 05-00-00**

**Budget: \$ 80,000**

**Problem Identification, Strategy Development and Project Selection:** The Iowa State Patrol will utilize data from the Traffic and Criminal Software (TraCS) program to identify high risk areas. Each district will identify specific counties and roadways to work high-visibility enforcement. Section 402 funding will be utilized to work overtime enforcement with an emphasis on safety belt usage.

**Project Performance Measure(s):**

1. Work up to 1,810 hours of overtime for high visibility enforcement with an emphasis on occupant protection.
-

**Program Title: Iowa State University, Survey and Behavioral Research Services / Public Awareness Survey**

**Project Number: 14-402-M0OP, Task 06-00-00**

**Budget: \$ 10,000**

**Problem Identification, Strategy Development and Project Selection:** Iowa conducts a public awareness survey in accordance with the recommendations set forth and agree upon by the NHTSA-GHSA (Governor's Highway Safety Association Working Groups (Traffic Tech – Technology Transfers Series, "Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group", Number 397, October 2010). Through the guidelines, a set of survey questions about seat belt use, impaired driving, and speeding were developed. The intent of the survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are centered on the national mobilization/ high-visibility efforts. Through Iowa State University, Survey and Behavioral Research Services, the survey will be conducted at the same Iowa Department of Transportation Driver Licensing Offices as prior year surveys (Fort Dodge, Des Moines, Cedar Rapids, Carroll and Council Bluffs). A minimum of 500 surveys of Iowa licensed drivers will be conducted through a self-administered manner. Iowa State University will compile the survey results.

**Project Performance Measure(s):**

1. Distribute traffic safety surveys to a minimum of 500 Iowa drivers at pre-determined Iowa Department of Transportation Driver License Stations across Iowa. (Minimum was determined by NHTSA/GHSA Working Group.)
  2. Compile data from the surveys collected.
- 

**Program Title: Marion Police Department**

**Project Number: 14-402-M0OP, Task 09-00-00**

**Budget: \$25,830**

**Problem Identification, Strategy Development and Project Selection:** Marion Police Department is located within Linn County. Through the Problem Identification process for FFY 2014, Linn County was the 3<sup>rd</sup> highest rank county in the overall composite ranking. When reviewing 2008-2012 data, Linn County had 163 fatal and major injury crashes where speed was a contributing factor. Also during that time, 129 crashes were recorded in which individuals were unprotected. There were 80 fatal and major injury crashes during the same time period which were recorded as alcohol/drug-related. (BAC>0). Both speed and alcohol/drug-related crashes were recorded fairly evenly when reviewing time of day and age information with the exception of individuals ages 21 – 34 in which alcohol/drug-related doubled. The linkage In-Trans at Iowa State University developed allows Google Maps to pin locations of traffic crashes. Zooming in on the county allows for a clearer picture of exact locations where crashes within the jurisdiction of Marion Police Department have occurred which will assist in deployment within high-risk areas and times. Section 402 funding will be used for overtime to work enforcement, traffic safety educational materials, child restraints, and PBTs.

**Project Performance Measure(s):**

1. Work up to 630 hours of overtime for high visibility enforcement with an emphasis on occupant protection.
- 

**Program Title: Mason City Police Department**

**Project Number: 14-402-M0OP, Task 10-00-00**

**Budget: \$ 10,800**

**Problem Identification, Strategy Development and Project Selection:** Mason City Police Department is located in Cerro Gordo County. Through the Problem Identification analysis, Cerro Gordo County was the 12<sup>th</sup> highest ranked county. When analyzing 5-year data (2008-2012) for the county, there were 44 crashes where people were killed or seriously injured because they were unprotected. Speed was also a high contributing factor in fatal and major injury crashes. The linkage that In-Trans at Iowa State University developed allows Google Maps to pin locations of traffic crashes. Zooming in on the county allows for a clearer picture of exact locations where crashes within the jurisdiction of Mason City Police Department have occurred which will assist in the deployment within high-risk areas and times.

**Project Performance Measure(s):**

1. Work up to 260 hours of overtime for high visibility enforcement with an emphasis on occupant protection.
-

**Program Title: Muscatine Police Department**

**Project Number: 14-402-M0OP, Task 11-00-00**

**Budget: 14,760**

**Problem Identification, Strategy Development and Project Selection:** The Muscatine Police Department is located within Muscatine County. Through the Problem identification analysis, Muscatine County was ranked 20<sup>th</sup> in the state. When analyzing 2008 – 2012 data for Muscatine County, speed was a contributing factor in 50 fatal and major injury crashes. During the same period, 54 crashes were reported where individuals were unprotected. An additional 19 fatal and major injury crashes were recorded where alcohol and/or drugs were a contributing factor (BAC>0). The linkage that In-Trans at Iowa State University developed allows Google Maps to pin locations of traffic crashes. Zooming in on the county allows for a clearer picture of exact locations where crashes within the jurisdiction of Muscatine Police Department have occurred which will assist in the deployment within high-risk areas and times.

**Project Performance Measure(s):**

1. Work up to 490 hours of overtime for high visibility enforcement with an emphasis on occupant protection.
- 

**Program Title: Ottumwa Police Department**

**Project Number: 14-402-M0OP, Task 12-00-00**

**Budget: 28,205**

**Problem Identification, Strategy Development and Project Selection:** Ottumwa Police Department is located within Wapello County, Iowa. Wapello County ranked 22<sup>nd</sup> in the composite ranking during the FFY 2014 Problem Identification analysis. Within Wapello County both speed and being unprotected were high contributing factors of fatal and major injury crashes. The linkage that In-Trans at Iowa State University developed allows Google Maps to pin locations of traffic crashes. Zooming in on the county allows for a clearer picture of exact locations where crashes within the jurisdiction of Ottumwa Police Department have occurred which will assist in the deployment within high-risk areas and times.

**Project Performance Measure(s):**

1. Work up to 571 hours of overtime for high visibility enforcement with an emphasis on occupant protection.
- 

**Program Title: Central Iowa Traffic Safety Task Force (CITSTF)/ Polk City Police Department**

**Project Number: 14-402-M0OP Task 13-00-00**

**Budget: \$ 10,800**

**Problem Identification, Strategy Development and Project Selection:** The Central Iowa Traffic Safety Task Force (CITSTF) is made up of law enforcement agencies in Dallas, Polk, and Warren counties. These three counties represent Iowa's most highly populated areas which include Des Moines and surrounding communities. All three counties are also part of Iowa's Top 22 Problem Identification counties. Funds awarded to CITSTF will be used to plan, promote and conduct high visibility safety enforcement efforts through a multi-disciplinary manner. The events are typically conducted during the evening and weekends in problematic areas which are supported by traffic data.

**Project Performance Measure(s):**

1. In a collaborative effort, provide high visibility enforcement in the Dallas, Polk and Warren County areas.
-

**Program Title: Wapello County Sheriff's Office**

**Project Number: 14-402-M0OP, Task 14-00-00**

**Budget: \$9,010**

**Problem Identification, Strategy Development and Project Selection:** Wapello County ranked 22<sup>nd</sup> in the composite ranking during the FFY 2014 Problem Identification analysis. Within Wapello County both speed and being unprotected were high contributing factors of fatal and major injury crashes. The linkage that In-Trans at Iowa State University developed allows Google Maps to pin locations of traffic crashes. Zooming in on the county allows for a clearer picture of exact locations where crashes within the jurisdiction of Wapello County Sheriff's Office have occurred which will assist in the deployment within high-risk areas and times.

**Project Performance Measure(s):**

1. Work up to 171 hours of overtime for high visibility enforcement with an emphasis on occupant protection.
- 

**Program Title: West Des Moines Police Department**

**Project Number: 14-402-M0OP, Task 15-00-00**

**Budget: \$ 51,480**

**Problem Identification, Strategy Development and Project Selection:** The West Des Moines Police Department will conduct traffic enforcement directed at occupant restraint, impaired driving and other traffic violations during times and at locations identified and supported by data as high-risk, including at least two-multi agency events. Educational presentations will be conducted focusing on occupant protection in addition to at least twelve additional public information/education activities.

**Project Performance Measure(s):**

1. Work up to 1,170 hours of overtime for high visibility enforcement with an emphasis on occupant protection.
- 

**Program Title: Iowa State University, Conference Planning and Management (split)**

**Project Number: 14-402-M0OP, Task 07-00-00**

**Budget: \$ 23,000**

**Problem Identification, Strategy Development and Project Selection:** Networking is an important factor to carry out collaborative, multi-disciplinary traffic safety efforts. The GTSB annually hosts a conference for partners. Iowa State University, Conference Planning will provide staff and resources to plan and conduct the annual GTSB conference focused around highway traffic safety. Services provided by ISU will be to coordinate the conference location, lodging and meal arrangements for attendees, arrange for conference speakers and travel arrangements, provide registration services and collect registration fees. Other general conference related materials such as supplies, audio/visual support and web postings will also be funded through this project.

**Project Performance Measure(s):**

1. The number of officers and other traffic safety partners informed and trained will be reported as well as what topics were presented and post-conference evaluation information.
- 

**Project Title: Iowa State University, Survey and Behavioral Research Services**

**Observational Safety Belt Survey**

**Project Number: 14-405b-M1OP, Task 01-00-00**

**Budget: 30,000**

**Problem Identification, Strategy Development and Project Selection:** Iowa State University Survey and Behavioral Research Services will conduct the annual observational safety belt usage survey in accordance to NHTSA's uniform criteria. The subsample included in the survey will be drawn from 70 of Iowa's 99 counties. These counties represent approximately 87.6% of passenger vehicle fatalities. Results of the survey will be compiled to determine Iowa's safety belt usage percentage.

**Project Performance Measure:**

1. The annual observational safety belt usage survey to be conducted using the approved sampling and data collection plan within 70 of Iowa's 99 counties.
  2. Results of the survey compiled and reported to GTSB.
-

**Program Title: special Traffic Enforcement Program (sSTEP)**

**Project Numbers: 14-402-MOOP, Task 20-10-00 through 14-402-MOOP, Task 37-40-00**      **Budget: \$ 634,456**

**Problem Identification, Strategy Development and Project Section:** Between 2007 and 2011, 71% of fatalities in Iowa occurred on rural/secondary roads. These areas are jurisdictions primarily of county sheriffs and police departments. Iowa's sSTEP program allows for every law enforcement agency across the state not receiving other funding through GTSB to be a partner in enforcement waves and national mobilization projects such as "Click It or Ticket". Due to the make-up of Iowa, the sSTEP program allows funding for the smaller, rural communities. Grantees under sSTEP are required to work five scheduled enforcement waves in addition to conducting observational belt surveys before and after each wave to help measure the impact and success of enforcement waves. It is suggested that agencies work with their local media because that contact, coupled with the mass media that is purchased during wave periods has proven to be successful. Mass media campaigns coupled with media involvement are listed in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway safety Offices", 7<sup>th</sup> Edition, 2013, as an effective countermeasure. During FFY 2014 the GTSB has contracted with 174 agencies (123 police departments, 50 sheriff offices, and the Iowa Department of Transportation Motor Vehicle Division). The list of sSTEP agencies follows:

ACKLEY PD	\$3,500.00
ADAMS CO SO	\$4,200.00
AFTON PD	\$1,500.00
ALBIA PD	\$4,200.00
ALGONA PD	\$4,200.00
ALLAMAKEE CO SO	\$4,200.00
ANAMOSA PD	\$4,200.00
APLINGTON PD	\$1,450.00
ARMSTRONG PD	\$1,000.00
ARNOLDS PARK PD	\$4,200.00
ATALISSA PD	\$1,500.00
ATLANTIC PD	\$4,200.00
BEDFORD PD	\$2,000.00
BELLE PLAINE PD	\$1,500.00
BELLEVUE PD	\$4,200.00
BLOOMFILED PD	\$4,200.00
BREMER CO SO	\$4,200.00
BUCHANAN CO SO	\$4,200.00
BUFFALO CENTER PD	\$900.00
BUTLER CO SO	\$3,000.00
CALHOUN CO SO	\$4,200.00
CAMANCHE PD	\$1,950.00
CEDAR CO SO	\$4,200.00
CENTERVILLE PD	\$4,200.00
CHARITON PD	\$4,000.00
CHARLES CITY PD	\$3,900.00
CHEROKEE CO SO	\$4,200.00
CHEROKKE PD	\$4,000.00
CHICKASAW CO SO	\$4,200.00

CLARINDA PD	\$4,200.00
CLARION PD	\$2,400.00
CLARKE CO SO	\$4,200.00
CLAY CO SO	\$4,200.00
CLINTON PD	\$4,200.00
COLUMBUS JUNCTION PD	\$4,200.00
COON RAPIDS PD	\$3,500.00
CORRECTIONVILLE PD	\$4,200.00
CORYDON PD	\$2,500.00
CRAWFORD CO SO	\$3,000.00
CRESCO PD	\$2,400.00
CRESTON PD	\$4,200.00
DALLAS CENTER PD	\$4,200.00
DAVIS CO SO	\$2,500.00
DAYTON PD	\$2,500.00
DECATUR CO SO	\$4,200.00
DECORAH PD	\$4,000.00
DENVER PD	\$2,500.00
DICKINSON CO SO	\$2,400.00
DOT	\$25,000.00
DUNLAP PD	\$4,200.00
EAGLE GROVE PD	\$3,500.00
EARLHAM PD	\$3,000.00
ELDORA PD	\$3,000.00
ELKADER PD	\$2,500.00
EMMET CO SO	\$4,200.00
ESTHERVILLE PD	\$4,200.00
FAIRFIELD PD	\$4,200.00
FIARBANK PD	\$4,200.00

FLOYD CO SO	\$4,200.00
FOREST CITY PD	\$4,200.00
FREMONT CO SO	\$4,000.00
GLENWOOD PD	\$4,200.00
GREENE CO SO	\$4,200.00
GRINNEL PD	\$4,200.00
GRUNDY CO SO	\$4,200.00
GUTHRIE CO SO	\$4,200.00
GUTTENBERG PD	\$4,000.00
HAMILTON CO SO	\$4,200.00
HAMPTON PD	\$2,500.00
HARDIN CO SO	\$4,200.00
HARLAN PD	\$4,200.00
HARTLEY PD	\$4,200.00
HENRY CO SO	\$4,200.00
HINTON PD	\$4,200.00
HOWARD CO SO	\$4,050.00
HUMBOLDT CO SO	\$3,500.00
HUMBOLDT PD	\$3,450.00
IDA CO SO	\$4,200.00
INDIANOLA PD	\$4,200.00
IOWA FALLS PD	\$1,700.00
JACKSON CO SO	\$4,200.00
JANESVILLE PD	\$4,000.00
JEFFERSON CO SO	\$4,200.00
JEFFERSON PD	\$4,200.00
JESUP PD	\$4,200.00
JEWELL PD	\$3,500.00
JONES CO SO	\$4,200.00
KEOKUK CO SO	\$4,200.00
KINGLEY PD	\$4,200.00
KNOXVILLE PD	\$4,000.00
LAKE MILLS PD	\$4,200.00
LAKE PARK PD	\$450.00
LAMONI PD	\$4,200.00
LAURENS PD	\$2,500.00
LENOX PD	\$2,500.00
LEON PD	\$4,000.00
LISBON PD	\$1,450.00
LONG GROVE PD	\$1,950.00
LOUISA CO SO	\$4,200.00

LYON CO SO	\$3,500.00
MANCHESTER PD	\$4,000.00
MANILLA PD	\$1,450.00
MANSON PD	\$1,500.00
MAQUOKETA PD	\$3,400.00
MAR MAC PD	\$4,200.00
MARENGO PD	\$1,500.00
MERRILL PD	\$4,200.00
MESKWAKI NATION PD	\$4,200.00
MILFORD PD	\$4,200.00
MISSOURI VALLEY PD	\$4,200.00
MITCHELL CO SO	\$3,500.00
MONONA CO SO	\$4,200.00
MONONA PD	\$4,200.00
MONROE CO SO	\$2,500.00
MONROE PD	\$4,200.00
MONTGOMERY CO SO	\$3,000.00
MONTICELLO PD	\$2,500.00
MOVOLLE PD	\$4,200.00
NASHUA PD	\$2,500.00
NEVADA PD	\$4,200.00
NEW HAMPTON PD	\$4,200.00
NEW LONDON PD	\$4,200.00
NEW VIENNA PD	\$1,000.00
OKOBOJI PD	\$4,000.00
OSAGE PD	\$4,200.00
OSCEOLA PD	\$4,200.00
OSKALOOSA PD	\$4,200.00
OTHO-DUNCOMBE PD	\$2,500.00
PALO ALTO CO SO	\$3,000.00
PAULLINA PD	\$1,500.00
PLEASANTVILLE PD	\$4,200.00
POCAHONTAS PD	\$3,900.00
POSTVILLE PD	\$2,100.00
POWESHIEK CO SO	\$4,200.00
PRAIRIE CITY PD	\$4,200.00
PRESTON PD	\$4,200.00
PRINCETON PD	\$3,500.00
RED OAK PD	\$4,200.00
RINGGOLD	\$4,200.00
ROCKWELL PD	\$1,500.00

SABULA PD	\$4,200.00
SAC CITY PD	\$4,200.00
SAC CO SO	\$4,200.00
SHEFFIELD PD	\$1,450.00
SHELL ROCK PD	\$4,200.00
SHELLSBURG PD	\$3,300.00
SHENANDOAH PD	\$4,200.00
SIDNEY PD	\$4,000.00
SIGOURNEY PD	\$1,500.00
SIOUX CO SO	\$3,156.00
SIOUX RAPIDS PD	\$1,000.00
SPENCER PD	\$4,200.00
SPIRIT LAKE PD	\$4,200.00
STRAWBERRY POINT PD	\$3,500.00
STUART PD	\$4,200.00
TAMA CO SO	\$4,200.00
TAYLOR CO SO	\$3,900.00

TIPTON PD	\$3,500.00
UNION CO SO	\$4,200.00
URBANA PD	\$1,450.00
WAPELLO PD	\$1,500.00
WASHINGTON PD	\$4,200.00
WAUKON PD	\$4,200.00
WAVERLY PD	\$4,200.00
WAYLAND PD	\$2,800.00
WAYNE CO SO	\$3,500.00
WEBSTER CO SO	\$3,400.00
WEST UNION PD	\$3,400.00
WILLIAMSBURG PD	\$4,200.00
WILTON PD	\$4,200.00
WINNEBAGO CO SO	\$4,200.00
WINNESHIEK CO SO	\$4,200.00
WINTERSET PD	\$4,200.00
WORTH CO SO	\$3,500.00

<b>SAFETY MEASUREMENTS</b>	<b>OBJECTIVE</b>
Child Passenger Safety Fitting Stations	Maintain the 29 fit stations throughout Iowa.
Certified Passenger Safety Technicians throughout the state.	<ul style="list-style-type: none"> <li>• Provide necessary training and updates for the recertification of the 383 current CPS Technicians.</li> <li>• Recruit and certify an additional 5 CPS technicians to increase the number of CPS technicians statewide by 1.3%.</li> </ul>
Improve safety belt usage.	<ul style="list-style-type: none"> <li>• Through the administration of Section 402 funds, support up to 6,486 hours of overtime to be used for high visibility enforcement. (Does not include overtime funding for sTEP contractors)</li> <li>• Increase the statewide safety belt usage .671% from 2012 observational survey rate of 92.38% to 93% for the 2014 survey.</li> </ul>
Reduce fatalities involving unprotected individuals.	<ul style="list-style-type: none"> <li>• Reduce unrestrained vehicle occupant fatalities 7.5% from the 2012 annual number of 106 to 98 by December 31, 2014.</li> <li>• Reduce unhelmeted motorcyclist fatalities 4.66% from the 2006 – 2010 5-year average of 47.2 to 45 by December 31, 2014</li> </ul>

