Highway Safety Plan

FFY 2015

Iowa Department of Public Safety
Governor's Traffic Safety Bureau

Highway Safety Plan

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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 21st Century Act (MAP-21). MAP-21 authorizes the federal surface transportation programs for highway, 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. Programs are implemented to encourage behavioral changes toward traffic safety; thus making roadways safer for citizens and visitors to Iowa.

Larry L. Noble, Iowa Department of Public Safety Commissioner, 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.

The FFY 2015 Highway Safety Plan was developed utilizing data to identify highway safety problems. Through the analysis of the data, performance measures and targets were set for evidence-based projects identified within this plan. Continuous partnerships with the Department of Transportation, Federal Highway Administration and the Federal Motor Carrier Safety Administration has allowed for the development of the FFY 2015 Highway Safety Plan which coordinates with the state's Strategic Highway Safety Plan.

In FFY 2015 there will be an increased focus in the area of impaired driving. In the spring of 2014, Iowa developed an impaired driving blueprint identifying seven areas of concentration believed to have the most potential to affect impaired driving fatalities in Iowa: legislation, enforcement, toxicology, prosecution/judicial, public awareness/education, data/traffic records, and research.

Iowa understands the importance of traffic safety partners for the implementation of strategies and programs, and will continue to be diligent in the administration of Section 402 and 405 funds for program effectiveness.

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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 (GTSB) administers the state of Iowa's allocation of federal highway safety funds. On July 6, 2012, President Barrack Obama signed into law the "Moving Ahead for Progress in the 21st Century Act" (MAP-21) which restructured the highway safety grant programs administered by the National Highway Traffic Safety Administration (NHTSA). MAP-21 requires states to develop and implement the State highway safety programs which are data driven and evaluated by performance measures.

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

Iowa Administrative Code 661 – Chapter 20 governs the operation of the state highway safety office and the allocation of federal highway safety funds.

Iowa Administrative Code 661 – Chapter 20 is provided below:

661—20.1(23USC402,Exec Ord 23) 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. 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.

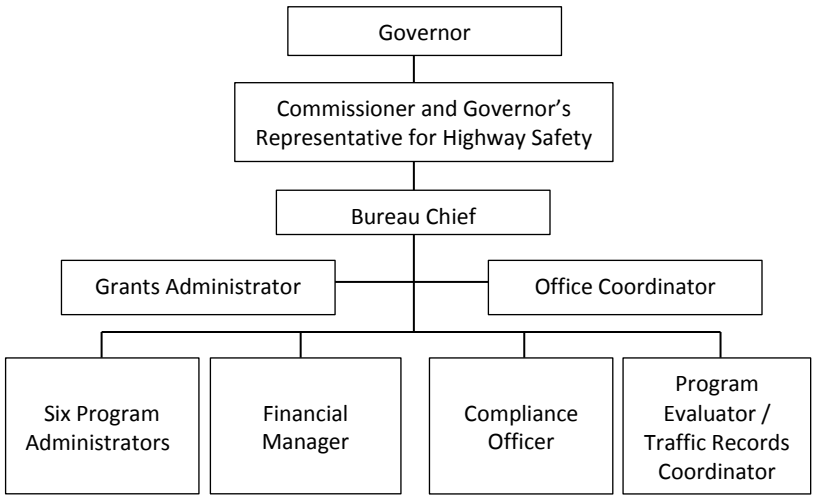
661—20.4(23USC402,ExecOrd23) Funding criteria.
20.4(1) Allocation of federally appropriated funds administered by the governor's traffic safety bureau pursuant to Title 23 U.S.C. as amended through September 1, 1993, shall be based on: (1) federally mandated projects; and (2) high fatality and personal 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,Exec Ord23) 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 GTSB administers federal highway safety funds awarded to the state of Iowa. It is the responsibility of the GTSB to ensure contractors follow uniform procedures that allow for maximum flexibility without the loss of oversight control. Through the program year, GTSB Program Administrators monitor projects for compliance with federal requirements to ensure goals are being achieved.

Iowa GTSB Table of Organization



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Highway Safety Planning Process

Data and Information Sources

Countermeasures are the most effective when accurate and timely data is used. Data is the cornerstone used to improve traffic safety in Iowa. During the highway safety planning process numerous sources of data are utilized.

Iowa Traffic Records System

Crash Data

The Iowa Department of Transportation maintains crash data submitted by law enforcement agencies throughout the state. The information is submitted in either an electronic or paper format. Currently 236 agencies submit crash data electronically through Iowa Traffic and Criminal Software (TraCS), which accounts for approximately 94% of all crash submissions.

The Iowa Department of Transportation, Office of Traffic and Safety and Driver Services, and Iowa State University through In-Trans and the Iowa Traffic Safety Data Service (ITSDS) aid in the analysis of crash data. Special reports and/or maps are supplied from these agencies are requested.

Vehicle Data

The Iowa Department of Transportation, Motor Vehicle Division maintains the vehicle data system. As of December 31, 2013, there were 3,501,115 registered vehicles in the state of Iowa. Vehicle registration and title transactions are processed through the state's 99 county treasurer offices and are available "real time". Vehicle registration and title information is linked with the state driver license system.

Driver Data

The Iowa Department of Transportation, Motor Vehicle Division maintains driver records. As of December 31, 2013, Iowa had 2,201,525 licensed drivers in the state of Iowa. In addition to currently licensed drivers, the system also includes, but is not limited to, records of identification only, expired licenses, suspended drivers, licenses surrendered in other states.

Roadway Data

The Iowa Department of Transportation is the agency responsible to collect and maintain roadway system data. Iowa's roadway system is one of the largest in the nation, totaling approximately 114,000 miles of city, county, and state roads. Data collected for all road jurisdictions includes geographic information, geometric data, roadway configuration, pavement and bridge condition, jurisdictional responsibilities, and traffic levels.

Citation / Adjudication

The Iowa Department of Transportation is assigned statutory responsibility for the oversight of citations in the state. The majority of citations issued in Iowa are submitted electronically to the Iowa Department of Transportation using TraCS, Electronic Citation Component (ECCO). TraCS is used by 51% of the 470 law enforcement agencies in Iowa. For enforcement agencies without TraCS, a paper citation form is used.

The goal of ECCO is to exchange citation data between law enforcement agencies and the courts. ECCO software creates electronic citation forms are needed. The citations are generated with a unique identifying number.

Iowa data definitions meet national law enforcement and court standards including the National Crime Information Center, Uniform Crime Reporting, National Incident-Based Reporting System, National Law Enforcement Telecommunication System, Law Enforcement Information Network and the Traffic Court Case Management Systems Functional Requirement Standards. Data elements are defined for court records in the National Center for State Courts (NCSC) guidelines.

EMS / Injury Surveillance System

Iowa's injury surveillance system components include EMS run data, outpatient data including emergency department data, hospital discharge data and a trauma registry consisting of a subset of injured persons who receive care in Iowa.

Iowa's injury surveillance system data repositories and human resources are located primarily with the Iowa Department of Public Health (DPH), Divisions of Epidemiology, EMS, and Disaster Response. The DPH Bureau of EMS is the lead agency for the state trauma system which houses the EMS Patient Registry and Trauma Patient Registry.

FARS

Analysis of data maintained in NHTSA's Fatality Analysis and Reporting System (FARS) is utilized to identify where Iowa ranks nationally in addition to running Iowa specific queries. FARS data was used to set targets and performance measures for the upcoming program year. Iowa also utilizes State Traffic Safety Information (STSI) as a quick reference for state-specific information.

NHTSA Reports and Publications / Fact Sheets

NHTSA publishes reports and other publications that summarized traffic safety issues from a national perspective but also include information specific to states. These reports help identify where Iowa ranks nationally. Specific reports reviewed to formulate the FFY 2015 Highway Safety Plan Include:

"Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 7th Edition, 2013

NHTSA Traffic Safety Fact Sheets

"Traffic Safety Performance Measures for States and Federal Agencies", DOT HS 811025, August 2008

2011 Traffic Records Assessment

Public Attitude Surveys

The National Highway Transportation Safety Administration and the Governor's Highway Safety Association (GHSA) developed a set of survey questions about seat belt use, impaired driving and speeding to track trends and evaluate the efficacy of their countermeasures over time. Surveys have been conducted in a self-reporting, voluntary and anonymous manner at five Iowa driver license stations since 2010.

U.S. Census Bureau Information

U. S. Census Bureau Information is utilized for population trends.

Observational Safety Belt Usage Survey

Throughout the year numerous observational seat belt usage surveys are conducted throughout the state. The official seat belt usage is determined through an annual usage survey conducted in accordance with NHTSA's "Uniform Criteria for State Observational Surveys of Seat Belt Use", 2011. The restructured methodology criteria were adopted in Iowa in 2012. The Iowa's observational survey is conducted by Iowa State University's Survey and Behavioral Research Services.

Child Passenger Restraint Usage Rate Survey

Iowa conducts a child restraint usage rate survey which focuses on restraint usage on children through the age of 17. The Iowa's child restraint survey is conducted by the University of Iowa, Injury Prevention Research Center.

Pre- and Post-Event Surveys

Throughout a program year law enforcement partners, including special Traffic Enforcement Program (sTEP) grantees, are required to conduct safety belt usage surveys. Specifically sTEP grantees are to conduct a survey before and after each special enforcement wave a means to measure the impact of the enforcement wave and to assess overall occupant protection strategies.

Traffic Safety Partner Input / Collaboration/ Statewide Goals

For a traffic safety program to be effective, it is essential to collaborate with traffic safety stakeholders to remain current about emerging traffic safety issues. This allows for the ability to take appropriate actions to address identified problems. Traffic safety successes recognized in Iowa can be attributed to the strong partnerships that have been developed throughout the state. The GTSB is dedicated to maintain these partnerships with agencies and organizations who share the common interests and goals to reduce traffic fatalities and serious injuries on Iowa's roadways. Iowa recognizes that each and every partner plays and important role in this collaborative effort.

Strategic Highway Safety Plan

Members of the GTSB were involved in the revision of the Iowa Strategic Highway Safety Plan (SHSP) during 2012 and 2013. During the revision process, the GTSB, Department of Transportation, Federal Highway Safety Administration, Federal Motor Carrier Safety Administration and other safety partners teamed up and formed an Advisory Board to ensure the integration of highway safety planning. The collaborative effort was data-driven and strategies were determined utilizing the data, while considering the effectiveness and cost. Iowa's short-term goal to reduce both fatalities and serious injuries 15% by January 1, 2020, with the long-term vision to promote and support enforcement, engineering, education, and policy that will reduce severe crashes (those crashes that result in at least one fatality and/or major injury) to zero in Iowa.

["Safety is a key consideration in this plan, identified later as one of the document's three goals. The department emphasizes safety in all efforts, including enforcement, education, engineering and emergency response. Safety is most often thought of in terms of highway mode, but each modal area is part of an interrelated transportation system that carries equal importance. The overriding goal for all aspects of transportation safety is to reduce injuries and fatalities, thereby reducing personal and economic losses experienced by families, employers and communities, and improving Iowa's quality of life. This can be achieved by educating users, designing safer facilities, and joining with partner in collaborative efforts."

Iowa In Motion Planning Ahead
2040 State Transportation Plan,
Iowa Department of Transportation, 2012.]

The revised SHSP covers the period of July 1, 2013 through December 31, 2016 and identifies key strategies intended to be deployed and implemented throughout the 3-year period. SHSP Advisory Board members are committed to ensure the implementation of the plan. The members of the Advisory Board also serve on the Implementation Team. The Implementation Team meets every quarter where representatives from each safety area provide an update as to the progress made in each respective area.

Iowa will collaborate regularly with the Iowa Department of Transportation, Federal Highway 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. Coordinated goals are set within the Highway Safety Plan and the Strategic Highway Safety Plan.

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:

Iowa Strategic Highway Safety Plan Summary of Goals and Output Measures		
Area	Effort	Goals
Education Safety Area	Multi-Media Education Campaign	Launch multimedia Zero Fatalities campaign.
	Enhance Driver Education	Enhance driver education program s in five school districts per year.
Enforcement Safety Area	High Visibility Enforcement	Deploy 1000 hours of high visibility, targeted enforcement activities per year with state enforcement officers.
	Deploy State-of-the-Art Technology	Equip all Iowa State Patrol and Iowa DOT Motor Vehicle Enforcement vehicles with LIDAR for speed enforcement.
		Sustain the GTSB equipment upgrade program for cities and counties.
		Strengthen public perception of traffic safety be adding messages to all existing full-size dynamic message signs along primary highways.
	Expand Impaired Enforcement Programs	Provide drug recognition expert training to 36 additional officers over the plan period.
		Provide advanced roadside impaired driving enforcement training to 450 additional officers over the plan period.
		Construct a training program for recognition of drowsy or inattentive drivers and schedule training sessions during the plan period.
Engineering Safety Area	Prevent lane Departure Crashes	Add rumble strips to 350 miles of primary system per year.
		Add rumble strips to 30 miles of local system per year.
		Complete 200 miles of shoulder treatments on primary system per year.
		Delineate 200 curves on the primary system in the plan period,
		Delineate 100 curves on the local system in the plan period.
		Install 20 miles of median cable barrier per year.
		Write 15 local safety plans over the plan period to identify opportunity areas on county roads.
	Improve Intersections	Complete two rural expressway intersection improvements on the primary system per year.
		Complete two multilane, urban intersection improvements on the primary system per year.
		Complete 10 local system intersections improved with destination lighting per year.
		Improve signalized, urban intersections on the local system per year.

Policy Safety Area		
	Enhance Multiagency Collaborative Efforts	Explore funding and EMS Assessment by NHTSA.
		Form an interdisciplinary advisory for the Zero Fatalities program.
		Increase agency and partnerships by organizing and conducting and annual statewide conference focused on Zero Fatalities.
	Support Safety-Minded Legislative Positions	Provide two safety issue reports to legislators per year. Papers will be developed by an interagency team to provide key information related to public policies.
Research and Data Safety Area	Support Safety-Minded Legislative Positions	Launch a traffic records web portal to provide access to all six safety data sets by the end of the plan period.
		Create a web-based analytical tool by the end of the plan period.

Grant Selection Process – Section 402 & 405 Funding

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

Iowa utilizes data as the basis to identify traffic safety issues. Iowa's traffic records program is strong due to the partnership of the Statewide Traffic Records Coordinating Committee (STRCC). STRCC is responsible for promoting and improving Iowa's Traffic Records System. The primary purpose of a traffic records system is to provide accurate, timely, and complete information which must be able to be integrated with other sources. Data may be collected and maintained by different agencies and organizations, but through STRCC the continuous improvement of the traffic records system is a collaborative effort. Federal traffic safety funding through MAP-21, Section 405(c) assists in the development and support of data programs used for safety analysis, special projects, and for the deployment of enforcement; therefore, accuracy and timeliness of the data is essential for decision making and for the development of strategies. The components of Iowa's traffic records system include crash data, roadway inventory, driver data, vehicle data, citation/adjudication, and EMS/Injury Surveillance. Projects funded through Section 405(c) consider the areas of accuracy, completeness, integration, timeliness, uniformity, and accessibility.

When setting strategies, Iowa reviews data considering 10-, 5, and 3-year linear trends and 5-year running averages. Other sources of data including NHTSA reports/publications, statewide observational safety belt surveys, and results of public awareness surveys are also considered when setting goals and strategies. Throughout the year the GTSB will request additional analysis of data and maps through the Iowa Department of Transportation, Offices of Traffic & Safety and Driver Services, and/or through In-Trans at Iowa State University / Iowa Traffic Safety Data Service (ITSDS). Iowa maintains a continuous cycle to monitor data, review project proposals and implementation, and evaluation toward attaining goals and objectives. It is also important to understand the evolving traffic safety cultures when implementing projects and setting goals.

The Iowa Strategic Highway Safety Plan was designed with strategies supporting a "Towards Zero Deaths" goal. "Toward Zero Deaths" is an aggressive goal but one that is important. There are few exertions more worthwhile than those geared toward saving lives. Through the process to revise the Strategic Highway Safety Plan it was recognized Iowa needed to have one unified statewide message. "Zero Fatalities – A Goal We Can All Live With" builds upon the fundamental belief that even one death is too many.

The Process of Problem Identification in Iowa

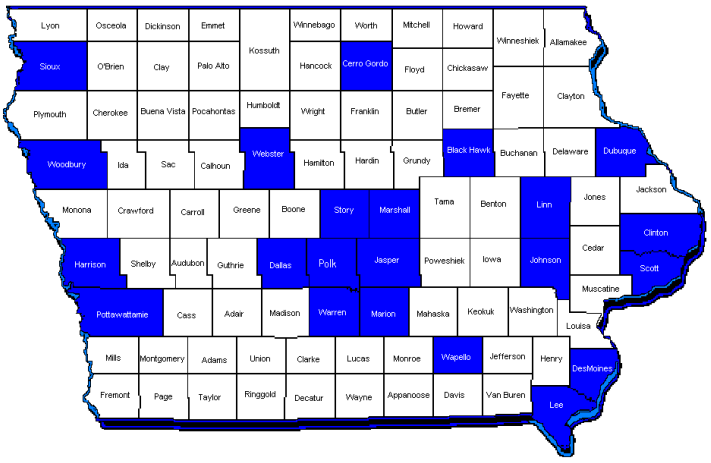
Traffic related safety problems throughout Iowa are carefully analyzed through the Problem Identification process. Iowa reviews data and evaluates for each of the 99 counties. *Iowa Administrative Code 661 – Chapter 20* specifies the inclusion of fatalities, alcohol-related fatalities, injuries, serious injuries, alcohol-related injuries, vehicle miles traveled, serious traffic offenses, fatal and injury crashes involving motorcycles, and fatal and injury crashes involving pedestrians and bicycles to be used in the problem identification analysis process. The Problem Identification process is the foundation used by the state for the application and implementation of traffic safety-related projects and strategies utilizing highway safety funds.

For evaluation purposes, the nine data elements are given equal weight as the *Administrative Code* does not specific any particular emphasis on individual elements. Iowa has adopted the recommendation of the National Highway Traffic Safety Administration (NHTSA) to utilize the last three years of data for the problem identification analysis.

Data in each category is totaled and ranked in relationship to the other counties throughout the state in each of the 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 periods and that was the 12th highest among the 99 counties, then County Y would be ranked 12th in the area of traffic fatalities. After all categories have been analyzed, the problem ranking 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 Section 402 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 this process, the "Top 22" counties, the counties with the highest composite ranking in the relevant categories, are identified as eligible for Section 402 funding.

Iowa's Top 22 Problem Identification Counties – FFY 2015
(Cities with populations of 5,000 or more – 1/20/2014)

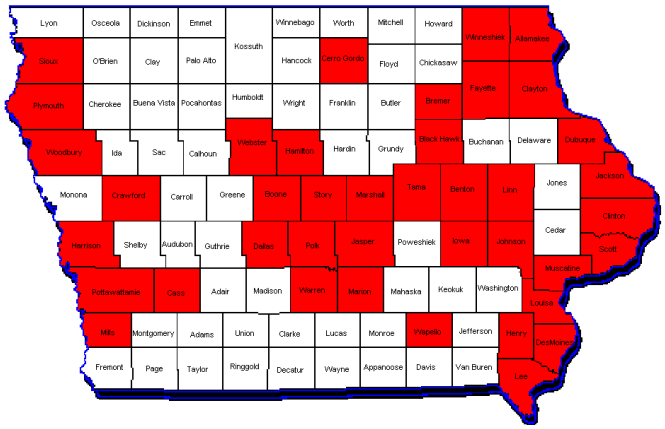


Black Hawk	Muscatine
Cerro Gordo	Plymouth
Clinton	Polk
Dallas	Pottawattamie
Dubuque	Scott
Harrison	Sioux
Jasper	Story
Johnson	Wapello
Lee	Warren
Linn	Webster
Marshall	Woodbury

Targeting Impaired Driving

Iowa has utilized the Problem Identification analysis to expand federal funding eligibility beyond the Top 22 counties enabling additional agencies the ability to address and target impaired driving problems within their jurisdictions. Following the same manner and analysis utilized for Section 402 / Top 22 eligibility, Section 405(d) eligibility is based on a county's ranking in the areas of impaired driving fatalities, impaired driving injuries, and serious traffic offenses. Iowa's 99 counties are ranked in a composite manner in the three critical areas. Through this process, the "Top 40" problem related counties are identified, thus resulting in 18 additional county sheriff offices and local police departments eligible for funding.

Iowa's Top 40 Alcohol-Problem Counties – FFY 2015



Allamakee	Hamilton	Plymouth
Benton	Harrison	Polk
Black Hawk	Henry	Pottawattamie
Boone	Iowa	Scott
Bremer	Jackson	Sioux
Cass	Jasper	Story
Cerro Gordo	Johnson	Tama
Clayton	Lee	Wapello
Clinton	Linn	Warren
Crawford	Louisa	Webster
Dallas	Marion	Winneshiek
Des Moines	Marshall	Woodbury
Dubuque	Mills	
Fayette	Muscatine	

Evidence Based Traffic Safety Enforcement Plan

Sections 402 and 405(d) funding is targeted to the areas of the state with the highest incidence of traffic problems and/or alcohol-related problems. The counties are determined as outlined in the Problem Identification section of this plan. Agencies that qualify are notified by the GTSB. Through the application process, grantees utilize data to support their enforcement strategies, equipment needs, and educational material requests.

During the program year, GTSB Program Administrators conduct site visits and track the progress of agencies to ensure they are achieving goals and objectives. Program Administrators also make sure activity reports, claims with supporting documentation, trip reports and other contractually required information is received by the GTSB in a timely manner. There is continuous follow-up and adjustment of the enforcement plan. If a trend or particular shortcoming is identified, enforcement partners are encouraged to make adjustments to address such areas.

Iowa continues to record safety belt usage rates higher than the national average yet recognizes efforts to increase usage need to continue. For the past 6 years, Iowa has achieved a 26.8% decline in unrestrained vehicle occupant fatalities from 153 in 2007 to 112 in 2012. However, in 2012, over 40% of all individuals killed in crashes were recorded as not wearing a safety belt with an additional cases being recorded as "unknown" by the investigating officer. As a strategy to improve belt usage, the results of the yearly observational survey is utilized not only for the overall state usage rate but for also identifying counties where low usage was observed and recorded. In FFY 2014, Iowa analyzed observational safety belt usage information along with crash data and identified five rural counties that had low usage rate and a high crash rate. In 2012, 72% of fatal crashes occurred on secondary rural roads. Secondary rural roads make up approximately 90,075 miles (79%) of roadways in the state. Combining the data of the five rural counties and the need to decrease traffic fatalities and serious injuries on Iowa rural roadways the High Five Rural Traffic Safety Project (High Five) was implemented. Safety belt usage will be the primary focus of enforcement and education/community outreach but the High Five is designed as a multi-agency effort to also include low cost engineering improvements. The High Five program was initiated as a pilot project to run April 1, 2014 – September 30, 2015. It is anticipated that a minimum of five counties will be selected during FFY 2016 and beyond.

Over the past 5 years the number of alcohol-impaired driving fatalities has fluctuated but when analyzing a linear trend for 2008 – 2012, a downward trend is noted. Iowa recognizes other impairments such as illegal drugs are also contributing factors in some fatalities. In May of 2014, Iowa received special approval from NHTSA for the purchase of a liquid chromatography tandem-mass spectrometer (LC/MS/MS) utilizing /section 405(c) funds. With the purchase of this piece of equipment, there will be several benefits including:

1. Drug Testing – The state crime laboratory currently does not test toxicology screens for drugs in blood. Those specimens are currently shipped out of state to outside laboratories. The current baseline for blood drug cases being tested by the DCI laboratory is 0. With the addition of a new LC/MS/MS, testing would increase to 100% because all blood samples would be tested routinely.
2. The addition of a new LC/MS/MS will allow for laboratory personnel to continue developing method validations for other drugs while continuing regular casework.
3. It is estimated the cases received by the DCI Laboratory has the potential of increasing up to 33% when agencies learn the state crime lab can conduct drug testing.
4. With the acquisition of another LC/MS/MS it is estimated the 45 day turnaround of casework would decrease by about 22% to approximately 35 days.
5. In January 2015, the Iowa Department of Transportation will release an updated crash report form. The seven major drug categories (central nervous system depressants, central nervous system stimulators, hallucinogens, phencyclidine, narcotic analgesics, inhalants, and cannabis) were added.
6. Iowa will be able to significantly increase the accuracy, completeness, timeliness, and uniformity of Iowa's crash data in the area of impairment, providing the data needed to identify priorities for federal, state, and local highway and traffic safety programs.

High visibility enforcement efforts are strengthened with the use of data. Law enforcement agencies can utilize reports designed by the Iowa Traffic Safety Data Service (ITSDS) to analyze data specific to their county. Standard

"Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it."

-H. James Harrington

reports designed by ITSDS utilize the last five years of Iowa Department of Transportation data and breaks down the fatality and serious injury data to time of day, day of week, age, and road class in the areas of impaired, inattentive, speed and unprotected. Maps are also available. Utilizing specific county data and mapping has proven to be effective and more useful for individual agencies than just using overall state data when allocating resources to work overtime enforcement. Such reports and maps assist in the adjustment of the enforcement plan as needed for continuous safety improvement. Such data and mapping allow for funded enforcement agencies to adjust efforts and strategies that are effective and specific for their county. The data and mapping is readily available by county. If an agency, including local jurisdictions are in need of additional information they can work with ITSDS for customized reports.

Examples of information provided by ITSDS for the High Five program is can be found in Attachment A.

Maintenance of Effort

The state of Iowa will be vigilant in maintaining expenditure levels at or above those in FFY 2011 and FFY 2012. The spending plan for Section 405 occupant protection, impaired driving, and traffic records meets or exceeds the state and local expenditures in the budgets for FFY 2011 and FFY 2012, thus allowing Iowa to avoid supplanting. Iowa is confident this threshold will continue to be met. The state maintains auditable documentation to substantiate that it meets Maintenance of Effort requirements under the grant program.

FFY 2015 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 15 measures: 11 core outcome measures, 1 core behavior measure and 3 activity measures. Beginning in FFY 2015, NHTSA and GHSA agreed to add the eleventh core outcome measure of bicycle fatalities.

During the process to set performance measures and targets, the GTSB used the same process set forth in the State Strategic Highway Safety Plan (SHSP) to determine consistent baseline measures for traffic fatalities, serious injuries, and fatalities per 100M vehicle miles traveled. The 5-year average was used to help annul inconsistencies caused by fluctuations in fatality and serious injury numbers on a year-to-year basis.

In the core areas of traffic fatalities and serious injuries 2007 – 2011 data was used when setting goals and aligning initiatives of the Strategic Highway Safety Plan and the Highway Safety Plan. For all other core areas, FARS data for 2008 through 2012 was used to set performance measures and targets for outcome measures.

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.						
	2007	2008	2009	2010	2011	2012	2020 Target
FARS	446	412	371	390	360	365	**337**
5-Year Average			424	412	396	380	
C-2 **Serious Injuries**	Reduce serious injuries 15% from the 2007 – 2011 average of 1,717 to 1,459 by January 1, 2020.						
	2007	2008	2009	2010	2011	2012	2020 Target
Iowa DOT	1,982	1,841	1,616	1,647	1,510	1,616	**1,459**
5-Year Average	2,037	1,995	1,884	1,795	1,717	1,646	
C-3 **Fatalities / 100M VMT**	Reduce fatalities per 100M VMT 9.8% from the 2008 – 2012 average of 1.22 to 1.10 by December 31, 2015.						
	2008	2009	2010	2011	2012	2015 Target	
FARS	1.34	1.19	1.24	1.15	1.16	**1.10**	
5-Year Average		1.36	1.32	1.27	1.22		
Rural Fatalities / 100M VMT	Reduce rural fatalities per 100M 11% from the 2008 – 2012 average of 1.63 to 1.45 by December 31, 2015.						
	2008	2009	2010	2011	2012	2015 Target	
FARS	1.85	1.63	1.59	1.58	1.50	**1.45**	
5-Year Average		1.86	1.75	1.71	1.63		
Urban Fatalities / 100M VMT	Reduce the urban fatalities per 100M VMT 4.44% from the 2008 – 2012 average of .586 to .56 by December 31, 2015.						
	2008	2009	2010	2011	2012	2015 Target	
FARS	.57	.54	.70	.49	.63	**.56**	
5-Year Average		.61	.67	.60	.59		
C-4 **Unrestrained Passenger Vehicle Occupant Fatalities**	Reduce unrestrained vehicle occupant fatalities 19.2% from the 2008 – 2012 average of 123.8 to 100 by December 31, 2015.						
	2008	2009	2010	2011	2012	2015 Target	
FARS	144	124	119	120	112	**100**	
5-Year Average		138	134	132.2	123.8		
C-5 **Alcohol-Impaired Driving Fatalities**	Reduce alcohol-impaired fatalities 9.4% from the 2008 – 2012 average of 89.4 to 81 by December 31, 2015.						
	2008	2009	2010	2011	2012	2015 Target	
FARS	89	98	85	83	92	**81**	
5-Year Average		101.6	99.8	92.6	89.4		
C-6 **Speed-Related Fatalities**	Reduce speed-related fatalities 1% from the 2008 – 2012 average of 60.6 to by 60 by December 31, 2015.						
	2008	2009	2010	2010	2012	2015 Target	
FARS	41	62	66	64	70	**60**	
5-Year Average		43.2	47.6	54.2	60.6		
C-7 **Motorcyclist Fatalities**	Reduce motorcyclist fatalities 4.9% from the 2008, 2009, 2010, and 2012 average of 55.75 to 53 by December 31, 2015.						
	2008	2009	2010	2011	2012	2015 Target	

FARS	55	49	60	36	59	**53**
5-Year Average		53.6	56.6	52.4	51.8	
C-8 **Unhelmeted Motorcyclist Fatalities**	Reduce unhelmeted motorcyclist fatalities 2.76% from the 2008, 2009, 2010, and 2012 average of 53 to 44 by December 31, 2015.					
	2008	2009	2010	2011	2012	2015 Target
FARS	45	40	49	34	47	**44**
5-Year Average		43.2	47.2	44.2	43	
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 2008 – 2012 average of 58.4 to 40 by December 31, 2015.					
	2008	2009	2010	2011	2012	2015 Target
FARS	64	64	62	53	49	**40**
5-Year Average		75.6	70.6	65.8	58.4	
C-10 **Pedestrian Fatalities**	Reduce pedestrian fatalities 10.89% from the 2008 – 2012 average of 20.2 to 18 by December 31, 2015.					
	2008	2009	2010	2011	2012	2015 Target
FARS	17	21	18	25	20	**18**
5-Year Average		22	20.8	20.8	20.2	
C-11 **Bicycle Fatalities**	Reduce bicycle fatalities 34.7% from the 2008 – 2012 average of 4.6 to 3 by December 31, 2015.					
	2008	2009	2010	2011	2012	2015 Target
FARS	5	2	8	5	3	**3**
5-Year Average		6	5.4	5.4	4.6	

NHTSA Core Behavioral Measures

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

The Iowa Governor's Traffic Safety Bureau is responsible for documenting and reporting patterns of seat belt use for the state of Iowa through a direct observation method. The survey methodology for collecting the data complies with the "Uniform Criteria for State Observational Surveys of Seat Belt Use" issued by NHTSA in 2011.

