

## U.S. Department of Transportation - National Highway Traffic Safety Administration

Fiscal Year	2019
NHTSA Grant Application	IOWA - Highway Safety Plan - FY 2019
State Office	Iowa Governor's Traffic Safety Bureau
Application Status	Submitted

## Highway Safety Plan

## 1 Summary information

## APPLICATION INFORMATION

Highway Safety Plan Name:	IOWA - Highway Safety Plan - FY 2019
Application Version:	2.0

**INCENTIVE GRANTS - The State is eligible to apply for the following grants. Check the grant(s) for which the State is applying.**

S. 405(b) Occupant Protection:	Yes
S. 405(c) State Traffic Safety Information System Improvements:	Yes
S. 405(d) Impaired Driving Countermeasures:	Yes
S. 405(d) Alcohol-Ignition Interlock Law:	No
S. 405(d) 24-7 Sobriety Programs:	Yes
S. 405(e) Distracted Driving:	No
S. 405(f) Motorcyclist Safety Grants:	Yes
S. 405(g) State Graduated Driver Licensing Incentive:	No
S. 1906 Racial Profiling Data Collection:	No

## STATUS INFORMATION

Submitted By:	Joanne Tinker
Submission On:	6/20/2018 1:05 PM

Submission Deadline (EDT):	7/9/2018 11:59 PM
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## 2 Highway safety planning process

**Enter description of the data sources and processes used by the State to identify its highway safety problems, describe its highway safety performance measures, establish its performance targets, and develop and select evidence-based countermeasure strategies and projects to address its problems and achieve its performance targets.**

Data and Various Information Sources

Professionals in Iowa understand data is a critical component to identify traffic safety problems throughout the state. Data is considered the foundation for the development of performance measures and to evaluate programs. Therefore, data must be timely and accurate. Efforts to improve state traffic records are continuous and are coordinated through the Statewide Traffic Records Coordinating Committee (STRCC). Since the inception of STRCC in 1994, the state has been successful in maintaining and expanding the STRCC committee which has strengthened communication, planning and coordination efforts. Iowa's traffic records system is one source of information used for highway safety planning. Other sources include NHTSA data and publications, and statewide surveys as indicated below:

**Iowa's Traffic Records System**

Iowa's traffic records system is made up of six core datasets: Crash, Roadway, Driver, Citation/Adjudication, Vehicle, and EMS/Injury Surveillance. There is continuous focus on performance attributes of accuracy, completeness, timeliness, uniformity, accessibility, and integration. Throughout the system, traffic records are captured, stored, analyzed and transmitted/disseminated for various traffic safety-related needs. The following provides a snapshot of each of the core datasets:

1. **Crash** - The custodial agency for crash data is the Iowa Department of Transportation (IDOT). Crash data is submitted to the IDOT by law enforcement agencies throughout the state. As of March 31, 2018, 349 agencies are submitting crash data electronically through Iowa Traffic and Criminal Software (TraCS). The submittals by those agencies account for approximately 99.21% of all crash submissions.
2. **Driver Data** - The IDOT, Motor Vehicle Division maintains driver records which include information on currently licensed drivers, records for identification only, expired licenses, suspended drivers, and licenses surrendered in other states. As of December 31, 2017, there were 2,284,337 licensed drivers in the state of Iowa.
3. **Vehicle Data** - The IDOT, Motor Vehicle Division maintains the vehicle data system. In 2016 there were 3,626,286 registered motor vehicle in the state of Iowa. Vehicle registrations 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 state driver licenses systems.
4. **Roadway Data** - The IDOT is the agency responsible to collect and maintain roadway system data. There are approximately 114,000 miles of state, county and city roadways in Iowa's Roadway System. Data collect for all road jurisdictions include geographic information, geometric data, roadway configuration, pavement and bridge conditions, jurisdictional responsibilities, and traffic levels.
5. **Citation/Adjudication Data** - The IDOT is assigned statutory responsibility for the oversight of citations in the state. The majority of citations issued in Iowa are submitted electronically to the IDOT using TraCS Electronic Citation Component (ECCO). TraCS is currently used by 349 law enforcement agencies throughout the state. For law enforcement agencies that do not utilize TraCS, a paper citation is issued. The goal of ECCO is to exchange citation data between law enforcement agencies and the courts. ECCO software creates electronic citation forms which each displaying a unique identifying number. Iowa data definitions meet national law enforcement and court standards including the National Crime Information Center, Uniform Crash Reporting, National Incident-Based system, National Law Enforcement Communication System, Law Enforcement Information Network and the Traffic Court Case Management System Functional Requirement Standards. Data elements are defined for court records in the National Center for the State Courts (NCSC) guidelines.
6. **EMS/Injury Surveillance** - Iowa's injury surveillance system data repositories and human resources are located primarily with the Iowa Department of Public Health (IDPH), Division of Epidemiology, EMS and Disaster Response. The IDPH Bureau of Emergency Trauma Services is the lead agency for the state trauma system which houses the EMS Patient Registry and Trauma Patient Registry.

#### State Survey Results

1. **Observational Safety Belt Usage Survey** - Iowa's official seat belt usage is determined through an annual survey conducted in accordance with NHTSA's "Uniform Criteria for State Observational Surveys of Seat Belt Use". Iowa's Methodology for the survey was last approved by NHTSA February 21, 2017. Iowa's observational survey is conducted by Iowa State University Center for Survey Statistics and Methodology.
2. **Child Passenger Restraint Usage Survey** - An annual child restraint usage survey is conducted by the University of Iowa, Injury Prevention Research Center. The focus of the survey is children through the age of 17. The 2017 survey concluded Iowa's overall child restraint usage rate being 94.5%.
3. **Public Awareness Survey** - Self-reporting surveys have been conducted at identified driver license stations within Iowa since 2010 to measure driver attitudes and behaviors regarding speed, safety belts, distracted driving, impaired driving, and drowsy driving. Specific questions pertain to media messages which coincide with national mobilizations. The annual public awareness survey is conducted by Iowa State University Center for Survey Statistics and Methodology.
4. **Pre- and Post-Event Surveys** - Throughout a program year, law enforcement partners receiving Section 402 funding and those agencies participating in a sSTEP (special Traffic Enforcement Program) are required to conduct seat belt usage surveys. sSTEP agencies conduct usage surveys before and after each special enforcement wave as a means to measure the impact of enforcement efforts.

#### NHTSA Data, Reports and Publications

##### Fatality Analysis and Reporting System (FARS)

Iowa utilizes data maintained in the FARS Encyclopedia to assist in the development of performance measures and for the evaluation of performance measures and goals as reported in the Annual Evaluation Report. The analysis of FARS data helps identify where Iowa ranks nationally. State Traffic Safety Information (STSI) is also used for state-specific information.

##### NHTSA Reports and Publications

NHTSA provides an abundance of reports and publications in a variety of topic areas. These reports summarize traffic safety issues from a national perspective but also provide state-specific information and rankings. NHTSA reports and publications used to formulate Iowa's FFY 2019 Highway Safety Plan included:

- 1) "Countermeasures that Work" - NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015, assists State Highway Safety Offices in the selection of science-based traffic safety countermeasures. The guide describes major strategies relevant to highway safety offices, summarizes their use, effectiveness, costs and implementation time, and provides references to research summaries and individual studies. The effectiveness rating within "Countermeasures that Work" identify the maximum effect that can be realized with high-quality implementation. It is understood, however, that effectiveness can vary greatly from state to state.
- 2) **Traffic Records Assessment** - The most recent Traffic Records Assessment was conducted between August 31 and December 1, 2015. Recommendations from the assessment are being addressed by the Statewide Traffic Records Coordinating Committee (STRCC) and the STRCC Guidance Team, as data projects are being considered and implement in the state.
- 3) NHTSA Traffic Safety Fact Sheets and State Data Books.

**Identify the participants in the processes (e.g., highway safety committees, program stakeholders, community and constituent groups).**

The GTSB works with various traffic safety stakeholders including but not limited to the Iowa Department of Transportation, Iowa Department of Public Health, The University of Iowa, Iowa State University, Federal Highway Administration and Federal Motor Carrier Safety Administration on a regular basis. Such partners all are represented in working groups and advisory boards to review traffic safety data, to set priorities and to establish common targets/goals.

Members of the Statewide Traffic Records Coordinating Committee (STRCC) also serve a vital role in establishing project priorities through the availability, accuracy and linkage capabilities of Iowa traffic data. Representatives from STRCC comprise the stakeholders identified above.

Specifically in the area of impaired driving, in 2016, Iowa established an Impaired Driving Coalition. The Coalition was formed to address the high percentage of impaired driving fatalities in the state. From the Coalition, an Impaired Driving Plan was developed which provided recommendations to address and improve the impaired driving problem in the state. The Coalition continues to meet and hand seen progress in the recommendations previously made and will continue to review and revise recommendations as needed.

**Enter description and analysis of the State's overall highway safety problems as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets, selecting countermeasure strategies, and developing projects.**

Problem Identification -

By January 15th of each year, a new Problem Identification Analysis is completed to determine the comparative severity of traffic safety problems throughout Iowa's 99 counties. Results of the Problem Identification are used by the Governor's Traffic Safety Bureau to determine which areas of the state have the greatest traffic safety problems and are, therefore, eligible for federal traffic safety funding.

Quantifiable measures of serious traffic incidents are used for the analysis. The Administrative Code of the State of Iowa (661 IAC 20.4(1) specifies the inclusion of fatal crashes, personal injury crashes, serious personal injury crashes, alcohol-related fatal crashes, alcohol-related personal injury crashes by county, vehicle miles traveled, serious traffic offenses, fatal ad injury crashes involving motorcycles, fatal and injury crashes involving pedestrians and bicycles in the problem identification analysis for federal funded Section 402 highway safety programs. The most recent three years of state data are utilized for the analysis and the data source is the Iowa Department of Transportation.

For evaluation purposes, each of the nine data elements identified in the Administrative Code are given equal weight and there is not particular emphasis on the individual element; and therefore, equal consideration of each element has been adopted. Each county is ranked with the other counties in the nine identified areas from the highest number of occurrences to the lowest. After all categories have been analyzed, the problem rankings of each individual county are averaged and compared providing an overall composite ranking for each of the nine specified areas. To manage Section 402 funding, Iowa limits eligibility to agencies within counties identified by the composite rankings as the "Top 22" most problematic counties. Within these counties, agencies with countywide jurisdiction and cities are eligible for Section 402 funding.

Iowa further utilizes the problem identification process to address alcohol-related traffic issues. Section 405d funds are available to agencies in counties with have the highest incidence of alcohol-related personal injuries and serious traffic offenses (OWI revocations). To management Section 405d funding, Iowa limits eligibility to agencies within counties ranked 1-40 in regard to the three alcohol-related categories listed above. All agencies in Iowa's Top 22 counties are eligible for either Section 402 or Section 405d. The policy for limiting funding to agencies within the Top 22 and Top 40 counties is an internal GTSB policy and can be addressed as needed based on data and/or funding levels or special initiatives.

All law enforcement agencies identified as being within the Top 22 or Top 40 counties are eligible to apply and participated in Iowa's special Traffic Enforcement Program (sTEP).

**Enter discussion of the methods for project selection (e.g., constituent outreach, public meetings, solicitation of proposals).**

Once the Problem Identification Analysis is complete, eligible Iowa agencies are identified for notification of funding eligibility. Section 402 and Section 405d applications are completed on-line in a web grant system. Eligible agencies are provided proposal guidelines and instructions on the web grant system.

All GTSB funding applications/proposals must include:

1. A problem statement/objective that describes the highway safety problem(s) to be addressed;
2. The proposed activities and/or services to be provided that will positively impact the problem;
3. Performance measures to assess the program's success in attaining its objectives (quantifiable if possible); and
4. A budget including the various program elements (personal services, commodities, equipment, contractual services) to be funding and the corresponding funding amount being requested for each item as well as the total requested amount of funding.

As Program Administrators receive copies of the proposals submitted for their area, they review them to ensure the applications are complete and appropriate for the highway safety program. If information is missing or there are any questions that need to be answered, the Program Administrator contacts the agency to ascertain the needed information.

Program Administrators review all applications weighing the risk assessment of each agency and its proposed project(s). If the applicant is a current grantee, their past performance is scrutinized for completeness and timeliness of reports and claims, no negative findings during site visits or other unresolved problems, the level at which program objectives were met i.e., crash reduction, as well as the overall success of the past and current grant(s). The Program Administrator also analyzes the percentage of prior funds utilized, previous equipment purchases, the size of the organization and its willingness to work with other agencies. Further, Program Administrators look at whether the agency contact is new to the traffic safety program and may need extra guidance. Information on whether the applying agency has had any audit findings is provided by the Financial Manager. Program Administrators determine whether the proposed projects should be funded and if the funding amount requested is appropriate based on the information reviewed.

By mid-March, all funding proposals are reviewed by the Program Administrator, the Financial Manager and the Bureau Chief.

## Enter list of information and data sources consulted.

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The IDOT has developed a web-based analytical tool, Web-SAVER, which allows for the analysis of 10-years of crash data.

2. Driver Data - The IDOT, Motor Vehicle Division maintains driver records which include information on currently licensed drivers, records for identification only, expired licenses, suspended drivers, and licenses surrendered in other states. As of December 31, 2017, there were 2,284,337 licensed drivers in the state of Iowa.

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## Past-Performance

Prior project performance is also considered when applicable.

### Enter description of the outcomes from the coordination of the Highway Safety Plan (HSP), data collection, and information systems with the State Strategic Highway Safety Plan (SHSP).

The state of Iowa continues to maintain strong partnerships in order to coordinate efforts with the development of the State Strategic Highway Safety Plan. At a minimum, quarterly meetings are held with stakeholders specific to development and implementation of the State Strategic Highway Safety Plan. A special emphasis is given to setting unified performance measures in accordance to FAST-Act Legislation.

Establishing numerical targets is required by the FAST-Act. As traffic safety partners, the state is required to establish 5-year rolling average targets as part of the HSIP submission for the five areas listed below. Identical measures must be included as part of Highway Safety Plan for the first three measures (Number of Fatalities, Rate of Fatalities per 100M VMT, and Number of Serious Injuries).

1.	Number of fatalities
2.	Rate of fatalities per 100 million vehicle miles traveled (VMT)
3.	Number of serious injuries
4.	Rate of serious injuries per 100 million vehicle miles traveled (VMT)
5.	Number of non-motorized fatalities and non-motorized serious injuries.

Iowa traffic safety stakeholders have agreed upon a methodology in order to coordinate the development of performance measures of the SHSP and HSP. Stakeholders include representatives from the Governor's Traffic Safety Bureau, Iowa Department of Transportation Office of Traffic and Safety, Systems Planning, and Organizational Improvement. Items considered included crash data, road improvements, driver distraction, seat belt usage, vehicle safety, and economic factors such as fuel prices.

In January 2018, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State HSP performance targets are to be identical to the State DOT targets for these common performance measures. These targets must be set as five-year rolling averages for 2015-2019 and will be submitted as part of the GTSB's Highway Safety Plan and the State's Highway Safety Improvement Program (HSIP). The first round of target setting for these measures occurred in 2017, and the same approach was used again in 2018, with participation and input of state traffic safety professionals. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. The approach relies on the use of prediction intervals around the trend model forecast to inform a "risk-based" target setting method.

A prediction interval is defined as: "In statistical inference, specifically predictive inference, a prediction interval is an estimate of an interval in which future observations will fall, with a certain probability, given what has already been observed". A prediction interval approach enables a focus on the acceptable risk of meeting, or failing to meet a target, which allows stakeholders at all levels of the organization to understand the targets in better context. In 2017, the safety targets working group evaluated several prediction intervals and recommended a prediction interval of 75%, meaning that there would be 75% confidence that the actual number of fatalities and injuries would be lower than the targets. Management agreed with the use of a 75% confidence level. This level is being used again in 2018 for target setting.

For each measure, a time-series model was developed. An integrated moving average model was used in both 2017 and 2018. The safety data used in the forecast can be obtained from the SAVER analytic tool and Motor Vehicle Division daily fatality count from the following URL's : SAVER: <https://saver.iowadot.gov/>

Fatality Report: <https://www.iowadot.gov/mvd/stats/daily.pdf>

### 3 Performance report

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Performance Measure Name	Progress
C-1) Number of traffic fatalities (FARS)	In Progress
C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
C-3) Fatalities/VMT (FARS, FHWA)	In Progress
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
C-6) Number of speeding-related fatalities (FARS)	In Progress
C-7) Number of motorcyclist fatalities (FARS)	In Progress
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
C-10) Number of pedestrian fatalities (FARS)	In Progress
C-11) Number of bicyclists fatalities (FARS)	In Progress
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress

#### C-1) Number of traffic fatalities (FARS)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Traffic fatalities in 2016 rose 25.62 % from the 2015 annual number of 320. The significant increase prompted additional analysis of traffic crash data and current trends being seen by traffic safety partners in the state. However, from such analysis, nothing specific seemed to be the causation of such a significant increase.

The annual target to reduce traffic fatalities 1.56% from the 2015 annual number of 320 to 315 by December 31, 2017 was not met. The second target, to reduce traffic fatalities 15% from the 2007-2011 average of 396 to 337 by January 1, 2020, is still in progress. This target is the collaborative Strategic Highway Safety Plan target which was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor's Traffic Safety Bureau, and other traffic safety professionals including the Federal Highway Administration and the Federal Motor Carrier Safety Administration.

In accordance with FAST-Act legislation, the GTSB has collaborated with traffic safety partners to develop mutual goals for the HSIP and HSP development. Such collaboration occurred with an extensive analysis of data for the development of the FFY 2019 targets for the submission of these documents.

#### C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: In Progress

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Between 2015 and 2016 there was a .2647% decrease in the number of serious injuries. A moving trend line depicts a steady plateau over the past 3 years.

The annual target to reduce serious injuries from the 2014 annual number of 1,511 to 1,495 by December 31, 2017 was not met. The number of serious injuries was reported to be 1,507. The second target, to reduce serious injuries 15% from the 2007-2011 average of 1,717 to 1,459 by January 1, 2020, is still in progress. This target is the collaborative Strategic Highway Safety Plan target which was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor's Traffic Safety Bureau, and other traffic safety professionals including the Federal Highway Administration and the Federal Motor Carrier Safety Administration.

In accordance with FAST-Act legislation, the GTSB has collaborated with traffic safety partners to develop mutual goals for the HSIP and HSP development. Such collaboration occurred with an extensive analysis of data for the development of the FFY 2019 targets for the submission of these documents.

### C-3) Fatalities/VMT (FARS, FHWA)

Progress: In Progress

#### Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The 2017 target was to reduce fatalities per 100M Vehicle Miles Travel 9.9% from the 2010-2014 average of 1.11 to 1.00 by December 31, 2017. 2016 FARS data was unavailable at the time of this this plan was written; therefore, 2011-2015 data was used reviewed. Fatalities per 100M VMT decreased 13.51% from the 2010-2014 average of 1.11 to .96.

In accordance with FAST-Act legislation, the GTSB has collaborated with traffic safety partners to develop mutual goals for the HSIP and HSP development. Such collaboration occurred with an extensive analysis of data for the development of the FFY 2019 targets for the submission of these documents.

### C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: In Progress

#### Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The FFY 2017 target was not met. Unrestrained passenger vehicle occupant fatalities increased 1.83% from the 2010-2014 average of 109 to 111.

Iowa is a primary seat belt law state for front seat passengers (all positions if under the age of 18). Despite Iowa's "high" belt use ranking (91.4% in 2017), preliminary Iowa DOT crash data reflects 44.03% of passenger vehicle fatalities in 2017 were unbelted with an additional 13.57% recorded as "unknown" as to belt usage.

In 2016, Iowa recorded a significant increase overall in fatalities. Specifically in regard to unrestrained passenger vehicle fatalities, the percentage increase was 9.90% (10 fatalities) between 2015 and 2016.

In the spring of 2018, the GTSB developed a Traffic Safety Operation Plan to assist agencies in creating or enhancing their own plan. Occupant Protection was included as a main topic area within that document.

After the drop in the seat belt usage in 2017, an effort has been made to share the survey results and survey site locations with local county sheriff's offices and the Iowa State Patrol especially in areas which resulted in lower usage numbers with the goal to bolster overall usage rates.

Efforts will continue in FFY 2019 in regard to seat belt enforcement, including participation in the national "Click It or Ticket" mobilization, and through educational efforts. The state will also continue efforts to encourage law enforcement officers to further investigate crashes to determine whether or not a belt was being worn and to submit supplemental data when appropriate so that crash data can be as accurate as possible; thus, providing a true picture of the unrestrained problem in the state.

### C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: In Progress

#### Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The FFY 2017 target was not met. Alcohol-impaired fatalities increased 15.22% from the 2010-2014 average of 92 to 106. 106 was the highest number of alcohol-impaired driving fatalities since 2007.

Impaired Driving remains a top concern in the state. In 2014 and 2015 the state started seeing a decrease in the number of alcohol-impaired driving fatalities. Then, unfortunately there was a dramatic increase in 2016, thus resulting in the 5-year trend analysis remaining quite level, and the moving average, obviously showing an increase. In 2016, 265 of all traffic fatalities in Iowa were considered alcohol-impaired.

Over the past few years, Iowa has put extra emphasis on reporting BAC in fatal crashes. In 2011, only 25% of Iowa fatalities were being reported with known BAC results. Since that time, Iowa has placed an emphasis on educating law enforcement about the importance of complete crashes data. Now, approximately 68% of fatalities are reported with known BAC, which has allowed for the state to gain a better picture of the true impairment problem in the state. Also, when the state's BAC results are known and reported it decreases the need for imputation calculations to be applied by NHTSA/FARS.

Preliminary state data reflects that in 2017, there were 79 alcohol-impaired fatalities (BAC of 0.080 or higher) and 91 alcohol-related fatalities (BAC of 0.010 or higher).

In the spring of 2018, the GTSB developed a Traffic Safety Operation Plan to assist agencies in creating or enhancing their own plans. Impaired driving was included in that plan as an area of focus.

Enforcement agencies work diligently to combat impaired drivers. Despite such efforts, trends are remaining consistent. In FFY 2019, enforcement efforts will continue. Educating officers on alcohol and drug recognition will remain a priority. Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Recognition Expert (DRE) certification will continue to be offered and encouraged.

The Impaired Driving Coalition which was formed in 2016, will continue to meet in FFY 2019, to address emerging trends in regard to impairment and to continue to address the recommendations as set forth within the Impaired Driving Statewide Plan.

### C-6) Number of speeding-related fatalities (FARS)

Progress: In Progress

#### Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

The FFY 2017 target was not met. Speed-related fatalities increased 58.33% from the 2010-2014 average of 60 to 95.

In 2016, Iowa recorded a significant increase in overall fatalities. Specifically in the area of speeding-related fatalities, there was an 93.88% increase between 2015 and 2016 (46 recorded fatalities). In 2016, speed was recorded as a factor in 24% of traffic fatalities in the state of Iowa. This obviously made an impact on the state reaching the 2017 target.

Speed enforcement has always been a priority of enforcement agencies through out the state, however, speeding convictions dropped significantly between 2012 and 2014. The state is starting to see an upward trend (moving average) of speed convictions starting in 2015. During FFY 2019, speed will remain an focus for enforcement agencies. Strategies will include high visibility enforcement (including participation in national mobilization periods, and developing and initiating educational strategies specific to speeding. The Traffic Safety Operation Plan developed in the spring of 2018, includes speed as one of the main topic areas.

### **C-7) Number of motorcyclist fatalities (FARS)**

Progress: In Progress

#### **Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

The FFY 2017 target was not met. Motorcyclist fatalities increased 20% from the 2010-2016 average of 50 to 60.

Between 2012 and 2016, the number of motorcyclist fatalities has fluctuated from a low of 41 (2013 and 2015) to a high of 60 in 2016. Despite the fluctuation, however, the 5-year linear trend line is quite level. The increase in 2016, however, obviously made an impact toward the state reaching the 2017 goal.

Efforts in FFY 2019 will continue to focus on stressing to both the motorcyclist and the motoring public that each plan an integral part in the role to reduce motorcyclist fatalities and injuries. Section 405f funding will be utilized to support efforts to provide training to riders to sharpen riding skills especially in the spring after not riding for several months due to the winter season. General motorists are also reminded to be cognizant of motorcyclists and to share the road. In addition to the 253 motorcyclist fatalities that occurred between 2012 and 2016, there were also 5,111 reported injuries over the same period of time.

Iowa continues to see a steady increase in the number of motorcycle registrations and license holders in the state of Iowa. Over the past five years (2012-2016), the number of motorcycle registrations increased 5.88% from 181,586 in 2012 to 192,257 in 2016. The number of motorcycle license holders increased 2.98% from 264,960 in 2012 to 272,857 in 2016.

As an effort to reduce motorcyclist fatalities, the GTSB has been utilizing advertising on Des Moines Area Regional Transit (DART) buses to remind motorists to be on the look out for motorcyclists.

Preliminary data for 2017 (IA DOT) reflects there were 45 fatal crashes resulting in 48 fatalities.

### **C-8) Number of unhelmeted motorcyclist fatalities (FARS)**

Progress: In Progress

#### **Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

The FFY 2017 target was not met. Unhelmeted motorcyclist fatalities increased 17.5% from the 2010-2014 average of 40 to 47.

Between 2012 and 2016, the number of motorcyclist fatalities has fluctuated from a low of 41 (2013 and 2015) to a high of 60 in 2016. Despite the fluctuation, however, the 5-year linear trend line is quite level. The same trend is seen in regard to unhelmeted motorcyclist fatalities. There was a fluctuation of unhelmeted motorcyclist fatalities from a low of 31 in 2013 and 2015 to a high of 47 in both 2012 and 2016. Such a fluctuation made an impact in reaching the 2017 goal.

Efforts in FFY 2019 will continue to focus on stressing to both the motorcyclist and the motoring public that each plan an integral part in the role to reduce motorcyclist fatalities and injuries. Section 405f funding will be utilized to support efforts to provide training to riders to sharpen riding skills especially in the spring after not riding for several months due to the winter season. General motorists are also reminded to be cognizant of motorcyclists and to share the road. In addition to the 253 motorcyclist fatalities that occurred between 2012 and 2016, there were also 5,111 reported injuries over the same period of time.

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As an effort to reduce motorcyclist fatalities, the GTSB has been utilizing advertising on Des Moines Area Regional Transit (DART) buses to remind motorists to be on the look out for motorcyclists.

### **C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)**

Progress: In Progress

#### **Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

The FFY 2017 target was not met. Drivers age 20 or younger involved in fatal crashes increased 6% from the 2010-2014 average of 50 to 53.

In 2016, 53 drivers age 20 or younger were involved in fatal crashes. The GTSB recognizes motor vehicle crashes remain the leading cause of death for 14-18 year olds in Iowa and throughout the United States and will continue educational efforts that are geared toward this vulnerable age group, including the use of a desk-top driving simulator which provides education to younger drivers through a hands-on approach which allows participants to understand how driving behaviors affect senses and reaction times. Cellular phone calls, text messages and fatal vision goggles are incorporated during the driving experience. The Iowa State Patrol Public Resource Officers also will continue their diligent work, along with other enforcement agencies, in providing programs to young driver.

From a media/outreach perspective, the GTSB and other traffic safety partners will continue to review data to ensure that messaging is reaching this vulnerable age group. Specifically in FFY 2019, there will be an extra effort and focus to address Millennials.

**C-10) Number of pedestrian fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

The FFY 2017 target was not met. Pedestrian fatalities increased 4.76% from the 2010-2014 average of 21 to 22.

In 2016, pedestrian fatalities represented 5.5% of all traffic fatalities in the state for the year. The state averages around 21 pedestrian fatalities per year. It should be noted that 535 crashes occurred in Iowa in 2016 involving a pedestrian. Those crashes resulted in 549 total fatalities and injuries. (IA DOT) Efforts need to continue to decrease these numbers. The GTSB continues to encourage law enforcement agencies that have had a pedestrian fatality in 2016 to do something pedestrian related, such as a special educational event.

Preliminary data (IA DOT) indicates there were 24 pedestrian fatalities in 2017.

Section 405c funding is being utilized in the state to support research efforts through the University of Iowa, Injury Preventions Research Center in regard to a predictive analyses for bicycle/pedestrian crashes.

**C-11) Number of bicyclists fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

The FFY 2017 target was not met. Bicyclist fatalities increased 60% from the 2010-2014 average of 5 to 8.

In 2016, Iowa recorded a significant increase in overall traffic fatalities. Specifically in the area of bicyclist, there was a 60% increase in fatalities between 2015 and 2016 (an increase of 3 fatalities). The 5-year trend analyses was strongly influenced by the increase in 2016 and the increase obviously made an impact on the state reaching the 2017 target.

Preliminary Iowa DOT data reflects there were 338 crashes in 2017 involving a bicyclist. These crashes resulted in 5 fatalities and 39 serious injuries.

In FFY 2019, The University of Iowa, Injury Prevention Research Center will continue research including bicycle safety. Improvements in road safety often have the greatest rewards when prevention is focused on highest-risk and most vulnerable user groups. Bicyclists are included in the vulnerable user groups. Few studies have examined driver behavior, driving infraction history, adjudication process (charges, convictions, dismissals, sentences) and trends related to vulnerable user groups. Such research has already influenced bills being introduced in the Iowa Legislature in 2017 and 2018.

Other efforts in FFY 2019 will include bicycle-safety related efforts by enforcement agencies funded through Section 402.

**B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

Iowa's overall seat belt use rate for 2017 was 91.4% with an estimated standard error of 1.08%(+/-). The rate of 91.4% in 2017 reflects a percentage difference of -2.4 from 93.8% in 2016.

After the drop in the seat belt usage in 2017, an effort has been made to share the survey results and survey site locations with local county sheriff's and the Iowa State Patrol, especially in areas which resulted in lower usage numbers with the goal to bolster overall usage rates.

**4 Performance plan**

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a list of quantifiable and measurable highway safety performance targets that are data-driven, consistent with the Uniform Guidelines for Highway Safety Programs and based on highway safety problems identified by the State during the planning process.

Performance Measure Name	Target Period(Performance Target)	Target Start Year (Performance Target)	Target End Year (Performance Target)	Target Value(Performance Target)
C-1) Number of traffic fatalities (FARS)	5 Year	2015	2019	353.8
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2015	2019	1,483.7
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2015	2019	1.047
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2015	2019	102.0
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2015	2019	93.0
C-6) Number of speeding-related fatalities (FARS)	5 Year	2015	2019	62.0
C-7) Number of motorcyclist fatalities (FARS)	5 Year	2015	2019	50.0
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2015	2019	38.0

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2015	2019	51.0
C-10) Number of pedestrian fatalities (FARS)	5 Year	2015	2019	20.0
C-11) Number of bicyclists fatalities (FARS)	5 Year	2015	2019	20.0
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	2019	92.0

**C-1) Number of traffic fatalities (FARS)****Is this a traffic records system performance measure?**

No

C-1) Number of traffic fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 353.8
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

In January 2018, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State HSP performance targets are to be identical to the State DOT targets for these common performance measures. These targets must be set as five-year rolling averages for 2015-2019 and will be submitted as part of the GTSB's Highway Safety Plan and the State's Highway Safety Improvement Program (HSIP). The first round of target setting for these measures occurred in 2017, and the same approach was used again in 2018, with participation and input of state traffic safety professionals. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. The approach relies on the use of prediction intervals around the trend model forecast to inform a "risk-based" target setting method.

A prediction interval is defined as: "In statistical inference, specifically predictive inference, a prediction interval is an estimate of an interval in which future observations will fall, with a certain probability, given what has already been observed". A prediction interval approach enables a focus on the acceptable risk of meeting, or failing to meet a target, which allows stakeholders at all levels of the organization to understand the targets in better context. In 2017, the safety targets working group evaluated several prediction intervals and recommended a prediction interval of 75%, meaning that there would be 75% confidence that the actual number of fatalities and injuries would be lower than the targets. Management agreed with the use of a 75% confidence level. This level is being used again in 2018 for target setting.

For each measure, a time-series model was developed. An integrated moving average model was used in both 2017 and 2018. The safety data used in the forecast can be obtained from the SAVER analytic tool and Motor Vehicle Division daily fatality count from the following URL's : SAVER: <https://saver.iowadot.gov/>

Fatality Report: <https://www.iowadot.gov/mvd/stats/daily.pdf>

**C-2) Number of serious injuries in traffic crashes (State crash data files)****Is this a traffic records system performance measure?**

No

C-2) Number of serious injuries in traffic crashes (State crash data files)-2019
Target Metric Type: Numeric
Target Value: 1,483.7
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

In January 2018, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State HSP performance targets are to be identical to the State DOT targets for these common performance measures. These targets must be set as five-year rolling averages for 2015-2019 and will be submitted as part of the GTSB's Highway Safety Plan and the State's Highway Safety Improvement Program (HSIP). The first round of target setting for these measures occurred in 2017, and the same approach was used again in 2018, with participation and input of state traffic safety professionals. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. The approach relies on the use of prediction intervals around the trend model forecast to inform a "risk-based" target setting method.

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Fatality Report: <https://www.iowadot.gov/mvd/stats/daily.pdf>

**C-3) Fatalities/VMT (FARS, FHWA)**

**Is this a traffic records system performance measure?**

No

C-3) Fatalities/VMT (FARS, FHWA)-2019
Target Metric Type: Numeric
Target Value: 1.047
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

In January 2018, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State HSP performance targets are to be identical to the State DOT targets for these common performance measures. These targets must be set as five-year rolling averages for 2015-2019 and will be submitted as part of the GTSB's Highway Safety Plan and the State's Highway Safety Improvement Program (HSIP). The first round of target setting for these measures occurred in 2017, and the same approach was used again in 2018, with participation and input of state traffic safety professionals. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. The approach relies on the use of prediction intervals around the trend model forecast to inform a "risk-based" target setting method.

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For each measure, a time-series model was developed. An integrated moving average model was used in both 2017 and 2018. The safety data used in the forecast can be obtained from the SAVER analytic tool and Motor Vehicle Division daily fatality count from the following URL's : SAVER: <https://saver.iowadot.gov/>

Fatality Report: <https://www.iowadot.gov/mvd/stats/daily.pdf>

**C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

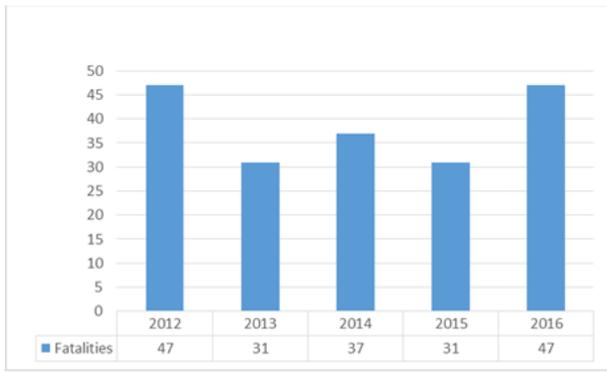
**Is this a traffic records system performance measure?**

No

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2019
Target Metric Type: Percentage
Target Value: 102.0
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

<p><b>Occupant Protection / Unrestrained Passenger Vehicle Occupant Fatalities</b></p> <p>5-year Moving Average and Linear Trend Analysis</p>
<p>FFY 2019 Target: Reduce unrestrained passenger vehicle fatalities 3.88% from the 2012-2016 average of 103 to 99 by December 31, 2019.</p>



Baseline	Recent Year	% Change
2007-2011 Average = 132	2014 = 89	-33.58
2008-2012 Average = 124	2015 = 101	-18.55
2009-2013 Average = 115	2016 = 111	-3.48
	Annual Percentage Change	18.54

The average percent change from the most recent three years (2014 - 2016) in relation to a 5-year baseline period has been a reduction of 18.54%. If a total reduction of this magnitude is realized through 2019, compared to a baseline of the average fatality count for 2012-2016 (103), the fatality count expected in 2019 would be about 84. The FFY 2017 target was to reduce unrestrained vehicle occupant fatalities 20.18% from the 2010-2014 average of 109 to 87 by December 31, 2017. The target was not met. Unrestrained vehicle occupant fatalities increased from the 2010-2014 average of 109 to 111.

A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2019 goal.

**C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**

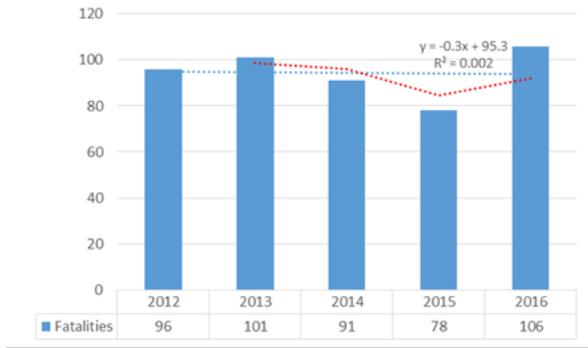
Is this a traffic records system performance measure?

No

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2019
Target Metric Type: Percentage
Target Value: 93.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

<p><b>Alcohol-Impaired Driving Fatalities/Impaired Driving</b></p> <p>5-year Moving Average and Linear Trend Analysis</p>
<p>FFY 2019 Target: Reduce alcohol-impaired fatalities 1.06% from the 2012-2016 average of 94 to 93 by December 31, 2019.</p>



Baseline	Recent Year	% Change
2007-2011 Average = 93	2014 = 91	-2.15
2008-2012 Average = 90	2015 = 78	-13.33
2009-2013 Average = 93	2016 = 106	13.98
	Annual Percentage Change	-0.5

The average percent change from the most recent three years (2014-2016) in relation to a 5-year baseline period has been a reduction of 0.5%. If a total reduction of this magnitude is realized through 2019, compared to a baseline of the average fatality count for 2012-2016 (94), the fatality count expected in 2019 would be about 94. The FFY 2017 target was to reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above 1.08% from the 2010-2014 average of 92 to 91 by December 31, 2017. The target was not met. The number of fatalities in crashes involving driver or motorcycle operator with a BAC of .08 and above increased 15.22% from the 2010-2014 average of 92 to 106.

A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2019 goal.

**C-6) Number of speeding-related fatalities (FARS)**

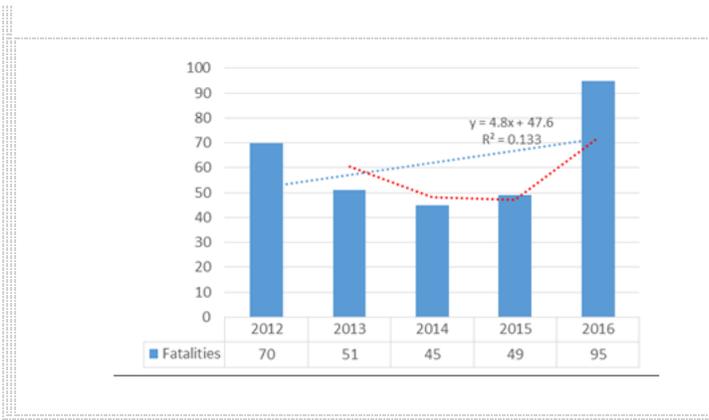
**Is this a traffic records system performance measure?**

No

C-6) Number of speeding-related fatalities (FARS)-2019
Target Metric Type: Percentage
Target Value: 62.0
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

<p><b>Speeding-Related Fatalities</b></p> <p>5-year Moving Average and Linear Trend Analysis</p>
<p>FFY 2019 Target: To maintain the 2012-2016 average of 62 speeding-related fatalities through December 31, 2019.</p>



Baseline	Recent Year	% Change
2007-2011 Average = 54	2014 = 45	-16.67
2008-2012 Average = 61	2015 = 49	-19.67
2009-2013 Average = 63	2016 = 95	50.79
	Annual Percentage Change	4.82

The average percent change from the most recent three years (2014-2016) in relation to a 5-year baseline period has been an increase of 4.82%. If an increase of this magnitude is realized through 2019, compared to a baseline of the average fatality count for 2012-2016 (62), the fatality count expected in 2019 would be about 65. The FFY 2017 target was to reduce speeding-related fatalities 5% from the 2010-2014 average of 60 to 57 by December 31, 2017. The target was not met. Speeding-related fatalities increased 58.3% from the 2010-2014 average of 60 to 95.

Iowa is hoping the dramatic up-tick in 2016 is an anomaly, however the sharp increase greatly affected the ability to meet the 2017 and targets moving forward while that year's data is considered in the goal setting. Therefore, the GTSB has set a goal to maintain the 2012-2016 average of 62 for the FFY 2019 target.

A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2019 goal.

**C-7) Number of motorcyclist fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-7) Number of motorcyclist fatalities (FARS)-2019
Target Metric Type: Percentage
Target Value: 50.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

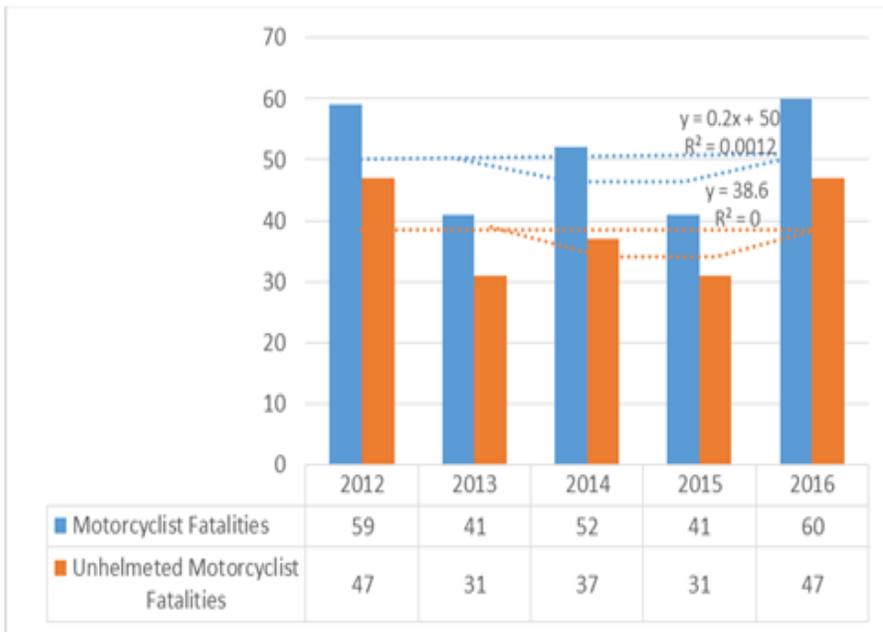
**Motorcyclist Fatalities and Unhelmeted Motorcyclist Fatalities**

5-year Moving Average and Linear Trend Analysis

FFY 2019 Targets:

Motorcyclist Fatalities - Reduce motorcyclist fatalities 1.96% from the 2012-2016 average of 51 to 50 by December 31, 2019.

Unhelmeted Motorcyclist Fatalities – Reduce unhelmeted motorcyclist fatalities 2.56% from the 2012-2016 average of 39 to 38 by December 31, 2019.



**Motorcyclist Fatalities**

Baseline	Recent Year	% Change
2007-2011 Average = 52	2014 = 52	0
2008-2012 Average = 52	2015 = 41	-21.15
2009-2013 Average = 49	2016 = 60	22.45
	Annual Percentage Change	.43

**Unhelmeted Motorcyclist Fatalities**

Baseline	Recent Year	% Change
2007-2011 Average = 44	2014 = 37	-15.91
2008-2012 Average = 43	2015 = 31	-27.91

2009-2013 Average = 40	2016 = 47	17.5
Annual Percentage Change		-8.77

The average percent change from the most recent three years (2014-2016) in relation to a 5-year baseline period has been an increase of .43%. In an increase of this magnitude is realized through 2019, compared to a baseline of the average fatality count for 2012-2016 (51), the fatality count expected in 2019 would remain around 51. The FFY 2017 target was to reduce motorcyclist fatalities 6% from the 2010-2014 average of 50 to 47 by December 31, 2017. The target was not met. Motorcyclist fatalities increased from the 2010-2014 average of 50 to 60.

