



HIGHWAY SAFETY PLAN - FFY 2017

IOWA DEPARTMENT OF PUBLIC SAFETY

GOVERNOR'S TRAFFIC SAFETY BUREAU

ROXANN M. RYAN, COMMISSIONER

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HIGHWAY SAFETY OFFICE OVERVIEW

Delegation of Authority and Program Administration – In accordance with the “US Highway Safety Act of 1966”, (Public Law 89-564) any acts amendatory or supplementary thereto, the Iowa Department of Public Safety, Governor’s Traffic Safety Bureau (GTSB) is the state authority to administer the state of Iowa’s allocation of federal highway safety funds. On December 4, 2015, President Obama signed into law the “Fixing America’s Surface Transportation (FAST Act), Public Law 114-94.

The GTSB provides federally-funded grants to city, county, and state entities as well as hospitals, universities, and other non-profit agencies working to improve traffic safety in the state of Iowa. As such, it is the responsibility of the GTSB to ensure the program is run in an efficient manner, including ensuring that all contractors/grantees follow uniform procedures that allow for maximum flexibility without the loss of oversight control. Throughout the program year, the GTSB Program Administrators monitor projects to ensure compliance with federal requirements and to ensure performance measures are being achieved. Program Administrators review reports, conduct site visits, and have other interaction with grantees, all with the common goal to reduce death and serious injuries on Iowa’s roadways.

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

Iowa Administrative Code 661 – Chapter 20 is provided below:

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

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

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

661—20.2(23USC402,ExecOrd23) Purpose. The purpose of the highway safety program is to provide a coordinated federal, state and local effort to reduce traffic-related deaths, injuries, and property damage crashes.

The following eight highway safety priority areas have been established by the federal government to provide a guide to program involvement and reimbursement: alcohol; police traffic services; emergency medical services; traffic records; occupant restraints; engineering; motorcycles; and pedestrians/bicycles.

661—20.3 (23USC402,ExecOrd23) Responsibilities.

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

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

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

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

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

20.3(6) Application for funding.

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

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

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

d. Only written requests containing the listed elements will be considered for funding.

e. Assistance in developing and submitting proposals for highway safety funding may be obtained by contacting the Director, Governor’s Traffic Safety Bureau, Iowa Department of Public Safety, State Public Safety Headquarters Building, 215 East 7th Street, Des Moines, Iowa 50319, or by electronic mail via the Internet at

gtsbinfo@dps.state.ia.us. EXCEPTION: Applications for funding of programs pursuant to the authority of 23 U.S.C. 153 must be received by the governor’s traffic safety bureau on or before June 1 to be considered for the following federal fiscal year.

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

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

a. Fatal crashes by county.

b. Personal injury crashes by county.

c. Serious personal injury crashes by county.

d. Alcohol-related fatal crashes by county.

e. Alcohol-related personal injury crashes by county.

f. Vehicle miles of travel by county.

g. Serious traffic offenses by county.

h. Fatal and injury crashes involving motorcycles by county.

i. Fatal and injury crashes involving pedestrians and bicycles by county.

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

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

661—20.5(23USC402,Exec Ord23) Program requirements.

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

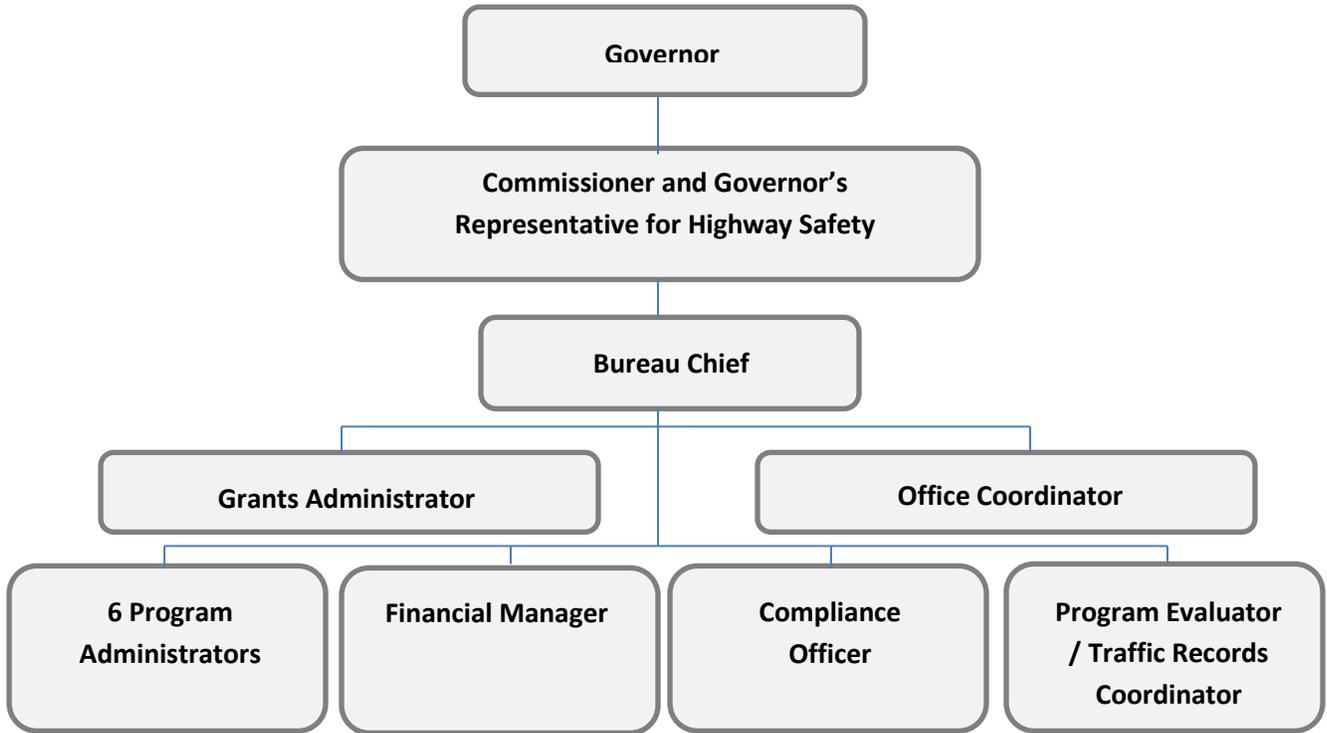
20.5(2) Highway safety contract procedures and reporting forms and their explanations are contained in the Iowa Governor’s Traffic Safety Bureau Policies and Procedures Manual, 1993.