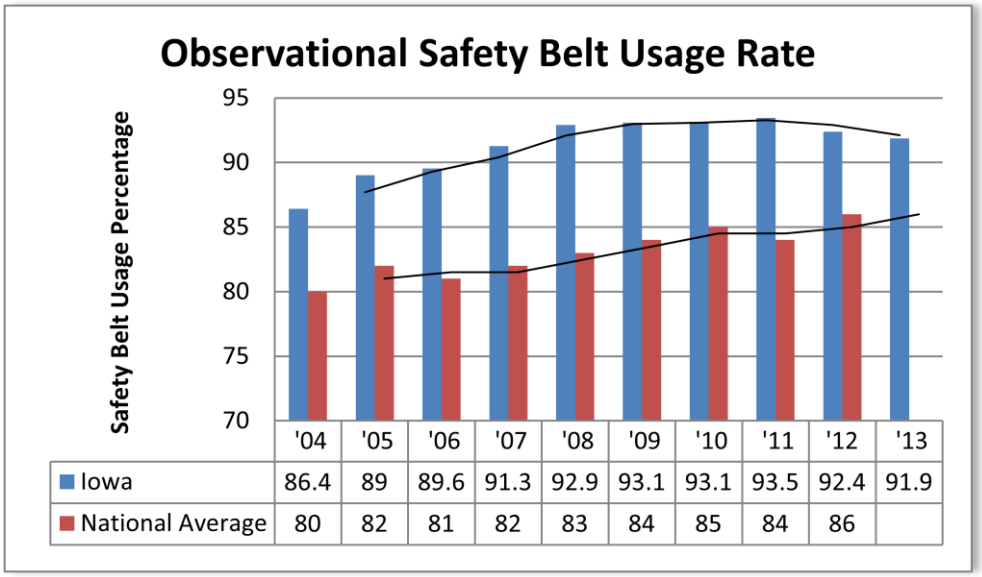
Iowa has 99 counties; 70 of which account for approximately 87% of the passenger vehicle crash-related fatalities according to NHTSA's Fatality Analysis Reporting System (FARS) data averages for the period of 2005 – 2009. The subsample of counties to be included in the survey is drawn from these counties. 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 proportioned 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. 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 2013 survey was conducted June 12 – 18, 2013. Data collection resulted in the observation of 12,936 passenger vehicles with a right front seat passenger in 4,325 of those vehicles for a total of 17,261 potential observations. Of the 17,261 potential observations, there were 11,708 drivers and 3,810 right seat passengers who were observed to be wearing seat belts, for a total of 15,518 seat belts users. Data showed a total of 1,131 persons unbelted, and collectors were unable to observe the belt usage of 612 drivers and passengers.

Federal regulations require the calculation of seat belt use to be conducted with weighted data as described in the approved survey plan. Based on weighted data, Iowa's overall seat belt use rate was 91.86%, with an estimated standard of error of 0.0064 (+/-1%). Iowa remains above the national average of 86%. Iowa is identified as a "high belt use state" for purposes of qualifying for MAP-21, Section 405(b) funding.

Between 2011 and 2013, the usage rate has dropped 1.70% according to the observational surveys. A five-year moving average depicts a decreasing trend. Iowa must focus on reversing this downward trend. To reverse the trend, **the GTSB has set a goal to increase the observational safety belt usage rate .588% from the 2013 rate of 91.86% to 92.4% by 2015.**



	'04	'05	'06	'07	'08	'09	'10	'11	'12	'13
Iowa	86.4	89	89.6	91.3	92.9	93.1	93.1	93.5	92.4	91.9
National Average	80	82	81	82	83	84	85	84	86	

Iowa State University, Survey and Behavioral Research Services (15-405b0M1OP, Task 01-00-00) will conduct the 2015 survey.

Public Attitude/Awareness Survey (NHTSA Core Behavior B-2)

Guidelines and recommendations set forth by the NHTSA-GHSA Working Groups were utilized to develop Iowa's Public Awareness / Attitude Survey. Since 2010, Iowa has conducted the survey to focus on driving patterns and to evaluate the effectiveness of media campaigns that are centered on the national mobilizations/high visibility enforcement efforts. The survey consists of 18 questions which include 10 core questions requested by NHTSA and GHSA as well as 6 other related questions and two demographic questions. In 2013 one question was added (#19) at the request of the Iowa Department of Transportation to gather information about the use of electronic message boards on interstate highways to display traffic safety messages. GTSB has partnered with Iowa State University, Survey and Behavioral Research Services (15-402-M0OP, Task 04-00-00) to conduct the survey.

The survey will be conducted in the same manner as previous years. Surveys are conducted at Iowa Department of Transportation Driver Licensing Offices in Ankeny, Carroll, Cedar Rapids, Council Bluffs, and Fort Dodge, IA. At each location the survey is conducted between the hours of 8:30 a.m. and 5:00 p.m. with the goal being 500 Iowa licensed drivers participating. The surveys are self-reported, voluntary and anonymous.

Activity Measures

Numbers reported in "Activity Measures" reflect grant funded activity during FFY 2013.

A-1	Safety Belt Citations	10,201
A-2	OWI Arrests	2,783
A-3	Speed Citations	33,261

Project Descriptions and Strategies

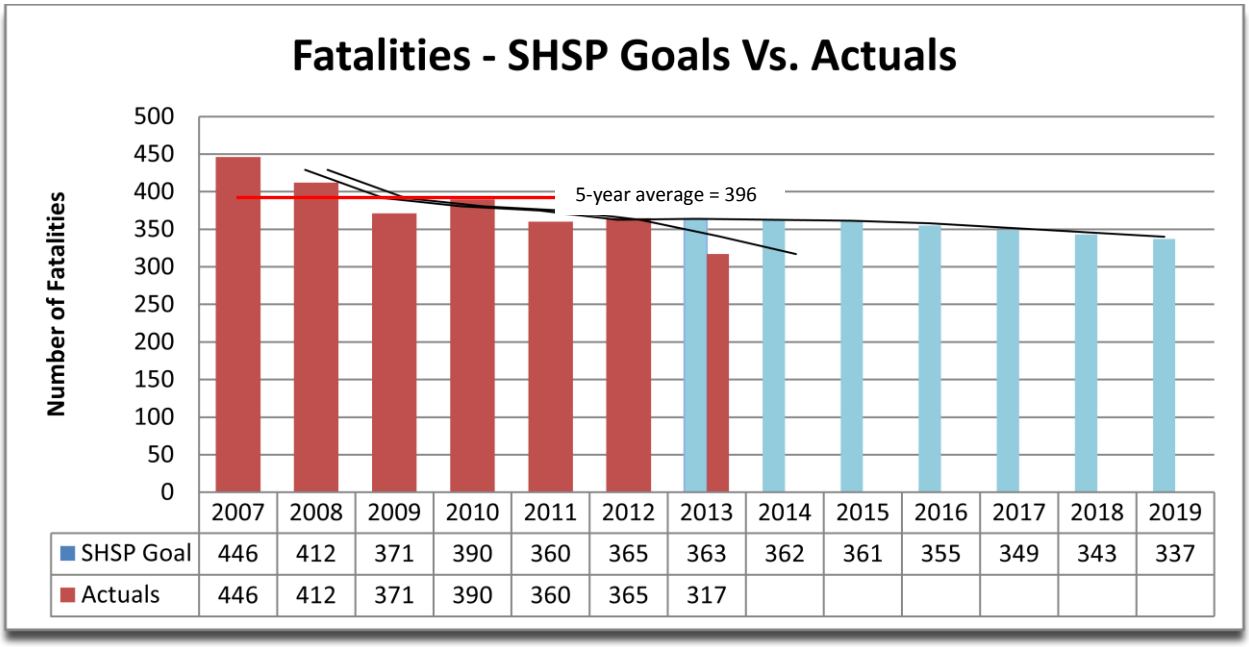
This section provides an overview of projects to be implemented during FFY 2015 and lists performance measures/data, state goals, and countermeasures. The Governor's Traffic Safety Bureau has allocated Section 402 and 405 highway safety funds in accordance with regulations of Moving Ahead for Progress (MAP-21) legislation for Federal Fiscal Year 2015, October 1, 2014 – September 30, 2015.

Traffic Fatalities — NHTSA Core Outcome Measure C-1

In 2013 there were 317 traffic fatalities in the state of Iowa. Although 317 was a record low number of fatalities for the state, the position remains that every fatality is tragic and 317 is still too many.

Between 2012 and 2013, Iowa experienced a 13.15% decrease in the number of traffic fatalities. When analyzing both a linear trend line and a 5-year moving average, Iowa's fatalities continue to decrease.

To formulate performance measures, strategies and goals, the GTSB used the same process set forth in the Strategic Highway Safety Plan 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 nullify inconsistencies caused by the fluctuations in fatality and serious injury numbers on a year-to-year basis and will show long-term trends more clearly than annual counts.

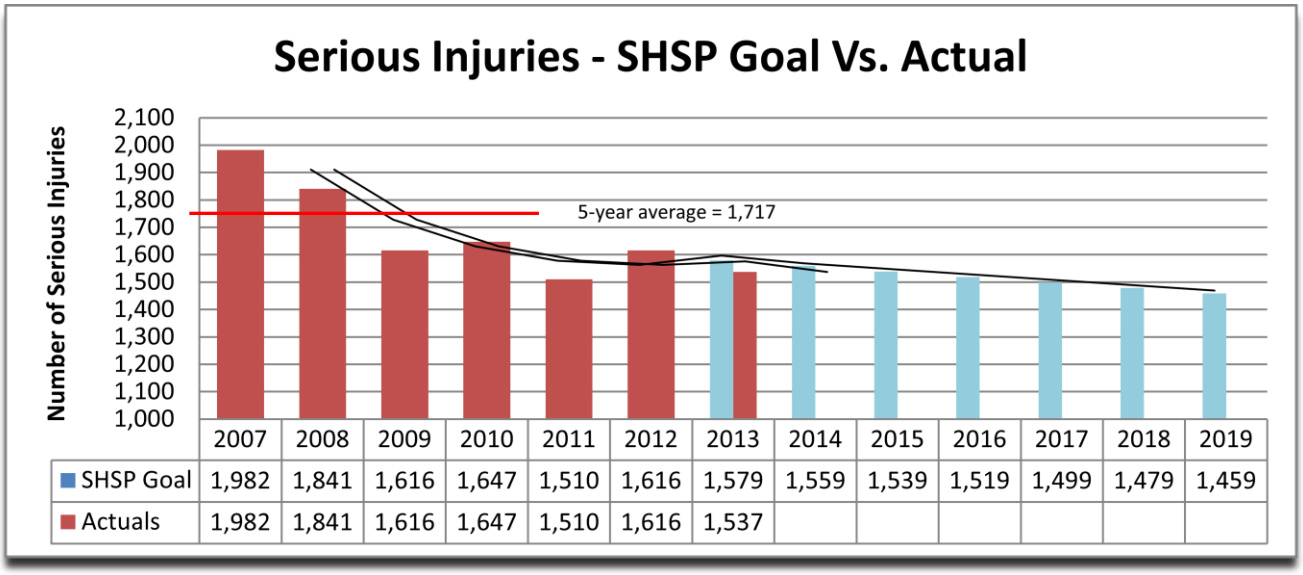


	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SHSP Goal	446	412	371	390	360	365	363	362	361	355	349	343	337
Actuals	446	412	371	390	360	365	317						

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 (approximate 6 per year) is the same as the goal within the SHSP.

Serious Injuries NHTSA Core Outcome Measure C-2

When reviewing data for the development of the State Strategic Highway Safety Plan, a 10-year linear analysis reflected a downward trend. To formulate performance measures, strategies and goals, the GTSB used the same process set forth in the Strategic Highway Safety Plan 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 nullify inconsistencies caused by the fluctuations in fatality and serious injury numbers on a year-to-year basis and will show long-term trends more clearly than annual counts.

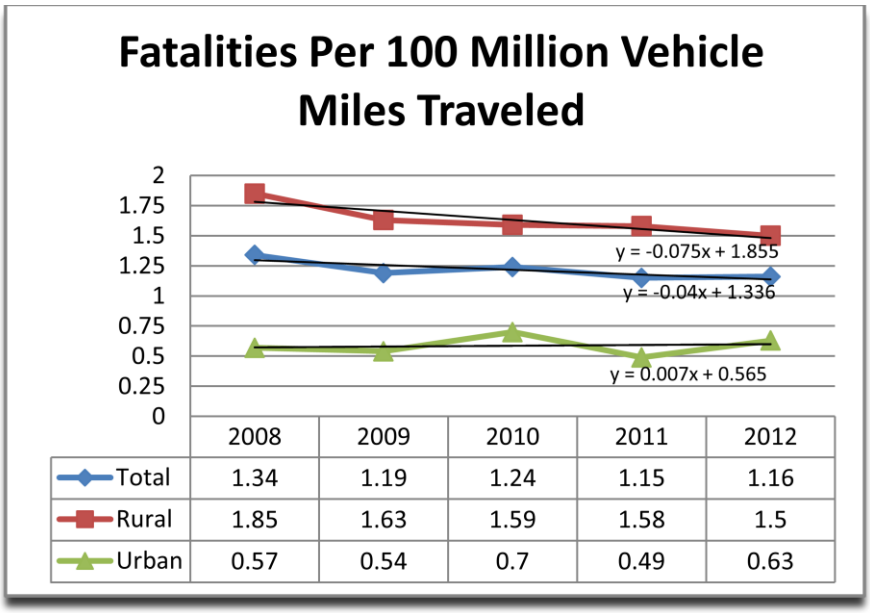


	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SHSP Goal	1,982	1,841	1,616	1,647	1,510	1,616	1,579	1,559	1,539	1,519	1,499	1,479	1,459
Actuals	1,982	1,841	1,616	1,647	1,510	1,616	1,537						

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 goal within the SHSP.

Fatalities Per 100 Million Vehicle Miles Traveled (VMT) — NHTSA Core Outcome Measure C-3

Between 2011 and 2012, the number of licensed drivers in the state increased 3.395%; thus the number of vehicle miles traveled also increased by .0541%.



	2008	2009	2010	2011	2012
Total	1.34	1.19	1.24	1.15	1.16
Rural	1.85	1.63	1.59	1.58	1.5
Urban	0.57	0.54	0.7	0.49	0.63

The overall fatality rate decreased 13.42% over the past five years in spite of a .87% increase between 2011 and 2012. Despite the reduction, Iowa continues to remain slightly above the national average of 1.13 (2012). The rural fatality rate has decreased almost 19% over the past five years whereas the urban rate has increased around 10%.

Total VMT –

Baseline	Recent Yr	% Change
(2003 - 2007 avg.) = 1.386	2010 = 1.24	-10.4%
(2004 - 2008 avg.) = 1.369	2011 = 1.15	-15.9%
(2005 - 2009 avg.) =1.362	2012 = 1.15	-15.2%
	Avg % Chg.	**-13.83%**

The average percent change from the most recent three years (2010 – 2012) in relation to a 5-year baseline period has been a reduction of 13.83%. If a reduction of this same magnitude is realized through 2015, compared to a baseline average for 2008-2012 (1.22), the fatality rate expected in 2015 would be about 1.05.

In reviewing the 5-year linear trend and the average percent change in the most recent three years, **the GTSB has set a goal to reduce fatalities by 100M VMT 9.8% from the 2008 – 2012 average of 1.22 to 1.10 by December 31, 2015.**

Rural VMT – There are over 114,000 miles of public roadways in Iowa, of which 90.375 miles are classified secondary rural roads. Iowa ranks 9th in the nation in this category of roadways. There has been a significant reduction in the rural fatality rate; however, Iowa must continue to focus on this area. In reviewing the 5-year linear trend, **the GTSB has set a goal to reduce rural fatalities per 100M VMT 11% from the 2008 – 2012 average of 1.63 to 1.45 by December 31, 2015.**

Urban VMT – A 5-year linear trend line reflects the urban fatality rate is slowly increasing. To change this upward trend, **the GTSB has set a goal to reduce urban fatalities per 100M VMT 4.44% from the 2008 – 2012 average of .586 to .56 by December 31, 2015.**

Occupant Protection NHTSA Core Outcome Measure C-4
Vehicle Occupant Fatalities

When Iowa's safety belt law went into effect in July of 1986, only 18% of drivers were recorded as wearing a safety belt. Iowa's success in the area of occupant protection can be seen through the 2013 observational safety belt usage survey reporting a 91.86% usage rate. Iowa has a primary safety belt law. Having a primary law is identified as an effective countermeasure targeting adults in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013.

Iowa's usage rate of 91.86% (2013) is above the national average of 86% (2012) and for purposes of Section 405(b) funding, Iowa is considered a "high rate" usage state.

In addition to the NHTSA required observational safety belt usage survey, Iowa conducts a statewide child restraint usage survey through the Injury Prevention Research Center at the University of Iowa. The 2013 statewide child restraint survey recorded Iowa's usage rate at 92.5%.

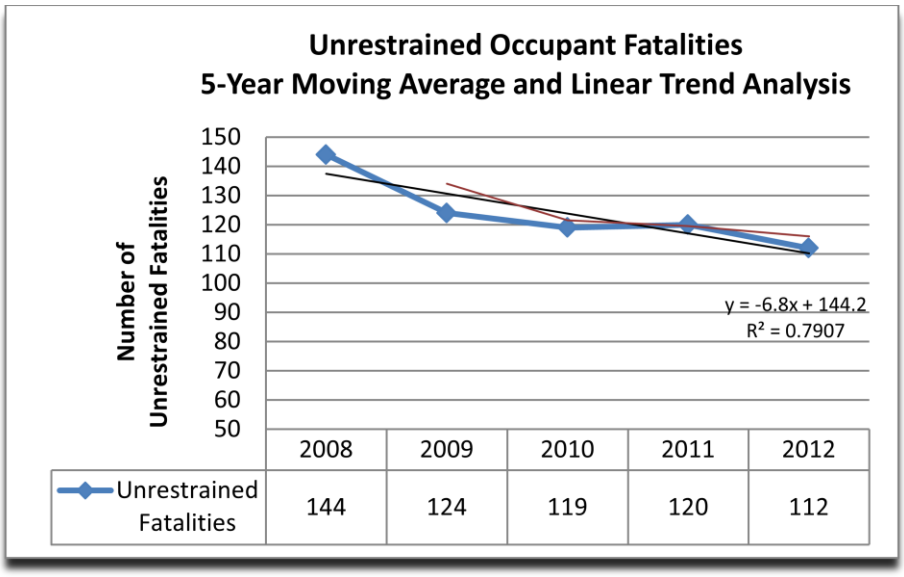
Although through the observational surveys Iowa ranks high, over 40% of the fatalities in 2013 were unrestrained/unprotected or reported as unknown by the reporting officer. Because data reveals the lack of safety belt usage is a major contributing factor in regard to fatalities and serious injuries, Iowa will continue efforts emphasizing safety belt usage education and enforcement.

Law enforcement partners play an important role in the area of occupant protection. High visibility enforcement efforts such as participating in national mobilizations and special Traffic Enforcement Programs (sTEP) in addition to education and public awareness are efforts with the goal to change unsafe driving behaviors. Law enforcement agencies throughout Iowa willingly participate in short-term high visibility efforts. In FFY 2014, Iowa began a program entitled "High Five Rural Traffic Safety Program" (High Five). Through the High Five program five rural counties were identified that have low seat belt usage (based on observational surveys) and high number of crashes based on 2008 - 2012 data. The High Five project is a data-driven, multi-agency effort to increase seat belt use and reduce serious injury and fatal crashes on rural Iowa roads through the use of education, engineering and enforcement. (See page 71 for detailed information on the High Five program.) Law enforcement agencies are encouraged to involve and inform the media during special enforcement efforts. Enforcement efforts teamed with exposure due to earned media is identified in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 7th Edition, 2013.

In FFY 2014, Iowa initiated the Seatbelts Are For Everyone (SAFE) program. The GTSB has partnered with the Sac County Sheriff's Office and the East Sac Community School District and local communities in a pilot program to increase awareness and modify teen driver behavior by providing a consistent and meaningful message to young drivers. Although other traffic safety areas will be covered in the program, safety belt usage is the primary focus.

The national tagline of "Click It or Ticket" will be used in efforts to promote occupant protection. To promote the use of safety belts and support NHTSA's "Click It or Ticket" national mobilization and the state's two-week May/June sTEP effort, The Integer Group, Iowa's major media source, will secure paid media per NHTSA's pre-determined media timeline for the campaign. The Integer Group will also support the GTSB's microsite with updated occupant protection information including a car seat calculator to help parents determine what kind of car seat a child should be riding in based on their height and weight.

Core Performance Measures



Both a 5-year linear analysis and a 5-year moving average show a downward trend. Between 2008 and 2012, there has been a 22.2% reduction in unrestrained occupant fatalities. Despite an observed safety belt usage rate of 91.86%, however, 30.7% of passenger vehicle fatalities in 2012 were reported as unrestrained.

Baseline	Recent Yr	% Change
(2003 - 2007 avg.) = 141.0	2010 = 119	-15.60%
(2004 - 2008 avg.) = 140.4	2011 = 120	-14.50%
(2005 - 2009 avg.) = 137.8	2012 = 112	-18.70%
	Avg % Chg.	**-16.30%**

The average percent change from the most recent three years (2010 – 2012) in relation to a 5-year baseline period has been a reduction of 16.3%. If a total reduction of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality count for 2008 – 2012 (123.8), the fatality count expected in 2015 would be about 104.

After reviewing the 5-year moving average and 5 year linear trend analysis, and the average percent change in the most recent three years, the **GTSB has set a goal to reduce unrestrained vehicle occupant fatalities 19.2% from the 2008 – 2012 average of 123.8 to 100 by December 31, 2015.**

Safety Measures and Objectives

SAFETY MEASUREMENTS	OBJECTIVES
Increase safety belt usage.	• Increase the statewide safety belt usage rate .588% from the 2013 observational survey rate of 91.86% to 92.4% in 2015. • Utilize Section 402 and 405(b) funding to support overtime for high visibility enforcement.
Reduce fatalities involving unprotected individuals.	Reduce unrestrained vehicle occupant fatalities 19.2% from the 2008 – 2012 average of 123.8 to 100 by December 31, 2015.
Child Passenger Safety Fitting Stations	Maintain the 29 fit stations throughout Iowa.

Child Passenger Safety (CPS) Technicians	• Provide necessary training and updates for the recertification of the 390 current CPS Technicians. • Recruit and certify an additional five CPS technicians to increase the number of CPS technicians statewide by 1.3%.

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 – High visibility enforcement is included as an effort within the Enforcement Safety Area of the State Strategic Highway Safety Plan. Through Sections 402 and 405(b), the GTSB will partner with enforcement agencies to support overtime staffing for high visibility enforcement to include multi-jurisdictional events and nighttime seat belt compliance. High visibility enforcement will increase the presence of law enforcement with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture.

Education Safety Strategies

Education is identified as an emphasis area of the State Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture. The GTSB will incorporate the "Zero Fatalities" logo into presentations, promotional items, and PSAs as appropriate to support the multi-media education campaign effort identified in 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). During the 2011 Traffic Records Assessment TraCS was recognized as a remarkable data-gathering tool, especially when combined with data analytical tools; therefore, allowing for better utilization of data. As of April 15, 2014, 236 Iowa law enforcement agencies submit their data electronically through versions of TraCS. These agencies represent approximately 94% of all crash submissions. The Iowa Department of Transportation is the repository of information submitted through TraCS.

Crash Report Form – The Iowa Department of Transportation has been in the process of updating Iowa's crash report form. Additional fields will be added to the form, thus providing for additional data to be captured and analyzed. During FFY 2014, the form will be finalized and will be programmed within the TraCS software, and training on the new form will be provided. The target for implementation of the updated form is January 1, 2015.

Crash Data- The GTSB will continue to work with law enforcement partners on the importance of crash data with a goal to lower the number of crash reports containing "unknown" for safety belt usage.

Reports by ITSDS / In-Trans – The services of the Iowa Traffic Safety Data Service (ITSDS) at Iowa State University provide agencies, organizations and individuals with crash data analysis resources. ITSDS services are for individuals or entities who need to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ITSDS. Specifically for law enforcement, reports specific to their jurisdiction can help identify evidence-based problem areas in which to focus overtime efforts.

Countermeasures

The following outlines specific projects supported by occupant protection funding.

Grant Recipient:	**Blank Children's Hospital**	
Project Number:	**15-405b-M1CSS, Task 01-00-00**	**Budget: $207,500**

Problem Identification, Strategy Development and Project Selection: Iowa's Child Passenger Safety (CPS) program is managed through Blank Children's Hospital / Unity Point Health in Des Moines, Iowa. Funding will provide for a coordinator to work with CPS Instructors and CPS Technicians throughout the state to organize training courses, including renewal/recertification courses. Iowa's CPS network currently has 390 CPS Technicians across the state to help ensure children are riding safely in vehicles. Iowa is divided into 99 counties and CPS Techs area available in each county. Blank Children's Hospital will continue to maintain a toll-free number and a website (https://www.unitypoint.org/blankchildrens/child-passenger-safety.aspxm) and a toll-free number as resources for parents, childcare providers, physicians, CPS Instructors, and CPS Technicians.

Project Performance Measure(s):

1. Recruit and certify five additional technicians to increase the number of CPS technicians statewide by 1.3%.
2. Provide trainings and renewal/recertification courses to the 390 current CPS technicians.
3. Update and maintain the CPS website.
4. Maintain the 29 fit stations throughout Iowa.

Grant Recipient:	**Mercy Medical Center Foundation**	
Project Number:	**15-405b-M1CSS, Task 02-00-00**	**Budget: $5,500**

Problem Identification, Strategy Development and Project Selection: Funding will support the purchase and distribution of child safety seats as needed with an emphasis on lower-income, minority families. When a seat is distributed, it is also installed properly. Families are provided child passenger safety educational materials which are available in both English and Spanish.

Project Performance Measure(s):

1. It is estimated that approximately 150 car seats will be purchased and distributed during FFY 2015.
2. Distribute educational materials.

Grant Recipient:	**University of Iowa, Injury Prevention Research Center**	
Project Number:	**15-405b-M1OP, Task 02-00-00**	**Budget: $30,000**

Problem Identification, Strategy Development and Project Selection: The University of Iowa, Injury Prevention Research Center (IPRC) will conduct Iowa's annual statewide observational child restraint usage survey utilizing guidelines approved by the National Highway Traffic Safety Administration (NHTSA). The data gathered will be analyzed by IPRC and a written report will be provided to the GTSB.

Project Performance Measure(s):

1. Conduct the 2015 statewide observational child restraint usage survey utilizing guidelines approved by NHTSA.
2. Analyze data gathered during the survey, prepare, and submit a written report to the GTSB.

Grant Recipient:	**Law Enforcement Agency Grants**	
Project Number:	**15-402-M0OP, Task 01-00-00 thru 15-402-M0OP, Task 13-00-00**	**Budget: $231,750**

Problem Identification, Strategy Development and Project Selection: The law enforcement agencies receiving funding through Section 402/Occupant Protection are agencies within the Top 22 counties identified in Problem Identification analysis for FFY 2015. Funding will be utilized for overtime to work enforcement with an emphasis on occupant protection. Other traffic violations will also be enforced. Agencies will deploy officers in areas and times that are determined to be problematic and supported by data. Grantees will be required to conduct at least two special enforcement events, including one nighttime event. Other grant-funded activity will include at least twelve public information/educational activities emphasizing occupant protection. Grantees must also conduct two observational safety belt usage surveys during the year.

Project Performance Measure(s):

1. Grantees are required to conduct at least two special enforcement events with one being a nighttime enforcement project at problematic locations which are supported by data.
2. Conduct two observational safety belt usage surveys; one in March and the other in August.
3. Conduct at least 12 traffic-related public information and/or educational activities during the funded year.

Grant Recipient:	**Iowa State University, Survey & Behavioral Research Services / Public Awareness Survey**	
Project Number:	**15-402-M0OP, Task 04-00-00**	**Budget: $10,000**

Problem Identification, Strategy Development and Project Selection: Since 2010 Iowa has conducted a public awareness / attitudinal survey in accordance with the recommendations set forth and agreed 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", No. 397, October 2010). The goal of the annual survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are concentrated around national mobilizations. Iowa State University will conduct the survey in the same five Iowa Department of Transportation Driver Licensing Stations as in prior years; Fort Dodge, Des Moines, Cedar Rapids, Carroll, and Council Bluffs. The survey is designed to be self-administered/self-reported. A minimum of 500 surveys will be collected from Iowa licensed drivers. After the completion of collecting the surveys, Iowa State University will compile the survey results and provide to the GTSB.

Project Performance Measure(s):

1. A minimum of 500 Iowa licensed drivers will be surveyed at pre-determined Iowa Department of Transportation Driver License Stations.
2. Compile the data from the surveys and provide results to the GTSB.

Grant Recipient:	**Central Iowa Traffic Safety Task Force (CITSTF) Polk City Police Department**	
Project Number:	**15-402-M0OP, Task 11-00-00**	**Budget: $10,800**

Problem Identification, Strategy Development and Project Selection: Law enforcement agencies in the central Iowa counties of Dallas, Polk and Warren make up the Central Iowa Traffic Safety Task Force (CITSTF). Funds awarded to CITSTF will support a one-day traffic safety related conference and the purchase of educational/promotional materials. Dallas, Polk, and Warren Counties represent Iowa's highest populated area which includes the capitol city of Des Moines. All three counties are also within Iowa's Top 22 Problem Identification counties.

Project Performance Measure(s):

1. Hold a one-day traffic safety related conference.
2. Purchase educational/promotional items with prior approval from GTSB.

Grant Recipient:	**Iowa State University, Conference Planning and Management (Split)**
Project Number:	**15-402-M0OP, Task 00-00-29** **Budget: $23,000**

Problem Identification, Strategy Development and Project Selection: Iowa State University, Conference Planning and Management has been secured to provide staff and resources to plan and conduct the Governor's Highway Traffic Safety Conference; the GTSB's annual conference. Services will include coordinating the conference location, lodging and meal arrangements for attendees, arranging for conference speakers and travel arrangements, provide registration services, and conduct other conference-related tasks. Other general conference related materials such as supplies, web postings, and audio/visual services will also be funded through this project.