The GTSB has set a goal to reduce motorcyclist fatalities 1.96% from the 2012-2016 average of 51 to 50 by December 31, 2019.

When reviewing the chart above, the linear trend line is basically parallel so a modest target seemed appropriate after analyzing a 5-year moving average, a 5-year linear trend, and the average percent change in the most recent 3 years.

**C-8) Number of unhelmeted motorcyclist fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2019
Target Metric Type: Percentage
Target Value: 38.0
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The average percent change from the most recent three years (2014- 2016) in relation to a 5-year baseline period has been a reduction of 8.77%. If a total reduction of this magnitude is realized through 2019, compared to a baseline of the average fatality count for 2012-2016 (39), the fatality count expected in 2019 would be about 36. The FFY 2017 target was to reduce unhelmeted motorcyclists fatalities 5% from the 2010-2014 average of 40 to 38 by December 31, 2017. The target was not met. Unhelmeted motorcyclist fatalities increased 17.5% from the 2010-2014 average of 40 to 47.

The GTSB has set a goal to reduce unhelmeted motorcyclist fatalities 2.56% from the 2012-2016 average of 39 to 38 by December 31, 2019. A 5-year moving average, a 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2019 target.

**Motorcyclist Fatalities and Unhelmeted Motorcyclist Fatalities**

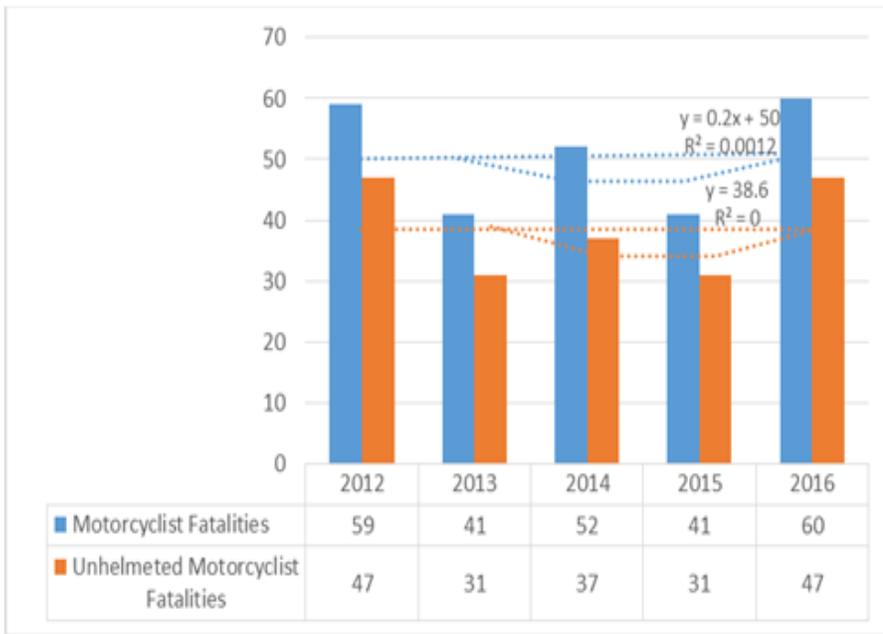
5-year Moving Average and Linear Trend Analysis

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FFY 2019 Targets:

Motorcyclist Fatalities - Reduce motorcyclist fatalities 1.96% from the 2012-2016 average of 51 to 50 by December 31, 2019.

Unhelmeted Motorcyclist Fatalities – Reduce unhelmeted motorcyclist fatalities 2.56% from the 2012-2016 average of 39 to 38 by December 31, 2019.



Motorcyclist Fatalities		
Baseline	Recent Year	% Change
2007-2011 Average = 52	2014 = 52	0
2008-2012 Average = 52	2015 = 41	-21.15
2009-2013 Average = 49	2016 = 60	22.45
	Annual Percentage Change	.43
Unhelmeted Motorcyclist Fatalities		
Baseline	Recent Year	% Change
2007-2011 Average = 44	2014 = 37	-15.91
2008-2012 Average = 43	2015 = 31	-27.91
2009-2013 Average = 40	2016 = 47	17.5
	Annual Percentage Change	-8.77

**C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)**

Is this a traffic records system performance measure?

No

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2019

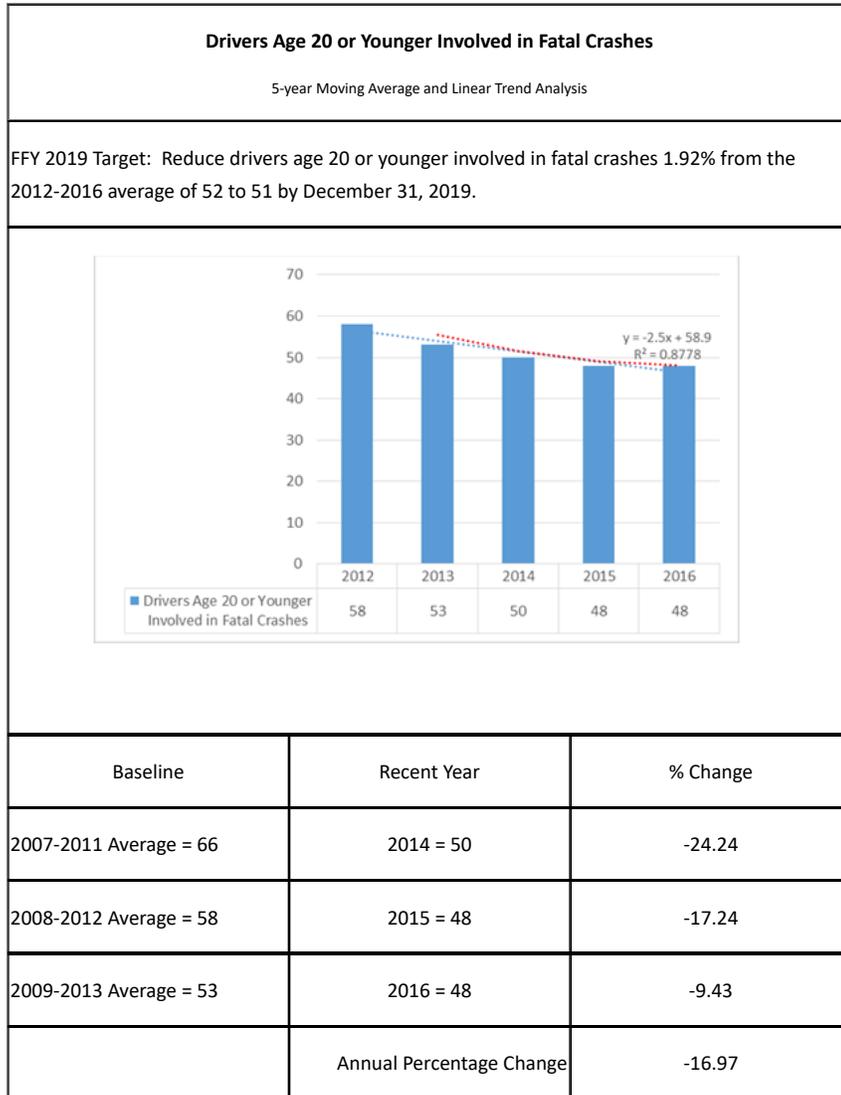
Target Metric Type: Percentage

Target Value: 51.0

Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.



The average percent change from the most recent three years (2014-2016) in relation to a 5-year baseline period has been a reduction of 16.97%. If a total reduction of this magnitude is realized through 2019, compared to a baseline of the average fatality count for 2012-2016 (52), the fatality count expected in 2019 would be about 44. The FFY 2017 target was to reduce drivers age 20 or younger involved in fatal crashes 4% from the 2010-2014 average of 50 to 48 by December 31, 2017. The target was not met. Drivers age 20 or younger involved in fatalities increased 6% from the 2010-2014 average of 50 to 53.

The GTSB has set a goal to reduce drivers age 20 or younger involved in fatal crashes 1.92% from the 2012-2016 average of 52 to 51 by December 31, 2019. The 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2019 goal.

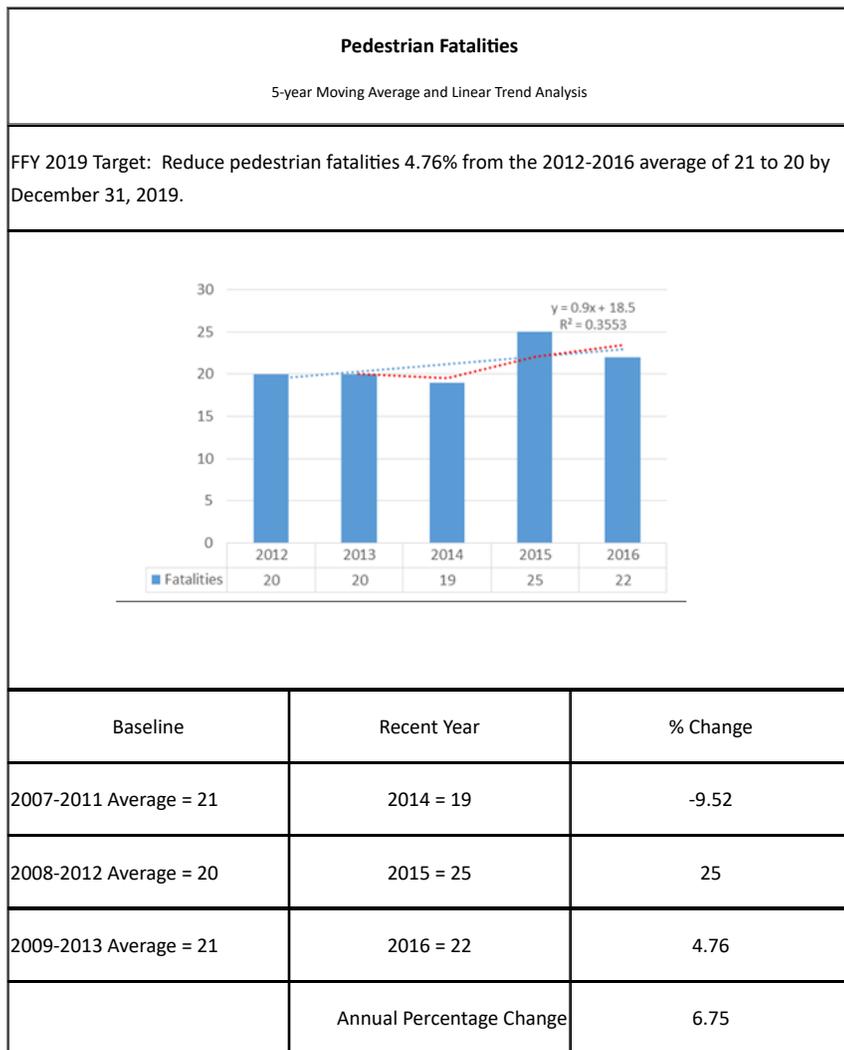
**C-10) Number of pedestrian fatalities (FARS)**

Is this a traffic records system performance measure?

No

C-10) Number of pedestrian fatalities (FARS)-2019
Target Metric Type: Percentage
Target Value: 20.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.



The average percent change from the most recent three years (2014-2016) in relation to a 5-year baseline period has been an increase of 6.75%. If an increase of this magnitude is realized through 2019, compared to a baseline of the average fatality count for 2012-2016 (21), the fatality count expected in 2019 would be about 22. The FFY 2017 target was to reduce pedestrian fatalities 4.76% from the 2010-2014 average of 21 to 20 by December 31, 2017. The target was not met. Pedestrian fatalities increased 4.76% from the 2010-2014 average of 21 to 22.

The GTSB has set a target to reduce pedestrian fatalities 4.76% from the 2012-2016 average of 21 to 20 by December 31, 2019. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2019 target. Modest future improvement should be attainable.

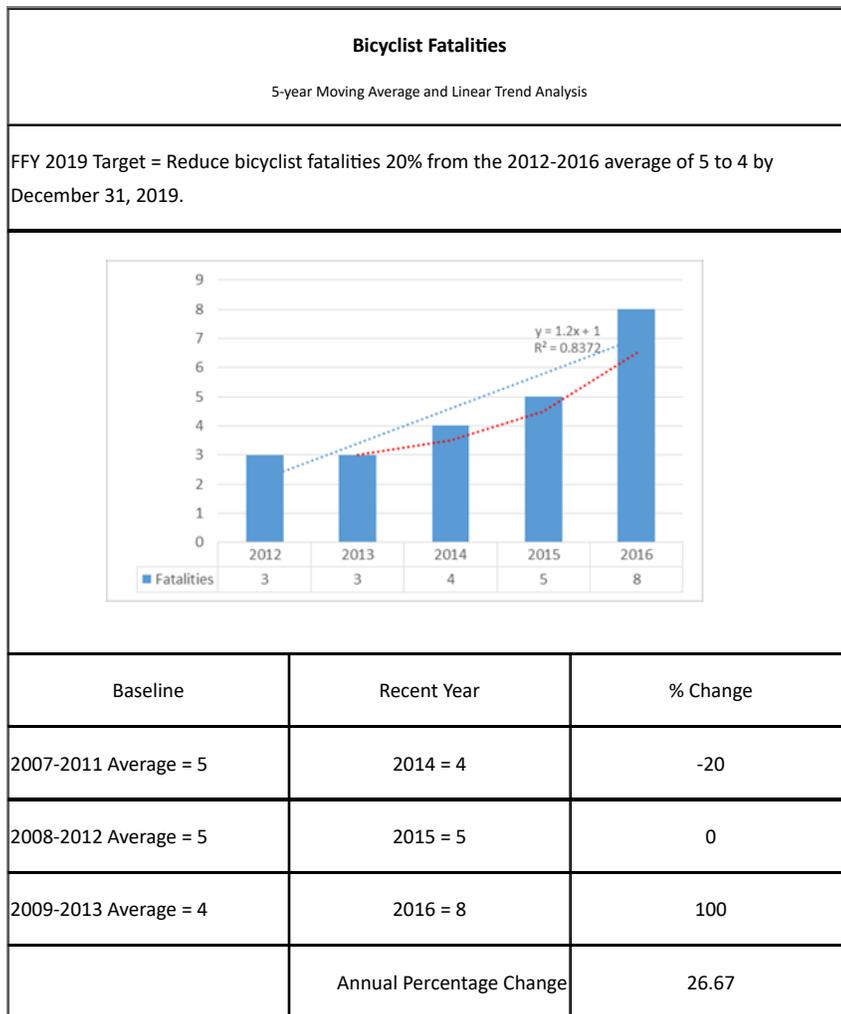
**C-11) Number of bicyclists fatalities (FARS)**

Is this a traffic records system performance measure?

No

C-11) Number of bicyclists fatalities (FARS)-2019
Target Metric Type: Percentage
Target Value: 20.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.



The average percent change from the most recent three years (2014-2016) in relation to a 5-year baseline period has been an increase of 26.67%. If an increase of this magnitude is realized through 2019, compared to a baseline of the average fatality count for 2012-2016 (5), the fatality count expected in 2019 would be about

6. The FFY 2017 target was to reduce bicyclist fatalities 20% from the 2010-2014 average of 5 to 4 by December 31, 2017. The target was not met. Bicyclist fatalities increased 60% from the 2010-2014 average of 5 to 8. The 5-year trend analyses was strongly influenced by the increase in 2016, and the increase made an impact on the state reaching the 2017 goal.

The GTSB has set a target to reduce bicyclist fatalities 20% from the 2012-2016 average of 5 to 4 by December 31, 2019. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2019 target. However, when dealing with small numbers and highly variable data, neither linear models nor the alternate baseline calculations - although close in agreement - can claim strong reliability. The FFY 2019 target represents at least minimal improvement to current levels, and past performance indicate improvements can be achieved.

**B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)**

Is this a traffic records system performance measure?

No

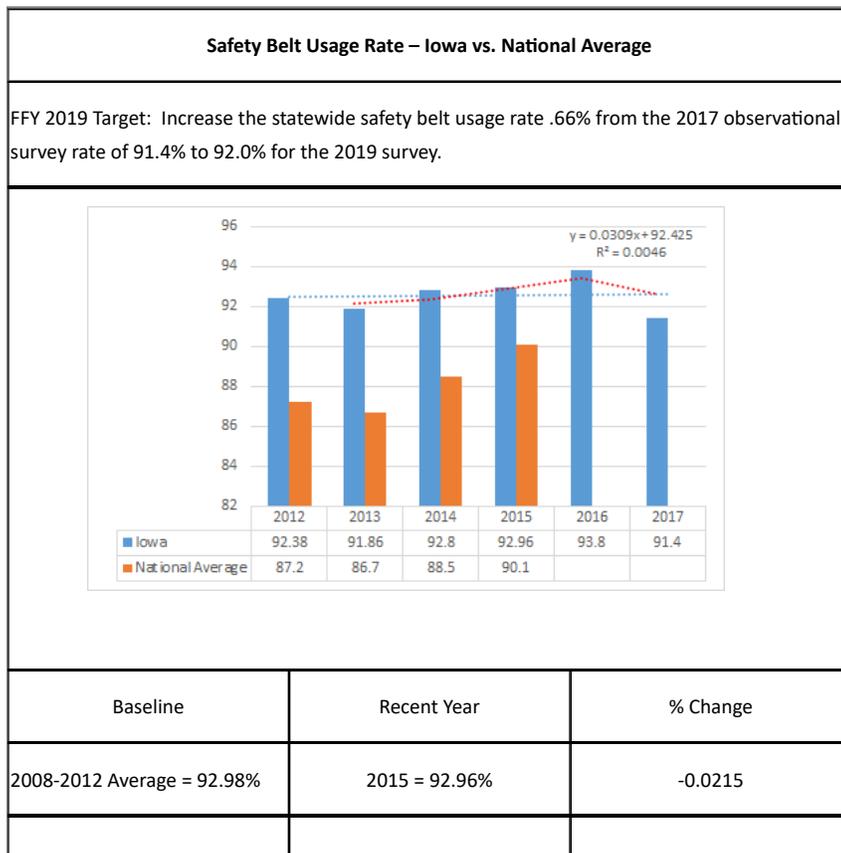
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2019
Target Metric Type: Percentage
Target Value: 92.0
Target Period: Annual
Target Start Year: 2019

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

The average percent change from the most recent three years (2015-2017) in relation to a 5-year baseline period has been a decrease of 0.1116. If a total decrease of this magnitude is realized for 2019, compared to the average use rate for 2013-2017 (92.56%), the usage rate expected in 2019 would be about 92.66%.

The 2017 target was to increase the statewide safety belt usage rate 0.032% from the 2015 observational survey rate of 92.96% to 92.99%. The target was not met. The actual observational usage rate for 2017 was reported as 91.4%. The GTSB has set a target to increase the statewide safety belt usage rate .66% from the 2017 observational survey rate of 91.4% to 92.0% for the 2019 survey.

As required by NHTSA, the Iowa plan/methodology for survey collection was revised in the fall of 2016. Iowa State University, Center for Survey Statistics and Methodology followed the protocol of the approved plan and redrew the counties and road segments to be used for future data collection. Sampled road segments increased to from 75 to 84 sites within 15 counties.



2009-2013 Average = 92.77%	2016 = 93.8%	1.1102
2010-2014 Average = 92.72%	2017 = 91.4%	-1.4236
	Annual Percentage Change	-0.1116

State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.

Check the box if the statement is correct.

Yes

Enter grant-funded enforcement activity measure information related to seat belt citations, impaired driving arrests and speeding citations.

**A-1) Number of seat belt citations issued during grant-funded enforcement activities\***

Fiscal year	2017
Seat belt citations	5842

**A-2) Number of impaired driving arrests made during grant-funded enforcement activities**

Fiscal year	2017
Impaired driving arrests	2370

**A-3) Number of speeding citations issued during grant-funded enforcement activities\***

Fiscal year	2017
Speeding citations	41213

## 5 Program areas

### Program Area Hierarchy

#### 1. Police Traffic Services

- Traffic Safety Training
  - GTSB Conference
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
- Short-term, High Visibility Seat Belt Law Enforcement
  - Law Enforcement/HVE - Section 402 - Occupant Protection
    - FAST Act NHTSA 402
  - sSTEP
    - FAST Act NHTSA 402
- Highway Safety Office Program Management
  - GTSB Travel (OP)
    - FAST Act NHTSA 402
  - GTSB Printing (OP)
    - FAST Act NHTSA 402
  - GTSB Program Management (OP)
    - FAST Act NHTSA 402
  - GTSB Travel (PT)
    - FAST Act NHTSA 402
  - GTSB Enforcement Projects (PT)
    - FAST Act NHTSA 402
  - GTSB Program Management (PT)
    - FAST Act NHTSA 402
  - GTSB Printing (405b)
    - FAST Act 405b OP High

#### 2. Occupant Protection (Adult and Child Passenger Safety)

- Supporting Enforcement

- Short-term, High Visibility Seat Belt Law Enforcement
    - Law Enforcement/HVE - Section 402 - Occupant Protection
      - FAST Act NHTSA 402
    - sSTEP
      - FAST Act NHTSA 402
  - Highway Safety Office Program Management
    - GTSB Travel (OP)
      - FAST Act NHTSA 402
    - GTSB Printing (OP)
      - FAST Act NHTSA 402
    - GTSB Program Management (OP)
      - FAST Act NHTSA 402
    - GTSB Travel (PT)
      - FAST Act NHTSA 402
    - GTSB Enforcement Projects (PT)
      - FAST Act NHTSA 402
    - GTSB Program Management (PT)
      - FAST Act NHTSA 402
    - GTSB Printing (405b)
      - FAST Act 405b OP High
  - Communication Campaign
    - Greater Des Moines Baseball
      - FAST Act 405b OP High
    - IMG College - Drake
      - FAST Act 405b OP High
    - Iowa Barnstormers
      - FAST Act 405b OP High
    - Iowa Wild
      - FAST Act 405b OP High
    - Iowa High School Sports Network - Krogman
      - FAST Act 405b OP High
    - Waterloo Bucks
      - FAST Act 405b OP High
    - Learfield Sports
      - FAST Act 405b OP High
    - The Integer Group
      - FAST Act 405b OP High
    - The Integer Group / Alcohol
      - FAST Act 405d Impaired Driving Low
    - Alliance Sport Marketing
      - FAST Act 405b OP High
    - Screenvision
      - FAST Act 405b OP High
    - DSM Buccaneers Hockey
      - FAST Act 405b OP High
    - Iowa Public Television
      - FAST Act 405b OP High
    - Iowa Wolves Basketball
      - FAST Act 405b OP High
    - LumberKings
      - FAST Act 405b OP High
    - Cedar Rapids Kernels Media
      - FAST Act 405b OP High
    - Radio Iowa
      - FAST Act 405b OP High
    - KDSM
      - FAST Act 405b OP High
3. Occupant Protection (Child Passenger Safety)
- Inspection Stations
    - Statewide Child Passenger Safety (CPS) Program
      - FAST Act 405b OP High
    - Statewide Child Passenger Safety - Blank Children's Hospital
    - Statewide Child Passenger Safety (CPS) Program
      - FAST Act 405b OP High
  - Annual Child Passenger Safety Survey
    - Annual Child Passenger Safety Survey
      - FAST Act 405b OP High
4. Impaired Driving (Alcohol)
- Communication Campaign
    - Greater Des Moines Baseball
      - FAST Act 405b OP High
    - IMG College - Drake
      - FAST Act 405b OP High

- o Iowa Barnstormers
  - FAST Act 405b OP High
- o Iowa Wild
  - FAST Act 405b OP High
- o Iowa High School Sports Network - Krogman
  - FAST Act 405b OP High
- o Waterloo Bucks
  - FAST Act 405b OP High
- o Learfield Sports
  - FAST Act 405b OP High
- o The Integer Group
  - FAST Act 405b OP High
- o The Integer Group / Alcohol
  - FAST Act 405d Impaired Driving Low
- o Alliance Sport Marketing
  - FAST Act 405b OP High
- o Screenvision
  - FAST Act 405b OP High
- o DSM Buccaneers Hockey
  - FAST Act 405b OP High
- o Iowa Public Television
  - FAST Act 405b OP High
- o Iowa Wolves Basketball
  - FAST Act 405b OP High
- o LumberKings
  - FAST Act 405b OP High
- o Cedar Rapids Kernels Media
  - FAST Act 405b OP High
- o Radio Iowa
  - FAST Act 405b OP High
- o KDSM
  - FAST Act 405b OP High
- 24/7 Sobriety Program
  - o 24/7
    - FAST Act 405d Impaired Driving Low

#### 5. Impaired Driving (Drug and Alcohol)

- Prosecutor Training
  - o TSRP / Prosecuting Attorney Training Coordinator
    - FAST Act 405d Impaired Driving Low
- Law Enforcement Training
  - o ARIDE Program Expenses
    - FAST Act 405d Impaired Driving Low
- Laboratory Drug Testing Equipment
  - o Iowa DCI Crime Laboratory
    - FAST Act 405d Impaired Driving Low
- Judicial Education
  - o Traffic Bench Book
    - FAST Act 405d Impaired Driving Low
- Highway Safety Office Program Management
  - o GTSB Travel (AL)
    - FAST Act NHTSA 402
  - o GTSB Printing (AL)
    - FAST Act NHTSA 402
  - o GTSB Program Management (AL)
    - FAST Act NHTSA 402
- High Visibility Enforcement
  - o Law Enforcement/HVE - 405d
    - FAST Act 405d Impaired Driving Low
  - o Law Enforcement/HVE - 402 AL
    - FAST Act NHTSA 402
  - o High Five
    - FAST Act 405d Impaired Driving Low
- Drug Recognition Expert (DRE) Training
  - o DRE Program Expenses
    - FAST Act 405d Impaired Driving Low
- Breath Test Devices

#### 6. Impaired Driving (Drug)

#### 7. Speed Management

#### 8. Traffic Records

- State Traffic Safety Information System Improvement Grants
  - o EMS Data Improvement
    - FAST Act 405c Data Program
  - o Census of Young Drivers in Iowa: Analysis of Citations and Convictions

- Roadway Safety Data Collection, Maintenance, Analysis Tools, Training
    - FAST Act 405c Data Program
  - Driver Behavior and Medical Outcomes Data Improvement
    - FAST Act 405c Data Program
  - Iowa Traffic and Criminal Software (TraCS)
    - FAST Act 405c Data Program
  - Data-Related Travel / Iowa State Patrol
    - FAST Act 405c Data Program
  - Iowa Traffic Safety Data Services (ITSDS)
    - FAST Act 405c Data Program
  - CJJP Research
    - FAST Act 405c Data Program
  - Integration of Data to Examine High-Risk and Vulnerable Road Users
    - FAST Act 405c Data Program
  - GTSB Travel
    - FAST Act 405c Data Program
9. Non-motorized (Bicyclist)
- Elementary-age Child Bicyclist Training
  - Bicycle Safety Education
    - Bicycle Education and Usage Surveys
      - FAST Act NHTSA 402
10. Communications (Media)
- Mass Media Campaign
  - Earned Media
  - Communication Campaign
    - Greater Des Moines Baseball
      - FAST Act 405b OP High
    - IMG College - Drake
      - FAST Act 405b OP High
    - Iowa Barnstormers
      - FAST Act 405b OP High
    - Iowa Wild
      - FAST Act 405b OP High
    - Iowa High School Sports Network - Krogman
      - FAST Act 405b OP High
    - Waterloo Bucks
      - FAST Act 405b OP High
    - Learfield Sports
      - FAST Act 405b OP High
    - The Integer Group
      - FAST Act 405b OP High
    - The Integer Group / Alcohol
      - FAST Act 405d Impaired Driving Low
    - Alliance Sport Marketing
      - FAST Act 405b OP High
    - Screenvision
      - FAST Act 405b OP High
    - DSM Buccaneers Hockey
      - FAST Act 405b OP High
    - Iowa Public Television
      - FAST Act 405b OP High
    - Iowa Wolves Basketball
      - FAST Act 405b OP High
    - LumberKings
      - FAST Act 405b OP High
    - Cedar Rapids Kernels Media
      - FAST Act 405b OP High
    - Radio Iowa
      - FAST Act 405b OP High
    - KDSM
      - FAST Act 405b OP High
11. Roadway Safety/Traffic Engineering
- TEAP
    - Traffic Engineering Assistance Program
      - FAST Act NHTSA 402
  - Safety Circuit Rider
    - Safety Circuit Rider
      - FAST Act NHTSA 402
  - MDST
    - Multiple Disciplinary Safety Teams
      - FAST Act NHTSA 402
12. Non-motorized (Pedestrians)
13. Occupant Protection (Adult)

- Annual Observational Safety Belt Use Survey
  - Annual Observation Safety Belt Usage Survey
    - FAST Act 405b OP High
- 14. Community Traffic Safety Program
  - Supporting Enforcement
    - Central Iowa Traffic Safety Task Force (CITSTF)
      - FAST Act NHTSA 402
- 15. Awareness Survey
  - Annual Public Awareness Survey
    - Annual Public Awareness / Attitude Survey
      - FAST Act NHTSA 402
- 16. Motorcycle Safety
  - Motorcycle Rider Training
    - Motorcycle Rider Training Courses
      - FAST Act 405f Motorcycle Programs
- 17. Teen Traffic Safety Program
  - School and Community Program Focusing on Teen Drivers
    - Teen Traffic Safety Program
      - FAST Act NHTSA 402
- 18. Older Drivers
  - Car Fit Events
    - CarFit Programs
      - FAST Act NHTSA 402
- 19. Planning & Administration
  - (none)
    - GTSB Planning and Administration
      - FAST Act NHTSA 402

## 5.1 Program Area: Police Traffic Services

Program area type Police Traffic Services

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The dramatic increase in fatalities in 2016 greatly affected the state in meeting FFY 2017 goals. 5-year (2012-2016) linear trend lines for occupant protection and alcohol-impaired stayed fairly flat. The 5-year (2012-2016) linear trend line for speed, however, resulted in a fairly significant upward trend. The state is aware of the emerging upward trend in drug-impaired crashes and resulting fatalities and injuries.

Law enforcement partners throughout the state play a significant role in the goal to change driving behaviors to ultimately reduce the number of death, serious injuries, and property damage occurring on Iowa roadways. In spite of strong relationships with enforcement agencies, there is significant work to still be done in the area of traffic safety throughout the state.

Enforcement agencies funded through Section 402 Police Traffic Services will direct efforts in all areas of traffic safety to include occupant restraints, impaired driving, and speed. Enforcement deployment will be determined by data in regard to problematic times and locations. All agencies funded through Section 402 Police Traffic Services were determined through the annual Problem Identification process and fall within counties identified as the "Top 22" problematic counties. Grantees will be required to conduct a minimum of two special traffic enforcement projects with one being conducted at night. A minimum of twelve (12) public information/education activities will be conducted and will be aimed at improving driving behaviors. Grantees will also be required to conduct observational seat belt surveys in March and August. In addition to supporting overtime enforcement efforts, funding will be allowed for law enforcement grantees to purchase GTSB-approved equipment including DPS-approved preliminary breath testers (PBTs), LIDAR, speed trailers and in-car video cameras. Some grantees will also receive funding for education materials. Grantees are to implement enforcement and education activities based upon data and in the manner that best fits the resources and needs within their jurisdiction.

Another component of effective and efficient law enforcement as it relates to traffic safety is proper and current training. Annually the GTSB hosts a conference which is a effective way to share information.

In FFY 2019, 24 enforcement agencies will be funded through Section 402 Police Traffic Services.

### Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

## Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	102.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	93.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	62.0
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	51.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	92.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

## Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Traffic Safety Training
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Highway Safety Office Program Management

## 5.1.1 Countermeasure Strategy: Traffic Safety Training

Program area Police Traffic Services

Countermeasure strategy Traffic Safety Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk

populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The annual Governor's Highway Traffic Safety Conference provides a venue for traffic safety partners from all disciplines to come together for training and networking. Each year the agenda contains a variety of traffic safety related speakers, subjects, and vendors. Information provided can help attendees in setting their traffic safety strategies. Various areas identified in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices will be addressed during the conference. For smaller agencies, the annual conference may be the only traffic safety training opportunity they attend.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Various areas identified in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices will be addressed during the conference. For smaller agencies, the annual conference may be the only traffic safety training opportunity they attend.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Metrics to measure the conference success outside of the fiscal performance, attendance and evaluation reviews, are managed by the GTSB office. An annual review of services for efficiency, performance and measure the success of GTSB goals is held post conference. Conference attendance has been a great indicator of the need for this conference. Attendance has maintained an average of 262 attendees over the past 4 years, .

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-MOPT Task 00-00-29	GTSB Conference	Traffic Safety Training

#### 5.1.1.1 Planned Activity: GTSB Conference

Planned activity name	GTSB Conference
Planned activity number	19-402-MOPT Task 00-00-29
Primary countermeasure strategy	Traffic Safety Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The funds will be used to host the Governor's Highway Traffic Safety Annual Conference; which is typically held in April. This is a 1.5 day conference that brings together local, state and national traffic safety professionals to discuss important issues, share strategies, highlight successes and recognize important contributions to traffic safety in Iowa. The grant funds will help support conference infrastructure for items such as room rentals, speaker expenses, registration materials and logistical support. The format includes general sessions, focused breakout sessions, awards presentations and exhibitor displays.

Exhibitors are invited to participate and initiate dialogue to identify highway priorities, supported by problem identification where possible, in order to improve traffic safety in Iowa and achieve the goals of the Iowa Highway Safety Plan.

In conjunction with the Iowa GTSB, Iowa State University Conference Planning and Management (CPM) collaborate to create a conference focused on quipping officers to better address traffic safety issues in the field. Targeted audience for attendance is city, county, and state officers who address or oversee those who work with traffic safety. The goal is to reduce death and injury on Iowa roads and highways. This is to be completed two fold through the education of officers, and through discussion and networking to identify emerging issues and develop strategies for addressing said issues.

1. As part of the above process, an overall structure will be developed including concept development, identification of priorities and training, the appropriate formats for sessions, budget development and pricing structures for the event.
2. CPM will develop a timeline for all project deliverables and manage the execution of those items.
3. CPM will host and populate a conference website, coordinate all registration functions for the conference and handle all registrant payment and processing.
4. The two agencies will jointly collaborate to market the conference to attendees and exhibitors alike.
5. CPM secures lodging options, and acts as a housing bureau for the conference-saving costs by rooming attendees together for cost share and eliminating risk by managing blocks to minimize attrition.
6. CPM will identify venues, negotiate contracts and manage facility logistics.
7. To ensure a successful conference CPM will coordinate speaker arrangements including travel and audio-visual needs. In addition, CPM will work to develop and produce all participate materials.
8. The university oversees the design, collection and tabulation of evaluations to ensure that conference programming is on point with the needs of its constituents. This feedback is folded into future planning to ensure that the conference provides relevance and values.

#### Enter intended subrecipients.

Iowa State University, Conference Planning and Management

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

## Countermeasure strategies in planned activities

## Fiscal Year Countermeasure Strategy Name

2019 Traffic Safety Training

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$24,000.00		\$0.00
2017	FAST Act NHTSA 402	Alcohol (FAST)	\$23,000.00		\$11,500.00
2017	FAST Act NHTSA 402	Occupant Protection (FAST)	\$23,000.00		\$11,500.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

## Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

## 5.1.2 Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Program area Occupant Protection (Adult and Child Passenger Safety)

Countermeasure strategy Short-term, High Visibility Seat Belt Law Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk

populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Enforcement plays a vital role in reminding people of the importance of occupant protection and seat belt related laws. Section 402 funding will be utilized to support the enforcement of Iowa's primary seat belt law during overtime efforts.

Enforcement agencies supported through Section 402 are required to conduct a safety belt usage survey in March and another one in August to assess the impact of their short-term, high visibility efforts. sTEP agencies are required to conduct pre- and post- wave surveys on belt use, which provides a quick assessment of the impact of each wave which helps measure the impact and success of the enforcement and educational efforts. Agencies are also encouraged to work with the media as an educational component and to gain earned media in regard to their enforcement efforts and to help spread awareness to the importance of wearing a safety belt.

Enforcement agencies are required to report enforcement and education activities monthly.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The safety belt surveys conducted by the enforcement agencies will be utilized to analyze usage from a statewide perspective.

Both education and enforcement are included as priority areas within the State Strategic Highway Safety Plan.

Funding will support overtime efforts with an emphasis on occupant protection. The combination of enforcement and education emphasizes the importance of wearing a safety belt, with the goal to increase belt usage throughout the state.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Short-Term High Visibility Enforcement has been a proven and highly effective countermeasure for years. High visibility enforcement emphasizes not only law and enforcement but also educational components/publicity. It is highly suggested that agencies work with their local media because that contact, coupled with media exposure (such as paid media during "Click It or Ticket") has proven to be successful. Communication and outreach supporting enforcement are listed as highly effective in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015.

Enforcement efforts in Iowa are year-round efforts but there is additional special emphasis on occupant protection during the national mobilization "Click It or Ticket".

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-M0OP LE/HVE	Law Enforcement/HVE - Section 402 - Occupant Protection	Short-term, High Visibility Seat Belt Law Enforcement
19-402-M0OP sTEP	sTEP	Short-term, High Visibility Seat Belt Law Enforcement

## 5.1.2.1 Planned Activity: Law Enforcement/HVE - Section 402 - Occupant Protection

**Planned activity name** Law Enforcement/HVE - Section 402 - Occupant Protection

**Planned activity number** 19-402-M0OP LE/HVE

**Primary countermeasure strategy** Short-term, High Visibility Seat Belt Law Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Funding will be utilized for overtime efforts with an emphasis on occupant protection. Grantees will be required to conduct a minimum of two observational safety belt usage surveys (March and August), conduct at least two special enforcement events, and a minimum of 12 public information/educational activities with an emphasis on occupant protection. All agencies within this project are within Iowa's "Top 22" problematic counties for FFY 2019, after the analysis of three years of crash data/Problem Identification analysis.

Funding will also be utilized to support enforcement efforts through the purchase of equipment and supporting educational opportunities for officers and overtime for occupant protection educational presentations. Equipment purchases include the purchase of radars, LIDAR, preliminary breath testers (PBTs) and in-car video cameras.

In FFY 2019, 11 law enforcement agencies in the state will be funded through Section 402 / Occupant Protection.

**Enter intended subrecipients.**

Boone County Sheriff's Office

Council Bluffs Police Department

DeWitt Police Department

Dubuque Police Department

Keokuk Police Department

Marion Police Department

Muscatine Police Department

Nevada Police Department

Scott County Sheriff's Office

Warren County Sheriff's Office

West Des Moines Police Department

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Occupant Protection (FAST)	\$286,040.00	\$57,208.00	\$286,040.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

### 5.1.2.2 Planned Activity: sSTEP

Planned activity name	sSTEP
Planned activity number	19-402-M00P sSTEP
Primary countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a

majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Iowa's sSTEP program is an enforcement and educational effort to increase safety belt and child restraint use and reduce impaired driving to ultimately bring a reduction to crashes, injuries, and fatalities on Iowa's roadways. The design of the program allows for the smaller, rural community enforcement agencies to receive overtime funding to work five specific enforcement waves which coincide with national mobilization projects such as "Click It or Ticket". Grantees receiving funding under the sSTEP program will be required to work five scheduled enforcement waves in addition to conducting observational belt usage surveys before and after each wave to help measure the impact and success of the enforcement and educational efforts. Agencies are encouraged to work with media to help spread awareness to the importance of wearing a safety belt.

Data reflects that over 70% of Iowa fatalities occur on rural roads. These areas are primarily within jurisdictions of county sheriffs and smaller police departments. Iowa's sSTEP program allows funding for these smaller rural communities.

**Enter intended subrecipients.**

Adair County Sheriff's Office  
Adams County Sheriff's Office  
Albia Police Department  
Algona Police Department  
Anamosa Police Department  
Aplington Police Department  
Armstrong Police Department  
Arnolds Park Police Department  
Atalissa Police Department  
Atlantic Police Department  
Aurelia Police Department  
Avoca Police Department  
Baxter Police Department  
Belle Plaine Police Department  
Bellevue Police Department  
Bloomfield Police Department  
Bremer County Sheriff's Office  
Buchanan County Sheriff's Office  
Buena Vista County Sheriff's Office  
Butler County Sheriff's Office  
Carlisle Police Department  
Carroll County Sheriff's Office  
Carroll Police Department  
Carter Lake Police Department  
Centerville Police Department  
Chariton Police Department  
Charles City Police Department  
Cherokee County Sheriff's Office  
Cherokee Police Department

Chickasaw County Sheriff's Office  
Clarinda Police Department  
Clarion Police Department  
Clarke County Sheriff's Office  
Clay County Sheriff's Office  
Clayton County Sheriff's Office  
Columbus Junction Police Department  
Conesville Police Department  
Coon Rapids Police Department  
Crawford County Sheriff's Office  
Cresco Police Department  
Creston Police Department  
Davis County Sheriff's Office  
Decatur County Sheriff's Office  
Decorah Police Department  
Denver Police Department  
Dickinson County Sheriff's Office  
Department of Transportation - Motor Vehicle Division  
Dunlap Police Department  
Durant Police Department  
Eagle Grove Police Department  
Elkader Police Department  
Emmet County Sheriff's Office  
Estherville Police Department  
Fairbank Police Department  
Farley Police Department  
Fayette Police Department  
Floyd County Sheriff's Office  
Fonda Police Department  
Forest City Police Department  
Fremont County Sheriff's Office  
Garner Police Department  
Gilbertville Police Department  
Glenwood Police Department  
Gowrie Police Department  
Grinnell Police Department  
Grundy Center Police Department  
Grundy County Sheriff's Office  
Guttenberg Police Department  
Hampton Police Department  
Hardin County Sheriff's Office  
Harlan Police Department  
Hinton Police Department  
Howard County Sheriff's Office

Humboldt County Sheriff's Office  
Humboldt Police Department  
Ida County Sheriff's Office  
Independence Police Department  
Jackson County Sheriff's Office  
Jefferson Police Department  
Jesup Police Department  
Jewell Police Department  
Jones County Sheriff's Office  
Keokuk County Sheriff's Office  
Kingsley Police Department  
Kossuth County Sheriff's Office  
LaPorte City Police Department  
Lake City Police Department  
Lake View Police Department  
Lansing Police Department  
Lisbon Police Department  
Logan Police Department  
Louisa County Sheriff's Office  
Lucas County Sheriff's Office  
Lyon County Sheriff's Office  
Madison County Sheriff's Office  
Manchester Police Department  
Manning Police Department  
Manson Police Department  
Mapleton Police Department  
Maquoketa Police Department  
Mar-Mac Police Department  
Marcus Police Department  
Marengo Police Department  
McCausland Police Department  
Melcher Dallas Police Department  
Merrill Police Department  
Milford Police Department  
Mills County Sheriff's Office  
Missouri Valley Police Department  
Mitchell County Sheriff's Office  
Monona County Sheriff's Office  
Monona Police Department  
Monroe Police Department  
Montgomery County Sheriff's Office  
Monticello Police Department  
Montrose Police Department  
Mount Pleasant Police Department

Moville Police Department  
Nashua Police Department  
New Hampton Police Department  
New Vienna Police Department  
Okoboji Police Department  
Osage Police Department  
Osceola County Sheriff's Office  
Osceola Police Department  
Page County Sheriff's Office  
Palo Alto County Sheriff's Office  
Parkersburg Police Department  
Peosta Police Department  
Pleasantville Police Department  
Pocahontas Police Department  
Postville Police Department  
Pottawattamie County Sheriff's Office  
Poweshiek County Sheriff's Office  
Prairie City Police Department  
Red Oak Police Department  
Sabula Police Department  
Sac City Police Department  
Sac County Sheriff's Office  
Shelby County Sheriff's Office  
Shell Rock Police Department  
Sigourney Police Department  
Spencer Police Department  
Spirit Lake Police Department  
Story City Police Department  
Strawberry Point Police Department  
Sumner Police Department  
Sutherland Police Department  
Tama County Sheriff's Office  
Tama Police Department  
Taylor County Sheriff's Office  
Tipton Police Department  
Toledo Police Department  
Tripoli Police Department  
Wapello Police Department  
Washington Police Department  
Waukon Police Department  
Waverly Police Department  
Wayne County Sheriff's Office  
Webster City Police Department  
Webster County Sheriff's Office

West Union Police Department  
 Williamsburg Police Department  
 Winnebago County Sheriff's Office  
 Winterset Police Department  
 Woodbine Police Department  
 Worth County Sheriff's Office

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act NHTSA 402	Occupant Protection (FAST)	\$715,925.00		\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.1.3 Countermeasure Strategy: Highway Safety Office Program Management

**Program area** Occupant Protection (Child Passenger Safety)  
**Countermeasure strategy** Highway Safety Office Program Management

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways utilizing federally-funded grants to improve traffic safety in the State of Iowa."