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

CONTACTS AND AREAS OF EXPERTISE

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	<p>Sandy Bennett Compliance Officer and Program Administrator 515/725-6122 bennett@dps.state.ia.us Policies, Training, Annual Conference, State Fair, and Program Administrator for Grants</p>		<p>Larry Grant Program Administrator and High Five Coordinator 515/725-6124 grant@dps.state.ia.us High Five Coordinator, Multi-Disciplinary Safety Teams, Speed, and Program Administrator for Grants</p>
	<p>Jim Meyerdirk DRE/ARIDE Coordinator and Program Administrator 515/725-6125 meyerdir@dps.state.ia.us Drug Recognition and ARIDE Training, Law Enforcement Liaison, and Program Administrator for Grants</p>		<p>Mick Mulhern Youth and S.A.F.E. Coordinator and Program Administrator 515/725-0148 mulhern@dps.state.ia.us Youth Issues and Projects, S.A.F.E., Facebook, Social Media, Driving Simulator and Program Administrator for Grants</p>
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	<p>Cinnamon Weinman Grants Administrator 515/725-6121 weinman@dps.state.ia.us Grants Management and Oversight, Web Grant Issues, Program Reporting and Staff Travel</p>	<p>Financial Manager - Vacant</p> <div style="text-align: center;">  </div>	

TABLE OF ORGANIZATION



DATA AND VARIOUS INFORMATION SOURCES

Traffic safety professionals in Iowa understand data is a critical component necessary to make decisions about traffic safety problems throughout the state and to identify effective countermeasures to manage and evaluate programs. As data is the foundation for the development of countermeasures, it is vital to maintain data which is timely and accurate. Efforts to improve state traffic records are continuous and are coordinated through the Statewide Traffic Records Coordinating Committee (STRCC). STRCC was initiated in 1994 and since that time has been successful in maintaining and expanding the STRCC committee for communication, planning and coordination efforts. The 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. 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:

Crash Data – The custodial agency for crash data is the Iowa Department of Transportation. Crash data is submitted to the DOT by law enforcement agencies throughout the state. As of March 31, 2016, 257 agencies submit crashes data electronically through Iowa Traffic and Criminal Software (TraCS). The submittals by those agencies account for approximately 98% of all crash submissions. Other smaller agencies submit via paper format.

The Iowa Department of Transportation, Office of Traffic and Safety and Driver Services, and Iowa State University through In-Trans and the Iowa Traffic Safety Data Service (ITSDS) aid in the analysis of crash data.

Roadway – The custodial agency for roadway data is the Iowa Department of Transportation. The DOT is the agency responsible for the collection and maintenance of roadway system data. Iowa's roadway system is one of the largest in the nation, totaling approximately 114,000 miles of city, county, and state roads. Data collected for all road jurisdictions includes geographic information, geometric data, roadway configuration, pavement conditions, bridge conditions, jurisdictional responsibilities, and traffic volume levels.

Driver – The custodial agency for driver data is the Iowa Department of Transportation. As of December 31, 2015, Iowa had 2,241,383 licensed drivers in the state of Iowa. In addition to currently licensed drivers, the system also includes, but is not limited to, records of identification only, expired licensures, suspended drivers, and licenses surrendered in other states.

Citation/Adjudication- The Iowa Department of Transportation is assigned statutory responsibility for the oversight of citations in the state. The majority of citations issued in Iowa are submitted electronically to the Iowa Department of Transportation using TraCS (Traffic and Criminal Software), Electronic Citation Component (ECCO). As of March 31, 2016, TraCS is currently used by 257 law enforcement agencies through the state. For enforcement agencies not currently using 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 each with a unique identifying number.

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

Vehicle – The Iowa Department of Transportation, Motor Vehicle Division maintains the vehicle data system. As of December 31, 2015, there were 1,392,647 registered automobiles in the state of Iowa. Vehicle registration and title transactions are processed through the state’s 99 county treasurer offices and are available “real time”. Vehicle registration and title information are linked with the state drive license system.