Project Performance Measure(s):

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

Grant Recipient:	**Iowa State University, Survey and Behavioral Research Services (SBRS)**
	Observational Safety Belt Survey
Project Number:	**15-405b-M1OP , Task 01-00-00** **Budget: $30,000**

Problem Identification, Strategy Development and Project Selection: Iowa's annual observational safety belt usage survey will be conducted by Iowa State University, Survey and Behavioral Research Services. The methodology in which the survey will be conducted is in accordance with NHTSA's uniform criteria for state observational surveys. The subsample for the survey will be drawn from 70 of Iowa's 99 counties. When analyzing 2005 – 2009 FARS data, these 70 counties accounted for 87.6% of the passenger vehicle crash-related fatalities. SBRS will analyze the survey data to determine Iowa's safety belt usage percentage.

Project Performance Measure(s):

1. Conduct the annual observational safety belt usage survey using the approved methodology.
2. Analyze survey data, determine Iowa's safety belt usage percentage and report to GTSB.

Grant Recipient:	**special Traffic Enforcement Program (sTEP)**
Project Number:	**15-402-M0OP, Task 20–10-00**
	Thru 15-402-M0OP, Task 35-50-00 **Budget: $578,905**

Problem Identification, Strategy Development and Project Selection: Iowa's sTEP program is unique in the fact that eligibility is open to all law enforcement jurisdictions within the state not already receiving other funding through GTSB. The design of the program allows for the smaller, rural community enforcement agencies to receive funding for overtime to work enforcement waves and national mobilization projects such as "Click It or Ticket". Grantees under sTEP are required to work five scheduled enforcement waves in addition to conducting pre- and post- wave observational safety belt usage surveys. Agencies are encouraged to work with their local media as an educational component. Short-term high visibility enforcement coupled with the media involvement is listed in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013, as an effective countermeasure. The list of FFY 2015 sTEP grantees follows:

15-402	00-00-00	Agency	Total
M0OP	20-10-00	Ackley Police Dept	$3,720
M0OP	202	Adams Co Sheriff's Office	$4,200
M0OP	203	Akron Police Dept	$4,200
M0OP	204	Albia Police Dept	$4,000
M0OP	205	Algona Police Dept	$4,200
M0OP	206	Allamakee Co Sheriff's Office	$4,200
M0OP	207	Anamosa Police Dept	$4,200
M0OP	208	Aplington Police Dept	$1,000
M0OP	209	Armstrong Police Dept	$1,000
M0OP	210	Arnolds Park Police Dept	$4,200

M0OP	211	Atlantic Police Dept	$4,200
M0OP	212	Aurelia Police Dept	$1,500
M0OP	213	Belle Plaine Police Dept	$1,500
M0OP	214	Bellevue Police Dept	$4,200
M0OP	215	Bloomfield Police Dept	$4,200
M0OP	216	Buchanan Co Sheriff's Office	$4,200
M0OP	217	Butler Co Sheriff's Office	$4,200
M0OP	218	Camanche Police Dept	$4,200
M0OP	219	Centerville Police Dept	$4,200
M0OP	220	Chariton Police Dept	$4,000
M0OP	221	Charles City Police Dept	$4,200

M0OP	222	Cherokee Co Sheriff's Office	$4,200
M0OP	223	Cherokee Police Dept	$3,750
M0OP	224	Chickasaw Co Sheriff's Office	$4.200
M0OP	225	Clarinda Police Dept	$4,200
M0OP	226	Clarion Police Dept	$1,450
M0OP	227	Clarke Co Sheriff's Office	$4,200
M0OP	228	Clarksville Police Dept	$4,200
M0OP	229	Clay Co Sheriff's Office	$4,200
M0OP	230	Clayton Co Sheriff's Office	$4,200
M0OP	231	Coon Rapids Police Dept	$3,800
M0OP	232	Correctionville Police Dept	$4,200
M0OP	233	Cresco Police Dept	$3,900
M0OP	234	Creston Police Dept	$4,200
M0OP	235	Dallas Center Police Dept	$1,500
M0OP	236	Davis Co Sheriff's Office	$2,500
M0OP	237	Decorah Police Dept	$3,700
M0OP	238	Denver Police Dept	$1,000
M0OP	239	Dickinson Co Sheriff's Office	$3,000
M0OP	240	Iowa Dept of Transportation / Motor Vehicle Enforcement	$24,000
M0OP	241	Dunlap Police Dept	$3,000
M0OP	242	Durant Police Dept	$1,950
M0OP	243	Eagle Grove Police Dept	$3,500
M0OP	244	Earlham Police Dept	$1,950
M0OP	245	Eldora Police Dept	$4,200
M0OP	246	Eldridge Police Dept	$4,200
M0OP	247	Elkader Police Dept	$2,500
M0OP	248	Emmet Co Sheriff's Office	$4,200
M0OP	249	Estherville Police Dept	$4,200
M0OP	250	Fairbank Police Dept	$4,200
M0OP	251	Fairfield Police Dept	$3,550
M0OP	252	Farnhamville Police Dept	$1,500
M0OP	253	Fayette Police Dept	$4,200
M0OP	254	Floyd Co Sheriff's Office	$4,200
M0OP	255	Fonda Police Dept	$3,500
M0OP	256	Forest City Police Dept	$4,200
M0OP	257	Fremont Co Sheriff's Office	$4,200
M0OP	258	Glenwood Police Dept	$4,200
M0OP	259	Granger Police Dept	$4,000
M0OP	260	Greene Co Sheriff's Office	$4,200
M0OP	261	Grinnell Police Dept	$4,200
M0OP	262	Grundy Center Police Dept	$3,000
M0OP	263	Grundy Co Sheriff's Office	$4,200
M0OP	264	Guthrie Co Sheriff's Office	$4,200
M0OP	265	Guttenberg Police Dept	$4,200
M0OP	266	Hampton Police Dept	$4,200
M0OP	267	Hardin Co Sheriff's Office	$4,200
M0OP	268	Harlan Police Dept	$4,200
M0OP	269	Hinton Police Dept	$4,200
M0OP	270	Howard Co Sheriff's Office	$4,189
M0OP	271	Ida Co Sheriff's Office	$4,200
M0OP	272	Independence Police Dept	$4,200
M0OP	273	Iowa Falls Police Dept	$3,900
M0OP	274	Jackson Co Sheriff's Office	$4,200
M0OP	275	Janesville Police Dept	$4,000
M0OP	276	Jefferson Co Sheriff's Office	$4,050
M0OP	277	Jefferson Police Dept	$3,000
M0OP	278	Jesup Police Dept	$4,200
M0OP	279	Jewell Police Dept	$2,500
M0OP	280	Jones Co Sheriff's Office	$4,200
M0OP	281	Lake Park Police Dept	$1,500
M0OP	282	Lakeview Police Dept	$4,200
M0OP	283	Lamoni Police Dept	$4,200

M0OP	284	Laurens Police Dept	$4,200
M0OP	285	Logan Police Dept	$4,200
M0OP	286	Long Grove Police Dept	$1,500
M0OP	287	Louisa Co Sheriff's Office	$4,200
M0OP	288	Lucas Co Sheriff's Office	$3,500
M0OP	289	Lyon Co Sheriff's Office	$1,950
M0OP	290	Manchester Police Dept	$1,950
M0OP	291	Manning Police Dept	$2,500
M0OP	292	Maquoketa Police Dept	$4,200
M0OP	293	Mar Mac Police Dept	$4,200
M0OP	294	Marengo Police Dept	$2,250
M0OP	295	McCausland Police Dept	$2,500
M0OP	296	Melbourne Police Dept.	$1,175
M0OP	297	Merrill Police Dept	$4,200
M0OP	298	Meskwaki Nation Police Dept	$4,200
M0OP	299	Milford Police Dept	$4,200
M0OP	300	Missouri Valley Police Dept	$4,200
M0OP	301	Mitchell Co Sheriff's Office	$4,200
M0OP	302	Monroe Police Dept	$3,556
M0OP	303	Montgomery Co Sheriff's Off	$4,200
M0OP	304	Monticello Police Dept	$2,500
M0OP	305	Moville Police Dept	$4,200
M0OP	306	Mt. Pleasant Police Dept	$4,200
M0OP	307	Nashua Police Dept	$4,200
M0OP	308	Nevada Police Dept	$4,200
M0OP	309	New Hampton Police Dept	$4,180
M0OP	310	New London Police Dept	$2,500
M0OP	311	New Vienna Police Dept	$1,000
M0OP	312	Okoboji Police Dept	$4,200
M0OP	313	Osage Police Dept	$4,200
M0OP	314	Osceola Co Sheriff's Office	$3,500
M0OP	315	Osceola Police Dept	$4,200
M0OP	316	Oskaloosa Police Dept	$4,200
M0OP	317	Otho Police Dept	$2,500
M0OP	318	Palo Alto Co Sheriff's Office	$3,000
M0OP	319	Paullina Police Dept	$900
M0OP	320	Peosta Police Dept	$3,500
M0OP	321	Pocahontas Police Dept	$1,000
M0OP	322	Postville Police Dept	$4,200
M0OP	323	Pottawattamie Co Sheriff's Off	$4,200
M0OP	324	Poweshiek Co Sheriff's Office	$4,200
M0OP	325	Prairie City Police Dept	$3,200
M0OP	326	Preston Police Dept	$4,160
M0OP	327	Red Oak Police Dept	$4,200
M0OP	328	Ringgold Co Sheriff's Office	$4,200
M0OP	329	Sabula Police Dept	$4,200
M0OP	330	Sac City Police Dept	$4,200
M0OP	331	Sac Co Sheriff's Office	$4,200
M0OP	332	Shell Rock Police Dept	$4,200
M0OP	333	Shellsburg Police Dept	$3,500
M0OP	334	Sidney Police Dept	$4,200
M0OP	335	Sigourney Police Dept	$1,000
M0OP	336	Spencer Police Dept	$4,200
M0OP	337	Spirit Lake Police Dept	$4,200
M0OP	338	Sumner Police Dept	$4,200
M0OP	339	Tama Co Sheriff's Office	$4,200
M0OP	340	Tama Police Dept	$4,200
M0OP	341	Union Co Sheriff's Office	$4,200
M0OP	342	Urbana Police Dept	$4,200
M0OP	343	Wapello Police Dept	$4,200
M0OP	344	Washington Co Sheriff's Office	$4,200
M0OP	345	Waukon Police Dept	$4,200
M0OP	346	Wayne Co Sheriff's Office	$2,500

M0OP	347	Webster City Police Dept	$4,200
M0OP	348	West Liberty Police Dept	$4,200
M0OP	349	West union Police Dept	$2,000
M0OP	350	Williamsburg Police Dept	$4,175
M0OP	351	Wilton Police Dept	$4,190

M0OP	352	Winnebago Co Sheriff's Office	$4,200
M0OP	353	Winneshiek Co Sheriff's Office	$4,200
M0OP	354	Winterset Police Dept	$4,200
M0OP	355	Worth Co Sheriff's Office	$4,200

Project Performance Measure(s):

1. Conduct pre-and post-observational safety belt surveys before and after each project and report.
2. Participate in the five identified sTEP waves.

Grant Recipient:	**High Five Rural Traffic Safety Project**	
Project Number:	**15-405b-M1HVE, Task 01-00-00 - Allamakee County Sheriff's Office,**	**$ 6,500**
	15-405b-M1HVE, Task 02-00-00 - Fremont County Sheriff's Office	**$ 6,500**
	15-405b-M1HVE, Task 03-00-00 – Iowa State Patrol	**$30,000**
	15-405b-M1HVE, Task 04-00-00 – Marion County Sheriff's Office	**$ 6,500**
	15-405b-M1HVE, Task 05-00-00 – Palo Alto County Sheriff's Office	**$ 6,500**
	15-405b-M1HVE, Task 06-00-00 – Webster County Sheriff's Office	**$ 6,500**
	Total Budget:	**$62,500**

Problem Identification, Strategy Development and Project Selection: In 2012, 72% of fatal crashes in Iowa occurred on secondary rural roads. Secondary rural roads make up approximately 90,075 miles (79%) of roadways in the state of Iowa. Through an analysis of data, to include fatality, serious injury and law safety belt compliance rates, five rural county sheriff offices and the Iowa State Patrol were selected for a special 18-month pilot program called High Five Rural Traffic Safety Project (High Five). The 5 counties selected were Allamakee, Fremont, Webster, Palo Alto, and Marion. The project originally began in FFY 2014. The final 12 months of the project will continue in FFY 2015. The emphasis is on rural counties with low safety belt compliance and high crash numbers. Safety belt usage will be the primary focus of enforcement and education/community outreach but the High Five" is designed as a multi-agency effort to include low cost engineering improvements.

Project Performance Measure(s):

1. Seat Belt Surveys
    a. 4 seat belt surveys conducted in April 2014, September 2014, April 2015, and September 2015.
    b. Survey sites to be determined by the county sheriff's office.
    c. 4 site locations with 30 minutes or 50 vehicles per survey site. 2 surveys in the a.m. and 2 in the p.m.
2. Media Contacts (Minimum of 5) – Community outreach, school programs and local media sources.
3. Monthly Activity Reports / Enforcement Projects (Minimum of 18).
4. Roadway Improvements as the Result of Roadway Safety Audits.
5. Reduction of serious injury crashes and fatalities.

Occupant Protection: Program and Budget Summary

Project Number	Project Name	Budget	Budget Source	
			402	405b
15-402-M0OP, Task 01-00-00	Council Bluffs Police Department	$33,450	$33,450	
15-402-M0OP, Task 02-00-00	Dewitt Police Department	$18,900	$18,900	
15-402-M0OP, Task 03-00-00	Dubuque Police Department	$25,095	$25,095	
15-402-M0OP, Task 05-00-00	Marion County Sheriff's Office	$19,350	$19,350	
15-402-M0OP, Task 06-00-00	Marion Police Department	$25,830	$25,850	
15-402-M0OP, Task 07-00-00	Marshalltown Police Department	$11,900	$11,900	

15-402-M0OP, Task 08-00-00	Mason City Police Department	$8,100	$8,100	
15-402-M0OP, Task 09-00-00	Ottumwa Police Department	$22,705	$22,705	
15-402-M0OP, Task 10-00-00	Pella Police Department	$11,000	$11,000	
15-402-M0OP, Task 11-00-00	Polk City PD – CITSTF	$10,800	$10,800	
15-402-M0OP, Task 12-00-00	Wapello County Sheriff's Office	$6,010	$6,010	
15-402-M0OP, Task 13-00-00	West Des Moines Police Dept	$38,610	$38,610	
15-405b-M1CSS, Task 01-00-00	Blank Children's Hospital	$207,500		$207,500
15-405b-M1CSS, Task 02-00-00	Mercy Medical Center Foundation	$5,000		$5,000
15-405b-M1OP, Task 01-00-00	ISU Survey and Behavioral Services / Safety Belt Survey	$30,000		$30,000
15-405b-M1OP, Task 02-00-00	U of I – Injury Prevention	$30,000		$30,000
15-402-M0OP, Task 04-00-00	ISU Survey and Behavioral Services / Behavioral	$10,000	$10,000	
15-405b-H1HVE, Task 01-00-00	Allamakee County Sheriff's Office	$6,500		$6,500
15-405b-H1HVE, Task 02-00-00	Fremont County Sheriff's Office	$6,500		$6,500
15-405b-H1HVE, Task 03-00-00	Iowa State Patrol	$30,000		$30,000
15-405b-H1HVE, Task 04-00-00	Marion County Sheriff's Office	$6,500		$6,500
15-405b-H1HVE, Task 05-00-00	Palo Alto County Sheriff's Office	$6,500		$6,500
15-405b-H1HVE, Task 06-00-00	Webster County Sheriff's Office	$6,500		$6,500
15-402-M0OP, Task 11-00-00	Polk City PD / CITSTF	$10,800	$10,800	
15-402-M0OP, Task 20-10-00 thru 15-402-M0OP, Task 35-50-00	sTEP Contracts	$578,905	$578,905	
15-402-M0OP, Task 00-00-29	Iowa State University, Conference Planning and Management (Split)	$23,000	$23,000	
15-402-M0OP, Task 00-00-01	GTSB Travel	$1,000	$1,000	
15-402-M0OP, Task 00-00-02	GTSB Printing / Promotional	$49,500	$49,500	
15-402-M0OP, Task 00-00-03	GTSB State Fair Booth	$7,000	$7,000	
15-402-M0OP, Task 00-00-07	GTSB Program Management (OP)	$270,000	$270,000	
15-405b-M1TR, Task 00-00-03	GTSB Travel	$500		$500
15-405b-M1TR, Task 00-00-04	GTSB Training Travel	$200		$200
15-405b-M1TR, Task 00-00-05	GTSB Printing / Promotional	$18,500		$18,500
15-405b-M1TR, Task 00-00-06	GTSB – CPS/Kids in Motion	$20,000		$20,000
	TOTAL	**$1,556,155**	**1,181,955**	**374,200**

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

Alcohol-impaired driving fatalities have fluctuated over the past 5 years. Although a 5-year linear analysis reflects a downward trend, the 5-year moving average increased considerably between 2011 and 2012 when alcohol-impaired fatalities increased almost 11%. Alcohol impairment was a contributing factor in 25% of Iowa's fatalities in 2012.

Iowa recognizes the need to continue efforts in the area of impairment. In the area of alcohol, in 2003, Iowa enacted .08 legislation which, in general, has strengthened alcohol-impaired driving. The availability of Sections 402 and 405(d) funding have allowed for strong enforcement efforts.

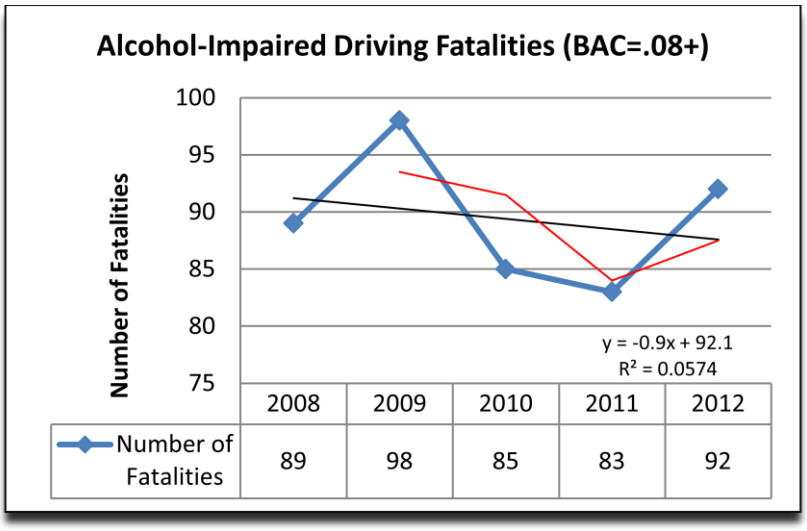
Iowa needs to put extra emphasis on reporting BAC in fatal crashes. In 2011, data reflects only 25% of Iowa driver fatalities are reported for BAC with known results. This ranks Iowa 52nd in the nation (with the inclusion of Puerto Rico and District of Columbia data). With the remaining 70% not being reported at all and 5% being tested but with unknown results, the true picture of alcohol-related fatalities cannot be determined. (NHTSA Traffic Safety Facts, State Alcohol Impaired Driving Estimates", May 2013, DOT HS 811-776). The GTSB has put an increased emphasis on educating law enforcement on the importance of crash data law enforcement.

As of April 15, 2014, 236 Iowa law enforcement agencies have the capability to submit crash reports electronically through the Traffic and Criminal Software (TraCS) System. Approximately 94% of all crash reports are submitted through TraCS. The most recent version of software, TraCS 10, includes a validation process that ensures data integrity where agencies will be reminded to submit BAC (and drug) test results. This enhancement will improve the accuracy and completeness of the crash file.

For years alcohol was the first thing that came to mind when talking impairment. Iowa recognizes impairment involves more than alcohol. 2011 data indicates only 11.2% of drivers killed in motor vehicle crashes in 2011 were tested for drugs with known results (NCSA Information Services Branch, 12/2013). Iowa is addressing these shortcomings through the continuation of Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) certifications. At the time this plan was being written, Iowa was also in the early stages of securing a liquid chromatography tandum-mass spectrometer (LC/MS/MS) to increase drug testing in the state. The state crime lab currently does not test toxicology screens for drugs in blood and such cases have to be sent to laboratories outside the state. The addition of a new LC/MS/MS would allow for laboratory personnel to begin testing all samples submitted routinely for BAC and drugs, beginning with THC. With the acquisition of another LC/MS/MS, it is estimated the current 45-day turnaround on cases would decrease by about 22% to approximately 35 days.

At the time of submission of this plan, Iowa had just developed an Impaired Driving Blueprint to further review the state's program and develop an action plan for continual improvement. There are seven main areas of concentration identified in the plan: legislation, enforcement, toxicology, prosecution/judicial, public awareness and education, data/traffic records, and research.

On January 1, 2015, the Iowa Department of Transportation plans to release a revised crash report. Specific to impaired driving, the new form will include the seven major drug categories: central nervous system depressants, central nervous system stimulators, hallucinogens, phencyclidine, narcotic analgesics, inhalants, and cannabis. Through a combination of alcohol / drug testing, fields added to the updated crash form, the ability to test drugs within state, and the validation enhancements in TraCS 10, Iowa can significantly increase the accuracy, completeness, timeliness, and uniformity of Iowa's crash data.



After a 15.3% decrease in alcohol-impaired driving fatalities between 2009 and 2011, the number of fatalities took a sharp increase (10.8%) in 2012. Analyzing a 5-year linear trend line, fatalities appear to be on a decrease. However, the moving average represents an increase over the same time period. The 5-year linear trend line would project alcohol-impaired driving fatalities to decrease to 85 by 2015.

Core Performance Measures

Baseline	Recent Yr	% Change
(2003 - 2007 avg.) = 104.4	2010 = 85	-18.6%
(2004 - 2008 avg.) = 99.4	2011 = 83	-16.5%
(2005 - 2009 avg.) = 101.6	2012 = 92	-9.4%
	Avg % Chg.	**-14.8%**

The average percent change from the most recent three years (2010 – 2012) in relation to a 5-year baseline period has been a reduction of 14.8%. If a total reduction of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality count for 2008 – 2012 (89.4) the fatality count expected in 2015 would be about 76.

After reviewing the 5-year moving average and 5-year linear trend analyses, and the average percent change in the most recent three years**, the GTSB has set a goal to reduce alcohol-impaired driving fatalities by 9.4% from the 89.4 (2008 -2012 average) to 81 by 2015.**

Safety Measures and Objectives

SAFETY MEASUREMENTS	OBJECTIVES
Expand impaired-driving enforcement programs	• Certify 12 officers through the Drug Recognition Expert (DRE) training program during FFY 2015. • Train 150 law enforcement officers in the Advanced Roadside Impaired Driving Enforcement (ARIDE) training during FFY 2015. • Increase the number of troopers within the Iowa State Patrol trained in ARIDE 43% from the 234 to 334 by July 2017.

Perform high visibility enforcement.	Through the administration of federal highway safety funds, provide overtime to 66 law enforcement agencies to be used for be used for enforcement activity with an emphasis on impaired driving.
Increase BAC testing with known results.	• Continue to work with enforcement agencies to understand the importance of BAC test results and reminding them to submit a supplemental crash report when results are known. • Increase the percentage of BAC tested with known results 58% from the 2012 level of 33% to 52% by December 31, 2015.
Increase drug testing with known results.	Through the purchase of a LC/MS/MS, increase drug testing from 0 to 100%.
Enhance impaired driving programs.	Continue to work with partners identified in the Impaired Driving Blueprint / Action Plan to combat impaired driving.

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 – High visibility enforcement is included as an effort within the Enforcement Safety Area of the State Strategic Highway Safety Plan. The GTSB will partner with enforcement agencies to support overtime staffing for high-visibility enforcement to include multi-jurisdictional events and nighttime enforcement efforts. High visibility enforcement will increase the presence of law enforcement with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture.

Expand Impaired-Driving Enforcement Programs – The expansion of impaired driving enforcement programs, specifically Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE), is included as an effort within the Enforcement Safety Area of the State Strategic Highway Safety Plan. Annually the GTSB supports these trainings through Section 405d funding. Through these specialized trainings Iowa law enforcement are provided information to recognize and detect impaired drivers. The goals identified in the State Strategic Highway Safety Plan are to provide ARIDE training to 450 additional officers and certify 36 officers in DRE over the plan period (July 1, 2013 – December 31, 2016).

Education Safety Strategies

Education is identified as a primary emphasis area of the State Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture. GTSB will incorporate the "Zero Fatalities" into presentations, promotional items, and public service announcements as appropriate to support the multi-media education campaign effort identified in the State Strategic Highway Safety Plan.

Data Collection and Information Systems

BAC Testing and Reporting – The Iowa Department of Transportation collects and maintains fatality and crash information as submitted by Iowa law enforcement officers. Both electronic and paper submissions of crash reports are accepted. As of April 15, 2014, 236 Iowa law enforcement agencies have the capability to submit crash reports electronically through the Traffic and Criminal Software (TraCS) System. These agencies account for approximately 94% of all crash submissions. The latest version of TraCS includes enhancements for a validation process that ensures data integrity in which agencies are reminded to submit BAC and drug results, which in turn will improve the accuracy and completeness of the crash file.

Crash Report Form – The Iowa Department of Transportation has been in the process of updating Iowa's crash report form. Additional fields will be added to the form, thus providing for additional data to be captured and analyzed. Specifically in regard to impaired driving, the seven major drug categories (central nervous system depressants, central nervous system stimulators, hallucinogens, phencyclidine, narcotic analgesics, inhalants, and cannabis) were added to the revised crash form. During FFY 2014, the form will be finalized and will be programed

within the TraCS software, and training will be provided. The target for implementation of the updated form is January 2015.

Crash Data- The GTSB will continue to work with law enforcement partners on the importance of crash data with a goal to increase BAC and drugs tested with known results.

Reports by ITSDS / In-Trans – The services of the Iowa Traffic Safety Data Service (ITSDS) at Iowa State University provide agencies, organizations and individuals with crash data analysis resources. ITSDS services are for individuals or entities who need to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ITSDS. Specifically for law enforcement, reports specific to their jurisdiction can help identify evidence-based problem areas in which to focus overtime efforts.

Countermeasures

The following outline specific projects supported by alcohol-impaired funding.

Grant Recipient:	**Law Enforcement Agency Grants (Section 405d)**	
Project Number:	**15-405d-M6OT, Task 01-00-00**	
	thru 15-405d-M6OT, Task 50-00-00	**Budget: $1,084,288**

Problem Identification, Strategy Development and Project Selection: Impairment was a factor in 25% of all fatalities in 2012. Iowa continues to recognize that high visibility enforcement is an effective countermeasure to reduce impaired related crashes. High visibility enforcement is included in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013, as a proven and effective effort to address impaired driving, especially when enforcement events receive publicity. During the development of the Strategic Highway Safety Plan, high visibility enforcement was identified as one of the top safety strategies. Funding was offered to law enforcement agencies in the counties who fell within Iowa's "Top 40" as identified in the Problem Identification process and analysis. Agencies funded in this area will provide enforcement efforts directed primarily at impaired driving while still enforcing other traffic violations. Agencies will utilize data it identify times and locations that have been identified as most problematic within their jurisdiction. For FFY 2015 funding will be granted to 53 law enforcement agencies; 36 police departments, 14 sheriff offices, 2 state university police departments, and the Iowa State Patrol. Agencies will be required to participate in two special enforcement events and one nighttime event. Public information and education activities are to be conducted at least 12 times a years. Traffic safety educational materials can be purchased with the funding but must contain an impaired driving message and receive prior approval from GTSB. Promotional items and educational materials that are part of the GTSB's general promotional stock can also be obtained for distribution to the public. Funding can be utilized to purchase approved preliminary breath testers (PBTs) radar units, lidar units, and in-car video cameras to be used during impaired driving enforcement efforts in addition to funding to attend specialized traffic safety-related trainings. Some agencies request funding for overtime to be used for educational presentations on impaired driving prevention at schools and other interested groups. All law enforcement agencies are highly encouraged to participate in national mobilizations, such as "Drive Sober or Get Pulled Over".

Project Performance Measure(s):

1. Through the administration of Section 405(d) funding, provide for up to 20,847 hours of overtime for enforcement.
2. Through the administration of Section 405(d) funding, provide overtime to be used for educational presentations with an impaired emphasis.
3. Through the administration of Section 405(d) funding, provide for the purchase of GTSB-approved equipment for the detection of impairment.
4. Ensure submission of BAC test results.
5. Ensure submission of drug test results.

Grant Recipient:	**Law Enforcement Agency Grants (Section 402)**
Project Number:	**15-402-M0AL, Task 01-00-00**
	thru 15-402-M0AL, Task 11-00-00 **Budget: $188,525**

Problem Identification, Strategy Development and Project Selection: Six police departments, 3 sheriff offices, and one state university police department will provide traffic enforcement efforts with an emphasis on impaired driving during times and locations that have been identified through data as high-risk. Grantees will be required to conduct at least 12 traffic-related public information and/or educational activities a minimum of 12 times a year in addition to 2 special enforcement events. Traffic safety educational materials can be purchased with funding but must contain an impaired driving message and must receive prior GTSB-approval. Educational materials can also be obtained through the GTSB's general promotional item stock for distribution to the public. Equipment that can be purchased under this funding includes preliminary breath testers (PBTs). Funding may also be used for officers to attend approved traffic safety training. Some grantees will receive funding for overtime to conduct educational presentations on impaired driving prevention at local schools or for other interested groups. In addition to enforcement efforts mentioned above, agencies are highly encouraged to participate in national mobilizations: "Drive Sober or Get Pulled Over" (August/September) and "Click It or Ticket" (May/June).

Project Performance Measures:

1. Grantees are required to conduct at least two special enforcement events with one being a nighttime enforcement project at problematic locations which are supported by data.
2. Conduct at least 12 traffic-related public information and/or educational activities during the funded year.

Grant Recipient:	**Iowa Department of Public Safety**
	Division of Criminal Investigation Criminalistics Laboratory
Project Number:	**15-405d-M60T, Task 15-00-00 $125,000**
	15-405d-M60T, Task 00-00-08 $ 58,000
	Budget: $183,000

Problem Identification, Strategy Development and Project Selection: The Criminalistics Laboratory plays an important role in Iowa's impaired driving crackdown efforts. Through the Alcohol Analysis Section toxicological testing is done on blood and urine. Criminalists provide the support for the deployment, installation and maintenance/certification of the 165 DataMaster DMT units throughout the state. All units are certified at least once a year. Criminalists also provide expert testimony during court proceedings. Funding will also be utilized to support a laboratory technician to assist Criminalists in opening/closing cases, recording data, preparing samples, making reagents, and scanning files exclusively in the area of BAC and drug testing.