## OCCUPANT PROTECTION: Program and Budget Summary

Project Number	Project Title	Budget	Budget Source	
			402	405b
14-405b-M1TSP, Task 01-00-00	Farm Safety 4 Just Kids	\$ 20,000		\$ 20,000
14-405b-M1*TSP, Task 02-00-00	Iowa Health Systems	\$ 40,000		\$40,000
14-405b-M1CSS, Task 01-00-00	Blank Hospital	\$ 5,500		\$ 5,500
14-405-M1OP, Task 02-00-00	University of Iowa, Injury Prevention	\$ 30,000		\$30,000
14-402-MOOP, Task 02-00-00	Council Bluffs Police Department	\$ 26,900	\$ 26,900	
14-402-MOOP, Task 03-00-00	Dubuque Police Department	\$ 27,345	\$ 27,345	
14-402-MOOP, Task 04-00-00	ISU Behavioral Research / Public Awareness	\$ 10,000	\$ 10,000	
14-402-MOOP, Task 05-00-00	Marion Police Department	\$25,830	\$25,830	
14-402-MOOP, Task 06-00-00	Mason City Police Department	\$ 10,800	\$ 10,800	
14-402-MOOP, Task 07-00-00	Muscatine Police Department	\$14,760	\$14,760	
14-402-MOOP, Task 08-00-00	Ottumwa Police Department	\$28,205	\$28,205	
14-402-MOOP, Task 09-00-00	CITSTF / Polk City Police Department	\$ 10,800	\$ 10,800	
14-402-MOOP, Task 10-00-00	Wapello County Sheriff's Office	\$ 9,010	\$9,010	
14-402-MOOP, Task 11-00-00	West Des Moines Police Department	\$ 51,480	\$ 51,480	
14-402-MOOP, Task 16-00-00	Iowa State University, Conference Planning and Management (split)	\$ 23,000	\$ 23,000	
14-405b-M1OP, Task 01-00-00	ISU Behavioral Research / Observational Safety Belt Survey	\$30,000		\$30,000
14-402-MOOP, Task 20-10-00 through 14-402-MOOP, Task 37-40-00	sSTEP Contracts – (174 Total Agencies: 123 Police Departments, 50 Sheriff's Offices and DOT)	\$634,456	\$634,456	\$ 634,456
14-402-MOOP, Task 28-00-00	Iowa State Patrol 402OP/405d	\$ 80,000	\$ 80,000	
14-402-MOOP, Task 01-00-00	Blank Hospital	\$186,750	\$186,750	
14-402-MOOP, Task 00-00-01	GTSB Travel	\$ 1,000	\$1,000	
14-402-MOOP, Task 00-00-02	GTSB Printing/Promotional	\$ 49,500	\$ 49,500	
14-402-MOOP, Task 00-00-03	GTSB State Fair Booth	\$ 7,000	\$ 7,000	
14-402-MOOP, Task 00-00-04	GTSB Program Management (Includes sSTEP)	\$325,000	\$ 325,000	
14-405b-M1TR, Task 00-00-03	GTSB Travel	\$ 500		\$ 500
14-405b-M1TR, Task 00-00-04	GTSB Training Travel	\$ 200		\$200
14-405b-M1TR, Task 00-00-05	GTSB Printing	\$ 18,500		\$ 18,500
14-405b-M1TR, Task 00-00-06	GTSB- Lifesavers Conference	\$ 20,000		\$ 20,000
	<b>Total</b>	<b>\$1,656,536</b>	<b>\$1,521,836</b>	<b>\$ 134,700</b>

## Alcohol-Impaired Driving Fatalities / Impaired Driving NHTSA Core Outcome Measure C-5

### *Overview*

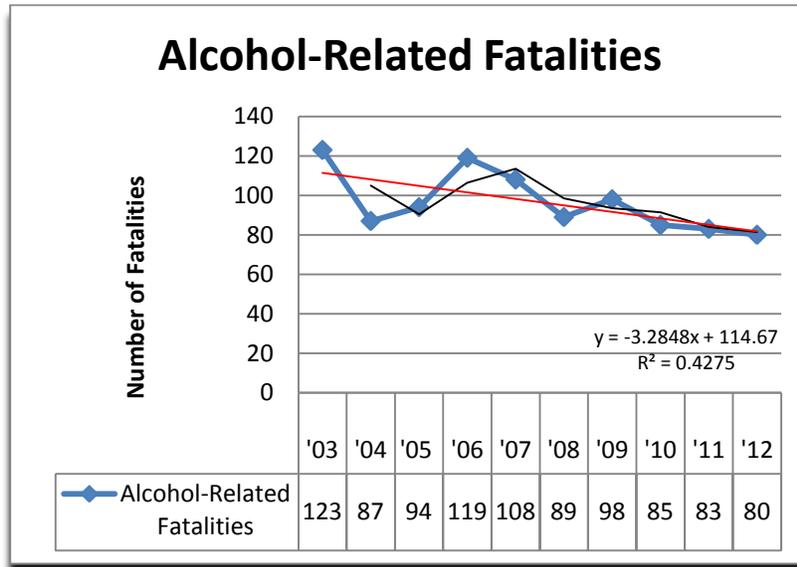
Through the support of Section 405(d) funding, Iowa has the opportunity to build upon an already strong impaired driving program. With 29.58% of all fatalities in 2012 involving an impaired driver, Iowa recognized the continued need for strong projects focusing on this area.

With the enactment of .08 legislation in 2003, Iowa has strengthened the impaired driving overall. Enforcement continues to be strongly supported in part because of Section 402 and Section 405(d) funding. Including agencies that make-up Iowa's strong special Traffic Enforcement Program (sTEP). During national mobilizations such as "Driver Sober or Get Pulled Over", all enforcement agencies receiving federal funds under Section 402 and Section 405(d) are encouraged to support the special Traffic Enforcement Program (sTEP) heightened enforcement efforts.

For years alcohol was the first thing that came to mind when talking impairment. It was 2007 when NHTSA conducted its first roadside survey to do research on other potentially impairing drugs. (NHTSA, "Traffic Safety Facts" – Research Note, DOT HS 811 175, July 2009). In today's environment there is the possibility that drivers are operating a motor vehicle while using impairing drugs, both legal and illegal. The GTSB recognizes that law enforcement officers must be educated in recognizing drugs. The GTSB strongly supports the Advanced Roadside Impaired Driving Enforcement (ARIDE) program and the Drug Recognition Expert (DRE) program. During the 2013 Governor's Highway Traffic Safety Conference, Officer Jermaine Galloway, Idaho Police Officer / Director J. Chad Professional Training conducted a ½ day presentation entitled "Alcohol, Drugs and our Youth – You Can't Stop What You Do Not Know". The presentation was designed to provide information about the youth drug and underage drinking culture in Iowa and included visual aids and photos that he acquired the day before in the Des Moines area.

Although Iowa has seen a reduction in alcohol-related fatalities over the years, one area which needs further review is in the area of BAC Testing. Iowa currently ranks 51 out of 52 (inclusion of Guam and Puerto Rico) in the testing of BAC of drivers involved in fatal collisions (US. Department of Transportation – NHTSA Report, "Traffic Safety Facts – 2010 Data", State Alcohol-Impaired Driving Estimates, DOT HA 811 613). Starting with FFY 2013, the Governor's Traffic Safety Bureau began working with the Iowa Department of Transportation and the State Medical Examiner's Office to determine if part of the problem is a reporting issue. Currently if the reporting officer shows no BAC requested on the initial collision report when indeed testing was done later, possibly supplemental information is not being forwarded to the Iowa Department of Transportation. Another possibility is that BAC testing was conducted but the results were "zero" and again, supplemental information was not provided to the Iowa Department of Transportation. The GTSB has been encouraging officers to make sure supplemental reports are submitted even if the test results are "zero", as this would indicate that indeed the driver was tested. The GTSB also believes that Iowa's ranking in the area of BAC testing will improve due to the updated programming being utilized in the Traffic and Criminal Software (TraCS) system.

## Core Performance Measures



The 2008 – 2012 baseline average of alcohol-related fatalities is 87. Strategies represented in this plan are expected to help continue Iowa’s downward trend.

The 10-year linear trend line and moving average almost mirror with the actual number of alcohol-related fatalities recorded in 2010, 2011 and 2012. Due to the consistency of the trend lines to the actual the 10-year linear trend line was used to set the FFY 14 goal. **For FFY 2014, the GTSB has set a goal to reduce alcohol-related fatalities 2.5% from the 2012 annual number of 80 to 78 by December 31, 2014.**

### *State Goals / Coordination of Highway Safety Plan, Data Collection and Information Systems with the State Strategic Highway Safety Plan*

#### Enforcement Safety Strategies

**High Visibility Enforcement** – Included as a primary emphasis area of the Strategic Highway Safety Plan. Funding through Section 402 and 405d will support overtime staffing for high-visibility, multi-jurisdictional enforcement efforts. A goal within high visibility efforts is to enhance enforcement presence and public information to deter unsafe driving decisions to improve traffic safety behaviors and culture.

**Expand Impaired-Driving Enforcement Programs** – Was listed as an enforcement strategy within the Strategic Highway Safety Plan. Projects identified earlier in this section support these efforts including the certification of 12 additional officers a year through the Drug Recognition Expert (DRE) training and approximately 300 additional officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE) during the fiscal year.

#### Education Safety Strategies

Education/public awareness is identified as an emphasis area of the Strategic Highway Safety Plan.

#### Data Collection and Information Systems

**BAC Testing** – The Iowa Department of Transportation (DOT) collects and maintains fatality and crash information as submitted by Iowa law enforcement officers. Both electronic and paper submissions of crash reports are accepted by the DOT, Office of Driver Services. As of May 15, 2013, 205 Iowa law enforcement agencies have the capability to submit crash reports electronically through the Traffic and Criminal Software (TraCS) System. Approximately 90% of all crash reports are submitted via TraCS. An updated version of the software, TraCS 10, is currently in the process of being rolled out to agencies who currently utilize TraCS. Within the revised software there is a validation process that ensures data integrity in which agencies are reminded to submit BAC test results. As TraCS 10 is being rolled out throughout the state, it is anticipated the validation and reminder component will help improve Iowa’s BAC testing results submission, which in turn will improve the accuracy and completeness of the crash file.

**ITSDS and In-Trans Reports** - Agencies can utilize reports designed by the Iowa Traffic Safety Data Service to analyze data specific to their jurisdiction. The reports utilize the last 5 years of data, and breaks down the fatality and serious injury data for the ability to further analyze time of day, day of week, age, and road class in the area of impaired, inattentive, speed, and unprotected. Also available are maps generated through Google Earth that locate the same data on a map. Partners are asked to utilize this information when allocating resources to work overtime enforcement to direct their efforts in evidence-based problem areas.

## *Countermeasures*

The following outlines specific projects and programs focusing on Impaired Driving.

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**Project Title:** Law Enforcement Agency Grants

**Project Numbers:** 14-405d-M6OT, Task 01-00-00 thru 14-405dM6OT, Task 60-00-00

**Budget:** See Program and Budget Summary

**Problem Identification, Strategy Development and Project Selection:** Over the past 3 years, Iowa has experienced a decrease in alcohol-related fatalities, however impairment was a factor in 22% of all fatalities in 2012. Iowa continues to recognize that high visibility enforcement is an effective countermeasure to reduce impaired-driving related crashes. High visibility enforcement is included in NHTSA's "Countermeasures that Work – Seventh Edition, 2013" as a proven and effective effort to address impaired driving, especially when enforcement events were publicized. Also, through the revision process of the Iowa Strategic Highway Safety Plan, the continuation of high visibility enforcement was one of the top safety strategies of the overall plan. Funding was offered to law enforcement agencies (with jurisdictions of 5,000+) in counties who fell within Iowa's Top 40 counties through the Problem Identification process. For FFY 2014, funding will be administered to 59 law enforcement agencies throughout the state, including 42 police departments, 17 county sheriffs and the Iowa State Patrol. These agencies will provide traffic enforcement efforts directed at impaired driving, occupant restraining and other traffic violations during times and at locations that have been identified through data as high-risk. County profiles analyzing 2007 – 2011 data is available to all agencies. Agencies throughout the state are also encouraged to use the Crash Mapping Analysis Tool (CMaT) and the Incident Mapping Analysis Tool (IMAT) to help analyze data in regard to a particular area, the roadway, or causation. Agencies will also be required to participate in two multi-agency events and one night-time event. Public information and education activities are to be conducted at least 12 times a year. Two observational occupant protection surveys are required to be conducted in March and August. Traffic safety educational materials can be purchased with the funding but must contain an impaired driving message and receive prior approval from the GTSB. Promotional items and educational materials that are part of the GTSB's general promotional item stock can also be obtained for distribution to the public. Funding can also be utilized to purchase DPS-approved preliminary breath testers (PBT's) radar units, lidar units, and in-car video cameras to be used during impaired driving enforcement efforts in addition to training funds for traffic safety related opportunities. Some agencies will also fund educational presentations on impaired driving prevention at schools and other interested groups. All law enforcement agencies are also highly encouraged to participate in the "Click It Or Ticket" (May and June) and "Drive Sober or Get Pulled Over" (August and September) national mobilizations. Law enforcement goals and performance measures are specified for each agency in their contract which was determined by analyzing county data.

**Project Performance Measure(s):**

1. Through the administration Section of 405(d), provide for up to 13,284 hours of overtime for enforcement.
  2. Through the administration of Section 405(d) provide for up to 97 hours of overtime to be used for educational presentations/purposes.
  3. Through the administration of Section 405(d), provide funding for up to \$154,785 for the purchase of GTSB-approved equipment.
-

**Project Title: Iowa Law Enforcement Academy**

**Project Number: 14-402-MOAL, Task 05-00-00**

**Budget: \$140,000**

**Problem Identification, Strategy Development and Project Selection:** Iowa recognizes that officers must be proficient in recognizing and testing potentially impaired drivers. Through the Iowa Law Enforcement Academy trainings for Standardized Field Sobriety Horizontal Gaze Nystagmus (SFS-HGN) and Standardized Field Sobriety Testing (SFST) Instructor Courses for local and state law enforcement officers. Funding will also be used to support training in the areas of occupant protection, Iowa's Drug Recognition Expert (DRE) program, in addition to miscellaneous supplies and expenses associated with contract activities.

**Project Performance Measure(s):**

1. Provide training to approximately 1,900 officers throughout the funded year.
- 

**Project Title: Iowa Department of Public Safety**

**Division of Criminal Investigation Criminalistics Laboratory**

**Project Number: 14-402-MOAL, Task 02-00-00**

**Budget: \$125,000**

**Problem Identification, Strategy Development and Project Selection:** The Iowa Department of Public Safety Criminalistics Laboratory plays an integral part in Iowa's impaired driving crackdown efforts. The highly trained criminalists are called upon to provide evidentiary results and analysis in addition to expert testimony during court proceedings. The laboratory provides toxicological support for Iowa's law enforcement community by the deployment and installation of DataMaster DMT units throughout the state. Throughout the state there are currently 162 DMT's, which are certified at least one per year.

**Project Performance Measure(s):**

1. At least 150 law enforcement and other agencies provided toxicology support.
  2. At least 120 agencies supported with DataMaster maintenance and training.
  3. Perform a minimum of one certification a year on the 162 DMT's currently in place statewide.
- 

**Project Title: Prosecuting Attorney's Training Council**

**Project Number: 14-402-MOAL, Task 08-00-00**

**Budget: 199,500**

**Problem Identification, Strategy Development and Project Selection:** Training events will be held to provide intensive skills for prosecutors in regard to OWI offenses. Throughout the contract year, in-service workshops will be developed as requested to provide training and information to law enforcement officers, hearing officers and other government personnel regarding detection, apprehension, charging, trial and punishment or treatment of impaired drivers. The Prosecuting Attorney's Training Council will also be available to provide on-call research assistance and advice to prosecuting attorneys and to assist the Iowa Law Enforcement Academy upon request with the identification and design of training programs/presentations addressing current issues relating to OWI and implied consent laws.

**Project Performance Measures:**

1. A minimum 12 OWI/Implied consent law questions and requests answered or responded to monthly.
  2. Four quarterly advisory bulletins created and distributed and the OWI/Major Traffic Offense manual updated and distributed with information on whom and how many received the publications.
  3. The number of law enforcement officers and prosecutors training on OWI related traffic offenses reported.
-

**Project Title: Office of the State Court Administrator**

**Project Number: 14-402-M0AL, Task 09-00-00**

**Budget: \$ 17,000**

**Problem Identification, Strategy Development and Project Selection:** Funds awarded to the Office of the State Court Administrator will be used to provide educational opportunities for one or more judges to attend state or national training programs on alcohol/substance abuse related traffic court proceedings or faculty development training. A newly-formed Judicial GTSB Grant Committee met and discussed new training materials for magistrates and developed priorities for inclusion in a traffic bench book to be created and made available to 150 Iowa magistrates. Three priorities were set: 1) federal rules against and penalties for “masking” CDL driver transgressions; 2) issues and recent legislation around “State v. Blood”; and 3) legislative updates on traffic issues. Information will also be gathered on “masking” and “State v. Blood” education as well as Legislative update content after the legislative session. Creation of the bench book will continue with the hiring of a new attorney to assist with its development. GTSB funds will not be used for the new attorney.

**Project Performance Measure(s):**

1. At least one judge trained on alcohol/substance abuse traffic court proceedings or faculty development.
2. Survey results reported on the value and use of the new judicial traffic bench book reported.

**Project Title: Iowa State University, Conference Planning and Management (split)**

**Project Number : 14-402-M0AL, Task 16-00-00**

**Budget: \$ 23,000**

**Problem Identification, Strategy Development and Project Selection:** Networking is a important factor to carry out collaborative, multi-disciplinary traffic safety efforts. The GTSB annually hosts a conference for partners. Iowa State University, Conference Planning will provide staff and resources to plan and conducts the annual GTSB conference focused around highway traffic safety. Services provided by ISU will be to coordinate the conference location, lodging and meal arrangements for attendees, arrange for conference speakers and travel arrangements, provide registration services and collect registration fees. Other general conference related materials such as supplies, audio/visual support and web postings will also be funded through this project.

**Project Performance Measure(s):**

1. The number of officers and other traffic safety partners informed and trained will be reported as well as what topics were presented and post-conference evaluation information.

SAFETY MEASUREMENTS	OBJECTIVE
Train law enforcement personnel and prosecutors on OWI related traffic offenses.	Provide 2 legal updates at Iowa prosecuting attorneys training seminars.
Expand impaired –driving enforcement programs.	<ul style="list-style-type: none"> <li>• Certify 12 officers through the specialized Drug Recognition Expert (DRE) training course during FFY 2014.</li> </ul>
	<ul style="list-style-type: none"> <li>• Train 300 law enforcement officers in the Advanced Roadside Impaired Driving Enforcement (ARIDE) training during FFY 2014.</li> </ul>
Perform high visibility enforcement.	Through the administration of Section 405(d) provide for up to 13,284 hours of overtime to be used for enforcement activity.
Educational presentations conducted through law enforcement officers.	Through the administration of Section 405(d) funds, provide for up to 97 of overtime to be used for educational presentations/purposes.
Purchase equipment to support enforcement efforts.	Through the administration of Section 405(d) and 402 funds, provide funding for up to \$ 154,785 for the purchase of GTSB-approved equipment.
Reduce alcohol impaired fatalities.	Reduce alcohol-related fatalities 2.5% from the 2012 annual number of 80 to 78 by December 31, 2014.