EMS / Injury Surveillance – Iowa’s injury surveillance system components include EMS run data, outpatient data (including emergency department data), hospital discharge data, and a trauma registry consisting of a subset of injured persons who receive care in Iowa. Iowa’s injury surveillance system data repositories and human resources are located primarily with the Iowa Department of Public Health (IDPH), divisions of Epidemiology, EMS, and Disaster Response. The IDPH Bureau of EMS, is the lead agency for the state trauma system which houses the EMS Patient Registry and Trauma Patient Registry.

Traffic Safety Data and Analysis Site (<http://www.iowadot.gov/tsda/>)

A major recommendation from the 2011 Traffic Records Assessment was for the state of Iowa to develop a central website/portal to serve as a “one-stop shop” for traffic safety data and information. Under the guidance of the Iowa Statewide Traffic Records Coordinating Committee (STRCC) a website was developed and released 2014. The website is housed under the Iowa DOT’s website which provides for a consolidated location for obtaining crash, roadway, driver, vehicle, injury surveillance system/EMS, and citation/adjudication data. The data on the site are intended to be used by safety professionals, researchers, citizens, media, and others who may have an interest in traffic safety. Many static reports from across the six datasets are available which include some of the most requested information including Iowa State Patrol crash reports, Iowa DOT “Top 200” intersection safety improvement candidate locations, vehicle registration information, driver license information, roadway mileage and travel/volume information, crash profile maps, and seat belt and speeding conviction reports. A prominent feature of this site is the crash maps page that uses Google Earth to display the location of Iowa crashes (<http://www.iowadot.gov/tsda.crashmaps.html>). The mapped crashes include information including, but not limited to, crash severity, date, time, and weather conditions. Efforts are being made to continually update the TSDA site as newer data and reports become available.

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 as reflected in the annual Highway Safety Plan. FARS data is utilized in the Annual Evaluation Report and as a means of evaluation of performance measures and targets. Through the use of FARS data, it is easy to identify how Iowa ranks nationally with other states. State Traffic Safety Information (STSI) is also used.

“Countermeasures that Work” – NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices”, 8th Edition, 2015, was utilized to assist in the development of countermeasures and targets identified in the Highway Safety Plan. The guide includes science-based traffic safety countermeasures for major highway safety problems areas and describes major strategies relevant to highway safety offices; summarized their use, effectiveness, costs and

implementation time; and provides reference to research summaries and individual studies. The effectiveness rating within “Countermeasures that Work” identifies the maximum effect that can be realized with high quality implementation. It is understood, however, that effectiveness can vary greatly from state to state. The effectiveness rating is used as a tool and is based upon the following scale:

★★★★★★	Demonstrated to be effective by several high-quality evaluations with consistent results.
★★★★★	Demonstrated to be effective in certain situations.
★★★★	Likely to be effective based on balance of evidence from high-quality evaluations or other sources.
★★★	Effectiveness still undetermined; different methods of implementing this countermeasure produce different results.
★★	Limited or no high-quality evaluation evidence.

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.

State Survey Results

Observational Safety Belt Usage Surveys

Throughout the year copious observational safety belt usage surveys are conducted throughout the state. The surveys are conducted by law enforcement partners, for special projects, and for the official statewide survey. Iowa’s official safety belt usage rate is determined through an annual survey conducted in accordance with NHTSA’s “Uniform Criteria for State Observational Surveys of Seat Belt Use”, 2011. Iowa’s methodology for the survey was last approved by NHTSA on March 19, 2012. Iowa’s observational usage survey is conducted by Iowa State University, Survey and Behavioral Research Services. See page 17 for specific information about the annual survey.

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

Law enforcement agencies receiving Section 402 and 405b funding are required to conduct two observational safety belt surveys; one in March and the other in September. An exception is sSTEP agencies that are required to conduct pre- and post- observational safety belt usage surveys for each of the five enforcement waves.

Observational seat belt usage surveys help measure the impact of enforcement and educational efforts.

Child Passenger Restraint Usage Survey

Annually the University of Iowa, Injury Prevention Research Center conducts a child restraint usage focusing on children through the age of 17.

Public Awareness Survey

Since 2010, Iowa has conducted a Public Awareness / Attitudinal Survey to evaluate the effectiveness of media campaigns that are centered on national mobilizations and high visibility enforcement efforts. The survey was developed around the guidelines and recommendation set forth by the NHTSA – GHSA (Governors Highway Safety Association) Working Groups (Traffic Tech – Technology Transfers Series, “Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group”, No. 397, October 2010). The goal of the annual survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are concentrated around national mobilizations. Iowa State University, Survey

and Behavioral Research Services conduct the survey at five Iowa Department of Transportation Driver Licensing Stations throughout the state: Carroll, Cedar Rapids, Council Bluffs, Des Moines and Fort Dodge. The survey is designed to be self-administered / self-reported. A minimum of 500 surveys will be collected from licensed drivers in Iowa. In 2015, drowsy driving questions were added to the survey. For detailed information in regard to the annual Public Awareness Survey, please see page 19.

Biennial Survey for Automated Traffic Enforcement

As automated traffic enforcement systems are used throughout the state, beginning in FFY 2017, Iowa will conduct a survey of such systems in accordance to the FAST Act requirements. Iowa will follow guidelines as are determined by NHTSA and/or Interim Final Rule.