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways utilizing federally-funded grants to improve traffic safety in the State of Iowa."

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The GTSB staff is committed to ensure the federal highway safety program for the state of Iowa is run in an efficient and effective manner. Program management involves proving quality and timely project management which includes the evaluation of risk and continuous monitoring and technical/analytical support. The members of the GTSB staff are actively involved in meetings, conferences, and trainings. Such activities strengthen the professional relationships with traffic safety stakeholders throughout the state.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-M00P GTSB Travel	GTSB Travel (OP)	Highway Safety Office Program Management

19-402-M0OP GTSB Printing	GTSB Printing (OP)	Highway Safety Office Program Management
19-402-M0OP GTSB PMgmt	GTSB Program Management (OP)	Highway Safety Office Program Management
19-402-M0PT, GTSB Travel	GTSB Travel (PT)	Highway Safety Office Program Management
19-402-M0PT Enforce Proj	GTSB Enforcement Projects (PT)	Highway Safety Office Program Management
19-402-M0PT GTSB Pr Mgmt	GTSB Program Management (PT)	Highway Safety Office Program Management
19-405b-M1TR GTSB Print	GTSB Printing (405b)	Highway Safety Office Program Management

### 5.1.3.1 Planned Activity: GTSB Travel (OP)

**Planned activity name** GTSB Travel (OP)  
**Planned activity number** 19-402-M0OP GTSB Travel  
**Primary countermeasure strategy** Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Funding in FFY 2019 is allocated or staff travel including attendance at trainings and the GHSA Annual Conference.

**Enter intended subrecipients.**

GTSB - Internal

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$7,000.00		\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.1.3.2 Planned Activity: GTSB Printing (OP)

Planned activity name	GTSB Printing (OP)
Planned activity number	19-402-M0OP GTSB Printing
Primary countermeasure strategy	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding in FFY 2019 is allocated for occupant protection related brochures and printing.

**Enter intended subrecipients.**

GTSB - Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act NHTSA 402	Planning and Administration (FAST)	\$10,000.00		\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.1.3.3 Planned Activity: GTSB Program Management (OP)

Planned activity name	GTSB Program Management (OP)
Planned activity number	19-402-M0OP GTSB PMgmt
Primary countermeasure strategy	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Split proportions of GTSB staff salaries for activities focused on occupant protection project, technical assistance of occupant restraint activities, and to help increase occupant restraint usage. This project provides technical assistance with on-going public information and education activities supporting national campaigns, and to coordinate, monitor and audit occupant protection area grants and activities.

**Enter intended subrecipients.**

GTSB - Internal

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act NHTSA 402	Planning and Administration (FAST)	\$387,500.00		\$0.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.1.3.4 Planned Activity: GTSB Travel (PT)**

Planned activity name	GTSB Travel (PT)
Planned activity number	19-402-M0PT, GTSB Travel
Primary countermeasure strategy	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Funding for FFY 2019 is allocated for expenses incurred for law enforcement meetings.

**Enter intended subrecipients.**

GTSB - Internal

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$25,000.00		\$0.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.1.3.5 Planned Activity: GTSB Enforcement Projects (PT)**

<b>Planned activity name</b>	GTSB Enforcement Projects (PT)
<b>Planned activity number</b>	19-402-M0PT Enforce Proj

Primary countermeasure strategy Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding for FFY 2019 is allocated for expenses incurred for law enforcement meetings.

Enter intended subrecipients.

GTSB - Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$3,000.00		\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.1.3.6 Planned Activity: GTSB Program Management (PT)

**Planned activity name** GTSB Program Management (PT)  
**Planned activity number** 19-402-M0PT GTSB Pr Mgmt  
**Primary countermeasure strategy** Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Split proportions of GTSB staff salaries for police traffic service related projects including coordinating, monitoring, and auditing of grants and activities.

**Enter intended subrecipients.**

GTSB - Internal

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$305,000.00		\$0.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.1.3.7 Planned Activity: GTSB Printing (405b)

<b>Planned activity name</b>	GTSB Printing (405b)
<b>Planned activity number</b>	19-405b-M1TR GTSB Print
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)  
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)  
[Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Funding in FFY 2019 is allocated for occupant protection related brochures and sSTEP calendars.

**Enter intended subrecipients.**

GTSB - Internal

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$10,000.00		

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.2 Program Area: Occupant Protection (Adult and Child Passenger Safety)

**Program area type** Occupant Protection (Adult and Child Passenger Safety)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

Yes

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

Both enforcement and educational components have strengthened Iowa's seat belt usage over the years. Iowa's primary seat belt law was enacted in July 1986. At that time, only about 18% of drivers in the state regularly wore a safety belt. Since that time, Iowa's usage rate has increased significantly, yet there is still work to do. In 2017, Iowa's Observational Safety Belt Usage Survey was conducted by Iowa State University, Center for Survey Statistics and Methodology. As required by NHTSA, the Iowa plan/methodology for survey collection was revised in the fall of 2016. Iowa State University, Center for Survey Statistics and Methodology followed the protocol of the approved plan and redrew the counties and road segments to be used for future data collection. Sampled road segments increased to from 75 to 84 sites within 15 counties.. Survey results recorded the state's usage rate as 91.4%. Although this reflects a usage rate above the national average, there was a 2.56% decrease between the usage rate recorded in 2016 (93.8%) and that recorded in 2017. The 2017 usage rate was a five year low. Despite Iowa being ranked as a "high" belt use state, preliminary data indicates 44.03% of passenger vehicle fatalities in 2017 were unbelted with an additional 13.58% being recorded as unknown.

After the drop in the seat belt usage in 2017, an effort has been made to share the survey results and survey locations with local county sheriffs and the Iowa State Patrol, especially in areas which resulted in lower usage numbers with the goal to bolster overall usage rates.

Enforcement partners play a significant role in enforcing belt use laws. There is an emphasis in seat belt enforcement throughout the state during the national mobilization, "Click It or Ticket". The state, however, has seen a dramatic decrease in the number of seat belt convictions over the past 7 years: a 48.66% decrease from 27,204 in 2011 to 13,967 in 2017 (Iowa DOT). Enforcement agencies funded under Section 402 funding conduct seat belt usage surveys twice a year to help assess usage throughout the state..

It is imperative that efforts continue in the area of occupant protection. Seat belts dramatically reduce risk of death and serious injury among driver and front seat passengers. Seat belts reduce the risk of death by 45% and cut the risk of serious injury by 50% (CDC).

### Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	102.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	92.0

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

#### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Supporting Enforcement
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Highway Safety Office Program Management
2019	Communication Campaign

#### 5.2.1 Countermeasure Strategy: Supporting Enforcement

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Supporting Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d),

demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

### Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
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No records found.

## 5.2.2 Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

<b>Program area</b>	Occupant Protection (Adult and Child Passenger Safety)
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<b>Countermeasure strategy</b>	Short-term, High Visibility Seat Belt Law Enforcement
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**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Enforcement plays a vital role in reminding people of the importance of occupant protection and seat belt related laws. Section 402 funding will be utilized to support the enforcement of Iowa's primary seat belt law during overtime efforts.

Enforcement agencies supported through Section 402 are required to conduct a safety belt usage survey in March and another one in August to assess the impact of their short-term, high visibility efforts. sTEP agencies are required to conduct pre- and post- wave surveys on belt use, which provides a quick assessment of the impact of each wave which helps measure the impact and success of the enforcement and educational efforts. Agencies are also encouraged to work with the media as an educational component and to gain earned media in regard to their enforcement efforts and to help spread awareness to the importance of wearing a safety belt.

Enforcement agencies are required to report enforcement and education activities monthly.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The safety belt surveys conducted by the enforcement agencies will be utilized to analyze usage from a statewide perspective.

Both education and enforcement are included as priority areas within the State Strategic Highway Safety Plan.

Funding will support overtime efforts with an emphasis on occupant protection. The combination of enforcement and education emphasizes the importance of wearing a safety belt, with the goal to increase belt usage throughout the state.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Short-Term High Visibility Enforcement has been a proven and highly effective countermeasure for years. High visibility enforcement emphasizes not only law and enforcement but also educational components/publicity. It is highly suggested that agencies work with their local media because that contact, coupled with media exposure (such as paid media during "Click It or Ticket") has proven to be successful. Communication and outreach supporting enforcement are listed as highly effective in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015.

Enforcement efforts in Iowa are year-round efforts but there is additional special emphasis on occupant protection during the national mobilization "Click It or Ticket".

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-MOOP LE/HVE	Law Enforcement/HVE - Section 402 - Occupant Protection	Short-term, High Visibility Seat Belt Law Enforcement
19-402-MOOP sTEP	sTEP	Short-term, High Visibility Seat Belt Law Enforcement

#### 5.2.2.1 Planned Activity: Law Enforcement/HVE - Section 402 - Occupant Protection

<b>Planned activity name</b>	Law Enforcement/HVE - Section 402 - Occupant Protection
<b>Planned activity number</b>	19-402-MOOP LE/HVE
<b>Primary countermeasure strategy</b>	Short-term, High Visibility Seat Belt Law Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding will be utilized for overtime efforts with an emphasis on occupant protection. Grantees will be required to conduct a minimum of two observational safety belt usage surveys (March and August), conduct at least two special enforcement events, and a minimum of 12 public information/educational activities with an emphasis on occupant protection. All

agencies within this project are within Iowa's "Top 22" problematic counties for FFY 2019, after the analysis of three years of crash data/Problem Identification analysis.

Funding will also be utilized to support enforcement efforts through the purchase of equipment and supporting educational opportunities for officers and overtime for occupant protection educational presentations. Equipment purchases include the purchase of radars, LIDAR, preliminary breath testers (PBTs) and in-car video cameras.

In FFY 2019, 11 law enforcement agencies in the state will be funded through Section 402 / Occupant Protection.

**Enter intended subrecipients.**

- Boone County Sheriff's Office
- Council Bluffs Police Department
- DeWitt Police Department
- Dubuque Police Department
- Keokuk Police Department
- Marion Police Department
- Muscatine Police Department
- Nevada Police Department
- Scott County Sheriff's Office
- Warren County Sheriff's Office
- West Des Moines Police Department

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Occupant Protection (FAST)	\$286,040.00	\$57,208.00	\$286,040.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.2.2.2 Planned Activity: sSTEP**

Planned activity name	sSTEP
Planned activity number	19-402-M00P sSTEP
Primary countermeasure strategy	Short-term, High Visibility Seat Belt Law Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Iowa's sSTEP program is an enforcement and educational effort to increase safety belt and child restraint use and reduce impaired driving to ultimately bring a reduction to crashes, injuries, and fatalities on Iowa's roadways. The design of the program allows for the smaller, rural community enforcement agencies to receive overtime funding to work five specific enforcement waves which coincide with national mobilization projects such as "Click It or Ticket". Grantees receiving funding under the sSTEP program will be required to work five scheduled enforcement waves in addition to conducting observational belt usage surveys before and after each wave to help measure the impact and success of the enforcement and educational efforts. Agencies are encouraged to work with media to help spread awareness to the importance of wearing a safety belt.

Data reflects that over 70% of Iowa fatalities occur on rural roads. These areas are primarily within jurisdictions of county sheriffs and smaller police departments. Iowa's sSTEP program allows funding for these smaller rural communities.

**Enter intended subrecipients.**

Adair County Sheriff's Office  
 Adams County Sheriff's Office  
 Albia Police Department  
 Algona Police Department  
 Anamosa Police Department  
 Aplington Police Department  
 Armstrong Police Department  
 Arnolds Park Police Department  
 Atalissa Police Department  
 Atlantic Police Department  
 Aurelia Police Department  
 Avoca Police Department  
 Baxter Police Department  
 Belle Plaine Police Department  
 Bellevue Police Department  
 Bloomfield Police Department  
 Bremer County Sheriff's Office

Buchanan County Sheriff's Office  
Buena Vista County Sheriff's Office  
Butler County Sheriff's Office  
Carlisle Police Department  
Carroll County Sheriff's Office  
Carroll Police Department  
Carter Lake Police Department  
Centerville Police Department  
Chariton Police Department  
Charles City Police Department  
Cherokee County Sheriff's Office  
Cherokee Police Department  
Chickasaw County Sheriff's Office  
Clarinda Police Department  
Clarion Police Department  
Clarke County Sheriff's Office  
Clay County Sheriff's Office  
Clayton County Sheriff's Office  
Columbus Junction Police Department  
Conesville Police Department  
Coon Rapids Police Department  
Crawford County Sheriff's Office  
Cresco Police Department  
Creston Police Department  
Davis County Sheriff's Office  
Decatur County Sheriff's Office  
Decorah Police Department  
Denver Police Department  
Dickinson County Sheriff's Office  
Department of Transportation - Motor Vehicle Division  
Dunlap Police Department  
Durant Police Department  
Eagle Grove Police Department  
Elkader Police Department  
Emmet County Sheriff's Office  
Estherville Police Department  
Fairbank Police Department  
Farley Police Department  
Fayette Police Department  
Floyd County Sheriff's Office  
Fonda Police Department  
Forest City Police Department  
Fremont County Sheriff's Office  
Garner Police Department

Gilbertville Police Department  
Glenwood Police Department  
Gowrie Police Department  
Grinnell Police Department  
Grundy Center Police Department  
Grundy County Sheriff's Office  
Guttenberg Police Department  
Hampton Police Department  
Hardin County Sheriff's Office  
Harlan Police Department  
Hinton Police Department  
Howard County Sheriff's Office  
Humboldt County Sheriff's Office  
Humboldt Police Department  
Ida County Sheriff's Office  
Independence Police Department  
Jackson County Sheriff's Office  
Jefferson Police Department  
Jesup Police Department  
Jewell Police Department  
Jones County Sheriff's Office  
Keokuk County Sheriff's Office  
Kingsley Police Department  
Kossuth County Sheriff's Office  
LaPorte City Police Department  
Lake City Police Department  
Lake View Police Department  
Lansing Police Department  
Lisbon Police Department  
Logan Police Department  
Louisa County Sheriff's Office  
Lucas County Sheriff's Office  
Lyon County Sheriff's Office  
Madison County Sheriff's Office  
Manchester Police Department  
Manning Police Department  
Manson Police Department  
Mapleton Police Department  
Maquoketa Police Department  
Mar-Mac Police Department  
Marcus Police Department  
Marengo Police Department  
McCausland Police Department  
Melcher Dallas Police Department

Merrill Police Department  
Milford Police Department  
Mills County Sheriff's Office  
Missouri Valley Police Department  
Mitchell County Sheriff's Office  
Monona County Sheriff's Office  
Monona Police Department  
Monroe Police Department  
Montgomery County Sheriff's Office  
Monticello Police Department  
Montrose Police Department  
Mount Pleasant Police Department  
Moville Police Department  
Nashua Police Department  
New Hampton Police Department  
New Vienna Police Department  
Okoboji Police Department  
Osage Police Department  
Osceola County Sheriff's Office  
Osceola Police Department  
Page County Sheriff's Office  
Palo Alto County Sheriff's Office  
Parkersburg Police Department  
Peosta Police Department  
Pleasantville Police Department  
Pocahontas Police Department  
Postville Police Department  
Pottawattamie County Sheriff's Office  
Poweshiek County Sheriff's Office  
Prairie City Police Department  
Red Oak Police Department  
Sabula Police Department  
Sac City Police Department  
Sac County Sheriff's Office  
Shelby County Sheriff's Office  
Shell Rock Police Department  
Sigourney Police Department  
Spencer Police Department  
Spirit Lake Police Department  
Story City Police Department  
Strawberry Point Police Department  
Sumner Police Department  
Sutherland Police Department  
Tama County Sheriff's Office

- Tama Police Department
- Taylor County Sheriff's Office
- Tipton Police Department
- Toledo Police Department
- Tripoli Police Department
- Wapello Police Department
- Washington Police Department
- Waukon Police Department
- Waverly Police Department
- Wayne County Sheriff's Office
- Webster City Police Department
- Webster County Sheriff's Office
- West Union Police Department
- Williamsburg Police Department
- Winnebago County Sheriff's Office
- Winterset Police Department
- Woodbine Police Department
- Worth County Sheriff's Office

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402	Occupant Protection (FAST)	\$715,925.00		\$0.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

### 5.2.3 Countermeasure Strategy: Highway Safety Office Program Management

<b>Program area</b>	Occupant Protection (Child Passenger Safety)
<b>Countermeasure strategy</b>	Highway Safety Office Program Management

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways utilizing federally-funded grants to improve traffic safety in the State of Iowa."

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways

utilizing federally-funded grants to improve traffic safety in the State of Iowa."

## Evidence of effectiveness

### Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The GTSB staff is committed to ensure the federal highway safety program for the state of Iowa is run in an efficient and effective manner. Program management involves proving quality and timely project management which includes the evaluation of risk and continuous monitoring and technical/analytical support. The members of the GTSB staff are actively involved in meetings, conferences, and trainings. Such activities strengthen the professional relationships with traffic safety stakeholders throughout the state.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-M0OP GTSB Travel	GTSB Travel (OP)	Highway Safety Office Program Management
19-402-M0OP GTSB Printing	GTSB Printing (OP)	Highway Safety Office Program Management
19-402-M0OP GTSB PMgmt	GTSB Program Management (OP)	Highway Safety Office Program Management
19-402-M0PT, GTSB Travel	GTSB Travel (PT)	Highway Safety Office Program Management
19-402-M0PT Enforce Proj	GTSB Enforcement Projects (PT)	Highway Safety Office Program Management
19-402-M0PT GTSB Pr Mgmt	GTSB Program Management (PT)	Highway Safety Office Program Management
19-405b-M1TR GTSB Print	GTSB Printing (405b)	Highway Safety Office Program Management

### 5.2.3.1 Planned Activity: GTSB Travel (OP)

Planned activity name	GTSB Travel (OP)
Planned activity number	19-402-M0OP GTSB Travel
Primary countermeasure strategy	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding in FFY 2019 is allocated or staff travel including attendance at trainings and the GHSA Annual Conference.

Enter intended subrecipients.

GTSB - Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$7,000.00		\$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.2.3.2 Planned Activity: GTSB Printing (OP)

Planned activity name	GTSB Printing (OP)
Planned activity number	19-402-M0OP GTSB Printing
Primary countermeasure strategy	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

Funding in FFY 2019 is allocated for occupant protection related brochures and printing.

#### Enter intended subrecipients.

GTSB - Internal

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$10,000.00		\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
No records found.						

#### 5.2.3.3 Planned Activity: GTSB Program Management (OP)

Planned activity name	GTSB Program Management (OP)
Planned activity number	19-402-M0OP GTSB PMgmt
Primary countermeasure strategy	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations]

and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Split proportions of GTSB staff salaries for activities focused on occupant protection project, technical assistance of occupant restraint activities, and to help increase occupant restraint usage. This project provides technical assistance with on-going public information and education activities supporting national campaigns, and to coordinate, monitor and audit occupant protection area grants and activities.

**Enter intended subrecipients.**

GTSB - Internal

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$387,500.00		\$0.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.2.3.4 Planned Activity: GTSB Travel (PT)

Planned activity name GTSB Travel (PT)  
 Planned activity number 19-402-M0PT, GTSB Travel  
 Primary countermeasure strategy Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)  
 [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)  
 [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2)  
 [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding for FFY 2019 is allocated for expenses incurred for law enforcement meetings.

Enter intended subrecipients.

GTSB - Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$25,000.00		\$0.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.3.5 Planned Activity: GTSB Enforcement Projects (PT)

**Planned activity name** GTSB Enforcement Projects (PT)

**Planned activity number** 19-402-M0PT Enforce Proj

**Primary countermeasure strategy** Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Funding for FFY 2019 is allocated for expenses incurred for law enforcement meetings.

**Enter intended subrecipients.**

GTSB - Internal

## Countermeasure strategies

Select existing countermeasure strategies below and/or click **Add New** to enter and select countermeasure strategies that the planned activity will support.

## Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$3,000.00		\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.2.3.6 Planned Activity: GTSB Program Management (PT)

Planned activity name	GTSB Program Management (PT)
Planned activity number	19-402-M0PT GTSB Pr Mgmt
Primary countermeasure strategy	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Split proportions of GTSB staff salaries for police traffic service related projects including coordinating, monitoring, and auditing of grants and activities.

**Enter intended subrecipients.**

GTSB - Internal

**Countermeasure strategies****Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.****Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

**Funding sources****Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$305,000.00		\$0.00

**Major purchases and dispositions****Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.2.3.7 Planned Activity: GTSB Printing (405b)**

<b>Planned activity name</b>	GTSB Printing (405b)
<b>Planned activity number</b>	19-405b-M1TR GTSB Print
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Funding in FFY 2019 is allocated for occupant protection related brochures and sTEP calendars.

**Enter intended subrecipients.**

GTSB - Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$10,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.2.4 Countermeasure Strategy: Communication Campaign

Program area	Communications (Media)
Countermeasure strategy	Communication Campaign

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network

of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors.

Delivering traffic safety messages at different venues allows for an expanded audiences to see and hear messaging. A wide media mix provides public awareness to traffic safety issues with the ultimate goal to change driving behaviors to reduce fatalities and serious injuries on Iowa roadways. Different strategies will be used to deliver the traffic safety messages and to educate the general public. A variety of venues will provide signage, web banners, radio spots, and other media throughout the state to provide awareness primarily in the areas of safety belt usage, impaired driving, distracted driving, motorcycles, and speed. Facebook and Twitter postings will also be used to raise awareness and change driving behaviors. Social media allows for the integration of technology, social interaction and communication in "real" time. Social media also allows for the "sharing" and reposting of messages, thus having the reach be virtually endless.

Paid media will be secured to support national mobilizations such as "Click It or Ticket" and "Drive Sober or Get Pulled Over".

Previously developed public service announcements (PSAs) and print materials will be available for easy download and use on the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Educating the public about traffic safety is also an emphasis area within the current State Strategic Highway Safety Plan. The focus supports the state's aspirational goal to reduce fatalities to zero in Iowa.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Through educational and awareness efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture. The educational efforts made through media partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve traffic safety culture.

Utilizing a wide variety of venues allows the message to reach a diverse audience.

Special efforts will be made in FFY 2019 to connect with Millennials.

To help formulate communication campaigns, the GTSB uses available traffic records and the results of surveys. Surveys conducted in the state include:

Annual Observational Safety Belt Usage Surveys

Law Enforcement Safety Belt Usage Surveys / Pre- and Post-Evnet Surveys

Annual Child Passenger Restrain Usage Survey

Annual Public Awareness/Attitude Survey

## Evidence of effectiveness

### Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The effectiveness of awareness programs is difficult to measure, however, grantees will report on a quarterly basis as to the estimated exposure, the number of impressions, reach, frequency CPR (Cost per 100 users reached), CPM (cost per 1000 impressions), etc. that yield exposure value.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405b-M1*PM, Task 04	Greater Des Moines Baseball	Communication Campaign
19-405b-M1*PM, Task 05	IMG College - Drake	Communication Campaign
19-405b-M1*PM, Task 06	Iowa Barnstormers	Communication Campaign
19-405b-M1*PM, Task 08	Iowa Wild	Communication Campaign
19-405b-M1*PM, Task 10	Iowa High School Sports Network - Krogman	Communication Campaign
19-405b-M1*PM, Task 15	Waterloo Bucks	Communication Campaign
19-405b-M1*PM, Task 11	Learfield Sports	Communication Campaign
19-405b-M1*PM, Task 14	The Integer Group	Communication Campaign
19-405d-M6OT, Task 41	The Integer Group / Alcohol	Communication Campaign
19-405b-M1*PM, Task 01	Alliance Sport Marketing	Communication Campaign
19-405b-M1*PM, Task 13	Screenvision	Communication Campaign
19-405b-M1*PM, Task 03	DSM Buccaneers Hockey	Communication Campaign
19-405b-M1*PM, Task 07	Iowa Public Television	Communication Campaign
19-405b-M1*PM, Task 09	Iowa Wolves Basketball	Communication Campaign
19-405b-M1*PM, Task 17	LumberKings	Communication Campaign
19-405b-M1*PM Task 02	Cedar Rapids Kernels Media	Communication Campaign
19-405b-M1*PM, Task 12	Radio Iowa	Communication Campaign
19-405b-M1*PM, Task 16	KDSM	Communication Campaign

### 5.2.4.1 Planned Activity: Greater Des Moines Baseball

<b>Planned activity name</b>	Greater Des Moines Baseball
<b>Planned activity number</b>	19-405b-M1*PM, Task 04
<b>Primary countermeasure strategy</b>	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)  
 [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations

and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Funding awarded to Greater Des Moines Baseball will be utilized to provide traffic safety messages for fans attending Iowa Cubs games. The Iowa Cubs are a Triple-A baseball team with their home field being Principal Park in Des Moines, Iowa. Signage will be provided to help raise awareness to traffic issues and encourage safe driving in the areas of seat belts, impaired driving, and distracted driving. Signage will be provided through the marquee sign, concourse backlit sign, and a double outfield fence sign.

**Enter intended subrecipients.**

Greater Des Moines Baseball

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	Communication Campaign				

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.2.4.2 Planned Activity: IMG College - Drake

Planned activity name IMG College - Drake  
 Planned activity number 19-405b-M1\*PM, Task 05  
 Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)  
 [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)  
 [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2)  
 [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Public service announcements containing traffic safety messages will be aired during Drake University football, men's basketball, and women's basketball by the Drake Sports Network on KRNT 1350 AM radio. Radio program coverage will include the pre-game show, play-by-play, and post-games. The radio program coverage reaches listeners in approximately 17 of Iowa's 99 counties. Additional traffic safety messages will be displayed at scorer tables and on electronic panels at athletic events. public service announcements will also be shown on the video board during each home football game. Drake University is also home of the Drake Relays. The Drake Relays is a premiere track and field meet drawing thousands of athletes and fans from all across the country. During the Drake Relays, traffic safety messaging also includes a full-page advertisement within the printed Drake Relays program with an estimated circulation of 5,000. Exposure throughout the funded year is estimated to be over 780,000.

**Enter intended subrecipients.**

IMG College - Drake

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$32,000.00	\$6,400.00	

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.2.4.3 Planned Activity: Iowa Barnstormers

Planned activity name	Iowa Barnstormers
Planned activity number	19-405b-M1*PM, Task 06
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)  
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)  
[Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

The Iowa Barnstormers is an arena football team with Wells Fargo Arena in Des Moines, Iowa being the team's home. Activities include a 4' x 8' sideline dasher board, a 30-second PSA on the video board during all Barnstormers home games, a 30-second radio message during all live game broadcasts on 1040 WHO AM, a public service announcement during each

home game reminding fans to drive home safely, and approved traffic safety messages on the team's website and social media pages as requested by the GTSB. Each home game averages 7,000 fans who hear these messages. Additional exposure is provided through televised broadcasts on Mediacom's MC22 and live streams on You Tube.

#### Enter intended subrecipients.

Iowa Barnstormers

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$6,000.00	\$1,200.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.2.4.4 Planned Activity: Iowa Wild

Planned activity name	Iowa Wild
Planned activity number	19-405b-M1*PM, Task 08
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

The grantee is the media source for the Iowa Wild American Hockey League; an affiliate of the National Hockey League's Minnesota Wild. The Wild's home games draw an attendance of more than 20,000 per season. Their social media garners over 30,000 Facebook followers, nearly 12,000 on Twitter, and 30,000 on YouTube. The Wild will provide arena signage, live messages, LED and Scoreboard graphics during each game and will post on social media. The \$10,000 investment would include one 12-foot dasher board, a designated driver both, 10 social media posts, one PA loop :30 spot, and one In game :30 spot on the scoreboard. The primary traffic safety message is impaired driving.

Enter intended subrecipients.

Iowa Wild

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$10,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

5.2.4.5 Planned Activity: Iowa High School Sports Network - Krogman

Planned activity name Iowa High School Sports Network - Krogman

Planned activity number 19-405b-M1\*PM, Task 10

Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

Bring awareness to the general public about the Governor's Traffic Safety Bureau traffic messages and programs on a variety of components during the Iowa High School Athletic Association state championships, including but not limited to the following:

1. On-site marketing - LED displays and signage
2. PSA messages played at event arenas
3. Televised commercials, including video webcasts
4. Audio webcasts - radio commercials
5. Logo messages on the Iowa High School Sports Network (IHSSN) website.
6. Messages on the IHSSN social media outlets.

#### Enter intended subrecipients.

Iowa High School Sports Network (IHSSN)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$10,150.00	\$2,030.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.2.4.6 Planned Activity: Waterloo Bucks

**Planned activity name** Waterloo Bucks  
**Planned activity number** 19-405b-M1\*PM, Task 15  
**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### **Enter description of the planned activity.**

The Waterloo Bucks plan to address the highway safety problem areas of impaired driving, safety belts, and distracted driving. The Waterloo Bucks will use the requested funds to install and complete the following: 2 LED video board commercials and logo display at all Bucks home games, outfield fence signage (8' x 12'), broadcast commercials during games, and souvenir program print ads. The exposure is estimated to be over 100,000 people per year.

#### **Enter intended subrecipients.**

Waterloo Bucks Baseball

#### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$7,000.00	\$1,400.00	

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.2.4.7 Planned Activity: Learfield Sports

Planned activity name	Learfield Sports
Planned activity number	19-405b-M1*PM, Task 11
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)  
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)  
[Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Learfield will work with the GTSB to help reach and educate nearly 2-million Iowans who follow college athletics about the traffic safety issues throughout the state. Topic areas to include, but not limited to, impaired driving, child passenger safety, teen drivers, distracted driving, and bicycle safety. The Learfield project will be conducted in connection to athletic

events at Iowa State University, the University of Iowa and the University of Northern Iowa. Learfield will provide radio exposure, internet campaigns, signage, and production and creative development for the above mentioned traffic safety areas.

#### Enter intended subrecipients.

Learfield Sports

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$180,000.00	\$36,000.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.2.4.8 Planned Activity: The Integer Group

Planned activity name	The Integer Group
Planned activity number	19-405b-M1*PM, Task 14
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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 in support of national mobilizations ("Click It or Ticket" and "Drive Sober or Get Pulled Over") and will use NHTSA's PSAs and /or taglines. Integer will also develop PSAs and other materials as requested by the GTSB. Integer will continue to explore ways to provide public service messages utilizing social media. The Integer Group will also maintain regular communication and will trace 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 the GTSB staff to update and redistribute previously produced materials and will continue to update and maintain the GTSB microsite, www.drivesmartiowa.com.

Specifically in the area of occupant protection, the projected usage of requested funds for FFY 2019 include the following:

1. Develop and execute a media plan to continue current strategy focused on seat belt safety and distracted driving. The plan will focus around the 18-34 year old audience and will utilize radio and digital means.
2. Monitor free and paid media and provide quarterly reporting
3. Produce and update brochures, PSAs, web assets, and other related educational pieces as requested
4. Keep talent fees current, as needed for existing campaigns
5. Improve website content (microsite)

**Enter intended subrecipients.**

The Integer Group

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$147,000.00	\$29,400.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.2.4.9 Planned Activity: The Integer Group / Alcohol**

**Planned activity name** The Integer Group / Alcohol

Planned activity number 19-405d-M6OT, Task 41

Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

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 in support of national mobilizations ("Click It or Ticket" and "Drive Sober or Get Pulled Over" and will use NHTSA's PSAs and /or taglines. Integer will also develop PSAs and other materials as requested by the GTSB. Integer will continue to explore ways to provide public service messages utilizing social media. The Integer Group will also maintain regular communication and will trace 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 the GTSB staff to update and redistribute previously produced materials and will continue to update and maintain the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Specifically in the area of alcohol/impaired driving, the projected usage of requested funds for FFY 2019 include the following:

1. Develop and execute a media plan to continue current strategy - largely focused on the "Could Have Been Worse" and "Rock Star" campaigns (previously developed). This includes a radio and digital market.
2. Monitor free and paid media and provide quarterly reporting.
3. Produce and update brochures, PSAs, web assets, and other related educational pieces as requested.
4. Keep talent fees current, as needed, for existing campaigns.
5. Begin paid social media advertising to connect with the target audience on Facebook, Instagram, Snapchat and Twitter. When activating paid social, The Integer Group will look to measures like CPR (cost per 1000 users reached) or CPM (cost per 1000 impressions) to see how effective ad targeting and creative is with social audiences.
6. Improve website (microsite) content relevance and accuracy.

#### Enter intended subrecipients.

The Integer Group

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Alcohol	\$160,000.00	\$32,000.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.2.4.10 Planned Activity: Alliance Sport Marketing

Planned activity name Alliance Sport Marketing

Planned activity number 19-405b-M1\*PM, Task 01

Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Alliance Sport Marketing targets the higher-risk segment of the motoring public which includes 16-34 year old males. Alliance Sport Marketing focuses their efforts within the "Top 22" counties as identified through the Problem Identification process. Within the "Top 22" counties, Alliance Highway Safety (Alliance Sport Marketing) has identified 12 motorsport venues and communities in which to provide traffic safety messaging. The motorsports campaign will consist of prominent signage in each of the venues to put the message in front of that target demographic, public address announcement which will be used to educate the attendees about highway safety, and banners promoting the venue and the message to be displayed within the communities. Primary messaging will utilize "Click It or Ticket" and "Drive Sober or Get Pulled Over". Motorsport venues have proven to be an effective and efficient means of educating the public about highway safety to discourage unsafe driving behaviors. Motorsports fans profile as young, thrill-seeking, males and are prone to self-destructive behaviors. The venues/motorsport locations include the following: 34 Raceway, Boone Speedway, Cedar Falls Raceway, Dallas County Raceway, Davenport Speedway, Dubuque Fair Speedway, Eldon Raceway, Farley Speedway, Hawkeye Downs Speedway, Iowa Speedway, Lee County Speedway, Marshalltown Speedway, Mississippi Valley Fairgrounds Speedway, Raceway of the Midlands/I-29 Dragway, Warren County Speedway, and Webster Count Fair Figure 8.

Total impressions of the motorsport campaign will be measured and included in reports from Alliance.

**Enter intended subrecipients.**

Alliance Highway Safety (Alliance Sport Marketing)

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

**Source Fiscal Year Funding Source Eligible Use of Funds Estimated Funding Amount Match Amount Local Benefit**

2017 FAST Act 405b OP High 405b OP High (FAST)

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.2.4.11 Planned Activity: Screenvision**

**Planned activity name** Screenvision  
**Planned activity number** 19-405b-M1\*PM, Task 13  
**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Screenvision is a sole-source for advertising within movie theaters. Through Screenvision Media, GTSB public service announcements (PSAs) will run at selected movie theaters in the state. Through this grantee, PSAs are seen by a diverse and captivated audience. The PSAs to be run during FFY 2019 will include message forcing on impaired driving, distracted driving, rural driving, and special "Click It or Ticket" messaging during the national mobilization period. Due to an increase in the number of theater locations available for on-screen advertising in Iowa, additional sites were added to the media mix for FFY 2019, thus offering a wider geographical target market for the GTSB and increased admissions.

**Enter intended subrecipients.**

Screenvision Media

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$55,350.00		\$11,070.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

**5.2.4.12 Planned Activity: DSM Buccaneers Hockey**

Planned activity name DSM Buccaneers Hockey

Planned activity number 19-405b-M1\*PM, Task 03

Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The grantee will announce a minimum of three traffic safety messages at each of the 30 home games of the Des Moines Buccaneers Hockey Team. Other traffic safety messaging will be provided through public service announcements on the video and dasher boards. It is estimated that the dasher boards alone will be seen by 300,000+ attending fans. The Buccaneers will also support a "Designated Driver of the Game" program which increases awareness to the dangers of impaired driving. Impaired driving will be the primary traffic safety area addressed by the Buccaneers. In addition to messaging at the venue, the Buccaneers will also utilize their website for traffic safety messaging and the GTSB logo. Social media will also be utilized. Currently the Buccaneers have over 22,000 Facebook followers and 9,000 fans that follow via Twitter.

**Enter intended subrecipients.**

Des Moines Buccaneers

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$3,500.00		\$700.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.4.13 Planned Activity: Iowa Public Television

<b>Planned activity name</b>	Iowa Public Television
<b>Planned activity number</b>	19-405bM1*PM, Task 07
<b>Primary countermeasure strategy</b>	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Iowa Public Television reaches a statewide audience of two million viewers per month. Prime time underwriting announcements provide an inexpensive means of reaching these viewers on a platform that is known for its quality programming. The projected use of funds is for 135 prime time messages on traffic safety issues delivered statewide to Iowa Public Television's viewing audience.

**Enter intended subrecipients.**

Iowa Public Television

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$10,000.00	\$2,000.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.2.4.14 Planned Activity: Iowa Wolves Basketball

Planned activity name Iowa Wolves Basketball  
 Planned activity number 19-405b-M1\*PM, Task 09  
 Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The Iowa Wolves Basketball will be a venue in which to generate mass public awareness for the GTSB and their mission to diminish traffic safety problems and reduce death and injury on Iowa's streets and highways through various means of communication both inside and outside of Wells Fargo Arena in Des Moines. Funding throughout FFY 2019 will support the following:

- LED Rotational Signage

An LED rotational signage will generate impressions both inside and outside of Wells Fargo Arena

The message being delivered is changeable throughout the season

- Alternate Transportation Table

GTSB will have a branded table at Fan Services during all Iowa Wolves home games.

This table will encourage individuals to sign up to be designated drivers for the night.

- Facebook Live / Broadcasts Feature

GTSB will receive an in game feature or commercial during Wolves home games (static, pre-recorded read)

- Social Media / Email Blasts

GTSB will receive five Facebook tags on the Iowa Wolves page throughout the season.

GTSB will be featured in six Iowa Wolves email blasts each season

- Branded Giveaway

GTSB will be featured on a TBD Iowa Wolves giveaway during the season

Specific giveaway TBD and mutually agreed upon by the GTSB and Iowa Wolves

- Concourse Tables

GTSB will receive up to four interactive concourse tables to be used during Iowa Wolves home games

- PA Announcement

GTSB will receive one PA announcement at the conclusion of all Iowa Wolves home games. The announcement to include the message being pushed that month.

**Enter intended subrecipients.**

Iowa Wolves Basketball

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$9,000.00	\$1,800.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.4.15 Planned Activity: LumberKings

**Planned activity name** LumberKings  
**Planned activity number** 19-405b-M1\*PM, Task 17  
**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### Enter description of the planned activity.

The LumberKings are a class A Midwest League affiliate of the Seattle Mariners. The home park for the LumberKings is Ashford University Field in Clinton, Iowa.

The planned activity for the LumberKings will be signage with the emphasis area being impaired driving. Such signage will provide for continuous exposure to over 175,000 fans with additional exposure through television and newspaper coverage. In addition to exposure to LumberKings fans, Ashford University Field also hosts college and Clinton High School Baseball, along with a variety of other local high school teams and events.

#### Enter intended subrecipients.

LumberKings

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$2,750.00		

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.2.4.16 Planned Activity: Cedar Rapids Kernels Media

Planned activity name	Cedar Rapids Kernels Media
Planned activity number	19-405b-M1*PM Task 02
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The Kernels will use the requested funds to install outfield signage with a GTSB approved message. The funds will also be used to air 70 radio commercials on KMRY radio and a PSA video board. Pregame commercials will be addressing the highway safety areas of impaired driving, seat belt safety and distracted driving. Throughout the 2019 season 70 home games will be played and the

estimated attendance is 250,000. The goal of this project is to raise awareness in regard to traffic safety.

The Cedar Rapids Kernels is a Midwest League Class A affiliate of the Minnesota Twins.

#### Enter intended subrecipients.

Cedar Rapids Kernels

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High				

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.2.4.17 Planned Activity: Radio Iowa

Planned activity name	Radio Iowa
Planned activity number	19-405b-M1*PM, Task 12
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a

majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The GTSB statewide public education campaign, distributed through Learfield News & Ag (Radio Iowa), promotes roadway safety while educating Iowa's of zero fatalities behaviors in an effort to decrease motor vehicle crashes and traffic fatalities across the state. The campaign will continue long-term measurement based on Iowa DOT crash data as well as Nielsen survey data on the reach, frequency and gross impressions specific to the campaign. Radio messages are an integral part of the GTSB strategy due to radio's status as the number one reach platform and most dominate in care advertising medium. GTSB :30 and :10 messages will be fed with news content across Learfield's News and Ag network covering Iowans in our key audience demographic, those prone to vehicular accidents due to age demographics and the fact that they are driving on difficult rural roadways. Messages will be developed at no charge with the use of award winning creative team and nationally recognized voice talents. Radio Iowa/Learfield's success in public education campaigns promoting roadway safety and educating Iowan's of zero fatality behaviors is the overall mission. The project objectives include

- Prevent motor vehicle crashes statewide.
- Decrease traffic fatalities across Iowa.
- Focus on unique challenges surrounding rural road safety (gravel roads, narrow shoulders, sharing the road, large ag equipment, hidden signs/intersections/crops)
- Educate Iowans of key Zero Fatalities behaviors (Speeding, Impaired Driving, Distracted Driving, Drowsy Driving)

Target Audiences based on crash data -

- Primary audience: Adult drivers 18+ covering the state of Iowa.
- Secondary Audiences:
  - Rural drivers
  - Drivers age 21-54 based on increased incidence of crash and fatalities
  - Primary male drivers and those prone to risky behaviors.

**Enter intended subrecipients.**

Radio Iowa

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$96,000.00		\$19,200.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.2.4.18 Planned Activity: KDSM

Planned activity name KDSM  
 Planned activity number 19-405b-M1\*PM, Task 16  
 Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The partnership with KDSM will bring "Over the Top" (OTT) into Iowa's media mix. OTT refers to the delivery of film and TV content streamed directly over the internet to a connected device, bypassing the need for viewers to subscribe to a traditional cable or satellite package. Traditionally hard to reach Millennials (age 18-35) are the most active adopters of OTT technology as OTT is a personalized and convenient way to consume media. It offers consumers control over what content they watch, access whenever they want it, on whatever device they want to watch it on. This level of control leads to extremely high engagement between the viewer and the content they are watch. In the Des Moines metro area, data indicates that 51% of adults in the market use a streaming service/app to watch TV shows and videos. Traffic safety messaging will focus on impaired driving.