## IMPAIRED DRIVING: Program and Budget Summary

Project Number	Project Title	Budget	Budget Source	
			402	405(d)
14-405d-M6OT, Task 01-00-00	Ames Police Department	\$26,505		\$ 26,505
14-405d-M6OT, Task 02-00-00	Benton County Sheriff's Office	\$17,010		\$17,010
14-405d-M6OT, Task 03-00-00	Black Hawk Consolidated Comm.	\$1,719		\$1,719
14-405d-M6OT, Task 04-00-00	Black Hawk County Sheriff's Office	\$18,450		\$18,450
14-405d-M6OT, Task 05-00-00	Blue Grass Police Department	\$9,180		\$9,180
14-405d-M6OT, Task 06-00-00	Boone County Sheriff's Office	\$12,825		\$12,825
14-405d-M6OT, Task 07-00-00	Boone Police Department	\$13,785		\$13,785
14-405d-M6OT, Task 08-00-00	Buena Vista County Sheriff's Office	\$4,500		\$4,500
14-405d-M6OT, Task 09-00-00	Buffalo Police Department	\$4,500		\$4,500
14-405d-M6OT, Task 10-00-00	Carlisle Police Department	\$14,580		\$14,580
14-405d-M6OT, Task 11-00-00	Carter Lake Police Department	\$11,690		\$11,690
14-402-M0AL, Task 01-00-00	Cedar Falls Police Department	\$12,780	\$12,780	
14-405d-M6OT, Task 12-00-00	Cedar Rapids Police Department	\$34,000		\$34,000
14-405d-M6OT, Task 13-00-00	Cerro Gordo County Sheriff's Office	\$12,960		\$12,960
14-405d-M6OT, Task 14-00-00	Clayton County Sheriff's Office	\$7,875		\$7,875
14-405d-M6OT, Task 15-00-00	Clear Lake Police Department	\$15,525		\$15,525
14-405d-M6OT, Task 16-00-00	Clinton County Sheriff's Office	\$25,965		\$25,965
14-405d-M6OT, Task 17-00-00	Colfax Police Department	\$4,990		\$4,990
14-405d-M6OT, Task 18-00-00	Dallas County Sheriff's Office	\$12,960		\$12,960
14-405d-M6OT, Task 19-00-00	Dubuque County Sheriff's Office	\$28,080		\$28,080
14-405d-M6OT, Task 20-00-00	Dunkerton Police Department	\$3,375		\$3,375
14-405d-M6OT, Task 21-00-00	Dyersville Police Department	\$5,450		\$5,450
14-405d-M6OT, Task 22-00-00	Epworth Police Department	\$4,850		\$4,850
14-402-M0AL, Task 03-00-00	Evansdale Police Department	\$11,830	\$11,830	
14-402-M0AL, Task 04-00-00	Fayette County Sheriff's Office	\$18,450	\$18,450	
14-405d-M6OT, Task 23-00-00	Fort Dodge Police Department	\$18,225		\$18,225
14-405d-M6OT, Task 24-00-00	Fort Madison Police Department	\$9,900		\$9,900
14-405d-M6OT, Task 25-00-00	Harrison County Sheriff's Office	\$10,870		\$10,870
14-405d-M6OT, Task 26-00-00	Huxley Police Department	\$6,120		\$6,120
14-405d-M6OT, Task 27-00-00	Iowa City Police Department	\$23,480		\$23,480
14-405d-M6OT, Task 28-00-00	Iowa State Patrol (combo)	\$243,000		\$243,000
14-405d-M6OT, Task 29-00-00	Iowa State University Police Dept.	\$16,315		\$16,315
14-405d-M6OT, Task 30-00-00	Jasper County Sheriff's Office	\$12,990		\$12,990
14-402-M0AL, Task 07-00-00	Johnston Police Department	\$16,920	\$16,920	
14-405d-M6OT, Task 31-00-00	LaPorte City Police Department	\$2,745		\$2,745
14-405d-M6OT, Task 33-00-00	LeClaire Police Department	\$19,170		\$19,170
14-405d-M6OT, Task 34-00-00	Linn County Sheriff's Office	\$35,355		\$35,355
14-405d-M6OT, Task 35-00-00	Marion County Sheriff's Office	\$15,210		\$15,210
14-405d-M6OT, Task 37-00-00	Mitchellville Police Department	\$3,950		\$ 3,950
14-405d-M6OT, Task 38-00-00	Mount Pleasant Police Department	\$4,455		\$4,455
14-405d-M6OT, Task 39-00-00	Mount Vernon Police Department	\$8,415		\$8,415
14-405d-M6OT, Task 40-00-00	Muscatine County Sheriff's Office	\$22,070		\$22,070
14-405d-M6OT, Task 41-00-00	North Liberty Police Department	\$10,640		\$10,640
14-405d-M6OT, Task 42-00-00	Oelwein Police Department	\$10,200		\$10,200
14-405d-M6OT, Task 43-00-00	Pella Police Department	\$11,740		\$11,740

14-405d-M6OT, Task 44-00-00	Perry Police Department	\$10,850		\$10,850
14-405d-M6OT, Task 45-00-00	Polk City Police Department	\$6,300		\$6,300
14-405d-M6OT, Task 47-00-00	Robins Police Department	\$4,670		\$4,670
14-405d-M6OT, Task 48-00-00	Scott County Emergency Communications Center	\$2,920		\$2,920
14-405d-M6OT, Task 49-00-00	Sioux City Police Department	\$35,170		\$35,170
14-405d-M6OT, Task 50-00-00	Storm Lake Police Department	\$11,775		\$11,775
14-405d-M6OT, Task 52-00-00	University Heights Police Department	\$14,515		\$14,515
14-405d-M6OT, Task 53-00-00	University of Northern IA Public Safety	\$13,750		\$13,750
14-405d-M6OT, Task 54-00-00	Walcott Police Department	\$7,650		\$7,650
14-405d-M6OT, Task 55-00-00	Washington County Sheriff's Office	\$4,025		\$4,025
14-405d-M6OT, Task 56-00-00	Waterloo Police Department	\$37,820		\$37,820
14-405d-M6OT, Task 57-00-00	West Burlington Police Department	\$5,400		\$5,400
14-405d-M6OT, Task 58-00-00	West Liberty Police Department	\$4,500		\$4,500
14-405d-M6OT, Task 59-00-00	Westcom Emergency Communications	\$3,600		\$3,600
14-405d-M6OT, Task 60-00-00	Woodward Police Department	\$3,415		\$3,415
14-402-MOAL, Task 02-00-00	IA Dept of Public Safety, Div. of Criminal Investigation Laboratory	\$125,000	\$125,000	
14-402-MOAI, Task 10-000-0	University of Iowa Public Safety	\$8,460	\$8,460	
14-402-MOAL, Task 05-00-00	Iowa Law Enforcement Academy	\$ 140,000	\$ 140,000	
14-402-MOAL, Task 08-00-00	Prosecuting Attorney's Training Council	\$ 199,500	\$199,500	
14-402-MOAL, Task 09-00-00	State Court Administrator	\$ 17,000	\$ 17,000	
14-402-MOAL, Task 16-00-00	ISU Conference Planning	\$ 23,000	\$23,000	
14-405d-M6OT, Task 00-00-03	GTSB Travel	\$ 6,000		\$ 6,000
14-405d-M6OT, Task 00-00-04	GTSB Training Travel	\$ 500		\$ 500
14-405d-M6OT, Task 00-00-05	GTSB LEL Program Expense	\$ 5,000		\$ 5,000
14-405d-M6OT, Task 00-00-06	GTSB DRE Program Expense	\$ 90,000		\$ 90,000
14-405d-M6OT, Task 00-00-07	GTSB ARIDE Program Expense	\$ 15,000		\$ 15,000
14-402-MOAL, Task 00-00-03	GTSB Travel	\$ 1,000	\$ 1,000	
14-402-MOAL, Task 00-00-04	GTSB Printing / Promotion	\$ 27,000	\$ 27,000	
14-402-MOAL, Task 00-00-05	GTSB Program Management	\$ 360,000	\$ 360,000	
	<b>Total</b>	<b>\$ 2,010,954</b>	<b>\$ 954,480</b>	<b>\$ 1,058,474</b>

## Speed-Related Fatalities

### NHTSA Core Outcome Measure C-6

#### *Overview*

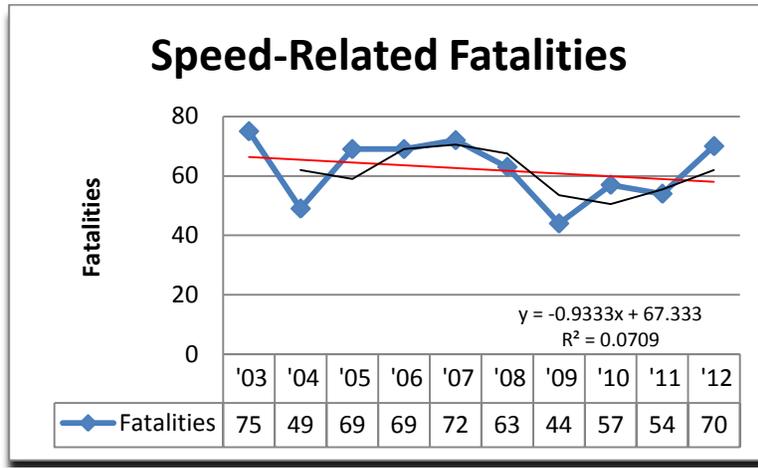
With speed being a contributing factor in over 19% of serious injury and fatality crashes during 2012, it is an area in which Iowa needs to continue to address and enforce. Over the last decade, speed has been the number one causation for traffic fatalities and serious injuries in the state of Iowa. Between 2007 and 2011, 67% of speed-related fatal and serious injury crashes occurred in rural areas.

Iowa has strong cooperation with law enforcement agencies to work multi-jurisdictional and corridor events. During all sSTEP waves and corridor events, participating agencies were encouraged to distribute media releases to their local media outlets. Many times this prompted interest of the media and a news story or article was the result. Through the media's involvement it is possible to focus on a specific traffic safety problem. This high-visibility approach is a great way to educate the public. From the 2012 Public Awareness Survey, most respondents thought it would be "very likely" (43.16%) or "somewhat likely" (47.29%) to get a ticket if speeding.

Because speed was a factor in 79% of Iowa traffic fatalities between 2006-2010 and in 78% of 2012 fatalities, excessive speed was chosen as a topic for Iowa's newest public service announcement. The highest incidence of speed-related fatalities occur on secondary roads and males make up 85.2% of drivers in fatal crashes with previous speeding convictions. The target audience for the speed PSA is young males in rural areas. Integer utilized a Drake University media group consisting of young people to provide feedback on four concepts and that focus group determined that the Make Shift Crosses and Tombstones concept was the most effective. The PSA shows a young couple is driving on a rural road when the male driver begins to increase his speed, the female passenger envisions crosses and tombstones along the roadway and asks the driver to slow down. When the driver finally does slow down, the scenery changes back to normal. The message will be that "Driving Too Fast is a Grave Mistake."

During the 2013 Governor's Highway Traffic Safety Conference, Trooper Vince Kurtz, Iowa State Patrol, provided a presentation during one of the breakout sessions. He spoke about the importance of speed enforcement and its many benefits. There were 240 attendees during the 2013 conference that had the opportunity to hear his presentation

## Core Performance Measures



Over the last decade the number of speed-related fatalities has fluctuated quite significantly. Although the 10-year trend line shows a slight downward trend, speed-related fatalities increased 30% between 2011 and 2012. The moving average reflects a steady upward trend. The number of speed-related fatalities reported in this section by the Iowa Department of Transportation represents the contributing factors of “excessive speed” or “too fast for conditions”. **The GTSB has set a goal to reduce speed-related fatalities 7.14% from the 2012 annual number of 70 to 65 by December 31, 2014.**

Through our law enforcement partners, efforts to reduce speed are part of the overall mission to improve traffic safety. Section 402 and 405 funding has allowed for strong partnerships between local, county and state agencies for enforcement and public awareness.

## State Goals / Coordination of Highway Safety Plan, Data Collection and Information Systems with the State Strategic Highway Safety Plan

### Enforcement Safety Strategies

**High Visibility Enforcement** – Included as a primary emphasis area of the Strategic Highway Safety Plan. Funding through Section 402 and 405 will support overtime staffing for high-visibility, multi-jurisdictional enforcement efforts. Speed violations are addressed through these enforcement efforts. A goal within high visibility efforts is to enhance enforcement presence and public information to deter unsafe driving decisions to improve traffic safety behaviors and culture.

### Education Safety Strategies

Education/public awareness is identified as an emphasis area of the Strategic Highway Safety Plan.

### Data Collection and Information Systems

Agencies can utilize reports designed by the Iowa Traffic Safety Data Service to analyze data specific to their jurisdiction. The reports utilize the last 5 years of data, and breaks down the fatality and serious injury data for the ability to further analyze time of day, day of week, age, and road class in the area of impaired, inattentive, speed, and unprotected. Also available are maps generated through Google Earth that locate the same data on a map. Partners are asked to utilize this information when allocating resources to work overtime enforcement to direct their efforts in evidence-based problem areas.

## *Countermeasures*

The Iowa GTSB does not have projects specifically identified for the area of speed. Enforcement efforts conducted through Section 402 and 405 funds, including sSTEP, support the efforts to lower speed-related fatalities and serious injuries. Iowa will continue to analyze the trend of speed-related fatalities.

<b>SAFETY MEASUREMENTS</b>	<b>OBJECTIVE</b>
Distribute educational material in regard to speed.	Make available through the GTSB's supply of educational materials and electronically through the GTSB website a flyer/pamphlet in regard to the danger of speeding to be distributed statewide through law enforcement agencies and others requesting such materials.
Perform high visibility enforcement.	Through the administration of Section 402 and 405 funds, provide up to 13,284 hours of overtime to be used for enforcement activity.
Purchase equipment to support enforcement efforts.	Through the administration of Section 402 and 405 funds, provide funding for up to \$154,785 for the purchase of GTSB-approved equipment.
Reduce speed related fatalities.	Reduce speed-related fatalities 7.14% from the 2012 annual number of 70 to 65 by December 31, 2014.

## **SPEED: Program and Budget Summary**

The Iowa GTSB does not have projects specifically identified for the area of speed. Enforcement efforts conducted through Section 402 and 405 funds, including sSTEP, support the efforts to lower speed-related fatalities and serious injuries.

# Motorcyclist Fatalities / Unhelmeted Motorcyclist Fatalities

## NHTSA Core Outcome Measures C-7 and C-8

### *Overview*

Motorcyclist fatalities continue to be of major concern in the state of Iowa. As of 2012, Iowa has more than 200,000 licensed motorcycle operators and more than 125,000 registered motorcycles. Iowa continues to see an upward trend in both licensed motorcyclists and registered motorcycles. During 2012, 56 individuals were killed while driving or riding on motorcycles in Iowa. About 80% of the motorcycle fatality victims in 2012 were not wearing helmets. In addition to the fatalities, during 2012 an additional 1,150 individuals were injured in motorcycle-related crashes.

It is important to emphasize that both the motorcyclist and the motorist are responsible. Motorcyclists need to make themselves visible, sharpen their riding skills and signal their intentions. The motorist also has a responsibility to look for and respect motorists, allow plenty of space and signal intentions. Therefore, it is important to educate both the motorcyclist and other motorists to share the road and be vigilant of one another.

In April 2013, the 10<sup>th</sup> annual Motorcycle Safety Forum was held in Des Moines, Iowa. The GTSB has helped support the forum for ten years (FFY13 – PAP 13-2010, Task 01). The 2013 Forum was attended by over 500 individuals.

### **Iowa's Participation in Impaired Riding Demonstration Project / 2012**

In 2012, Iowa was one of four states selected to receive funds to conduct an Impaired Riding Crackdown Demonstration Project aimed at reducing motorcycle crashes, injuries and fatalities associated with impaired riding. The Iowa State Patrol submitted an application. A contract was awarded to the Iowa GTSB in conjunction with M. Davis & Company, the agency selected by NHTSA to implement the program. The strategies of the project were to conduct two high visibility enforcements in areas of motorcycle events. The enforcement efforts were focused around the Iowa Grand Motorcycle Rally held at the Iowa Speedway in Newton, IA on July 25 – 28, 2012 and the Across the Border Raid Motorcycle Rally held at the Taylor County Fairgrounds August 2 - 4, 2012.

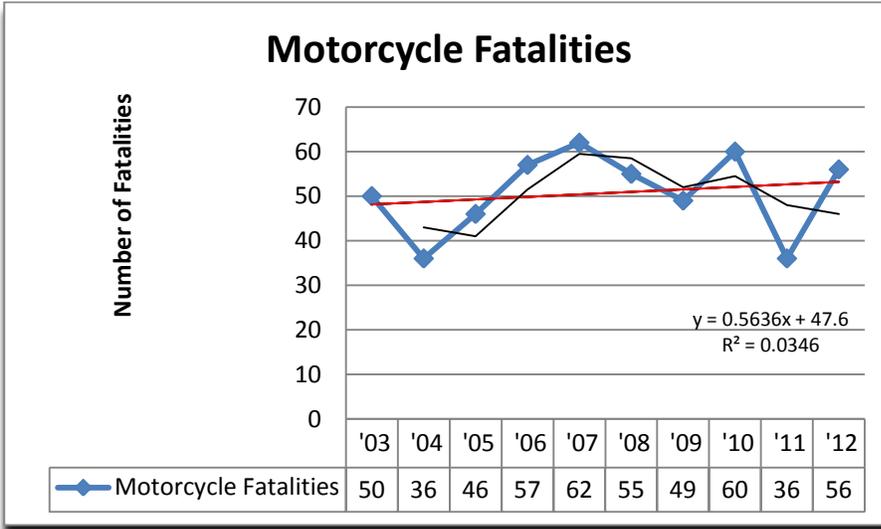
Media efforts to support the project included a flier that was developed by the GTSB and enhanced by the Integer Group. The flyers were distributed to all motorcycle dealers in Iowa. The GTSB also developed a citation jacket that told traffic violators the project was being conducted to help reduce motorcycle crashes and provided statistics and helpful hints for both motorcyclists and other drivers who encounter motorcyclists on the roadway. The tagline of "Ride Sober or Get Pulled Over" on the printed material.

For the Iowa Grand Rally, over 50 troopers worked overtime on the corridors leading to and from the event in partnership with the Newton Police Department. One hundred motorcyclists were stopped during the rally with 35 citations and 63 warnings being issued. No motorcycle operators were cited for operating while impaired and none refused a breath test.

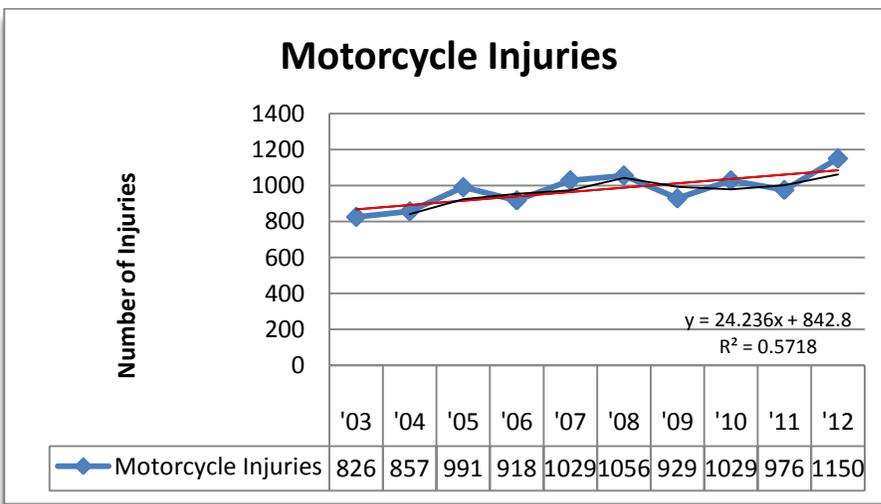
The Across the Border Raid Motorcycle Rally was a smaller event. The 10 troopers working the rally were restricted to the area of the rally. During the event, 9 motorcyclist received citations with an additional 18 being issued warnings. No motorcycle operators were cited for operating while impaired and none refused a breath test.