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

Law enforcement agencies receiving Section 402 and 405b funding are required to conduct two observational safety belt surveys; one in March and the other in September. An exception is sTEP agencies that are required to conduct pre- and post- observational safety belt usage surveys for each of the five enforcement waves.

Observational seat belt usage surveys help measure the impact of enforcement and educational efforts.

Miscellaneous

U.S. Census Bureau Information – United States Census Bureau information is utilized to identify population trends.

MULTI-DISCIPLINARY PARTNERSHIPS AND COLLABORATION

Traffic safety officials in Iowa recognize for a program to be effective it is essential to collaborate with other stakeholders and to remain current in regard to overall traffic safety issues. This allows for the ability to take appropriate actions to address identified problems through effective countermeasures. Historically, Iowa has maintained strong partnerships in the area of traffic safety and the GTSB is dedicated to maintain these partnerships with agencies and organizations who share the common interests and goals to reduce traffic fatalities and serious injuries on Iowa's roadways. This collaborative effort recognizes that each partner and the role in which they work are significant for success.

STATE STRATEGIC HIGHWAY SAFETY PLAN (SHSP)

The current State Strategic Highway Safety Plan is effective through December 31, 2016. Traffic Safety stakeholders are teaming up to develop a 2-year revision to the plan. Members of the GTSB are participating in the revision process along with representatives from the Iowa Department of Transportation, Federal Highway Safety Administration, National Highway Traffic Safety Administration, Federal Motor Carrier Safety Administration, Iowa Department of Public Safety, Iowa Department of Public Health, Iowa Department of Education, and county-level engineers. The development of Iowa's safety strategies will take a very close look at data and will consider the effectiveness and cost. The analysis of data will be the foundation throughout the revision process. Goals and outcome measures will all be data-driven.

Pursuant to federal legislation, states must coordinate the Highway Safety Plan and the SHSP to ensure alignment of state performance targets in the areas of traffic fatalities, serious injuries, and vehicle miles traveled (VMT). Goals for these three areas parallel one another in both the Highway Safety Plan and the SHSP.

Goals and output measures within the current SHSP are as follows:

Iowa Strategic Highway Safety Plan
 (July 1, 2013 – December 31, 2016)
Summary of Goals and Output Measures

Area	Effort	Goals
Education Safety Area	Multi-Media Education Campaign	Launch multimedia Zero Fatalities campaign.
	Enhance Driver Education	Enhance driver education programs in five school districts per year.
Enforcement Safety Area	High Visibility Enforcement	Deploy 1000 hours of high visibility, targeted enforcement activities per year with state enforcement officers.
	Deploy State-of-the-Art Technology	Equip all Iowa State Patrol and Iowa DOT Motor Vehicle Enforcement vehicles with LIDAR for speed enforcement.
		Sustain the GTSB equipment upgrade program for cities and counties.
		Strengthen public perception of traffic safety by adding messages to all existing full-size dynamic message signs along primary highways.
	Expand Impaired Enforcement Programs	Provide drug recognition expert training to 36 additional officers over the plan period.
		Provide advanced roadside impaired driving enforcement training to 450 additional officers over the plan period.
Construct a training program for recognition of drowsy or inattentive drivers and schedule training sessions during the plan period.		
Engineering Safety Area	Prevent Lane Departure Crashes	Add rumble strips to 350 miles of primary system per year.
		Add rumble strips to 30 miles of local system per year.
		Complete 200 miles of shoulder treatments on primary system per year.
		Delineate 200 curves on the primary system in the plan period.
		Delineate 100 curves on the local system in the plan period.
		Install 20 miles of median cable barrier per year.
	Improve Intersections	Write 15 local safety plans over the plan period to identify opportunity areas on county roads.
		Complete two rural expressway intersection improvements on the primary system per year.
		Complete two multilane, urban intersection improvements on the primary system per year.
		Complete 10 local system intersections improved with destination lighting per year.
Policy Safety Area	Enhance Multiagency Collaborative Efforts	Explore funding an EMS Assessment by NHTSA.
		Form an interdisciplinary advisory for the Zero Fatalities program.
		Increase agency and partnerships by organizing and conducting an annual statewide conference focused on "Zero Fatalities".
	Support Safety-Minded Legislative Positions	Provide two safety issue reports to legislators per year. Papers will be developed by an interagency team to provide key information related to public policies.
Research and Data Safety Area	Support Safety-Minded Legislative Positions	Launch a traffic records web portal to provide access to all six safety datasets by the end of the plan period.
		Create a web-based analytical tool by the end of the plan period.

GRANT SELECTION PROCESS / PROBLEM IDENTIFICATION

§402 and 405d Funding

Setting Goals for Traffic Safety Improvement

Data is the foundation in which to identify traffic safety issues within the state. Iowa has a strong Statewide Traffic Records Coordinating Committee (STRCC). The STRCC is responsible for promoting a traffic records program which strives to improve overall data quality. Federal funding supports the development and helps maintain several data programs in the state geared at traffic safety analysis, special projects, and for the deployment of enforcement. Accuracy and timeliness of data is critical for decision making and for developing strategies and countermeasures. Iowa strives to maintain a complete traffic records system within the following datasets: crash, roadway, driver, vehicle, citation/adjudication, and EMS/injury surveillance. The STRCC continues to improve Iowa's traffic records system and will implement recommendations as the result of the 2015 Traffic Records Assessment.