Project Performance Measure(s):

1. A minimum of 150 law enforcement and other agencies provided toxicology support.
2. A minimum of 120 agencies supported with DataMaster maintenance and training.
3. Reduce the case turn-around time on BAC and drug cases from the current 45 days to approximately 35 days.
4. Establish validations methods for testing of various drug categories.

Grant Recipient: Mercy Medical Center
Project Number: 15-405d-M6OT, Task 36-00-00 **Budget: $7,000**

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 or impaired driving. The project will deliver reduction and prevention programs at middle school, high school, and college levels with special emphasis on young drivers ages 15 – 24.

Project Performance Measure(s):

1. To reduce the number of impaired drivers and/or younger people riding with an impaired driver will be reduced by at least 3% from baseline indicators.

Grant Recipient: Iowa Law Enforcement Academy
Project Number: 15-405d-M60T, Task 28-00-00 **Budget: $140,000**

Problem Identification, Strategy Development and Project Selection: Through the Iowa Law Enforcement Academy, officers are trained to become proficient in recognizing and testing drivers who are potentially impaired. The Academy provides trainings for Standardized Field Sobriety Horizontal Gaze Nystagmus (SFS-HGN) and Standardized Field Sobriety Testing (SFST), including instructor courses for local and state law enforcement officers. Funding will also be used for miscellaneous supplies and expenses related to contracted activities.

Project Performance Measure(s):

1. Provide training to approximately 1,900 officers throughout FFY 2015.

Grant Recipient: Prosecuting Attorney's Training Council (PATC)
Project Number: 15-405d-M60T, Task 48-00-00 **Budget: $199,500**

Problem Identification, Strategy Development and Project Selection: The training events to provide intensive skills to prosecutors in regard to OWI offenses will be extended to include information about the successful prosecution of drug-impaired driving. Throughout the contract year, in-service workshops will be developed as requested to provide training and information to law enforcement officers, hearing officers, and prosecutors in regard to the detection, apprehension, charging, charging, trial and punishment and/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 and presentations addressing issues relating to impaired driving. The PATC will play an active role in implementing and addressing issues and strategies contained within the Iowa Impaired Driving Blueprint which was compiled in FFY 2014.

Project Performance Measure(s): Performance measures are being reviewed and evaluated for FFY 2015.

Grant Recipient:	**Office of the State Court Administrator**	
Project Number:	**15-402-M0AL, Task 09-00-00**	**Budget: $15,000**

Problem Identification, Strategy Development and Project Selection: Funds awarded to the Office of the State Court Administrator will be used to continue the development and then updating and maintenance a traffic safety bench book for judges. The State Court Administrator's Office will also play an active role in implementing and addressing issues and strategies contained within the Iowa Impaired Driving Blueprint which was compiled in FFY 2014.

Project Performance Measure(s):

1. Finish the development of the traffic safety bench book for judges and provide information throughout the judicial system.
2. Performance measures in regard to implementing and addressing issues within the Iowa Impaired Driving Blueprint are currently being identified.

Grant Recipient:	**Iowa State University, Conference Planning and Management (Split)**	
Project Number:	**15-402 MOAL, Task 00-00-29**	**Budget: $23,000**

Problem Identification, Strategy Development and Project Selection: Iowa State University, Conference Planning and Management has been secured to provide staff and resources to plan and conduct the Governor's Highway Traffic Safety Conference; the GTSB's annual Conference. Services will include coordinating the conference location, lodging and meal arrangements for attendees, arranging for conference speakers and travel arrangements, provide registration services, and conduct other conference-related tasks. Other general conference related materials such as supplies, web postings, and audio/visual services will also be funded through this project.

Project Performance Measure(s):

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

Grant Recipient:	**Black Hawk Consolidated Communications**	
Project Number:	**15-405d-M60T, Task 02-00-00**	**Budget: $ 1,250**

Problem Identification, Strategy Development and Project Selection: For some special traffic enforcement overtime projects held in the Black Hawk County area, Black Hawk Consolidated Communications will provide dispatch services by handling radio traffic and requests, logging events, and querying vehicle and persons files for vehicle registration records, driver license records, and stolen/wanted records.

Project Performance Measure(s):

1. Provide dispatch services during special traffic enforcement overtime projects.

Grant Recipient:	**Scott County Communications Center**	
Project Number:	**15-405d-M60T, Task 50-00-00**	**Budget: $ 3,000**

Problem Identification, Strategy Development and Project Selection: For some special traffic enforcement overtime projects held in the Scott County area, the Scott County Communications Center will provide dispatch services by handling radio traffic and requests, logging events, and querying vehicle and person files for vehicle registration records, driver license records, and stolen/wanted records.

Project Performance Measure(s):

1. Provide dispatch services during special traffic enforcement overtime projects.

Grant Recipient:	**Westcom Communications Center**
Project Number:	**15-405d-M60T, Task 60-00-00** **Budget: $ 3,500**

Problem Identification, Strategy Development and Project Selection: For some special traffic enforcement overtime projects held in the Des Moines metropolitan area, Westcom Communications Center will provide dispatch services by handling radio traffic and requests, logging events, and querying vehicle and person files for vehicle registration records, driver license records, and stolen/wanted records.

Project Performance Measure(s):

1. Provide dispatch services during special traffic enforcement overtime projects.

Alcohol-Impaired Driving Fatalities / Impaired Driving: Program and Budget Summary

Project Number	Project Name	Budget	Budget Source	
			402	405d
15-405d-M60T, Task 01-00-00	Benton County Sheriff's Office	$12,500		$12,500
15-405d-M60T, Task 02-00-00	Black Hawk Consolidated Comm.	$1,250		$1,250
15-405d-M60T, Task 03-00-00	Black Hawk County Sheriff's Office	$19,000		$19,000
15-405d-M60T, Task 04-00-00	Blue Grass Police Department	$11,800		$11,800
15-405d-M60T, Task 05-00-00	Boone County Sheriff's Office	$12,500		$12,500
15-405d-M60T, Task 06-00-00	Boone Police Department	$10,000		$10,000
15-405d-M60T, Task 07-00-00	Bremer County Sheriff's Office	$13,500		$13.500
15-405d-M60T, Task 08-00-00	Buffalo Police Department	$5,500		$5,500
15-405d-M60T, Task 09-00-00	Carlisle Police Department	$8,100		$8,100
15-405d-M60T, Task 10-00-00	Carter Lake Police Department	$13,750		$13,750
15-405d-M60T, Task 11-00-00	Cass County Sheriff's Office	$8,500		$8,500
15-405d-M60T, Task 12-00-00	Cedar Rapids Police Department	$38,000		$38,000
15-405d-M60T, Task 13-00-00	Clinton County Sheriff's Office	$26,000		$26,000
15-405d-M60T, Task 14-00-00	Dallas County Sheriff's Office	$20,000		$20,000
15-405d-M60T, Task 16-00-00	Donnellson Police Department	$3,200		$3,200
15-405d-M60T, Task 17-00-00	Dubuque County Sheriff's Office	$35,600		$35,600
15-405d-M60T, Task 18-00-00	Dunkerton Police Department	$4,250		$4,250
15-405d-M60T, Task 19-00-00	Dyersville Police Department	$9,600		$9,600
15-405d-M60T, Task 20-00-00	Epworth Police Department	$6,450		$6,450
15-405d-M60T, Task 21-00-00	Fayette County Sheriff's Office	$16,200		$16,200
15-405d-M60T, Task 22-00-00	Fort Madison Police Department	$15,000		$15,000
15-405d-M60T, Task 23-00-00	Gilbertville Police Department	$4,500		$4,500
15-405d-M60T, Task 24-00-00	Hamilton County Sheriff's Office	$13,100		$13,100
15-405d-M60T, Task 25-00-00	Henry County Sheriff's Office	$11,000		$11,000
15-405d-M60T, Task 26-00-00	Huxley Police Department	$6,750		$6,750
15-405d-M60T, Task 27-00-00	Iowa City Police Department	$34,000		$34,000
15-405d-M60T, Task 29-00-00	Iowa State Patrol (Combo 402)	$340,000		$340,000
15-405d-M60T, Task 30-00-00	Iowa State University Police	$19,818		$19,818
15-405d-M60T, Task 31-00-00	Knoxville Police Department	$10,500		$10,500
15-405d-M60T, Task 32-00-00	LaPorte City Police Department	$3,550		$3,550
15-405d-M60T, Task 33-00-00	LeMars Police Department	$11,900		$11,900
15-405d-M60T, Task 34-00-00	LeClaire Police Department	$17,500		$17,500
15-405d-M60T, Task 35-00-00	Linn County Sheriff's Office	$46,000		$46,000
15-405d-M60T, Task 37-00-00	Mitchellville Police Department	$5,500		$5,500
15-405d-M60T, Task 38-00-00	Mount Vernon Police Department	$13,370		$13,370

15-405d-M60T, Task 39-00-00	Muscatine County Sheriff's Office	$28,150		$28,150
15-405d-M60T, Task 40-00-00	Muscatine Police Department	$13,400		$13,400
15-405d-M60T, Task 41-00-00	North Liberty Police Department	$6,000		$6,000
15-405d-M60T, Task 42-00-00	Oelwein Police Department	$6,700		$6,700
15-405d-M60T, Task 43-00-00	Perry Police Department	$7,300		$7,300
15-405d-M60T, Task 44-00-00	Plymouth County Sheriff's Office	$10,700		$10,700
15-405d-M6OT, Task 45-00-00	Polk City Police Department	$8,900		$8,900
15-405d-M60T, Task 46-00-00	Princeton Police Department	$3,300		$3,300
15-405d-M60T, Task 47-00-00	Robins Police Department	$5,000		$5,000
15-405d-M60T, Task 50-00-00	Sergeant Bluff Police Department	$9,300		$9,300
15-405d-M60T, Task 51-00-00	Sioux Center Police Department	$4,950		$4,950
15-405d-M60T, Task 52-00-00	Sioux City Police Department	$43,400		$43,300
15-405d-M06T, Task 54-00-00	University of Northern Iowa Police	$15,050		$15,050
15-405d-M60T, Task 55-00-00	University Heights Police Dept	$12,000		$12,000
15-405d-M60T, Task 56-00-00	Walcott Police Department	$8,500		$8,500
15-405d-M60T, Task 57-00-00	Waterloo Police Department	$56,500		$56,500
15-405d-M60T, Task 58-00-00	Waverly Police Department	$9,000		$9,000
15-405d-M60T, Task 59-00-00	West Burlington Police Department	$4,900		$4,900
15-405d-M60T, Task 63-00-00	Woodward Police Department	$4,300		$4,300
15-402-M0AL, Task 01-00-00	Ames Police Department	$29,950	$29,950	
15-402-M0AL, Task 02-00-00	Cedar Falls Police Department	$9,780	$9,780	
15-402-M0AL, Task 03-00-00	Davenport Police Department	$32,900	$32,900	
15-402-M0AL, Task 04-00-00	Evansdale Police Department	$6,430	$6,430	
15-402-M0AL, Task 05-00-00	Harrison County Sheriff's Office	$9,250	$9,250	
15-402-M0AL, Task 06-00-00	Indianola Police Department	$12,500	$12,500	
15-402-M0AL, Task 07-00-00	Johnston Police Department	$13,020	$13,020	
15-402-M0AL, Task 08-00-00	Polk County Sheriff's Office	$48,750	$48,750	
15-402-M0AL, Task 10-00-00	Story County Sheriff's Office	$19,600	$19,600	
15-402-M0AL, Task 11-00-00	University of Iowa Public Safety	$6,345	$6,345	
15-405d-M60T, Task 15-00-00	DCI Crime Lab	$125,000		$125,000
15-405d-M60T, Task 00-00-08		$58,000		$58,000
15-405d-M60T, Task 29-00-00	Iowa Law Enforcement Academy	$140,000		$140,000
15-405d-M60T, Task 48-00-00	Prosecuting Attorneys Training Council	$199,500		$199,500
15-405d-M60T, Task 36-00-00	Mercy Medical Center	$7,000		$7,000
15-405d-M60T, Task 50-00-00	Scott County Communications Cntr	$3,000		$3,000
15-405d-M60T, Task 60-00-00	Westcom Communications Center	$3,500		$3,500
15-405d-M60T, Task 00-00-03	GTSB Travel (RS)	$6,000		$6,000
15-405d-M60T, Task 00-00-04	GTSB – Training Travel (PT)	$500		$500
15-405d-M60T, Task 00-00-05	GTSB – LEL Program Expenses	$5,000		$5,000
15-405d-M60T, Task 00-00-06	GTSB – DRE Program Expenses	$90,000		$90,000
15-405d-M60t, Task 00-00-07	GTSB – ARIDE Program Expenses	$15,000		$15,000
15-402-M0AL, Task 00-00-03	GTSB Travel (AL)	$1,000	$1,000	
15-402-M0AL, Task 00-00-04	GTSB Printing/Promotional	$27,000	$27,000	
15-402-M0AL, Task 00-00-07	GTSB-Program Management (AL)	$360,000	$360,000	
	TOTAL	**$ 2,314,563**	**$ 576,525**	**$ 1,738,038**

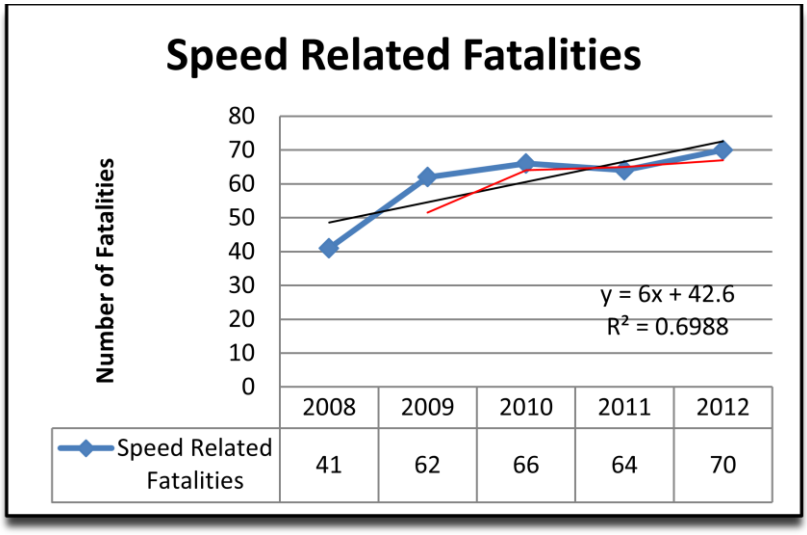
Speed-Related Fatalities — NHTSA Core Outcome Measure C-6

Speed is a major contributing factor for traffic fatalities and serious injuries in Iowa. Iowa continues to see a rise in the number of speed-related fatalities. Over the past five years speed-related fatalities have increased by 71%. Between 2011 and 2012 alone, speed- related fatalities increased over 9%. Iowa needs to remain vigilant and continue to address and enforce speed.

For FFY 2015 the GTSB will contract with numerous law enforcement agencies throughout the state. Although some may emphasize specific areas such as occupant protection and impairment, agencies will enforce other traffic violations.

During 2013, the GTSB formed the "I-80 Challenge". The I-80 Challenge was a collaborative effort involving state police agencies from all eleven states that Interstate 80 runs through. The main goal was to eliminate all traffic fatalities across the entire 2,900 miles of Interstate 80 from July 24 – 31, 2013. The I-80 Challenge provided for public awareness through both an increased law enforcement presence and media outreach. Speed was an area in which performance was measured utilizing Iowa Department of Transportation's permanent automatic traffic recorder stations. Data was collected for the week prior to the Challenge and during the Challenge. The percent of drivers travelling 10+mph over the posted limited was very successful, as several of the traffic recorder stations saw a 20%+ reduction.

Core Performance Measures



Between 2008 and 2012, speed fatalities have increased by 71%. The 5-year linear trend line would predict speed related fatalities to continue to increase with a projection of 91, which is 49.5 percent more than the 60.6 average number of fatalities during the 2008 – 2012 time period. The moving average is almost exact with the 5-year linear trend line.

Baseline	Recent Yr	% Change
(2003 - 2007 avg.) = 42.4	2010 = 62	55.7%
(2004 - 2008 avg.) = 37.0	2011 = 64	73.0%
(2005 - 2009 avg.) =43.2	2012 = 70	62.0%
	Avg % Chg.	**63.6%**

The average percent change from the most recent three years (2010 – 2012) in relation to a 5-year baseline period has been an increase of 63.6%%. If a total of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality count for 2008 – 2012 (60.6), it would be anticipated that speed related fatalities would continue to climb.

Iowa must focus on reversing the upward trend. **The GTSB has set a goal to reduce speed related fatalities by 1% from the 2008 – 2012 average of 60.6 to 60 in 2015.**

Efforts to reduce speed are part of the overall mission to improve traffic safety. Federal funding continues to support law enforcement partners and these efforts through overtime funding and purchasing equipment, such as radar units.

Safety Measures and Objectives

SAFETY MEASUREMENTS	OBJECTIVES
Reduce speed related fatalities.	Reduce speed related fatalities 1% from the 2008 – 2012 average of 60.6 to 60 in 2015.
Purchase equipment to support enforcement efforts.	Through the administration of federal highway safety funds, provide funding for up to $41,500 for the purchase of GTSB-approved equipment that can be utilized to enforce speed.
Perform high visibility enforcement.	Through the administration of federal highway safety funds, provide overtime to be used for high visibility law enforcement activity.

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 – High visibility enforcement is included as an effort within the Enforcement Safety Area of the State Strategic Highway Safety Plan. The GTSB will partner with enforcement agencies to support overtime staffing for high-visibility enforcement to include special enforcement events and nighttime enforcement efforts. High visibility enforcement will increase the presence of law enforcement with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture.

Education Safety Strategies

Education is identified as a primary emphasis area of the State Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture. GTSB will incorporate the "Zero Fatalities" into presentations, promotional items, and PSAs as appropriate to support the multi-media education campaign effort identified in the State Strategic Highway Safety Plan.

Data Collection and Information Systems

Reports by ITSDS / In-Trans – The services of the Iowa Traffic Safety Data Service (ITSDS) at Iowa State University provide agencies, organizations and individuals with crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Specifically for law enforcement, reports specific to their jurisdiction can help identify evidence-based problem areas in which to focus overtime efforts.

Countermeasures:

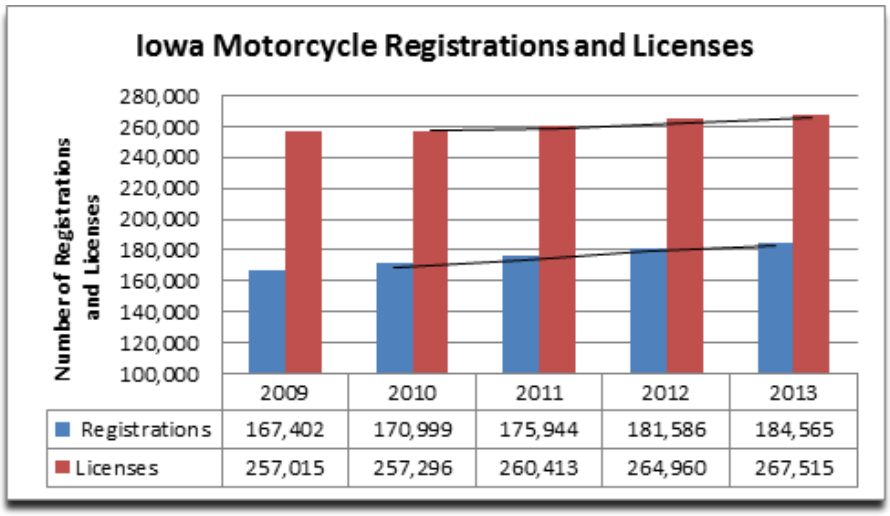
The GTSB does not have projects specifically identified for the area of speed. Education and enforcement efforts conducted through Section 402 and 405 funds, including sTEP, support the efforts to bring awareness to the dangers of speeding. Iowa will continue to analyze the trends of speed-related fatalities.

SPEED: Program and Budget Summary

The GTSB does not have projects specifically identified for the area of speed. Education and enforcement efforts conducted through Section 402 and 405, including sTEP, support the efforts to bring awareness to the dangers of speeding.

Motorcyclist Fatalities / Unhelmeted Motorcyclist Fatalities — NHTSA Core Outcome Measures C-7/C-8

The popularity of motorcycle riding continues to grow throughout the state of Iowa. Between 2009 and 2013, the number of motorcycle registrations increased 10.25% with the number of motorcycle licenses increasing 4.09%. Unfortunately with the increase of motorcyclists, the state of Iowa has seen an upward trend in the number of both motorcycle fatalities and injuries.

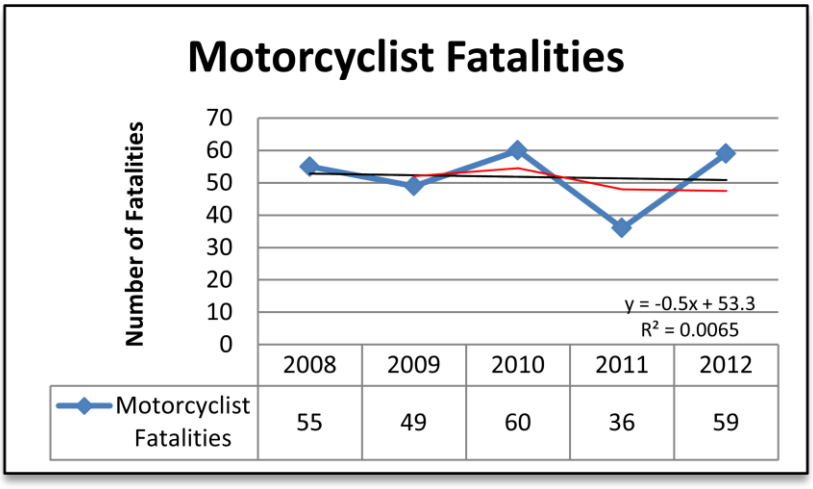


	2009	2010	2011	2012	2013
Registrations	167,402	170,999	175,944	181,586	184,565
Licenses	257,015	257,296	260,413	264,960	267,515

It is important to stress to both the motorcyclist and the rest of the motoring public that each play an important role in reducing motorcycle related crashes. Due to Iowa's climate, the riding season is not year-around; therefore, one of the most important things a rider can do is to sharpen riding skills. By attending either a beginning or advanced rider training course, riders can improve their skills in a controlled environment.

Riders also need to make sure that when riding they are visible and wearing appropriate gear. The rest of the motoring public needs to be cognizant of motorcyclists and share the road.

Core Performance Measures

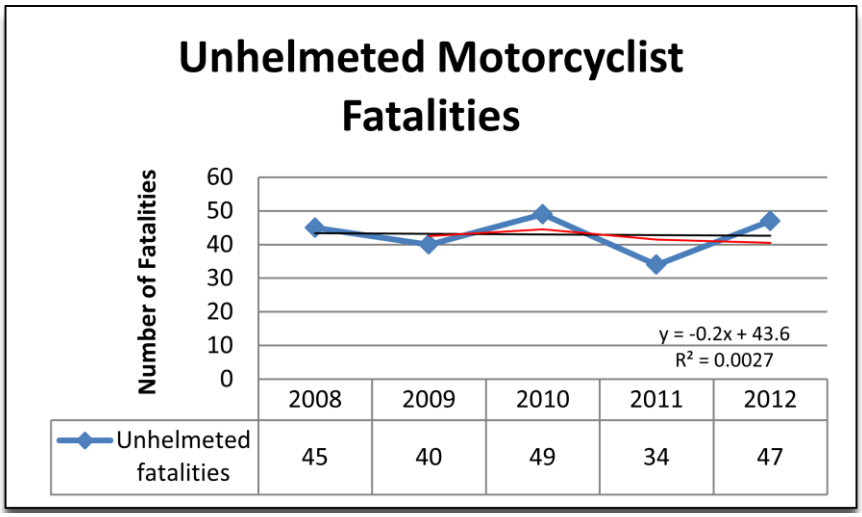


	2008	2009	2010	2011	2012
Motorcyclist Fatalities	55	49	60	36	59

The 5-year linear trend line reflects a slight decrease of motorcyclist fatalities over that time period. The analysis of this trend line would provide a projection of 53 fatalities in 2015.

Baseline	Recent Yr	% Change
(2003 - 2007 avg.) = 50.2	2010 = 60	19.5%
(2004 - 2008 avg.) = 51.0	2011 = 36	-29.4%
(2005 - 2009 avg.) = 53.6	2012 = 59	10.1%
	Avg % Chg.	**.06%**

The average percent change from the most recent three years (2010 – 2012) in relation to a 5-year baseline period has been an increase of .06%. If a total increase of this magnitude is realized through 2015, compared to a baseline of the average annual fatality count for 2008 – 2012 (51.8), the fatality count expected in 2015 would be about 52.



Both a 5-year linear trend line and a 5-year moving average show a minimal downward trend.

Baseline	Recent Yr	% Change
(2003 - 2007 avg.) = 40.8	2010 = 49	20.1%
(2004 - 2008 avg.) = 40.4	2011 = 34	-15.8%
(2005 - 2009 avg.) = 43.2	2012 = 47	8.8%
	Avg % Chg.	**4.4%**

The average percent change from the most recent three years (2010 – 2012) in relation to a 5-year baseline period has been an increase of 4.4%. If a total increase of this magnitude is realized through 2015, compared to a baseline of the average annual fatality count for 2008 – 2012 (43), the fatality count expected in 2015 would be around 45.

When setting the 2015 goal for motorcyclist fatalities, Iowa considered the low number in 2011 to be an anomaly. Eliminating 2011, the 4-years of 2008, 2009, 2010 and 2012 average is 55.75. Therefore, a more conservative goal was set than what the 5-year linear trend analysis provided**. The GTSB has set a goal to reduce motorcycle fatalities by 4.9% from 55.75 (the average of 2008 ,2009, 2010 and 2012) to 53 by December 31, 2015.**

When setting the 2015 goal for unhelmeted motorcyclist fatalities, Iowa again considered the low number in 2011 to be an anomaly. Eliminating 2011, the 4-years of 2008, 2009, 2010 and 2012 average is 45.25. Therefore, a more conservative goal was set than what the 5-year linear trend analysis provided. **The GTSB has set a goal to reduce motorcycle fatalities by 2.76% from 45.25 (the average of 2008 ,2009, 2010 and 2012) to 44 by December 31, 2015.**

Safety Measures and Objectives

SAFETY MEASUREMENTS	OBJECTIVES
Support the training of rider coaches.	Provide funding to support 120 rider coaches to be trained on new motorcycle rider education curriculum.
Reduce motorcycle fatalities.	• Reduce motorcycle fatalities 4.9% from 55.75 (the average of 2008, 2009, 2010 and 2012) to 53 by December 31, 2015. • Reduce unhelmeted motorcycle fatalities 2.76% from 45.25 (the average of 2008, 2009, 2010 and 2012) to 44 by December 31, 2015.
Educate motorcyclists and the general motoring public in about motorcycle safety.	• Motorcycle safety information will be provided through a PSA entitled "Dying Bike" which will be utilized by other grantees for educational purposes and will be posted on the GTSB "YouTube" site and microsite www.drivesmartiowa.com. • Social media sites such as Facebook will be utilized.

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 State Strategic Highway Safety Plan as an emphasis area, Iowa recognizes the trend for motorcycle fatalities and injuries continues to rise. A coordinated effort will be made between the GTSB and the Iowa Department of Transportation and other stakeholders to continue to support motorcycle safety. For example, an educational component in regard to motorcycle safety could be an element of the multi-media education campaign identified in the State Strategic Highway Safety Plan.

Countermeasures

The following outline specific projects supported by motorcycle safety funding.

Grant Recipient: Iowa Department of Transportation, Office of Driver Services
Project Number: 15-405b-M1*MC, Task 01-00-00 Budget: $40,000

Problem Identification, Strategy Development and Project Selection: The Iowa Department of Transportation, being the designated state agency having authority and jurisdiction over motorcycle safety issues pursuant to *Iowa Administrative Code*, Chapter 635, will support and enhance motorcyclist riding schools. The funds will be utilized to train approximately 120 rider coach instructors on new curriculum materials who in turn will train approximately 4,000 motorcycle riders annually and increase their safety awareness and safe driving behavior. In FFY 2015 each training site will be equipped with new training materials including fatal vision goggles, traffic cones, wall charts, peripheral vision cards and DVDs.

Project Performance Measure(s):

1. Train 4,000 riders during the project period utilizing the new curriculum.
2. Train approximately 120 rider coach instructors.
3. Equip training sites with new equipment/materials.

Motorcycle Safety: Program and Budget Summary

Project Number	Project Name	Budget	Budget Source 405f
15-405b-M1*MC, Task 01-00-00	Iowa Dept of Transportation, Office of Driver Services	$40,000	$40,000
15-405f-M9MT, Task 00-00-03	GTSB - Travel (RS)	$1,000	$1,000
15-405f-M9MT, Task 00-00-04	GTSB - Training Travel (PT)	$1,000	$1,000
	TOTAL	**$42,000**	**$42,000**

Drivers Age 20 or Younger Involved in Fatal Crashes/ Teen Traffic Safety Program

NHTSA Core Measure C-9

The number of drivers age 20 or younger involved in fatal crashes has reduced 23.44% over the last 5 years. Despite a reduction, the state of Iowa continues to work to continue the downward trend as nationally traffic fatalities continue to be the leading cause of death among youth.

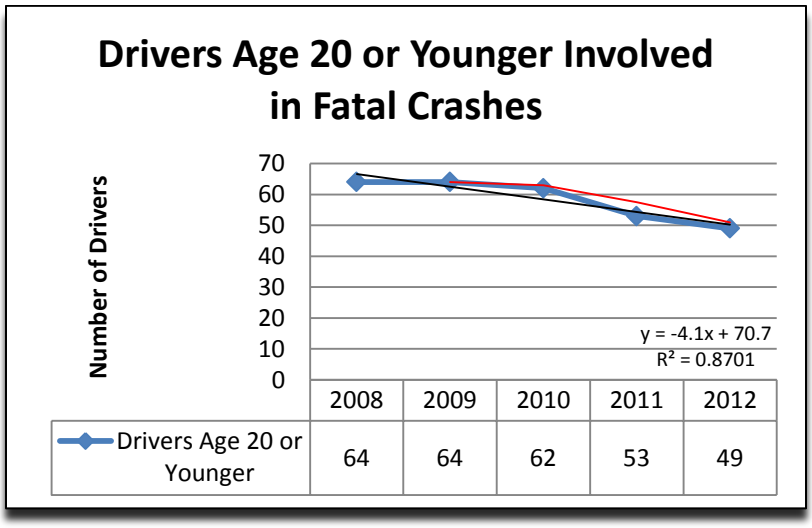
Social media is a popular way to convey messages. The GTSB stays connected in this ever-changing world by utilizing social media and networking. Social media allows for the integration of technology, social interaction, and communication which is in real time. The GTSB actively posts information on Facebook and Twitter to broaden traffic safety messages. Information posted includes, but is not limited to, high visibility enforcement news articles, and press releases.