#### Enter intended subrecipients.

KDSM

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
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2019 Communication Campaign

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$12,000.00		

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.3 Program Area: Occupant Protection (Child Passenger Safety)

**Program area type** Occupant Protection (Child Passenger Safety)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

Yes

## Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Since 1985, Iowa has had a law requiring all young children riding in motor vehicles to be properly protected through the use of child seats, booster seats, and/or seat belts. Iowa's child passenger safety law requires that:

1. Children must ride in an appropriate rear-facing child safety seat until one year of age and at least 20 pounds
2. Children must ride in a child safety seat or a booster seat through the age of 5 years
3. Children ages 6 through 17 must ride in a booster seat and/or seat belt

Iowa's Child Passenger Safety (CPS) Program continue to be a model and leader for other states across the nation. Efforts in the area of CPS allows for child safety seats to nearly 400 certified child passenger safety technicians across the state. The seats are invaluable resources to family with little means to obtain their own. Programming services a diverse population around the state of Iowa. Services are utilized by multiple race and ethnicities including, but not limited to, African, Hispanic, American, Bosnian, and Swahili. Expectant parents and caregivers with children facing special healthcare needs have access to specialized programming that targets their specific needs. CPS effort also educate caregivers on the proper use and assist with proper installation of the seats as well through inspection stations throughout the state. CPS efforts are centralized through Blank Children's Hospital but are a statewide resource for CPS education and information and provide services for certified child passenger safety technicians, childcare providers, physicians and parents.

In order to measure compliance with the law and to direct educational efforts, an observational child restraint usage survey is conducted. Surveys have been conducted in the state annually since 1988. The University of Iowa, Injury Prevention Research Center conducts the annual survey in Iowa. This is an effort to accurately determine compliance with Iowa's child passenger safety law, in particular the requirement for the use of booster seats.

## Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8

2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	102.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Inspection Stations
2019	Annual Child Passenger Safety Survey

### 5.3.1 Countermeasure Strategy: Inspection Stations

**Program area** Occupant Protection (Child Passenger Safety)

**Countermeasure strategy** Inspection Stations

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The Iowa CPS program is managed and coordinated by Unity Point Hospital/Blank Children's Hospital in Des Moines, Iowa. A large component of Iowa's CPS program is the child restraint inspection stations throughout the state. The inspection stations are a multi-disciplinary effort where parents and caregivers can learn the correct use of child restraints. The stations are staffed with nationally certified CPS technicians but many law enforcement agencies, fire departments and local hospitals also offer assistance at these events.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Inspection stations are held throughout the state and cover both urban and rural communities. There is also a special effort to provide inspection stations to "high-risk" population categories.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

With the number of inspection stations and other educational events held throughout the state, there is a vast opportunity to provide utilize the expertise of the nearly 400 certified child passenger safety technicians across the state. These events provide for invaluable resources and provide education to parents and caregivers on the proper use/installation of child restraint systems. When appropriate, a new child restrain may be provided to a parent/caregiver when safety has been identified as a concern and/or if the restrain system is expired. Statewide resources for CPS education and information are proved through multiple channels which also include a website and a toll-free phone number. Printed educational material is also disbursed statewide.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405b-M1CSS, Task 01	Statewide Child Passenger Safety (CPS) Program	Inspection Stations
19-405b-M1OP, Task 03	Statewide Child Passenger Safety (CPS) Program	Inspection Stations

#### 5.3.1.1 Planned Activity: Statewide Child Passenger Safety (CPS) Program

<b>Planned activity name</b>	Statewide Child Passenger Safety (CPS) Program
<b>Planned activity number</b>	19-405b-M1CSS, Task 01
<b>Primary countermeasure strategy</b>	Inspection Stations

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Iowa's Child Passenger Safety (CPS) program is managed through Unity Point Health, Blank Children's Hospital, Des Moines, Iowa. The coordinator works with the CPS instructors throughout the state to train new CPS Technicians, organize updates and trainings that assist Technicians in earning continuing education units (CEU's) and organizes renewal/recertification courses. During the funding year there at least four, 3-day CPS Tech classes will be held. The coordinator also implements training and certification of CPS instructors. There are nearly 400 CPS Technicians throughout the state.

Funding will also support the purchase and distribution of child safety seats for technicians to use during outreach programs and for distribution of safety seats to low-income families throughout the state. Specifically Project # 19-405b-M1CSS, Task 01, will support the purchase of child restraint systems.

**Enter intended subrecipients.**

Unity Point Hospital / Blank Children's Hospital

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Inspection Stations

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b High Child Restraint (FAST)	\$50,000.00		\$10,000.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.3.1.2 Planned Activity: Statewide Child Passenger Safety (CPS) Program**

**Planned activity name** Statewide Child Passenger Safety (CPS) Program  
**Planned activity number** 19-405b-M1OP, Task 03  
**Primary countermeasure strategy** Inspection Stations

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

Yes

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Iowa's Child Passenger Safety (CPS) program is managed through Unity Point Health, Blank Children's Hospital, Des Moines, Iowa. The coordinator works with the CPS instructors throughout the state to train new CPS Technicians, organize updates and trainings that assist Technicians in earning continuing education units (CEU's) and organizes renewal/recertification courses. During the funding year there at least four, 3-day CPS Tech classes will be held. The coordinator also implements training and certification of CPS instructors. There are nearly 400 CPS Technicians throughout the state.

Funding will also support the purchase and distribution of child safety seats for technicians to use during outreach programs and for distribution of safety seats to low-income families throughout the state.

**Enter intended subrecipients.**

Unity Point Hospital / Blank Children's Hospital

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
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2019	Inspection Stations
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**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b High Child Restraint (FAST)	\$209,000.00	\$41,800.00	

### Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.3.1.3 Planned Activity: Statewide Child Passenger Safety - Blank Children's Hospital

**Planned activity name** Statewide Child Passenger Safety - Blank Children's Hospital

**Planned activity number** 19-405b-M1OP, Task 03

**Primary countermeasure strategy** Inspection Stations

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)**  
**[Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)**  
**[Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

Yes

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii)** **[Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii)** **[Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f)** **[Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2)**  
**[Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2)** **[Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**Enter intended subrecipients.**

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

No records found.

**Funding sources****Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.****Source Fiscal Year Funding Source Eligible Use of Funds Estimated Funding Amount Match Amount Local Benefit**

No records found.

**Major purchases and dispositions****Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.****Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.3.2 Countermeasure Strategy: Annual Child Passenger Safety Survey****Program area** Occupant Protection (Child Passenger Safety)**Countermeasure strategy** Annual Child Passenger Safety Survey

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

Yes

**Enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

In order to measure compliance with the law and to direct educational efforts, observational child restraint usage surveys have been conducted annually since 1988. The Iowa Governor's Traffic Safety Bureau contracts with the University of Iowa, Injury Prevention Research Center (IPRC) annually to conduct these surveys. The University of Iowa IPRC has conducted these child passenger safety surveys since 1996. In an effort to accurately determine compliance with Iowa's child passenger safety law, in particular the requirement for use of booster seats, survey observers must be able to obtain a clear view into the vehicle. Starting with the 2015 survey, the basic protocol was changed from the previous "drive-by" observational methodology to a more "in-person" approach. The original survey design had not been updated since the 1980s, so the entire Iowa child passenger restraint survey protocol was also reassessed to ensure statistically valid representation of Iowa's total population mix. A workgroup consisting of the University of Iowa IPRC faculty and staff and colleagues from the GTSB and Blank Children's Hospital convened in early 20105 and were charged with redesigning the survey methodology.

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d),**

demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The overall goal of this project is to determine compliance and appropriate child restraint use in Iowa, which then then be used to assess educational efforts.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The results of the survey are shared with other traffic safety partners, specifically in the child passenger safety area, who will review the results to determine is educational efforts need to be modified in the state.

The results can also be reviewed to see how compliance has changed historically throughout the state and to determine how Iowa ranks compared to other states in regard to child passenger safety law compliance.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The results of the survey are shared with other traffic safety partners, specifically in the child passenger safety area, who will review the results to determine is educational efforts need to be modified in the state.

The results can also be reviewed to see how compliance has changed historically throughout the state and to determine how Iowa ranks compared to other states in regard to child passenger safety law compliance.

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405b-M1OP, Task 02	Annual Child Passenger Safety Survey	Annual Child Passenger Safety Survey

#### 5.3.2.1 Planned Activity: Annual Child Passenger Safety Survey

Planned activity name	Annual Child Passenger Safety Survey
Planned activity number	19-405b-M1OP, Task 02
Primary countermeasure strategy	Annual Child Passenger Safety Survey

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The University of Iowa, Injury Prevention Research Center (IPRC) will conduct Iowa's annual statewide observational child restraint usage survey utilizing guidelines approved by NHTSA. The data gathered will be analyzed by IPRC and a written report will be provided to the GTSB. The survey provides valuable information as to the compliance of Iowa's child restraint law of vehicle passengers under the age of 18. The finalized report is shared with the GTSB and other traffic safety stakeholders and interested parties.

#### Enter intended subrecipients.

University of Iowa, Injury Prevention Research Center

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Annual Child Passenger Safety Survey

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$30,000.00	\$6,000.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

## 5.4 Program Area: Impaired Driving (Alcohol)

**Program area type** Impaired Driving (Alcohol)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

Alcohol is one of the leading causes of fatal traffic crashes. In Iowa, alcohol is second only to excessive speed as a contributing factor in overall traffic crashes. One person dies every 51 minutes (nationally) because someone chooses to drive drunk.

In 2016, 26% of all fatalities in the state of Iowa were alcohol-impaired. This was an increase from 24% recorded in 2015. Preliminary data for 2017, as maintained by the Iowa Department of Transportation, is provided below:

High BAC involving a fatality	0.380
Average BAC of alcohol-related fatality	0.151
Alcohol-Impaired fatalities	79 (BAC of 0.080 or higher)
Alcohol-Related fatalities	91 (BAC of 0.010 or higher)

Pursuant to federal legislation, the GTSB qualifies for Section 405d funding as a "low-range" state based on a 3-year average of alcohol-impaired fatalities per 100M vehicle miles traveled utilizing the most recent data published and maintained in NHTSA's Fatality Analysis System (FARS).

Impaired Driving is a major concern in Iowa. Despite enforcement efforts there are other areas that Iowa is addressing and/or reviewing in regard to impaired driving. In 2016, Iowa formed an Impaired Driving Coalition to address the high percentage of impaired driving fatalities in the state. From the Coalition, an Impaired Driving Plan was developed which proved recommendations to address and improve the impaired driving problem in the state. To continue to move forward with the recommendations, the Coalition continues to meet.

### Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	93.0

### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

#### Countermeasure Strategies in Program Area

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

2019 24/7 Sobriety Program

### 5.4.1 Countermeasure Strategy: Communication Campaign

**Program area** Communications (Media)

**Countermeasure strategy** Communication Campaign

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors.

Delivering traffic safety messages at different venues allows for an expanded audiences to see and hear messaging. A wide media mix provides public awareness to traffic safety issues with the ultimate goal to change driving behaviors to reduce fatalities and serious injuries on Iowa roadways. Different strategies will be used to deliver the traffic safety messages and to educate the general public. A variety of venues will provide signage, web banners, radio spots, and other media throughout the state to provide awareness primarily in the areas of safety belt usage, impaired driving, distracted driving, motorcycles, and speed. Facebook and Twitter postings will also be used to raise awareness and change driving behaviors. Social media allows for the integration of technology, social interaction and communication in "real" time. Social media also allows for the "sharing" and reposting of messages, thus having the reach be virtually endless.

Paid media will be secured to support national mobilizations such as "Click It or Ticket" and "Drive Sober or Get Pulled Over".

Previously developed public service announcements (PSAs) and print materials will be available for easy download and use on the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Educating the public about traffic safety is also an emphasis area within the current State Strategic Highway Safety Plan. The focus supports the state's aspirational goal to reduce fatalities to zero in Iowa.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Through educational and awareness efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture. The educational efforts made through media partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve traffic safety culture.

Utilizing a wide variety of venues allows the message to reach a diverse audience.

Special efforts will be made in FFY 2019 to connect with Millennials.

To help formulate communication campaigns, the GTSB uses available traffic records and the results of surveys. Surveys conducted in the state include:

Annual Observational Safety Belt Usage Surveys

Law Enforcement Safety Belt Usage Surveys / Pre- and Post-Evnet Surveys

Annual Child Passenger Restrain Usage Survey

Annual Public Awareness/Attitude Survey

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The effectiveness of awareness programs is difficult to measure, however, grantees will report on a quarterly basis as to the estimated exposure, the number of impressions, reach, frequency CPR (Cost per 100 users reached), CPM (cost per 1000 impressions), etc. that yield exposure value.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405b-M1*PM, Task 04	Greater Des Moines Baseball	Communication Campaign
19-405b-M1*PM, Task 05	IMG College - Drake	Communication Campaign
19-405b-M1*PM, Task 06	Iowa Barnstormers	Communication Campaign
19-405b-M1*PM, Task 08	Iowa Wild	Communication Campaign
19-405b-M1*PM, Task 10	Iowa High School Sports Network - Krogman	Communication Campaign
19-405b-M1*PM, Task 15	Waterloo Bucks	Communication Campaign
19-405b-M1*PM, Task 11	Learfield Sports	Communication Campaign
19-405b-M1*PM, Task 14	The Integer Group	Communication Campaign
19-405d-M6OT, Task 41	The Integer Group / Alcohol	Communication Campaign
19-405b-M1*PM, Task 01	Alliance Sport Marketing	Communication Campaign
19-405b-M1*PM, Task 13	Screenvision	Communication Campaign
19-405b-M1*PM, Task 03	DSM Buccaneers Hockey	Communication Campaign

19-405bM1*PM, Task 07	Iowa Public Television	Communication Campaign
19-405b-M1*PM, Task 09	Iowa Wolves Basketball	Communication Campaign
19-405b-M1*PM, Task 17	LumberKings	Communication Campaign
19-405b-M1*PM Task 02	Cedar Rapids Kernels Media	Communication Campaign
19-405b-M1*PM, Task 12	Radio Iowa	Communication Campaign
19-405b-M1*PM, Task 16	KDSM	Communication Campaign

#### 5.4.1.1 Planned Activity: Greater Des Moines Baseball

**Planned activity name** Greater Des Moines Baseball

**Planned activity number** 19-405b-M1\*PM, Task 04

**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Funding awarded to Greater Des Moines Baseball will be utilized to provide traffic safety messages for fans attending Iowa Cubs games. The Iowa Cubs are a Triple-A baseball team with their home field being Principal Park in Des Moines, Iowa. Signage will be provided to help raise awareness to traffic issues and encourage safe driving in the areas of seat belts, impaired driving, and distracted driving. Signage will be provided through the marquee sign, concourse backlit sign, and a double outfield fence sign.

**Enter intended subrecipients.**

Greater Des Moines Baseball

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

## Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$20,000.00	\$4,000.00	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.4.1.2 Planned Activity: IMG College - Drake

Planned activity name IMG College - Drake

Planned activity number 19-405b-M1\*PM, Task 05

Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Public service announcements containing traffic safety messages will be aired during Drake University football, men's basketball, and women's basketball by the Drake Sports Network on KRNT 1350 AM radio. Radio program coverage will include the pre-game show, play-by-play, and post-games. The radio program coverage reaches listeners in approximately 17 of Iowa's 99 counties. Additional traffic safety messages will be displayed at scorer tables and on electronic panels at athletic events. Public service announcements will also be shown on the video board during each home football game. Drake University is also home of the Drake Relays. The Drake Relays is a premiere track and field meet drawing thousands of athletes and fans from all across the country. During the Drake Relays, traffic safety messaging also includes a full-page advertisement within the printed Drake Relays program with an estimated circulation of 5,000. Exposure throughout the funded year is estimated to be over 780,000.

**Enter intended subrecipients.**

IMG College - Drake

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$32,000.00	\$6,400.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.4.1.3 Planned Activity: Iowa Barnstormers**

**Planned activity name** Iowa Barnstormers  
**Planned activity number** 19-405b-M1\*PM, Task 06  
**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The Iowa Barnstormers is an arena football team with Wells Fargo Arena in Des Moines, Iowa being the team's home. Activities include a 4' x 8' sideline dasher board, a 30-second PSA on the video board during all Barnstormers home games, a 30-second radio message during all live game broadcasts on 1040 WHO AM, a public service announcement during each home game reminding fans to drive home safely, and approved traffic safety messages on the team's website and social media pages as requested by the GTSB. Each home game averages 7,000 fans who hear these messages. Additional exposure is provided through televised broadcasts on Mediacom's MC22 and live streams on You Tube.

**Enter intended subrecipients.**

Iowa Barnstormers

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$6,000.00	\$1,200.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
No records found.						

**5.4.1.4 Planned Activity: Iowa Wild**

Planned activity name	Iowa Wild
Planned activity number	19-405b-M1*PM, Task 08
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The grantee is the media source for the Iowa Wild American Hockey League; an affiliate of the National Hockey League's Minnesota Wild. The Wild's home games draw an attendance of more than 20,000 per season. There social media gamers over 30,000 Facebook followers, nearly 12,000 on Twitter, and 30,000 on YouTube. The Wild will provide arena signage, live messages, LED and Scoreboard graphics during each game and will post on social media. The \$10,000 investment would include one 12-foot dasher board, a designated driver both, 10 social media posts, one PA loop :30 spot, and one-In game :30 spot on the scoreboard. The primary traffic safety message is impaired driving.

#### Enter intended subrecipients.

Iowa Wild

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$10,000.00		

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.4.1.5 Planned Activity: Iowa High School Sports Network - Krogman

**Planned activity name** Iowa High School Sports Network - Krogman

**Planned activity number** 19-405b-M1\*PM, Task 10

**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### Enter description of the planned activity.

Bring awareness to the general public about the Governor's Traffic Safety Bureau traffic messages and programs on a variety of components during the Iowa High School Athletic Association state championships, including but not limited to the following:

1. On-site marketing - LED displays and signage
2. PSA messages played at event arenas
3. Televised commercials, including video webcasts
4. Audio webcasts - radio commercials
5. Logo messages on the Iowa High School Sports Network (IHSSN) website.
6. Messages on the IHSSN social media outlets.

#### Enter intended subrecipients.

Iowa High School Sports Network (IHSSN)

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

## Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$10,150.00	\$2,030.00	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.4.1.6 Planned Activity: Waterloo Bucks

Planned activity name	Waterloo Bucks
Planned activity number	19-405b-M1*PM, Task 15
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The Waterloo Bucks plan to address the highway safety problem areas of impaired driving, safety belts, and distracted driving. The Waterloo Bucks will use the requested funds to install and complete the following: 2 LED video board commercials and logo display at all Bucks home games, outfield fence signage (8' x 12'), broadcast commercials during games, and souvenir program print ads. The exposure is estimated to be over 100,000 people per year.

#### Enter intended subrecipients.

Waterloo Bucks Baseball

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
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2019	Communication Campaign
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#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$7,000.00	\$1,400.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.4.1.7 Planned Activity: Learfield Sports

Planned activity name	Learfield Sports
Planned activity number	19-405b-M1*PM, Task 11
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Learfield will work with the GTSB to help reach and educate nearly 2-million lowans who follow college athletics about the traffic safety issues throughout the state. Topic areas to include, but not limited to, impaired driving, child passenger safety, teen drivers, distracted driving, and bicycle safety. The Learfield project will be conducted in connection to athletic events at Iowa State University, the University of Iowa and the University of Northern Iowa. Learfield will provide radio exposure, internet campaigns, signage, and production and creative development for the above mentioned traffic safety areas.

**Enter intended subrecipients.**

Learfield Sports

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$180,000.00	\$36,000.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.4.1.8 Planned Activity: The Integer Group**

Planned activity name	The Integer Group
Planned activity number	19-405b-M1*PM, Task 14
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

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 in support of national mobilizations ("Click It or Ticket" and "Drive Sober or Get Pulled Over") and will use NHTSA's PSAs and /or taglines. Integer will also develop PSAs and other materials as requested by the GTSB. Integer will continue to explore ways to provide public service messages utilizing social media. The Integer Group will also maintain regular communication and will trace 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 the GTSB staff to update and redistribute previously produced materials and will continue to update and maintain the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Specifically in the area of occupant protection, the projected usage of requested funds for FFY 2019 include the following:

1. Develop and execute a media plan to continue current strategy focused on seat belt safety and distracted driving. The plan will focus around the 18-34 year old audience and will utilize radio and digital means.
2. Monitor free and paid media and provide quarterly reporting
3. Produce and update brochures, PSAs, web assets, and other related educational pieces as requested
4. Keep talent fees current, as needed for existing campaigns
5. Improve website content (microsite)

#### Enter intended subrecipients.

The Integer Group

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
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2019 Communication Campaign

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$147,000.00	\$29,400.00	

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.4.1.9 Planned Activity: The Integer Group / Alcohol

Planned activity name	The Integer Group / Alcohol
Planned activity number	19-405d-M6OT, Task 41
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

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 in support of national mobilizations ("Click It or Ticket" and "Drive Sober or Get Pulled Over" and will use NHTSA's PSAs and /or taglines. Integer will also develop PSAs and other materials as requested by the GTSB. Integer will continue to explore ways to provide public service messages utilizing social media. The Integer Group will also maintain regular communication and will trace 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 the GTSB staff to update and redistribute previously produced materials and will continue to update and maintain the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Specifically in the area of alcohol/impaired driving, the projected usage of requested funds for FFY 2019 include the following:

1. Develop and execute a media plan to continue current strategy - largely focused on the "Could Have Been Worse" and "Rock Star" campaigns (previously developed). This includes a radio and digital market.
2. Monitor free and paid media and provide quarterly reporting.
3. Produce and update brochures, PSAs, web assets, and other related educational pieces as requested.
4. Keep talent fees current, as needed, for existing campaigns.
5. Begin paid social media advertising to connect with the target audience on Facebook, Instagram, Snapchat and Twitter. When activating paid social, The Integer Group will look to measures like CPR (cost per 1000 users reached) or CPM (cost per 1000 impressions) to see how effective ad targeting and creative is with social audiences.
6. Improve website (microsite) content relevance and accuracy.

#### Enter intended subrecipients.

The Integer Group

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405d Impaired Driving Low	405d Low Alcohol	\$160,000.00	\$32,000.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.4.1.10 Planned Activity: Alliance Sport Marketing

Planned activity name	Alliance Sport Marketing
Planned activity number	19-405b-M1*PM, Task 01
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

Alliance Sport Marketing targets the higher-risk segment of the motoring public which includes 16-34 year old males. Alliance Sport Marketing focuses their efforts within the "Top 22" counties as identified through the Problem Identification process. Within the "Top 22" counties, Alliance Highway Safety (Alliance Sport Marketing) has identified 12 motorsport venues and communities in which to provide traffic safety messaging. The motorsports campaign will consist of prominent signage in each of the venues to put the message in front of that target demographic, public address announcement which will be used to educate the attendees about highway safety, and banners promoting the venue and the message to be displayed within the communities. Primary messaging will utilize "Click It or Ticket" and "Drive Sober or Get Pulled Over". Motorsport venues have proven to be an effective and efficient means of educating the public about highway safety to discourage unsafe driving behaviors. Motorsports fans profile as young, thrill-seeking, males and are prone to self-destructive behaviors. The venues/motorsport locations include the following: 34 Raceway, Boone Speedway, Cedar Falls Raceway, Dallas County Raceway, Davenport Speedway, Dubuque Fair Speedway, Eldon Raceway, Farley Speedway, Hawkeye Downs Speedway, Iowa Speedway, Lee County Speedway, Marshalltown Speedway, Mississippi Valley Fairgrounds Speedway, Raceway of the Midlands/I-29 Dragway, Warren County Speedway, and Webster Count Fair Figure 8.

Total impressions of the motorsport campaign will be measured and included in reports from Alliance.

#### Enter intended subrecipients.

Alliance Highway Safety (Alliance Sport Marketing)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)			

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.4.1.11 Planned Activity: Screenvision

Planned activity name	Screenvision
Planned activity number	19-405b-M1*PM, Task 13
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

Screenvision is a sole-source for advertising within movie theaters. Through Screenvision Media, GTSB public service announcements (PSAs) will run at selected movie theaters in the state. Thorough this grantee, PSAs are seen by a diverse and captivated audience. The PSAs to be run during FFY 2019 will include message forcing on impaired driving, distracted driving, rural driving, and special "Click It or Ticket" messaging during the national mobilization period. Due to an increase in the number of theater locations available for on-screen advertising in Iowa, additional sites were added to the media mix for FFY 2019, thus offering a wider geographical target market for the GTSB and increased admissions.

#### Enter intended subrecipients.

Screenvision Media

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$55,350.00	\$11,070.00	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.4.1.12 Planned Activity: DSM Buccaneers Hockey

**Planned activity name** DSM Buccaneers Hockey  
**Planned activity number** 19-405b-M1\*PM, Task 03  
**Primary countermeasure strategy** Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

The grantee will announce a minimum of three traffic safety messages at each of the 30 home games of the Des Moines Buccaneers Hockey Team. Other traffic safety messaging will be provided through public service announcements on the video and dasher boards. It is estimated that the dasher boards alone will be seen by 300,000+ attending fans. The Buccaneers will also support a "Designated Driver of the Game" program which increases awareness to the dangers of impaired driving. Impaired driving will be the primary traffic safety area addressed by the Buccaneers. In addition to messaging at the venue, the Buccaneers will also utilize their website for traffic safety messaging and the GTSB logo. Social media will also be utilized. Currently the Buccaneers have over 22,000 Facebook followers and 9,000 fans that follow via Twitter.

#### Enter intended subrecipients.

Des Moines Buccaneers

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$3,500.00		\$700.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

##### Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

#### 5.4.1.13 Planned Activity: Iowa Public Television

Planned activity name Iowa Public Television  
 Planned activity number 19-405bM1\*PM, Task 07  
 Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Iowa Public Television reaches a statewide audience of two million viewers per month. Prime time underwriting announcements provide an inexpensive means of reaching these viewers on a platform that is known for its quality programming. The projected use of funds is for 135 prime time messages on traffic safety issues delivered statewide to Iowa Public Television's viewing audience.

**Enter intended subrecipients.**

Iowa Public Television

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$10,000.00	\$2,000.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.4.1.14 Planned Activity: Iowa Wolves Basketball**

**Planned activity name** Iowa Wolves Basketball  
**Planned activity number** 19-405b-M1\*PM, Task 09  
**Primary countermeasure strategy** Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The Iowa Wolves Basketball will be a venue in which to generate mass public awareness for the GTSB and their mission to diminish traffic safety problems and reduce death and injury on Iowa's streets and highways through various means of communication both inside and outside of Wells Fargo Arena in Des Moines. Funding throughout FFY 2019 will support the following:

- LED Rotational Signage

An LED rotational signage will generate impressions both inside and outside of Wells Fargo Arena

The message being delivered is changeable throughout the season

- Alternate Transportation Table

GTSB will have a branded table at Fan Services during all Iowa Wolves home games.

This table will encourage individuals to sign up to be designated drivers for the night.

- Facebook Live / Broadcasts Feature

GTSB will receive an in game feature or commercial during Wolves home games (static, pre-recorded read)

- Social Media / Email Blasts

GTSB will receive five Facebook tags on the Iowa Wolves page throughout the season.

GTSB will be featured in six Iowa Wolves email blasts each season

- Branded Giveaway

GTSB will be featured on a TBD Iowa Wolves giveaway during the season

Specific giveaway TBD and mutually agreed upon by the GTSB and Iowa Wolves

- Concourse Tables

GTSB will receive up to four interactive concourse tables to be used during Iowa Wolves home games

- PA Announcement

GTSB will receive one PA announcement at the conclusion of all Iowa Wolves home games. The announcement to include the message being pushed that month.

**Enter intended subrecipients.**

Iowa Wolves Basketball

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$9,000.00		\$1,800.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.4.1.15 Planned Activity: LumberKings

Planned activity name LumberKings

Planned activity number 19-405b-M1\*PM, Task 17

Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The LumberKings are a class A Midwest League affiliate of the Seattle Mariners. The home park for the LumberKings is Ashford University Field in Clinton, Iowa.

The planned activity for the LumberKings will be signage with the emphasis area being impaired driving. Such signage will provide for continuous exposure to over 175,000 fans with additional exposure through television and newspaper coverage. In addition to exposure to LumberKings fans, Ashford University Field also hosts college and Clinton High School Baseball, along with a variety of other local high school teams and events.

**Enter intended subrecipients.**

LumberKings

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$2,750.00		

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.4.1.16 Planned Activity: Cedar Rapids Kernels Media**

**Planned activity name** Cedar Rapids Kernels Media

**Planned activity number** 19-405b-M1\*PM Task 02

**Primary countermeasure strategy** Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The Kernels will use the requested funds to install outfield signage with a GTSB approved message. The funds will also be used to air 70 radio commercials on KMRY radio and a PSA video board. Pregame commercials will be addressing the highway safety areas of impaired driving, seat belt safety and distracted driving. Throughout the 2019 season 70 home games will be played and the estimated attendance is 250,000. The goal of this project is to raise awareness in regard to traffic safety.

The Cedar Rapids Kernels is a Midwest League Class A affiliate of the Minnesota Twins.

**Enter intended subrecipients.**

Cedar Rapids Kernels

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High				

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.4.1.17 Planned Activity: Radio Iowa**

<b>Planned activity name</b>	Radio Iowa
<b>Planned activity number</b>	19-405b-M1*PM, Task 12
<b>Primary countermeasure strategy</b>	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The GTSB statewide public education campaign, distributed through Learfield News & Ag (Radio Iowa), promotes roadway safety while educating Iowans of zero fatalities behaviors in an effort to decrease motor vehicle crashes and traffic fatalities across the state. The campaign will continue long-term measurement based on Iowa DOT crash data as well as Nielsen survey data on the reach, frequency and gross impressions specific to the campaign. Radio messages are an integral part of the GTSB strategy due to radio's status as the number one reach platform and most dominant in-car advertising medium. GTSB :30 and :10 messages will be fed with news content across Learfield's News and Ag network covering Iowans in our key audience demographic, those prone to vehicular accidents due to age demographics and the fact that they are driving on difficult rural roadways. Messages will be developed at no charge with the use of award-winning creative team and nationally recognized voice talents. Radio Iowa/Learfield's success in public education campaigns promoting roadway safety and educating Iowans of zero fatality behaviors is the overall mission. The project objectives include

- Prevent motor vehicle crashes statewide.
- Decrease traffic fatalities across Iowa.
- Focus on unique challenges surrounding rural road safety (gravel roads, narrow shoulders, sharing the road, large ag equipment, hidden signs/intersections/crops)
- Educate Iowans of key Zero Fatalities behaviors (Speeding, Impaired Driving, Distracted Driving, Drowsy Driving)

Target Audiences based on crash data -

- Primary audience: Adult drivers 18+ covering the state of Iowa.
- Secondary Audiences:

Rural drivers

Drivers age 21-54 based on increased incidence of crash and fatalities

Primary male drivers and those prone to risky behaviors.

#### Enter intended subrecipients.

Radio Iowa

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$96,000.00		\$19,200.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.4.1.18 Planned Activity: KDSM

Planned activity name KDSM

Planned activity number 19-405b-M1\*PM, Task 16

Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The partnership with KDSM will bring "Over the Top" (OTT) into Iowa's media mix. OTT refers to the delivery of film and TV content streamed directly over the internet to a connected device, bypassing the need for viewers to subscribe to a traditional cable or satellite package. Traditionally hard to reach Millennials (age 18-35) are the most active adopters of OTT technology as OTT is a personalized and convenient way to consume media. It offers consumers control over what content they watch, access whenever they want it, on whatever device they want to watch it on. This level of control leads to extremely high engagement between the viewer and the content they are watch. In the Des Moines metro area, data indicates that 51% of adults in the market use a streaming service/app to watch TV shows and videos. Traffic safety messaging will focus on impaired driving.

**Enter intended subrecipients.**

KDSM

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$12,000.00		

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.4.2 Countermeasure Strategy: 24/7 Sobriety Program**

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** 24/7 Sobriety Program

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and

maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

By implementing the 24/7 program, Iowa should see a reduction in overall alcohol related crashes. Iowa's 24/7 program not only tests the participants but requires that an ignition interlock device be placed in the participant's vehicles. The 24/7 program allows for testing twice a day. The purchase of alcohol monitoring devices for the Sheriff's Office will allow for those who are deemed a hardship by the court to be tested without being mandated to test at the county jail. One the program is established it should be able to cover all costs through defendant payment. Until the program is self-sufficient, jailer overtime may also be covered by the grant.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The 24/7 program is a nationally known and NHTSA approved program that has shown effectiveness in stopping repeat OWI arrests. In South Dakota the 24/7 program led to a 12% reduction in repeat OWI arrests.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405d-M6OT, Task 53	24/7	24/7 Sobriety Program

## 5.4.2.1 Planned Activity: 24/7

Planned activity name 24/7  
 Planned activity number 19-405d-M6OT, Task 53  
 Primary countermeasure strategy 24/7 Sobriety Program

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The program seeks to reduce recidivism through intensive testing and monitoring of alcohol consumption. The goal is to encourage sobriety of offenders 24 hours per day. By testing 24/7 participants twice a day for sobriety, compliance can be better achieved.

#### Enter intended subrecipients.

Woodbury County Sheriff's Office

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	24/7 Sobriety Program

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low BAC Testing/Reporting	\$40,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

5.5 Program Area: Impaired Driving (Drug and Alcohol)

Program area type Impaired Driving (Drug and Alcohol)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Impaired driving is one of the leading causes of fatal traffic crashes. In Iowa, alcohol is second only to excessive speed as a contributing factor in overall traffic crashes. One person dies every 51 minutes (nationally) because someone chooses to drive drunk. In 2016, 26% of fatalities in the state of Iowa were alcohol-impaired. This was an increase from 24% recorded in 2015. Preliminary data for 2017, as maintained by the Iowa Department of Transportation, is provided below.

High BAC involving a fatality	0.380
Average BAC of alcohol-related fatality	0.151
Alcohol-Impaired Fatalities	79 (BAC of 0.080 or higher)
Alcohol-Related Fatalities	91 (BAC of 0.010 or higher)

Iowa recognizes that impaired driving involves more than just alcohol. See chart below (IA DOT data):

	All Fatal Crashes		Alcohol-Related Crashes & Fatalities		Alcohol-Impaired Crashes & Fatalities		Drug-Related Crashes & Fatalities					
	Crashes	Fatalities	Crashes %	Fatalities %	Crashes %	Fatalities %	Crashes %	Fatalities %				
2016	355	402	92	25.92	105	26.12	77	21.69	88	19.72	84*	20.90

\* Total alcohol and drug related fatalities is 148. There were 41 fatalities that had a combination of alcohol and drugs and 43 that were drug only.

As drugs continue to be a concern in regard to impaired driving, the state will continue to support ARIDE training and DRE certification opportunities.

The Iowa Division of Criminal Investigation Criminalistics Laboratory continues to play an important role in combating impaired driving in Iowa through toxicological analyses, expert testimony and support of Data-Masters throughout the state. The lab now has internal capability for blood toxicology. In regard to the capability of blood toxicology confirmational testing, the DCI Laboratory has completed method validations and now has the ability to confirm most common drugs of abuse and related metabolites in blood samples. The Laboratory is currently screening blood samples for the following drugs/drug classes: Opiates, Dextromethorphan, Meprobamate, Amphetamines, Barbiturates, Benzodiazepines, Methadone, Phensylidene (PCP), Cocaine Metabolites, Zolpidem, Tricyclics, Marijuana Metabolites, Tramadol, Fentanyl, and Buprenorphine.

Despite enforcement efforts, there are other areas that Iowa is addressing and/or reviewing in regard to impaired driving. In 2016, Iowa formed an Impaired Driving Coalition to address the high percentage of impaired driving fatalities in the state. From the Coalition, an Impaired driving Plan was developed which provided recommendations to address and improve the impaired driving problem in the state. In FFY 2019, the Coalition will continue to meet to address impairment.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

**Performance Measures in Program Area**

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	93.0

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

**Countermeasure Strategies in Program Area**

Fiscal Year	Countermeasure Strategy Name
2019	Prosecutor Training
2019	Law Enforcement Training
2019	Laboratory Drug Testing Equipment
2019	Judicial Education
2019	Highway Safety Office Program Management
2019	High Visibility Enforcement
2019	Drug Recognition Expert (DRE) Training
2019	Breath Test Devices

**5.5.1 Countermeasure Strategy: Prosecutor Training**

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Prosecutor Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d),

demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The GTSB's partnership with the Prosecuting Attorney's Training Council is to develop and improve overall safety capabilities through training of law enforcement, prosecutors, and allied professionals involved in enforcement of traffic laws and improving program management and decision-making capabilities of safety officials. The grant is primarily used for training, to address special problems or opportunities, and to provide a coordination mechanism for the purpose of reducing traffic-related property damage, personal injury, and fatal crashes. Key personnel also supports legislation that improves highway safety.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Impaired driving remains a primary focus of training and enforcement efforts.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Monthly activity reports will detail the key personnel's provision of services to the respective agencies, and include impaired driving offense prosecutor training events, detection and apprehension law enforcement training events, instruction at ARIDE, DRE, SFST, and other courses including but not limited to mock trial events for new officers to acquaint them with courtroom testimony in the area of impaired driving. Attendance is reported for all trainings to document exposure. Handouts are also prepared for each training to better effectuate retention of the material presented. The key personnel also documents all correspondence and research conducted on behalf of prosecutors and law enforcement in preparation of pretrial, trial, and post-trial motions, and follows up on outcomes. The case law update at the annual GTSB conference, legislative updates for prosecutors and law enforcement, and workshops also include evaluation forms so that attendees can comment/critique the usefulness and quality of the education and material provided, and suggest future presentation topics.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405d-M60T, Task 37	TSRP / Prosecuting Attorney Training Coordinator	Prosecutor Training

5.5.1.1 Planned Activity: TSRP / Prosecuting Attorney Training Coordinator

Planned activity name	TSRP / Prosecuting Attorney Training Coordinator
Planned activity number	19-405d-M60T, Task 37

Primary countermeasure strategy Prosecutor Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

This project will provide for a liaison between prosecutors, law enforcement officers, and other governmental agencies and personnel, including NHTSA's Judicial Outreach Liaison, to facilitate better working relationships and promote uniform enforcement and prosecution of Iowa's impaired driving laws; provide skills training workshops for prosecutors in OWI and drug-impaired driving offenses; provide law enforcement workshops on impaired driver detection and apprehension, implied consent, report writing and testimony preparation; provide additional impaired driver training at DRE, SFST, ARIDE and other courses, provide research assistance, consultation and advice for prosecutors, law enforcement officers, hearing officers, governmental personnel and agencies on detection, apprehension, charging, trial and punishment or treatment of impaired drivers and Iowa implied consent laws, assist ILEA with the identification and design of training for OWI, drug-impaired driving offenses and implied consent laws; present case law updates at the annual GTSB conference, prepare and distribute quarterly advisory bulletins with information on court decisions or legislation impacting OWI or implied consent laws; provide an annual update for the comprehensive OWI and Major Traffic Offense Manual; and participate in traffic safety training with prior DPS/GTSB approval.

**Enter intended subrecipients.**

Prosecuting Attorneys Training Coordinator

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Prosecutor Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Alcohol	\$199,500.00		\$39,900.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.5.2 Countermeasure Strategy: Law Enforcement Training

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Law Enforcement Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Training for law enforcement officers is critical and on-going. Specialized trainings in the state in the area of impairment include Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE).

The ARIDE program was developed by the National Highway Traffic Safety Administration (NHTSA) with input from the International Association of Chiefs of Police (IACP).

The SFST program trains officers to assess drivers suspected of being under the influence of alcohol, while the DRE program provides more advanced training to evaluate suspected drug impairment. ARIDE is intended to bridge the gap between the SFST and DRE programs by providing officers with general knowledge related to drug impairment and by promoting the use of DREs. One of the more significant aspects of ARIDE is the required student demonstration of the SFST proficiency requirement. The ARIDE program stresses the importance of the signs and symptoms of the seven drug categories. ARIDE will train officers to observe, identify and articulate the signs of impairment related to drugs, alcohol, or a combination of both in order to reduce the number of impaired driving incidents as well as crashes which result in serious injuries and fatalities.

The state continues to see an interest in ARIDE classes. An average of 215 officers have been trained per year in ARIDE over the past 3 years.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The state of Iowa continues to see an increase in impaired-related fatalities and serious injuries. Specifically, drug-related cases are becoming more prevalent. Over the past 3 years, the following drugs have been most frequently identified in fatal crashes:

1. Marijuana
2. Stimulants
3. Amphetamine

It is vital that officers have the proper training to recognized signs and symptoms of suspected drug-impairment, and ARIDE is a mechanism in which to receive such training and information. There are direct linkages between the officer's initial observations of a suspected drug-impaired person, to the toxicological support of the DCI Laboratory, to the judicial aspects in regard to the ARIDE training.

Specialized training of law enforcement is also included in the state's Strategic Highway Safety Plan.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Training for law enforcement officers is critical and on-going. Specialized trainings in the state in the area of impairment include Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE).

The ARIDE program was developed by the National Highway Traffic Safety Administration (NHTSA) with input from the International Association of Chiefs of Police (IACP).

The SFST program trains officers to assess drivers suspected of being under the influence of alcohol, while the DRE program provides more advanced training to evaluate suspected drug impairment. ARIDE is intended to bridge the gap between the SFST and DRE programs by providing officers with general knowledge related to drug impairment and by promoting the use of DREs. One of the more significant aspects of ARIDE is the required student demonstration of the SFST proficiency requirement. The ARIDE program stresses the importance of the signs and symptoms of the seven drug categories. ARIDE will train officers to observe, identify and articulate the signs of impairment related to drugs, alcohol, or a combination of both in order to reduce the number of impaired driving incidents as well as crashes which result in serious injuries and fatalities.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405d-M6OT ARIDE	ARIDE Program Expenses	Law Enforcement Training

#### 5.5.2.1 Planned Activity: ARIDE Program Expenses

Planned activity name	ARIDE Program Expenses
Planned activity number	19-405d-M6OT ARIDE

Primary countermeasure strategy Law Enforcement Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding in FFY 2019 is allocated for travel, supplies, training sites, and printing associated with ARIDE.

Enter intended subrecipients.

GTSB - Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Law Enforcement Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$15,000.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.5.3 Countermeasure Strategy: Laboratory Drug Testing Equipment

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Laboratory Drug Testing Equipment

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The Iowa Division of Criminal Investigation Crime Laboratory is the only publicly funded toxicology service available in the state to law enforcement. The laboratory provides certification and training of the evidentiary breath alcohol testing instrument called the DataMaster DMT as well as provides forensic testing of blood and urine samples for alcohol concentration along with drug analysis in both matrices. In the past couple years this laboratory was able to add blood drug analysis methodology their list of offerings.

Toxicology cases submitted to the lab by law enforcement have increased by an average of more than 10% annually over the course of the past three years. With past and current funding from GTSB via this project, the dedicated staff in the Toxicology section have been able to maintain turnaround times of about 22 days, which is very good compared to most similar crime laboratories. The turnaround of impaired driving cases is very important to law enforcement in our state. The funding provides for a forensic science technician in our Toxicology section which has allowed the lab to maintain turnaround times despite the huge increase in caseload.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The Iowa Division of Criminal Investigation Crime Laboratory plays an important role in Iowa's impaired driving crackdown efforts. Being the only state crime lab, services provided are essential for the state in the area of impairment which support enforcement efforts, judicial proceedings, and legislative interests. The data provided in the area of drug testing will be especially important in the coming years as the legalization of marijuana throughout the nation continues. Efforts also support several of the countermeasures identified in NHTSA's "Countermeasures that Work".