Iowa utilizes data to review trends and adjusts strategies accordingly. Other information used to assist in goal setting includes the results of the statewide observational safety belt survey and the public awareness surveys. Throughout the year, the GTSB requested additional analysis of data through the Iowa Department of Transportation, Offices of Traffic & Safety and Driver Services. The GTSB and other traffic safety partners also work closely with In-Trans/Iowa Traffic Safety Data Service (ITSDS) at Iowa State University for special requests, projects, and maps. Data is the foundation for goal setting and for the effectiveness of strategies.

As projects are developed and implemented, it is important to also have an understanding of the evolving traffic safety culture. Collaborative efforts between statewide stakeholders are evident throughout the State Strategic Highway Safety Plan (SHSP). The Iowa GTSB supports the vision set forth in the SHSP to develop strategies supporting a "Zero Fatalities" goal. Comprehensive strategies continue to be developed which are data-driven and which will provide for the greatest impact on ultimately changing driver behaviors and reducing traffic fatalities and serious injuries.

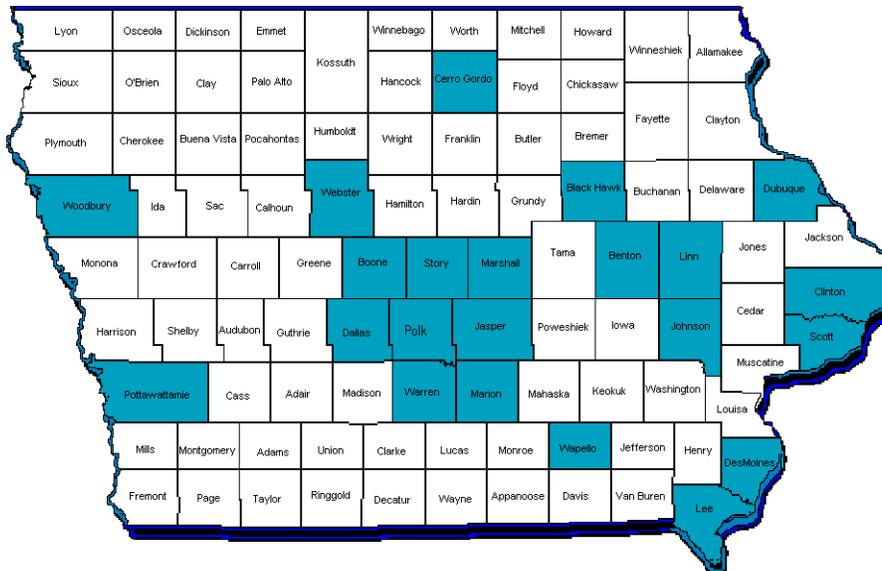
Problem Identification

Crash data is utilized in the annual Problem Identification analysis. Traffic-related safety problems throughout the state are analyzed through a problem identification process. The process allows for the analysis of data and other pertinent information about traffic crashes to develop effective countermeasure programs. Iowa reviews historical data on serious traffic incidents, evaluates the data, and ranks each of Iowa's 99 counties. *Iowa Administrative Code* 661 – Chapter 20 specifies the inclusion of fatalities, alcohol-related fatalities, injuries, serious injuries, alcohol-related injuries, vehicle miles traveled, serious traffic offenses, fatal and injury crashes involving motorcycles, and fatal and injury crashes involving pedestrians and bicycles to be used in the problem identification analysis process. The Problem Identification process is the foundation used by the state for the application and implementation of traffic safety related projects and strategies utilizing federal highway safety funds. For evaluation purposes, the nine data elements are given equal weight as the *Administrative Code* does not specify any particular emphasis on individual elements. Iowa has adopted the recommendation of the National Highway Traffic Safety Administration (NHTSA) to utilize the last three years of data for the Problem Identification analysis. The analysis supports the application and implementation of strategies utilizing Section 402 and Section 405d federal highway safety funds in Iowa.

Data in each category is totaled and ranked in relationship to the other counties throughout the state in each of the nine categories from the highest number of occurrences to the lowest. For example, if the three-years of data indicate that County X experienced an average of 35 traffic fatalities (the highest in the state), then County X would be ranked number one in the fatality problem category. If County Y averaged 18 fatalities over the same three-year period, and that represented the 12th highest among the 99 counties, then County Y would be ranked 12th in the area of traffic fatalities.