The goal of the project was to reduce impaired riding and this project definitely did just that.

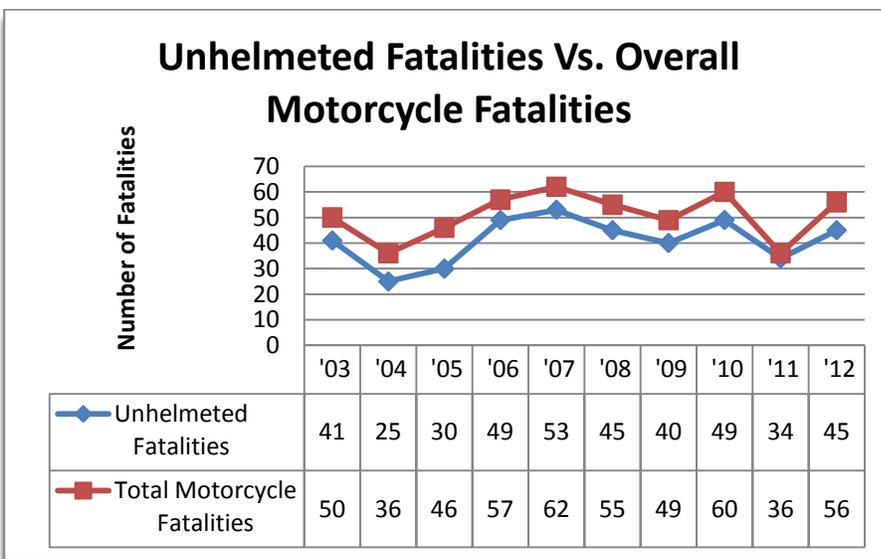
## Core Performance Measures



A ten-year trend line identifies a gradual increase in motorcycle fatalities over that time period. The low fatality number experienced in 2011, should be considered and anomaly as the average of the previous 5 years (2006 – 2010) was 56.4. When analyzing a moving average over the same time period it shows a slight decrease but again, 2011 should be considered and anomaly.

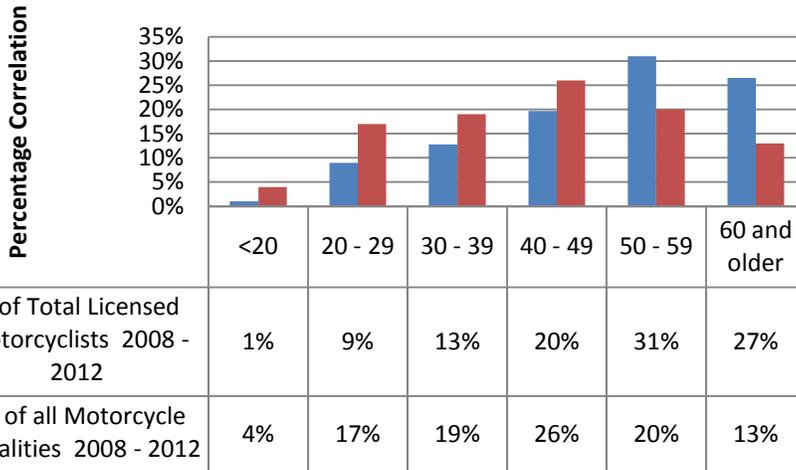


When analyzing data for motorcycle injuries both the trend line and moving average clearly depict a consistent increase over a 10-year time period.



When comparing data, there is a direct correlation between unhelmeted fatalities when compared to overall motorcycle fatalities. Iowa is one of 3 states that does not have a helmet law. Education, therefore, is at the forefront to encourage motorcyclists to wear proper gear.

**Correlation the percent of licensed motorcyclists and the percent of all Motorcycle Fatalities 2008 - 2012**



Factoring in the number of licensed motorcyclists in the state of Iowa as of December 31, 2012 against the same age group, there is a correlation to the increase of age and fatalities until reaching age 50.

Year	Age						Total
	<20	20-29	30-39	40-49	50-59	>59	
2008	2	6	9	22	8	8	55
2009	0	10	7	15	10	7	49
2010	3	9	7	12	20	9	60
2011	4	6	15	6	4	1	36
2012	2	13	10	13	10	8	56

When reviewing 5 years of data (2008 – 2012) the age from of 40 – 49 year olds had the most fatalities per age group.

**Iowa’s goal is to reduce motorcyclist fatalities 5.36% from the FFY 2012 total of 56 fatalities to 53 by December 31, 2014.**

Due to what was believed to be an anomaly in 2011, Iowa compared the five-year running averages between 2003 and 2010 when analyzing data to set the FFY 2014 goal. The rounded average of those time periods was 53. Between the 2012 total of 56 fatalities and the five-year running averages, the difference was 3, or a 5.36% decrease. Iowa believes that through identified countermeasures a 5.36% reduction in motorcycle fatalities by December 31, 2014 is an attainable goal to help Iowa to start achieving a downward trend.

**Iowa’s goal is to reduce unhelmeted motorcyclist fatalities 4.66% from the 2006 – 2010 5-year average of 47.2 to 45 by December 31, 2014.**

Again due to what we believed to be an anomaly in 2011, Iowa believed that setting goals based off of the 5-year running average provided for a more accurate picture of Iowa unhelmeted motorcyclist fatality problem. For this particular goal the 2006 – 2010 5-year average (47.2) was used. Iowa believes that through identified countermeasures a 4.66% reduction in unhelmeted motorcyclist fatalities by December 31, 2014 is an attainable goal to help Iowa to start achieving a downward trend.

## *State Goals / Coordination of Highway Safety Plan, Data Collection and Information Systems with the State Strategic Highway Safety Plan*

Although not specifically included in the Strategic Highway Safety plan as a core emphasis area, Iowa recognizes the trend for motorcyclist fatalities continues to increase. A coordinated effort will be made between the GTSB and the Iowa Department of Transportation and other stakeholders to continue to support motorcycle safety efforts.

### *Countermeasures*

The following outlines specific projects and programs focusing on motorcycle safety.

**Project Title:** Iowa Department of Transportation, Office of Driver Services

**Project Number:** 14-405f-M9MT, Task 01-00-00

**Budget:** \$ 40,000

**Problem Identification, Strategy Development and Project Selection:** To support enhancing motorcyclist riding skills, funding will be utilized for at least four Iowa MSF/Iowa certified instructors and 120 rider coaches to be trained on new MRE curriculum. Motorcyclists to be trained throughout Iowa on safe motorcycle practices with a new emphasis on practical riding skills per the new MRE curriculum. Crash data will be analyzed to show if motorcyclist involved in crashes received instruction under the new BRC, the old BRC, and other program offered in Iowa, or had no training at all with the findings being reports.

**Project Performance Measure(s):**

1. Provide funding to support 4 individuals to be trained as MSF/Iowa certified instructors. Current baseline 0.
2. Provide funding to support 120 rider coaches to be trained as on the new MRE. Current baseline 0.
3. Crash data will be analyzed and reported showing if motorcyclists involved in crashes received instruction under the new BRC, the old BRC, other programs offered in Iowa or no training at all. This is the 1<sup>st</sup> year of funding; therefore a current baseline of 0. Performance measures will be developed as the project advances.

SAFETY MEASUREMENTS	OBJECTIVES
Support the training of certified instructors.	Provide funding to support 4 individuals to be trained as MSF/Iowa certified instructors
Support the training of rider coaches.	Provide funding to support 120 rider coaches to be trained on the new MRE.
Educate both the motorcyclist and the general public about motorcycle safety.	Continue to provide exposure to motorcycle safety through radio PSAs.
Reduce motorcyclist fatalities.	<ul style="list-style-type: none"> <li>• Reduce motorcyclist fatalities 5.36% from the FFY 2012 total of 56 fatalities to 53 by December 31, 2014.</li> <li>• Reduce unhelmeted motorcyclist fatalities 4.66% from the 2006-2010 5-year average of 47.2 to 45 by December 31, 2014.</li> </ul>

## MOTORCYCLE SAFETY: Program and Budget Summary

Project Number	Project Title	Budget	Budget Source 405f
14-405f-M9Mt, Task 01-00-00	Iowa Dept of Transportation, Office of Driver Services	\$40,000	\$40,000
14-405f-M9MT, Task 00-00-03	GTSB Travel	\$ 1,000	\$1,000
14-405f-M9MT, Task 00-00-04	GTSB Training Travel	\$ 1,000	\$1,000
<b>Total</b>		<b>\$42,000</b>	<b>\$42,000</b>

## Drivers Age 20 or Younger Involved In Fatal Crashes NHTSA Core Outcome Measure C-9

### Teen Traffic Safety Program

#### Overview

Although youth involved fatalities are on the downward trend, the state of Iowa strives to become more vigilant in this area. As of April 2013, Iowa had 149,803 licensed drivers age 14 – 19. This accounted for 6.619% of all drivers in Iowa, yet 13.15% of all fatalities in 2012. Traffic fatalities continue to be the leading cause of death among youth. Teenage years are an impressionable time when good choices need to be made. Traffic safety awareness can be more effective when peers provide leadership.

The GTSB purchased a desk-top simulator as part of the educational component of traffic safety. The program was launched in 2012. It was quickly realized that the hands-on approach was a well-received and productive way for participants to understand how driving behaviors affect the senses and reaction times. The simulator experience typically starts with the participant driving and then the distraction of a cellular phone call or text message is introduced. Fatal vision goggles are also incorporated to provide for an experience of how driving is affected when impaired by drugs and/or alcohol. During FFY 2012 a total of 16 locations within the state were visited reaching 5,000 individuals, primarily young drivers. The simulator program will continue through FFY 2013 and 2014.

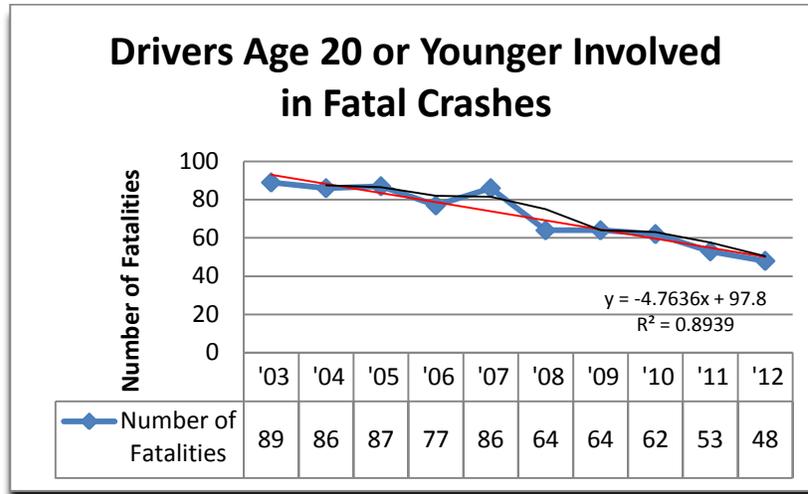
In this ever-changing world it is important to stay connected through social media and networking, especially with teens. Social media allows for the integration of technology, social interaction and communications in real time. The GTSB utilizes Facebook and Twitter as venues to spread the word about traffic safety. The information posted is updated regularly and includes, but is not limited to, information in regard to high visibility enforcement, news articles, and press releases.

#### **New for FFY 2014**

**Youth Safety Education Program** - The Iowa Department of Transportation and its safety partners will be implementing a new youth safety education program to reach school districts that have a high frequency of youth crashes to launch a youth lead driver safety program. The program will be a student directed committee that is responsible for developing traffic safety messages which are shared with the student body. Students will be expected to address key safety topics throughout the year and are encouraged to think creatively during the process. The DOT and partners will act as liaisons to the committee to provide support and data if necessary. The program focus is to have youth create messages for their peers, in lieu of adults or government providing the words of caution. It is demonstrated that a proactive, hands-on approach to traffic safety has created positive change in school districts nationally. A positive change for school districts that have a greater share of problems today.

**Enhanced GDL Law (Effective January 1, 2014)** - Applicants for an Intermediate License must have an Instruction Permit for at least 12 months before they are eligible to upgrade. In addition, unless waived by a parent or guardian, the holder of an Intermediate License must limit the number of unrelated minor passengers to 1 for the first six months after it is issued.

## Core Performance Measures



Trend lines represent a downward trend in fatal crashes with drivers age 20 or younger. The last three years have represented a steady downward trend. Due to the consistent patterns of annual figures and trend lines, **the GTSB has set a goal to reduce drivers age 20 or younger involved in fatal crashes 6.25% from the 2012 annual number of 48 to 45 by December 31, 2014.** This goal was also set with the consideration of the enhanced GDL law that is to take effect January 1, 2014.

### *State Goals / Coordination of Highway Safety Plan, Data Collection and Information Systems with the State Strategic Highway Safety Plan*

**Education Safety Strategies** - Effective January 1, 2014, an enhanced GDL law will take effect in Iowa. Applicants for an Intermediate License must have an Instruction Permit for at least 12 months before they are eligible to upgrade. In addition, unless waived by a parent or guardian, the holder of an Intermediate License must limit the number of unrelated minor passengers to 1 for the first six months after it is issued. This will allow for young drivers to gain additional driving experience.

### Countermeasures

The following outlines specific projects and programs focusing on Teen Traffic Safety / Drivers Age 20 or Younger.

**Program Title: Creative Visions**

**Project Number: 14-402-MOTSP, Task 01-00-00**

**Budget: \$ 20,000**

**Problem Identification, Strategy Development and Project Selection:** Creative Visions will focus their efforts to raise traffic safety awareness in the Des Moines area. Des Moines, being the state's largest city and the state's capitol for Iowa, provides a variety of opportunities to reach both youth and adults. The events will be developed to reach a cross-section of community members, including those who have limited English. Throughout the funded year, Creative Visions will develop and conduct youth presentations workshops, and public awareness messages focusing on safety belt usage, impaired driving prevention and distracted driving. Funding will support

the purchase of items to support the program, training materials, resources and workshop supplies. Creative Visions plans to partner with organizations and community events to further educate the public in traffic safety awareness. Creative Visions will also conduct focus groups, pre- and post evaluations, and when applicable, attitude surveys to measure awareness and knowledge of traffic safety related issues.

**Project Performance Measure(s):**

1. Increase the number of workshops conducted 20% from the 10 conducted during FFY 2012 to 12 to be conducted in FFY 2014.
  2. Pre and post-workshop evaluations on knowledge, behaviors, including belt usage, cell phone usage, impaired driving and other traffic safety issues for teens and young adults will be conducted with the results provided.
- 

**Project Title: Iowa Department of Transportation, Office of Traffic and Safety / Youth**

**Project Number: 14-402-MOTSP, Task 02-00-00**

**Budget: \$15,000**

**Problem Identification, Strategy Development, and Project Selection:** The Iowa Department of Transportation will utilize crash data to identify Iowa school districts with a high frequency of youth crashes and then contact at least 2 schools to partner to launch a youth lead driver safety program. The schools will be chosen based on the number of traffic fatalities (per student for grades 9-12) involving 14-19 year old drivers in 2012. Projects that the school and students will be involved in are: 1) Form a new group or designate a current student group along with a teacher(s) as a sponsor to promote safe driving within in their school and community; 2) Design a t-shirt for their school with a safe driving message on it; 3) Have students develop pledges for the student body, faculty, and community to sign. (seatbelt, distracted driving, and impaired driving); 4) Create safety posters and display them around their school; 5) Hold a kick-off safety rally in the fall; and 6) Create a series of 60 second safety videos. The DOT will act as a liaison to facilitate the formation of a student-directed committee to develop traffic safety messages that will be shared with the student body. They will be provided support and data as needed. Students will develop creative ways to address key safety topics throughout the year.

**Project Performance Measure(s):**

1. Expand the youth lead driver safety program 100% from one school district participating in FFY 2013 to 2 school districts participating in FFY 2014.
  2. Crashes involving students from the program schools reduced by at least .05%. (Specific performance measures will be developed upon the selection of the school district.)
  3. At least 400 young drivers reached with per-created driver safety messages. (This performance measure may need to be modified upon the selection of the school district(s).)
- 

**Project Title: Farm Safety 4 Just Kids**

**Project Number: 14-405b-M1\*TSP, Task 01-00-00**

**Budget: \$ 20,000**

**Problem Identification, Strategy Development and Project Selection:** 2007 – 2011 data reveals that in young driver crashes resulting in a fatality or serious injury, 41% involved unprotected persons. Over one-half of the crashes involving young drivers and similar injuries occurred on county/city roads. Farm Safety 4 Just Kids (FS4JK) utilizes a Section 405(b) contract to provide additional child passenger safety education. FS4JK utilizes the “Buckle Up or Eat Glass” (BUEG) program to provide education to youth groups throughout rural areas of the state. BUEG offers teenagers information regarding the hazards of driving, particularly in the rural areas of Iowa. The program includes curriculum supported by presentations made by law enforcement officers from within the community and peer speakers who have experienced a motor vehicle crash but were saved from death or a more serious injury because they were wearing a safety belt.

**Project Performance Measure(s):**

1. To conduct at least 15 presentations to youth groups throughout the FFY.
-

**Program Title: Iowa Health Systems**

**Project Number: 14-405b-M1\*TSP, Task 02-00-00**

**Budget: \$ 40,000**

**Problem Identification, Strategy Development and Project Selection:** 2007 – 2011 data reveals that in young driver crashes resulting in a fatality or serious injury, 41% involved unprotected persons. Iowa Health Systems conducts a statewide outreach program entitled “Think First Iowa!”. “Think First Iowa” is school-based and is geared toward middle, junior and high school students. The program focuses on the prevention of brain and spinal cord injuries through the use of safety belts, helmets, driving chemically free, driving safety and “thinking first”. Since “Think First” is a statewide initiative, thousands of Iowa youth will have the opportunity to participate in the presentations. Iowa Health Systems is encouraged to contact the media as a means to further spread the word when holding an assembly or providing a presentation within a community.

**Project Performance Measure(s):**

1. Conduct a minimum of 110 “Think-First Iowa” presentations during FFY 2014 to youth throughout Iowa.
- 

**Project Title: Mercy Medical Center**

**Project Number: 14-405d-M6OT, Task 36-00-00**

**Budget: \$8,550**

**Problem Identification, Strategy Development and Project Selection:** Mercy Medical Center will support a program entitled “Reality Education Alcohol Prevention (REAP). REAP promotes development and implementation of youth/alcohol education and prevention programs for appropriate age students. Classes are conducted in schools throughout Sioux City and outlying rural school districts. The goal of this project is to reduce the number of lives impacted or lost as a result of under-age drinking and impaired driving. Through this project at-risk youth will receive alcohol reduction and prevention programs at the middle school, high school and college levels with special emphasis on young drivers ages 15-24. Community youth will demonstrate an increased awareness about dangers of underage drinking and impaired driving by receiving real-life information that students can relate to and implement in their own lives. There will be collaboration with local police departments to act as co-presenters in community education forums such as health fairs, cultural festivals, and free community events with special focus on targeting teens/young adults.