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The Iowa Division of Criminal Investigation Crime Laboratory plays an important role in Iowa's impaired driving crackdown efforts. Being the only state crime lab, services provided are essential for the state in the area of impairment which support enforcement efforts, judicial proceedings, and legislative interests. The data provided in the area of drug testing will be especially important in the coming years as the legalization of marijuana throughout the nation continues. Efforts also support several of the countermeasures identified in NHTSA's "Countermeasures that Work".

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405d-M6OT, Task 12	Iowa DCI Crime Laboratory	Laboratory Drug Testing Equipment

### 5.5.3.1 Planned Activity: Iowa DCI Crime Laboratory

Planned activity name	Iowa DCI Crime Laboratory
Planned activity number	19-405d-M6OT, Task 12
Primary countermeasure strategy	Laboratory Drug Testing Equipment

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)  
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)  
[Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The Iowa DCI Criminalistics Laboratory is the only publicly funding toxicology service available to law enforcement. The laboratory provides certification and training of the evidentiary breath alcohol testing instrument (DataMaster DMT) as well as provides forensic testing of blood and urine samples for alcohol concentration along with drug analysis in both matrices and the addition of blood drug analysis. The following identify the planned activity and services by the DCI Laboratory in FFY 2019.

1. Funding for one full-time Forensic Science Technician to assist in conducting alcohol and drug tests.
2. Funding for staff or overtime to set up, install, certify and repair DataMaster DMT units, recertify officers on DMT use and work impaired driving case confirmations.
3. Conduct testing for alcohol and drugs of abuse in both blood and urine matrices and report the number of tests conducted and test results including details on the drug levels per test (where applicable).
4. Provide staff overtime to set up, install, certify and repair DataMaster DMT units for Iowa users, recertify officers on DMT operation, and work impaired driving case confirmation as needed.
5. Decrease the number of samples sent outside the lab for drug testing.
6. Provide expert testimony in operating while impaired (OWI) court cases.
7. Purchase, receive and distribute DataMaster DMT units, Simulators, Thermometers and Barometers as needed. Purchase consumable forensic toxicology supplies, DataMaster replacement parts, dry gas tanks, simulator parts, and DMT operational software and manuals as needed.
8. Participate in contract-related training and travel that improves the laboratory's knowledge and abilities relating to toxicology testing, breath alcohol program operations and expert testimony on these subjects.

**Enter intended subrecipients.**

Iowa Division of Criminal Investigation, Crime Laboratory

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Laboratory Drug Testing Equipment

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low BAC Testing/Reporting	\$182,000.00	\$36,400.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.5.4 Countermeasure Strategy: Judicial Education**

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Judicial Education

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Judges and magistrates lack user friendly materials that can be easily accessed to answer questions that may arise as they are hearing cases.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Judges and magistrates lack user friendly materials that can be easily accessed to answer questions that may arise as they are hearing cases.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Judges and magistrates lack user friendly materials that can be easily accessed to answer questions that may arise as they are hearing cases. This lack of information has led to improper actions on the part of judges and magistrates. As Iowa's court system transitions to a paperless system, information for judges should follow this trend and be immediately available through the Judicial Branch computer system.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405d-M60T, Task 39	Traffic Bench Book	Judicial Education

#### 5.5.4.1 Planned Activity: Traffic Bench Book

Planned activity name	Traffic Bench Book
Planned activity number	19-405d-M60T, Task 39
Primary countermeasure strategy	Judicial Education

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Judges and magistrates lack user friendly materials that can be easily accessed to answer questions that may arise as they are hearing cases. This lack of information has been an issue for judges and magistrates. As Iowa's court system transitions to a paperless system, information for judges should follow this trend and be immediately available through the Judicial Branch computer system. Through this project, the State Court Administrator's Office will continue the development of their traffic bench book, confirming all information is accurate, accessible, and useful. This will be accomplished with committees coordinated by a staff attorney. The attorney will work in conjunction with judges and magistrates to evaluate the usefulness of the traffic safety bench book.

**Enter intended subrecipients.**

Iowa State Court Administrator's Office

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 Judicial Education

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Alcohol	\$19,000.00	\$3,800.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.5.5 Countermeasure Strategy: Highway Safety Office Program Management**

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Highway Safety Office Program Management

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint

enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways utilizing federally-funded grants to improve traffic safety in the State of Iowa."

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways utilizing federally-funded grants to improve traffic safety in the State of Iowa."

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The GTSB staff is committed to ensure the federal highway safety program for the state of Iowa is run in an efficient and effective manner.

Program management involves quality and timely project management which includes the evaluation of risk and continuous monitoring and technical/analytical support. The members of the GTSB staff are actively involved in meetings, conferences, and trainings. Such activities strengthen the professional relationships with traffic safety stakeholders throughout the state.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-M0AL, GTSB Travel	GTSB Travel (AL)	Highway Safety Office Program Management
19-402-M0AL GTSB Printing	GTSB Printing (AL)	Highway Safety Office Program Management
19-402-M0AL GTSB PMgmt	GTSB Program Management (AL)	Highway Safety Office Program Management

## 5.5.5.1 Planned Activity: GTSB Travel (AL)

Planned activity name GTSB Travel (AL)  
 Planned activity number 19-402-M0AL, GTSB Travel  
 Primary countermeasure strategy Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding in FFY 2019 is allocated for impaired-related travel/training for GTSB Program Administrators and for staff to attend the GHSA Annual Meeting.

Enter intended subrecipients.

GTSB - Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$2,500.00		\$0.00

### Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.5.5.2 Planned Activity: GTSB Printing (AL)

<b>Planned activity name</b>	GTSB Printing (AL)
<b>Planned activity number</b>	19-402-M0AL GTSB Printing
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)  
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)  
[Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2)  
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Funding in FFY 2019 is allocated for impaired-related printing.

**Enter intended subrecipients.**

GTSB - Internal

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act NHTSA 402	Planning and Administration (FAST)	\$5,000.00		\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.5.5.3 Planned Activity: GTSB Program Management (AL)

Planned activity name	GTSB Program Management (AL)
Planned activity number	19-402-M0AL GTSB PMgmt
Primary countermeasure strategy	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Split proportions of GTSB staff salaries for activities focused on impaired driving. This project will provide for technical assistance with on-going public information and education activities supporting impaired driving issues and to coordinate, monitor, and audit impaired driving area grants and activities.

**Enter intended subrecipients.**

GTSB - Internal

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$462,000.00		\$0.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.5.6 Countermeasure Strategy: High Visibility Enforcement**

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** High Visibility Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

According to NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015, high visibility saturation patrols have been proven effective as a countermeasure against impaired driving. Enforcement efforts provide for deterrence, prevention and communication/outreach. Through deterrence, enforcement enacts, publicizes, enforces and adjudicates laws prohibiting impaired driving. Prevention is a tactic in which to reduce drinking and keeping drinkers from driving. Communications and Outreach is a way to inform the public of the dangers of impaired driving and establish positive social norms that make driving while impaired unacceptable.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

High visibility enforcement is a strategy strongly supported by enforcement agencies throughout the state. Accurate and timely data helps identify problematic areas throughout the state.

High visibility enforcement is an area within the enforcement section of the state Strategic Highway Safety Plan.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

According to NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015, high visibility saturation patrols have been proven effective as a countermeasure against impaired driving. Enforcement efforts provide for deterrence, prevention and communication/outreach. Through deterrence, enforcement enacts, publicizes, enforces and adjudicates laws prohibiting impaired driving. Prevention is a tactic in which to reduce drinking and keeping drinkers from driving. Communications and Outreach is a way to inform the public of the dangers of impaired driving and establish positive social norms that make driving while impaired unacceptable.

High visibility enforcement also supports the national mobilization efforts such as "Click It or Ticket" and Drive Sober or Get Pulled Over".

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405d-M6OT HVE	Law Enforcement/HVE - 405d	High Visibility Enforcement
19-402-MOAL HVE	Law Enforcement/HVE - 402 AL	High Visibility Enforcement
19-405d-M6OT High Five	High Five	High Visibility Enforcement

### 5.5.6.1 Planned Activity: Law Enforcement/HVE - 405d

Planned activity name Law Enforcement/HVE - 405d  
 Planned activity number 19-405d-M6OT HVE  
 Primary countermeasure strategy High Visibility Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

Iowa maintains a strong initiatives to address impaired driving. Despite such efforts in 2016, alcohol impairment was a factor in approximately 26% of all traffic fatalities. High visibility enforcement remains an effective countermeasure used in Iowa to reduce impaired driving related crashes. High visibility enforcement is included in NHTSA's "Countermeasures that Work", 8th edition 2015, as an effective strategy to combat impaired driving. Enforcement agencies allocated funding under Section 405d are all within counties that have been identified within Iowa's "Top 40" problematic counties as determined annually through the Problem Identification analysis.

Section 405 funding for law enforcement/high visibility enforcement will support overtime effort, educational events, equipment purchases, and traffic-related training opportunities, all with an emphasis on impaired driving.

#### Enter intended subrecipients.

Asbury PD  
 Benton Co SO  
 Blue Grass PD  
 Boone PD

Buffalo PD
Cass Co SO
Cedar Co SO
Cedar Rapids PD
Clinton Co SO
Colfax PD
Dallas Co SO
Dyersville PD
Epworth PD
Evansdale PD
Fayette Co SO
Hamilton Co SO
Harrison Co SO
Henry Co SO
Huxley PD
Iowa State Patrol
Knoxville PD
Le Mars PD
Le Claire PD
Linn Co SO
Mahaska Co SO
Marion Co SO
Mitchellville PD
Mount Vernon PD
Oelwein PD
Oskaloosa PD
Pella PD
Plymouth Co SO
Polk City PD
Princeton PD
Sergeant Bluff PD
Storm Lake PD
University Heights PD
University of Northern Ia PD
Vinton PD
Walcott PD
Wapello Co SO
Washington Co SO
Waterloo PD
West Burlington PD
West Liberty PD
Windsor Heights PD
Winneshiek Co SO
Woodbury Co SO

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 High Visibility Enforcement

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Alcohol	\$1,056,895.00		

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.5.6.2 Planned Activity: Law Enforcement/HVE - 402 AL

Planned activity name Law Enforcement/HVE - 402 AL

Planned activity number 19-402-M0AL HVE

Primary countermeasure strategy High Visibility Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

A total of 12 law enforcement agencies will receive Section 402 funding to support overtime enforcement efforts with an emphasis on impaired driving during times and at 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 and two special enforcement events. Funding will also support the purchase of equipment (preliminary breath testers, in-car video cameras, and fatal vision goggle kits). Funding may also be used for officers to attend approved traffic safety trainings. Some grantees will receive funding for overtime to conduct educational presentations on impaired driving prevention at schools and/or for other interested parties. In addition to enforcement mentioned above, agencies are highly encouraged to participate in national mobilizations such as "Drive Sober or Get Pulled Over" and "Click It or Ticket".

**Enter intended subrecipients.**

Ames PD
Cedar Falls PD
Cerro Gordo Co SO
Clear Lake PD
Clinton PD
Davenport PD
Dubuque Co SO
Indianola PD
Johnston PD
Marshall Co SO
Marshalltown PD
Story Co SO

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Alcohol (FAST)	\$292,410.00	\$58,482.00	\$292,410.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.5.6.3 Planned Activity: High Five**

<b>Planned activity name</b>	High Five
<b>Planned activity number</b>	19-405d-M6OT High Five
<b>Primary countermeasure strategy</b>	High Visibility Enforcement

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The High Five Rural Traffic Safety Project was initiated in the state in 2014. The first three years of the project, including the pilot year, focused on seat belt usage. Since rural traffic fatalities remain high within the state, it has been determined to continue a rural-focused project. In FFY 2019, the emphasis of the project will be on rural counties with high alcohol-related crashes, fatalities, and injuries. Funding will be provided to five rural county sheriff's offices, who, with the support of the Iowa State Patrol, will focus on enforcement and educational efforts geared toward impaired driving. The High Five project is designed as a multi-agency effort so engineering will also be a component of the effort with Road Safety Audits being conducted in each of the counties. Through the Road Safety Audits, each county will be provided with low cost engineering improvement recommendations.

Selected county sheriffs and the Iowa State Patrol will utilize Section 405d funding to support overtime efforts for high visibility enforcement focusing on impaired driving. a minimum of five media contacts will be required from either the sheriff's office or the State Patrol. A minimum of one coordinated/planned enforcement project will be conducted monthly and the results will be reported.

#### Enter intended subrecipients.

Iowa State Patrol

County Sheriff 1 - To be determined.

County Sheriff 2 - To be determined.

County Sheriff 3 - To be determined.

County Sheriff 4 - To be determined.

County Sheriff 5 - To be determined.

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Alcohol	\$100,000.00		\$10,000.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.5.7 Countermeasure Strategy: Drug Recognition Expert (DRE) Training

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Drug Recognition Expert (DRE) Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will

implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

### Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405d-M6OT, DRE	DRE Program Expenses	Drug Recognition Expert (DRE) Training

#### 5.5.7.1 Planned Activity: DRE Program Expenses

Planned activity name	DRE Program Expenses
Planned activity number	19-405d-M6OT, DRE
Primary countermeasure strategy	Drug Recognition Expert (DRE) Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Funding in FFY 2019 is allocated to support the DRE program to include DRE training/certification, binders and supplies, travel to Arizona for certification purposes and to attend the DRE National Conference.

**Enter intended subrecipients.**

GTSB

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Drug Recognition Expert (DRE) Training

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$75,000.00		

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.5.8 Countermeasure Strategy: Breath Test Devices**

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Breath Test Devices

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

### Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
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No records found.

## 5.6 Program Area: Impaired Driving (Drug)

Program area type	Impaired Driving (Drug)
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**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

**Problem identification**

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

Iowa recognizes that impaired driving involves more than just alcohol. See chart below (IA DOT data):

	All Fatal Crashes		Alcohol-Related Crashes & Fatalities				Alcohol-Impaired Crashes & Fatalities		Drug-Related Crashes & Fatalities					
	Crashes	Fatalities	Crashes %	Fatalities %	Crashes %	Fatalities %	Crashes %	Fatalities %						
2016	355	402	92	25.92	105	26.12	77	21.69	88	21.89	70	19.72	84*	20.90

\* Total alcohol and drug related fatalities is 148. There were 41 fatalities that had a combination of alcohol and drugs and 43 that were drug only.

As drugs continue to be a concern in regard to impaired driving, the state will continue to support ARIDE training and DRE certification opportunities.

The Iowa Division of Criminal Investigation Criminalistics Laboratory continues to play an important role in combating impaired driving in Iowa through toxicological analyses, expert testimony and support of Data-Masters throughout the state. The lab now has internal capability for blood toxicology. In regard to the capability of blood toxicology confirmational testing, the DCI Laboratory has completed method validations and now has the ability to confirm most common drugs of abuse and related metabolites in blood samples. The Laboratory is currently screening blood samples for the following drugs/drug classes: Opiates, Dextromethorphan, Meprobamate, Amphetamines, Barbiturates, Benzodiazepines, Methadone, Phencyclidine (PCP), Cocaine Metabolites, Zolpidem, Tricyclics, Marijuana Metabolites, Tramadol, Fentanyl, and Buprenorphine.

Despite enforcement efforts, there are other areas that Iowa is addressing and/or reviewing in regard to impaired driving. In 2016, Iowa formed an Impaired Driving Coalition to address the high percentage of impaired driving fatalities in the state. From the Coalition, an Impaired driving Plan was developed which provided recommendations to address and improve the impaired driving problem in the state. In FFY 2019, the Coalition will continue to meet to address impairment.

**Performance measures**

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

**Performance Measures in Program Area**

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
No records found.				

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

**Countermeasure Strategies in Program Area**

Fiscal Year	Countermeasure Strategy Name
No records found.	

No Countermeasures selected for the Program Area

**5.7 Program Area: Speed Management**

Program area type Speed Management

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

### Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

### Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
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No records found.

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

#### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
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No records found.

No Countermeasures selected for the Program Area

## 5.8 Program Area: Traffic Records

Program area type Traffic Records

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

### Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Iowa has a long history of promoting data improvement and uses through its Statewide Traffic Records Coordinating Committee (STRCC). Iowa has had a multidisciplinary statewide traffic records committee for communication, planning, and coordination since June 1994.

STRCC membership is comprised of a diverse group of traffic safety professionals, who understand the need for quality traffic safety records. The need for quality records is even more pronounced in light of recent legislation, including the FAST-Act, and the requirements for projects to be data driven.

Traffic records systems are a complex network of programs and systems involving numerous agencies that collect, report, maintain, and analyze data involving many highway safety related processes, methods, and component systems. Iowa's traffic records system is comprised of six core data systems: Crash, Driver, Vehicle, Roadway, Citation/Adjudication, and EMS/Injury Surveillance. The data systems are managed by a variety of agencies so it is critical that systems integrate and link for effectiveness. Performance attributes of timeliness, accuracy, completeness, uniformity, integration, and accessibility are tied to the six core systems. Section 405c projects will comply with national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), Crash Outcome Data Evaluation System (CODES), and Model Inventory of Roadway Elements (MIRE).

Section 405c projects will support recommendations from the 2015 Traffic Records Assessment.

### Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
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No records found.

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

#### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	State Traffic Safety Information System Improvement Grants

#### 5.8.1 Countermeasure Strategy: State Traffic Safety Information System Improvement Grants

Program area	Traffic Records
Countermeasure strategy	State Traffic Safety Information System Improvement Grants

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the

**State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Iowa's traffic records system is made up of six primary core datasets: Crash, Roadway, Driver, Citation/Adjudication, Vehicle, and EMS/Injury Surveillance. Throughout the system, traffic records are captured, stored, analyzed, transmitted, and disseminated for various traffic safety-related projects. Iowa's traffic safety professionals understand the importance of data and as such coordinate efforts through the Statewide Traffic Records Coordinating Committee (STRCC). Iowa first initiated the traffic records committee for communication, planning and coordination of efforts in 1994. Since that time, Iowa has successfully maintained and expanded the STRCC committee through the years with membership including representatives in the areas of law enforcement/adjudication, public health, injury control, highway infrastructure, engineering, driver licensing, research/education and motor carrier agencies and organizations. Federal partners from NHTSA, FHWA, and FMCSA are also involved in STRCC meetings and related efforts.

The state's traffic records system captures, stores, analyzes, transmits, and disseminates data for numerous traffic safety needs. Projects funded through Section 405c focus on continuous improvements in the performance attributes of timeliness, accuracy, completeness, uniformity, integration, and accessibility.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The GTSB manages Section 405c money for projects that have a specific focus to improve Iowa's overall traffic records system.. Funding supports improvements within the core datasets of Crash, Roadway, Driver, Citation/Adjudication, Vehicle, and EMS/Injury Surveillance. 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.

Iowa submits an annual Interim Progress Report to show quantifiable improvements in a data-related effort.

Comprehensive data is utilized for highway safety decision in Iowa. Therefore, data must be accurate and complete. Analysis of data provides for a starting point to understand factors that may have contributed to traffic crashes. Iowa continues to improve the overall traffic records system through the support of the Statewide Traffic Records Coordinating Committee (STRCC) and with the development of the Traffic Records Strategic Plan. Data is also the foundation for the development of the State Strategic Highway Safety Plan.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Comprehensive data is utilized for highway safety decision in Iowa. Therefore, data must be accurate and complete. Analysis of data provides for a starting point to understand factors that may have contributed to traffic crashes. Iowa continues to improve the overall traffic records system through the support of the Statewide Traffic Records Coordinating Committee (STRCC) and with the development of the Traffic Records Strategic Plan. Data is also the foundation for the development of the State Strategic Highway Safety Plan.

Projects associated with Section 405c funding will steadily increase Iowa's Traffic Records System. Strategies will focus around the recommendations set forth in the 2011 and 2015 Traffic Records Assessment. It should be noted, however, that improvements to data systems may be on-going over a period of time.

A particular goal in regard to traffic data in the state of Iowa is to promote the availability of such information.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405c-M3DA, Task 09	EMS Data Improvement	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 06	Census of Young Drivers in Iowa: Analysis of Citations and Convictions	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 03	Roadway Safety Data Collection, Maintenance, Analysis Tools, Training	State Traffic Safety Information System Improvement Grants
19-405c-M3DA Task 01	Driver Behavior and Medical Outcomes Data Improvement	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 02	Iowa Traffic and Criminal Software (TraCS)	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 07	Data-Related Travel / Iowa State Patrol	State Traffic Safety Information System Improvement Grants

19-405c-M3DA, Task 08	Iowa Traffic Safety Data Services (ITSDS)	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 04	CJJP Research	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 05	Integration of Data to Examine High-Risk and Vulnerable Road Users	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, 00-00-03	GTSB Travel	State Traffic Safety Information System Improvement Grants

### 5.8.1.1 Planned Activity: EMS Data Improvement

**Planned activity name** EMS Data Improvement

**Planned activity number** 19-405c-M3DA, Task 09

**Primary countermeasure strategy** State Traffic Safety Information System Improvement Grants

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### Enter description of the planned activity.

This project is designed to create a virtuous cycle of data submission and usage. Utilizing this program BETS has guided EMS programs and Trauma facilities, through education and policy, to submit their respective incident data in a manner consistent with national standards. BETS intends to further these efforts to provide guidance and actual reports geared to Quality Assurance/Quality Improvement (QA/QI) and Continuous Quality Improvement (CQI) to all EMS hierarchical entities including local EMS programs and trauma facilities, service areas (regions), and statewide offices. The intent is to educate partners regarding how data analysis and reviews can improve key measures such as clinical care standards, patient outcome, overall response and system development. Providing EMS programs and trauma facilities with reports reflecting their performance against national benchmarks will motivate, initiate or expand QA/QO and CQI projects. From these actions, the ideal outcome is that EMS programs and Trauma facilities will see and improvement in patient outcomes and survivability. The EMS programs and trauma facilities will have the resources to understand data trends, standard practice and areas for improvement to benefit program growth and improved patient outcomes.

#### Enter intended subrecipients.

Iowa Department of Public Health, Bureau of Emergency and Trauma Services (BETS)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	State Traffic Safety Information System Improvement Grants

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405c Data Program	405c Data Program (FAST)	\$126,422.00	\$25,284.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.8.1.2 Planned Activity: Census of Young Drivers in Iowa: Analysis of Citations and Convictions

Planned activity name	Census of Young Drivers in Iowa: Analysis of Citations and Convictions
Planned activity number	19-405c-M3DA, Task 06
Primary countermeasure strategy	State Traffic Safety Information System Improvement Grants

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This project will integrate three sources of traffic safety data: driver licensing/history, citations/adjudication, and crash to compile a complete dataset of young drivers, their citations and convictions, and their crashes. As datasets are acquired, reviewed, and integrated, there will be an evaluation of traffic records performance areas identified. The integrated datasets will be used to conduct a census of Iowa's young drivers in the context of citations and adjudications. There will be an attempt to use machine learning and "big data" techniques to predict crash risk for young drivers over time. This approach has the potential to help identify young drivers, particularly those within the GDL system who may benefit most from some sort of intervention (e.g., remedial driver improvement interview, additional restrictions, or suspension of driving privileges). Preliminary results with young driver licensing and history data were able to predict crash involvement with 65% accuracy.

Project activities will include the following:

1. Young driver citation and adjudication data will be obtained from the Iowa Division of Criminal and Juvenile Justice Planning and a citation data dictionary exported from TraCS. A new driver licensing/history dataset and sanction dataset from the Iowa DOT Office of Driver and Identification Services including records of remedial interventions will be obtained. Data will be reviewed, cleaned, and reformatted into the datasets and then integrated.
2. The University of Iowa will calculate young driver citation/conviction rates for all young drivers in Iowa, report descriptive statistics, and analyze trends.
3. Machine learning techniques will be applied to predict young driver crash risk based on licensure, conviction, and prior crash history.

**Enter intended subrecipients.**

University of Iowa, National Driving Simulator

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	State Traffic Safety Information System Improvement Grants

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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No records found.

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
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No records found.

**5.8.1.3 Planned Activity: Roadway Safety Data Collection, Maintenance, Analysis Tools, Training**

<b>Planned activity name</b>	Roadway Safety Data Collection, Maintenance, Analysis Tools, Training
<b>Planned activity number</b>	19-405c-M3DA, Task 03
<b>Primary countermeasure strategy</b>	State Traffic Safety Information System Improvement Grants

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

##### A. Improvement of Data Documentation

- Formation of a technical advisory committee, including internal DOT data managers and analysts, as well as external partners conducting traffic safety research.
- Document data flow and handling process from origin to final dataset creation and archiving process. This will include documentation of any derived variables and any existing quality control processes.
- Compile existing data dictionaries.
- Create a data dictionary template to establish uniformity of data documentation.
- Create data dictionaries for datasets that do not currently have one and adapt existing dictionaries to fit with data dictionary template.
- Conduct quality assessments of correspondence between sample data and data dictionaries.
- Develop quality assurance protocols, as needed.
- Determine and document methods for linking DOT databases.
- Provide outlines (if needed), review, and feedback on the following documentation: data flow and handling, data dictionaries, data request process, and quality assurance.
- Provide recommendations for future data quality improvements.
- Document and establish, if needed, data request processes.

Objectives: The Iowa DOT expects to improve the accuracy, quality, accessibility and linkage of the crash, licensure, and driver history datasets. It is anticipated that these improvements will increase the use, efficiency, and timeliness of these data for safety analyses. It is also anticipated that this will improve the transparency of the data handling processes. The subsequent application of knowledge from these studies can inform preventive measures to have a positive impact on roadway safety in Iowa.

##### B. Iowa Crash Analysis Tool (ICAT) Training. The project will include four distinct types of training aimed at users with differing needs:

- Executive webinars will be brief (approximately 30 minutes). Overviews will be aimed at building awareness of ICAT and demonstrating its capabilities to senior leaders such as police chiefs, elected sheriffs, public works directors, and city administrators. These webinars will be designed to foster awareness of ICAT and how it can be used in the decision-making process, with emphasis on the types of output ICAT can generate, but very limited detail on how to use the software.
- Law enforcement user webinars will be longer (60 - 90 minutes). Sessions will be aimed primarily at police officers, deputy sheriffs and analysts employed in law enforce settings. In addition to providing a general overview of the law enforcement applications of ICAT, these sessions will provide information about how drill down into the data to generate maps and reports of interest to enforcement agencies, such as speed, alcohol, and drug-involved crashes.
- Engineering user webinars will be approximately 120 minutes in duration. These sessions will provide a considerable amount of detail about the basic and advanced features of ICAT, including methods for generating maps and reports of interest to roadway designers, traffic engineers, highway operations specialists, and other engineering/design personnel. The examples used in these sessions will focus on crashes and can potentially be addressed through engineering interventions, such as run-off-road, rollover, and we-wether crashes.
- Power user training sessions will be half-day fac-to face training sessions in selected Iowa cities. These analyst-oriented sessions will offer detailed training about the applications of ICAT, including all of its mapping and reporting capabilities. These sessions will also discuss the process for exporting ICAT data to other GIS software (such as ArcGIS or Q-GIS) to

perform in-depth analysis that combines crash data with external information such as land use and terrain data. These sessions will provide in-depth training for planners, public health professionals, and analysts who want to explore complex questions such as the relationships between pedestrian crashes, land use, and neighborhood income levels.

- Excerpts from these training sessions will be used to create about five short (2 to 10 minute) videos that illustrate key ICAT capabilities and features. The topics of these videos will be selected based on feedback from training participants. For example, if law enforcement users want a refresher on how to map speed-related crashes, this could be the theme for one of the videos.

**Objectives:** The objectives of this project are to increase the awareness of ICAT and its capabilities and to provide potential ICAT users with information about how to use the tool correctly and efficiently. The expected impact of training is to increase use of ICAT, promote integration of crash data into agencies' daily business processes, broaden the ICAT user base, and support the emerging proactive road safety culture in Iowa.

#### C. Data Completion, Maintenance, and Use

- Update the intersection database. This will include systemically identifying intersections for review and update of intersection and approach attributes, validating or updating attributes for the aforementioned intersections, rectifying differences identified by Research analytics, and collecting attributes for any newly identified intersections.
- Update horizontal curve parameters. Ongoing efforts include conflating these curves to the Iowa DOT's linear referencing system (LRS) and deriving the updated curve parameters, e.g. radius, length, degree of curvature.
- Determine method for identifying roadway safety feature locations statewide.
- Determine a mechanism to maintain and update the roadway databases.
- Link roadway data with crash data and other data towards development of products such as maps, analyses, and summaries that provide insight to traffic safety issues and ways to prevent traffic safety fatalities and serious injuries.
- Conduct research studies to analyze crashes and effects of specific countermeasures. Ongoing efforts to capture potential solutions for preventing fatal/serious crashes.
- Send traffic safety staff to attend traffic data conferences and/or workshops.

#### Enter intended subrecipients.

Iowa Department of Transportation, Office of Traffic and Safety

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click **Add New** to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	State Traffic Safety Information System Improvement Grants

#### Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405c Data Program	405c Data Program (FAST)	\$190,000.00	\$38,000.00	

#### Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
No records found.						

#### 5.8.1.4 Planned Activity: Driver Behavior and Medical Outcomes Data Improvement

<b>Planned activity name</b>	Driver Behavior and Medical Outcomes Data Improvement
<b>Planned activity number</b>	19-405c-M3DA Task 01

Primary countermeasure strategy State Traffic Safety Information System Improvement Grants

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

This project will address the need for continues and increased integration of Iowa Department of Transportation crash data and medical data for supporting new and innovative collaborations between researchers and practitioners, as well as more data on the cost and nature of injury than is available in the crash records alone. The subgrantee of this project will be the University of Iowa, Injury Prevention Research Center.

This project will also address the need for an update and continued linkage of the Iowa Crash Outcome Data Evaluation System (CODES), which links crash, hospital (inpatient and outpatient), and death data.

This project will continue activities that include outreach to ensure researchers across campus are aware of the data as a resource; symposiums to bring collaborative partners together; ongoing maintenance of project data requests and IRB applications; technical assistance and biostatistical consultation to investigators; and support for the development of manuscripts, reports, policy briefs, and presentations for scientific meetings.

Project activities: The Iowa DOT will subcontract with the University of Iowa Injury Prevention Research Center to:

1. Expand collaborations with the crash data to examine high priority crash topics and behavioral and medical outcomes.
2. Identify new data sources for linkage to crash data for in-depth research on behavioral and medical outcomes.
3. Update and maintain the Crash Outcome Data Evaluation System (CODES) data linkages.
4. Host one of the STRCC meeting, if requested, providing assistance and presentations, as needed.

**Enter intended subrecipients.**

Iowa Department of Transportation, Office of Driver and Identification Services

Ankeny, IA

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	State Traffic Safety Information System Improvement Grants

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405c Data Program	405c Data Program (FAST)	\$110,000.00		\$22,000.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.8.1.5 Planned Activity: Iowa Traffic and Criminal Software (TraCS)

Planned activity name	Iowa Traffic and Criminal Software (TraCS)
Planned activity number	19-405c-M3DA, Task 02
Primary countermeasure strategy	State Traffic Safety Information System Improvement Grants

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

TraCS is a data collection, reporting and records management system 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. Among other things, the Iowa TraCS package includes components for crash reporting, citation issuance, issuing of warning tickets, operating while intoxicated reporting, commercial motor vehicle inspections, field investigative reports, compliant and affidavit reporting and more.

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 their capability to provide installation, training, and support 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. These sub-contractor activities will provide Iowa with adequate programming and support to carry out essential TraCS activities throughout the state.

Project activities include:

1. Providing a remote staff support capability to allow for staff to provide installation, training and support activities more efficiently.
2. Electronic crash reporting will be expanded and enhanced by providing technical and field support for TraCS through training events, workshops and meetings.
3. In-field crash location improvements and enhancement will be provided through modifications to the crash location software and mapping.
4. Implement modifications to the crash report to enable the collection of traffic Incident Management (TIM) data thus improving the safety of public safety professionals.
5. Continue development, test, and deploy a Drug Recognition Expert (DRE) evaluation form in TraCS with transmission capabilities to NHTSA.
6. The number of agencies utilizing TraCS to complete and submit traffic citations electronically through the state CJIS network to the state's court system will be increased.
7. The number of agency submitting crash reports electronically through TraCS will be expanded.
8. The number of agencies utilizing TraCS Web Services for reporting crashes, citations, and complaint and affidavits will be expanded.

**Enter intended subrecipients.**

Iowa Department of Transportation, Motor Vehicle Division

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	State Traffic Safety Information System Improvement Grants

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405c Data Program	405c Data Program (FAST)	\$100,000.00		\$20,000.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.8.1.6 Planned Activity: Data-Related Travel / Iowa State Patrol**

<b>Planned activity name</b>	Data-Related Travel / Iowa State Patrol
<b>Planned activity number</b>	19-405c-M3DA, Task 07
<b>Primary countermeasure strategy</b>	State Traffic Safety Information System Improvement Grants

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The Iowa State Patrol (ISP) continues to be a key partner in addressing Iowa's highway safety data challenges. This project would enable ISP staff to attend various meetings and events that contain a nexus to traffic records and information management. Attendance at traffic records/information management conferences and meetings will provide for a more knowledgeable, informed staff who can implement solutions that are consistent with best practices and industry standards, this leading to an overall improvement in various core highway safety data systems of interest to law enforcement. ISP staff will also attend all STRCC meetings to provide input from a law enforcement perspective. Attendance at STRCC meeting also affords ISP staff the opportunity to learn about other highway safety data systems and ISP's potential role in those systems.

#### Enter intended subrecipients.

Iowa Department of Public Safety, Iowa State Patrol

Des Moines, IA

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	State Traffic Safety Information System Improvement Grants

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405c Data Program	405c Data Program (FAST)	\$7,500.00		\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.8.1.7 Planned Activity: Iowa Traffic Safety Data Services (ITSDS)

**Planned activity name** Iowa Traffic Safety Data Services (ITSDS)  
**Planned activity number** 19-405c-M3DA, Task 08  
**Primary countermeasure strategy** State Traffic Safety Information System Improvement Grants

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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. It also serves as a resource to those lacking the necessary knowledge and experience to effectively assimilate, analyze and present crash data. More recently, ITSDS has also been providing guidance, and supporting detailed instructions, to individuals on how the Iowa Crash Analysis Tool may potentially be used to satisfy their data needs. Using the data and analyses provided by ITSDS, agencies can help reduce the number of crashes in their jurisdiction. ITSDS is for anyone who needs to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations or increasing traffic safety awareness. ITSDS generally performs safety analyses on an "on demand" basis for ad hoc requests. ITSDS also conducts semi-regular analyses, as well as special projects, for various agencies, such as GTSB, Iowa State Patrol and the Iowa Department of Transportation. As agencies see needs for safety data, they contact ITSDS for assistance. Funding will be used to support the ad hoc requests, semi-regular analyses and special projects.

**Enter intended subrecipients.**

Iowa Traffic Safety Data Service (ITSDS), Iowa State University

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
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2019 State Traffic Safety Information System Improvement Grants

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405c Data Program	405c Data Program (FAST)	\$108,000.00		\$21,600.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.8.1.8 Planned Activity: CJPJ Research

Planned activity name	CJPJ Research
Planned activity number	19-405c-M3DA, Task 04
Primary countermeasure strategy	State Traffic Safety Information System Improvement Grants

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

The Justice Data Warehouse (JDW) is a central repository of key criminal and juvenile justice data. The data sources originate from other agencies, and these agencies, as well as CJJP, currently lack resources to develop and update data dictionaries and information that could be provided to outside entities. CJJP will procure and utilize a software tool (Universe Platter) to help extract the table/field elements that would establish a data dictionary for availability to outside entities. This application will be a time saving tool that will allow for documentation of our tables and universes (back end repository), using existing data included in the data warehouse and will allow for the elimination of manual documentation with automated features providing connections, database tables, joins between tables and metadata. The work will start with the Court's citation data and potentially expand to other JDW data sources. CJJP will also conduct research and analysis on the timeliness of the citation data, reviewing the time from citation data to disposition to see if there are variations across the state.

#### Enter intended subrecipients.

Iowa Department of Human Rights, Criminal and Juvenile Justice Planning

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	State Traffic Safety Information System Improvement Grants

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405c Data Program	405c Data Program (FAST)	\$35,000.00	\$7,000.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.8.1.9 Planned Activity: Integration of Data to Examine High-Risk and Vulnerable Road Users

Planned activity name	Integration of Data to Examine High-Risk and Vulnerable Road Users
Planned activity number	19-405c-M3DA, Task 05
Primary countermeasure strategy	State Traffic Safety Information System Improvement Grants

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

This project will focus on the adjudication process (rates and sentences) of drivers and motorcyclists involved in motorcycle (non-collision) and motorcycle-motor vehicle crashes. This will involve the development of methodology to follow a charge through to conviction and sentencing to better understand outcomes. IPRC will investigate the characteristics of charges that are dismissed. IPRC will specifically focus on speeding and impaired driving-related citations. Although this project will focus on motorcycle-involved crashes, the methods developed from this study will be useful to study the adjudication process of other driver populations and other specific offense types. Additionally, funding will also involve the evaluation of the impact of issuing warnings versus citations on subsequent citations and crashes.

Specific project activities include:

1. Develop methodology for tracking the adjudication process (charges through to sentencing or dismissal) of speeding and drunk driving offenses related to motorcycle crashes.
2. Conduct descriptive analyses of the adjudication outcomes (number of sentences, sentence types, or dismissals) of speeding and drunk driving citations in motorcycle crashes.
3. Conduct descriptive and case-crossover analyses of the effectiveness of issuing warnings versus citations related to next police contact.

#### Enter intended subrecipients.

University of Iowa, Injury Prevention Research Center (IPRC)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	State Traffic Safety Information System Improvement Grants

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405c Data Program	405c Data Program (FAST)	\$40,000.00	\$8,000.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.8.1.10 Planned Activity: GTSB Travel

Planned activity name	GTSB Travel
Planned activity number	19-405c-M3DA, 00-00-03

Primary countermeasure strategy State Traffic Safety Information System Improvement Grants

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Funding for FFY 2019 is allocated for data-related travel expenses for GTSB staff.

Enter intended subrecipients.

Iowa Department of Public Safety, Governor's Traffic Safety Bureau

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	State Traffic Safety Information System Improvement Grants

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405c Data Program	405c Data Program (FAST)	\$500.00		

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.9 Program Area: Non-motorized (Bicyclist)

**Program area type** Non-motorized (Bicyclist)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

Bicycling continues in popularity as a form of entertainment and as a low-cost transportation option. Although there are many miles of well-maintained bicycle trails in the state, bicyclists do have a right to utilize Iowa's roadways. Under Iowa law, a bicyclist has to follow the same rules and laws as do motorists. Bicyclist lanes are also being common in municipal street designs. It is important, however for motorists to be extra vigilant of their intentions and to share the road. If a motorist is in doubt, they must yield to the bicyclist.

Overt the past five years (2012-2016) there have been 23 bicyclist fatalities in the state of Iowa.

"The Facts Hurt: A State-By-State Injury Prevention Policy Report" by Robert Wood Johnson states that around 700 bicyclists are killed and 52,000 are injured each year in the United States. Annually the average cost of bicycle fatalities in children and teens below the age of 20 is approximately \$993 million. For the same age group, the annual cost of bicycle injuries is an estimated 4.7 billion.

### Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	20.0

### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

#### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Elementary-age Child Bicyclist Training
2019	Bicycle Safety Education

#### 5.9.1 Countermeasure Strategy: Elementary-age Child Bicyclist Training

**Program area** Non-motorized (Bicyclist)

**Countermeasure strategy** Elementary-age Child Bicyclist Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when**

applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

### Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-MOPS Task 01-00-00	Bicycle Education and Usage Surveys	Bicycle Safety Education

**5.9.2 Countermeasure Strategy: Bicycle Safety Education**

**Program area** Non-motorized (Bicyclist)

**Countermeasure strategy** Bicycle Safety Education

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

At Unity Point / Blank Children's Hospital, the main focus in regard to bicycle safety is expanding school-based and community-based bicycle safety programs that include increasing access to affordable helmets for both children and adults. The specific project funded under Bicycle Safety includes the following initiatives:

1. Providing access to no-cost and low-cost bicycle helmets to communities and children in need with a specific focus on rural communities and underserved populations.
2. Developing and shipping free wheeled sports safety curriculum kits to educators and community members interested in facilitating bike and wheeled sports safety presentations in their community, agency or school.
3. Participating in community events to provide helmets, reflectors and education.
4. Demonstrating proper helmet fit and offering fitting helmets at community events.
5. Distributing reflectors at community events as needed.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The planned activities correlate to the National Highway Traffic Safety Administration's set of recommendations regarding bicycle safety. Specifically in regard to expanding school-based and community-based bicycle safety programs that include increasing access to affordable helmets for both children and adults.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The planned activities correlate to the National Highway Traffic Safety Administration's set of recommendations regarding bicycle safety. Specifically in regard to expanding school-based and community-based bicycle safety programs that include increasing access to affordable helmets for both children and adults.

The effectiveness will be analyzed through the results of Observational Surveys of Helmet Use (Pre- and post- surveys) in communities that are awarded no-cost helmets.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-M0PS Task 01-00-00	Bicycle Education and Usage Surveys	Bicycle Safety Education

### 5.9.2.1 Planned Activity: Bicycle Education and Usage Surveys

<b>Planned activity name</b>	Bicycle Education and Usage Surveys
<b>Planned activity number</b>	19-402-M0PS Task 01-00-00
<b>Primary countermeasure strategy</b>	Bicycle Safety Education

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The majority of the funding will be used to purchase helmets for rural community, community and agencies in need, and children in need. Bike reflectors are included in curriculum kits and will be used at bike rodeos and community events. Giveaways may include safety message stickers or other bike-related items for use at community events such as health fairs, farmer's markets and conference. A small amount of money is reserved for printing, educational materials and shipping of curriculum kits.

The proposed activities is as follows:

1. Offer no-cost and low-cost helmets statewide to communities and individuals in need. No-cost helmets will be distributed on a case-by-case basis.
2. Provide free wheeled sports safety curriculum kits statewide.
3. Participate in community events to provide helmet fittings, helmet and reflector distribution, bike rodeo support and supplemental education.

Performance measures are as follows:

1. Utilize the Observational Survey of Helmet Use pre-and prose-test surveys to measure helmet use in community that are awarded no-cost helmets. These surveys will hopefully show an increase in helmet usage after the community's distribution event.
2. Surveys will be sent to recipients of the curriculum kit to collect information.

An end of the year report will be provided that includes the following: 1) Number of helmets, reflectors and giveaways distributed, 2) Number of curriculum kits distributed, 3) number of community events attended.

**Enter intended subrecipients.**

Unity Point / Blank Children's Hospital, Des Moines, IA

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Elementary-age Child Bicyclist Training
2019	Bicycle Safety Education

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2017 FAST Act NHTSA 402 Pedestrian/Bicycle Safety (FAST) \$9,000.00 \$1,800.00 \$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

5.10 Program Area: Communications (Media)

Program area type Communications (Media)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

Yes

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

One of the primary areas within the State Strategic Highway Safety Plan is in the area of education. Media and other marketing tactics are part of the educational mix supported through the GTSB.

The use of media and public outreach helps raise awareness and support for traffic safety initiatives. Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors. The GTSB and other traffic safety partners throughout Iowa utilize various media/marketing strategies to disseminate traffic safety information including educational messages.