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

Iowa’s “Top 22” Problem Identification Counties For FFY 2017

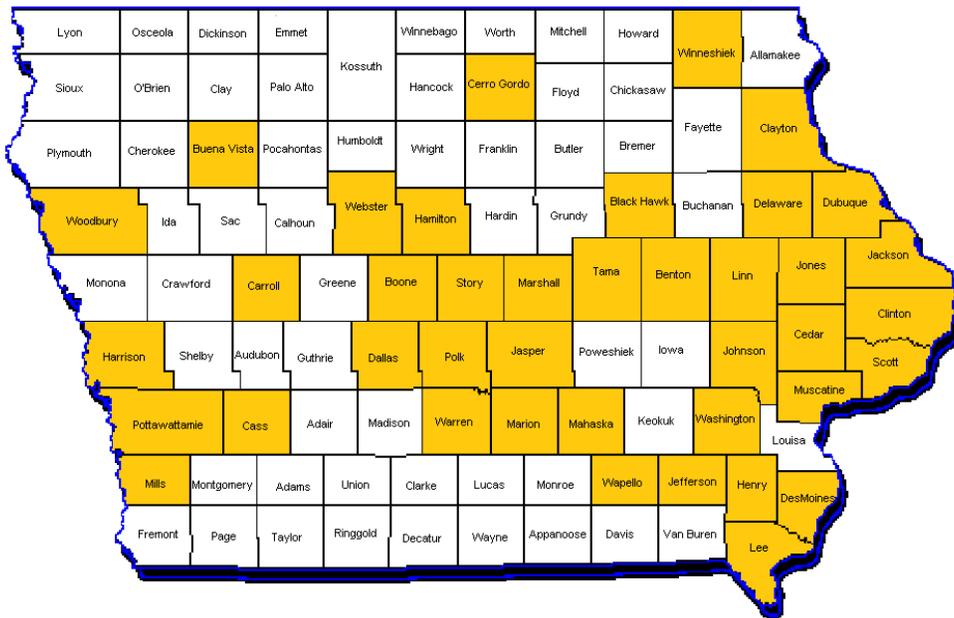


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|-------------|------------|----------|---------------|----------|
| Benton | Dallas | Lee | Pottawattamie | Webster |
| Black Hawk | Des Moines | Linn | Scott | Woodbury |
| Boone | Dubuque | Marion | Story | |
| Cerro Gordo | Jasper | Marshall | Wapello | |
| Clinton | Johnson | Polk | Warren | |

A similar process is conducted to determine the eligibility for Section 405(d) funding to target impaired driving. Iowa bases Section 405(d) eligibility on a county’s composite ranking in the areas of alcohol-related fatalities, alcohol-related injuries, and OWI revocations. All of Iowa’s 99 counties are ranked in a

composite manner in these three categories. Iowa has identified the highest 40 problem-related counties based on this analysis eligible for Section 405(d) funding and are referred to as the “Top 40”. The “Top 40” counties allow for additional law enforcement agencies with jurisdictions with populations exceeding 5,000 to be eligible for funding; thus increasing enforcement efforts.

Iowa’s “Top 40” Alcohol-Related Problem Identification Counties
For FFY 2017



- | | | | | |
|-------------|------------|-----------|---------------|------------|
| Benton | Clayton | Henry | Mahaska | Story |
| Black Hawk | Clinton | Jackson | Marion | Tama |
| Boone | Dallas | Jasper | Marshall | Wapello |
| Buena Vista | Delaware | Jefferson | Mills | Warren |
| Carroll | Des Moines | Johnson | Muscatine | Washington |
| Cass | Dubuque | Jones | Polk | Webster |
| Cedar | Hamilton | Lee | Pottawattamie | Winneshiek |
| Cerro Gordo | Harrison | Linn | Scott | Woodbury |

Grant Application, Risk Assessment and Project Approval – Once the Problem Identification analysis is complete, eligible Iowa agencies are identified for notification of funding eligibility. 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; and
4. A budget including the various program elements (personal services, commodities, equipment, and contractual services) to be funded.

GTSB Program Administrators review all applications weighing the risk assessment of the agency and its proposed project. 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's contact is new to the traffic safety program and may need some extra guidance. Information on whether the applicant agency has had an audit finding is provided by the Financial Manager. With all of this information, Program Administrators determine whether the proposed project should be funded and if the funding amount requested is appropriate or if the requested amount should be reduced. The applicant agency is assessed as "low", "medium", or "high" for risk. Please see ATTACHMENT A for a copy of the Risk Assessment form.

Reporting, Project Performance and Monitoring – The ultimate goal of all traffic safety programs sponsored by the GTSB is to reduce death and injuries on Iowa's roads. In order to document these efforts are being carried out, the GTSB must ensure information related to a project is recorded and received for review. This is considered extremely important as it is the contractor's opportunity to discuss program successes, exchange information, and document efforts.

EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PLAN

Enforcement efforts throughout the state are supported with crash data. See ATTACHMENT B for Iowa's Evidence Based Traffic Safety Enforcement Plan.