**Project Performance Measure(s):**

1. To reduce the number of impaired drivers and/or young people riding with an impaired driver will be reduced by at least 5% from baseline indicators.
- 

SAFETY MEASUREMENTS	OBJECTIVE
Educate about the dangers of drinking and driving.	<ul style="list-style-type: none"><li>• When requested, GTSB staff will travel throughout the state with the desk-top simulator program to provide for a “hands-on” experience.</li><li>• Simulator events have primarily been in eastern Iowa. During FFY 2014, expand the simulator events in western Iowa by holding events in at least 3 counties</li></ul>
Reduce fatalities involving drivers age 20 or younger involved in fatal crashes.	<ul style="list-style-type: none"><li>• Reduce drivers age 20 or younger involved in fatal crashes 6.25% from the 2012 annual number of 48 to 45 by December 31,2014.</li><li>• Reduce the number of impaired drivers and/or young people riding with an impaired driver.</li></ul>

## Teen Traffic Safety Program: Program and Budget Summary

Project Number	Project Title	Budget	Budget Source		
			402	405b	405d
14-402-MOTSP, Task 01-00-00	Creative Visions	\$20,000	\$20,000		
14-402-MOTSP, Task 02-00-00	Iowa Department of Transportation / Youth	\$15,000	\$15,000		
14-405b-M1 *TSP, Task 01-00-00	Farm Safety 4 Just Kids	\$20,000		\$20,000	
14-405b-M1 *TSP, Task 02-00-00	Iowa Health Systems	\$40,000		\$40,000	
14-405d-M6OT, Task 36-00-00	Mercy Medical Center	\$8,550			\$8,550
<b>Total</b>		<b>\$ 103,550</b>	<b>\$ 35,000</b>	<b>\$60,000</b>	<b>\$8,550</b>

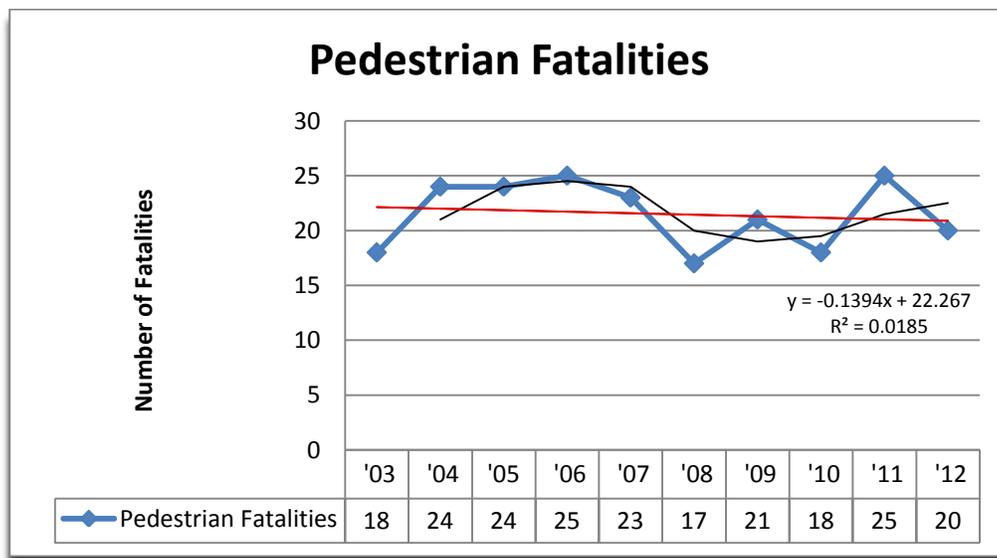
## Pedestrian Fatalities (and Bicycle Safety Area) NHTSA Core Outcome Measure C-10

### Overview

Iowa utilizes a combination of education and outreach to promote pedestrian and bicycle safety. Although not supported by data currently maintained by the state, it is believed that distracted driving may be a factor in pedestrian and bicycle related crashes. Technology such as cell phones being used by motorists, pedestrians or bicyclists may have devastating results as their attention is being drawn from driving, walking or bicycling instead of being conscientious of the traffic mix. The GTSB has included distracted driving as a component to the educational efforts.

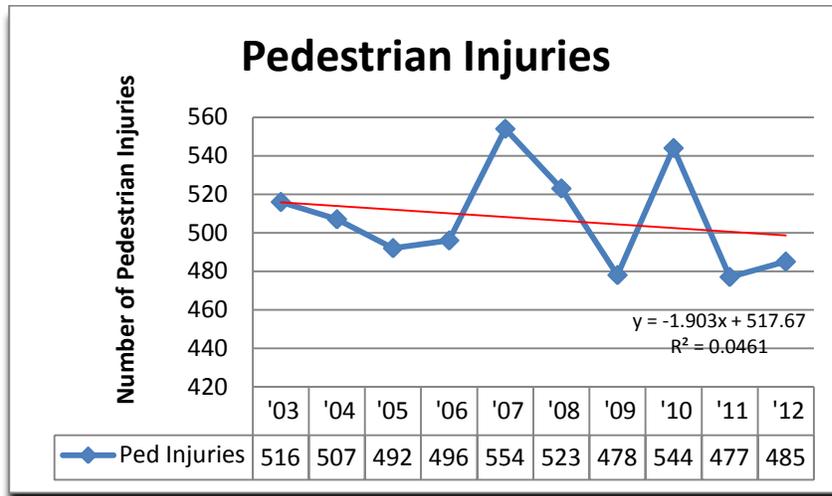
Both bicycling and walking/running are ways to promote healthy lifestyles, or as an alternate means of transportation. From a safety standpoint, pedestrians need to understand that even though they are walking or running they still have the same responsibility to obey the same traffic laws that motorists are subject to. Under Iowa law, drivers are to yield to pedestrians at all times, thus requiring motorists to be conscious of their surroundings. Iowa law also indicates that bicyclists must comply with the same rules of the road as motorists. The responsibilities include sharing the road. 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.

### Core Performance Measures



Iowa started to see an upward trend in pedestrian fatalities after recording a 39% increase between 2010 and 2011. When reviewing data, however, 2011 may have been an anomaly with 25 fatalities as the 2006 – 2010 averaged 21 fatalities. In 2012, 20 pedestrian fatalities were recorded which helped Iowa to start seeing a downward trend in pedestrian fatalities, yet the 5-year running average continues to show a slight rise. The 20 pedestrian fatalities accounted for 5.5% of Iowa's overall fatalities for 2012.

When further analyzing data in regard to pedestrian and bicycle fatalities, the age of the victim and the location of this incident varied among the state. Therefore, the GTSB continues to believe education and outreach is the most effective way to address pedestrian and bicycle safety.



Although on a downward trend, the number of pedestrian injuries has fluctuated greatly during the last 10 years.

In 2012 there were 3 bicycle-related fatalities. This represented a decrease over 2001 when 5 bicycle-related fatalities were recorded. Although bicycle-related fatalities decreased between 2011 and 2012, that was not true for injuries. Between 2011 and 2012, bicycle-related injuries increased by 15.73% from 407 to 471. Iowa will continue to analyze bicycle injuries to see if an upward trend continues.

**The GTSB has a goal to reduce the 5-year average of pedestrian fatalities from 20 in 2012 to 19 in 2014 and 18 in 2015. This represents a pace at which the pedestrian fatality reduction would need to remain to support the state’s short-term goal to reduce fatalities 15% by 2020.**

*State Goals / Coordination of Highway Safety Plan, Data Collection and Information Systems with the State Strategic Highway Safety Plan*

Education Safety Strategy: Through the SHSP development process, pedestrian fatalities did not represent a high occurrence area so such fatalities were not listed as a major emphasis area. Iowa does recognize pedestrian fatalities have fluctuated over the past years and that education, primarily focusing around attentiveness will continue to be a strategy to reduce fatalities and serious injuries. To be in line with the State Strategic Highway Safety Plan, the GTSB and other traffic safety partners will work together to develop a media campaign which focus around the long-term vision to promote and support engineering, education, enforcement and policy that will reduce serious crashes to zero in Iowa.

## Countermeasures

The following outlines specific projects and programs supported by pedestrian / bicycle programs.

**Project Title: Blank Children’s Hospital**

**Project Number: 14-402-MOPS, Task 01-00-00**

**Budget: \$ 9,000**

**Problem Identification, Strategy Development and Project Selection:** Through this project, Blank Children’s Hospital will purchase and distribute bicycle helmets and safety mats in support of Iowa’s bicycle safety program or local groups conducting activities in their areas. In order to receive helmets purchased through this contract an agency must contact Blank and request them for a specific event, such as a bicycle rodeo. Agencies receiving the helmets will be required to do observational surveys.

**Project Performance Measure(s):** Purchase and distribute approximately 600 bicycle helmets throughout the state representing a 27% increase in the number distributed in 2012.

SAFETY MEASUREMENTS	OBJECTIVE
Encourage the use of bicycle helmets by all riders.	Purchase and distribute 600 bicycle helmets throughout the state.
Reduce pedestrian fatalities.	Reduce the 5-year average of pedestrian fatalities 5.00% from 20 in 2012 to 19 in 2014.

### Pedestrian and Bicycle Safety: Program and Budget Summary

Project Number	Project Title	Budget	Budget Source 402
14-402-MOPS, Task 01-00-00	Blank Children’s Hospital	\$9,000	\$ 9,000
	<b>Total</b>	<b>\$9,000</b>	<b>\$9,000</b>

# Roadway Safety Area

## Overview

With the knowledge that traffic safety is a multi-disciplinary arena, the GTSB recognizes that every partner has an important role and all represent a piece of the overall collaborative effort. Projects within the Roadway Safety area of such that they include stakeholders in the area that are identified as the 5E's of Iowa Traffic Safety: engineering, education, enforcement, emergency medical services and "everyone else".

The Iowa Department of Transportation, Office of Traffic and Safety manages both the Circuit Rider Program and the Traffic Engineering Assistance Program (TEAP). TEAP utilizes the services of a traffic engineer consultant firm to conduct roadway safety analysis, identify problems and recommend corrective action. The Office of Traffic and Safety also works to facilitate the formation of local multi-disciplinary safety teams (MDSTs) by helping to set up meeting, assessing interest, and fostering MDST development.

## Core Performance Measures

Performance measures will be identified through the number of individuals training in work zone safety and flagger training workshops in addition to the number of roadway safety analyses performed identifying problems and recommending effective corrective action.

## State Goals / Coordination of Highway Safety Plan, Data Collection and Information Systems with the State Strategic Highway Safety Plan

### Engineer Safety Strategies

Both Safety Circuit Rider and TEAP support the engineering safety strategies identified in the State Strategic Highway Safety Plan as these programs provide information at city and county levels where such expertise is not available. Engineering safety strategies identified in the Strategic Highway Safety Plan focus on lane departure-related strategies and intersection-related strategies. Recommendations made after a road safety analysis will consider safety strategies that have a proven effectiveness toward crash reduction.

### Data Collection and Information Systems

Data maintained in Iowa's traffic records system are available and will be utilized to determine problems and recommend corrective actions for the TEAP program.

## Countermeasures

The following outlines specific projects and programs focusing on the Roadway Safety area.

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**Project Title:** Iowa Department of Transportation, Office of Traffic and Safety / Safety Circuit Rider

**Project Number:** 14-402-MORS, Task 01-00-00

**Budget:** \$ 60,000

**Problem Identification, Strategy Development and Project Selection:** Funding will provide for a Safety Circuit Rider Program to assist local traffic engineers through Federal Highway Administration (FHWA) curriculums. The Safety Circuit Rider program is designed to provide safety-related information, training, and support to agencies responsible for local roadway safety. Funding will support training and program-related materials for local engineers in addition to other state and local employees.

**Project Performance Measure(s):**

1. A minimum of 360 local engineers and staff to be trained at work zone safety and flagger training workshops throughout the funded year.
  2. Train 10 state and/or local employees through FHWA approved courses.
-

**Project Title: Iowa Department of Transportation, Office of Traffic and Safety  
Traffic Engineering Assistance Program (TEAP)**

**Project Number: 14-402-MORS, Task 03-00-00**

**Budget: \$100,000**

**Problem Identification, Strategy Development and Project Selection:** Funding will provide for a traffic engineer consultant to conduct studies and to identify cost-effective traffic safety and operational improvements to local engineers. The Traffic Engineering Assistance Program (TEAP) provides engineering expertise to local areas experiencing high crash incidents and need assistance with traffic control and/or operations.

**Project Performance Measure(s):**

1. Analyze a minimum of 20 road systems to identify problems and recommend corrective actions.
2. Provide expertise to 16 units of local government in regard to need assistance.

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**Project Title: Iowa Department of Transportation, Office of Traffic and Safety  
Multi-Disciplinary Safety Teams (MDSTs)**

**Project Number: 14-402-MORS, Task 02-00-00**

**Budget: \$ 20,000**

**Problem Identification, Strategy Development and Project Selection:** Funding will provide for services to assist local communities and regional planning associations in the formation and development of local multi-disciplinary safety teams (MDSTs). The structure of MDST programs allows for the expertise and knowledge of traffic safety professionals to be shared through collaborative means to discuss traffic safety problems and strategies in specific areas of the state. MDST programs allow for the collaboration of enforcement, education, engineering and EMS and establishes a forum in which participants understand their part of traffic safety and how it coordinates with other areas represented on the team. The grant funding will allow for initial meetings between key participants and partners for the development of new MDSTs throughout the state. As the interest continues, funding will assist in guiding team initiatives.

**Project Performance Measure(s):**

1. Support the 11 established MDSTs throughout the state.
2. Hold 12 statewide MDST Advisory Team meetings during the FFY.

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<b>SAFETY MEASUREMENTS</b>	<b>OBJECTIVE</b>
Support collaborative traffic safety efforts.	<ul style="list-style-type: none"><li>• Continue to support the 11 established MDSTs throughout the state.</li><li>• Hold 12 statewide MDST Advisory Team meetings during the FFY.</li></ul>
Enhance work zone safety.	Hold work zone safety and flagger trainings during the funded year.
Assist local engineers in identifying roadway safety problems.	Analyze a minimum of 20 road systems to identify problems and recommend corrective actions.

### Roadway Safety Area: Program and Budget Summary

PAP	Project Title	Budget	Budget Source 402
14-402-MORS, Task 01-00-00	Iowa Dept of Transportation, Safety Circuit Rider	\$60,000	\$ 60,000
14-402-MORS, Task 03-00-00	Iowa Dept. of Transportation, TEAP	\$ 100,000	\$ 100,000
14-402-MORS, Task 02-00-00	Iowa Dept. of Transportation, MDSTs	\$ 20,000	\$ 20,000
14-402-MORS, Task 00-00-01	GTSB Travel	\$ 10,000	\$ 10,000
14-402-MORS, Task 00-00-02	GTSB- Training Travel	\$ 5,000	\$ 5,000
	<b>Total</b>	<b>\$195,000</b>	<b>\$195,000</b>

## Section 402 – Police Traffic Services

### *Overview*

Law enforcement plays a critical role in the goal to reduce traffic death, serious injuries and property damage on Iowa's roadways. Funding in the area of Police Traffic Services supports a strategy within the state's Strategic Highway Safety Plan for high visibility and multi-jurisdictional enforcement efforts. The objective of high visibility enforcement is to deter and address unsafe driving habits and encourage voluntary compliance of Iowa traffic laws.

### *Core Performance Measures / Problem Identification*

The same data pertaining to NHTSA's ten core outcome measures was utilized to set the state's short – term goal to reduce both fatalities and serious injuries 15% by the year 2020. Funding through Section 402 / Police Traffic Services supports efforts addressing areas of speed, impaired-driving, safety belt violations, distracted driving and other traffic violations. Specific data and graphs pertaining to the ten core outcome measures can be found throughout this plan.

### *State Goals / Coordination of Highway Safety Plan, Data Collection and Information Systems with the State Strategic Highway Safety Plan*

#### **Enforcement Safety Strategies**

High Visibility Enforcement – Included as a primary emphasis area of the Strategic Highway Safety Plan. Funding through Section 402 / Police Traffic Services will support overtime staffing for high-visibility, multi-jurisdictional enforcement efforts. Speed, impaired-driving, safety belt violations and other traffic violations will be addressed through these enforcement efforts. A goal within high visibility efforts is to enhance enforcement presence and public information to deter unsafe driving decisions to improve traffic safety behaviors and culture.

#### **Education Safety Strategies**

Included as a primary emphasis area of the Strategic Highway Safety Plan.

#### **Data Collection and Information Systems**

**Traffic and Criminal Software (TraCS)** - TraCS is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic-safety related information. Information submitted through TraCS provides for accurate and timely data. TraCS is partially funded through Section 405(c) (PAP 13-408, Task 02). TraCS was recognized during the 2011 Traffic Records Assessment as a tremendous data-gathering tool, especially when combined with data research tools that directly link to the program; therefore allowing for better utilization of data.

**ITSDS and In-Trans Reports** - Agencies can utilize reports designed by the Iowa Traffic Safety Data Service to analyze data specific to their jurisdiction. The reports utilize the last 5 years of data, and breaks down the fatality and serious injury data for the ability to further analyze time of day, day of week, age, and road class in the area of impaired, inattentive, speed, and unprotected. Also available are maps generated through Google Earth that locate the same data on a map. Partners are asked to utilize this information when allocating resources to work overtime enforcement to direct their efforts in evidence-based problem areas.

### *Countermeasures*

Countermeasures for enforcement efforts are evidence-based and were derived from the analysis of the most recent 3 years of data (2009 – 2011) used in the Problem Identification process. The Problem Identification process ranks Iowa's 99 counties through a composite ranking. The composite ranking reflects the overall magnitude of the highway safety problem in a given county compared to the other 98 counties within the state. Law enforcement agencies within the counties ranked in the Top 22 problem counties were eligible to apply for Section 402 funding. The Top 22 counties identified in the FFY 2014 Problem Identification report represent:

- 49% of all traffic fatalities in the state over the past three years.
- 51% of all alcohol-related traffic fatalities over the past three years.
- 63% of all serious injuries over the past three years.
- 60% of all vehicle miles traveled in Iowa during 2011.
- 67% of the OWI revocations that occurred in Iowa in 2011.

Agencies can utilize reports designed by the Iowa Traffic Safety Data Service to analyze data specific to their jurisdiction. The reports utilize the last 5 years of data, and breaks down the fatality and serious injury data for the ability to further analyze time of day, day of week, age, and road class in the area of impaired, inattentive, speed, and unprotected. Also available are maps generated through Google Earth that locate the same data on a map. Partners are asked to utilize this information when allocating resources to work overtime enforcement to direct their efforts in evidence-based problem areas.

The following outlines specific projects and programs supporting Police Traffic Services area which support traffic safety enforcement and awareness in the most problematic counties in the state of Iowa.

**Project Title: Law Enforcement Agency Grants**

**Project Number(s): 14-402-MOPT, Task 01-00-00 thru 14-402-MOPT, Task 27-00-00**

**Budget: See Program and Budget Summary**

**Problem Identification, Strategy Development and Project Selection:** A combination of speed, unprotected individuals, impairment and distracted driving creates traffic safety concerns. Eighteen police departments, 8 sheriff's offices and the Iowa State Patrol will provide traffic enforcement funded activities. Enforcement will be directed in regard to occupant restraints, impaired driving and other traffic violations. Enforcement deployment will be determined by data and maps, including but not limited to special county-specific data, Crash Mapping Analysis Tool (CMAT), and Incident Mapping Analysis Tool (IMAT). High visibility enforcement has been proven to be an effective program (NHTSA's Countermeasures that Work, Seventh Edition, 2013) when publicized. It is anticipated extra enforcement/high visibility enforcement will lead to public awareness, which ultimately supports the state's short-term goal of a 15% reduction of both fatalities and serious injuries by 2020. Goals and performance measures are specified for each law enforcement agencies in their contract which was determined by analyzing county data.

**Project Performance Measure(s):**

1. Through Section 402 / Police traffic Services, fund up to 11,532 hours of overtime for enforcement purposes.
2. Grantees are required to conduct at least two multi-agency events and at least one night-time enforcement project at problem locations and times supported by data.
3. Conduct one observational survey in March and one in August.
4. Conduct at least 12 public information and/or education activities during the funded year.