Since 2012 the GTSB has attended events utilizing a desk-top driving simulator as an educational component. The majority of events are geared toward youth driving. The simulator allows for a hands-on experience in a controlled and safe environment. The simulator is valuable way for participants to understand how driving behaviors affect reaction times and senses. While using the simulator, participants are distracted by a cellular phone call or text message. Fatal vision goggles are also incorporated to provide for an experience of how driving is affected when impaired.

Seatbelts Are For Everyone (SAFE) was initiated in FFY 2014. The GTSB partnered with the Sac County Sheriff's Office and the East Sac Community School District and local communities in a pilot program to increase awareness and modify teen driver behavior by providing a consistent and meaningful message to young drivers. Although other traffic safety areas will be covered in the program, safety belt usage will be the primary focus.

Effective January 1, 2014, an enhanced graduated driver's license (GDL) law went into effect. Applicants for an intermediate license must have an instruction permit for at least 12 months before 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



After three steady years, the number of drivers age 20 or younger involved in fatal crashes began to decline. Between 2008 and 2012 a 23.44% decrease was achieved. Both the 5-year linear and moving average trend lines display a downward trend. The 5-year linear model projects the number to decline to 38 by 2015.

Baseline	Recent Yr	% Change
(2003 - 2007 avg.) = 83.6	2010 = 62	-25.8%
(2004 - 2008 avg.) = 78.4	2011 = 53	-32.4%
(2005 - 2009 avg.) = 75.6	2012 = 49	-35.2%
	Avg % Chg.	**-31.1%**

The average percent change from the most recent three years (2010 – 2012) in relation to a 5-year baseline period has been a reduction of 31.1%. If a total reduction of this same magnitude is realized through 2015, compared to a baseline of the average annual fatality count for 2008 – 2012 (58.4), the fatality count expected in 2015 would be about 40.

After reviewing 5 year moving average, 5-year linear trend, and the average percent change in the most recent three years, **the GTSB has set a goal to reduce drivers age 20 or younger involved in fatal crashes by 31.51% from the 2008 – 2012 average of 58.4 to 40 by December 31, 2015.**

Safety Measures and Objectives

SAFETY MEASUREMENTS	OBJECTIVES
Educate about the dangers of distracted driving.	• When requested, the GTSB staff will participate in events throughout the state utilizing the desk-top simulator.
Expand the SAFE program	• Identify one school district by to participate in the SAFE program.
Educate young drivers about the dangers of rural roads.	Through the High Five program, incorporate rural road safety in educational efforts.

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

Education Safety Strategies

Education is identified as an emphasis area of the State Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture. The GTSB will incorporate the "Zero Fatalities" logo into presentations, promotional items, and PSAs as appropriate to support the multi-media education campaign effort identified in the Strategic Highway Safety Plan.

Effective January 1, 2014, an enhanced GDL law was enacted. 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 one for the first six months after it is issued.

Countermeasures

The following outline specific projects focusing on teen traffic safety and drivers age 20 or younger involved in fatal crashes.

Grant Recipient: Creative Visions
Project Number: 15-402-M0TSP, Task 01-00-00 **Budget: $20,000**

Problem Identification, Strategy Development and Project Selection: Creative Visions utilizes funding to work with youth to develop workshops and programs that promote traffic safety and the dangers of driving while distracted. The mission for the Creative Visions Teen Traffic Safety Program is 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. In FFY 2015, Creative Visions will continue to strive to expand their programs to different areas of the state. Part of this partnership will be with the National Advanced Driving Simulator / University of Iowa, to team up to provide driving simulator activities and events throughout the state. Creative Vision events are

designed to reach a cross-section of community members, including those who have limited English. Throughout the project year, Creative Visions will develop and conduct youth presentations, workshops, and public awareness messages focusing on safety belt usage, impaired driving, and distracted driving. Creative Visions will also conduct focus groups, pre- and post-evaluations, and when applicable, attitude surveys to measure awareness and knowledge of traffic safety issues. The Creative Visions website and social media will also be used to provide information. Funding will support the purchase of items to support the program, training materials, resources and workshop supplies.

Project Performance Measure(s):

1. Expand programs to different areas of the state.
2. Pre- and post-workshop evaluations on knowledge and behaviors of belt usage, cell phone usage, impaired driving and other traffic safety issues for teens and young adults will be conducted with the results provided.

Grant Recipient: Seatbelts Are For Everyone (SAFE)
Project Number: 14-402-M0TSP, Task 02-00-00 Davis County Sheriff's Office $2,500
14-402-M0TSP, Task 03-00-00 Sac County Sheriff's Office $2,500
Budget: $5,000

Problem Identification, Strategy Development and Project Selection: The Iowa GTSB will partner with two county sheriff's offices to expand the school district for a student-led driver safety program, Seatbelts Are For Everyone, (SAFE). The SAFE program will be funded an additional year through the Sac County Sheriff's Office for the East Sac Community School District. Crash data was utilized to identify a school district in a rural community with a high incidence of youth crashes and low safety belt usage. The Davis County Sheriff's Office will partner with the GTSB to expand the SAFE program to the Davis County Community School District in southeast Iowa.

Project Performance Measure(s):

1. Expand the SAFE program 100% from one school district to two school districts in the state.

Other performance measures to be determined.

Grant Recipient: Farm Safety 4 Just Kids
Project Number: 15-405b-M1*TSP, Task 01-00-00 Budget: $26,000

Problem Identification, Strategy Development and Project Selection: Iowa crash data supports that over one-half of the crashes involving young drivers occur on secondary roads. Farm Safety 4 Just Kids (FS4JK) will provide educational materials to increase awareness among youth about hazards associated with driving in rural areas. 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 the state. The program includes youth initiating, planning and organizing educational rural road safety programs in the community addressing, but not limited to: seat belt use, sharing the road with farm equipment, distracted driving hazards of driving surfaces, and other rural specific issues. The curriculum is 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. During the funded year a video contest will also be conducted among youth to address rural road issues. Winners will be determined by the BUEG coordinator, FS4JK, and the GTSB. Winning videos will be placed on the Internet via You Tube. The FS4JK coordinator will publicize the program through a variety of media avenues.

Project Performance Measure(s):

1. To conduct at least 15 BUEG educational programs to youth throughout the state.
2. Conduct a video contest involving 10 youth.

Grant Recipient: Unity Point / One Second
Project Number: 15-405b-M1*TSP, Task 02-00-00 Budget: $46,000

Problem Identification, Strategy Development and Project Selection: 2007 – 2011 Iowa data supports in crashes involving younger drivers, approximately 41% were unprotected. Unity Point has developed a new program called "One Second". The One Second program is a statewide educational program for teens and young adults regarding risky behaviors associated with distracted driving. This program will also be covering the risks and consequences of not wearing a seat belt, driving with peer passengers, nighttime driving and impaired driving. During FFY 2015, the One Second program also plans to create educational materials for parents regarding graduated driver's license information and tips on teen driving and the parent's role. This statewide program will reach several thousand of Iowa's young drivers. The One Second program will notify the local media to inform the public of the new program and assemblies in their community, thus allowing for further exposure.

Project Performance Measure(s):

1. Utilize Unity Point affiliate locations and community champions across Iowa to identify speakers/presenters to aide in delivery of the One Second program.
2. Provide the new program presentation that focuses on risky behaviors of teen and young adult drivers to schools and driver's education programs across the state.
3. Teachers at participating school locations will be oriented to program details.
4. Pre- and post-activity safety belt observational surveys at high schools will occur with at least one post-activity safety belt use promotion conducted.
5. A master list of sites, dates and times of presentations and number of those receiving the information will be maintained and submitted.
6. Local media will be notified to inform the public of the new traffic safety program assembly in their community through a media release.
7. Traffic safety education materials will be developed, approved, printed or purchased and distributed.

Drivers Age 20 or Younger / Teen Traffic Safety Program: Program and Budget Summary

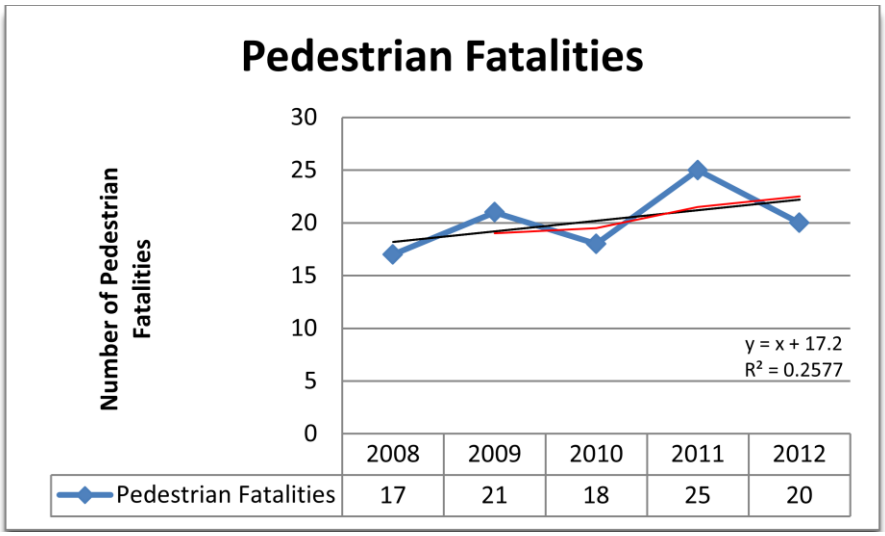
Project Number	Project Name	Budget	Budget Source	
			402	405b
15-402-M0TSP, Task 03-00-00	Creative Visions	$20,000	$20,000	
15-402-M0TSP, Task 02-00-00	Davis County Sheriff's Office	$2,500	$2,500	
15-402-M0TSP, Task 03-00-00	Sac County Sheriff's Office	$2,500	$2,500	
15-405b-M1*TSP, Task 01-00-00	Farm Safety for Just Kids	$26,000		$26,000
15-405b-M1*TSP, Task 02-00-00	Unity Point / One Second	$46,000		$46,000
	TOTAL:	**$97,000**	**$25,000**	**$72,000**

Pedestrian Fatalities NHTSA Core Outcome Measure C-10

Trend analyses continue to show pedestrian fatalities are on the rise despite a 20% decrease between 2011 and 2012. With continuous advancements in technology, distractions caused by electronic devices may be a factor in pedestrian fatalities.

Education is a component in reducing pedestrian fatalities. From a safety standpoint, pedestrians need to understand even though they are walking or running they still have the same responsibility to obey the same traffic laws motorists are subject to. Under Iowa law, motorists are to yield to pedestrians at all times, thus requiring the motorist to be conscientious of his/her surroundings.

Core Performance Measures



Both the 5-year linear and 5-year moving average trend lines show pedestrian fatalities continue to rise. Using a 5-year linear trend analysis, it is projected by 2015, pedestrian fatalities will rise to approximately 25, which is almost 24% more than the 20.2 average pedestrian deaths over the 2008-2012 period.

Baseline	Recent Yr	% Change
(2003 - 2007 avg.) = 22.8	2010 = 18	-21.1%
(2004 - 2008 avg.) = 22.6	2011 = 25	10.6%
(2005 - 2009 avg.) = 22.0	2012 = 20	-9.1%
	Avg % Chg.	**-6.5%**

The average percent change from the most recent three years (2010 – 2012) in relation to a 5-year baseline period has been a reduction of 6.5%. If a total reduction of this same magnitude is realized through 2015 compared to a baseline of the average annual fatality count for 2008 – 2012 (20.2), the fatality count expected in 2015 would be about 19.

After reviewing the 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years**, the GTSB has set a goal to reduce pedestrian fatalities 10.89% from the 2008 – 2012 average of 20.2 to 18 by December 31, 2015.**

Safety Measures and Objectives

SAFETY MEASUREMENTS	OBJECTIVES
Reduce pedestrian fatalities.	Reduce pedestrian fatalities 10.89% from the 2008 – 2012 average of 20.2 to 18 by December 31, 2015.

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

Education Safety Strategies

Through the SHSP development process, pedestrian fatalities did not represent a high occurrence 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 on attentiveness will continue to be a strategy to reduce fatalities and serious injuries. To be in line with the SHSP, the GTSB and other traffic safety partners will work together to develop a media campaign to focus around the long-term vision of zero fatalities.

Countermeasures

The Iowa GTSB does not have projects specifically identified for the area of pedestrian fatalities.

Pedestrian: Program and Budget Summary

The Iowa GTSB does not have projects specifically identified for the area of pedestrian fatalities.

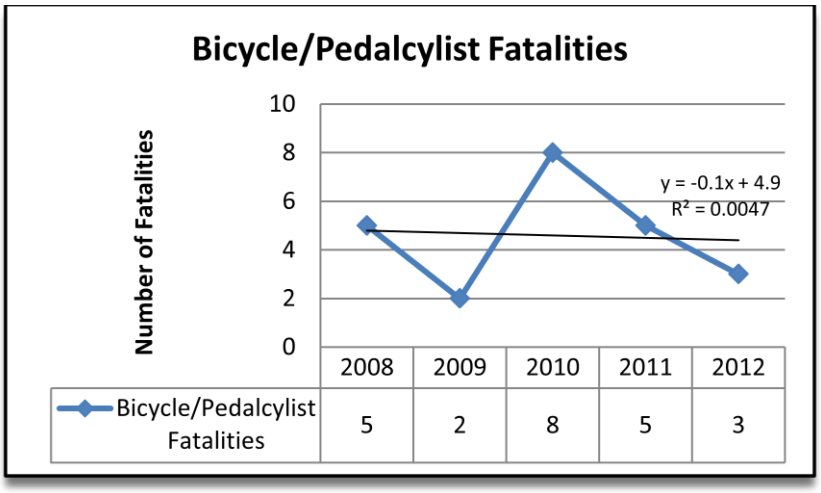
Bicycle (Pedalcylist) Fatalities NHTSA Core Outcome Measure C-11

Bicycling in Iowa has become not only a form of entertainment but also a means of low cost transportation. Although there are over 2,000 miles of well-constructed bicycle trails throughout the state, under Iowa law bicycles have a right to use Iowa's roads but must follow the same rules of the road as motorists. Many areas of the state have included bicycle lanes in their roadway designs.

Motorists need to use extra vigilance when bicycles are in the traffic mix. However, when in doubt, must yield to the bicyclist. Bicyclists must obey traffic signs and signals to help motorists know of their upcoming intentions.

Over the past five years there have been 21 bicycle fatalities in the state of Iowa with an additional 188 serious injuries. Individuals ages 50 – 59 were involved in 47.62% of the bicycle fatalities over the past five years. Individuals between 10 and 14 years of age accounted for 12.23% of serious bicycle-related injuries.

Core Performance Measures



The number of bicycle fatalities has varied over the past five years. Due to the small numbers and the highly variable data, it is hard to project. The average number of bicycle deaths between 2008 and 2012 is 4.6.

Baseline	Recent Yr	% Change
(2003 - 2007 avg.) = 6.6	2010 = 8	21.2%
(2004 - 2008 avg.) = 7.0	2011 = 5	-28.6%
(2005 - 2009 avg.) = 6.0	2012 = 3	-50.0%
	Avg % Chg.	**-11.48%**

The average percent change from the most recent three years (2010 – 2012) in relation to a 5-year baseline period has been a reduction of 11.48%. If a total reduction of this same magnitude is realize through 2015 compared to a baseline of the average annual fatality count for 2008 – 2012 (4.6), the fatality count expected in 2015 would be about 4.

After reviewing the five year linear trend and the average percent change in the most recent three years**, the GTSB has sent a goal to reduce bicycle fatalities 34.7% from the 2008 – 2012 average of 4.6 to 3 by December 31, 2015.**

Safety Measures and Objectives

SAFETY MEASUREMENTS	OBJECTIVES
Provide bicycle safety messages.	1. Through social media, post bicycle safety messages on GTSB's Facebook and Twitter accounts. 2. Add information on the GTSB website in regard to bicycle safety.
Encourage the use of bicycle helmets by all riders.	Purchase and distribute 600 bicycle helmets at community events as requested throughout the state.

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, bicycle fatalities did not represent a high occurrence area so such fatalities were not listed as a major emphasis area. Iowa does recognize bicyclist fatalities have fluctuated over the past years and that education, primarily focusing around wearing bicycle helmets will continue to be a strategy to reduce fatalities and serious injuries. To be in line with the Strategic Highways Safety Plan, the GTSB and other traffic safety partners will work together to develop a media plan which will 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 outline specific projects related to bicycle safety.

Grant Recipient: **Blank Children's Hospital**
Project Number: **15-402-M0PS, Task 01-00-00** **Budget: $9,000**

Problem Identification, Strategy Development and Project Selection: Funding will be used for Blank Children's Hospital to purchase and distribute bicycle helmets and other safety materials to agencies requesting such items. In order to receive helmets purchased through this funding, agencies must contact Blank Children's Hospital and request them for a specific event, such as a local bicycle rodeo. Agencies receiving helmets will also be required to do observational surveys of helmet usage before and after helmet distribution.

Project Performance Measure(s):

1. Purchase and distribute approximately 600 helmets throughout the state.
2. Report the results of helmet usage surveys.

Bicycle: Program and Budget Summary

Project Number	Project Name	Budget	Budget Source 402
15-402-M0PS, Task 01-00-00	Blank Children's Hospital	$9,000	$9,000
	TOTAL	**$9,000**	**$9,000**

Roadway Safety Area

GTSB recognizes the importance of traffic safety partners in other disciplines for overall success. Projects within the Roadway Safety area 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 manage and facilitate the state Safety Circuit Rider Program, the Traffic Engineering Program (TEAP), and Multi-Disciplinary Safety Teams (MDSTs).

In FFY 2014, the implementation of the High Five Rural Traffic Safety Program (High Five) is another way in which engineering and the cooperation of MDSTs has been incorporated to reduce fatalities and serious injuries on rural Iowa roads. The High Five project includes local and state engineers working together to identify road hazards which can be improved with low-cost improvements. For additional information on the High Five program please see page 71.

Core Performance Measures

Performance measures will be identified through the number of individuals trained in work zone safety and flagger training workshops in the Safety Circuit Rider Program and the number of roadway safety analyses performed where problems are identified and effective corrective actions recommended.

Safety Measures and Objectives

SAFETY MEASUREMENTS	OBJECTIVES
Assist local engineers in identifying roadway safety problems.	Analyze road systems in a minimum 20 different communities to identify problems and recommend engineering related improvements.
Support collaborative traffic safety efforts.	• Initiate the High Five Rural Traffic Safety program in a minimum of 5 counties in FFY 2015. • Continue to support the 11 established MDSTs throughout the state. • Hold 12 statewide MDST Advisory Team meetings during FFY 2015.

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

Engineering Safety Strategies –

Engineering safety strategies identified within the State Strategic Highway Safety Plan are supported by both Safety Circuit Rider and the Traffic Engineering Assistance Program (TEAP). Safety Circuit Rider and TEAP provide education and support to engineers at the city and county level where such expertise in not necessarily available. The Strategic Highway Safety Plan specifically identifies lane departure-related strategies and intersection-related strategies.

Data Collection and Information Systems –

Iowa's traffic records system contains and abundance of data that can be utilized to determine problems and can support the corrective actions and recommendations made in engineering and enforcement efforts.

Countermeasures

The following outline projects specific to the Roadway Safety area.

Grant Recipient:	**Iowa Department of Transportation, Office of Traffic and Safety**
	Safety Circuit Rider / Multi-Disciplinary Safety Teams (MDST)
Project Number:	**15-402-MORS, Task 01-00-00** **Budget: $60,000**

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

Project Performance Measure(s):

1. Support the 11 established MDSTs throughout the state.
2. Hold a minimum of 12 statewide MDST Advisory Team meetings during the project year.

Grant Recipient:	**Iowa Department of Transportation, Office of Traffic and Safety**
	Traffic Engineering Assistance Program (TEAP)
Project Number:	**15-402-M0RS, Task 02-00-00** **Budget: $100,000**

Problem Identification, Strategy Development and Project Selection: Funding will provide for a traffic engineer consultant to conduct and 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.

Roadway Safety Area: Program and Budget Summary

Project Number	Project Name	Budget	Budget Source 402
15-402-M0RS, Task 01-00-00	Iowa Dept of Transportation / Safety Circuit Rider & MDSTs	$60,000	$60,000
15-402-M0RS, Task 02-00-00	Iowa Dept of Transportation /TEAP	$100,000	$100,000
15-402-M0RS, Task 00-00-01	GTSB Travel (RS)	$10,000	$10,000
15-402-M0RS, Task 00-00-02	GTSB Training Travel (RS)	$5,000	$5,000
	TOTAL	**$175,000**	**$175,000**

Section 402 – Police Traffic Services

Law enforcement partners play a significant role in the goal of reducing traffic deaths, serious injuries, and property damage on Iowa roadways. Funding in the area of Police Traffic Services supports a strategy within the Strategic Highway Safety Plan for high visibility efforts. High visibility enforcement is also listed as an effective countermeasure in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013. The goal of high visibility enforcement is to deter and address unsafe driving behaviors and to encourage voluntary compliance with traffic laws.

Core Performance Measures

The same data pertaining to NHTSA's core outcome measures was utilized to set the state's short-term goal to reduce fatalities and serious injuries 15% by the year 2020. Police traffic service funding supports efforts in the area of speed, impaired driving, distracted driving, occupant protection and other traffic violations.

Safety Measures and Objectives

SAFETY MEASUREMENTS	OBJECTIVES
Educate the public in regard to traffic safety issues.	Law enforcement agencies funded under police traffic services will conduct at least 12 public information and/or other educational activities during the funded year.
Support high visibility enforcement efforts.	Through police traffic services funding, support up to 7,013 hours of overtime for high-visibility enforcement purposes.

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

Enforcement Safety Strategies –

A primary emphasis included in the Strategic Highway Safety Plan is utilizing high visibility enforcement. 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 the high visibility efforts is to increase enforcement presence and to educate the public to deter unsafe driving behaviors.

Education Safety Strategies –

Education is identified as a primary emphasis area in the Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture. The GTSB will incorporate the "Zero Fatalities" logo into presentations, promotional items, and PSAs as appropriate to support the multi-media education campaign effort identified in 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). During the 2011 Traffic Records Assessment, TraCS was recognized a s a remarkable data-gathering tool, especially when combined with data analytical tools; therefore, allowing for better utilization of data. As of April 15, 2014, 236 Iowa law enforcement agencies submit their data electronically through versions of TraCS. These agencies represent approximately 94% of all crash submissions. The Iowa Department of Transportation is the repository of information submitted through TraCS.

Crash Report Form – The Iowa Department of Transportation has been in the process of updating Iowa's crash report form. Additional fields will be added to the form, thus providing for additional data to be captured and analyzed. During FFY 2014, the form will be finalized and will be programmed within the TraCS software, and

training on the new form will be provided. The target for implementation of the updated form is January 1, 2015.
Crash Data- The GTSB will continue to work with law enforcement partners on recognizing the importance of crash data.
Reports by ITSDS / In-Trans – The services of the Iowa Traffic Safety Data Service (ITSDS) at Iowa State University provide agencies, organizations and individuals with crash data analysis resources. ITSDS services are for individuals or entities who need to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ITSDS. Specifically for law enforcement, reports specific to their jurisdiction can help identify evidence-based problem areas in which to focus overtime efforts.

Countermeasures

The following outlines specific projects supported by police traffic services funding.

Grant Recipient: Law Enforcement Agencies
Project Number: 15-402-M0PT, Task 01-00-00 thru 15-402-M0PT-29-00-00 **Budget: $ 566,410**

Problem Identification, Strategy Development and Project Selection: A total of 26 law enforcement agencies will provide traffic enforcement funded activities. Enforcement will be directed in regard to occupant restraints, impaired driving, speed and other traffic violations. Enforcement deployment will be determined by data in regard to problematic times and locations. Grantees are required to conduct at least two special enforcement events with at least one being a nighttime enforcement activity. Public information and educational activities in regard to traffic safety will be conducted at least 12 times during the year. Grantees are required to conduct two observational safety belt usage surveys; one in March and the other in August. Through funding, grantees can purchase education materials with a GTSB approved traffic safety message. Educational materials that are part of the GTSB's regular promotional material supply can also be requested and distributed. Equipment purchases may include radar and lidar units for speed enforcement and DPS-approved preliminary breath testers (PBTs) for impaired driving enforcement. Funds can also be used for officers to attend traffic related training opportunities.
Project Performance Measure(s):

1. Grantees are required to conduct at least two special enforcement events with one being a nighttime enforcement project at problematic locations which are supported by data.
2. Conduct two observational safety belt usage surveys; one in March and the other in August.
3. Conduct at least 12 traffic-related public information and/or educational activities during the funded year.

Grant Recipient: Iowa State University, Conference Planning and Management (Split)
Project Number: 15-402-M0PT, Task 00-00-29 **Budget: $24,000**

Problem Identification, Strategy Development and Project Selection: Iowa State University, Conference Planning and Management have been secured to provide staff and resources to plan and conduct the Governor's Highway Traffic Safety Conference; the GTSB's annual conference. Services will include coordinating the conference location, lodging and meal arrangement for attendees, arranging for conference speakers and travel arrangements, provide registration services, and conduct other conference-related tasks. Other general conference related materials such as supplies, web postings, and audio/visual services will also be provided through this project.
Project Performance Measure(s):

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

Police Traffic Safety: Program and Budget Summary

Project Number	Project Name	Budget	Budget Source 402
15-402-M0PT, Task 01-00-00	Altoona Police Department	$8,000	$8,000
15-402-M0PT, Task 02-00-00	Ankeny Police Department	$16,800	$16,800
15-402-M0PT, Task 03-00-00	Bettendorf Police Department	$36,950	$36,950
15-402-M0PT, Task 04-00-00	Burlington Police Department	$11,000	$11,000
15-402-M0PT, Task 05-00-00	Cerro Gordo County Sheriff's Office	$15,450	$15,450
15-402-M0PT, Task 06-00-00	Clear Lake Police Department	$21,500	$21,500
15-402-M0PT, Task 07-00-00	Clive Police Department	$7,500	$7,500
15-402-M0PT, Task 08-00-00	Coralville Police Department	$13,700	$13,700
15-402-M0PT, Task 09-00-00	Des Moines County Sheriff's Office	$9,000	$9,000
15-402-M0PT, Task 10-00-00	Des Moines Police Department	$173,500	$173,500
15-402-M0PT, Task 11-00-00	Fort Dodge Police Department	$22,000	$22,00
15-402-M0PT, Task 12-00-00	Jasper County Sheriff's Office	$12,450	$12,450
15-402-M0PT, Task 13-00-00	Johnson County Sheriff's Office	$20,500	$20,500
15-402-M0PT, Task 14-00-00	Keokuk Police Department	$4,845	$4,845
15-402-M0PT, Task 15-00-00	Lee County Sheriff's Office	$12,450	$12,450
15-402-M0PT, Task 16-00-00	Marshall County Sheriff's Office	$21,650	$21,650
15-402-M0PT, Task 17-00-00	Newton Police Department	$8,440	$8,440
15-402-M0PT, Task 18-00-00	Norwalk Police Department	$8,000	$8,000
15-402-M0PT, Task 19-00-00	Pleasant Hill Police Department	$12,500	$12,500
15-402-M0PT, Task 20-00-00	Scott County Sheriff's Office	$40,400	$40,400
15-402-M0PT, Task 21-00-00	Urbandale Police Department	$11,080	$11,080
15-402-M0PT, Task 22-00-00	Warren County Sheriff's Office	$11,745	$11,745
15-402-M0PT, Task 23-00-00	Waukee Police Department	$13,250	$13,250
15-402-M0PT, Task 24-00-00	Windsor Heights Police Department	$6,500	$6,500
15-402-M0PT, Task 25-00-00	Woodbury County Sheriff's Office	$27,200	$27,200
15-402-M0PT, Task 29-00-00	Iowa State Patrol	$20,000	$20,000
15-402-M0PT, Task 00-00-29	ISU Conference and Planning (split)	$24,000	$24,000
15-402-M0PT, Task 00-00-03	GTSB Travel (PT)	$7,000	$7,000
15-402-M0PT, Task 00-00-04	GTSB Training Travel (PT)	$3,000	$7,000
15-402-M0PT, Task 00-00-05	GTSB Printing/Promotional Items	$4,000	$4,000
15-402-M0PT, Task 00-00-06	GTSB Enforcement Projects	$1,000	$1,000
15-402-M0PT, Task 00-00-07	GTSB Program Management	$245,000	$245,000
	TOTAL	**$850,410**	**$850,410**

Data Systems / Traffic Records - 405(c)

Iowa's traffic records system captures, stores, analyzes, transmits and disseminates data for numerous traffic safety needs. The core datasets of the system include crash, roadway, driver, citation, vehicle, and EMS/injury surveillance system information. Efforts are made to continually improve the performance attributes of timeliness, accuracy, completeness, uniformity, integration, and accessibility.

Traffic records are collected through a variety of sources and agencies. Iowa has a long history of promoting data improvement and uses through its Statewide Traffic Records Coordinating Committee (STRCC). Iowa has had a multi-disciplinary statewide traffic records committee for communication, planning, and coordination since June 1994. Membership is vast and includes representatives in the areas of law enforcement/adjudication officials, public health, injury control data systems, highway infrastructure, engineering, driver licensing, research/education and motor carrier agencies and organizations.

Every five years a traffic records assessment is conducted under the advisory of NHTSA. The purpose of an assessment is to determine whether a state's traffic records system provides the data required for a state to complete:

1) A thorough and comprehensive traffic safety problem identification.
2) Identification and selection of the most efficient and effective traffic safety countermeasures.
3) Management and evaluation of implemented countermeasures.

The assessment process identifies areas that are considered deficient or weak and makes recommendations in regard to strategies that could improve the overall system. Such recommendations have been reviewed by members of STRCC for possible implementation. Iowa's last traffic records assessment was conducted in April 2011.

Iowa maintains all information in regard to traffic records, including assessments and recommendations, in the Traffic Records Improvement Program Reporting System (TRIPRS).