NHTSA CORE OUTCOME MEASURES

C-1 Traffic Fatalities	Reduce traffic fatalities 15% from the 2007 – 2011 average of 396 to 337 (5-year average) by January 1, 2020. (Collaborative SHSP Target)									
		2007	2008	2009	2010	2011	2012	2013	2014	2020 Target
	FARS	446	412	371	390	360	365	317	321	337
	3-Year Moving Average	445	432	410	391	374	372	347	334	
	5-Year Moving Average	433	427	424	412	396	380	361	351	
	Reduce traffic fatalities 1.56% from the 2015 annual number of 320 to 315 by December 31, 2017. (2017 Annual Target)									
		2010	2011	2012	2013	2014	2017 Target			
	FARS	390	360	365	317	321	315			
	3-Year Moving Average	391	374	372	347	334				
	5-Year Moving Average	412	396	380	365	351				
C-2 Serious Injuries	Reduce serious injuries 15% from the 2007 – 2011 average of 1,717 to 1,459 by January 1, 2020. (Collaborative SHSP Target)									
		2007	2008	2009	2010	2011	2012	2013	2014	2020 Target
	Iowa DOT	1,982	1,841	1,616	1,647	1,510	1,636	1,545	1,511	1,459
	3-Year Moving Average	1,987	1,904	1,813	1,701	1,591	1,598	1,564	1,593	
	5-Year Moving Average	2,037	1,995	1,884	1,795	1,717	1,650	1,591	1,584	
	Reduce serious injuries 1.06% from the 2014 annual number of 1,511 to 1,495 by December 31, 2017. (2017 Annual Target)									
		2010	2011	2012	2013	2014	2017 Target			
	Iowa DOT	1,647	1,510	1,636	1,545	1,511	1,495			
	3-Year Moving Average	1,701	1,591	1,598	1,564	1,593				
	5-Year Moving Average	1,795	1,717	1,650	1,591	1,584				
C-3 Fatalities / 100M VMT	Reduce fatalities by 100M VMT 9.9% from the 2010 – 2014 average of 1.11 to 1.00 by December 31, 2017.									
		2010	2011	2012	2013	2014	2017 Target			
	FARS	1.24	1.15	1.16	1.00	1.02	1.00			
	3-Year Moving Average	1.26	1.20	1.18	1.10	1.06				
	5-Year Moving Average	1.32	1.27	1.22	1.15	1.11				
	Reduce rural fatalities per 100M VMT 8.72% from the 2010 – 2014 average of 1.49 to 1.36 by December 31, 2017.									
		2010	2011	2012	2013	2014	2017 Target			
	FARS	1.59	1.58	1.50	1.41	1.37	1.36			
	3-Year Moving Average	1.69	1.60	1.56	1.50	1.43				
	5-Year Moving Average	1.75	1.71	1.63	1.54	1.49				
Reduce the urban fatalities by 100M VMT 7.14% from the 2010 – 2014 average of .56 to .52 by December 31, 2017.										
	2010	2011	2012	2013	2014	2017 Target				
FARS	0.70	0.49	0.63	0.45	.52	.52				
3-Year Moving Average	0.60	0.58	0.61	0.52	.53					
5-Year Moving Average	0.66	0.60	0.59	0.56	.56					

C-4 Unrestrained Passenger Vehicle Occupant Fatalities	Reduce unrestrained vehicle occupant fatalities 20.18% from the 2010 – 2014 average of 109 to 87 by December 31, 2017.						
		2010	2011	2012	2013	2014	2017 Target
	FARS	119	120	112	102	88	87
	3-Year Moving Average	129	121	117	111	101	
	5-Year Moving Average	134	132	124	115	108	
C-5 Alcohol-Impaired Driving Fatalities	Reduce alcohol-impaired fatalities 1.03% from the 2012 – 2014 average of 97 to 96 by December 31, 2017.						
		2010	2011	2012	2013	2014	2017 Target
	FARS	85	83	96	102	93	96
	3-Year Moving Average	91	89	88	94	97	
	5-year Moving Average	100	93	90	93	92	
C-6 Speed-Related Fatalities	Reduce speed-related fatalities 5% from the 2010 – 2014 average of 60 to 57 by December 31, 2017.						
		2010	2011	2012	2013	2014	2017 Target
	FARS	66	64	70	51	45	57
	3-Year Moving Average	56	64	67	62	55	
	5-Year Moving Average	48	54	61	63	59	
C-7 Motorcyclist Fatalities	Reduce motorcyclist fatalities 6% from the 2010 – 2014 average of 50 to 47 by December 31, 2017.						
		2010	2011	2012	2013	2014	2017 Target
	FARS	60	36	59	41	52	45
	3-Year Moving Average	55	48	52	45	51	
	5-Year Moving Average	57	52	52	49	50	
C-8 Unhelmeted Motorcyclist Fatalities	Reduce unhelmeted motorcyclist fatalities 5% from the 2010 – 2014 average of 40 to 38 by December 31, 2017.						
		2010	2011	2012	2013	2014	2017 Target
	FARS	49	34	47	31	37	38
	3-Year Moving Average	45	41	43	37	38	
	5-Year Moving Average	47	44	43	40	40	
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes	Reduce drivers age 20 or younger involved in fatal crashes 4% from the 2010 – 2014 average of 50 to 48 by December 31, 2017.						
		2010	2011	2012	2013	2014	2017 Target
	FARS	62	53	49	35	50	48
	3-Year Moving Average	63	60	55	46	45	
	5-Year Moving Average	71	66	58	53	50	
C-10 Pedestrian Fatalities	Reduce pedestrian fatalities 4.76% from the 2010 – 2014 average of 21 to 20 by December 31, 2017.						
		2010	2011	2012	2013	2014	2017 Target
	FARS	18	25	20	20	19	20
	3-Year Moving Average	19	21	21	22	20	
	5-Year Moving Average	21	21	20	21	20	
C-11 Bicycle Fatalities	Reduce bicycle fatalities 20% from the 2010 – 2014 average of 5 to 4 by December 31, 2017.						
		2010	2011	2012	2013	2014	2017 Target
	FARS	8	5	3	3	4	4
	3-Year Moving Average	5	5	5	4	3	
	5-Year Moving Average	5	5	5	4	5	

STATEWIDE SAFETY BELT USAGE SURVEY (B-1)

Annually the Governor's Traffic Safety Bureau is required to report the results of an observational safety belt usage survey for the state of Iowa. The survey methodology in which data is collected is consistent with NHTSA's "Uniform Criteria for State Observational Surveys of Seat Belt Use" (Federal Register Vol. 76, No. 63, April 2011, Rules and Regulations, pp. 18042-18059). The 2015 survey was conducted by Iowa State University, Survey and Behavioral Research Services.