**Program Title: Iowa State University, Conference Planning and Management**

**Project Number: 14-402-MOPT, Task 10-00-00**

**Budget: \$ 24,000**

**Problem Identification, Strategy Development and Project Selection:** Networking is an important factor to carry out collaborative, multi-disciplinary traffic safety efforts. The GTSB annually hosts a conference for partners. Iowa State University, Conference Planning will provide staff and resources to plan and conducts the annual GTSB conference focused around highway traffic safety. Services provided by ISU will be to coordinate the conference location, lodging and meal arrangements for attendees, arrange for conference speakers and travel arrangements, provide registration services and collect registration fees. Other general conference related materials such as supplies, audio/visual support and web postings will also be funded through this project.

**Project Performance Measure(s):**

1. The number of officers and other traffic safety partners informed and trained will be reported as well as what topics were presented and post-conference evaluation information.

<b>SAFETY MEASUREMENTS</b>	<b>OBJECTIVE</b>
Support high visibility enforcement efforts.	Through Police Traffic Services, fund up to 11,532 hours of overtime for high-visibility enforcement purposes.
Educate the public in regard to traffic safety issues.	Each law enforcement agency will conduct at least 12 public information and/or education activities during the funded year.

### **Police Traffic Services: Program and Budget Summary**

PAP	Project Title	Budget	Budget Source
14-402-MOPT, Task 01-00-00	Altoona Police Department	\$ 10,665	402
14-402-MOPT, Task 04-00-00	Burlington Police Department	\$ 12,490	402
14-402-MOPT, Task 02-00-00	Ankeny Police Department	\$ 22,410	402
14-402-MOPT, Task 03-00-00	Bettendorf Police Department	\$ 49,275	402
14-402-MOPT, Task 07-00-00	Davenport Police Department	\$ 20,050	402
14-402-MOPT, Task 08-00-00	DeWitt Police Department	\$ 10,800	402
14-402-MOPT, Task 09-00-00	Des Moines Police Department	\$ 109,350	402
14-402-MOPT, Task 05-00-00	Clive Police Department	\$ 7,470	402
14-402-MOPT, Task 11-00-00	Johnson County Sheriff's Office	\$ 9,720	402
14-402-MOPT, Task 12-00-00	Keokuk Police Department	\$ 6,345	402
14-402-MOPT, Task 13-00-00	LeMars Police Department	\$ 8,270	402
14-402-MOPT, Task 14-00-00	Lee County Sheriff's Office	\$ 11,140	402
14-402-MOPT, Task 06-00-00	Coralville Police Department	\$ 18,270	402
14-402-MOPT, Task 19-00-00	Pleasant Hill Police Department	\$ 11,250	402
14-402-MOPT, Task 17-00-00	Newton Police Department	\$ 6,750	402
14-402-MOPT, Task 15-00-00	Marshall County Sheriff's Office	\$ 7,715	402
14-402-MOPT, Task 16-00-00	Marshalltown Police Department	\$ 5,295	402
14-402-MOPT, Task 18-00-00	Norwalk Police Department	\$ 1,590	402
14-402-MOPT, Task 20-00-00	Polk County Sheriff's Office	\$ 28,690	402
14-402-MOPT, Task 21-00-00	Scott County Sheriff's Office	\$ 36,790	402
14-402-MOPT, Task 22-00-00	Story County Sheriff's Office	\$ 8,945	402
14-402-MOPT, Task 23-00-00	Urbandale Police Department	\$ 14,770	402
14-402, MOPT, Task 25-00-00	Waukee Police Department	\$ 11,140	402
14-402, MOPT, Task 27-00-00	Woodbury County Sheriff's Office	\$ 11,475	402
14-402, MOPT, Task 24-00-00	Warren County Sheriff's Office	\$ 15,660	402
14-402-MOPT, Task 26-00-00	Windsor Heights Police Department	\$ 8,665	402
14-402-MOPT, Task 10-00-00	Iowa State University, Conference Planning and Management (Split)	\$ 24,000	402
14-402-MOPT, Task 00-00-03	GTSB Travel	\$ 7,000	402
14-402-MOPT, Task 00-00-04	GTSB Training Travel	\$ 3,000	402
14-402-MOPT, Task 00-00-05	GTSB Printing/Promotions	\$ 4,000	402
14-402-MOPT, Task 00-00-06	GTSB Enforcement Project	\$ 1,000	402
14-402-MOPT, Task 00-00-07	GTSB Program Management	\$ 245,000	402
	<b>Total</b>	<b>\$ 742,645</b>	

## Data Systems / Traffic Records

### *Overview*

A state traffic records system is more than just numbers. A traffic records system captures and stores data utilizing new technology when possible, analyzes, transmits, disseminates data that is then interpreted for traffic safety needs. The data is collected through a variety of sources and include the crash, driver, vehicle, roadway, EMS, and citation/adjudication. Traffic records are to be timely, accurate, and complete, and uniform. To support decision-making, traffic records system components must be able to be integrated and accessible. A crucial element of the traffic records system is the wide range of traffic safety personnel that help coordinate the system also includes a wide-range of traffic safety personnel that help coordinate they system efforts. Iowa maintains a strong Statewide Traffic Records Coordinating Committee (STRCC) which has a multidisciplinary membership that includes among others, owners, operators, collectors and users of traffic records and public health and injury control data systems, highway safety, highway infrastructure, law enforcement and adjudication officials, public health, emergency medical services, injury control, driver licensing and motor carrier agencies and organizations. Traffic records data is the foundation for overall traffic safety projects as the data is used to identify problems, evaluate countermeasures, in addition to supporting enforcement deployment.

Every five years an assessment is completed on Iowa's Traffic Record's System. The purpose of an assessment it to determine whether a state's traffic records system provides the data required for a state to complete: 1) a through and comprehensive traffic safety problem identification; 2) identification and selection of the most efficient and effective traffic safety countermeasures; and 3) management and evaluation of implemented countermeasures. An assessment provides useful information about the weaknesses of a traffic records system and what measures may be employed to improve system deficiencies. An assessment also identifies the system strengths and provides suggestions regarding various strategies and insights that can further enhance the effectiveness of the identified system strengths. Iowa's last traffic records assessment was conducted in April 2011 under the advisory of NHTSA and a five-member team of peers.

Through the traffic records assessment, several recommendations were made to improve Iowa's overall traffic records systems. All of the recommendations are maintained in the Traffic Records Improvement Program Reporting System (TRIPRS) which allows for an electronic record of the explanation of how the state has addressed each recommendation since the last assessment. 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.

### *Core Performance Measures*

Projects funded under Section 405(c) contain specific goals and project activities with the expected objective to improve traffic records in Iowa. Funded areas will address the overall traffic records system core areas of Crash, Driver, Injury Surveillance, Roadway, and/or Citation/Adjudication in the performance areas of accuracy, completeness, Integration, timeliness, uniformity, and accessibility for quantifiable improvements.

For FFY 2014, an Interim Progress Report was submitted on June 12, 2013 to show quantifiable improvement of the Roadway System through the collection and availability of intersection/interchange data. The following table identifies the progress of this project from June 1, 2012 – May 31, 2013.

	Number of Intersections	Collected		Storage in Interim Database		Storage in Permanent Database	
		Number	Percent	Number	Percent	Number	Percent
Primary	19,447	11,703	60.2%	11,703	60.2%	0	0.00%
Secondary	59,008	0	0%	0	0%	0	0.00%
Municipal	86,809	0	0%	0	0%	0	0.00%
TOTAL	165,264	11,703	7.1%	11,703	7.1%	0	0.00%

### *State Goals/ Coordination of Highway Safety Plan, Data Collection and Information System with the State Strategic Highway Safety Plan*

The analysis of traffic safety data is the starting point to understand contributing factors contributing to fatalities and serious injuries. Due to a strong traffic records system, Iowa had data that helped launch the revised SHSP process. Through the implementation of safety strategies, data will continue to be collected and analyzed for evaluation and assessment. Efforts to provide for continual improvement of the overall traffic records system will be supported by the Statewide Traffic Records Coordination Committee (STRCC). Highlights of some of the data projects included in the FFY 2014 Traffic Records Strategic Plan include:

1. Continue to collect and populate the Roadway System with intersection data. During FFY 2014 begin collection of intersection data within the secondary system.
2. Continue the development of a web-portal.
3. Continue to review and implement recommendations from the 2011 Traffic Records Assessment.
4. Continue improving the overall traffic records system core areas of Crash, Driver, Injury Surveillance, Roadway, Citation/Adjudication in the performance areas of accuracy, completeness, Integration, timeliness, uniformity, and accessibility.
5. Provide training opportunities for Iowa’s safety analysis tools as a way to provide accurate information that can be utilized by law enforcements to assist in identifying problematic areas and times and to support high visibility enforcement efforts.

Although not funded by Section 405(c), the Iowa Department of Transportation is currently in the process to update Iowa’s crash form. Additional fields will be added. The target for the implementation of the updated crash form is January 2014. The new crash form will improve Iowa’s overall crash data to be utilized for better analysis.

Through Section 405(c) funding, Iowa will continue to improve the accuracy and availability of data in all six data sets (roadway, vehicle, driver, crash, citation/adjudication and EMS).

### *Countermeasures*

The following outlines specific projects and programs focusing on Data Systems and Traffic Records.

☆ ***Project addresses major recommendation from the April 2011 Traffic Records Assessment.***

**Program Title:** Iowa Department of Transportation / Driver Services

**Project Number:** 14-405c-M3DA, Task 01-00-00

**Budget:** \$ 75,000

**Strategy Development and Project Selection:** For the last several years, the University of Iowa Injury Prevention Research Center (IPRC) has been encouraging the increased use of Iowa Department of Transportation Crash Data to examine behavioral and medical outcomes through the creation of a central crash/driver repository. The Iowa Department of Transportation will subcontract with the University of Iowa, IPRC to help support the repository. The central crash/driver data repository has enabled the IPRC to facilitate the use of this data in behavioral/injury studies and enhance the use of and interdisciplinary collaboration with crash data among public health, medical/health care, behavioral, and policy specialists. This project will continue activities that include outreach to ensure researchers across the University of Iowa campus area aware of the data as a resource; symposiums to bring collaborative partners together; ongoing maintenance of project data requests; technical assistance and bio-

statistical consultation to investigators; and support for the development of manuscripts, reports, policy briefs and presentations for scientific meetings. During FFY 2014 the project will be advanced by integrating new databases into analyses. Combined crash and medical data will allow in-depth research projects that explore the ties between behavior and medical outcomes, to identify the risk factors leading to severe and disabling injuries, and to help prioritize prevention strategies that target the risk factors leading to the most severe injuries. Integrating crash and medical data will fill gaps in the full history of crash-to-medical outcomes, and has to fill gaps in the evidence base on medical treatment and prevention. The integrated data sources are ideal for supporting new and innovative collaborations between researchers in the public health, medical, social sciences, engineering, and other fields as well as foster collaborations between researchers and practitioners. More complete and accurate data will help researchers and assist in making better legislation to improve highway safety and hopefully decrease crashes. One of the current studies being conducted relates to crashes related to farm implements. Through such a study, information will be gained to improve traffic safety issues on Iowa rural roads.

**Project Performance Measure(s):**

1. Number of outreach meetings conducted to promote availability of the data bank. This will be tracked by project personnel and reported through quarterly reports.
2. Number of technical assistance sessions to promote data analysis. This will be tracked by project personnel and reported through quarterly reports.
3. Number of publications, reports, presentations, or other dissemination activities associated with project activities. This will be tracked by project personnel and reported through quarterly reports.

*(Given the nature of the research and projects funded, it can be difficult to accurately assess the extent of IPRC performance. Performance measures and goals will be determined for each research project as they are developed.)*

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☆ **Project addresses major recommendation from the April 2011 Traffic Records Assessment.**

**Program Title:** Iowa Department of Transportation, Motor Vehicle Enforcement / TraCS

**Project Number:** 14-405c-M3DA, Task 02-00-00

**Budget:** \$ 200,000

**Strategy Development and Project Selection:** The Iowa Traffic and Criminal Software (TraCS) program is a data collection and reporting tool for the public safety community to use to streamline and automate the capture and transmission of critical information from the law enforcement agency to other members of the criminal justice arena. Main components of the TraCS program is programming for crash reporting, citation writing, issuing warning tickets, driving while intoxicated reporting, commercial motor vehicle inspections, field investigative reports, complaint and affidavit reporting. Section 405(c) funds will be used to provide overtime funding for existing staff which will allow them to upgrade agencies from TraCS version 7.3 to TraCS version 10. Agencies will need to be upgraded to TraCS 10 prior to the implementation of the state's revised crash form. There is an urgency to upgrade agencies to TraCS 10 because version 7.3 will no longer be supported in the future. TraCS 10 also provides a remote support capability for the TraCS team which increases efficiency as less travel time is required. Funding will also be utilized to subcontract technical support from service providers who will develop, maintain, and provide overall software maintenance for the TraCS program in Iowa. Quantifiable measures resulting from efforts of this project will include a percentage increase in regard to crash reports submitted electronically, a percentage increase in regard to the number of traffic citations submitted electronically, and the number of agencies submitting crash report via TraCS will increase.

**Project Performance Measure(s):**

1. Continue to upgrade agencies to TraCS during FFY 2014. Number of agencies converted will be reported through quarterly reports. Progress of the TraCS 10 upgrade will be identified by counting each agency upgraded.
2. Increase the percentage of crash reports submitted electronically by 1.5% from 90% to 91.5% by September 30, 2014.
3. Increase the percentage of traffic citations submitted electronically by 2% from 63% to 65% by September 30, 2014.
4. Add new agencies to the TraCS system during the FFY. (May vary due to staffing and technical assistance needs during the FFY.)

☆ *Project addresses major recommendation from the April 2011 Traffic Records Assessment.*

**Program Title: Iowa Department of Transportation, Office of Traffic and Safety**

**Project Number: 14-405c-M3Da, Task 03-00-00**

**Budget: \$ 200,000**

**Strategy Development and Project Selection:** The intent of this project is to continue the development of the intersection/interchange database and expand development to Roadway System elements identified as lacking from Iowa's current road data system, Geographic Information Management System (GIMS) by comparison with the Model Inventory of Roadway Elements (MIRE). Funding will also be utilized to continue support on Iowa's safety analysis tools for development of on-line, video-based training modules. By continuing to provide training opportunities for the safety analysis tools, this will allow for continued analysis by law enforcement agencies to analyze data to help make enforcement strategy decision.

**Project Performance Measure(s):**

1. Collect , populate, and make available secondary intersection data. It is expected that the entire secondary system (59,008) will be collected and made available during this FFY. This will be reported as a percent of data collected. Current baseline zero.
  2. Provide 6 on-line video-based training modules. Current baseline zero.
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**Program Title: Iowa State Patrol**

**Project Number: 14-405c-M3DA, Task 05-00-00**

**Budget: \$ 7,000**

**Strategy Development and Project Selection:** The Iowa State Patrol is the largest contributor of crash data via the Iowa Traffic and Criminal Software (TraCS) program. As such, the Iowa State Patrol continues to be heavily involved with the Iowa Department of Transportation as it relates to TraCS, the MACH interface and the National Model. The representative from the Iowa State Patrol is also active in the Statewide Traffic Records Coordinating Committee (STRCC). Section 405(c) funding will be utilized to help support travel expenses for representation from the Iowa State Patrol to participate in TraCS National Model User Group meetings and other specialized data-related trainings and conferences which will allow collaboration and to gain knowledge to be on the forefront of trends. By continuing to support the on-going growth of TraCS and traffic data, the Iowa State Patrol will be prepared to keep properly positioned with key stakeholders who will work collectively to improve traffic records that can be used to support enforcement, engineering, education and EMS-related efforts.

**Project Performance Measure(s):**

1. Represent the Iowa State Patrol at one or more TraCS National Model User Group meeting during FFY.
  2. Represent the Iowa State Patrol at one or more data-related training or conference during the FFY.
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**Program Title: Iowa Traffic Safety Data Services (ITSDS)**

**Iowa State University, Institute for Transportation (In-Trans)**

**Project Number: 14-405c-M3DA, Task 06-00-00**

**Budget: \$ 135,000**

**Strategy Development and Project Selection:** Iowa Traffic Safety Data Services (ITSDS) provides agencies, organizations and individuals with crash data analysis resources in Iowa utilizing crash data collected, maintained, and provided by the Iowa Department of Transportation. The ITSDS serves the gap between what safety data users can gather for themselves, and what they can obtain from experts. It also serves as a resource to those lacking the necessary knowledge and experience to effectively assimilate, analyze and present crash data. Using the data and analyses provided by ITSDS, agencies can help reduce the number of crashes in their jurisdictions. ITSDS is for anyone who needs to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. ITSDS generally performs safety analyses on an "on-demand" basis for ad hoc requests and semi-regular analyses, as well as special projects, for various agencies, such as for the Governor's Traffic Safety Bureau, the Iowa State Patrol and the Iowa Department of Transportation. As agencies see needs for safety data, they contract ITSDS for assistance. Section 405(c) funding will be used to support the ad hoc requests, semi-regular analyses and special projects.

**Project Performance Measure(s):**

1. The number of analyses requested and addressed through ITDSD, including the number of products or deliverables provided.
2. The number of agencies, organizations or individuals submitting requests to, and/or being served by ITSDS.

*(Given the diverse nature of request, specifically with request complexity and resulting products, it can be difficult to accurately assess the extent of ITSDS' performance simply through request frequency and unique agencies, organizations and individuals served.)*

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☆ *Project addresses major recommendation from the April 2011 Traffic Records Assessment.*

**Project Title: Iowa Department of Public Health / EMS**

**Project Number: 14-405c-M3DA, Task 07-00-00**

**Budget: \$ 60,000**

**Strategy Development and Project Selection:** Criteria for license renewal of all EMS transport services in Iowa involves the submission of run data to the Iowa Department of Public Health. Through this contract funds are used to support a part-time staff member to ensure the quality and quantity of data submitted and to improve the overall process of the collection of EMS and trauma data with the overarching goal to improve linkage to other databases, including crash data. During FFY 2014, the Iowa Department of Public Health also intends to complete a "request for proposal" (RFP) process to identify a vendor to move to a NEMSIS 3.0 application which contains more data fields than the current NEMSIS 2.0 application. NEMSIS 3.0 also has more business edits and audit rules which will result in quality data.

**Project Performance Measure(s):**

1. Complete a successful conversion from NEMSIS 2.0 to NEMSIS 3.0 by January 1, 2015.
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☆ *Project addresses major recommendation from the April 2011 Traffic Records Assessment.*

**Project Title: Iowa Department of Public Health / CODES**

**Project Number: 14-405c-M3DA, Task 08-00-00**

**Budget: \$ 17,000**

**Strategy Development and Project Selection:** Funds supporting the Iowa Department of Public Health / CODES will allow for integration of crash records with health-related databases and report data derived from such linkages. Linked data with crash report, death certificates data, inpatient hospitalization data and emergency department outpatient data would allow for policy makers to have sound data to make decisions concerning traffic safety.

**Project Performance Measure(s):** Performance measures are being reviewed and evaluated for FFY 2014.

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☆ *Project addresses major recommendation from the April 2011 Traffic Records Assessment.*

**Project Title: Traffic Citation and Crash Reporting**

**Iowa Department of Human Rights / Criminal and Juvenile Justice Planning (CJJJ)**

**Project Number: 14-405c-M3Da, Task 04-00-00**

**Budget: \$ 32,500**

**Strategy Development and Project Selection:** In 2012, the linkage between Iowa Department of Transportation crash data and the courts citations data was achieved. Through Section 405(c) funding, CJJP is working toward developing a dataset which will then be added to the traffic records system. A goal for the dataset will to improve the integration to allow for accessibility for usage in new research opportunities. The funds will be used to support CJJP staff and assist in the infrastructure costs for the Justice Data Warehouse that will be utilized for the reporting of traffic citation and crash data.