It is sometime hard to measure the effectiveness of media campaigns, despite the reporting of exposure, reach, etc. Since 2010, the GTSB has conducted a public awareness/attitude survey of licensed drivers with the objective and goal to focus on driving patterns an effectiveness of media campaigns which are centered on national mobilizations and high visibility efforts. The survey was developed around the guidelines and recommendations set forth by the NHTSA-GHSA (Governor's Highway Safety Association) Working Groups (Traffic Technology Transfers Series, "Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group", No. 397, October 2010). The survey is conducted annually by Iowa State University.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	102.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	93.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	62.0
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	50.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	92.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

**Fiscal Year Countermeasure Strategy Name**

2019	Mass Media Campaign
2019	Earned Media
2019	Communication Campaign

## 5.10.1 Countermeasure Strategy: Mass Media Campaign

**Program area** Communications (Media)**Countermeasure strategy** Mass Media Campaign

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

### Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
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No records found.

## 5.10.2 Countermeasure Strategy: Earned Media

Program area	Communications (Media)
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Countermeasure strategy	Earned Media
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**Innovative countermeasure strategies** are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

### Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
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No records found.

## 5.10.3 Countermeasure Strategy: Communication Campaign

Program area	Communications (Media)
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Countermeasure strategy	Communication Campaign
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Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint

enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

### Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors.

Delivering traffic safety messages at different venues allows for an expanded audiences to see and hear messaging. A wide media mix provides public awareness to traffic safety issues with the ultimate goal to change driving behaviors to reduce fatalities and serious injuries on Iowa roadways. Different strategies will be used to deliver the traffic safety messages and to educate the general public. A variety of venues will provide signage, web banners, radio spots, and other media throughout the state to provide awareness primarily in the areas of safety belt usage, impaired driving, distracted driving, motorcycles, and speed. Facebook and Twitter postings will also be used to raise awareness and change driving behaviors. Social media allows for the integration of technology, social interaction and communication in "real" time. Social media also allows for the "sharing" and reposting of messages, thus having the reach be virtually endless.

Paid media will be secured to support national mobilizations such as "Click It or Ticket" and "Drive Sober or Get Pulled Over".

Previously developed public service announcements (PSAs) and print materials will be available for easy download and use on the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Educating the public about traffic safety is also an emphasis area within the current State Strategic Highway Safety Plan. The focus supports the state's aspirational goal to reduce fatalities to zero in Iowa.

### Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Through educational and awareness efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture. The educational efforts made through media partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve traffic safety culture.

Utilizing a wide variety of venues allows the message to reach a diverse audience.

Special efforts will be made in FFY 2019 to connect with Millennials.

To help formulate communication campaigns, the GTSB uses available traffic records and the results of surveys. Surveys conducted in the state include:

Annual Observational Safety Belt Usage Surveys

Law Enforcement Safety Belt Usage Surveys / Pre- and Post-Evnet Surveys

Annual Child Passenger Restrain Usage Survey

Annual Public Awareness/Attitude Survey

## Evidence of effectiveness

### Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The effectiveness of awareness programs is difficult to measure, however, grantees will report on a quarterly basis as to the estimated exposure, the number of impressions, reach, frequency CPR (Cost per 100 users reached), CPM (cost per 1000 impressions), etc. that yield exposure value.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405b-M1*PM, Task 04	Greater Des Moines Baseball	Communication Campaign
19-405b-M1*PM, Task 05	IMG College - Drake	Communication Campaign
19-405b-M1*PM, Task 06	Iowa Barnstormers	Communication Campaign
19-405b-M1*PM, Task 08	Iowa Wild	Communication Campaign
19-405b-M1*PM, Task 10	Iowa High School Sports Network - Krogman	Communication Campaign
19-405b-M1*PM, Task 15	Waterloo Bucks	Communication Campaign
19-405b-M1*PM, Task 11	Learfield Sports	Communication Campaign
19-405b-M1*PM, Task 14	The Integer Group	Communication Campaign
19-405d-M6OT, Task 41	The Integer Group / Alcohol	Communication Campaign
19-405b-M1*PM, Task 01	Alliance Sport Marketing	Communication Campaign
19-405b-M1*PM, Task 13	Screenvision	Communication Campaign
19-405b-M1*PM, Task 03	DSM Buccaneers Hockey	Communication Campaign
19-405bM1*PM, Task 07	Iowa Public Television	Communication Campaign
19-405b-M1*PM, Task 09	Iowa Wolves Basketball	Communication Campaign
19-405b-M1*PM, Task 17	LumberKings	Communication Campaign
19-405b-M1*PM Task 02	Cedar Rapids Kernels Media	Communication Campaign
19-405b-M1*PM, Task 12	Radio Iowa	Communication Campaign
19-405b-M1*PM, Task 16	KDSM	Communication Campaign

### 5.10.3.1 Planned Activity: Greater Des Moines Baseball

<b>Planned activity name</b>	Greater Des Moines Baseball
<b>Planned activity number</b>	19-405b-M1*PM, Task 04
<b>Primary countermeasure strategy</b>	Communication Campaign

#### Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Funding awarded to Greater Des Moines Baseball will be utilized to provide traffic safety messages for fans attending Iowa Cubs games. The Iowa Cubs are a Triple-A baseball team with their home field being Principal Park in Des Moines, Iowa. Signage will be provided to help raise awareness to traffic issues and encourage safe driving in the areas of seat belts, impaired driving, and distracted driving. Signage will be provided through the marquee sign, concourse backlit sign, and a double outfield fence sign.

**Enter intended subrecipients.**

Greater Des Moines Baseball

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$20,000.00	\$4,000.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.10.3.2 Planned Activity: IMG College - Drake**

Planned activity name	IMG College - Drake
Planned activity number	19-405b-M1*PM, Task 05
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Public service announcements containing traffic safety messages will be aired during Drake University football, men's basketball, and women's basketball by the Drake Sports Network on KRNT 1350 AM radio. Radio program coverage will include the pre-game show, play-by-play, and post-games. The radio program coverage reaches listeners in approximately 17 of Iowa's 99 counties. Additional traffic safety messages will be displayed at scorer tables and on electronic panels at athletic events. public service announcements will also be shown on the video board during each home football game. Drake University is also home of the Drake Relays. The Drake Relays is a premiere track and field meet drawing thousands of athletes and fans from all across the country. During the Drake Relays, traffic safety messaging also includes a full-page advertisement within the printed Drake Relays program with an estimated circulation of 5,000. Exposure throughout the funded year is estimated to be over 780,000.

**Enter intended subrecipients.**

IMG College - Drake

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$32,000.00	\$6,400.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.10.3.3 Planned Activity: Iowa Barnstormers

Planned activity name	Iowa Barnstormers
Planned activity number	19-405b-M1*PM, Task 06
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The Iowa Barnstormers is an arena football team with Wells Fargo Arena in Des Moines, Iowa being the team's home. Activities include a 4' x 8' sideline dasher board, a 30-second PSA on the video board during all Barnstormers home games, a 30-second radio message during all live game broadcasts on 1040 WHO AM, a public service announcement during each home game reminding fans to drive home safely, and approved traffic safety messages on the team's website and social media pages as requested by the GTSB. Each home game averages 7,000 fans who hear these messages. Additional exposure is provided through televised broadcasts on Mediacom's MC22 and live streams on YouTube.

**Enter intended subrecipients.**

Iowa Barnstormers

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$6,000.00	\$1,200.00	

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.10.3.4 Planned Activity: Iowa Wild

**Planned activity name** Iowa Wild  
**Planned activity number** 19-405b-M1\*PM, Task 08  
**Primary countermeasure strategy** Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The grantee is the media source for the Iowa Wild American Hockey League; an affiliate of the National Hockey League's Minnesota Wild. The Wild's home games draw an attendance of more than 20,000 per season. There social media gamers over 30,000 Facebook followers, nearly 12,000 on Twitter, and 30,000 on YouTube. The Wild will provide arena signage, live messages, LED and Scoreboard graphics during each game and will post on social media. The \$10,000 investment would include one 12-foot dasher board, a designated driver both, 10 social media posts, one PA loop :30 spot, and one-In game :30 spot on the scoreboard. The primary traffic safety message is impaired driving.

**Enter intended subrecipients.**

Iowa Wild

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

**Source Fiscal Year Funding Source Eligible Use of Funds Estimated Funding Amount Match Amount Local Benefit**

2017 FAST Act 405b OP High 405b OP High (FAST) \$10,000.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.10.3.5 Planned Activity: Iowa High School Sports Network - Krogman****Planned activity name** Iowa High School Sports Network - Krogman**Planned activity number** 19-405b-M1\*PM, Task 10**Primary countermeasure strategy** Communication Campaign**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Bring awareness to the general public about the Governor's Traffic Safety Bureau traffic messages and programs on a variety of components during the Iowa High School Athletic Association state championships, including but not limited to the following:

1. On-site marketing - LED displays and signage
2. PSA messages played at event arenas
3. Televised commercials, including video webcasts
4. Audio webcasts - radio commercials
5. Logo messages on the Iowa High School Sports Network (IHSSN) website.
6. Messages on the IHSSN social media outlets.

**Enter intended subrecipients.**

Iowa High School Sports Network (IHSSN)

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$10,150.00	\$2,030.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.10.3.6 Planned Activity: Waterloo Bucks**

Planned activity name	Waterloo Bucks
Planned activity number	19-405b-M1*PM, Task 15

Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

The Waterloo Bucks plan to address the highway safety problem areas of impaired driving, safety belts, and distracted driving. The Waterloo Bucks will use the requested funds to install and complete the following: 2 LED video board commercials and logo display at all Bucks home games, outfield fence signage (8' x 12'), broadcast commercials during games, and souvenir program print ads. The exposure is estimated to be over 100,000 people per year.

**Enter intended subrecipients.**

Waterloo Bucks Baseball

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$7,000.00		\$1,400.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.10.3.7 Planned Activity: Learfield Sports

Planned activity name	Learfield Sports
Planned activity number	19-405b-M1*PM, Task 11
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

Learfield will work with the GTSB to help reach and educate nearly 2-million Iowans who follow college athletics about the traffic safety issues throughout the state. Topic areas to include, but not limited to, impaired driving, child passenger safety, teen drivers, distracted driving, and bicycle safety. The Learfield project will be conducted in connection to athletic events at Iowa State University, the University of Iowa and the University of Northern Iowa. Learfield will provide radio exposure, internet campaigns, signage, and production and creative development for the above mentioned traffic safety areas.

#### Enter intended subrecipients.

Learfield Sports

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$180,000.00	\$36,000.00	

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.10.3.8 Planned Activity: The Integer Group

**Planned activity name** The Integer Group  
**Planned activity number** 19-405b-M1\*PM, Task 14  
**Primary countermeasure strategy** Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

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 in support of national mobilizations ("Click It or Ticket" and "Drive Sober or Get Pulled Over") and will use NHTSA's PSAs and /or taglines. Integer will also develop PSAs and other materials as requested by the GTSB. Integer will continue to explore ways to provide public service messages utilizing social media. The Integer Group will also maintain regular communication and will trace 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 the GTSB staff to update and redistribute previously produced materials and will continue to update and maintain the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Specifically in the area of occupant protection, the projected usage of requested funds for FFY 2019 include the following:

1. Develop and execute a media plan to continue current strategy focused on seat belt safety and distracted driving. The plan will focus around the 18-34 year old audience and will utilize radio and digital means.
2. Monitor free and paid media and provide quarterly reporting
3. Produce and update brochures, PSAs, web assets, and other related educational pieces as requested
4. Keep talent fees current, as needed for existing campaigns
5. Improve website content (microsite)

**Enter intended subrecipients.**

The Integer Group

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$147,000.00	\$29,400.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.10.3.9 Planned Activity: The Integer Group / Alcohol**

<b>Planned activity name</b>	The Integer Group / Alcohol
<b>Planned activity number</b>	19-405d-M6OT, Task 41
<b>Primary countermeasure strategy</b>	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

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 in support of national mobilizations ("Click It or Ticket" and "Drive Sober or Get Pulled Over" and will use NHTSA's PSAs and /or taglines. Integer will also develop PSAs and other materials as requested by the GTSB. Integer will continue to explore ways to provide public service messages utilizing social media. The Integer Group will also maintain regular communication and will trace 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 the GTSB staff to update and redistribute previously produced materials and will continue to update and maintain the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Specifically in the area of alcohol/impaired driving, the projected usage of requested funds for FFY 2019 include the following:

1. Develop and execute a media plan to continue current strategy - largely focused on the "Could Have Been Worse" and "Rock Star" campaigns (previously developed). This includes a radio and digital market.
2. Monitor free and paid media and provide quarterly reporting.
3. Produce and update brochures, PSAs, web assets, and other related educational pieces as requested.
4. Keep talent fees current, as needed, for existing campaigns.
5. Begin paid social media advertising to connect with the target audience on Facebook, Instagram, Snapchat and Twitter. When activating paid social, The Integer Group will look to measures like CPR (cost per 1000 users reached) or CPM (cost per 1000 impressions) to see how effective ad targeting and creative is with social audiences.
6. Improve website (microsite) content relevance and accuracy.

#### Enter intended subrecipients.

The Integer Group

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Alcohol	\$160,000.00	\$32,000.00	

### Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.10.3.10 Planned Activity: Alliance Sport Marketing

<b>Planned activity name</b>	Alliance Sport Marketing
<b>Planned activity number</b>	19-405b-M1*PM, Task 01
<b>Primary countermeasure strategy</b>	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Alliance Sport Marketing targets the higher-risk segment of the motoring public which includes 16-34 year old males. Alliance Sport Marketing focuses their efforts within the "Top 22" counties as identified through the Problem Identification process. Within the "Top 22" counties, Alliance Highway Safety (Alliance Sport Marketing) has identified 12 motorsport venues and communities in which to provide traffic safety messaging. The motorsports campaign will consist of prominent signage in each of the venues to put the message in front of that target demographic, public address announcement which will be used to educate the attendees about highway safety, and banners promoting the venue and the message to be displayed within the communities. Primary messaging will utilize "Click It or Ticket" and "Drive Sober or Get Pulled Over". Motorsport venues have proven to be an effective and efficient means of educating the public about highway safety to discourage unsafe driving behaviors. Motorsports fans profile as young, thrill-seeking, males and are prone to self-destructive behaviors. The venues/motorsport locations include the following: 34 Raceway, Boone Speedway, Cedar Falls Raceway, Dallas County Raceway, Davenport Speedway, Dubuque Fair

Speedway, Eldon Raceway, Farley Speedway, Hawkeye Downs Speedway, Iowa Speedway, Lee County Speedway, Marshalltown Speedway, Mississippi Valley Fairgrounds Speedway, Raceway of the Midlands/I-29 Dragway, Warren County Speedway, and Webster Count Fair Figure 8.

Total impressions of the motorsport campaign will be measured and included in reports from Alliance.

#### Enter intended subrecipients.

Alliance Highway Safety (Alliance Sport Marketing)

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year Funding Source Eligible Use of Funds Estimated Funding Amount Match Amount Local Benefit

2017 FAST Act 405b OP High 405b OP High (FAST)

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

#### 5.10.3.11 Planned Activity: Screenvision

Planned activity name Screenvision

Planned activity number 19-405b-M1\*PM, Task 13

Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

Screenvision is a sole-source for advertising within movie theaters. Through Screenvision Media, GTSB public service announcements (PSAs) will run at selected movie theaters in the state. Through this grantee, PSAs are seen by a diverse and captivated audience. The PSAs to be run during FFY 2019 will include message forcing on impaired driving, distracted driving, rural driving, and special "Click It or Ticket" messaging during the national mobilization period. Due to an increase in the number of theater locations available for on-screen advertising in Iowa, additional sites were added to the media mix for FFY 2019, thus offering a wider geographical target market for the GTSB and increased admissions.

#### Enter intended subrecipients.

Screenvision Media

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$55,350.00	\$11,070.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.10.3.12 Planned Activity: DSM Buccaneers Hockey

Planned activity name	DSM Buccaneers Hockey
Planned activity number	19-405b-M1*PM, Task 03
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The grantee will announce a minimum of three traffic safety messages at each of the 30 home games of the Des Moines Buccaneers Hockey Team. Other traffic safety messaging will be provided through public service announcements on the video and dasher boards. It is estimated that the dasher boards alone will be seen by 300,000+ attending fans. The Buccaneers will also support a "Designated Driver of the Game" program which increases awareness to the dangers of impaired driving. Impaired driving will be the primary traffic safety area addressed by the Buccaneers. In addition to messaging at the venue, the Buccaneers will also utilize their website for traffic safety messaging and the GTSB logo. Social media will also be utilized. Currently the Buccaneers have over 22,000 Facebook followers and 9,000 fans that follow via Twitter.

#### Enter intended subrecipients.

Des Moines Buccaneers

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$3,500.00	\$700.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.10.3.13 Planned Activity: Iowa Public Television

Planned activity name Iowa Public Television  
 Planned activity number 19-405bM1\*PM, Task 07  
 Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Iowa Public Television reaches a statewide audience of two million viewers per month. Prime time underwriting announcements provide an inexpensive means of reaching these viewers on a platform that is known for its quality programming. The projected use of funds is for 135 prime time messages on traffic safety issues delivered statewide to Iowa Public Television's viewing audience.

**Enter intended subrecipients.**

Iowa Public Television

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b OP High (FAST)	\$10,000.00	\$2,000.00	

### Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.10.3.14 Planned Activity: Iowa Wolves Basketball

<b>Planned activity name</b>	Iowa Wolves Basketball
<b>Planned activity number</b>	19-405b-M1*PM, Task 09
<b>Primary countermeasure strategy</b>	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3)  
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4)  
[Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2)  
[Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The Iowa Wolves Basketball will be a venue in which to generate mass public awareness for the GTSB and their mission to diminish traffic safety problems and reduce death and injury on Iowa's streets and highways through various means of communication both inside and outside of Wells Fargo Arena in Des Moines. Funding throughout FFY 2019 will support the following:

- LED Rotational Signage

An LED rotational signage will generate impressions both inside and outside of Wells Fargo Arena

The message being delivers is changeable throughout the season

- Alternate Transportation Table

GTSB will have a branded table at Fan Services during all Iowa Wolves home games.

This table will encourage individuals to sign up to be designated drivers for the night.

- Facebook Live / Broadcasts Feature

GTSB will receive an in game feature or commercial during Wolves home games (static, pre-recorded read)

- Social Media / Email Blasts

GTSB will receive five Facebook tags on the Iowa Wolves page throughout the season.

GTSB will be featured in six Iowa Wolves email blasts each season

- Branded Giveaway

GTSB will be featured on a TBD Iowa Wolves giveaway during the season

Specific giveaway TBD and mutually agreed upon by the GTSB and Iowa Wolves

- Concourse Tables

GTSB will receive up to four interactive concourse tables to be used during Iowa Wolves home games

- PA Announcement

GTSB will receive one PA announcement at the conclusion of all Iowa Wolves home games. The announcement to include the message being pushed that month.

**Enter intended subrecipients.**

Iowa Wolves Basketball

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$9,000.00	\$1,800.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

5.10.3.15 Planned Activity: LumberKings

**Planned activity name** LumberKings

**Planned activity number** 19-405b-M1\*PM, Task 17

**Primary countermeasure strategy** Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The LumberKings are a class A Midwest League affiliate of the Seattle Mariners. The home park for the LumberKings is Ashford University Field in Clinton, Iowa.

The planned activity for the LumberKings will be signage with the emphasis area being impaired driving. Such signage will provide for continuous exposure to over 175,000 fans with additional exposure through television and newspaper coverage. In addition to exposure to LumberKings fans, Ashford University Field also hosts college and Clinton High School Baseball, along with a variety of other local high school teams and events.

#### Enter intended subrecipients.

LumberKings

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$2,750.00		

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.10.3.16 Planned Activity: Cedar Rapids Kernels Media

**Planned activity name** Cedar Rapids Kernels Media

**Planned activity number** 19-405b-M1\*PM Task 02

**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### Enter description of the planned activity.

The Kernels will use the requested funds to install outfield signage with a GTSB approved message. The funds will also be used to air 70 radio commercials on KMRY radio and a PSA video board. Pregame commercials will be addressing the highway safety areas of impaired driving, seat belt safety and distracted driving. Throughout the 2019 season 70 home games will be played and the estimated attendance is 250,000. The goal of this project is to raise awareness in regard to traffic safety.

The Cedar Rapids Kernels is a Midwest League Class A affiliate of the Minnesota Twins.

#### Enter intended subrecipients.

Cedar Rapids Kernels

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High				

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

### 5.10.3.17 Planned Activity: Radio Iowa

**Planned activity name** Radio Iowa

**Planned activity number** 19-405b-M1\*PM, Task 12

**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The GTSB statewide public education campaign, distributed through Learfield News & Ag (Radio Iowa), promotes roadway safety while educating Iowa's of zero fatalities behaviors in an effort to decrease motor vehicle crashes and traffic fatalities across the state. The campaign will continue long-term measurement based on Iowa DOT crash data as well as Nielsen survey data on the reach, frequency and gross impressions specific to the campaign. Radio messages are an integral part of the GTSB strategy due to radio's status as the number one reach platform and most dominant in care advertising medium. GTSB :30 and :10 messages will be fed with news content across Learfield's News and Ag network covering Iowans in our key audience demographic, those prone to vehicular accidents due to age demographics and the fact that they are driving on difficult rural roadways. Messages will be developed at no charge with the use of award winning creative team and nationally recognized voice talents. Radio Iowa/Learfield's success in public education campaigns promoting roadway safety and educating Iowan's of zero fatality behaviors is the overall mission. The project objectives include

- Prevent motor vehicle crashes statewide.
- Decrease traffic fatalities across Iowa.
- Focus on unique challenges surrounding rural road safety (gravel roads, narrow shoulders, sharing the road, large ag equipment, hidden signs/intersections/crops)
- Educate Iowans of key Zero Fatalities behaviors (Speeding, Impaired Driving, Distracted Driving, Drowsy Driving)

Target Audiences based on crash data -

- Primary audience: Adult drivers 18+ covering the state of Iowa.
- Secondary Audiences:
  - Rural drivers
  - Drivers age 21-54 based on increased incidence of crash and fatalities
  - Primary male drivers and those prone to risky behaviors.

**Enter intended subrecipients.**

Radio Iowa

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act 405b OP High	405b OP High (FAST)	\$96,000.00		\$19,200.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.10.3.18 Planned Activity: KDSM**

Planned activity name	KDSM
Planned activity number	19-405b-M1*PM, Task 16
Primary countermeasure strategy	Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

The partnership with KDSM will bring "Over the Top" (OTT) into Iowa's media mix. OTT refers to the delivery of film and TV content streamed directly over the internet to a connected device, bypassing the need for viewers to subscribe to a traditional cable or satellite package. Traditionally hard to reach Millennials (age 18-35) are the most active adopters of OTT technology as OTT is a personalized and convenient way to consume media. It offers consumers control over what content they watch, access whenever they want it, on whatever device they want to watch it on. This level of control leads to extremely high engagement between the viewer and the content they are watch. In the Des Moines metro area, data indicates that 51% of adults in the market use a streaming service/app to watch TV shows and videos. Traffic safety messaging will focus on impaired driving.

#### Enter intended subrecipients.

KDSM

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act 405b OP High	405b OP High (FAST)	\$12,000.00		

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

### 5.11 Program Area: Roadway Safety/Traffic Engineering

Program area type Roadway Safety/Traffic Engineering

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

#### Problem identification

Enter description and analysis of the State’s highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Iowa recognizes engineering as an important component to an effective traffic safety program. Section 402/Roadway Safety funding allows for collaborative statewide efforts in regard to traffic safety.

Iowa’s traffic records systems contains an abundance of data that is utilized to determine problem areas and can support the corrective actions and recommendations made in engineering and enforcement efforts. This information only continues to expand. For example, over the past several years, the Roadway System database has been populated with intersection and interchange data, which were both new data elements and can be used for Roadway Safety and Traffic Engineering purposes.

Traffic safety data is more readily available since the development of a web-based analytical tool, Iowa Crash Analysis Tool, ICAT (formally known as SAVER), <https://saver.iowadot.gov>. This tool is quite user-friendly and provides 10 years' work of data. During FFY 2019, there will be an emphasis to expand knowledge and use of the tool. Wide use of ICAT has the potential to greatly expand the analysis, dissemination, and use of Iowa crash records. Iowa has 99 counties and 947 municipalities.. Thus, the potential ICAT user base includes thousands of people affiliated with state, county and local agencies, along with consultants that provide professional services to state and municipal agencies.

#### Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.047

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

#### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	TEAP
2019	Safety Circuit Rider
2019	MDST

#### 5.11.1 Countermeasure Strategy: TEAP

Program area Roadway Safety/Traffic Engineering

Countermeasure strategy TEAP

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

Yes

**Enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

Countermeasures specific to Roadway Safety are not identified in NHTSA's Countermeasures that work. However, engineering strategies are identified within the State Strategic Highway Safety Plan are supported by the Traffic Engineering Assistance Program (TEAP) initiatives. TEAP provides education and support to engineers at the city and county level where typically the resources are not available to identify solutions to the traffic safety issues communities may be experiencing. The SHSP specifically identifies lane departure and intersection-related strategies.

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The Traffic Engineering Assistance Program (TEAP) provides traffic and safety expertise to counties and smaller cities in Iowa that do not have the resources to justify a full-time traffic engineering staff. Through TEAP, traffic engineering analyses are conducted of high crash locations and corrective measures are developed to reduce the number and severity of traffic crashes. The analysis of roadway-related crash information applies engineering principles in identifying highway design and/or safety operations improvements that will address the crash problem. The studies foster an ongoing dialogue among all disciplines of traffic safety including engineers, enforcement, and traffic data professionals, which in turn promotes a multi-disciplinary approach to addressing highway safety issues which focus on comprehensive solutions to identified problems. Operational improvements include the coordination and consideration of law enforcement such as detour routes and law enforcement cross-overs. Studies and recommendations also consider statewide quick clearance policies. This program will allow the Iowa DOT to have two consultants on-call to do traffic engineering studies as well as a consultant to perform roundabout reviews for all sized communities. Traffic engineer consultants will conduct interviews with local stakeholders, gather roadway, crash, and enforcement data, analyze information, and identify cost-effective traffic safety and operational improvements. Each TEAP study involves the community and all interested parties, analysis of current conditions, identification and recommendation of improvements, and identification of potential funding sources to help guide local governments toward implementation. TEAP studies may be requested by units of government based on input from elected officials, enforcement personnel, engineering staff and/or citizens.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Partnerships between traffic safety stakeholders, including local engineers, are critical for the overall success of traffic safety efforts.

Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-M0RS, Task 03	Traffic Engineering Assistance Program	

#### 5.11.1.1 Planned Activity: Traffic Engineering Assistance Program

Planned activity name	Traffic Engineering Assistance Program
Planned activity number	19-402-M0RS, Task 03
Primary countermeasure strategy	

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The Traffic Engineering Assistance Program (TEAP) provides traffic and safety expertise to counties and smaller cities in Iowa that do not have the resources to justify a full-time traffic engineering staff. Through TEAP, traffic engineering analyses are conducted of high crash locations and corrective measures are developed to reduce the number and severity of traffic crashes. The analysis of roadway-related crash information applies engineering principles in identifying highway design and/or safety operations improvements that will address the crash problem. The studies foster an ongoing dialogue among all disciplines of traffic safety including engineers, enforcement, and traffic data professionals, which in turn promotes a multi-disciplinary approach to addressing highway safety issues which focus on comprehensive solutions to identified problems. Operational improvements include the coordination and consideration of law enforcement such as detour routes and law enforcement cross-overs. Studies and recommendations also consider statewide quick clearance policies. This program will allow the Iowa DOT to have two consultants on-call to do traffic engineering studies as well as a consultant to perform roundabout reviews for all sized communities. Traffic engineer consultants will conduct interviews with local stakeholders, gather roadway, crash, and enforcement data, analyze information, and identify cost-effective traffic safety and operational improvements. Each TEAP study involves the community and all interested parties, analysis of current conditions, identification and recommendation of improvements, and identification of potential funding sources to help guide local governments toward implementation. TEAP studies may be requested by units of government based on input from elected officials, enforcement personnel, engineering staff and/or citizens.

The results which are hoped to be attained through this project are to provide as many counties and towns/cities as possible with traffic engineering studies to help them identify solutions to their traffic operations and safety problems. The results will be measured by the number of studies completed.

**Enter intended subrecipients.**

Iowa Department of Transportation, Office of Traffic and Safety

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 TEAP

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402	Roadway Safety (FAST)	\$100,000.00	\$20,000.00	\$100,000.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.11.2 Countermeasure Strategy: Safety Circuit Rider**

**Program area** Roadway Safety/Traffic Engineering

**Countermeasure strategy** Safety Circuit Rider

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

Yes

**Enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

Countermeasures directly involving Roadway Safety / Traffic Engineering are not included in NHTSA's Countermeasures that Work. However engineering safety strategies identified within the State Strategic Highway Safety Plan (SHSP) are supported by Safety Circuit Rider initiatives. Safety Circuit Rider provides education and support to engineers at the city and county level where typically the resources are not available to identify solutions to the traffic safety issues community may be experiencing. The SHSP specifically identifies lane departure and intersection-related strategies.

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The engineering and city/county agency staff training contract supports the Local Technical Assistance Program (LTAP) - Safety Circuit Rider, managed through Iowa State University, Institute for Transportation. The LTAP Safety Circuit Rider Program develops, leads, and instructs transportation-related training and workshop events as well as conducts outreach for city, county, and other agencies throughout the state. The Safety Circuit Rider leads the development of a series of multi-disciplinary safety workshops, supports, and assists with city/county/ and regional multi-disciplinary safety teams with members and creates/applies multi-disciplinary teams for roadway safety assessments when requested by local agencies. These efforts involve outreach and partnerships collaboration, and involvement on the E's of roadway safety. Funding will provide for a Safety Circuit program to assist local engineers and local agency staff through a variety of safety-related training throughout the state. The Safety Circuit Rider Program is designed to provide safety-related information, training and support to agencies responsible for local roadway safety. The position also provides safety-related technical assistance to the general public, engineers, enforcement, etc., and crash data summary interpretations when requested. The Safety Circuit Rider Program also plays an integral part in the state's Fall Safety Workshops which provide a platform for enforcement,

engineering and maintenance personnel to come together for training in a multi-disciplinary manner. Through such collaboration and training, safety-related policies, such as the statewide quick clearance polices have been developed.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

#### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The partnership created among traffic safety stakeholders is a critical component in the overall success of traffic safety efforts.

#### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-M0RS, Task 01	Safety Circuit Rider	Safety Circuit Rider

#### 5.11.2.1 Planned Activity: Safety Circuit Rider

Planned activity name	Safety Circuit Rider
Planned activity number	19-402-M0RS, Task 01
Primary countermeasure strategy	Safety Circuit Rider

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The engineering and city/county agency staff training contract supports the Local Technical Assistance Program (LTAP) - Safety Circuit Rider, managed through Iowa State University, Institute for Transportation. The LTAP Safety Circuit Rider Program develops, leads, and instructs transportation-related training and workshop events as well as conducts outreach for city, county, and other agencies throughout the state. The Safety Circuit Rider leads the development of a series of multi-disciplinary safety workshops, supports, and assists with city/county/ and regional multi-disciplinary safety teams with members and creates/applies multi-disciplinary teams for roadway safety assessments when requested by local agencies. These efforts involve outreach and partnerships collaboration, and involvement on the E's of roadway safety. Funding will provide for a Safety Circuit program to assist local engineers and local agency staff through a variety of safety-related training throughout the state. The Safety Circuit Rider Program is designed to provide safety-related information, training and support to agencies responsible for local roadway safety. The position also provides safety-related technical assistance to the general public, engineers, enforcement, etc., and crash data summary interpretations when requested. The Safety Circuit Rider Program also plays an integral part in the state's Fall Safety Workshops which provide a platform for enforcement, engineering and maintenance personnel to come together for training in a multi-disciplinary manner. Through such collaboration and training, safety-related policies, such as the statewide quick clearance policies have been developed.

There is a continual need for training for safety professionals and people in similar positions around the state of Iowa. This engineering training contract provides a funding stream for "as needed" training of safety engineers, traffic technicians, and other safety professionals. Many special training opportunities have resulted from this program.

The annual goal is to train as many people as possible over the course of a year with this program. Results will be measured by the number of individuals trained.

#### Enter intended subrecipients.

Iowa Department of Transportation, Office of Traffic and Safety

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Safety Circuit Rider

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act NHTSA 402	Roadway Safety (FAST)	\$60,000.00	\$12,000.00	\$60,000.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

### 5.11.3 Countermeasure Strategy: MDST

Program area Roadway Safety/Traffic Engineering

Countermeasure strategy MDST

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

Yes

**Enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

Multiple Disciplinary Safety Teams (MDSTs) are an integral part of reducing fatalities and serious injuries. They provide a unique way of looking at problems and coming up with solutions that might not be possible when focusing on individual disciplines. The purpose of a MDST includes: 1. Improve traffic safety 2. Develop interagency cooperation 3. Help resolve local safety issues 4. Identify and mitigate crash causes 5. Improve crash response practices 6. Identify funding opportunities. There are a vast variety of disciplines involved in MDSTs including but not limited to: Education, Emergency Management, Emergency Responders (Fire/Medical), Engineers, Law Enforcement, Planners, and the general public.

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

There are many benefits of an MDST. By coordinating communication and collaborating with other stakeholders, participants gain a broader perspective on safety issues and learn best practices from professionals outside their area of expertise. This ultimately leads to the development of solutions that may not have been considered otherwise.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Due to the variety of disciplines involved, there is the opportunity for vital networking which is supported by data and services of stakeholders involved. The statewide MDST program can assist with a number of technical services that can help further develop existing safety groups, establish new relationships and foster growth of innovative and effective safety practices within the transportation community in the state of Iowa. One of the programs's main goals is interagency collaboration and information exchange. This approach will improve communication on technical transportation issues among professionals from local governments, cities, counties, metropolitan planning organizations and regional entities and the DOT statewide. Some of the services the MDST program assists with include the following:

1. Provide technical briefs, technical reports and research documentation
2. Provisions for technical and safety workshops
3. Outreach and technology services
4. Traffic safety assessments

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The benefits of a MDST are invaluable. By coordinating communication and collaborating with other stakeholder, participants gain a broader perspective on safety issues and learn best practices from professionals outside their area of expertise. This ultimately leads to the development of solutions that may not have been considered otherwise.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-MORS, Task 02	Multiple Disciplinary Safety Teams	MDST

## 5.11.3.1 Planned Activity: Multiple Disciplinary Safety Teams

Planned activity name	Multiple Disciplinary Safety Teams
Planned activity number	19-402-MORS, Task 02
Primary countermeasure strategy	MDST

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

This joint effort supports the opportunity to help facilitate the development and operation of local multi-discipline safety teams (MDSTs) to help identify and resolve local crash causes and enhance crash response practices. These teams include a wide range of local and state safety professionals from various backgrounds and disciplines. These professionals meet on a regular basis to discuss safety topics, problems, projects, and improvements along local roadways within regional areas of Iowa.

Funding will provide for services to assist partners in the formation, development and continuation of local MDSTs. The structure of the MDST program allows for the expertise and knowledge of traffic safety professionals to be shared through collaborative means to discuss traffic safety programs and strategies in specific areas of the state. MDSTs establish a forum in which participants understand their part of traffic safety and how it coordinates with other areas represented on the team.

MDSTs are an integral part of reducing fatalities and serious injuries. They provide a unique way of looking at problems and coming up with solutions that might not be possible when focusing on individual disciplines. The performance measures for this project would be the number of MDSTs that are either developed or supported.

**Enter intended subrecipients.**

Iowa Department of Transportation, Office of Traffic and Safety

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year Countermeasure Strategy Name

2019 MDST

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017		FAST Act NHTSA 402	Roadway Safety (FAST)	\$20,000.00	\$4,000.00	\$20,000.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

**5.12 Program Area: Non-motorized (Pedestrians)**

Program area type Non-motorized (Pedestrians)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

No

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

**Problem identification**

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

In 2016, pedestrian fatalities represented 5.5% of all traffic fatalities in the state for the year. The state averages around 21 pedestrian fatalities per year. The following chart provides data in regard to pedestrian-related crashes over the past 5 years (2012-2016) as maintained by the Iowa Department of Transportation:

**Pedestrian Related**

Year Total Crashes Fatal Crashes Major Crashes Fatalities Major Injuries Injuries Fatalities & Injuries

2016	535	24	81	24	87	525	549
2015	516	25	84	25	89	480	505
2014	386	20	55	20	58	361	381
2013	440	20	80	0	81	402	422
2012	454	20	65	20	71	441	461

### 5.13 Program Area: Occupant Protection (Adult)

**Program area type** Occupant Protection (Adult)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

Yes

#### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

Seat belt use among drivers is an ongoing highway safety issue in Iowa as in every state. The use of seat belts has repeatedly been demonstrated to result in reduced injuries and lower fatalities among drivers and passengers involved in traffic crashes. NHTSA requires an annual report of seat belt use from each state, following specific prescribed statistical and operational protocols. In addition, the GTSB uses seat belt use data to guide its programs and efforts to promote seat belt use among Iowa drivers.

Iowa State University's Center for Survey Statistics and Methodology (CSSM) developed the statistical plan for the Iowa Seat Belt Use Survey required by NHTSA in 2011-12 and revised it, as required by NHTSA, in 2016-17. In addition, CSSM has conducted the Iowa Seat Belt Use data collection in June and weighted its data for the GTSB each year since 2012. The Iowa Seat Belt Use data collection that CSSM has collected in the past, and proposes to conduct in 2019, provides the data needed by the Iowa GTSB to meet NHTSA reporting requirements and to ensure that seat belt promotion can be targeted where the need for improvement is the greatest.

#### Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	92.0

#### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

#### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Annual Observational Safety Belt Use Survey

#### 5.13.1 Countermeasure Strategy: Annual Observational Safety Belt Use Survey

**Program area** Occupant Protection (Adult)

Countermeasure strategy Annual Observational Safety Belt Use Survey

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

### Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

## Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405b-M1OP, Task 01	Annual Observation Safety Belt Usage Survey	Annual Observational Safety Belt Use Survey

## 5.13.1.1 Planned Activity: Annual Observation Safety Belt Usage Survey

Planned activity name	Annual Observation Safety Belt Usage Survey
Planned activity number	19-405b-M1OP, Task 01
Primary countermeasure strategy	Annual Observational Safety Belt Use Survey

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Enter description of the planned activity.

In the 2018-2019 fiscal year, the Center for Survey Statistics and Methodology (CSSM) at Iowa State University will follow the 2016-2017 plan to once again collect and weigh Iowa seat belt use data as required by NHTSA. CSSM activities will include:

1. Check 84 sampled road segments for road construction and their observation sites for visibility and safety
2. Update and prepare project materials
3. Train field observers in safety, observation techniques, and recording procedures
4. Assign day/time/direction of road segment site observations
5. Notify local officials of the observation schedule and assign sites to field staff

6. Observe and record seat belt use by approximately 12,000-15,000 drivers and right front passengers in specified vehicle types in June
7. Conduct NHTSA-required quality control checks of field staff
8. Tabulate observations and complete data tables requested by GTSB, calculate selection probability and weights, and complete the Iowa Seat Belt Use Survey Report
9. Deliver weighted data files and report to the GTSB before the end of the fiscal year.

CSSM's performance will be measured by the collection of data following the approved protocol that meets or exceeds NHTSA requirements and through the delivery of data files and the Iowa Seat Belt Use report before the end of the fiscal year

#### Enter intended subrecipients.

Iowa State University, Center for Survey Statistics and Methodology

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Annual Observational Safety Belt Use Survey

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405b OP High	405b High Occupant Protection (FAST)	\$35,000.00		\$7,000.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.14 Program Area: Community Traffic Safety Program

Program area type Community Traffic Safety Program

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

#### Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

The Central Iowa Traffic Safety Task Force (CITSTF) is made of law enforcement agencies from Polk, Dallas and Warren counties. These three counties are part of Iowa's "Top 22" counties, as a result of the analysis of 3 years of crash data and the annual Problem Identification analysis.

Throughout the year CITSTF plays a vital role through a multi-agency approach in central Iowa enforcing traffic safety laws and education the public on traffic safety issues.

#### Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	102.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	93.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	62.0
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	50.0

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

#### Countermeasure Strategies in Program Area

Fiscal Year Countermeasure Strategy Name

2019 Supporting Enforcement

#### 5.14.1 Countermeasure Strategy: Supporting Enforcement

Program area Community Traffic Safety Program

Countermeasure strategy Supporting Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

Yes

**Enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

The Central Iowa Traffic Safety Task Force is comprised of law enforcement agencies in the central Iowa counties of Polk, Dallas, and Warren. All three of these counties are included in Iowa's "Top 22" problematic counties as determined annually through the Problem Identification analysis. This project funds a one day traffic safety related conference for the task force member agencies. Funding is also utilized to purchase educational materials to educate drivers.

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

### Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The Central Iowa Traffic Safety Task Force (CITSTF) takes a very strong multi-agency approach in central Iowa to enforce traffic safety laws and to educate drivers. In addition to well-publicized, high visibility enforcement efforts, the task force also takes a pro-active approach with local media to publicize planned task force enforcement activities. Several multi-agency, high visibility enforcement projects are planned throughout the year.

The funding allocated to CITSTF is not used for enforcement efforts, however. Funding is awarded to CITSTF to support a one-day traffic safety related conference for task force member agencies. Conference topics will focus on traffic safety and enforcement issues. Funding will also support the purchase of educational materials.

### Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

All three counties that are represented by the CITSTF law enforcement agencies are included in Iowa's "Top 22" problematic counties as determined annually through the Problem Identification analysis.

CITSTF agencies plan numerous multi-agency, high visibility enforcement projects annually but also take efforts to educate the public and to work closely with the media to provide information about traffic safety issues and the planned enforcement projects.

Funding allocated for CITSTF will be used to support a on-day traffic safety conference and to purchase educational items to be handed out during projects to help educate drivers.

## Evidence of effectiveness

### Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

It is important to enforcement officers receive adequate training to fulfill their jobs. Funding allocated to the CITSTF mission will support a one-day traffic safety related conference for task for member agencies.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-MOOP, Task 08	Central Iowa Traffic Safety Task Force (CITSTF)	Supporting Enforcement

#### 5.14.1.1 Planned Activity: Central Iowa Traffic Safety Task Force (CITSTF)

**Planned activity name** Central Iowa Traffic Safety Task Force (CITSTF)  
**Planned activity number** 19-402-M0OP, Task 08  
**Primary countermeasure strategy** Supporting Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The Central Iowa Traffic Safety Task Force is comprised of law enforcement agencies in the central Iowa counties of Polk, Dallas, and Warren. All three counties are included in Iowa's Top 22<sup>nd</sup> problematic counties as determined annually through the Problem Identification analysis. Funding awarded to CITSTF will support a one-day traffic safety related conference for task force member agencies. Conference topics will focus on traffic safety and enforcement issues. Funding will also support the purchase of educational materials.

**Enter intended subrecipients.**

Mitchellville Police Department

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Supporting Enforcement

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$8,500.00	\$1,700.00	\$8,500.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.15 Program Area: Awareness Survey

Program area type Other

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

### Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Patterns of driver behaviors are ongoing highway safety issues in Iowa as in every state. Speeding habits, lack of seat belt use, drunk/impaired driving, distracted driving, and drowsy driving have repeatedly been demonstrated to result in injuries and fatalities among drivers and passengers involved in traffic crashes. NHTSA requires an annual report of selected traffic safety driving patterns from each state, following specifically prescribed protocols. In addition, the GTSB uses the traffic safety survey data to guide its programs and efforts to increase safe driving among Iowa drivers.

### Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	102.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	93.0
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	62.0
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	50.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	38.0
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	51.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	92.0

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

#### Countermeasure Strategies in Program Area

Fiscal Year Countermeasure Strategy Name

2019 Annual Public Awareness Survey

### 5.15.1 Countermeasure Strategy: Annual Public Awareness Survey

Program area Other

Countermeasure strategy Annual Public Awareness Survey

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

Yes

**Enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

The

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities**

during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

### Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

NHTSA requires an annual report of selected traffic safety driving patterns from each state, following specifically prescribed protocols. In addition, the GTSB uses the results of the traffic safety survey to guide its programs and efforts to increase safe driving among Iowa drivers.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The information is used to help assess current programs and to help guide modification to existing programs with the overall goal to increase safe driving among Iowa drivers.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Since this survey has been conducted since 2010, it is possible to assess changes throughout the years and to assess current programs as to public awareness regarding traffic safety issues. The survey provides the data needed by the Iowa GTSB to meet NHTSA reporting requirements and to help identify where the need for improvement is the greatest.

### Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-MOOP, Task 05	Annual Public Awareness / Attitude Survey	Annual Public Awareness Survey

#### 5.15.1.1 Planned Activity: Annual Public Awareness / Attitude Survey

Planned activity name	Annual Public Awareness / Attitude Survey
Planned activity number	19-402-MOOP, Task 05
Primary countermeasure strategy	Annual Public Awareness Survey

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

In the 2018-2019 fiscal year, Iowa State University Center for Survey Statistics and Methodology (CSSM) will once again collect traffic safety survey data as required by NHTSA for the GTSB. CSSM activities will include:

1. Confirm availability of DMV Drivers Licensing Offices in five or more selected communities and schedule survey dates in July or August
2. Verify survey questions with GTSB
3. Print paper surveys, print/procure other project materials
4. Train field interviewers
5. Travel to Driver Licensing Offices and administer paper surveys to people in teh waiting areas
6. Record, code, and key enter survey data from a minimum of 500 licensed Iowa drivers
7. Check data for accuracy, prepare response data tables, and prepare project report
8. Deliver project data files and report to the GTSB before the end of the fiscal year (September 30)

The survey is conducted in accordance with the recommendations set forth and agreed upon by the NHTSA-GHSA (Governor's Highway Safety Association) working Groups. 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. The survey is designed to be self-administered/self-reported.

**Enter intended subrecipients.**

Iowa State University, Center for Survey Statistics and Methodology

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Annual Public Awareness Survey

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402		\$7,000.00	\$1,400.00	\$0.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.16 Program Area: Motorcycle Safety**

Program area type Motorcycle Safety

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

## Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Between 2012 and 2016, the number of motorcyclist fatalities has fluctuated from a low of 41 (2013 and 2015) to a high of 60 in 2016. Despite the fluctuation, however, the 5-year linear trend line is quite level.

Iowa stresses the importance to both the motorcyclist and the motoring public that each plan an integral part in the role to reduce motorcyclist fatalities and injuries. Between 2012 and 2016, 253 motorcyclist fatalities have occurred. During the same time period, there were 5,111 reported injuries.

Iowa continues to see a steady increase in the number of motorcycle registrations and license holders in the state of Iowa. Over the past five years (2012-2016), the number of motorcycle registrations increased 5.88% from 181,586 in 2012 to 192,257 in 2016. The number of motorcycle license holders increased 2.98% from 264,960 in 2012 to 272,857 in 2016. But, with the increased have also been significant increase in the number of fatal crashes per year. In 2016, there were 58 fatal crashes. This is the highest number of crashes recorded since 1982 when there were 65 reported fatal crashes. 2016 also recorded a fatal crash rate of 3.1; up from 2.2 in 2015. Motorcyclists account for approximately 15% of all fatalities in the state while only accounting for around 0.44 percent of all vehicle miles traveled.

The University of Iowa, Injury Prevention Research Center has been conducting research in the area of vulnerable road users which includes motorcyclists.

The state of Iowa recognizes the need to continue efforts in the area of motorcycle safety. Motorcyclist safety has been identified as an emerging trend in the State Strategic Highway Safety plan and traffic safety stakeholders will continue efforts to monitor this area of concern.

## Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	50.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	38.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year Countermeasure Strategy Name

2019 Motorcycle Rider Training

#### 5.16.1 Countermeasure Strategy: Motorcycle Rider Training

Program area Motorcycle Safety

Countermeasure strategy Motorcycle Rider Training

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Section 405f funding will be utilized to support efforts to provide training to riders to sharpen riding skills especially in the spring after not riding for several months due to the winter season. General motorists are also reminded to be cognizant of motorcyclists and to share the road.

Motorcycle Rider Training is identified in NHTSA's "Countermeasures that Work". In Iowa, there are numerous rider training opportunities throughout the state. Both beginner and experienced rider training is provided.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

It is the goal of motorcycle rider training courses to improve the overall rider abilities, for both novice and experienced riders.

In Iowa, motorcycle safety is getting recognized in numerous areas, including communications/media and research. Motorcycle safety has also been identified as an emerging trend in the State's Strategic Highway Safety Plan.

## Evidence of effectiveness

### Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Iowa believes the most effective ways to improve motorcycle safety is through rider education and reminding the general motoring public to be extra vigilant to look for riders.

A motorcycle is inherently more difficult to operate than a passenger vehicle because it requires more physical skill. A motorcycle also offers the rider little protection in a crash. Iowa has experienced the same upward trends in motorcycling popularity as has been seen throughout the nation. Iowa will continue to review data and trends. The research being done by the University of Iowa, Injury Prevention Research Center will also be considered in ways to improve motorcycle safety.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405f-M9MA, Task 01	Motorcycle Rider Training Courses	Motorcycle Rider Training

#### 5.16.1.1 Planned Activity: Motorcycle Rider Training Courses

Planned activity name	Motorcycle Rider Training Courses
Planned activity number	19-405f-M9MA, Task 01
Primary countermeasure strategy	Motorcycle Rider Training

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

### 1) Implement MRE Quality Assurance Program

In number 2017, 17 Rider Coaches and Rider Coach Trainers completed a two-day MSF Quality Assurance Training. This training included the review of both the classroom and skills portion of MSF courses and the “. . . causes and situations that affect the quality of outcomes . . .” (MSF QASCC FAQs, 2017). MSF created a standardized QA assessment tool, MSF online Quality Assurance Module (QAM), that QA-trained Rider Coaches (QA Specialists) use to enter scores and narrative from each QA site visit. After a review and approval process, the assessments are finalized and aggregate quantitative and qualitative data are available for review by program administrators. The Iowa MRE program will be piloting the QA program during summer 2018 to give the QA Specialists practice conducting site visits and entering the documentation of the visit into the online system. FFY 2019 will serve as year one for the QA program with site visits planned at a minimum of ten MRE Sponsor sites. Two QA Specialists will review the same MRE courses at each site and enter the QA assessment results into the QAM. Following the site visit, the Quality Assurance Specialists will review the findings with the Rider Coaches instructing at the course site and educate on any potential areas of improvement. Two QA Specialists will review and submit the assessments for one site. If additional education is needed from QA site visit findings, the Rider Coach Trainers (QA Managers) will provide additional technical assistance to the Rider Coaches. The QA report will be provided to the MRS Sponsor Coordinators so they too may continue improvement efforts at their sites. The QA Managers and the Iowa DOT state motorcycle administrator (QA Administrator) will have rights to the QAM to view the aggregate data from the QA site visits. They will then be able to identify the most needed areas of improvement. For example, if the assessments reveal that improvements are needed in teaching a specific activity of the skills portion of the MRE course, that activity will be a focus of the professional development at the annual MRE Update provided by the Rider Coach Trainers.

This system will assure that a) the MSF courses provided in Iowa are meeting all components of the evidence-based MSF curriculum, b) all Iowans are receiving consistent motorcycle safety education regardless of location, and c) professional development for the Rider Coaches is timely and relevant. Continuing to improve the quality of Iowa’s motorcycle rider education program will positively impact motorcycle safety in Iowa.

### 2) Educate motorcycle registration holders about benefits of having a driver’s license with a motorcycle endorsement

This project is a continuation of the FFY 2018 GTSB grant. For FFY 2019, educational materials will be provided, along with a marketing campaign that may include print or media advertising. The educational materials will include details on where to access the MSF Basic Rider Course (BRC) and BRC 2, the courses that serve as a waiver to the skills testing for motorcycle endorsement. The educational materials will also include a voucher for a portion of the costs of the BRC. In addition to the voucher provided to customers with educational materials, BRC and BRC 2 course vouchers will be made available to MRE program sponsors and interested motorcycle dealers. A pre-determined number of vouchers will be available for this project.

### 3) Promote participation in MRE courses beyond the Basic Rider Course

It may have been several years since many motorcyclists participated in a rider education course. Some of the Iowa MRE program sponsors offer MSF courses beyond the BRC and BRC 3. Including the Advanced Rider Course (ARC) and Returning Rider Basic Rider Course (RRBRC). The ARC is for motorcyclists seeking more advanced safety instruction. The RRBRC is a refresher for individuals who have not been an active motorcycle rider for some time. To promote these courses, grant funds will be used to offer the courses for a reduced cost through MRE program sponsors. A pre-determined number of vouchers will be available for this project.

### 4) Improve access to 3 Wheel Motorcycle Course Offerings

There are reports that indicate interest in three wheel motorcycles is on the rise with older adults (NYT, 9.4.2012). The Iowa MRE program will offer a 3-Wheel Rider Coach Preparation Course to current Rider Coaches. This will be the second course offered and will increase the number of Rider Coaches trained in the 3-Wheel course. In turn, this will allow Iowa MRE Sponsors the opportunity to grow their programs to offer a 3-Wheel Basic Rider Course. A three day 3-Wheel Rider Coach Preparation Course will be offered once during FFY 2019. One of the Rider Coach Trainers will provide this Rider Coach Preparation Course.

### 5) Ensure an adequate number of MSF MRE Rider Coaches

At least one Motorcycle Rider Coach Preparation Course will be offered during FFY 2019. This nine day course is conducted by Iowa’s Rider Coach Trainers. Offering 5th course ensures an adequate number of Rider Coaches are available for MRE program sponsors to provide MRE courses to Iowans.

### 6) Professional development for Rider Coach Trainers and Iowa DOT MRE staff members.

To keep current on factors influencing motorcycle safety, the Iowa DOT MRE staff members and the Iowa Rider Coach Trainers will attend at least one learning opportunity. The information received will be shared with others on the MRE training team and considered when implementing motorcycle safety initiatives. The QA Program is in the developmental stage. In the initial year one, ten QA visits are planned for FFY 2019. QA visits to the remaining ten sponsors are planned for FFY 2020. It is anticipated this program could become self-sustaining in approximately 5 – 7 years as the value of the program is seen.

Increasing the number of riders taking motorcycle rider education courses and the number of riders getting the motorcycle endorsement are on-going. Professional development and training are on-going.

#### Enter intended subrecipients.

Iowa Department of Transportation, Office of Driver Services

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 Motorcycle Rider Training

## Funding sources

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405f Motorcycle Programs	405f Motorcyclist Training (FAST)	\$74,000.00		

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.17 Program Area: Teen Traffic Safety Program

Program area type Teen Traffic Safety Program

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

## Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

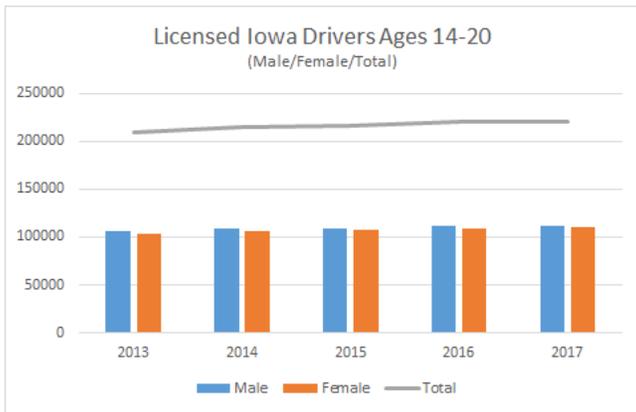
Motor vehicle crashes remain the leading cause of death for 14-18 year olds in Iowa and throughout the United States. In comparison with adult drivers, young drivers, are substantially over-involved in crashes.

Young drivers have high crash risks for two main reasons, as documented by extensive research. First, they are inexperienced, just learning to drive. The mechanics of driving require much of their attention, so safety considerations frequently are secondary. They do not have experience in recognizing potentially risky situations or in reaching appropriately and controlling their vehicles in these situations. Second, normal adolescent development involves an increase in novelty seeking and risk taking behaviors. Inexperience makes certain circumstances more dangerous for younger drivers. In addition, immaturity increases the likelihood of young drivers putting themselves in risky circumstances. NHTSA has identified five areas of concern in relation to younger drivers: 1) Nighttime Driving, 2) Drinking and Driving, 3) Passenger Interactions, 4) Belt Use, and 5) Cell Phone Use.

Iowa does have a GDL law but it allows for learner's permits to be obtained at age 14. .

In 2016, 53 drivers age 20 or younger were involved in fatal crashes. Over the past five years (2012-2016) a linear trend is showing an gradual increase in the number of drivers age 20 or younger involved in fatal crashes. Over the past five year, the lowest number recorded was 35 with the highest number recorded in 2016 with 53.

The state of Iowa saw a slight increase in the number of licensed Iowa Drivers Ages 14-20 as seen on the chart below.



Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	51.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	School and Community Program Focusing on Teen Drivers

5.17.1 Countermeasure Strategy: School and Community Program Focusing on Teen Drivers

**Program area** Teen Traffic Safety Program  
**Countermeasure strategy** School and Community Program Focusing on Teen Drivers

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State’s problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State’s problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

There has been a notable increase in the number of student drivers' participation in traffic safety as a result of presenting it by means with their (teens) social platforms. Using methods such as music, rap and social media are significantly effective. Previous efforts by the grantee has included the development of school administration approved traffic safety based curriculum for student to apply themselves to during their in-school sessions, engaging students grades 9-12. Utilizing tools such as impaired vision goggles, sobriety field testing and in particular the desktop driving simulator catapulted the student participation astronomically from minimal awareness, to producing full classroom attendance in present and subsequent pre-scheduled seminars.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The programs will aid in acquiring youth participation, and maintain their interest in peer to peer led group forums, guiding young drivers to improve their driving habits to significantly reduce the number of injuries and/or fatalities resulting from distracted driving and failure to adhere to safety measures put in place to minimize the likelihood of serious injury/fatality occurrences.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The programs will aid in acquiring youth participation, and maintain their interest in peer to peer led group forums, guiding young drivers to improve their driving habits to significantly reduce the number of injuries and/or fatalities resulting from distracted driving and failure to adhere to safety measures put in place to minimize the likelihood of serious injury/fatality occurrences.

The program is primarily offered in the Des Moines metro area. It is is conducive to the diversity of targeted youth groups and will be utilized toward the use within multiple youth forums.

The program has evolved over the years which has increased student participation. There has been a notable increase in the number of student drivers' participation in traffic safety as a result of presenting it by means with their social platforms. In FFY 2019, there are plans to yp again further improve the program through the use of broadcasting to advertise the youth traffic safety programs. The goal is to increase public awareness, not only to youth but also to local businesses and vested community residents who now indicate expressed appreciation and support of the promotion of traffic safety awareness to youth.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-M0TSP, Task 01	Teen Traffic Safety Program	School and Community Program Focusing on Teen Drivers

#### 5.17.1.1 Planned Activity: Teen Traffic Safety Program

Planned activity name	Teen Traffic Safety Program
Planned activity number	19-402-M0TSP, Task 01
Primary countermeasure strategy	School and Community Program Focusing on Teen Drivers

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

Creative Visions Human Development Institute is a Des Moines based community outreach organization which includes a traffic safety program among other programs and services. The Traffic Safety Program is a joint project with the Governor's Council. The program utilizes a mentoring team and is designed to promote traffic safety by making the community aware of the dangers of driving while distracted or impaired, and injuries or fatalities improper use or non/use of safety belts. While the overall traffic safety message is aimed at all drivers, the program places emphasis on minority youths and young adult drivers in the urban areas. Creative Visions provides traffic safety awareness, positive peer interaction and mentoring among youths and promotes safe driving practices and positive behaviors.

The Creative Vision program has evolved over the years. There has been a notable increase in the number of student drivers' participation in traffic safety as a result of presenting it by means within their social platform. In FFY 2019, Creative Visions plans to further enhance the program. Creative Visions has identified that promotion of traffic safety via radio broadcast, infomercials, studio production services, utilizing videography, soundtracks and media graphic artistry are effective and necessary tools to generate desired and expected contractual outcomes. The enhancements will aide in acquiring youth participation and maintain their interest in peer to peer led forums, guiding young drivers to improve their driving habits to significantly reduce the number of injuries and/or fatalities resulting from distracted driving and failure to adhere to safety measures put in place to minimize the likelihood of serious

injury/fatality occurrences. With the use of broadcasting to advertise our youth traffic safety programs, Creative Visions increased public awareness, not only to youth but also to local businesses and vested community residents who now indicate expressed appreciation and support of the efforts to promote traffic safety awareness to youth.

#### Enter intended subrecipients.

Creative Visions Human Development Institute

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	School and Community Program Focusing on Teen Drivers

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Teen Safety Program (FAST)	\$25,000.00	\$5,000.00	\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.18 Program Area: Older Drivers

Program area type Older Drivers

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

#### Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Iowa older driver fatality rates mirror the national picture of risk with rises with aging. At the same time, Iowa's population is growing older. Iowa's value the independence of getting around in their own vehicles and staying connected with families and communities. With aging driving becomes an increasing concern for older Iowans and their families.

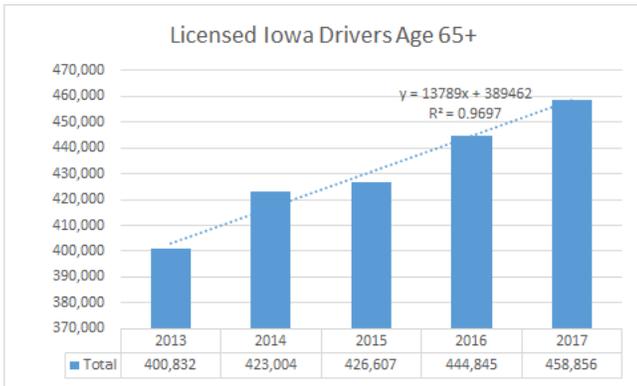
Safety for older drivers is a public health issue. For those age 65 to 74, motor vehicle injuries are the leading cause of injury-related deaths. Older drivers have a higher fatality rate per miles driven than any other driver age group except those under the age of 25 (IA DOT).

The table and chart below depict the increase in older drivers in the state of Iowa.

#### Licensed Iowa Drivers Age 65+

	Female	Male	Total
2017	240,555	218,301	458,856
2016	233,768	211,077	444,845
2015	224,807	201,800	426,607
2014	222,333	200,671	423,004

2013 211,597 189,235 400,832



Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	353.8
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	1,483.7
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	102.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	92.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

## Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Car Fit Events

## 5.18.1 Countermeasure Strategy: Car Fit Events

Program area Older Drivers

Countermeasure strategy Car Fit Events

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

Yes

**Enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

As we age, changes in our vision, flexibility, strength, range of motion and even size and height may make us less comfortable and reduce our control behind the wheel. CarFit provides older adults with the tools to understand and apply the safety features of their vehicles. Having a car that "fits" the older driver is key.

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

As we age, changes in our vision, flexibility, strength, range of motion, and even size and height may make us less comfortable and reduce our control behind the wheel. Car Fit provides older adults with the tools to understand and apply the safety features of their vehicles. While older drivers are more likely to be seriously injured in a crash because their bodies are more fragile. Older drivers can improve their safety by ensuring their cars are properly adjusted for them. A proper fit in one's car can greatly increase not only the driver's safety but also the safety of others.

CarFit events are designed to provide a quick but comprehensive check of how well the individual and their vehicle work together. A trained professional asks simple questions and a will complete a 12-point CarFit checklist. The driver will consult with an occupational therapist who, if needed, will discuss ways drivers can maintain and improve aspects related to their driving health. Some of the discussion points during a CarFit event include:

- Mirror adjustments. Properly adjusting the vehicle's mirrors can greatly minimize blind spots for drivers when changing lanes.
- Good foot positioning on the gas and brake pedals. Drivers who reach with their toes to press on the pedals can experience reduced reaction times and fatigue in their legs.
- Position of the driver in relationship to the steering wheel. Drivers run a risk of serious injury if they are sitting closer than 10 inches to the steering wheel.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Iowa is seeing a steady increase in the number licensed drivers age 65+. Between 2013 and 2017 alone, the number of licensed drivers over the age 65+ increased by 58,024.

Older drivers was listed as an emerging trend in the current State Strategic Highway Safety Plan. The state is currently working on a revision to the Strategic Highway Safety plan and older drivers is being considered for inclusion as a main topic area.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

CarFit events were developed by the American Society on Aging in collaboration with AARP, American Occupational Therapy Association, and AAA.

Well-informed adults will make safer decisions about their driving/driving abilities.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-M0OP, Task 14	CarFit Programs	Car Fit Events

### 5.18.1.1 Planned Activity: CarFit Programs

Planned activity name	CarFit Programs
Planned activity number	19-402-M0OP, Task 14
Primary countermeasure strategy	Car Fit Events

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations**

and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

Older drivers are often the safest drivers in the they are more likely to wear their seatbelts, and less likely to speed or drink and drive. However, older drivers are more likely to be killed or seriously injured when a crash does occur due to their bodies being more fragile. The AARP CarFit program is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. GTSB's CarFit contract will provide funding for CarFit event coordinators and technicians to purchase Car-Fit its to be used at these events. CarFit is a nationally recognized program for older drivers.

#### Enter intended subrecipients.

AARP

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Car Fit Events

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2017	FAST Act NHTSA 402			\$750.00	\$3,600.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.19 Program Area: Planning & Administration

**Program area type** Planning & Administration

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

No

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

Planning and Administration costs are those direct and indirect costs that are attributable to the management of the highway safety office. Staff and resources will be provided through Planning and Administration for the management of the federal highway safety funding awarded to the state of Iowa through the GTSB. Through Planning and Administration, staff will be available to assist contractors through the Section 402 and 405 funding application process and for financial assistance. There are three GTSB positions directly funded through Planning and Administration (Bureau Chief, Financial Manager, and Grants Administrator). These positions are critical for implementation and the success of all traffic safety program areas.

### Planned Activities in the Planning & Administration

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-M0PA GTSB P&A	GTSB Planning and Administration	

#### 5.19.1 Planned Activity: GTSB Planning and Administration

<b>Planned activity name</b>	GTSB Planning and Administration
<b>Planned activity number</b>	19-402-M0PA GTSB P&A
<b>Primary countermeasure strategy</b>	

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

Funding will support staff and resources to efficiently implement and manage the highway safety office to meet the goals to reduce crashes, injuries, and fatalities on Iowa roadways. Funding will cover administrative costs including salaries and related personnel benefits. Positions funded through Planning and Administration include the GTSB's Bureau Chief, Financial Manager and Grants Administrator.

**Enter intended subrecipients.**

GTSB

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year Countermeasure Strategy Name

No records found.

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	Planning and Administration (FAST)	\$190,000.00		\$0.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

No records found.

**6 Evidence-based Traffic Safety Enforcement Program (TSEP)**

Evidence-based traffic safety enforcement program (TSEP) information

Identify the planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP).

**Planned activities in the TSEP:**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-402-MOOP, Task 05	Annual Public Awareness / Attitude Survey	Annual Public Awareness Survey
19-405d-M6OT HVE	Law Enforcement/HVE - 405d	High Visibility Enforcement
19-402-M0AL HVE	Law Enforcement/HVE - 402 AL	High Visibility Enforcement
19-405d-M6OT, Task 12	Iowa DCI Crime Laboratory	Laboratory Drug Testing Equipment
19-405d-M6OT High Five	High Five	High Visibility Enforcement
19-402-M0OP LE/HVE	Law Enforcement/HVE - Section 402 - Occupant Protection	Short-term, High Visibility Seat Belt Law Enforcement
19-402-M0OP sTEP	sTEP	Short-term, High Visibility Seat Belt Law Enforcement

## Analysis

### Enter analysis of crashes, crash fatalities, and injuries in areas of highest risk.

Annually a Problem Identification analysis is conducted to determine Iowa's most problematic areas. Crash data as maintained by the Iowa Department of Transportation is analyzed for each of Iowa's 99 counties. *Iowa Administrative Code 661 – Chapter 20* specifies the inclusion of the following criteria to rank Iowa's counties:

- 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
- a. Fatal and injury crashes involving pedestrians and bicycles by county

For evaluation purposes, the nine data elements are given equal weight as the *Administrative Code* does not specify any particular emphasis on individual elements. The state 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. The Problem Identification composite rankings are used for the state to determine eligibility for Section 402 and 405d funding.

Data in each category is totaled and ranked in relationship to the other counties throughout the state in each of the nine identified categories from the highest number of occurrences to the lowest. For example, if the three years of data indicate that County X experienced an average of 30 fatal crashes, the highest in the state, then County X would be ranked number one in the fatal crashes category. If County Y averaged 15 fatal crashes over the same three-year period and was the 12th highest among the 99 counties, then County Y would be ranked 12th in the area of fatal crashes.

After all categories have been analyzed, the problem ranking for each of Iowa's 99 counties are averaged and compared to provide for a composite ranking. The overall composite ranking determines the counties with the highest frequency of traffic issues of the analyzed criteria. From this process, the "Top 22" counties (the 22 counties with the highest composite ranking) are identified as eligible for Section 402 funding.

### "Top 22" Problem Identification Counties for FFY 2019





Benton	Clayton	Harrison	Mahaska	Scott
Black Hawk	Clinton	Henry	Marion	Story
Boone	Dallas	Jackson	Marshall	Wapello
Buena Vista	Des Moines	Jasper	Mills	Warren
Carroll	Dubuque	Johnson	Muscatine	Washington
Cass	Fayette	Jones	Plymouth	Webster
Cedar	Hamilton	Lee	Polk	Winneshiek
Cerro Gordo	Hardin	Lee	Pottawattamie	Woodbury

Agencies identified within the "Top 22" or "Top 40" are notified of the eligibility for funding in January of each year. Funding proposals received by the GTSB must include the following:

A problem statement/objective that describes the highway safety problem(s) to be addressed;

1. The proposed activities and/or services to be provided that will positively impact the problem;
2. Performance measures to assess the program's success in attaining its objectives; and
3. A budget including the various program elements (personal services, commodities, equipment, and contractual services) to be funded and the corresponding funding amount being requested for each item as well as the total required amount of funding.

#### **Enter explanation of the deployment of resources based on the analysis performed.**

Once the Problem Identification Analysis is completed, eligible Iowa agencies are identified for notification of funding eligibility. Applications and funding decision are then made for the upcoming year.

Contracts are written up for each agency, which are responsible for their staffing plan to conduct overtime enforcement, and overtime for educational presentations, if applicable. Contract activities for agencies funding under Section 402 to include the following, as identified in contract language.

"Conduct "x" overtime hours of high visibility traffic enforcement with a maximum effort directed at occupant restraint, impaired driving and excessive speed violations during times and at locations identified as high-risk, including at least two special traffic enforcement projects, one of which will be conducted at night."

Contract language for Section 405d enforcement agencies is as follows:

"Conducted planned high visibility enforcement directed at impaired driving and other violations during times and at locations that have been identified by your agency, the Iowa DOT, or the DPS/GTSB as high risk, including at least two nighttime multi-agency saturation projects. Strong consideration should be given to weekends and project hours between 6:00 p.m. and 3:00 a.m."

sSTEP agencies will conduct overtime enforcement efforts during five identified enforcement waves (two of which support the national mobilizations of "Click It or Ticket" and "Drive Sober or Get Pulled Over". Contract language for sSTEP agencies specifies enforcement efforts as follows:

"Conduct "x" hours of high-visibility overtime traffic enforcement with a maximum effort directed at safety belt and child restraint violations during each of these designated waves: (FFY 2019 sSTEP wave dates to be entered here)."

**Enter description of how the State plans to monitor the effectiveness of enforcement activities, make ongoing adjustments as warranted by data, and update the countermeasure strategies and projects in the Highway Safety Plan (HSP).**

### **Assessing Risk**

GTSB Program Administrators are responsible to review all application weighing the risk assessment of the agency and its proposed project(s). If the applicant is a current grantee the past performance is reviewed for completeness and timeliness of reports and claims, no negative findings during site visits or unresolved problems, the level at which program objectives were met (such as crash reduction), as well as the overall success of the past and current grant(s). The Program Administrators also analyze the percentage of prior funds utilized, previous equipment purchases, and the size of the organization and its willingness to work with other agencies. If the agency's contact is new to traffic safety and/or GTSB grant funding, the Program Administrator may need to provide extra guidance during the project period. With all of this information, the proposed project is reviewed for funding and a risk assessment is completed. The applicant agency is assessed as "Low", "Medium" or "High" risk. A copy of the risk assessment form is provided in ATTACHMENT A.

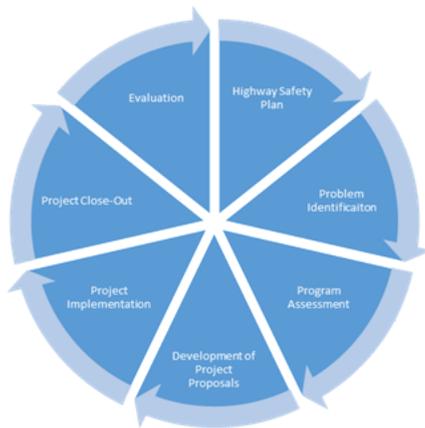
## Reporting, Project Performance and Monitoring

Project monitoring is a process used to assess progress and problems. Monitoring can ensure performance goals are being achieved and ensure compliance with federal requirements. The process of monitoring is circular and continuous. The ultimate goal of all traffic safety program sponsored by the GTSB is to reduce death and injuries on Iowa's roads.

The GTSB is a data-driven organization that utilizes "Most recent available" data in supporting traffic safety efforts. The data is used to help guide, assist, direct and expand resources for contracted agencies. Contractors are required to submit reports regarding their efforts throughout the life of the contract. The GTSB uses the reports and data to insure the programs are in accordance with the contract and are providing the desired results. Reporting provides the contracts an opportunity to discuss program successes, shortcoming, exchange information and document effort.

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, trip reports, and other contractually required information is received by the GTSB in a timely and accurate 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.

Evaluation is conducted at the end of the project and helps determine if a project achieved the goals and objectives. The evaluation process helps measure the effectiveness of countermeasures.



## 7 High Visibility Enforcement

High-visibility enforcement (HVE) strategies

Planned HVE strategies to support national mobilizations:

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

### Countermeasure Strategy Name

Short-term, High Visibility Seat Belt Law Enforcement

High Visibility Enforcement

Communication Campaign

### HVE activities

**Select specific HVE planned activities that demonstrate the State's support and participation in the National high-visibility law enforcement mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles.**

**HVE Campaigns Selected**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405d-M6OT HVE	Law Enforcement/HVE - 405d	High Visibility Enforcement
19-402-M0AL HVE	Law Enforcement/HVE - 402 AL	High Visibility Enforcement
19-405d-M6OT High Five	High Five	High Visibility Enforcement
19-402-M0OP LE/HVE	Law Enforcement/HVE - Section 402 - Occupant Protection	Short-term, High Visibility Seat Belt Law Enforcement
19-402-M0OP sTEP	sTEP	Short-term, High Visibility Seat Belt Law Enforcement

**8 405(b) Occupant Protection Grant**

## Occupant protection information

405(b) qualification status: High seat belt use rate State

## Occupant protection plan

**Submit State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems.**

**Program Area**

Communications (Media)

Occupant Protection (Adult)

Occupant Protection (Adult and Child Passenger Safety)

Occupant Protection (Child Passenger Safety)

## Participation in Click-it-or-Ticket (CIOT) national mobilization

**Select or click Add New to submit the planned participating agencies during the fiscal year of the grant, as required under § 1300.11(d)(6).**

**Agencies planning to participate in CIOT****Agency**

Atalissa Police Department

Atlantic Police Department

Aurelia Police Department

Avoca Police Department

Baxter Police Department

Belle Plaine Police Department

Bellevue Police Department

Bloomfield Police Department

Bremer County Sheriff's Office

Buchanan County Sheriff's Office

Buena Vista C ounty Sheriff's Office

Butler County Sheriff's Office

Carlisle Police Department

Carroll County Sheriff's Office

Carroll Police Department

Carter Lake Police Department

Centerville Police Department

Chariton Police Department  
Charles City Police Department  
Cherokee County Sheriff's Office  
Cherokee Police Department  
Chickasaw County Sheriff's Office  
Clarinda Police Department  
Clarke County Sheriff's Office  
Clarion Police Department  
Clay County Sheriff's Office  
Clayton County Sheriff's Office  
Columbus Junction Police Department  
Conesville Police Department  
Coon Rapids Police Department  
Crawford County Sheriff's Office  
Cresco Police Department  
Creston Police Department  
Davis County Sheriff's Office  
Decatur County Sheriff's Office  
Decorah Police Department  
Denver Police Department  
Dickinson County Sheriff's Office  
Iowa Department of Transportation / MVE  
Dunlap Police Department  
Durant Police Department  
Eagle Grove Police Department  
Elkader Police Department  
Emmet County Sheriff's Office  
Estherville Police Department  
Fairbank Police Department  
Farley Police Department  
Fayette Police Department  
Floyd County Sheriff's Office  
Fonda Police Department  
Forest City Police Department  
Fremont County Sheriff's Office  
Garner Police Department  
Gilbertville Police Department  
Glenwood Police Department  
Gowrie Police Department  
Grinnell Police Department  
Grundy Center Police Department  
Grundy County Sheriff's Office  
Guttenburg Police Department  
Hampton Police Department  
Hardin County Sheriff's Office  
Harlan Police Department

Hinton Police Department  
Howard County Sheriff's Office  
Humboldt County Sheriff's Office  
Humboldt Police Department  
Ida County Sheriff's Office  
Independence Police Department  
Jackson County Sheriff's Office  
Jefferson Police Department  
Jesup Police Department  
Jewell Police Department  
Jones County Sheriff's Office  
Keokuk County Sheriff's Office  
Kingsley Police Department  
Kossuth County Sheriff's Office  
LaPorte City Police Department  
Lake City Police Department  
Lake View Police Department  
Lansing Police Department  
Lisbon Police Department  
Logan Police Department  
Louisa County Sheriff's Office  
Lucas County Sheriff's Office  
Lyon County Sheriff's Office  
Madison County Sheriff's Office  
Manchester Police Department  
Manning Police Department  
Manson Police Department  
Mapleton Police Department  
Maquoketa Police Department  
Mar-Mac Police Department  
Marcus Police Department  
Marengo Police Department  
McCausland Police Department  
Melcher Dallas Police Department  
Merrill Police Department  
Milford Police Department  
Mills County Sheriff's Office  
Missouri Valley Police Department  
Mitchell County Sheriff's Office  
Monona County Sheriff's Office  
Monona Police Department  
Monroe Police Department  
Montgomery County Sheriff's Office  
Monticello Police Department  
Montrose Police Department  
Mount Pleasant Police Department

Moville Police Department  
Nashua Police Department  
New Hampton Police Department  
New Vienna Police Department  
Okoboji Police Department  
Osage Police Department  
Osceola County Sheriff's Office  
Osceola Police Department  
Page County Sheriff's Office  
Palo Alto County Sheriff's Office  
Parkersburg Police Department  
Peosta Police Department  
Pleasantville Police Department  
Pocahontas Police Department  
Postville Police Department  
Pottawattamie County Sheriff's Office  
Poweshiek County Sheriff's Office  
Prairie City Police Department  
Red Oak Police Department  
Sabula Police Department  
Sac City Police Department  
Sac County Sheriff's Office  
Shelby County Sheriff's Office  
Shell Rock Police Department  
Sigourney Police Department  
Spencer Police Department  
Spirit Lake Police Department  
Story City Police Department  
Strawberry Point Police Department  
Sumner Police Department  
Sutherland Police Department  
Tama County Sheriff's Office  
Tama Police Department  
Taylor County Sheriff's Office  
Tipton Police Department  
Toledo Police Department  
Tripoli Police Department  
Wapello Police Department  
Washington Police Department  
Waukon Police Department  
Waverly Police Department  
Wayne County Sheriff's Office  
Webster City Police Department  
Webster County Sheriff's Office  
West Union Police Department  
Williamsburg Police Department

Winnebago County Sheriff's Office  
 Winterset Police Department  
 Woodbine Police Department  
 Worth County Sheriff's Office  
 Adair County Sheriff's Office  
 Adams County Sheriff's Office  
 Albia Police Department  
 Algona Police Department  
 Anamosa Police Department  
 Aplington Police Department  
 Armstrong Police Department  
 Arnolds Park Police Department

#### Enter description of the State's planned participation in the Click-it-or-Ticket national mobilization.

Iowa's special Traffic Enforcement Program (sSTEP) is designed to allow all law enforcement agencies in the state not already receiving Section 402 or Section 405d funding to join as partners to address traffic safety issues.

NHTSA/FARS data reflects that 72% of fatalities in 2016 were considered rural. Rural areas are within jurisdictions of county sheriffs and smaller police departments. Iowa's sSTEP program allows funding for these smaller rural communities. Grantees under sSTEP are required to work five scheduled enforcement waves, one which coincides with the "Click It or Ticket" national mobilization. As part of the enforcement waves, each agency is also required to conduct observational seat belt usage surveys before and after each wave to help measure the impact and success of such waves. It is highly suggested that agencies work with their local media. Media support can be invaluable. Communication and outreach supporting enforcement are listed as highly effective in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015.

sSTEP agencies can utilize funding for overtime, equipment or a combination of both. sSTEP efforts are strongly supported by other law enforcement agencies receiving Section 402 and Section 405d funding during the heightened enforcement waves/national mobilizations as a way to further raise awareness of safety belt usage and traffic safety in general. During the enforcement waves, participating agencies are allowed to implement enforcement activity based upon data in a manner that best fits the resources and needs within their jurisdiction. Therefore, efforts will vary from single to multi-agency events through regular traffic enforcement and/or safety checkpoint events.

sSTEP enforcement waves run concurrently with the "Click It or Ticket" national mobilization (May/June) and "Drive Sober or Get Pulled Over" (August). sSTEP heightened enforcement waves also occur around St. Patrick's Day, the 4th of July and Thanksgiving weekend. During FFY 2019, Iowa will participate in a third mobilization (Impaired Driving in December). This enforcement effort, however, will not be part of the five sSTEP enforcement waves.

Iowa's sSTEP program continues to be very successful. In FFY 2017, during the five enforcement waves, contacts were reported for 127,359 total violations. Safety belt surveys reflected an increase in usage between pre- and post-survey results from a 5-wave average of 95.5% (pre) to 92.9% (post). sSTEP waves also provide for an opportunity to build strong media contacts. During 2017, a total of 5,709 media contacts (TV, radio, and print) were made statewide during the sSTEP heightened enforcement events. Paid media utilizing NHTSA's "Click It or Ticket" tagline and logo are used in the media mix during the national mobilization period. Iowa's paid media is secured by the Integer Group. A copy of Iowa's buy plan for FFY 2018 is included below.

#### Child restraint inspection stations

**Submit countermeasure strategies, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

##### Countermeasure Strategy Name

Inspection Stations

Child Restraint System Inspection Station(s)

Annual Child Passenger Safety Survey

**Submit planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405b-M1OP, Task 03	Statewide Child Passenger Safety - Blank Children's Hospital	
19-405b-M1CSS, Task 01	Statewide Child Passenger Safety (CPS) Program	Inspection Stations

19-405b-M1OP, Task 03	Statewide Child Passenger Safety - Blank Children's Hospital	Inspection Stations
19-405b-M1OP, Task 03	Statewide Child Passenger Safety (CPS) Program	Inspection Stations

**Enter the total number of planned inspection stations and/or events in the State.**

Planned inspection stations and/or events: 133

**Enter the number of planned inspection stations and/or inspection events serving each of the following population categories: urban, rural, and at-risk.**

Populations served - urban 77

Populations served - rural 39

Populations served - at risk 17

**CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.**

Child passenger safety technicians

**Submit countermeasure strategies, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

**Countermeasure Strategy Name**

Inspection Stations

Child Restraint System Inspection Station(s)

Annual Child Passenger Safety Survey

**Submit planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
19-405b-M1OP, Task 03	Statewide Child Passenger Safety - Blank Children's Hospital	
19-405b-M1CSS, Task 01	Statewide Child Passenger Safety (CPS) Program	Inspection Stations
19-405b-M1OP, Task 03	Statewide Child Passenger Safety - Blank Children's Hospital	Inspection Stations
19-405b-M1OP, Task 03	Statewide Child Passenger Safety (CPS) Program	Inspection Stations

**Enter an estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.**

Estimated total number of classes 4

Estimated total number of technicians 60

Maintenance of effort

**ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.**

**9 405(c) - State Traffic Safety Information System Improvement Grant**

## Traffic records coordinating committee (TRCC)

Submit at least three meeting dates of the TRCC during the 12 months immediately preceding the application due date.

## Meeting Date

9/28/2017

2/15/2018

5/17/2018

## Enter the name and title of the State's Traffic Records Coordinator

Name of State's Traffic Records Coordinator: Joanne K. Tinker

Title of State's Traffic Records Coordinator: Executive Office II, Program Evaluator

Enter a list of TRCC members by name, title, home organization and the core safety database represented, provided that at a minimum, at least one member represents each of the following core safety databases: (A) Crash; (B) Citation or adjudication; (C) Driver; (D) Emergency medical services or injury surveillance system; (E) Roadway; and (F) Vehicle.