Core Performance Measures

The GTSB manages Section 405(c) money for specific projects to improve Iowa's overall traffic records system. Funding is based on an application process. Funded areas will address the core datasets of crash, driver, injury surveillance, roadway, and citation/adjudication. Goals for projects must address a minimum of one performance attribute in the area of accuracy, completeness, integration, timeliness, uniformity, and accessibility for quantifiable improvements. All data-related projects within the state are included in the state's Traffic Records Strategic Plan (TRSP), regardless of funding sources.

Iowa submits an annual Interim Progress Report to show quantifiable improvement. For FFY 2015 funding consideration, a project improving the roadway system was submitted. The project involves the collection and availability of intersection/interchange data for enhancement of the Roadway System.

Safety Measures and Objectives

SAFETY MEASURES	OBJECTIVES
Improve Iowa's overall traffic records system.	Through the Statewide Traffic Records Coordinating Committee (STRCC), continue to evaluate the current system and identify areas that could be enhanced in the six core data sets.
Increase data within the Roadway System.	• Collect unpaved rural road intersection MIRE elements. • Collect horizontal curve MIRE elements.
Collaborate in regard to data-related issues and improvements.	• Hold a minimum of 3 Statewide Traffic Records Coordinating Committee (STRCC) meetings throughout the year.

Improve analytical tools.	• Create a web-based analytical tool.
Improve and maintain the data portal.	Continue to develop and launch information for the data portal.

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

Comprehensive traffic safety data is the foundation for highway safety in Iowa. Analysis of the data provides for a starting point to understand factors contributing to traffic crashes. Iowa continues to improve the overall traffic records system through support of the Statewide Traffic Records Coordinating Committee (STRCC). Iowa's Traffic Records Strategic Plan for FFY 2015 will be managed in NHTSA's Traffic Records Improvement Program Reporting System (TRIPRS). Some of the data-related projects for FFY 2015 include:

1. Continue to collect and populate the Roadway System with intersection MIRE elements.
2. Begin the collection of horizontal curve MIRE elements to improve data within the Roadway System.
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, and vehicle in the performance areas of accuracy, completeness, integration, timeliness, uniformity, and accessibility.
5. Continue the final testing and training to roll out the revised state crash form. The implementation target date is January 1, 2015. (This project is not funded through Section 405(c), but will greatly improve traffic records due to additional fields and data collected).
6. Continue to support and implement the goals set forth within the Iowa Strategic Highway Safety Plan, specifically launch a traffic records web portal to provide access to all six datasets and create a web-based analytical tool by the end of the plan period (December 2016).

Countermeasures

The following outline specific projects focusing on data systems and the overall improvement of Iowa's Traffic Record's System.

Grant Recipient: **Iowa Department of Transportation / Driver Services ***
Project Number: **15-405C-M3DA, Task 01-00-00** **Budget: $74,000**

Problem Identification, Strategy Development and Project Selection: This project will continue activities that include outreach to increase the integration of Iowa Department of Transportation crash and medical data for supporting new and innovative collaborations between researchers and practitioners. The Iowa DOT will subcontract with the University of Iowa, Injury Prevention Research Center to expand collaboration with the crash data to examine behavioral and medical outcomes, identify new medical sources for linkage to crash data for in-depth research on behavior and medical outcomes, and continue research on crash topics of high priority in Iowa. The IPRC will also host one of the STRCC meetings during the FFY if requested.

Project Performance Measure(s):

1. Number of publications, reports, presentations or other dissemination activities associated with project activities

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

Grant Recipient:	**Iowa Department of Transportation, Motor Vehicle Enforcement Traffic and Criminal Software (TraCS)**	
Project Number:	**15-405C-M3DA, Task 02-00-00**	**Budget: $200,000**

Problem Identification, Strategy Development and Project Selection: The Traffic and Criminal Software (TraCS) 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 local agency to other members of the criminal justice enterprise. These funds will be used to maintain a remote support capability for the TraCS team which increases efficiency as less travel time is required to support and maintain the TraCS software. This will enhance the capability to provide installation, training, and forms conversion activities as efficiently as possible. Additionally, these funds will be used to subcontract for technical support from service providers who will develop, maintain, and provide overall software maintenance for the TraCS program in Iowa.

Project Performance Measure(s):

1. Increase the percentage of crash reports submitted electronically from 90% to 94%.
2. Increase the percentage of traffic citations submitted electronically from 65% to 68%.
3. Increase the number of agencies submitting crash reports via TraCS and TraCS web.

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

Grant Recipient:	**Iowa Department of Transportation / Office of Traffic and Safety * - GIMS**	
Project Number:	**15-405C-M3DA, Task 03-00-00**	**Budget: $200,000**

Problem Identification, Strategy Development and Project Selection: Funding will allow for the continuation of the development of the intersection/interchange database, develop a horizontal curve database, and expand development to roadway safety elements identified as lacking from Iowa's current Roadway System/Geographic Information Management System (GIMS) by comparison with the Model Inventory of Roadway Elements (MIRE), and continue to support training related to Iowa's safety analysis tools. Funding will also allow for DOT Office and Safety staff to attend traffic records related conferences and trainings.

Project Performance Measure(s):

1. Data collection for unpaved, rural road network intersection MIRE-related elements, approximately 45,000 intersections; baseline zero.
2. Data collection for collection for horizontal curve MIRE-related elements, approximately 20,000; baseline zero.
3. Data collection of the previously uncollected roadway safety elements on the primary road network, approximately 10,000 miles; baseline zero.

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

Grant Recipient:	**Iowa Department of Human Rights / Criminal and Juvenile Justice Planning (CJJP), Traffic Citation and Crash Reporting***	
Project Number:	**15-405C-M3DA, Task 04-00-00**	**Budget: $32,500**

Problem Identification, Strategy Development and Project Selection: Funding will be utilized to support CJJP staff and assist in infrastructure cots for the Justice Data Warehouse (JDW) that will be utilized for the storage and reporting of citation and crash data. The projects main goal is to increase awareness of this data and linkage and collaborate with other entities to provide data, and assist in research and analysis efforts. Two research ideas were initiated with the University of Iowa during FFY 2014. Additional research ideas are being discussed for FFY 2015. CJJP will monitor requests for data as well as for the linked citation/crash dataset. It is anticipated some standard reports will be developed for various agencies needing to have these data for quarterly or annual reports. CJJP is capable of tracking user access to JDW reports to make this information available.

Project Performance Measure(s): Performance measures are being reviewed and evaluated for FFY 2015.

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

Grant Recipient:	**Iowa State Patrol**	
Project Number:	**15-405C-M3DA, Task 05-00-00**	**Budget: $ 7,500**

Problem Identification, Strategy Development and Project Selection: The Iowa State Patrol is the largest law enforcement agency in the state and as such contributes the most crash data via TraCS. The Iowa State Patrol desires to be a key partner in addressing Iowa's highway safety data challenges. Funding will allow for the Iowa State Patrol staff to attend various meetings and events with a nexus to traffic safety records and information management. Iowa State Patrol staff will also play an active role in the Statewide Traffic Records Coordinating Committee (STRCC).

Project Performance Measure(s):

1. Represent the Iowa State Patrol at one or more TraCS National Model User Group meetings during FFY 2015.
2. Represent the Iowa State Patrol at one or more data-related training or conference during FFY 2015.
3. A representative of the Iowa State Patrol to attend all scheduled STRCC meetings during FFY 2015.

Grant Recipient:	**Iowa Traffic Safety Data Services (ITSDS)** **Iowa State University, Institute for Transportation (In-Trans) ***	
Project Number:	**15-405C-M3DA, Task 06-00-00**	**Budget: $121,000**

Problem Identification, Strategy Development and Project Selection: ITSDS provides agencies, organizations and individuals with crash data analysis resources in Iowa. ITSDS serves the gap between what safety data users can gather for themselves, and what they can obtain from experts. 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. The expected impact of this project is increased use of safety data in decision making, particularly in the areas of engineering, law enforcement, education and health. Section 405(c) funding will be used to support the ad hoc requests, semi-regular analysis and special projects.

Project Performance Measure(s):

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

(Given the diverse nature of requests, specifically with respect to 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.)

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

Grant Recipient:	**Iowa Department of Public Health / EMS***	
Project Number:	**15-405C-M3DA, Task 07-00-00**	**Budget: $60,000**

Problem Identification, Strategy Development and Project Selection: Criteria for license renewal of all EMS transport services in the state involves the submission of run data to the Iowa Department of Public Health. Funding for this project will be used to support a part-time staff member to ensure the quality of data submitted. During FFY 2015 the Iowa Department of Public Health intends to replace two existing systems with a dual or joint system that incorporates the data collection and functionality found in the two systems. The system will be a web-based data collection system that will provide for collection, validation, and analysis for the state's EMS and trauma data. The system will increase efficiency for end users and improve the accuracy of the data being collected, as well as conform to national compliance standards as established by the NEMSIS and the National Trauma Data Bank Dictionary.

Project Performance Measure(s):

1. Complete trauma and EMS data migration and conversion by January 1, 2015.
2. Implement trauma system application components statewide to ensure users are able to submit data.

3. Complete a minimum of 6 training sessions with trauma coordinators and EMS providers by September 2015.
4. Increase EMS run data compliance rate for services from the 2013 rate of 97% to 98% by September 2015.
5. Establish and report a baseline for crash data entry timelines and through training initiatives increase percentage of crash records that are entered into the database within 10 business days by September 2015.

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

Grant Recipient:	**Iowa Department of Public Health / CODES ***	
Project Number:	**15-405C-M3DA, Task 08-00-00**	**Budget: $17,000**

Problem Identification, 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, for the latest years available, would allow for policy makers to have sound data to make decision concerning traffic safety.

Project Performance Measure(s): Performance measures are being reviewed for FFY 2015.

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

Data Systems / Traffic Records: Program and Budget Summary

Project Number	Project Name	Budget	Budget Source 405c
15-405-M3DA, Task 01-00-00	Iowa Department of Transportation / Driver Services	$74,000	$74,000
15-405C-M3DA, Task 02-00-00	Iowa Department of Transportation, Motor Vehicle Enforcement / TraCS	$200,000	$200,000
15-405C-M3DA, Task 03-00-00	Iowa Department of Transportation, Office of Traffic and Safety / GIMS	$200,000	$200,000
15-405C-M3DA, Task 04-00-00	Human Right / Traffic Citation and Crash Reporting	$32,500	$32,500
15-405C-M3DA, Task 05-00-00	Iowa State Patrol	$7,500	$7,500
15-405C-M3DA, Task 06-00-00	ISU In-Trans / ITSDS	$121,000	$121,000
15-405C-M3DA, Task 07-00-00	Iowa Department of Public Health / EMS	$60,000	$60,000
15-405C-M3DA, Task 08-00-00	Iowa Department of Public Health / CODES	$17,000	$17,000
15-405C-M3DA, Task 00-00-03	GTSB – Travel	$3,000	$3,000
15-405C-M3DA, Task 00-00-04	GTSB – Training Travel	$500	$500
	TOTAL	**$715,500**	**$715,500**

Paid Media

In FFY 2015, the Iowa Governor's Traffic Safety Bureau will utilize Sections 402, 405(b), 405(d) and 405(f) to raise public awareness to ultimately change driver behaviors.

The Integer Group, Iowa's major media source, will secure paid media on radio and television stations across the state to support the national "Driver Sober or Get Pulled Over" national mobilization using the NHTSA PSAs. Impaired driving prevention PSAs, information and a BAC calculator will be maintained by the Integer Group on the GTSB's internet microsite www.drivesmartiowa.com. During FFY 2015, The Integer Group will also be developing an impaired driving PSA in support of public awareness within Iowa's Impaired Driving Blueprint. In addition, impaired driving prevention messages will be aired during all of Iowa's major colleges' athletic events and during pre-game radio shows as well as signage being displayed at the college stadiums. The University of Iowa, Iowa State University, the University of Northern Iowa, and Drake University will each post impaired driving prevention messages on their websites. Impaired driving messages will also be aired on rural Iowa radio stations.

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 PSA entitled "History of Bad Ideas" will air in Iowa theaters in support of the National Distracted Driving Prevention Month. 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 rural Iowa radio stations

To promote the use of safety belts and support NHTSA's national Click It Or Ticket (CIOT) mobilizations and Iowa's two-week May/June sTEP efforts, 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 movie theatres through Screenvision. Additionally, two weeks of safety belt promotional advertising will air on 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.

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 maintain motorcycle safety information on the GTSB'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", 7th Edition 2013, as being effective. All paid media efforts will be enhanced with earned and additional bonus media spots and the potential to gain additional earned media.

Safety Measures and Objectives

SAFETY MEASUREMENTS	OBJECTIVES
Create a new PSA on impaired driving.	Through the Integer Group develop a new PSA on impaired driving to focus around providing public awareness about the use of prescription drugs and impairment.
Support national mobilizations.	Secure paid media on television and radio stations across Iowa utilizing NHTSA PSAs and taglines.
Expand information on microsite.	Through The Integer Group continue to enhance the information provided on GTSB's internet microsite www.drivesmartiowa.com. Include information about impairment due to prescription drugs.

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

Education Safety Strategy

Educating the public about traffic safety is an emphasis area of the SHSP. During FFY 2014, a media campaign initiated through the SHSP process will be released that focuses on the long-term vision to reduce fatalities to zero in Iowa. Through educational efforts, traffic safety partners will provide information with the goal to discourage un-safe driving decisions to improve traffic safety behaviors and culture. The GTSB will incorporate the "Zero Fatalities" logo into presentations, promotional items, and PSAs as appropriate to support the multi-media education campaign effort identified in the Strategic Highway Safety Plan.

Data Collection and Information Systems

Iowa traffic records are utilized to assist in setting goals and evaluating the effectiveness of countermeasures. Media partners utilize data to help determine target audiences. A goal within the SHSP is to launch a traffic records web portal to provide access to a variety of end users in six safety datasets categories.

Countermeasures

The following outlines specific projects supported by paid media funding.

Grant Recipient:	**Alliance Sport Marketing**	
Project Number:	**15-402-M0PM, Task 01-00-00**	**$38,250**
	15-405b-PMM1PE, Task 01-00-00	**$38,250**
	Budget: $76,500	

Problem Identification, Strategy Development and Project Selection: Alliance Sport Marketing utilizes the information from the GTSB Problem Identification to focus their efforts at motorsport venues within the identified Top 22 counties. Efforts focus upon the higher risk segment of the motoring public; the 16 – 34 year old males. Alliance will provide signage, public service announcement, and race schedule calendars utilizing NHTSA's "Drive Sober or Get Pulled Over" and "Click It Or Ticket" taglines. When possible, the Zero Fatalities logo will be added to signage and other printed materials in support of the Strategic Highway Safety Plan, educational strategies. Alliance will also take similar messages to both the Knoxville Speedway in Knoxville, Iowa and the Iowa Speedway in Newton, Iowa. Both of those venues draw national attention in addition to Iowa fans. Alliance Sport Marketing has identified the race fan demographics as being approximately 60% male where the age group of 18 – 34 year olds represents approximately 37% of all attendees.

Project Performance Measure(s):

1. Provide premium signage and public service announcements utilizing NHTSA taglines at 17 motorsport venues within the Top 22 identified problem identification counties during the 2015 race season.

2. Produce and distribute 42,500 race schedule calendars that include NHTSA taglines within the 17 motorsport communities.
3. Provide premium signage and public service announcements utilizing NHTSA taglines at the Iowa Speedway in Newton, Iowa and the Knoxville Speedway in Knoxville, Iowa.

Grant Recipient:	**Des Moines Buccaneers Hockey Club**	
Project Number:	**15-402-M0PM, Task 02-00-00**	**Budget: $2,000**

Problem Identification, Strategy Development and Project Selection: At the 30 home games for the Des Moines Buccaneers, a booth will be set up promoting to designate a driver. Non-drinking fans will be encouraged to enter their name for the chance to win an autographed team puck. Fans participating in the chance to win will receive a mark on their hand prohibiting them from purchasing alcohol. Prior to all home games, a video will be shown on the dangers of texting when driving. The video was produced with funding received in FFY 2013. The video features the Buccaneer players struggling to play hockey while texting. The video will also be featured on the Buccaneer's website. Two 30-second ads will air on each of 60 live game broadcasts on 940 AM Bucs Network and on Praise940.com.

Project Performance Measure(s):

1. The website exposure during the funded period will be reported.

Grant Recipient:	**IMG College - Drake**	
Project Number:	**15-402-M0PM, Task 04-00-00**	**Budget: $25,350**

Problem Identification, Strategy Development and Project Selection: Drake ISP Sports network will provide public service announcements through KRNT 1350 at Drake University football, men's basketball and women's basketball games. Radio program coverage will include pre-game show, play-by-play and post-game shows. The radio coverage reaches approximately 17 of Iowa's 99 counties. Additional traffic safety messages will be displayed at scorer's tables and through electronic panels at events. Public service announcements will also be shown on the video board during each home football games. Drake University is also home of the Drake Relays. The Drake Relays is a premiere track and field event that draws athletes and fans from all over the country. During the Drake 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 will be reported broke down by the types of message displayed, the timing of the messages, and the number of individuals attending events.

Grant Recipient:	**Iowa Barnstormers**	
Project Number:	**15-402-M0PM, Task 05-00-00**	**Budget: $12,000**

Problem Identification, Strategy Development and Project Selection: The Barnstormers are Iowa's arena football team. Home games are played at Wells Fargo Arena in Des Moines, Iowa. Through the Iowa Barnstormers, traffic safety announcements will be made at each of the home games. There messages will be heard/seen by a variety of fans. At the conclusion of each home game, a special message will be made to urge fans to buckle up and to drive home safely. Additional traffic safety messages, videos, signage, and advertisements will be provided throughout the season. The Barnstormers agree to the use of the players and coaches in all promotional materials and messages.

Project Performance Measures:

1. Provide messages and signage at all Iowa Barnstormer's home games.

Grant Recipient:	**Learfield Sports (Combo)**	
Project Number:	**15-402-M0PM, Task 35-00-00**	**$14,700**
	15-405d-M6OT, Task 35-00-00	**$77,175**
	Budget:	**$91,875**

Problem Identification, Strategy Development and Project Selection: Through Learfield Sports, traffic safety message will reach thousands of fans attending University of Iowa, Iowa State University and University of Northern Iowa athletic events. The media miss will include radio and web ads on cyclones.com and hawkeyesports.com. The ads will be updated through the year to match traffic safety campaigns and special events listed on the NHTSA Communications Calendar. The estimated fan base for each university is: University of Iowa, 1.2 million; Iowa State University, 600,000; and the University of Northern Iowa, 405,000.

Project Performance Measures:

1. Impaired driving prevention message exposure will be 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.

Grant Recipient:	**Screenvision Direct**	
Project Number:	**15-402-M0PM, Task 09-00-00**	**Budget: $ 40,486**

Problem Identification, Strategy Development and Project Selection: Funding will be used to provide placement of designated Governor's Traffic Safety Bureau provided public service announcements at selected movie theatres within urban areas to be run prior to movie show times. Providing messages at movie theatres has the potential to reach a diverse market. Research indicates over 70% of Americans go the movies annually. The messages are delivered to an audience in a relaxed setting but which are attentive, thus resulting in a higher recall of the message. New public service announcements will be produced and utilized during FFY 2015.

Project Performance Measure(s):

1. Reports will be provided which include information about the exposure of traffic safety messages during designated weeks and will include the theater location, dates, and times.

Grant Recipient:	**The Integer Group**	
Project Number:	**15-402-M0PM, Task 10-00-00**	**$ 12,000**
	15-405b-M1PE, Task 03-00-00	**$ 120,000**
	15-405b-M6OT, Task 53-00-00	**$ 215,000**
	15-405f-M9MA, Task 02-00-00	**$ 10,000**
	Budget:	**$357,000**

Problem Identification, Strategy Development and Project Selection: The Integer Group is the GTSB's main media grantee and is utilized for the development of media materials to be used statewide including traditional methods such as television, radio and print ads. Paid media will be secured is support of national mobilizations and will use the NHTSA PSAs and/or taglines. Recently The Integer Group has expanded the media mix to include Pandora and video machines. Integer will continue to explore ways to provide public messages utilizing social media beyond Facebook and Twitter. The Integer Group will also maintain regular communication and will track activities with mass media to determine the extent of the use of public service materials for future planning and the analysis of the effectiveness of the messages. The Integer Group will work with GTSB staff to update and redistribute previously produced materials. In FFY 2015, a special emphasis will be given to impaired driving and a new PSA will be developed in this area. Integer will continue to update and maintain the GTSB microsite www.drivesmartiowa.com.

Project Performance Measure(s):

1. Secure paid media for the national mobilizations "Click It or Ticket" and "Drive Sober or Get Pulled Over".
2. Develop a PSA in regard to impaired driving.

Grant Recipient:	**Iowa Sport Spotlight**	
Project Number:	**15-402-M0PM, Task 06-00-00**	**Budget: $13,500**

Problem Identification, Strategy Development and Project Selection: Traffic safety messages are targeted primarily to teen drivers through Iowa Sport Spotlight. Iowa Sport Spotlight utilizes a multi-media mix of magazine, digital magazine, weekly radio and TV shows/advertising, and e-newsletters. The monthly printed magazine alone is distributed to over 502 Casey's General Stores (convenience stores) and all Scheels sporting stores throughout the state with an estimated 30,000 readers each month.

Project Performance Measure(s):

1. Distribute 10,000 magazines throughout the state.

Grant Recipient:	**Krogman & Associates, L.L.C.**	
Project Number:	**15-402-M0PM. Task 07-00-00**	**Budget: $10,150**

Problem Identification, Strategy Development and Project Selection: Monies awarded to Krogman & Associates, L.L.C. will support the delivery of safety belt messages to be aired and signage at state high school athletic championship tournaments. Signage including the use of rotating electronic signs, scorer's table signs and banners will be displayed at all state tournament basketball games and wrestling tournaments at Well Fargo Arena in Des Moines, Iowa. State football playoffs and championship games are held at the University of Northern Iowa, UNI-Dome in Cedar Falls, Iowa and state co-ed state track championship are held at Drake University in Des Moines, Iowa. Similar signage will be displayed at those venues. Such events are attended by thousands from all over the state. Krogman & Associates will partner with the Iowa High School Sports Network (IHSSN) to further expand internet streaming and radio commercials. The primary target group for this effort will be youth.

Project Performance Measure(s):

1. Provide 30-second radio announcements during 18 state high school championship football games.
2. Provide 30-second radio announcements during 67 state high school championship basketball games.
3. Provide signage at state high school championship events including football, basketball, wrestling, cheerleading and track.
4. Report internet streaming and radio commercial/PSA exposure.

Grant Recipient:	**Greater Des Moines Baseball**	
Project Number:	**15-402-M0PM, Task 03-00-00**	**Budget: $20,000**

Problem Identification, Strategy Development and Project Selection: Principal Park in Des Moines is the home of the Iowa Cubs; a Triple A baseball team. Funds granted to the Greater Des Moines Baseball Company will provide traffic safety messages at all home games. Messages will be provided through static and digital signage throughout the Principal Park complex. Annual attendance at Iowa Cubs games is recorded at over 357,000 per year. The venue provides for widespread exposure to individuals of all ages and backgrounds.

Project Performance Measure(s):

1. In additional to static/billboard-type messages, digital traffic safety signage exposure numbers will be reported including the dates.

Grant Recipient:	**Radio Iowa News / Learfield (Combo)**	
Project Number:	**15-402-M0PM, Task 08-00-00**	**$ 60,000**
	115-405f-M9MA, Task 08-00-00	**$ 39,600**
		Budget: $99,600

Problem Identification, Strategy Development and Project Selection: Through Radio Iowa News messages will be provided in regard to distraction, impairment, safety belt usage and motorcycles. The primary focus group will be individuals living in rural Iowa. Some messages will utilize NHTSA PSAs while others will be developed by Radio Iowa News with approval by the GTSB.

Project Performance Measure(s):

1. Messages throughout the year will be aired on 118 Iowa radio stations with estimated exposure reported.

Planning and Administration: Program and Budget Summary

Project Number	Project Name	Budget	Budget Source			
			402	405b	405d	405f
15-402-M0PM, Task 01-00-00 15-405b-PMM1PE, Task 01-00-00	Alliance Sport Marketing (Combo)	$76,500	$38,250	$38,250		
15-402, M0PM, Task 02-00-00	Des Moines Buccaneers	$2,000	$2,000			
15-402-M0PM, Task 03-00-00	Greater Des Moines Baseball	$20,000	$20,000			
15-402-M0PM, Task 04-00-00	IMG College – Drake	$25,350	$25,350			
15-402-M0PM, Task 05-00-00	Iowa Barnstormers	$12,000	$12,000			
15-402-M0PM, Task 06-00-00	Iowa Sport Spotlight	$13,500	$13,500			
15-402-M0PM, Task 07-00-00	Krogman & Associates, L.L.C.	$10,150	$10,150			
15-402-M0PM, Task 08-00-00 15-405f-M9MA, Task 08-00-00	Radio Iowa News / Learfield	$99,600	$60,000			39,600
15-402-M0PM, Task 09-00-00	Screenvision Direct	$40,485	$40,485			
15-402-M0PM, Task 10-00-00 15-405b-PM M1PE, Task 03-00-00 15-405d-M6OT, Task 53-00-00 15-405f-M9MA, Task 02-00-00	The Integer Group	$357,000	$12,000	$120,000	$215,000	$10,000
15-402-M0PM, Task 35-00-00 15-405d-M0OT, Task 35-00-00	Learfield Sports (Combo)	$91,875	$14,700		$77,175	
	TOTAL:	**$748,460**	**$248,435**	**$158,250**	**$292,175**	**$49,600**

Planning and Administration

Staff and resources will be provided through Planning and Administration for the management of Federal Highway Safety Funding.

Core Performance Measures

Performance can be measured for this project through providing timely and quality program oversight, training, and support to traffic safety partners.

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

A data driven approach will be utilized to through the Problem Identification process. Program Administrators will be familiar with the Problem Identification and other data and will provide support to grantees in their goal setting and reporting performance. Staff will also stay apprised of the State Strategic Highway Safety Plan and 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 fatalities and serious injuries 15% by 2020.

Countermeasures

Grant Recipient: **Program Planning and Administration**
Project Number: **15-402-M0PA, Task 00-00-01** **Budget: $190,000**

Problem Identification, Strategy Development and Project Selection: Funding will provide for the staff and resources to efficiently implement and manage programs to meet the goals to reduce crashes, injuries and fatalities on Iowa roadways. Funding will cover administrative costs including office expenses, and travel expenses. Positions covered include the Bureau Chief, Financial Manager, and Grants Administrator.

Project Performance Measure(s): Performance measures include providing quality and timely program oversight training, support, budgets, reports, and active participation in statewide traffic safety planning and coordination of activities. Continuous evaluations of programs will occur to measure effectiveness and to identify areas for potential improvement.

Planning and Administration: Program and Budget Summary

Project Number	Project Name	Budget	Budget Source 402
15-402-M0PA, Task 00-00-01	Program Planning & Administration	$190,000	$190,000
	TOTAL	**$190,000**	**$190,000**

Program Management

Efforts of the staff support the Governor's Traffic Safety Bureau's mission: "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". Iowa GTSB received commendations during the March 2012 NHTSA Management Review Summary for the following: 1)Utilizing a highly effective data driven process for determining law enforcement grantee eligibility; and 2)Utilizing an activity reporting/tracking mechanism that covers enforcement, education, equipment and financial status. The efforts of the GTSB staff are to work with other traffic safety partners toward the common goal to reduce traffic fatalities and serious injuries.

Core Performance Measures

The GTSB staff is committed to manage programs to ensure the Federal Highway Safety Program for the state of Iowa is run in an efficient manner.

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

A data driven approach will be utilized to through the Problem Identification process. Program Administrators will be familiar with the Problem Identification and other data and will provide support to grantees in their goal setting and reporting performance. Staff will also stay apprised of the State Strategic Highway Safety Plan and 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 fatalities and serious injuries 15% by 2020.

Countermeasures

Grant Recipient:	**Program Management**	
Project Number:	**15-402-M0OP, Task 00-00-07**	**$270,000**
	15-402-M0AL, Task 00-00-07	**$360,000**
	15-402-M0PT, Task 00-00-07	**$245,000**
		Budget: $875,000

Problem Identification, Strategy Development and Project Selection: Funding will provide the staff and resources to implement and manage program 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". Throughout the year, Program Administrators conduct site visits, review reports, and interact with grantees. GTSB Program Administrators monitor projects for compliance with federal requirements to ensure performance goals are being achieved. Each Program Administrator also has an area of expertise such as distracted driving, teen drivers, and occupant protection. The GTSB Program Evaluator coordinates data to provide for problem identification analysis, assists in setting performance measures, and serves as a co-chair to the Statewide Traffic Records Coordinating Committee. The Office Coordinator will provide support to the Bureau Chief, maintain the promotional/educational materials, fills orders as requested, and provides administrative support for ARIDE and DRE. All staff will be active participants in meetings, conferences, webinars, and trainings to strengthen professional relationships with other traffic safety stakeholders.

Project Performance Measure(s): Continuous evaluations of programs will occur to measure effectiveness and to identify areas for potential improvement.

Program Management: Program and Budget Summary (Also reflected in of Occupant Protection, Impaired and Police Traffic Services sections.)

Project Number	Project Name	Budget	Budget Source - 402
15-402-M0OP, Task 00-00-07	GTSB Program Management / OP	$270,000	$270,000
15-402-M0AL, Task 00-00-07	GTSB Program Management / AL	$360,000	$360,000
15-402-M0PT, Task 00-00-07	GTSB Program Management / Police Traffic Services	$245,000	$245,000
	TOTAL:	**$875,000**	**$875,000**

Special Program Areas

Employee Distracted Driving Program

In FFY 2014 the GTSB developed and initiated the *Safe Lanes* Employee Safe Driving Program to encourage Iowa businesses to create and implement distracted driving policies for their employees. The GTSB has developed a guide to creating and implementing a personalized copy of cell phone policy. The guide includes fact sheets, tips for managing common distractions, information on the need to implement and enforce cell phone policies, and sample policies that can be adapted to any business. The GTSB has worked closely with the Iowa Association of Business and Industry to help promote this important initiative.

Safety Checkpoint Trailer

Through a partnership with the Iowa Department of Transportation the state of Iowa now has a traffic safety checkpoint trailer that is equipped for law enforcement agencies to use during such events. The checkpoint trailer is equipped with: 200 traffic cones, 30 channelizer cones, 30 base plates for channelizer cones, 36 plastic folding chairs, 25 traffic safety reflective vests, 6 plastic folding tables, 13 various warning signs, hand counters, and other miscellaneous items. The trailer first became available in the spring of 2014. The GTSB anticipates this trailer will be scheduled for many safety checkpoints throughout the state.