**Project Performance Measure(s):**

1. CJJP will monitor requests for data as well as the linked citation/crash dataset. It is anticipated that some standard reports will be developed for various agencies.
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<b>SAFETY MEASUREMENTS</b>	<b>OBJECTIVE</b>
Improve the overall traffic records system.	Through the Statewide Traffic Records Coordinating Committee (STRCC), identify an area within Iowa's data systems in which to apply for NHTSA GO-Team Technical Assistance / Training.
Increase the MIRE elements of the Roadway System.	Collect and make available intersection data to improve the completeness of the Roadway System.
Collaborate in regard to data-related issues and improvements.	Hold a minimum of three Statewide Traffic Records Coordinating Committee (STRCC) meetings throughout the year.
Improve the collection of EMS and trauma data.	Successfully convert the EMS data run application from NEMSIS 2 to NEMSIS 3 by January 1, 2015.

### **DATA SYSTEMS / TRAFFIC RECORDS: Program and Budget Summary**

Project Number	Project Title	Budget	Budget Source 405c
14-405c-M3DA, Task 01-00-00	Iowa Dept of Transportation/ Driver Services / IPRC	\$ 75,000	\$75,000
14-405c-M3DA, Task 02-00-00	Iowa Dept of Transportation, Motor Vehicle Enforcement / TraCS	\$ 200,000	\$200,000
14-405c-M3DA, Task 03-00-00	Iowa Dept of Transportation, Office of Traffic and Safety	\$ 200,000	\$200,000
14-405c-M3DA, Task 05-00-00	Iowa State Patrol	\$ 7,000	\$7,000
14-405c- M3DA, Task 06-00-00	ITSDS / In-Trans at Iowa State University	\$ 135,000	\$135,000
14-405c-M3DA, Task 07-00-00	Iowa Dept of Public Health / EMS	\$ 60,000	\$60,000
14-405c-M3DA, Task 08-00-00	Iowa Dept of Public Health / CODES	\$ 17,000	\$17,000
14-405c-M3DA, Task 04-00-00	Human Rights / CJPJ	\$ 32,500	\$32,500
14-405c-M3DA, Task 00-00-03	GTSB Travel	\$ 3,000	\$3,000
14-405c-M3DA, Task 00-00-04	GTSB Travel Training	\$ 500	\$500
	<b>Total</b>	<b>\$730,000</b>	<b>\$ 730,000</b>

## Paid Media

### *Overview / Core Performance Measures*

In FFY 2014, the Iowa Governor's Traffic Safety Bureau will utilize Sections 402, 405b, 405d and 405f to provide paid advertising in five major areas of traffic safety.

To raise public awareness and change driver behaviors in the area of impaired driving, the Bureau will run its "Smart Car" impaired driving PSA in theaters prior to and during the winter holiday season. The Integer Group, Iowa's major media source, will secure paid media on radio and television stations across Iowa to support the national Drive Sober or Get Pulled Over mobilization running the latest NHTSA impaired driving PSAs during August 2014 as outlined in NHTSA's 2014 Drive Sober or Get Pulled Over media timeline. Integer will also secure paid advertising to support Iowa's special Traffic Enforcement Program (sTEP) enforcement effort in July. Impaired driving prevention PSAs, information and a BAC calculator are maintained by The Integer Group on the Bureau's internet microsite. In addition, impaired driving prevention messages will be aired during all four major Iowa colleges' athletic events and during pre-game radio shows as well as signage being displayed at their stadiums. The University of Iowa, Iowa State University, the University of Northern Iowa and Drake University will each post impaired driving prevention messages on the websites. Beyond those efforts, impaired driving messages will air on rural Iowa radio stations in late November through mid-December.

To promote the use of safety belts and support NHTSA's national Click It Or Ticket mobilizations and Iowa's two-week May/June sTEP effort, The Integer Group will secure paid media per NHTSA's pre-determined media timeline for the May/June CIOT campaign. Safety belt PSAs, information and child passenger safety seat calculator are maintained by The Integer Group on the Bureau's internet microsite. National CIOT PSAs will also run in Iowa theaters for four weeks prior to and during the CIOT mobilization. Additionally, two weeks of safety belt promotional advertising will air on 118 rural Iowa radio stations in mid-May. Again, all four major Iowa universities will post safety belt promotional messages on their website, run messages during athletic events and pre-game radio shows and have safety belt signage at their stadiums.

To educate the public on the dangers of distracted driving, The Integer Group will secure paid media for two weeks on television and radio stations across Iowa. The GTSB's new "History of Bad Ideas" public service announcement which illustrates bad behaviors society tolerated in the past and asks that we stop texting and driving now will air in Iowa theaters for three weeks prior to and during April 2014 in support of the National Distracted Driving Prevention Month. Integer will add the new PSA to the Bureau's microsite along with statistics on distracted driving crashes and driver and passenger recommendations driver distractions. Distracted driving messages will also air on rural Iowa radio stations during April and during Iowa college athletic events and on university websites. Additionally paid media targets to high school athletes, students and families. Because the majority of traffic crashes in Iowa occur on rural roadways, rural traffic safety messages will be aired on 118 rural Iowa radio stations in late April and early May just prior to planting season and again in September near harvest time. A television PSA developed by The Integer Group and featuring a father and son driving in a pick up on a rural road and discussing a safety belt ticket the son received when the truck has to stop abruptly for a farm implement on the roadway will also air in Iowa theaters during the spring planting season and again during the fall harvest season. Integer will also maintain rural driving information on Iowa's microsite where the PSA will be accessible as well.

In addition to the above, a digital marquee sign with the CIOT message runs eight times an hour 24/7, 365 a year in the parking area of Iowa's minor league baseball arena and is adjacent to a major metro roadway. All during the season, a Drive Sober or Get Pulled Over digital backlit sign is displayed at the beverage area of the stadium and a 7' x19' "One Text or Call Could Wreck it All" outfield fence sign is visible to all fans during the Iowa Cubs 50 home games.

In the area of motorcycle safety promotion, the Iowa GTSB will run motorcycle safety messages on radio stations across the state for twelve weeks in May, June, July, August and September. The Integer Group will secure

outdoor billboard space for motorcycle safety messages as well and will also maintain motorcycle safety information on the Bureau's microsite accessible by all internet users.

These strategies, along with Facebook and Twitter postings by the Bureau's social media coordinator, are meant to raise public awareness and change driving behaviors in Iowa. Postings on Facebook and Twitter are included in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 7<sup>th</sup> Edition 2013, as being effective. All paid media efforts will be enhanced with earned and additional bonus media spots.

### *State Goals / Coordination of Highway Safety Plan, Data Collection and Information Systems with the State Strategic Highway Safety Plan*

**Education Safety Strategy:** to be in line with the State Strategic Highway Safety Plan, the GTSB and other traffic safety partners will work together to develop a media campaign which focus around the long-term vision to promote and support engineering, education, enforcement and policy that will reduce serious crashes to zero in Iowa.

**Data Collection and Information Systems:** It will be critical to maintain and build upon Iowa's traffic records system to that accurate and timely data is available to set goals and evaluate the success of strategies. A component of the traffic records system currently in the early stages of development is a web-portal where traffic-related crash data is more readily available to a variety of end users.

### *Countermeasures*

*The following outlines specific projects and programs supported through paid media.*

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**Project Title: Alliance Sport Marketing**

**Project Number: 14-405b-M1PE, Task 01-00-00**

**Budget: \$ 38,250**

**Problem Identification, Strategy Development and Project Selection:** Alliance Sport Marketing (ASM) targets the "high-risk" segment of the motoring public; the 16 – 34 year old males. ASM focuses their project within the Top 22 counties as identified through the Problem Identification process. Within the Top 22 counties, there are 17 motorsport venues in which ASM provides signage, public service announcements, and race schedule calendars which make use of the "Click It or Ticket" and "Drive Sober or Get Pulled Over" taglines. Similar messages are also displayed and announced at the Iowa Speedway in Newton, Iowa and the Knoxville Speedway in Knoxville, Iowa. Both the Iowa Speedway and the Knoxville Speedway draw national attention in addition to strong attendance by Iowa citizens. ASM has identified the race fan demographics as being approximately 60% male. Individuals within the age group of 18 – 34 year olds represent approximately 37% of attendees.

**Project Performance Measure(s):**

1. Provide for premium signage to be provided at 17 race venues within the Top 22 counties during the race season of April-September 2014 to include a safety belt utilizing the "Click It or Ticket" tagline.

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**Program Title: IMG College - Drake**

**Project Number: 14-405b-M1PE, Task 02-00-00**

**Budget: \$25,350**

**Problem Identification, Strategy Development and Project Selection:** Public service announcements containing traffic safety messages will be aired during Drake University football, men's basketball, and women's basketball by the Drake ISP Sports Network on KRNT 1350 AM. Radio program coverage will include the pre-game show, play-by-play and post-game shows. The radio program coverage includes approximately 17 Iowa counties. Additional traffic safety messages will be displayed at scorer's tables and through electronic panels at events. In addition, a PSA will be shown on the video board during each home football game. Drake University is also home of the Drake

Relays, a premiere track and field meet which draws athletes and fans from all over the country. During the relays a full-page advertisement will be printed in the program with an estimated circulation of 5,000.

**Project Performance Measure(s):**

1. Traffic safety message exposure reported including the types of message displayed; the timing of the messages, the number of individuals that saw each message. This includes messages at football, basketball and Drake Relays, heard on the radio and viewed on the university's website.
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**Program Title: Learfield Sports (combo)**

**Project Number: 14-402-M0PM, Task 32-00-00**

**Budget: \$ 110,000**

**Problem Identification, Strategy Development and Project Selection:** Iowa college level sports are strongly supported throughout the state of Iowa by a wide variety of fans of all ages. Learfield Sports recognizes that athletic events such as football and basketball games at the University of Iowa, Iowa State University and the University of Northern Iowa are the perfect venues in which to provide public service announcements in regard to safety belt usage on radio shows. Social media will be utilized to provide safety messages the web banners, skyscraper and story level ads, and links to the Governor's Traffic Safety Bureau on hawkeyesports.com, cyclones.com, and unipanthers.com. Traffic safety message signage will also be provided on inside gates at Iowa State University, University of Iowa, and University of Northern Iowa basketball games and men's wrestling tournaments. Through the efforts of Learfield Sports, over 84 million impressions are recorded annually.

**Project Performance Measure(s):**

1. Impaired driving prevention message exposure reported the message aired, the timing of the messages; and the number of individuals that saw each message. This includes messages seen at the stadiums, heard on the radio and viewed on each university website. Messages will be utilized by the University of Iowa with a fan base of 1.2 million; the Iowa State University with a fan base of 600,000 and the University of Northern Iowa with a fan base of 405,000.
  2. Traffic safety message exposure reported including the types of message displayed; the timing of the messages; and the number of individuals that saw each message. This includes messages seen at the stadiums, heard on the radio and viewed on each university website. Messages will be utilized by the University of Iowa with a fan base of 1.2 million; Iowa State University with a fan base of 600,000 and the University of Northern Iowa with a fan base of 405,000.
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**Program Title: Screenvision Direct**

**Project Number: 14-402-M0PM, Task 06-00-00**

**Budget: \$ 40,355**

**Problem Identification, Strategy Development and Project Selection:** Section 405(b) funding will be used to provide placement of designated Governor's Traffic Safety Bureau provided public service announcements at selected theatres within urban areas to be run prior to movie show times. Providing messages at the cinema has the potential to reach a various market of moviegoers. Research indicates that over 70% of Americans go the movies annually. The messages are delivered to a captured audience who are relaxed yet engaged, resulting in a higher recall of the message.

**Project Performance Measure(s):**

1. Exposure and audience reached will be reported for five campaigns including airing impaired driving PSA on 125 screens in 11 theaters for five designated weeks: Click It or Ticket PSA on 107 screens at nine theaters for four weeks; distracted driving PSA on 107 screens at 9 theaters for three weeks; and rural safety messages on 138 screens at 41 theaters for four weeks. Information will include theater locations, dates and times aired.
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**Program Title: The Integer Group**

**Project Number: 14-402-M0PM, Task 07-00-00**

**Budget: \$ 120,000**

**Occupant Protection - Problem Identification, Strategy Development and Project Selection:** The Governor's Traffic Safety Bureau will partner with The Integer Group to develop and product, with approval, educational materials that enhance Iowa's child passenger safety program. Through the development of materials, strong consideration will be to have the information available in both English and Spanish. The Integer Group will also continue to work on and support the web site [www.drivesmartiowa.com](http://www.drivesmartiowa.com). The Integer Group, Iowa's major media source, will secure paid media on radio and television stations across Iowa to support Iowa's special Traffic Enforcement Program (sTEP) enforcement effort in July. Mass media campaign are listed in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway safety Offices", 7<sup>th</sup> Edition, 2013, as an effective countermeasure.

**Alcohol - Problem Identification, Strategy Development and Project Selection:** The Integer Group, Iowa's major media source, will secure paid media on radio and television stations across Iowa to support the national "Drive Sober or Get Pulled Over" mobilization running the latest NHTSA impaired driving PSAs during August 2014 as outlined in NHTSA's 2014 "Driver Sober or Get Pulled Over" media timeline. Mass media campaigns have been found to be effective in Iowa when tied to a national mobilization such as "Click It or Ticket" and Drive Sober or Get Pulled Over. Mass media campaigns focusing on alcohol-impaired and drugged driving are listed in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway safety Offices", 7<sup>th</sup> Edition, 2013, as an effective countermeasure. A BAC calculator is also maintained by The Integer Group and can be accessed through the GTSB's internet microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

**Project Performance Measure(s):**

1. Information provided on traffic safety mass media campaign, including TV, radio, print, and social media script development, target audience strategies and feedback from focus groups as well; as PSA distribution and usage tracked and reported with estimated exposure data.
2. Public awareness surveys will document viewer exposure, impact and potential behavior modifications.

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**Program Title: Iowa Sport Spotlight**

**Project Number: 14-402-M0OP, Task 03-00-00**

**Budget: \$ 13,500**

**Problem Identification, Strategy Development and Project Selection:** Iowa Sport Spotlight is an excellent avenue in which to target safety messages to teen drivers. Through a multi-media mix, Iowa Sport Spotlight has the potential to reach thousands of viewers through a statewide sports magazine, digital magazines, weekly radio and TV shows/advertising, and through e-newsletters. A monthly magazine will be made available at more than 600 locations across the state of Iowa, including over 435 convenience stores (Casey's) at a major sports store in the state (Scheels) with an estimated 75,000 readers each month.

**Project Performance Measure(s):**

1. Distribute statewide magazines to 600 locations within the state.

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**Program Title: Krogman & Associates**

**Project Number: 14-402-M0OP, Task 04-00-00**

**Budget: \$ 10,150**

**Problem Identification, Strategy Development and Project Selection:** Within the state of Iowa, thousands attend the state high school athletic championship tournaments each year. Through the Iowa High School Sports Network (IHSSN), Krogman & Associates will provide safety belt message to be aired as public service announcement and signage to be displayed at all state tournament basketball games and wrestling tournaments at Wells Fargo Arena in Des Moines. Signage will include rotating electronic signs, non-illuminated rotating scorer's table signs, in addition to actual banners/signs being displayed. During the state football playoffs and championship games held at the University of Northern Iowa, UNI-Dome, in Cedar Falls, IA, and at the co-ed state track championships at Drake University in Des Moines, IA, signage will also be provided. Krogman & Associates will also provide internet streaming, including radio commercials for 78 events throughout the year during baseball, volleyball, state wrestling finals, and state basketball tournament events. The IHASSN website will also display the Iowa

Department of Public Safety / Governor's Traffic Safety Bureau logo with links to the DPS / GTSB website during the prime championship time periods. The IHSSN has an estimated potential of reaching over 400,000 individuals of all ages in attendance annually at these high school events. The target group for this advertising will be primarily youth.

**Project Performance Measure(s):**

1. Provide 30-second radio announcements during 18 state championship football games.
  2. Provide 30-second radio announcement during 67 state championship basketball games.
- 

**Project Title: Greater Des Moines Baseball**

**Project Number: 14-402-M0PM, Task 02-00-00**

**Budget: \$18,200**

**Problem Identification, Strategy Development and Project Selection:** Funds awarded to the Greater Des Moines Baseball Company will provide traffic safety messages for attendees of Iowa Cubs games. The Iowa Cubs are a Triple-A baseball team making their home at Principal Park in Des Moines, IA. Public service messages will be provided through static and digital signage displayed throughout the Principal Park complex. The Iowa Cubs home games have an attendance of over 357,000 per year allowing for extensive exposure to individuals of all ages and backgrounds.

**Project Performance Measure(s):**

1. Traffic safety signage exposure numbers reported including the number of times and dates each message was seen and the number of individuals that saw the messages.
- 

**Project Title: The Integer Group**

**Project Number: 14-405f-M9MA, Task 02-00-00**

**Budget: \$ 22,000**

**Problem Identification, Strategy Development and Project Selection:** The Integer Group will deploy a motorcycle PSA which supports the important message that both motorcyclists and the rest of the motoring public need to "share the road" throughout the state. Results from the last four years of public awareness surveys (which are conducted annually at DOT driver license stations) will be analyzed and utilized for development of future media concepts and projects to help adjust countermeasures so that Iowa can turn around the current trend line downward.

**Project Performance Measure(s):**

1. Motorcycle awareness and "Share the Road" PSA distribution and usage will be tracked and reported with estimated exposure data for television, radio, print and social media outlets.
  2. Public awareness surveys will document viewer exposure, impact and potential behavior modifications.
- 

**Project Title: Radio Iowa News / Learfield (Combo)**

**Project Number: 14-405f-M9MA, Task 06-00-00**

**Budget: \$ 39,600**

**Problem Identification, Strategy Development and Project Selection:** Through Radio Iowa News, messages in regard to motorcycle awareness and the importance of sharing the road will be aired throughout the state of Iowa.

**Project Performance Measures(s):**

1. Motorcycle awareness and "Share the Road" messages will be aired on 118 selected Iowa radio stations during 12 designated weeks with a total of 168 messages aired and estimated exposure reported.
-

## Paid Media Program: Program and Budget Summary

Project Number	Project Title	Budget	Budget Source			
			402	405b	405d	405f
14-405b-M1PE, Task 01-00-00	Alliance Sport Marketing	\$ 76,500	\$ 38,250	\$ 38,250		
14-402-M0PM, Task 01-00-00						
14-405b-M1PE, Task 02-00-00	IMG College – Drake	\$ 25,350		\$ 25,350		
14-402-M0PM, Task 32-00-00	Learfield Sports	\$ 175,000	\$ 110,000		\$ 65,000	
14-405d-M6OT, Task 32-00-00						
14-402-M0PM, Task 06-00-00	Screenvision Direct	\$ 40,355	\$ 40,355			
14-405b-M1PE, Task 03-00-00	The Integer Group	\$ 357,000	\$ 120,000	\$ 120,000	\$ 95,000	\$ 22,000
14-402-M0PM, Task 07-00-00						
14-405d-M6OT, Task 51-00-00						
14-405f-M9MA, Task 06-00-00						
14-402-M0PM, Task 03-00-00	Iowa Sport Spotlight	\$ 13,500	\$ 13,500			
14-402-M0PM, Task 04-00-00	Krogman & Associates	\$ 10,150	\$ 10,150			
14-402-M0PM, Task 02-00-00	Greater Des Moines Baseball	\$ 18,200	\$ 18,200			
14-402-M0PM, Task 05-00-00	Radio Iowa / Learfield	\$ 99,600	\$ 60,000			\$ 39,600
14-405f-M9MA, Task 06-00-00						
<b>Total</b>		<b>\$ 815,655</b>	<b>\$ 410,455</b>	<b>\$ 183,600</b>	<b>\$ 160,000</b>	<b>\$ 61,600</b>

## Planning and Administration

### Overview:

Staffing and resources will be provided through Planning and Administration for the successful management of Section 402 and 405 funding.