## Iowa Statewide Traffic Records Coordinating Committee (STRCC)

## Membership List

As of March 14, 2018

Name	Organization	System(s) Represented	E-mail	Title	Membership Status / Function
Ballard, Karen	Iowa Department of Transportation, Office of Driver Services	Driver	<a href="mailto:Karen.ballard@iowadot.us">Karen.ballard@iowadot.us</a>	Assistant Records Manager	Active Voting Eligible
Bird, Melissa	Iowa Department of Public Health, Public Records	EMS / Injury Surveillance	<a href="mailto:Melissa.Bird@idph.iowa.gov">Melissa.Bird@idph.iowa.gov</a>	Bureau Chief	Active Voting Eligible
Carney, Deb	Iowa Department of Transportation, Office of Driver Services	Driver, Crash, Vehicle	<a href="mailto:Debra.carney@iowadot.us">Debra.carney@iowadot.us</a>	Compliance Officer / Driver Fitness	Active Voting Eligible
Carroll, Karen	Iowa Department of Transportation	Roadway	<a href="mailto:Karen.Carroll@iowadot.us">Karen.Carroll@iowadot.us</a>	Transportation Planner	Active Voting Eligible
Christensen, Max	Iowa Department of Education	Traffic Safety Stakeholder	<a href="mailto:Max.christensen@iowa.gov">Max.christensen@iowa.gov</a>	Executive Officer I / School Transportation	Active Voting Eligible
Cox, Debbie	Iowa Department of Transportation, Office of Driver Services	Crash	<a href="mailto:Debbie.cox@iowadot.us">Debbie.cox@iowadot.us</a>	Administrative Assistant I	Active Voting Eligible
Curtiss, Rebecca	Iowa Department of Public Health, Emergency and Trauma Services	EMS / Injury Surveillance	<a href="mailto:Rebecca.curtiss@idph.iowa.gov">Rebecca.curtiss@idph.iowa.gov</a>	Bureau Chief	Active Voting Eligible

Denning, Gerene      University of Iowa, Injury      Injury Surveillance      [Gerene-denning@uiowa.edu](mailto:Gerene-denning@uiowa.edu)      Active  
 Prevention Research Center  
 Voting Eligible

Doty, Darcy      Iowa Department of           [Darcy.Doty@iowadot.us](mailto:Darcy.Doty@iowadot.us)

Name	Organization	System(s) Represented	E-mail	Title	Membership Status / Function
Dugger, Jeremy	U.S. Department of Transportation/FMCSA	All Systems / FMCSA Representative	<a href="mailto:Jeremy.dugger@dot.gov">Jeremy.dugger@dot.gov</a>	State Programs Manager	Active Voting Eligible
Eichkorn, Robert	National Highway Traffic Safety Administration (NHTSA) Region 7	All Systems	<a href="mailto:Robert.Eichkorn@dot.gov">Robert.Eichkorn@dot.gov</a>	Regional Program Manager	Active / Federal Liaison
Farver, Kevin	Iowa Department of Public Safety, Iowa State Patrol	Law Enforcement, Crash, Citation/Adjudication	<a href="mailto:Kevin.farver@dps.state.ia.us">Kevin.farver@dps.state.ia.us</a>	Sergeant	Active Voting Eligible
Frederiksen, Jon	Iowa Dept. of Transportation, Office of Traffic & Safety	Crash	<a href="mailto:Jon.frederiksen2@iowadot.us">Jon.frederiksen2@iowadot.us</a>		Active Voting Eligible
Gent, Steve	Iowa Department of Transportation, Office of Traffic and Safety	Crash	<a href="mailto:Steve.gent@iowadot.us">Steve.gent@iowadot.us</a>	Director, Office of Traffic and Safety	Active / Guidance Team Voting Eligible
Grant, Larry	Iowa Department of Public Safety, Iowa State Patrol, GTSB	Law Enforcement, Crash, Citation/Adjudication	<a href="mailto:grant@dps.state.ia.us">grant@dps.state.ia.us</a>	Captain	Active Voting Eligible
Halterman, Josh	Iowa Department of Transportation	Crash, Citation/Adjudication	<a href="mailto:Josh.halterman@iowadot.us">Josh.halterman@iowadot.us</a>	TraCS Program Manager	Active Voting Eligible
Hans, Zachary	In-Trans/Iowa State University	Crash	<a href="mailto:Zhans@iastate.edu">Zhans@iastate.edu</a>	Research Engineer	Active Voting Eligible
Harland, Kari	University of Iowa, Injury Prevention Research Center	Research / Injury Surveillance	<a href="mailto:Kari-harland@uiowa.edu">Kari-harland@uiowa.edu</a>		Active Voting Eligible
Hamann, Cara	University of Iowa, Injury Prevention Research Center	Research / Injury Surveillance	<a href="mailto:Cara-Hamann@uiowa.edu">Cara-Hamann@uiowa.edu</a>		Active Voting Eligible
Hawkins, Neal	CTRE / Iowa State University	Crash	<a href="mailto:Hawkins@iastate.edu">Hawkins@iastate.edu</a>	Director	Active
Hoye, Patrick	Iowa Department of Public Safety, Governor's Traffic Safety Bureau	Crash, Law Enforcement	<a href="mailto:hoye@dps.state.ia.us">hoye@dps.state.ia.us</a>	Bureau Chief	Active/Guidance Team Voting Eligible

Name	Organization	System(s) Represented	E-mail	Title	Membership Status / Function
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Kleen, Dennis	Iowa Department of Transportation, Office of Driver Services	Crash, Driver, Citation/Adjudication	<a href="mailto:Dennis.kleen@iowadot.us">Dennis.kleen@iowadot.us</a>	FARS Manger / Program Planner	Active / STRCC Co-Chair Voting Eligible
Knapp, Keith	In-Trans / LTAP, Iowa State University	Roadway, Crash	<a href="mailto:kknapp@iastate.edu">kknapp@iastate.edu</a>	Director, LTAP	Active Voting Eligible
Laaser-Webb, Jan	Iowa Department of Transportation, Office of Traffic and Safety	Crash	<a href="mailto:Jan.Laaser-webb@iowadot.us">Jan.Laaser-webb@iowadot.us</a>	State Safety Engineer	Active Voting Eligible
LaFleur, Paul	U.S. Department of Transportation, Federal Highway Administration	Roadway / Federal Data Systems	<a href="mailto:Paul.LaFleur@dot.gov">Paul.LaFleur@dot.gov</a>	FHWA Liaison	Active / Federal Liaison
Latterell, Jack	FHWA – Retired	Traffic Safety Stakeholder	<a href="mailto:jackLatt@aol.com">jackLatt@aol.com</a>	FHWA Engineer – Retired	Active Voting Eligible
Leinenkugel, Kathy	Iowa Department of Public Health, Occupational Health and Safety	EMS / Injury Surveillance	<a href="mailto:Kathy.leinenkugel@idph.iowa.gov">Kathy.leinenkugel@idph.iowa.gov</a>	Program Manager	Active Voting Eligible
Litteral, Theresa			<a href="mailto:litteral@iastate.edu">litteral@iastate.edu</a>	In-Trans / MDST	Active Voting Eligible
Lorenzen, David	Iowa Department of Transportation, Motor Vehicle Enforcement	Law Enforcement, Crash, Citation/Adjudication	<a href="mailto:David.Lorenzen@iowadot.us">David.Lorenzen@iowadot.us</a>	Chief	Active Voting Eligible
Marshall, Dawn			<a href="mailto:Dawn.Marshall@uiowa.edu">Dawn.Marshall@uiowa.edu</a>		
McCoy, Jennifer	City of Des Moines	Roadway / Engineering	<a href="mailto:jlmccoy@dmgov.org">jlmccoy@dmgov.org</a>	City Traffic Engineer	Active Voting Eligible
McGehee, Daniel	University of Iowa Public Policy Center		<a href="mailto:Daniel-mcgehee@uiowa.edu">Daniel-mcgehee@uiowa.edu</a>		Active Voting Eligible
McQuire, Shirley	U.S. Department of Transportation, FMCSA	Roadway	<a href="mailto:Shirley.mcquire@dot.gov">Shirley.mcquire@dot.gov</a> 515-233-7405	Division Administrator	Active / Federal Liaison
Meraz, Phillip	Iowa Department of Transportation Office of Rail Transportation	Crash	<a href="mailto:Phillip.meraz@iowadot.us">Phillip.meraz@iowadot.us</a>	Rail Analysis Specialist	Active Voting Eligible
<b>Name</b>	<b>Organization</b>	<b>System(s) Represented</b>	<b>E-mail</b>	<b>Title</b>	<b>Membership Status / Function</b>
Moore, Brian	Wapello County	Roadway	<a href="mailto:bmoore@wapellocounty.org">bmoore@wapellocounty.org</a>	Wapello County Engineer	Active Voting Eligible
Mulhern, Mick	Iowa Department of Public Safety, Governor's Traffic Safety Bureau	405c Program Administrator	<a href="mailto:mulhern@dps.state.ia.us">mulhern@dps.state.ia.us</a>	GTSB Program Administrator	Active Voting Eligible

Parham, Tom	U.S. Department of Transportation, FHWA	Roadway / Federal Data Systems	<a href="mailto:Tom.parham@dot.gov">Tom.parham@dot.gov</a>	Transportation Specialist	Active / Federal Liaison
Peek-Asa, Corinne	University of Iowa, Injury Prevention Research Center	Research / Injury Surveillance	<a href="mailto:Corinne-Peek-Asa@uiowa.edu">Corinne-Peek-Asa@uiowa.edu</a>		Active Voting Eligible
Poole, Chris	Iowa Department of Transportation, Office of Traffic and Safety	Crash	<a href="mailto:Chris.poole@iowadot.us">Chris.poole@iowadot.us</a>	Safety Programs Engineer	Active Voting Eligible
Queener, Kelly	Iowa Department of Transportation, Office of Driver Services	Driver	<a href="mailto:Kelly.Queener@iowadot.us">Kelly.Queener@iowadot.us</a>	Public Service Supervisor	Active Voting Eligible
Ramirez, Marizen	University of Iowa, Injury Prevention Research Center	Research / Injury Surveillance	<a href="mailto:Marizen-ramirez@uiowa.edu">Marizen-ramirez@uiowa.edu</a>		Active Voting Eligible
Reyes, Michelle	University of Iowa, Public Policy Center	Research / Injury Surveillance	<a href="mailto:Michelle-reyes@uiowa.edu">Michelle-reyes@uiowa.edu</a>	Research Associate	Active Voting Eligible
Roche, Jerry	U.S. Department of Transportation, Federal Highway Administration	Roadway/Federal Data Systems	<a href="mailto:Jerry.roche@dot.gov">Jerry.roche@dot.gov</a>	Transportation Specialist	Active Voting Eligible
Roeder-Grubb, Laura	Criminal and Juvenile Justice Planning	Citation/Adjudication (Justice Data Warehouse)	<a href="mailto:Laura-Roeder-Grubb@iowa.gov">Laura-Roeder-Grubb@iowa.gov</a>	Information Technician Specialist	Active Voting Eligible
Roth, Lisa	University of Iowa, Injury Prevention Research Center	Injury Surveillance	<a href="mailto:Lisa-m-roth@uiowa.edu">Lisa-m-roth@uiowa.edu</a>	Deputy Director	Active Voting Eligible
Schroder, Steven	Iowa Department of Transportation, Office of Traffic and Safety	Crash	<a href="mailto:Steven.schroder@iowadot.us">Steven.schroder@iowadot.us</a>	Transportation Engineer	Active Voting Eligible

Name	Organization	System(s) Represented	E-mail	Title	Membership Status / Function
Shaw, John	In-Trans, Iowa State University	Crash, Roadway	<a href="mailto:jwshaw@iastate.edu">jwshaw@iastate.edu</a>	IA LTAP – Local Roads Safety Liaison	Active Voting Eligible
Sievers, Amy	Iowa Department of Transportation		<a href="mailto:Amy.sievers@iowadot.us">Amy.sievers@iowadot.us</a>		Active Voting Eligible
Smith, Terry	Iowa Department of Public Health, Bureau of Emergency and Trauma Services	EMS/Injury Surveillance	<a href="mailto:Terry.smith@idph.iowa.gov">Terry.smith@idph.iowa.gov</a>	Management Analyst 3	Active Voting Eligible
Spiegel, Melissa	Iowa Department of Transportation, Office of Driver Services	Driver	<a href="mailto:Melissa.spiegel@iowadot.us">Melissa.spiegel@iowadot.us</a>	Public Service Executive	Active Voting Eligible
Sturtz, Samuel	Iowa Department of Transportation, Office of Systems Planning	Crash, Roadway	<a href="mailto:Samuel.Sturtz@iowadot.us">Samuel.Sturtz@iowadot.us</a>	Transportation Planner I	Active Voting Eligible
Tinker, Joanne	Iowa Department of Public Safety, Governor's Traffic	All Systems (State Traffic Records Coordinator)	<a href="mailto:jtinker@dps.state.ia.us">jtinker@dps.state.ia.us</a>	Program Evaluator, Traffic Records Coordinator	Active / STRCC Co-Chair

	Safety Bureau				Voting Eligible
Veneziano, David	In-Trans / LTAP – Safety Circuit Rider, Iowa State University	Roadway	<a href="mailto:dvenez@iastate.edu">dvenez@iastate.edu</a>	LTAP / Safety Circuit Rider	Active Voting Eligible
Young, Tracy	University of Iowa, Injury Prevention Research Center	Injury Surveillance	<a href="mailto:Tracy-Young@uiowa.edu">Tracy-Young@uiowa.edu</a>		Active Voting Eligible

### State traffic records strategic plan

Upload a Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements, as described in paragraph (b)(3) of this section, that are anticipated in the State’s core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases; (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

#### Documents Uploaded

- 03-31-17.pdf
- 03-31-18.pdf
- FFY 2019 TRSP.docx

Enter a direct copy of the section of the State traffic records strategic plan that lists all recommendations from the State’s most recent highway safety data and traffic records system assessment.

# 2015 Traffic Records Assessment

The most recent Traffic Records Assessment was conducted between August 31 and December 1, 2015.

The 391 questions within the assessment were answered by subject matter experts in the state of Iowa.

The analysis provided by NHTSA traffic records experts/assessors provided for an in-depth peer review of Iowa’s traffic records system. The final report and assessment ratings were summarized by the NHTSA facilitator for Iowa’s assessment on December 7, 2015. The final report was provided to all STRCC members for review, discussion, and consideration.

The following table provides “Assessment Section Ratings” from the 2015 Traffic Records Assessment Final Report.

	Crash	Vehicle	Driver	Roadway	Citation /Adjudication	EMS / Injury Surveillance
Description and Contents	96.4%	100.0%	76.7%	100.0%	77.2%	82.4%
Applicable Guidelines	100.0%	100.0%	100.0%	100.0%	86.0%	82.5%
Data Dictionaries	76.7%	100.0%	58.3%	76.7%	68.3%	76.7%
Procedures / Process Flow	70.8%	71.2%	92.2%	100.0%	74.1%	68.9%
Interfaces	73.3%	93.9%	90.5%	100.0%	71.4%	61.9%

Data Quality Control Programs	49.3%	54.5%	45.3%	51.9%	35.9%	40.7%
Overall	70.4%	73.8%	72.0%	77.0%	67.2%	58.3%

Overall	
Traffic Records Coordinating Committee Management	79.3%
Strategic Planning for the Traffic Records System	78.6%
Data Use and Integration	56.6%

**Recommendations**

The above table shows the aggregate ratings by data system and assessment module. Each question's score is derived by multiplying its rank and rating (very important = 3, somewhat important = 2, and less important = 1; meets = 3, partially meets = 2, and does not meet = 1). The sum total for each module section is calculated based upon the individual question scores. Then, the percentage is calculated for each module section as follows:

$$\text{Section average (\%)} = \frac{\text{Section sum total}}{\text{Section total possible}}$$

The cells highlighted in red indicate the module sub-sections that scored below the data system's weighted average. The following priority recommendations are based on improving those module subsections with scored below the overall system score.

The following recommendations were made to Iowa to improve the state's overall Traffic Records System.

Dataset / Area	Recommendation
Crash	Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
Vehicle	Improve the procedures / process flows for the Vehicle Data system to reflect best practices identified in the Traffic Records Program Assessment Advisory. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
Driver	Improve the data dictionary for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
Roadway	Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment

	Advisory.
Citation/Adjudication	<ul style="list-style-type: none"> <li>Improve the data quality control program for the Citation and Adjudication system to reflect best practices identified in the Traffic Records Program Assessment Advisory.</li> </ul>
EMS / Injury Surveillance	<ul style="list-style-type: none"> <li>Improve the data quality control program for the Injury Surveillance system to reflect best practices identified in the Traffic Records Program Assessment Advisory.</li> </ul>
Data Use and Integration	<ul style="list-style-type: none"> <li>Improve the traffic records system capacity to integrate data to reflect best practices identified in the Traffic Records Program Assessment Advisory.</li> </ul>

Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under 23 C.F.R. 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress.

The following tables identify each of the recommendations and the current status.

<b>Crash System</b>		Assessment Year: 2015
<b>Recommendation: Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.</b>		
<b>Partner: Iowa Department of Transportation / Traffic and Criminal Software (TraCS)</b>		
<p>TraCS is a data collection, reporting and records management system 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. TraCS is a major component for the successful implementation of several recommendations made during the 2015 Traffic Records Assessment including, but not limited to:</p> <ol style="list-style-type: none"> <li>Develop new and maintain current data inquiry capabilities between TraCS and internal and external data sources.</li> <li>Continue to develop linkage capabilities between citation and all other traffic record components.</li> <li>Continue to maintain and update the state’s crash report, including additional validations and ensure data accuracy and completeness.</li> <li>Data collected through TraCS supports the state’s data and analysis tools.</li> </ol>		
1.	Project Activity:	The number of agencies utilizing TraCS to complete and submit traffic citations electronically through the state’s CJIS network to the state’s court system will be increased.
	Project Objectives:	The number of agencies capable of submitting crash reports and citations electronically will increase as more agencies are added to the TraCS and TraCS Web Services and begin to transmit their reports through that process. Additionally, the number of citations, complaint and affidavits submitted electronically from existing TraCS agencies will increase as the benefits and streamlines functionality of TraCS and TraCS Web services become fully realized.
	Performance Measures:	The number of agencies submitting citations and complaint and affidavits to the CJIS network and TraCS Web services will increase. The number of agencies added will be reported on a quarterly basis. The state of Iowa has utilized TraCS for the FFY 2019 Interim Progress Report.
	Anticipated Completion:	The TraCS project is not a one-time project. It will be on-going. As more and more agencies are brought into the community of TraCS Web Services, users of those agencies will require regular maintenance, support and staff training. Also, we expect that the number of agencies that utilize the client/server based version of TraCS will also continue to grow. Again, these agencies will require a variety of support services from the TraCS Team. The overall goal of the TraCS Program is to bring every law enforcement agency in the state up on TraCS.

2.	Project Activity:	The number of agencies submitting crash reports electronically through TraCS will be expanded.
	Project Objectives:	The number of agencies capable of submitting crash reports and citations electronically will increase as more agencies are added to the TraCS and TraCS Web Services and begin to transmit their reports through that process. Additionally, the number of citations, complaints and affidavits submitted electronically from existing TraCS agencies will increase as the benefits and streamlines functionality of TraCS and TraCS Web services become fully realized
	Performance Measures:	The number of agencies submitting crash reports via TraCS and TraCS Web Services will increase. The number of agencies will be reported on a quarterly basis. The state of Iowa has utilized TraCS for the FFY 2019 Interim Progress Report.
	Anticipated Completion:	The TraCS project is not a one-time project. It will be on-going. As more and more agencies are brought into the community of TraCS Web Services, users of those agencies will require regular maintenance, support and staff training. Also, we expect that the number of agencies that utilize the client/server based version of TraCS will also continue to grow. Again, these agencies will require a variety of support services from the TraCS Team. The overall goal of the TraCS Program is to bring every law enforcement agency in the state up on TraCS.

<b>Vehicle System</b>		Assessment Year: 2015
<b>Recommendation: Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.</b>		
<b>Partner: Iowa Department of Transportation, Office of Driver Services</b>		
1.	Project Activity:	Throughout the entire Vehicle system, there is a need to improve data quality and performance measures. At this time there are no performance measures utilized in regard to timeliness, accuracy, completeness, uniformity, accessibility, and integration.
	Project Objectives:	Throughout the Vehicle system, the Iowa Department of Transportation will consider establish formal performance measures. The department is in the process of developing data governance policies which will assist in establishing adequate performance measures.
	Performance Measures:	Performance measures will be established that include elements of identified metrics, baseline measures, and the monitoring of progress over time compared to informal expected goals and targets. Data governance police will assist in the development of such measures.
	Anticipated Completion:	Project to be considered on-going.

<b>Driver System</b>		Assessment Year: 2015
<b>Recommendation: Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.</b>		
<b>Partner: University of Iowa / National Driving Simulator</b>		
1.	Project Activity:	FFY 2019 will be the third year for this project which was originally initiated in FFY 2017. The goal of the project is to conduct a census of young drivers in Iowa using historical licensing records. There are several different paths a young person can travel in their transition from a non-driver to a fully licensed driver. The purpose of the project is 1) to quantify how many individuals were at each stage of licensure, their age when they began that stage, and how long they remained at each stage, 2) to make this data widely available for the use of those conducting young driver traffic safety research, and 3) to evaluate whether there have been significant changes in young driver licensing trends over time. The extension was requested for this project in order to utilize additional years of data. It is also anticipated that the citation/adjudication dataset will require significant cleaning and reformatting in order to integrate it with driver licensing and crash datasets.  Specific project activities for FFY 2019 include:  Task 1: University of Iowa, National Advanced Driving Simulator will request and obtain young driver citation and adjudication data from the Iowa Division of Criminal and Juvenile Justice Planning and a citation data dictionary (exported from TraCS). In addition, the University of Iowa, National Advanced Driving Simulator will request a new driver licensing history dataset and sanction dataset from Iowa Department of Transportation, Office of Driver Identification Services that also includes records of remedial interventions. UI National Advanced Driving Simulator staff will review, clean and reformat the datasets and then integrate the datasets.

	<p>Task 2: UI National Advanced Driving Simulator will calculate young driver citation/conviction rates for all young drivers in Iowa, report descriptive statistics, and analyze trends.</p> <p>Task 3: Apply machine learning techniques to predict young driver crash risk based on licensure, conviction, and prior crash history. During this task UI National Driving Simulator staff will work with personnel in the Iowa DOT Office of Driver and Identification Services to optimize the model parameters in order to create a prediction algorithm that would be helpful in their your driver remediation procedures.</p>
Project Objectives:	<p>Objective 1: To assess the accessibility, completeness, and integration of driver licensing/history data and citation/adjudication data in the context or integrating these datasets with the crash dataset.</p> <p>Objective 2: To add to the existing data compiled during the first two years of this project complete data about the citations and convictions or Iowa's young driver population, report descriptive statistics, and analyze trends over time.</p> <p>Objective 3: To apply machine learning techniques to the combined driver licensing/history, citation/adjudication, and crash datasets in order to identify young drivers with elevated crash risk.</p>
Performance Measures:	<p>A report describing the methodologies of Task 1, successes and difficulties encountered, and recommendations for these three data systems with respect to the indicated performance areas.</p> <p>A report describing the methodologies and findings of Task 2.</p> <p>A report describing the methodologies and findings of Task 3.</p>
Anticipated Completion:	September 30, 2019.

<b>Driver System</b>		Assessment Year: 2015
<b>Recommendation: Improve the data dictionary for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.</b>		
<b>Partner: Iowa Department of Transportation, Office of Driver Services</b>		
1.	<p><b>Project Activity:</b> The Iowa Department of Transportation is in the process of developing data governance policies, which in turn will improve data quality, use and integration. Through this process consideration will be placed on improving flow charts and data dictionaries.</p> <p><b>Project Objectives:</b> Throughout the Driver System, the Iowa Department of Transportation will consider establishing formal flowcharts and data dictionaries and guidelines to ensure data dictionaries are being kept up to date.</p> <p><b>Performance Measures:</b> Through data governance policies, develop and maintain a data dictionary in consideration of the completeness of the Driver System which will be updated on a regular or necessary basis.</p> <p><b>Anticipated Completion:</b> Project to be considered on-going.</p>	

<b>Roadway System</b>		Assessment Year: 2015
<b>Recommendation: Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.</b>		
<b>Partner: Iowa Department of Transportation</b>		
1.	<p><b>Project Activity:</b> The Iowa Department of Transportation does maintain a data dictionary for all data element on the GIMS include the MIRE fundamental data elements; however there is</p>	

	no formal procedures or guidelines in place that ensure the data dictionary is kept up to date
Project Objectives:	The Iowa Department of Transportation will consider establishing guidelines to ensure data dictionaries are being kept up to date.
Performance Measures:	Through data governance policies, develop and maintain an up-to-date data dictionary in consideration of the completeness of the Roadway System which can be cross-referenced to the MIRE elements.
Anticipated Completion:	Project to be consider on-going.

<b>Roadway System</b>		Assessment Year: 2015
<b>Recommendation: Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.</b>		
<b>Partner: Iowa Department of Transportation</b>		
1.	Project Activity:	Through the process of the 2015 Traffic Records Assessment it was realized a weakness of the Roadway System was the lack of performance measures that could identify timeliness, accuracy, completeness, uniformity, accessibility and integration.
	Project Objectives:	Throughout the Roadway System, the Iowa Department of Transportation will consider establishing formal performance measures in the areas of timeliness, accuracy, completeness, uniformity, accessibility and integration. The department is in the process of developing data governance policies which will assist in establishing adequate performance measures.
	Performance Measures:	Performance measures will be established that include elements of identified metrics, baseline measures, and the monitoring of progress over time compared to informal expected goals and targets. Data governance policies will assist the development of such measures.
	Anticipated Completion:	Project to be considered on-going.

<b>Citation / Adjudication System</b>		Assessment Year: 2015
<b>Recommendation: Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.</b>		
<b>Partners: Iowa Department of Human Rights / Criminal and Juvenile Justice Planning (CJJP) and the Iowa Department of Transportation</b>		
1.	Project Activity:	According to the 2015 Iowa Traffic Records Assessment, the Iowa citation system lacks a uniform data dictionary. The assessment also suggests that the Iowa DOT and the courts begin exchanging blood alcohol content testing results.  CJJP will procure and utilize a software tool (Universe Platter) to help extract the table/field elements that would establish a data dictionary for availability to outside entities. This application will be a time saving tool that will allow for documentation of tables and universes (back and repository), using existing data included in the data warehouse and allow for the elimination of manual documentation with automated features providing connections, database tables, joins between tables and metadata. The work would start with the Court's citation data and potentially expand to other JDW data sources.  CJJP will conduct research and analysis on the timeliness of the citation data, reviewing the time from citation date to disposition to see if there are any variations across the State.  CJJP will continue to work with the Iowa DOT to integrate BAC data into our data warehouse and update as data becomes available. This will provide for research and analysis capabilities that utilize court citation and crash data, as well as expanding to other research opportunities.

Project Objectives:	Procure software application to create data dictionary for Court citation data, provided research on timeliness of citation data, and continue existing partnerships for data exchanges.
Performance Measures:	CJJP will develop data dictionary for Courts citation data.  CJJP will provide for measuring and reporting on citation timeliness based on the research conducted (NHTSA performance measure).  CJJP will be able to share data with other for research purposes.
Anticipated Completion:	All of these projects will be completed by the end of the FFY 2019 grant cycle. A data dictionary will be available for citation data and a final report will be provided in regard to findings as they relate to timeliness of citation data and any updates available on the BAC data.

EMS / Injury Surveillance System		Assessment Year: 2015
<p><b>Recommendation: Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.</b></p>		
<p><b>Partner: Iowa Department of Public Health (IDPH)/Bureau of Emergency and Trauma Services (BETS)</b></p> <p>Activities are focused on implementing improvements to weaknesses identified in the 2015 NHTSA review. EMS/Injury Surveillance projects are designed to create a virtuous cycle of data submission and usage. IDPH/BETS will continue to guide EMS programs and trauma facilities through education and policy, to submit their respective incident data in a manner consistent with national standards.</p>		
1.	Project Activity:	Make advanced State EMS Registry training available to all transport and non-transport services, enabling them to utilize the registry beyond basic incident data capture. Training will be targeted to instruct local EMS programs that the EMS Registry is the reference application for understanding and analyzing car provided to injured patients by EMS programs and EMS providers. Training will include registry features such as analytical tabular reports, creating custom elements for report enhancement, incident for customization, and worksheet manager.
	Project Objectives:	Trauma facilities will utilize innovative methods to review and evaluate facilities, providers and clinical care standards through advanced functionality in the registry Report Writer, Dashboard customization, and other registry tools.
	Performance Measures:	BETS will provide advanced EMS Registry training sessions at six onsite locations or a combination of face to face/webinar training opportunities for Report Writer Analytical Tabular Reports, Incident Form Customization, and Power Tool utilization to initiate progress in implementing improvements in overall response. Additionally, pre-recorded webinars will be posted on the BETS website.
	Anticipated Completion:	IDPH will work to complete the performance measure but it may require ongoing maintenance and development. Ensuring quality data submission, system maintenance and development will be ongoing activities. IDPH BETS will continue to collect and analyze EMS and trauma data to measure effectiveness, improvements, identify system weaknesses, and identify areas for improvement.
2.	Project Activity:	Make advanced State Trauma Registry training available to all trauma facilities, enabling them to utilize the registry beyond patient data capture, while continuing standard training support for all new users and facilities. The following registry components will be included: Analytical Tabular Reports, creating custom elements for report enhancements, and dashboard functionality.
	Project Objectives:	Trauma facilities will utilize innovative methods to review and evaluate facilities, providers and clinical care standards through advanced functionality in the registry Report Writer, Dashboard customization, and other registry tools.
	Performance Measures:	BETS will provide advanced Trauma Registry training sessions at six onsite locations or a combination of face to face/webinar training opportunities for Report Writer Analytical Tabular Reports and Dashboard customization to initiate progress in implementing improvement in overall response.
	Anticipated Completion:	IDPH will work to complete the performance measure but it may require ongoing maintenance and development. Ensuring quality data submission, system maintenance and development will be ongoing activities. IDPH BETS will continue to collect and analyze EMS and trauma data to measure effectiveness, improvements, identify system weaknesses, and identify areas for improvement.
3.	Project Activity:	Develop and distribute EMS program Continuous Quality Improvement (CQI) training by using performance measures of timeliness, accuracy, completeness, uniformity, integration and accessibility as a basis for ensuring quality data is used to inform CQI evaluation reporting and decision making.

		<p>This includes:</p> <ol style="list-style-type: none"> <li>1. Provide EMS Registry training on CQI setup</li> <li>2. Creating State templates services can use for their own CQI</li> <li>3. Instruct on CQI Report and CQI Review</li> </ol>
	Project Objectives:	EMS transport and non-transport programs will build upon the knowledge and tools used for submitting EMS data, including traffic/crash related data, to the State EMS registry, allowing development of quality online CQI programs as part of performance improvement activities and system development.
	Performance Measures:	BETS will provide all EMS services two to four reports, by September 2019, indicating whether the service is taking advantage of the registry's CQI function and, if so, to what extent it is being utilized. A minimum goal of 20% of all EMS services or 20% of all incidents will show utilization of CQI application to track progress in assessing clinical care standards and overall response.
	Anticipated Completion:	IDPH will work to complete the performance measure but it may require ongoing maintenance and development. Ensuring quality data submission, system maintenance and development will be ongoing activities. IDPH BETS will continue to collect and analyze EMS and trauma data to measure effectiveness, improvements, identify system weaknesses, and identify areas for improvement.
4.	Project Activity:	Implement process for creating and distributing performance measure reports to all EMS programs, laying the groundwork for EMS programs to measure and evaluate performance through their own CQI processes.
	Project Objectives:	EMS programs will utilize the NHTSA endorsed performance measures known collectively as EMS Compass. EMS programs will develop processes and produce a core set of measures to monitor performance in a standardized method, allowing performance and data comparison against national Compass reports.
	Performance Measures:	BETS will provide each service with aggregate data for 2 or more categories of Compass measures defined as CPS, Safety, Pediatrics, STEMI, Stroke, Trauma and others. EMS programs will begin assessing transport protocols, patient outcome, clinical care standards and system development. BETS will begin by sending two reports per quarter.
	Anticipated Completion:	IDPH will work to complete the performance measure but it may require ongoing maintenance and development. Ensuring quality data submission, system maintenance and development will be ongoing activities. IDPH BETS will continue to collect and analyze EMS and trauma data to measure effectiveness, improvements, identify system weaknesses, and identify areas for improvement.
5.	Project Activity:	Perform periodic review of EMS program incident submissions to validate compliance with NEMSIS and state data submission requirements. These reviews will incorporate some of the performance measures of timeliness, accuracy, completeness, uniformity, integration, and accessibility, and how they compare against national trends. The review will include: <ol style="list-style-type: none"> <li>1. Report options of performance measures services can execute themselves</li> <li>2. Statewide reports from NEMSIS State Performance Dashboard</li> <li>3. National reports from NEMSIS Performance Dashboard</li> </ol>
	Project Objectives:	Periodic review of EMS program incident submissions to determine where EMS programs have training deficits for particular elements and/or incident form restructure. By addressing these deficits the result may be overall higher data quality. Conversely, in-depth and useful reports can be created from data known to be of high quality.
	Performance Measures:	BETS will communicate with all EMS Admin users of the EMS Registry on a bi-monthly basis regarding NEMSIS data quality tracking reports and canned or custom reports. Superior data quality is imperative to assure progress related to improvements in the key measures of assessing and improving clinical care standards, patient outcome, overall response and system development.
	Anticipated Completion:	IDPH will work to complete the performance measure but it may require ongoing maintenance and development. Ensuring quality data submission, system maintenance and development will be ongoing activities. IDPH BETS will continue to collect and analyze EMS and trauma data to measure effectiveness, improvements, identify system weaknesses, and identify areas for improvement.
6.	Project Activity:	Provide trauma indicators of measurement for state regions known as Trauma Service Areas, allowing IDPH/BETS to evaluate difference in the delivery of care, patient transfer pattern, system performance, and trauma training needs. The goals of such evaluation are: <ol style="list-style-type: none"> <li>1. Prevent injury by monitoring high (Injury) incident areas</li> <li>2. Address service area trauma training needs</li> <li>3. Identify Trauma center and Trauma system capacity needs</li> </ol>
	Project Objectives:	IDPH BETS will conduct periodic review of indicator measurements for Trauma Service Areas in order to use standardized measurements to evaluate, analyze, and propose system development and improvements.
	Performance Measures:	BETS will create and send indicator measurement reports for all Iowa Trauma Services Areas on a quarterly basis, the reports will be shared with the members of the service area to continue system side development and improvements in patient outcomes.
	Anticipated Completion:	IDPH will work to complete the performance measure but it may require ongoing maintenance and development. Ensuring quality data submission, system maintenance and development will be ongoing activities. IDPH BETS will continue to collect and analyze EMS and trauma data to measure

		effectiveness, improvements, identify system weaknesses, and identify areas for improvement.
7.	Project Activity:	Provide the following reports on a quarterly basis to the State Traffic Records Coordinating Committee (STRCC), Emergency Medical Services Advisory Council (EMSAC), and Trauma System Advisory Council (TSAC) for trending and prevention and outreach purposes:  <ol style="list-style-type: none"> <li>1. Provide reports comparing DOT motor vehicle-related incident counts and their injury severity impressions against those of EMS</li> <li>2. Provide reports comparing DOT motor vehicle-related incident counts and their injury severity impression against those of Trauma</li> <li>3. Other data reports relevant to committee activities upon request</li> </ol>
	Project Objectives:	IDPH and Bureau of Emergency and Trauma Services will provide quarterly reports to the advisory groups on data trends to identify areas for overall system response improvements, and measure the effectiveness of implemented improvements.
	Performance Measures:	BETS will create and provide quarterly reports to the State Traffic Records Coordinating Committee (STRCC), Emergency Medical Services Advisory Council (EMSAC), and Trauma System Advisory Council (TSAC). These reports will be utilized to track injury trends in order to develop prevention and outreach opportunities to impact overall trauma incidents and overall response efforts.
	Anticipated Completion:	IDPH will work to complete the performance measure but it may require ongoing maintenance and development. Ensuring quality data submission, system maintenance and development will be ongoing activities. IDPH BETS will continue to collect and analyze EMS and trauma data to measure effectiveness, improvements, identify system weaknesses, and identify areas for improvement.

<b>Data Use and Integration</b>	<b>Assessment Year: 2015</b>
<b>Recommendation: Improve the traffic records systems capability to integrate data to reflect best practices identified in the Traffic Records Program Assessment Advisory.</b>	
<b>Partners: Traffic Records Partners / STRCC Membership</b>	
<p>Through the 2015 Traffic Records Assessment it was realized the opportunity to further improve data use and integration by the establishment of data governance policies. Iowa does not yet have a data governance process. The Iowa Department of Transportation is currently working on a governance process but not necessarily from a statewide perspective. Initial discussions have occurred with STRCC to develop statewide policy and guidelines.</p> <p>Upon discussion at STRCC meetings, a priority from the 2015 Traffic Records Assessment has been to put an emphasis on data dictionaries. Having up-to-date data dictionaries would aid data users, especially researchers throughout the state.</p> <p>In the upcoming year there will also be a focus to revitalize the STRCC sub-committee to address data quality and will review and update information maintained on the Traffic Safety Data And Analysis website (<a href="http://www.iowadot.gov/tsda/">http://www.iowadot.gov/tsda/</a>).</p>	

**Submit the planned activities, at the level of detail required under § 1300.11(d), that implement recommendations.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure Strategy
19-405c-M3DA, Task 09	EMS Data Improvement	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 06	Census of Young Drivers in Iowa: Analysis of Citations and Convictions	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 03	Roadway Safety Data Collection, Maintenance, Analysis Tools, Training	State Traffic Safety Information System Improvement Grants
19-405c-M3DA Task 01	Driver Behavior and Medical Outcomes Data Improvement	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 02	Iowa Traffic and Criminal Software (TraCS)	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 07	Data-Related Travel / Iowa State Patrol	State Traffic Safety Information System Improvement Grants

19-405c-M3DA, Task 08	Iowa Traffic Safety Data Services (ITSDS)	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 04	CJJP Research	State Traffic Safety Information System Improvement Grants
19-405c-M3DA, Task 05	Integration of Data to Examine High-Risk and Vulnerable Road Users	State Traffic Safety Information System Improvement Grants

Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

The following tables identify each of the recommendations and the current status.

<b>Vehicle System</b>	Assessment Year: 2015
<b>Recommendation: Improve the procedures / process flows for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.</b>	
<b>Partner: Iowa Department of Transportation, Office of Driver Services</b>	
<p>The Iowa Department of Transportation does not currently maintain flow charts for vehicle data systems as business rules are incorporated into the data systems. The business rules prevent the issuing of a title if inaccurate or incomplete information is entered into the system. Individuals processing the application receive error messages and directions for correcting the problem. The vehicle data system is a relational database and is thoroughly documented. The Office of Vehicle Services also maintains a data dictionary including the definition of all the data elements on the files.</p> <p>At this time, the state feels the procedures and process flows are adequate.</p>	

**Quantitative improvement**

Enter a direct copy of the section of the State traffic records strategic plan that describes specific, quantifiable and measurable improvements, as described in 23 C.F.R. 1300.22(b)(3), that are anticipated in the State’s core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases. Specifically, the State must demonstrate quantitative improvement in the data attribute of accuracy, completeness, timeliness, uniformity, accessibility or integration of a core database by providing a written description of the performance measures that clearly identifies which performance attribute for which core database the State is relying on to demonstrate progress using the methodology set forth in the “Model Performance Measures for State Traffic Records Systems” (DOT HS 811 441), as updated.

**FAST Act SECTION 405c  
INTERIM PROGRESS REPORTING (I**

**State: Iowa      Report Date: May 10, 2018      Submitted**

<b>System to be Impacted</b>	<input checked="" type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> V <input checked="" type="checkbox"/> CITATION/ADJUDICATION
<b>Performance Area(s) to be Impacted</b>	<input type="checkbox"/> ACCURACY <input type="checkbox"/> TIMELINESS <input type="checkbox"/> ACCESSIBILITY <input type="checkbox"/> UNIFOR

<b>Performance Measure used to track Improvement(s)</b>	<b>Narrative Description of the Measure</b> Iowa will improve the completeness of the citation data measured in terms of an increase in the number of crash and citation data electronically.
<b>Is project included in the Traffic Records Strategic Plan?</b>	Yes  If the project is not currently included in the Strategic Plan, it was modified prior to the State's FY19 application.
<b>Is this a new project? Or was it the same measure used to show progress previously?</b>	New Measure - No  Same Measure as FY18 - Yes  If yes, is the State using the same data set, with progress? Yes
<b>Improvement(s) Achieved or Anticipated</b>	<p><b>Narrative of the Improvement(s)</b></p> <p>The criminal justice community continues to use the initial point of contact with a driver/suspect process has relied heavily on the manual process. Iowa Traffic and Criminal Software (TraCS) project is using technology to replace this antiquated paper-based process with a web-based and transmission capability. This application will provide decision makers with improved data and safety.</p> <p>TraCS is a data collection reporting and record management system that allows the criminal justice community to use to streamline and automate the flow of information from the local agency to other agencies, including citation issuance and affidavit reporting.</p> <p>Currently in Iowa there are 349 law enforcement agencies that report citations and affidavits to the CJIS (Criminal Justice Information System) with federal, state, and local agencies to develop solutions for the purpose of integrating the criminal justice enforcement, corrections, transportation, and community. We anticipate the number of agencies to continue to grow. TraCS and the Iowa Department of Transportation are working with law enforcement to add agencies as needed/identified. TraCS streamlines functionality of TraCS and TraCS.</p> <p>TraCS has been an on-going project in Iowa for many years. Iowa enforcement agencies in the state utilized TraCS. The Iowa Department of Transportation did not have staff to manage the system with fewer than 30 crash reports. Now, staffing is available to report in the previous year to be eligible for TraCS.</p>

Upload supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

Documents Uploaded
03-31-17.pdf
03-31-18.pdf
FFY 2019 TRSP.docx

State highway safety data and traffic records system assessment

Enter the date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date and that complies with the procedures and methodologies outlined in NHTSA's "Traffic Records Highway Safety Program Advisory" (DOT HS 811 644), as updated.

Date of Assessment: 12/7/2015

Requirement for maintenance of effort

**ASSURANCE:** The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

### 10 405(d) Impaired Driving Countermeasure Grant

Impaired driving assurances

Impaired driving qualification - Low-Range State

**ASSURANCE:** The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

**ASSURANCE:** The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

### 11 405(d) 24-7 Sobriety Programs

Mandatory license restriction requirement

Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.

- The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(g)(2) applies, for a period of not less than 30 days.
  - 321J

24-7 Sobriety program information

Select whether the State will provide legal citation(s) to the State statute or upload State program information that authorizes a Statewide 24-7 sobriety program.

Provide legal citations:	Yes
Upload State program information:	No

**Provide legal citations**

- State law authorizes a Statewide 24-7 sobriety program.
  - Iowa Code 901D.3

**12 405(f) Motorcyclist Safety Grant**

**Motorcycle safety information**

To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria. Select application criteria from the list below to display the associated requirements.

Motorcycle rider training course	Yes
Motorcyclist awareness program	No
Reduction of fatalities and crashes	No
Impaired driving program	No
Reduction of impaired fatalities and accidents	No
Use of fees collected from motorcyclists	Yes

**Motorcycle rider training course**

Enter the name and organization of the head of the designated State authority over motorcyclist safety issues.

State authority agency:	Iowa Department of Transportation, 6310 SE Convenience Blvd., Ankeny, IA 50021
State authority name/title:	Darcy Tague Doty, Director, Driver and Identificaiton Services, 515/237-3131, Darcy.Doty@iowadot.us

Select the introductory rider curricula that has been approved by the designated State authority and adopted by the State.

Approved curricula:	(i) Motorcycle Safety Foundation Basic Rider Course
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**CERTIFICATION:** The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.

Enter a list of the counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.

County or Political Subdivision	Number of registered motorcycles
Polk	15570
Linn	8840
Scott	6519
Black Hawk	5145
Pottawattamie	4620
Johnson	4335
Woodbury	4299
Dubuque	3951
Clinton	2388
Cerro Gordo	2362
Muscatine	2172
Webster	2155

Des Moines	2001
Wapello	1737
Marshall	1676
Boone	1494
O'Brien	1431
Hancock	1420
Kossuth	1076
Clay	1061
Winneshiek	859
Jefferson	762
Union	762
Cherokee	672
Franklin	548

Enter the total number of registered motorcycles in State.

141139

Use of fees collected from motorcyclists for motorcycle programs

**A State shall have a process under which all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs are used for motorcycle training and safety programs. A State may qualify under this criterion as either a Law State or a Data State.**

Use of fees criterion
Law State

+ Enter legal citations for each law state criteria.

- The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.
  - Iowa Code 321.145(2)(b)(2)
  - Iowa Administrative Code, Chapter 635.5(321)
  - Iowa Code 321.179
- The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.
  - Iowa Administrative Code, Chapter 635.5(321)
  - Iowa Code 321.145 (2)(b)(2)
  - Iowa Code 321.179

### 13 Certifications, Assurances, and Highway Safety Plan PDFs

Documents Uploaded
Certification and Assurances.pdf