SAFE (Seatbelts Are For Everyone)

Statistics both in Iowa and nationwide reveal that car crashes are the number one cause of teen death. Adopting similar ideas used in the teen-driving program designed by the state of Kansas, Iowa developed a SAFE (Seatbelts Are For Everyone) program which was implemented in FFY 2014.

The SAFE program is a peer-to-peer program at the high school level conducted by key students selected/ volunteering for the program and facilitated by adult leaders. The students form a small team that works together to develop and conduct traffic safety activities on a monthly or bi-monthly basis throughout the school year. Student leaders help identify traffic safety campaign topics and activities for the school year. Through such activities traffic safety messages permeates throughout the school and community with the goal to change driving behaviors to ultimately reduce traffic fatalities and serious injuries. Additional goals and objectives of the SAFE Program are: 1) Encourage involvement from the community, local law enforcement and schools towards one main goal: saving lives of our teens; 2) Conducting a program to that spans over a period of time to help the ideas resonate and become good driving and passenger habits through a hands-on learning program; 3) Reduce the number of teen fatalities and serious injuries resulting from car crashes.

High Five Rural Traffic Safety

In 2012, 72% of fatal crashes in Iowa occurred on secondary rural roads. Secondary roads make up approximately 90,075 (79%) of roadways in the state of Iowa.

Most rural road crashes are single vehicle crashes. Contributing factors in rural road crashes include losing control, driving too fast, failing to yield, road departure, hitting stationary objects, visibility issues such as crops, alcohol and driver inexperience. Secondary rural road are shared by a variety of vehicle types from passenger vehicles to large machinery and other farm implements traveling at slower speeds. Drivers often have a false perception that back roads are safer due to lighter traffic.

2011 data reflects that 55% of all fatalities nationwide occurred in a rural setting. However, for the same time period, rural fatalities in Iowa accounted for 83% of all fatalities. *(U.S. Department of Transportation, National Highway Traffic Safety Administration, Traffic Safety Facts, 2011 Data, DOT HS 811-821, August 2013.* Iowa

Department of Transportation data from 2007 – 2011 indicates that over 2/3 of unprotected severe crash injuries occur on Iowa's rural roads

During FFY 2014, a concept was put in place to combat rural traffic issues. The special project was entitled "High Five Rural Traffic Safety Project"; commonly referred to as "High Five". The concept was that during a fiscal year, five rural counties would be chosen after analysis of fatality and injury data in addition to safety belt usage data. The five counties would be eligible for funding to specifically work overtime with the primary focus to be safety belt compliance.

An advisory board was comprised of traffic safety stakeholders from different entities to help analyze data, plan, initiate and promote the High Five program. The advisory board was specifically tasked with choosing the High Five counties, set project timelines, assist in establishing performance measures, and to provide guidance on best practices for agencies participating. Requirements of participating counties include a commitment to high visibility enforcement projects, conduct pre- and post- safety belt surveys, report both BAC and drug results on all fatalities within jurisdiction, include an educational component, and support and participate in a Road Safety Audit if applicable.

Although Iowa's sTEP program is offered to all law enforcement agencies within the state with at least one full-time officer and which is not funded under any other GTSB funding program, the "High Five" program would be bring together enforcement, education and engineering specifically in the rural setting. The High Five was project was initiated in April 2014 as an 18-month pilot project.

The five counties selected for the program in 2014 included: Allamakee, Fremont, Marion, Palo Alto and Webster. The Iowa State Patrol will also be active participates in the High Five Project.

Specific performance measures include:

1. Seat Belt Surveys –
    a. 4 seat belt surveys conducted in April 2014, September 2014, April 2015, and September 2015.
    b. Survey sites to be determined by the county sheriff's office.
    c. 4 site locations with 30 minutes or 50 vehicles per survey site. 2 surveys in the a.m. and 2 in the p.m.

    Goal: Increase seat belt usage.
2. Media Contacts (Minimum of 5) – Community outreach, school programs and local media sources.
    Goal: Increase Awareness
3. Monthly Activity Reports / Enforcement Projects (Minimum of 18)
    Goal: Change Driver Behavior ‘
4. Roadway Improvements as the Result of Roadway Safety Audits
    Goal: Improve roadways
5. Reduction of serious injury crashes and fatalities –
    Goal: Reduce the number of serious injury crashes and fatalities.

Social Media

Social media continues to be a means of interactions where people create, share, and exchange information virtually. Social media captures a diverse audience which is connected through such networking. Social media allows for information to be posted and then reported indefinitely so it is impossible to estimate how far-reaching social media can be. The GTSB utilizes both Twitter and Facebook as sites where traffic safety information is posted on a regular basis. Information shared includes but is not limited to news articles, press releases, and high visibility enforcement efforts. During FFY 2015, the GTSB will continue to use social media and will explore current trends.

Iowa's Traffic Safety Culture

Goals of traffic safety efforts are to change unsafe driving behaviors, and ultimately the overall traffic safety culture. Traffic safety culture describes the social and cultural environment influencing crashes which includes values, believes, 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. The long-term vision will take time.

Cognition	•Values •Beliefs about "normal" behavior •Expectations for violations of "normal" behavior
Behaviors	•Actions that exemplify the culture •Rituals •Habitual Behaviors •Reactive Behaviors
Artifacts	•Symbols, expressions, and tools •Language •Laws / Policies

Traffic safety culture is considered as countermeasures are implemented through the state. Iowa strives to achieve "Zero Fatalities".

Iowa Demographics

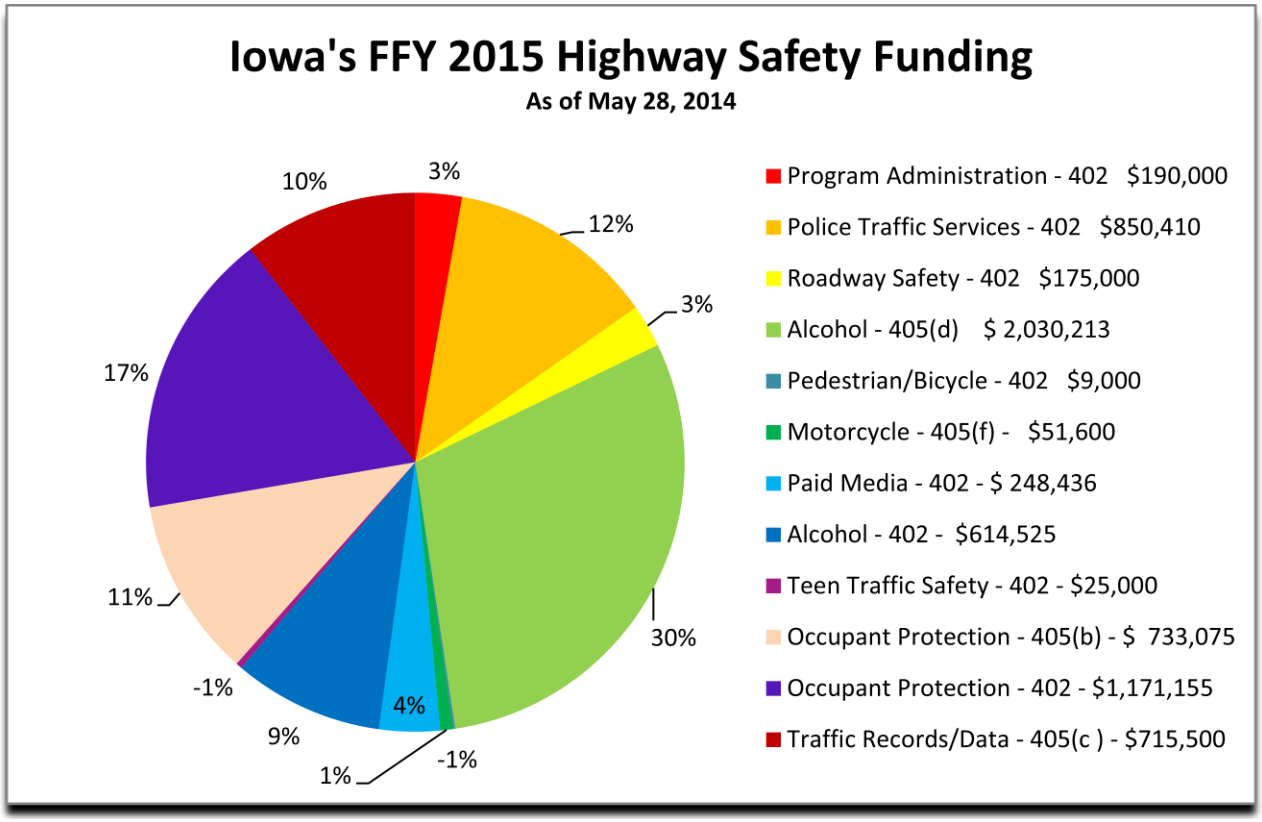
Iowa sits in the heartland of the United States. Due to the central geographic location, Iowa is well-suited for commence through a combination of roadway systems, air, water and rail. Major interstates that go through Iowa include Interstate 80 and Interstate 35.

According to the 2010 Census, Iowa has a population of approximately 3,046,355; and increase of 4.1% between 2000 and 2010. Iowa's minority population continues to grow with the Hispanic and Latino populations being the fastest growing.

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

State of Iowa HS 217 / Highway Safety Program Cost Summary

Program Area Code	HSP Approved Program Funds	Match Funds	Previous Balance	Increase / Decrease	Current Balance	Share to Local Benefit
15-M0PA	$ 190,000	$ 190,000	$ 0	$ 0	$ 380,000	$ 0
15-M0AL	$ 614,525	$ 0	$ 0	($ 351,030)	$ 614,525	$ 253,525.00
15-M0PM	$ 248,436	$ 0	$ 0	($ 162,150)	$ 248,436	$ 0
15-M0OP	$ 1,171,155	$ 0	$ 0	($ 350,000)	$ 1,171,155	$ 304,250
15-M0PT	$ 850,410	$ 618,706	$ 0	($ 359,640)	$ 1,469,116	$ 574,410
15-M0PS	$ 9,000	$ 0	$ 0	$ 0	$ 9,000	$ 9,000
15-M0RS	$ 175,000	$ 0	$ 0	($ 20,000)	$ 175,000	$ 60,000
15-M0TSP	$ 25,000	$ 0	$ 0	($ 18,550)	$ 25,000	$ 5,000
15-405b	$ 374,700	$ 74,940	$ 0	($ 324,000)	$ 449,640	$ 314,000
15-405b (Media)	$ 246,375	$ 49,275	$ 0	($ 75,000)	$ 89,275	$ 0
15-405b M1*MC	$ 40,000	$ 8,000	$ 0	$ 0	$ 80,000	$ 40,000
15-405b M1*TSP	$ 72,000	$ 14,400	$ 0	$ 0	$ 260,775	$ 72,000
15-405c	$ 715,500	$ 143,100	$ 0	($ 17,400)	$ 858,600	$ 704,500
15-405d	$ 1,738,038	$ 347608	$ 0	$970,436	$ 2,085,646	$ 1,479,798
15-405d (Media)	$ 292,175	$ 58,435	$ 0	$ 160,734	$ 350,610	$ 0
15-405f	$ 51,600	$ 10,320	$ 0	($14,400)	$ 61,920	$ 0
Total	**$ 6,813,914**	**$1,514,784**	**$ 0**	**($561,000)**	**$ 8,328,698**	**$ 3,816,483**



FFY 2015 Highway Safety Plan

ATTACHMENT A — Evidence Based Traffic Safety Enforcement Plan – Examples from In-Trans / Iowa Traffic Safety Data Services

ATTACHMENT A

*Allamakee County, All Crashes, 2004-2013**

Iowa Department of Transportation

Major Cause Summary

Allamakee County, All Crashes, 2004-2013*

Analysis Years: 2004 ([illegible]), 2005 ([illegible]), 2006 ([illegible]), 2007 ([illegible]), 2008 ([illegible]), 2009 ([illegible]), 2010 ([illegible]), 2011 ([illegible]), 2012 ([illegible]), 2013 ([illegible])

Crash Summary:

Fatal	30
Major Injury	55
Minor Injury	143
Possible/Unknown	228
PDO	957
Total Crashes	1413

Injury Summary:

Fatal	35
Major Injury	76
Minor Injury	200
Possible	294
Unknown	37
Total Injuries	642

Surface Condition Summary:

Dry	754
Wet	139
Ice	126
Snow	146
Slush	31
Sand/Dirt/Oil/Gravel	116
Water	--
Other	6
Unknown	26
Not Reported	69
Total Crashes	1413

TOT Property Damage: $7,837,066

AVG Property Damage: $5,546

Major Cause Summary:

284	Animal
2	Ran Traffic Signal
18	Ran Stop Sign
57	Crossed Centerline
6	FTYROW: At Uncontrolled Intersection
	FTYROW: Making Right Turn on Red Signal
90	FTYROW: From Stop Sign
	FTYROW: From Yield Sign
21	FTYROW: Making Left Turn
27	FTYROW: From Driveway
5	FTYROW: From Parked Position
	FTYROW: To Pedestrian
21	FTYROW: Other (explain in narrative)
6	Traveling Wrong Way or on Wrong Side of Rd
122	Driving Too Fast for Conditions
22	Exceeded Authorized Speed
10	Made Improper Turn
	Improper Lane Change
15	Followed Too Close
	Disregarded Railroad Signal
1	Disregarded Warning Sign
15	Operating Vehicle in Reckless/Aggressive Manner
	Improper Backing
	Illegally Parked/Unattended
202	Swerving/Evasive Action
21	Over-Correcting/Over-Steering
1	Downhill Runaway
8	Equipment Failure
	Separation of Units
137	Ran Off Road - Right
9	Ran Off Road - Straight
78	Ran Off Road - Left
38	Lost Control
	Inattentive/Distracted By: Passenger
4	Inattentive/Distracted By: Use of Phone or Other
1	Inattentive/Distracted By: Fallen Object
1	Inattentive/Distracted By: Fatigued/Asleep
12	Other: Vision Obstructed
	Oversized Load/ Oversized Vehicle
	Cargo/Equipment Loss or Shift
42	Other: Other Improper Action
99	Unknown
36	Other: No Improper Action
2	None Indicated

Selection Filter:

((YEAR <> 2014))

Analyst: E. Nketah

Notes:

*Allamakee County, All Crashes, 2004-2013**

Iowa Department of Transportation

Driver and Time Summary

Allamakee County, All Crashes, 2004-2013*

Crash Time of Day Summary:

From / To	00:00 01:59	02:00 03:59	04:00 05:59	06:00 07:59	08:00 09:59	10:00 11:59	12:00 13:59	14:00 15:59	16:00 17:59	18:00 19:59	20:00 21:59	22:00 23:59	NR	Total	%
SUN	13	17	8	12	13	16	18	24	16	17	20	5	3	182	13
MON	9	3	8	26	22	15	18	24	31	24	11	12	1	204	14
TUE	7	1	2	18	11	13	18	22	28	20	15	6	-	161	11
WED	5	6	10	24	24	18	9	20	29	16	15	7	1	184	13
THU	4	3	12	21	19	16	11	19	33	19	20	10	-	187	13
FRI	7	4	6	21	20	24	15	27	32	29	23	17	-	225	16
SAT	18	13	7	19	24	29	25	30	25	20	36	21	3	270	19
Tot.	63	47	53	141	133	131	114	166	194	145	140	78	8	1413	
%	4	3	4	10	9	9	8	12	14	10	10	6	1		100

Driver Age/Gender Summary:

Age	Male	Female	NR	Drivers	%
<14	-	-	-		
14	5	2	-	7	0
15	9	8	-	17	1
16	59	45	-	104	5
17	40	42	-	82	4
18	46	35	-	81	4
19	36	22	-	58	3
20	20	17	-	37	2
21 to 24	122	54	2	178	9
25 to 29	102	41	2	145	8
30 to 34	79	49	-	128	7
35 to 39	70	35	-	105	5
40 to 44	91	57	1	149	8
45 to 49	84	65	1	150	8
50 to 54	87	67	-	154	8
55 to 59	75	48	-	123	6
60 to 64	66	28	-	94	5
65 to 69	46	26	-	72	4
70 to 74	35	19	-	54	3
75 to 79	31	19	-	50	3
80 to 84	20	13	-	33	2
85 to 89	12	12	-	24	1
90 to 94	-	2	-	2	0
95 plus	-	-	-		
NR	3	5	78	86	4
Drivers	1138	711	84	1933	
%	59	37	4		100

Drug/Alcohol Summary:

	Total	%
Drug	5	0
Alcohol, Less than Statutory	8	1
Alcohol, Statutory	70	5
Drug/Alcohol, Less than Statutory		
Drug/Alcohol, Statutory	1	0
Refused	16	1
Under Influence of Alc/Drugs/Meds	8	1
None Indicated	1305	92
Total Crashes	1413	100

Fixed Object Struck Summary:

	Vehs.	%
Bridge/Bridge rail/Overpass	7	0
Underpass/Structure Support	1	0
Culvert	15	1
Ditch/Embankment	325	17
Curb/Island/Raised Median	1	0
Guardrail	10	1
Concrete Barrier	1	0
Tree	60	3
Pole - Utility/Light/Etc	25	1
Sign Post	15	1
Mailbox	6	0
Impact Attenuator		
Other Fixed Object	26	1
None	1441	75
Total Vehicles	1933	100

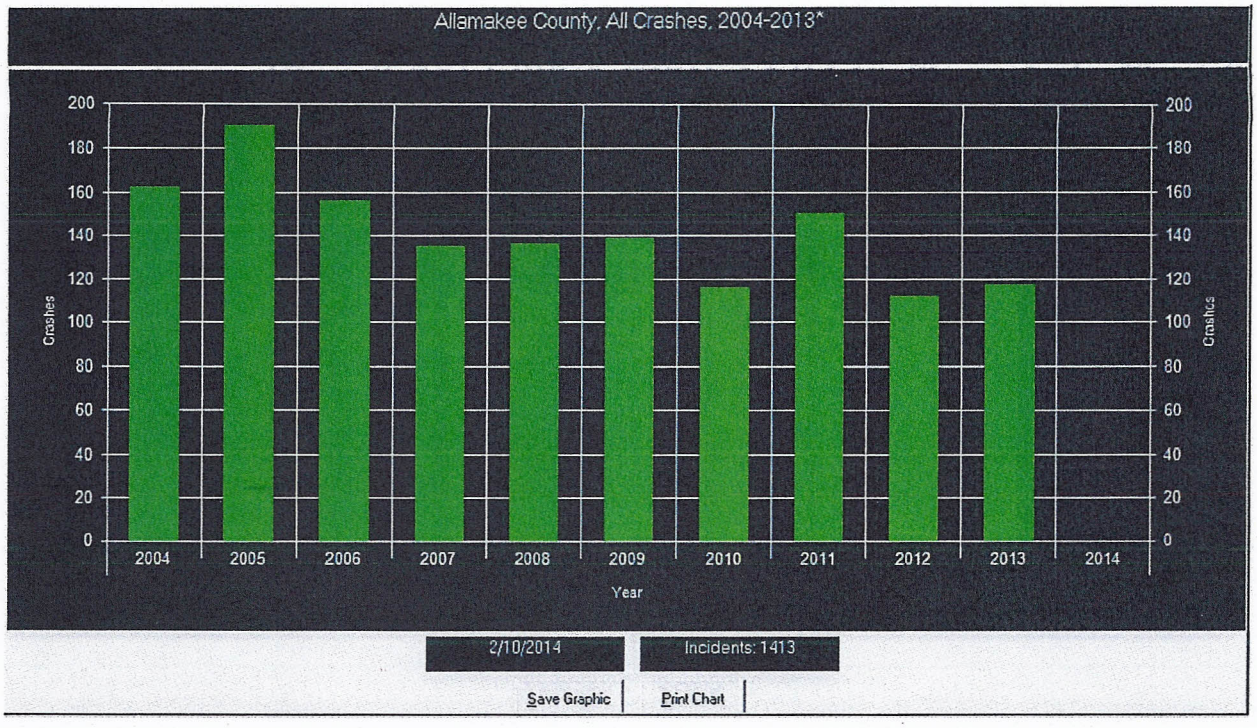
Selection Filter:

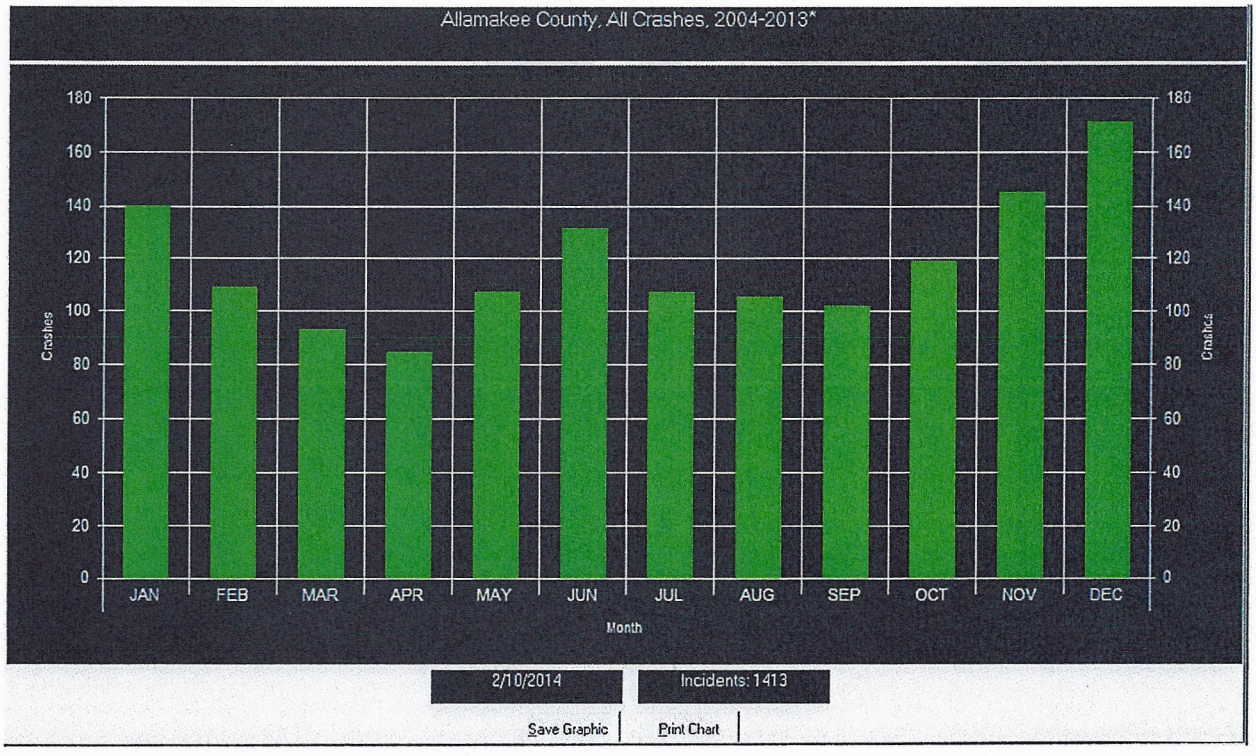
((YEAR <> 2014))

Analyst: E. Nketah

Notes:

Allamakee County, All Crashes, 2004-2013*





*Allamakee County, Fatal/Major Injury Crashes, 2004-2013**

Iowa Department of Transportation

Major Cause Summary

*Allamakee County, Fatal/Major Injury Crashes, '04-'13**

Analysis Years: 2004 [9], 2005 [9], 2006 [8], 2007 [11], 2008 [7], 2009 [10], 2010 [8], 2011 [9], 2012 [9], 2013 [10]

Crash Summary:

Fatal	30
Major Injury	55
Minor Injury	–
Possible/Unknown	–
PDO	–
Total Crashes	85

Injury Summary:

Fatal	35
Major Injury	76
Minor Injury	24
Possible	7
Unknown	–
Total Injuries	142

Surface Condition Summary:

Dry	54
Wet	8
Ice	6
Snow	6
Slush	–
Sand/Dirt/Oil/Gravel	5
Water	–
Other	2
Unknown	3
Not Reported	1
Total Crashes	85

TOT Property Damage: $817,256

AVG Property Damage: $9,615

Major Cause Summary:

5	Animal		Improper Backing
	Ran Traffic Signal		Illegally Parked/Unattended
2	Ran Stop Sign	12	Swerving/Evasive Action
14	Crossed Centerline	3	Over-Correcting/Over-Steering
	FTYROW: At Uncontrolled Intersection		Downhill Runaway
	FTYROW: Making Right Turn on Red Signal		Equipment Failure
1	FTYROW: From Stop Sign		Separation of Units
	FTYROW: From Yield Sign	12	Ran Off Road - Right
2	FTYROW: Making Left Turn		Ran Off Road - Straight
2	FTYROW: From Driveway	6	Ran Off Road - Left
	FTYROW: From Parked Position	5	Lost Control
	FTYROW: To Pedestrian		Inattentive/Distracted By: Passenger
	FTYROW: Other (explain in narrative)		Inattentive/Distracted By: Use of Phone or Other
	Traveling Wrong Way or on Wrong Side of Rd		Inattentive/Distracted By: Fallen Object
3	Driving Too Fast for Conditions		Inattentive/Distracted By: Fatigued/Asleep
8	Exceeded Authorized Speed		Other: Vision Obstructed
	Made Improper Turn		Oversized Load/ Oversized Vehicle
	Improper Lane Change		Cargo/Equipment Loss or Shift
	Followed Too Close		Other: Other Improper Action
	Disregarded Railroad Signal	6	Unknown
1	Disregarded Warning Sign	2	Other: No Improper Action
1	Operating Vehicle in Reckless/Aggressive Manner		None Indicated

Selection Filter:

```
((CSEVERITY = 1 or CSEVERITY = 2)) AND ((YEAR <> 2014))
```

Analyst: E. Nketah

Notes: Fatal/Major Injury Crashes 2004-2013*

*Allamakee County, Fatal/Major Injury Crashes, 2004-2013**

Iowa Department of Transportation

Driver and Time Summary

Allamakee County, Fatal/Major Injury Crashes, '04-'13*

Crash Time of Day Summary:

From / To	00:00 01:59	02:00 03:59	04:00 05:59	06:00 07:59	08:00 09:59	10:00 11:59	12:00 13:59	14:00 15:59	16:00 17:59	18:00 19:59	20:00 21:59	22:00 23:59	NR	Total	%
SUN	1	3	1	-	-	-	2	3	1	-	4	1	-	16	19
MON	-	-	-	-	1	1	1	2	-	1	-	-	-	6	7
TUE	-	-	1	-	1	4	1	2	1	2	1	-	-	13	15
WED	-	-	-	1	1	2	1	-	1	2	-	-	-	8	9
THU	-	-	1	-	-	-	-	3	-	2	2	-	-	8	9
FRI	-	1	-	-	-	2	2	1	1	3	-	1	-	11	13
SAT	6	3	-	1	-	2	2	3	2	1	2	1	-	23	27
Tot.	7	7	3	2	3	11	9	14	6	11	9	3		85	
%	8	8	4	2	4	13	11	16	7	13	11	4			100

Driver Age/Gender Summary:

Age	Male	Female	NR	Drivers	%
<14	-	-	-		
14	1	-	-	1	1
15	-	-	-		
16	2	-	-	2	2
17	3	-	-	3	3
18	1	1	-	2	2
19	2	1	-	3	3
20	4	1	-	5	4
21 to 24	11	-	-	11	10
25 to 29	8	4	1	13	11
30 to 34	5	-	-	5	4
35 to 39	3	3	-	6	5
40 to 44	11	3	-	14	12
45 to 49	8	2	-	10	9
50 to 54	5	2	-	7	6
55 to 59	5	1	-	6	5
60 to 64	6	-	-	6	5
65 to 69	3	-	-	3	3
70 to 74	1	4	-	5	4
75 to 79	2	-	-	2	2
80 to 84	2	-	-	2	2
85 to 89	3	1	-	4	4
90 to 94	-	-	-		
95 plus	-	-	-		
NR	-	1	3	4	4
Drivers	86	24	4	114	
%	75	21	4		100

Drug/Alcohol Summary:

	Total	%
Drug	1	1
Alcohol, Less than Statutory	1	1
Alcohol, Statutory	16	19
Drug/Alcohol, Less than Statutory		
Drug/Alcohol, Statutory		
Refused		
Under Influence of Alc/Drugs/Meds	1	1
None Indicated	66	78
Total Crashes	85	100

Fixed Object Struck Summary:

	Vehs.	%
Bridge/Bridge rail/Overpass	2	2
Underpass/Structure Support		
Culvert	1	1
Ditch/Embankment	27	24
Curb/Island/Raised Median		
Guardrail	1	1
Concrete Barrier		
Tree	5	4
Pole - Utility/Light/Etc	1	1
Sign Post		
Mailbox		
Impact Attenuator		
Other Fixed Object	2	2
None	75	66
Total Vehicles	114	100

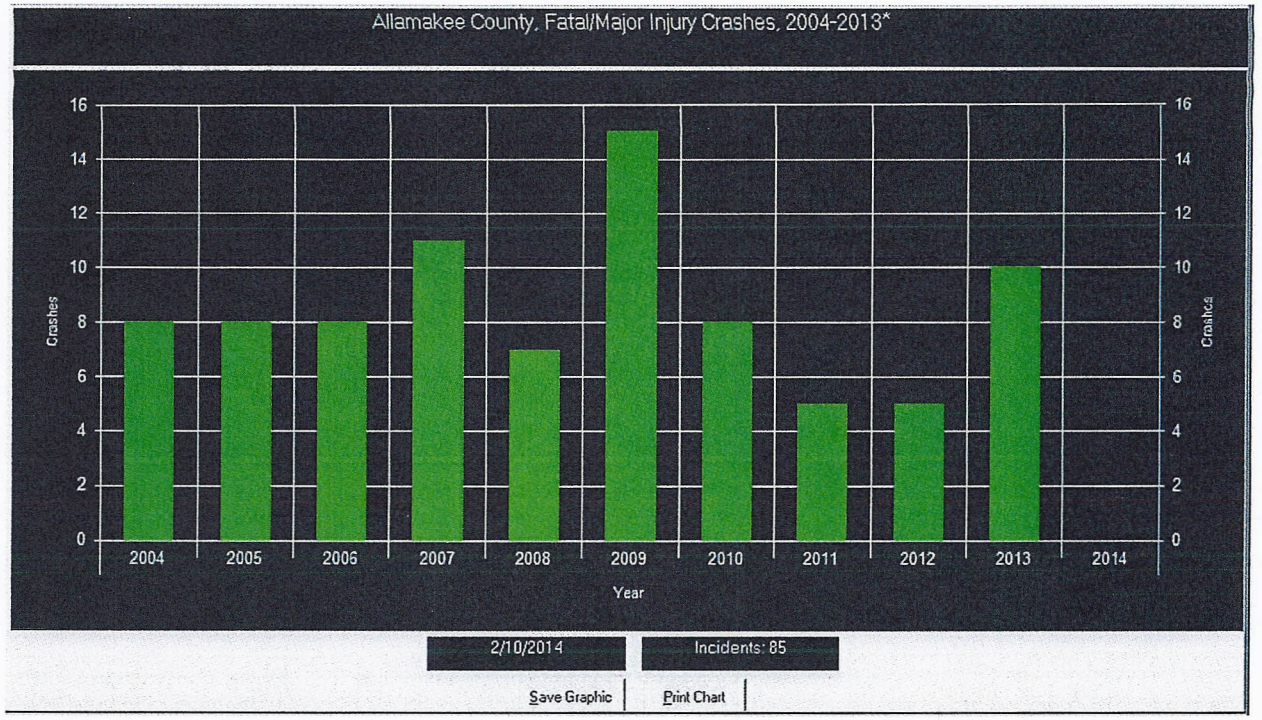
Selection Filter:

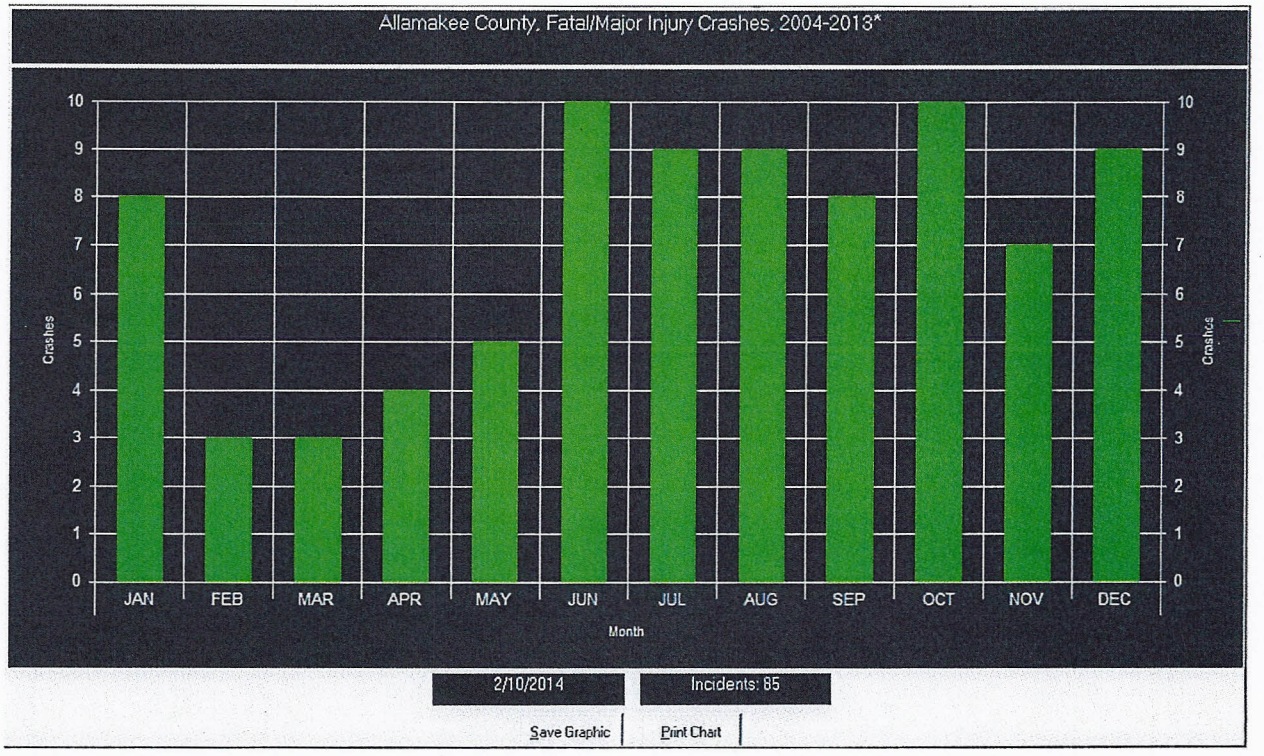
((CSEVERITY = 1 or CSEVERITY = 2)) AND ((YEAR <> 2014))

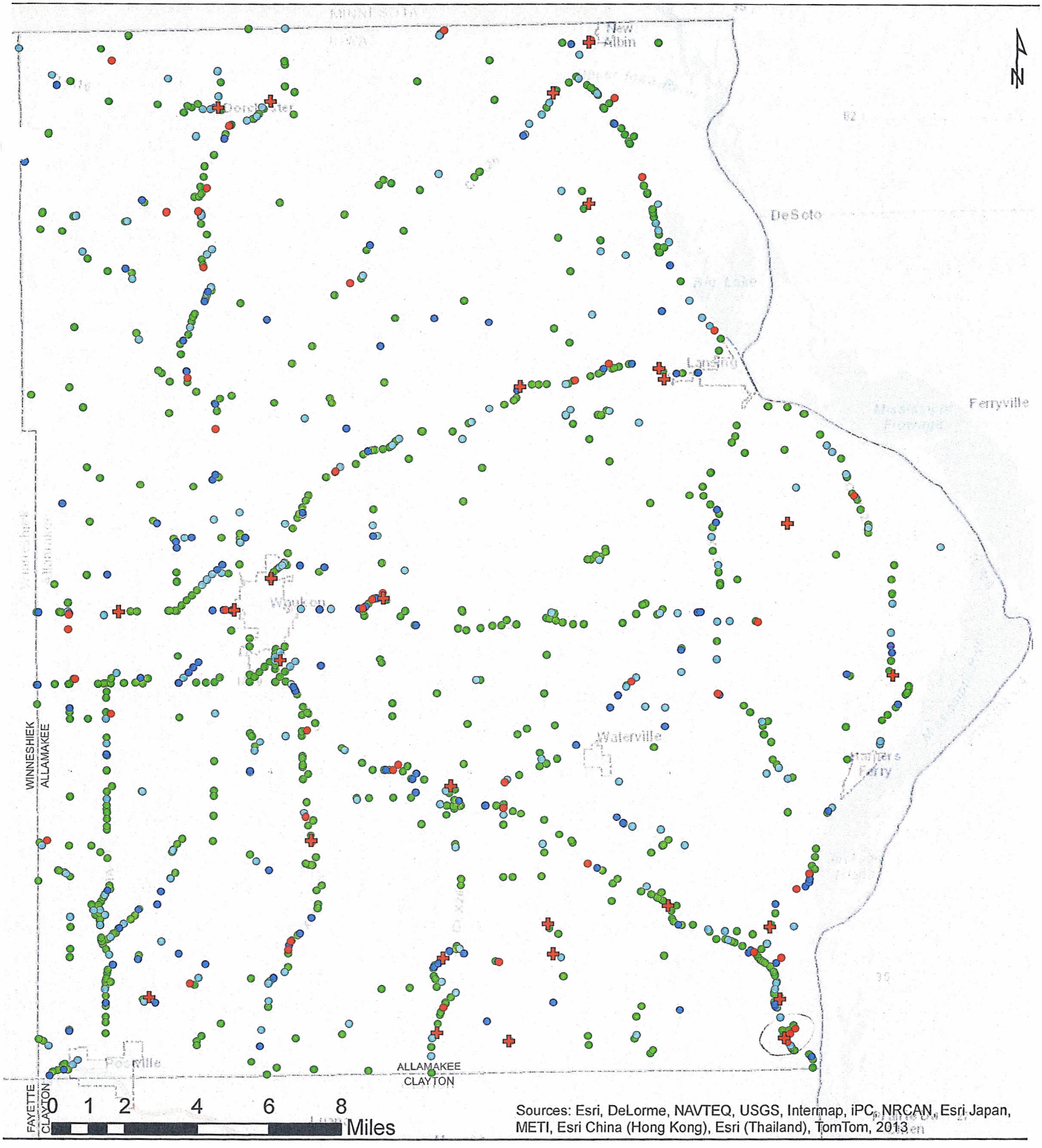
Analyst: E. Nketah

Notes: Fatal/Major Injury Crashes 2004-2013*

*Allamakee County, Fatal/Major Injury Crashes, 2004-2013**







Sources: Esri, DeLorme, NAVTEQ, USGS, Intermap, iPC, NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, 2013

All Rural Crashes in Allamakee County, Iowa 2003–2012

Crash Severity

- Fatal (27)
- Major Injury (51)
- Minor Injury (130)
- Possible/Unknown (200)
- PDO (710)

Disclaimer:
The information contained in this report was derived from the June 15, 2013 Iowa Department of Transportation crash database. If errors or odd cases are found, please communicate the case number or send a printed crash report to Michael Pawlovich, Iowa DOT, Office of Traffic and Safety, (Michael.Pawlovich@dot.iowa.gov, 515.239.1428). Since the database is actively being updated, edited, and reviewed, some of the fatality totals may differ from the Fatality Analysis Reporting System (FARS).

Iowa Traffic Safety Data Service ITSDS
GTSB
ctre Center for Transportation Research and Education
Iowa State University
Iowa Department of Transportation

Fatal & Major Injury Crashes for Allamakee County
2008–2012

Alcohol/Drug-related Fatal and Major Injury Crashes

A crash is considered alcohol/drug-related if any driver satisfies the following: BAC > 0, positive drug test, refused an alcohol or drug test or the driver condition was "Under the influence of alcohol/drugs/medications".

Annual Alcohol/Drug-related Fatal and Major Injury Crashes in Allamakee County, 2008–2012

Severity	2008	2009	2010	2011	2012	Total
Fatal	1	3	2		2	8
Major Injury		1	1	1		3
Total	**1**	**4**	**3**	**1**	**2**	**11**

Time of Day of Alcohol/Drug-related Fatal and Major Injury Crashes in Allamakee County, 2008-2012

Time of Day	2008	2009	2010	2011	2012	Total
Midnight to 12:59AM		2				2
1:00 AM to 1:59 AM						
2:00 AM to 2:59 AM						
3:00 AM to 3:59 AM				1	1	2
4:00 AM to 4:59 AM						
5:00 AM to 5:59 AM			1			1
6:00 AM to 6:59 AM						
7:00 AM to 7:59 AM						
8:00 AM to 8:59 AM						
9:00 AM to 9:59 AM						
10:00 AM to 10:59 AM						
11:00 AM to 11:59 AM						
Noon to 12:59 PM						
1:00 PM to 1:59 PM					1	1
2:00 PM to 2:59 PM		1				1
3:00 PM to 3:59 PM						
4:00 PM to 4:59 PM						
5:00 PM to 5:59 PM						
6:00 PM to 6:59 PM						
7:00 PM to 7:59 PM	1					1
8:00 PM to 8:59 PM		1	1			2
9:00 PM to 9:59 PM						
10:00 PM to 10:59 PM			1			1
11:00 PM to 11:59 PM						
Total	**1**	**4**	**3**	**1**	**2**	**11**

Ages of Alcohol/drug Influenced Drivers in Fatal & Major Injury Crashes in Allamakee County, 2008–2012

Driver Age	2008	2009	2010	2011	2012	Total
15						
16						
17						
18						
19						
20		1		1		2
21–24		2			1	3
25–29						
30–34						
35–39					1	1
40–44		1	2			3
45–49						
50–54			1			1
55–59	1					1
60–64						
65–69						
70–74						
75–79						
80–84						
Unknown						
Total	**1**	**4**	**3**	**1**	**2**	**11**

Road Class of Alcohol/Drug-related Fatal and Major Injury Crashes Allamakee County, 2008–2012						
Road Class	2008	2009	2010	2011	2012	**Total**
Interstate						
US Route						
Iowa Route			3		2	**5**
Secondary Road	1	4		1		**6**
Municipal Road						
Institutional Road						
Unknown						
Total	**1**	**4**	**3**	**1**	**2**	**11**

Day of Alcohol/Drug-related Fatal and Major Injury Crashes in Allamakee County, 2008–2012						
Day of Week	2008	2009	2010	2011	2012	**Total**
Sunday		1	2		1	**4**
Monday		1				**1**
Tuesday						
Wednesday						
Thursday	1		1			**2**
Friday				1		**1**
Saturday		2			1	**3**
Total	**1**	**4**	**3**	**1**	**2**	**11**

Fatal & Major Injury Crashes Involving Inattentive Drivers

A driver is considered inattentive if any of the following "Inattentive/distracted by" contributing circumstances were reported: Passenger, Use of phone or other device, Fallen object or Fatigued/asleep.

Annual Fatal & Major Injury Crashes Involving Inattentive Drivers in Allamakee County, 2008–2012

Severity	2008	2009	2010	2011	2012	Total
Fatal						
Major Injury					1	1
Total					1	1

Time of Day of Fatal & Major Injury Crashes Involving Inattentive Drivers in Allamakee County, 2008-2012

Time of Day	2008	2009	2010	2011	2012	Total
Midnight to 12:59AM						
1:00 AM to 1:59 AM						
2:00 AM to 2:59 AM						
3:00 AM to 3:59 AM						
4:00 AM to 4:59 AM						
5:00 AM to 5:59 AM					1	1
6:00 AM to 6:59 AM						
7:00 AM to 7:59 AM						
8:00 AM to 8:59 AM						
9:00 AM to 9:59 AM						
10:00 AM to 10:59 AM						
11:00 AM to 11:59 AM						
Noon to 12:59 PM						
1:00 PM to 1:59 PM						
2:00 PM to 2:59 PM						
3:00 PM to 3:59 PM						
4:00 PM to 4:59 PM						
5:00 PM to 5:59 PM						
6:00 PM to 6:59 PM						
7:00 PM to 7:59 PM						
8:00 PM to 8:59 PM						
9:00 PM to 9:59 PM						
10:00 PM to 10:59 PM						
11:00 PM to 11:59 PM						
Total					1	1

Ages of Inattentive Drivers in Fatal & Major Injury Crashes in Allamakee County, 2008–2012

Driver Age	2008	2009	2010	2011	2012	Total
14						
16						
17						
18					1	1
19						
20						
21–24						
25–29						
30–34						
35–39						
40–44						
45–49						
50–54						
55–59						
60–64						
65–69						
70–74						
75–79						
80–84						
85–89						
Total					1	1

Road Class of Fatal & Major Injury Crashes Involving Inattentive Drivers in Allamakee County, 2008–2012						
Road Class	2008	2009	2010	2011	2012	**Total**
Interstate						
US Route						
Iowa Route					1	**1**
Secondary Road						
Municipal Road						
Total					**1**	**1**

Day of Fatal & Major Injury Crashes Involving Inattentive Drivers in Allamakee County, 2008–2012						
Day of Week	2008	2009	2010	2011	2012	**Total**
Sunday					1	**1**
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Saturday						
Total					**1**	**1**

Fatal & Major Injury Crashes with Speed as a Contributing Circumstance

A crash is considered having speed as a contributing circumstance if any driver was reported as: Exceeded Authorized Speed, Driving Too Fast for Conditions, Lost Control, Followed Too Close, Operating vehicle in an erratic/reckless/careless/negligent/aggressive manner.

Annual Fatal & Major Injury Crashes with Speed as a Contributing Circumstance in Allamakee County, 2008–2012

Severity	2008	2009	2010	2011	2012	Total
Fatal	2	3	2	1	1	**9**
Major Injury	3	4	1	2	1	**11**
Total	**5**	**7**	**3**	**3**	**2**	**20**

Time of Day of Fatal & Major Injury Crashes with Speed as a Contributing Circumstance in Allamakee County, 2008-2012

Time of Day	2008	2009	2010	2011	2012	Total
Midnight to 12:59AM		1				**1**
1:00 AM to 1:59 AM						
2:00 AM to 2:59 AM						
3:00 AM to 3:59 AM				1	1	**2**
4:00 AM to 4:59 AM						
5:00 AM to 5:59 AM						
6:00 AM to 6:59 AM		1				**1**
7:00 AM to 7:59 AM				1		**1**
8:00 AM to 8:59 AM						
9:00 AM to 9:59 AM						
10:00 AM to 10:59 AM						
11:00 AM to 11:59 AM						
Noon to 12:59 PM	1					**1**
1:00 PM to 1:59 PM						
2:00 PM to 2:59 PM	1	1		1		**3**
3:00 PM to 3:59 PM		1				**1**
4:00 PM to 4:59 PM	1					**1**
5:00 PM to 5:59 PM			1			**1**
6:00 PM to 6:59 PM		1			1	**2**
7:00 PM to 7:59 PM	1					**1**
8:00 PM to 8:59 PM		1	2			**3**
9:00 PM to 9:59 PM						
10:00 PM to 10:59 PM		1				**1**
11:00 PM to 11:59 PM	1					**1**
Total	**5**	**7**	**3**	**3**	**2**	**20**

Ages of Speeding Drivers in Fatal & Major Injury Crashes in Allamakee County, 2008–2012

Driver Age	2008	2009	2010	2011	2012	Total
< 14						
14				1		**1**
15						
16						
17						
18						
19						
20		2		2		**4**
21–24	1	3			1	**5**
25–29	1	1				**2**
30–34						
35–39						
40–44	1		2			**3**
45–49						
50–54			1		1	**2**
55–59	2	1				**3**
60–64						
65–69						
70–74						
75–79						
80–84						
85–89						
90–94						
Unknown						
Total	**5**	**7**	**3**	**3**	**2**	**20**

Crashes Involving Unprotected Occupants who Were Killed or Seriously Injured

A vehicle occupant is considered unprotected if the "occupant protection" was reported as "none used". In all the tables below, M signifies motorcyclist injuries, N signifies non-motorcycle injuries and T signifies total individuals who were killed or seriously injured. Includes drivers and front/rear/third seat passengers only.

Annual Individuals who were Fatally or Seriously Injured and were Unprotected in Allamakee County, 2008–2012

Severity	2008			2009			2010			2011			2012			Total		
	M	N	T	M	N	T	M	N	T	M	N	T	M	N	T	M	N	T
Fatal	1	1	2	1	3	4	1	1	2		1	1		1	1	3	7	**10**
Major Injury	1	4	5		4	4	1	1	2		2	2		1	1	2	12	**14**
Total	**2**	**5**	**7**	**1**	**7**	**8**	**2**	**2**	**4**		**3**	**3**		**2**	**2**	**5**	**19**	**24**

Time of Day that Unprotected Individuals were Fatally or Seriously Injured in Allamakee County, 2008–2012

Time of Day	2008			2009			2010			2011			2012			Total		
	M	N	T	M	N	T	M	N	T	M	N	T	M	N	T	M	N	T
Midnight to 12:59AM				1	2	3										1	2	**3**
1:00 AM to 1:59 AM																		
2:00 AM to 2:59 AM																		
3:00 AM to 3:59 AM														1	1		1	**1**
4:00 AM to 4:59 AM																		
5:00 AM to 5:59 AM								1	1								1	**1**
6:00 AM to 6:59 AM																		
7:00 AM to 7:59 AM											1	1					1	**1**
8:00 AM to 8:59 AM																		
9:00 AM to 9:59 AM																		
10:00 AM to 10:59 AM																		
11:00 AM to 11:59 AM																		
Noon to 12:59 PM	1		1													1		**1**
1:00 PM to 1:59 PM	1		1											1	1	1	1	**2**
2:00 PM to 2:59 PM					1	1		1	1		1	1					3	**3**
3:00 PM to 3:59 PM					1	1											1	**1**
4:00 PM to 4:59 PM																		
5:00 PM to 5:59 PM							1		1							1		**1**
6:00 PM to 6:59 PM					1	1					1	1					2	**2**
7:00 PM to 7:59 PM		1	1														1	**1**
8:00 PM to 8:59 PM					2	2	1		1							1	2	**3**
9:00 PM to 9:59 PM																		
10:00 PM to 10:59 PM																		
11:00 PM to 11:59 PM		4	4														4	**4**
Total	**2**	**5**	**7**	**1**	**7**	**8**	**2**	**2**	**4**		**3**	**3**		**2**	**2**	**5**	**19**	**24**

Ages of Unprotected Individuals that were Fatally or Seriously Injured in Allamakee County, 2008–2012

Age	2008			2009			2010			2011			2012			Total		
	M	N	T	M	N	T	M	N	T	M	N	T	M	N	T	M	N	T
0-2																		
3-6																		
7-10																		
11-14											1	1					1	1
15-17																		
18-20					2	2					1	1					3	3
21-24		2	2		2	2					1	1		1	1		6	6
25-29		2	2		1	1											3	3
30-34					1	1											1	1
35-39																		
40-44				1		1	2	1	3							3	1	4
45-49	1		1													1		1
50-54								1	1								1	1
55-59	1	1	2		1	1								1	1	1	3	4
60-64																		
65-69																		
70-74																		
75-79																		
80-84																		
85-89																		
90+																		
Unknown																		
Total	**2**	**5**	**7**	**1**	**7**	**8**	**2**	**2**	**4**		**3**	**3**		**2**	**2**	**5**	**19**	**24**

Day of Week that Unprotected Individuals were Fatally or Seriously Injured in Allamakee County, 2008–2012

Day of Week	2008			2009			2010			2011			2012			Total		
	M	N	T	M	N	T	M	N	T	M	N	T	M	N	T	M	N	T
Sunday	1		1		1	1	1		1					1	1	2	2	4
Monday					1	1											1	1
Tuesday					1	1					1	1					2	2
Wednesday											1	1					1	1
Thursday		1	1					1	1								2	2
Friday	1	4	5													1	4	5
Saturday				1	4	5	1	1	2		1	1		1	1	2	7	9
Total	**2**	**5**	**7**	**1**	**7**	**8**	**2**	**2**	**4**		**3**	**3**		**2**	**2**	**5**	**19**	**24**

Road Class where Unprotected Individuals were Fatally or Seriously Injured in Allamakee County, 2008–2012																		
Road Class	2008			2009			2010			2011			2012			**Total**		
	M	N	T	M	N	T	M	N	T	M	N	T	M	N	T	**M**	**N**	**T**
Interstate																		
US Route																		
Iowa Route	2	4	6		1	1	2	2	4		1	1		2	2	4	10	**14**
Secondary Road		1	1	1	6	7					2	2				1	9	**10**
Municipal Road																		
Institutional Road																		
Unkonwn																		
Total	**2**	**5**	**7**	**1**	**7**	**8**	**2**	**2**	**4**		**3**	**3**		**2**	**2**	**5**	**19**	**24**

Disclaimer:

The information contained in this report was derived from the August 19, 2013, Iowa Department of Transportation crash database.

If errors or odd cases are found, please communicate the case number or send a printed crash report to Michael Pawlovich, Iowa DOT, Office of Traffic and Safety, (Michael.Pawlovich@dot.iowa.gov, 515.239.1428).

ctre
Center for Transportation Research and Education

IOWA STATE UNIVERSITY

IOWA TRAFFIC SAFETY DATA SERVICE
ITSDS
www.ctre.iastate.edu/itsds/

GOVERNOR'S TRAFFIC SAFETY BUREAU
GTSB
Reducing Death and Injuries on Iowa's Streets and Highways
IOWA DEPARTMENT OF PUBLIC SAFETY

Iowa Department of Transportation

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

State: Iowa Fiscal Year: 15

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 Subward and Executive Compensation Reporting, August 27, 2010, (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. 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.

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 crashed 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

6/13/14

Date

Larry L. Noble

Printed Name of Governor's Representative for Highway Safety

GOVERNOR'S TRAFFIC SAFETY BUREAU
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Assessment of Traffic Safety Strategies

Occupant Protection / Vehicle Occupant Fatalities (C-4)		
Countermeasure	**Explanation / Example / Planned Projects**	**Effectiveness**
State Primary Enforcement Belt Use Laws	- Primary law since July 1986.	★★★★★
Short High-Visibility Belt Law Enforcement	- Participation in national mobilizations/ "Click it or Ticket"; Special Traffic Enforcement Projects (sTEP). - High Five Rural Traffic Safety Program (High Five).	★★★★★
Combined Enforcement, Nighttime	- Through Section 402 and 405b funding support overtime efforts for law enforcement agencies statewide.	★★★★
Supporting Enforcement	- Through Section 402 and 405b funding support overtime efforts for law enforcement agencies statewide. - Traffic Safety Checkpoint Trailer	★★★★★
Strategies for Low-Belt-Use Groups	- Continuation of the High Five Rural Traffic Safety (High Five) Program. - Continuation of the Seat Belts are For Everyone (S.A.F.E.) Program.	★★★★
Child Restraint Distribution Programs	- Section 405b funding will support the purchase and distribution of child restraints. - Continuation of restraint loaner program for babies/children with special needs. - Provide child passenger safety-related educational materials in both English and Spanish.	★★
Child Restraint Inspection Stations	- Maintain the 29 inspection stations throughout Iowa. - Support periodic child restraint checkpoints sponsored by local law enforcement during special events. - Provide child passenger safety-related educational materials in both English and Spanish.	★★
Alcohol-Impaired Driving Fatalities / Impaired Driving (C-5)		
Countermeasure	**Explanation / Example / Planned Projects**	**Effectiveness**
Preliminary Breath Test Devices (PBTs)	- Support the purchase of PBT through Section 402 and 405d funding.	★★★★
Open Containers	- State law – enforced through Section 402 and 405 overtime funding.	★★★
High Visibility Saturation Patrols	- Supported through Section 402 and 405 overtime funding.	★★★★
Mass-Media Campaigns	- Support national mobilizations through paid media utilizing NHTSA logos and taglines. - Continue the use of PSA entitled "Smart Car" statewide through TV, radio, print, and theatres. - Development of a PSA to provide awareness about the possible impairing effects of medicine. - Impaired driving information will be posted on the GTSB's Facebook and Twitter accounts. - Support impaired driving awareness efforts through the statewide media campaign "Zero Fatalities".	★★★
Minimum Drinking Age 21 Laws		★★★★★

Youth Programs	- Through Section 402 and 405(b) funding support youth-focused programs. - Continuation of desktop driving simulator program.	★★
Enforcement of Drugged Driving	- Advanced Roadside Impaired Driving Enforcement (A.R.I.D.E) Training. - Drug Recognition Expert (DRE) Training and Certification - Implementation of the Iowa Impaired Driving Blueprint.	★★★
Education Regarding Medication	- Development of a PSA to provide awareness about the possible impairing effects of medicine.	★
Speed-Related Fatalities (C-6)		
Countermeasure	**Explanation / Example / Planned Projects**	**Effectiveness**
High-Visibility Enforcement	- Through Section 402 and 405b funding support overtime efforts for law enforcement agencies statewide.	★★
Speed Limits	-Through Section 402 and 405b funding support overtime efforts for law enforcement agencies statewide.	★★★★★
Other Enforcement Methods	- Through section 402 an 405 support the purchase of speed trailers by law enforcement partners.	★★
Public Information Supporting Enforcement	- A speed PSA is planned to be released December of 2014.	★★★
Motorcycles Fatalities / Unhelmeted Motorcyclist Fatalities (C-7 / C-8)		
Countermeasure	**Explanation / Example / Planned Projects**	**Effectiveness**
Motorcycle Rider Training	- Train approximately 4,000 motorcycle riders during the project period using the most current curriculum.	★
Conspicuity and Protective Clothing	- Continue to use the PSA entitled "Dying Bike" for educational purposes. PSA will also be posted to the GTSB "You Tube" channel and microsite www.drivesmartiowa.com. - Motorcycle safety information will be posted on the GTSB's Facebook and Twitter accounts. - Support motorcycle safety efforts through the statewide media campaign "Zero Fatalities".	★
Other Driver Awareness of Motorcycles	- Continue to use the PSA entitled "Dying Bike" for educational purposes. PSA will also be posted to the GTSB "You Tube" channel and microsite www.drivesmartiowa.com. - Motorcycle awareness information will be posted on the GTSB's Facebook and Twitter accounts. - Support motorcycle safety efforts through the statewide media campaign "Zero Fatalities".	★
Drivers Age 20 or Younger (C-9)		
Countermeasure	**Explanation / Example / Planned Projects**	**Effectiveness**
Graduated Driver Licensing (GDL)	- Iowa has a 3-step graduated driver's license system for drivers under age 18 (Instruction permit, Intermediate license, Full license) with an optional minor school license step.	★★★★★
Learner's Permit Length, Supervised Hours	- Must be at least 14 years old. Can only drive supervised by an immediate family member at least 21 years of age, a driver education instructor, or a person at least 25 years of	★★★★★

	age with the written permission from a parent/guardian. The supervising adult must possess a valid driver's license.	
Intermediate – Nighttime Restrictions	- Must be at least 16 years old and have completed an Iowa-approved driver education course. Cannot drive without adult supervision between 12:30 a.m. and 5:00 a.m.	★★★★★
Intermediate – Passenger Restrictions	- For the 1st 6 months of holding an intermediate license, there cannot be more than one minor passenger that is not a relative with driving without adult supervision.	★★★★★
Cell Phone Restrictions	- Prohibited uses: All Drivers - No person shall use a handheld electronic communication device to write, send or read a text message while driving a motor vehicle, unless the motor vehicle is at a complete stop off the traveled portion of the roadway – Exception: GPS systems. Teen Drivers – No teen driver holding a restricted driver's license shall use any electronic communication device or electronic entertainment device while driving a motor vehicle, unless the motor vehicle is at a complete stop off the traveled portion of the roadway.	★★
Belt Use Restrictions	- Iowa has a primary law that all individuals under the age of 17 must be buckled up regardless of seating position.	★★
Pedestrian Fatalities (C-10)		
Countermeasure	**Explanation / Example / Planned Projects**	**Effectiveness**
Communication and Outreach	- Social media sites such as Facebook will be utilized. - Support pedestrian safety efforts through the statewide media campaign "Zero Fatalities".	★★
Bicycle Fatalities (C-11)		
Countermeasure	**Explanation / Example / Planned Projects**	**Effectiveness**
Cycling Skills Clinics, Bike Fairs, Bike Rodeos	- Through Section 402 funding support the purchase and distribution of bicycle helmets and other safety materials for special events such as bicycle rodeos.	★
Promote Bicycle Helmet Use with Education	- Through Section 402 funding support the purchase and distribution of bicycle helmets and other safety materials for special events such as bicycle rodeos.	★★
Distracted Driving		
Countermeasure	**Explanation / Example / Planned Projects**	**Effectiveness**
Employer Programs	- Continuation of Employee Distracted Driving Program *Safe Lanes.*	★★
Education Regarding Medical Conditions and Medications	- Development of a PSA to provide awareness about the possible impairing effects of medicine.	★