### Core Performance Measures

Through Planning and Administration, staff will be available to assist contractors through the Section 402 and 405 funding application process and for finance assistance. These positions are critical for implementation and successes of all programs. Performance measures for this project include providing timely and quality program oversight, training, and support to traffic safety partners.

### Countermeasures

**Program Title: Planning and Administration**

**Project Number: 14-402-MOPA, Task 00-00-01**

**Budget: \$ 120,000**

**Description and Strategies:** Funding in this area will be used for staff and resources to successfully implement and manage programs to meet the goals and objectives to crashes resulting in injuries and fatalities on Iowa roadways. Positions covered under this area are the Financial Manager and the Grants Administrator. Funding will be utilized for basic administrative costs including office and travel expenses.

### Planning and Administration: Program and Budget Summary

Project Number	Project Title	Budget	Budget Source 402
14-402-MOPA, Task 00-00-01	Program Planning and Administration	\$ 120,000	\$120,000
	<b>Total</b>	<b>\$120,000</b>	<b>\$120,000</b>

## Program Management

### *Overview*

To effectively run the state highway safety office adequate staff and resources are necessary to implement and manage programs that support the mission of the Governor's Traffic Safety Bureau: "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."

In NHTSA's March 2012 Management Review Summary, Iowa received Commendations for **1)** our highly effective data driven process for determining law enforcement grantee eligibility and **2)** our activity reporting/tracking mechanism that covers enforcement, education, equipment and financial status.

### *Core Performance Measure*

Program Management involves providing quality and timely project management, technical and analytical experience, and office coordination and program support. Staff will be active participants in meetings, conferences, and trainings to strengthen professional relationships with traffic safety stakeholders. Program Administrators funded will manage individual highway safety projects, monitor such projects throughout the year, and help agencies use data to formulate performance measures. The position of Program Evaluator will utilize data to provide for problem identification analysis, assist in setting program objectives and performance measures, and will serve as a co-chair to the Statewide Traffic Records Coordinating Committee (STRCC). Other positions funded include an Assistance Financial Manager who assists in processing claims and maintain audit files, and an Office Coordinator who provides support to the Bureau Chief, maintains the educational materials inventory and fills requests for such materials, maintains the GTSB data resource library and serves as the secretary for the Drug Recognition Expert (DRE) Board.

### *State Goals / Coordination of Highway Safety Plan, Data Collection and Information Systems with the State Strategic Highway Safety Plan*

Program Administrators will be familiar with the data utilized during the Problem Identification process and will assist contractors in further analyzing data and setting/recording performance through the approved GTSB reporting process. All staff will collaborate with traffic safety stakeholders to work toward the state's short-term goal to promote and support engineering, education, enforcement, and policy that reduce severe crashes by 15 percent in Iowa by the year 2020.

### *Countermeasures*

**Program Title: Program Management**

**Project Number: 14-402-MOOP, Task 00-00-04**

**Budget: \$ 325,000**

**Problem Identification, Strategy Development and Project Selection:** Funding will provide the staff and resources to implement and manage programs to support the mission of the Governor's Traffic Safety Bureau; "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". This project provides the GTSB with Program Administrators to manage individual highway safety projects with agencies; a Program Evaluator to provide problem identification analysis and assist in setting program objectives, to provide the annual evaluation report and to serve as a co-chair to the Statewide Traffic Records Coordinating Committee; an Assistant Financial Manager to help process claims and maintain audit files; and an Office Coordinator to provide support to the Bureau Chief, serve as the initial contact for the Bureau, maintain the education materials inventory and fill requests for those materials, maintain the GTSB data resource library, and to serve as the Secretary to the DRE Board.

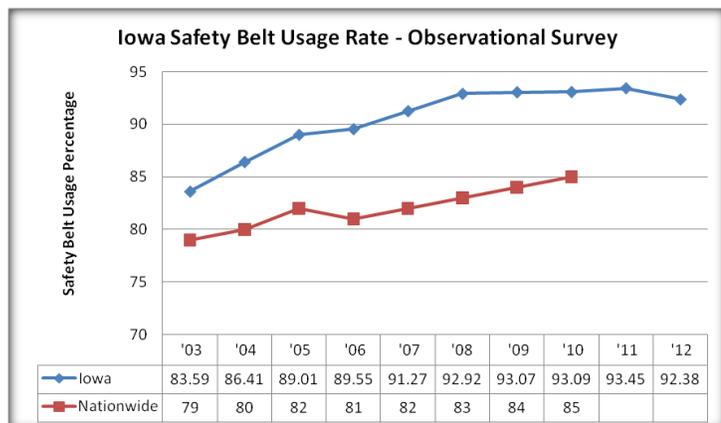
## Statewide Safety Belt Usage ( NHTSA Core Behavior B-1)

The Iowa Governor’s Traffic Safety Bureau (GTSB) is responsible for documenting and reporting patterns of seat belt use for the state of Iowa through a direct observation method. In 2011 the National Highway Traffic Safety Administration (NHTSA) issued new Uniform Criteria for State Observational Surveys of Seat Belt Use to be implemented by all states starting with the 2012 survey. The new plan had to be developed by the state, submitted for NHTSA approval and upon approval be implemented during the 2012 survey. The GTSB partnered with Iowa State University’s Survey and Behavioral Research Services (SBRS) to develop a new seat belt use sampling data collection plan in compliance with the new regulations. On March 19, 2012, the GTSB was informed by the NHTSA Seat Belt Survey Design Review Team that the plan developed by SBRS was fully compliant with the Uniform Criteria. Just after receiving approval from NHTSA, GTSB was advised that not all states were able to develop a compliant plan so the federal requirement was going to be suspended for one more year but states with approved plans may use the new plan in the 2012 survey. Iowa chose to use the new plan for the 2012 survey.

Iowa is composed of 99 counties; 70 of these counties account for 87.6% of the passenger vehicle crash-related fatalities according to NHTSA’s Fatality Analysis Reporting System (FARS) data averages for the period of 2005 – 2009. The subsample of counties to be included in the survey is drawn from these 70 counties. Eligible roads are identified by the U.S. Department of Transportation Federal Highway Administration (FHWA) Federal Functional Classification as primary roads (interstate), secondary roads (other principal arterial and minor arterial), and local roads (major collector, minor collector, and local). In addition, eligible roads are divided into road segments which are stratified by available descriptive information. A stratified probability proportional to size (PPS) sample was employed to select the road segments to be used as observational sites.

The target population of this study includes all drivers and right-front passengers of all passenger vehicles that travel on public roads within the state boundary from 7:00 a.m. to 6:00 p.m. in all days of the calendar year. The passenger vehicles are defined by Criterion 1340.3 as motor vehicles with a gross vehicle weight rating of less than 10,000 pounds. The population parameter of interest is the seat belt use rate. Here, the seat belt use rate is defined as the ratio of the miles that members in the target population traveled while wearing seat belts to the miles that all members in the target population traveled with or without belt use.

The 2012 seat belt use data collection resulted in the observation of 13,926 passenger vehicles, with a right front seat passenger in 4,992 of those vehicles, for a total of 18,918 potential observations of belt use. Of these 18,918 potential observations, there were 12,649 drivers and 4,305 right front passengers who were observed to be wearing seat belts, for a total of 16,954 seat belt users. Seat belts were not worn by 784 drivers and 311 right passengers (total of 1,095 unbelted). Data collectors were unable to observe the seat belt use of 493 drivers and 376 passengers, for a total unknown use of 869. The unknown use, or “non-response rate,” is .0459 or 4.59%. This is well within the range allowed by federal regulations which require the non-response rate to be below 10%. Federal regulations require the calculation of seat belt use to be conducted with weighted data as described in the approved survey plan. Based on the weighted data, **Iowa’s overall seat belt use rate for 2012 was 92.38%**, with an estimated standard of error of 0.0107 (± 1%). Based on 2010 data, Iowa ranked 5<sup>th</sup> in the nation for seat belt usage (Source: NHTSA Traffic Safety Facts, 2010 Data, Occupant Protection, DOT HS 811 619). The 2012 survey reflected a 1.07% decrease in the usage rate between the 2011 and 2012 results. The small decrease could be due to the newly adopted methodology used to collect the 2012 data. The rate of 92.39% qualifies Iowa as a high usage state for Section 405(b) funding applications.



## **Public Awareness Survey ( NHTSA Core Behavior B-2)**

Since 2010, Iowa has conducted a public awareness survey in accordance with the recommendations set forth and agreed upon by the NHTSA-GHSA (Governor's Highway Safety Association) Working Group. The purpose of the survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are centered on the national mobilizations/high-visibility enforcement efforts. Iowa State University's Survey and Behavioral Research Services is contracted to conduct the survey in 2013 and 2014. As in previous years, the survey will be conducted at five (5) Iowa Department of Transportation Driver Licensing Offices; Des Moines, Fort Dodge, Cedar Rapids, Carroll, and Council Bluffs. The sites were originally set up to capture respondents from both rural and urban communities. The yearly goal is to survey a minimum of 500 Iowa licensed drivers. The survey consists of 18 questions and is designed to be self-administered by the licensed driver. Surveys are to be voluntary and anonymous.

## Iowa's Traffic Safety Culture

It is important to consider traffic safety culture when implementing traffic safety projects. Traffic safety culture describes the social and cultural environment influencing crashes which includes values, beliefs and behavior. Traffic safety in the United States involves entities from a national perspective to individual drivers, passengers and pedestrians. Iowa's ultimate goal is to achieve zero deaths. To make drastic changes in traffic safety culture, efforts must be of a cyclical and repetitive nature. This long-term vision will take time.

## State Demographics

Iowa is north-centrally located within the Midwestern section of the United States. Due to the central geographic location, Iowa is well-suited for commerce through a combination of air, water, rail and highway systems. Interstate 80 and Interstate 35 are major coast to coast interstates that pass through Iowa.

The 2010 Census data reported Iowa as having a population of approximately 3,046,355. During 2012, there were 2,217,304 licensed drivers in the state. Iowa also welcomes thousands of visitors each year who visit the state for business or pleasure.



The state is divided into 99 counties with 948 cities and municipalities. Within the 56,271 square miles of total area, there are over 114,000,000 miles of public roadways of which 9,373 miles are classified as primary roadways and 90,075 miles are secondary roadway systems.

Iowa is within a humid continental zone and generally experiences hot summers, cold winters and wet springs. Temperatures vary widely during the year with an annual average of 49° Fahrenheit. The state averages approximately 166 days of sunshine with 199 days which are cloudy or partly cloudy. The soil is fertile, making Iowa a premiere farming state within the United States. Des Moines, which is the capital city, is centrally located.

**State of Iowa  
HS 217**

**Highway Safety Program Cost Summary**

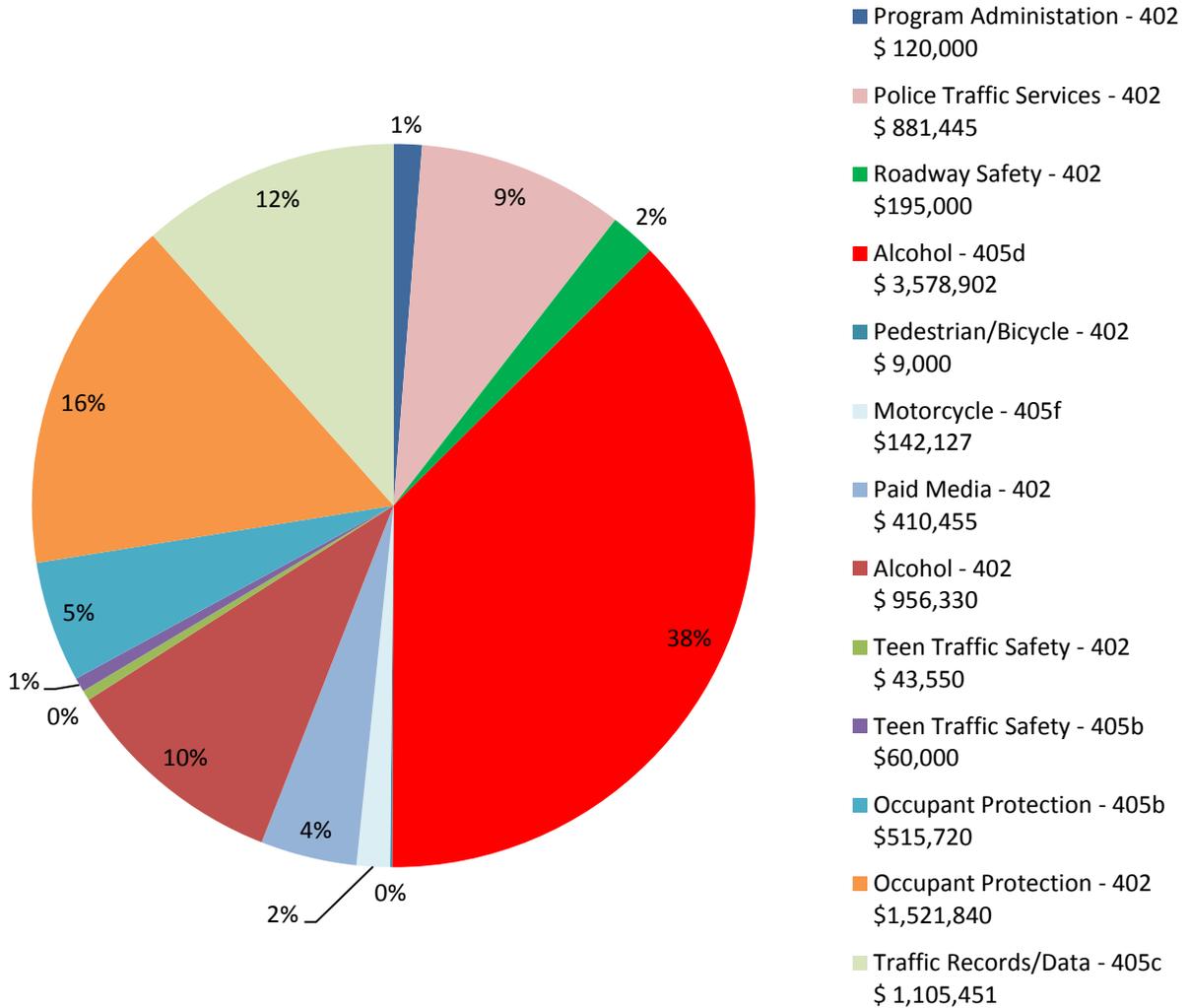
U.S. Dept. of Transportation / National Highway Traffic Safety Administration / Federal Highway Administration

Program Area Code	HSP Approved Program Funds	Match Funds	Previous Balance	Increase / Decrease	Current Balance	Share to Local Benefit
14-MOPA	\$ 120,000	\$ 120,000	\$ 0	(\$ 240,000)	\$ 240,000	\$ 0
14-MOAL	\$ 956,330	\$ 0	\$ 0	(\$ 52,855)	\$ 956,330	\$ 595,330
14-MOPM	\$ 410,455	\$ 0	\$ 0	\$ 9,435	\$ 410,455	\$ 0
14-MOOP	\$ 1,521,840	\$ 0	\$ 0	(\$ 89,275)	\$ 1,521,840	\$ 1,098,836
14-MOPT	\$ 881,455	\$ 794,976	\$ 0	(\$ 608,371)	\$ 1,676,431	\$ 492,990
14-MOPS	\$ 9,000	\$ 0	\$ 0	(\$ 1,000)	\$ 9,000	\$ 9,000
14-MORS	\$ 195,000	\$ 0	\$ 0	(\$ 50,000)	\$ 195,000	\$ 80,000
14-MOTSP	\$ 43,550	\$ 0	\$ 0	\$ 43,550	\$ 43,550	\$ 15,000
405b	\$ 332,120	\$ 66,424	\$ 0	(\$ 565,801)	\$ 398,544	\$ 44,000
405b M1*TSP	\$ 60,000	\$ 12,000	\$ 0	\$ 60,000	\$ 72,000	\$ 60,000
405b (Media)	\$ 183,600	\$ 36,720	\$ 0	(\$ 123,340)	\$ 220,320	\$ 0
405d	\$ 3,418,902	\$ 683,780	\$ 0	(\$ 1,852,444)	\$ 4,102,682	\$ 817,559
405d (Media)	\$ 160,000	\$ 32,000	\$ 0	\$ 52,000	\$ 192,000	\$ 0
405f	\$ 142,127	\$ 28,425	\$ 0	\$ 33,152	\$ 170,552	\$ 40,000
405c	\$ 1,105,451	\$ 221,090	\$ 0	\$ 352,741	\$ 1,326,541	\$ 719,500
<b>TOTAL</b>	<b>\$ 9,539,830</b>	<b>\$ 1,995,415</b>	<b>\$ 0</b>	<b>(\$ 3,032,208)</b>	<b>\$ 11,535,245</b>	<b>\$ 3,972,215</b>

As of June 10, 2013

# Iowa's FFY 2014 Highway Safety Funding

As of June 10, 2013



**APPENDIX A TO PART 1200 –  
CERTIFICATION AND ASSURANCES  
FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)**

State: Iowa

Fiscal Year: 2014

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

**GENERAL REQUIREMENTS**

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 – Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

**FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)**

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, ([https://www.fsrs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
  - (i) the entity in the preceding fiscal year received—
    - (I) 80 percent or more of its annual gross revenues in Federal awards;
    - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
  - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

#### **NONDISCRIMINATION**

**(applies to subrecipients as well as States)**

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

### **THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)**

The State will provide a drug-free workplace by:

- Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- Establishing a drug-free awareness program to inform employees about:
  - The dangers of drug abuse in the workplace.
  - The grantee's policy of maintaining a drug-free workplace.
  - Any available drug counseling, rehabilitation, and employee assistance programs.
  - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
  - Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
  - Abide by the terms of the statement.
  - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted –
  - Taking appropriate personnel action against such an employee, up to and including termination.
  - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

### **BUY AMERICA ACT**

**(applies to subrecipients as well as States)**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-

domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

**POLITICAL ACTIVITY (HATCH ACT)**

**(applies to subrecipients as well as States)**

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

**CERTIFICATION REGARDING FEDERAL LOBBYING**

**(applies to subrecipients as well as States)**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

**RESTRICTION ON STATE LOBBYING**  
**(applies to subrecipients as well as States)**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

**CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**  
**(applies to subrecipients as well as States)**

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions*

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered

transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

*Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:*

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

**POLICY ON SEAT BELT USE**

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at [www.trafficsafety.org](http://www.trafficsafety.org).

## **POLICY ON BANNING TEXT MESSAGING WHILE DRIVING**

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

## **ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

## **SECTION 402 REQUIREMENTS**

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).

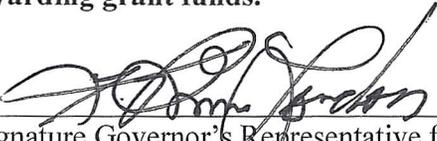
(23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

**I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.**

**I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.**

  
 \_\_\_\_\_  
 Signature Governor's Representative for Highway Safety

  
 \_\_\_\_\_  
 Date

**K. Brian London**

\_\_\_\_\_  
 Printed name of Governor's Representative for Highway Safety

Iowa Department of Public Safety  
Governor's Traffic Safety Bureau  
215 E 7th Street, Des Moines, IA 50319  
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