Iowa is divided into 99 counties. Seventy (70) of those counties account for 87.6% of the passenger vehicle crash-related fatalities according to the NHTSA's Fatality Analysis Reporting System (FARS) averages for the period of 2005 – 2009. The survey subsample was drawn from those 70 counties which resulted in 75 sites within 15 counties. Roads were identified by the U.S. Department of Transportation, Federal Highway Administration (FHWA) Federal Functional Classification as primary (interstate), secondary roads (other principal arterial and minor arterial), and local roads (major collector, minor collector, and local). In addition eligible roads were divided into road segments stratified by available descriptive information. A stratified probability proportional to size (PPS) sample was employed to select the road segments to be used as observational sites. The target population of this study included all drivers and right-front passengers of all passenger vehicles that travel on Iowa's public roadways between 7:00 a.m. to 6:00 p.m. in all days of the calendar year 2015. Passenger vehicles are defined by Criterion 1340.3 as motor vehicles with a gross vehicle weight rating of less than 10,000 pounds. The population parameter of interest was the safety belt use rate. The safety belt use rate was defined as the rate of the miles that members of the target populations traveled while wearing safety belts to the miles that all members in the target population traveled with or without belt use.

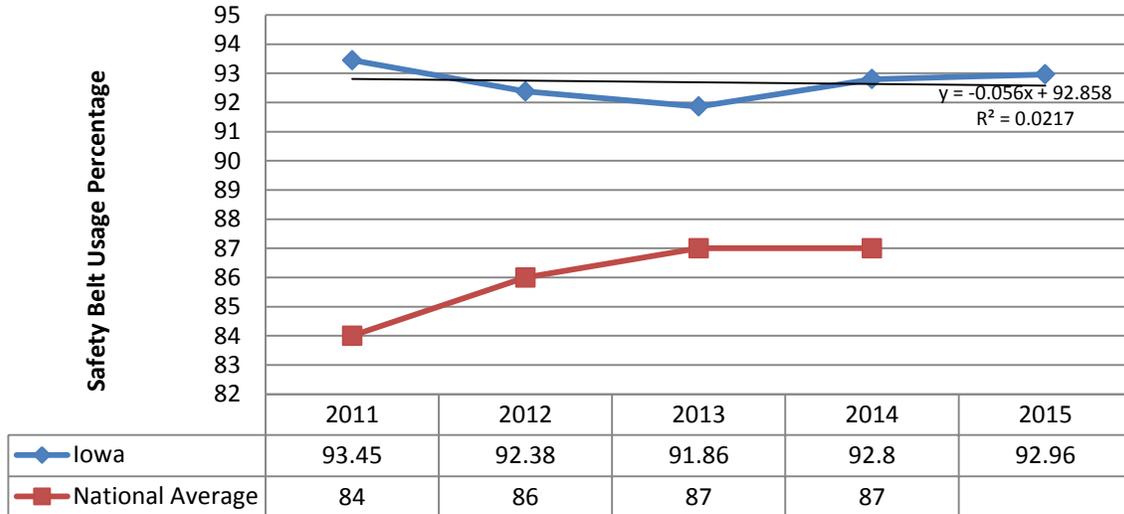
Data collection for 2015 occurred June 6 – June 15, 2015. The 2015 seat belt use data collection resulted in the observation of 13,342 passenger vehicles, with a right front seat passenger in 4,733 of those vehicles, for a total of 18,075 potential observations of belt use. Of these 18,075 potential observations, there were 12,304 drivers and 4,286 right front passengers who were observed to be wearing seat belts (total 16,590 seat belt users). Seat belts were not worn by 672 drivers and 301 right front passengers (total 973 unbelted). Data collectors were unable to observe the seat belt use of 366 drivers and 146 passengers (total 512 unknown use). The unknown use was 2.83%. This was well within the range allowed by federal regulations, which require the nonresponse rate to be below 10%.

Federal regulations require the calculation of seat belt use to be conducted with weighted data as described in the approved survey plan. Based on the weighted data, **Iowa's overall seat belt use rate for 2015 is 92.96%**, with an estimated standard error of 0.0054 ($\pm 1\%$).

2017 TARGET

Increase the statewide safety belt usage rate 0.032% from the 2015 observational survey rate of 92.96% to 92.99% for the 2017 survey.

Safety Belt Usage Rate - Iowa vs. National Average



Iowa remains above the national average in regard to safety belt usage, thus placing the state in a “high use” category for Section 405b funding purposes.

Baseline	Recent Year	% Change
2006 – 2010 Average = 91.98%	2013 = 91.86%	-0.130
2007 – 2011 Average = 92.76%	2014 =92.80%	0.043
2008 - 2012 Average = 92.98%	2015 =92.96%	-0.021
	Average Percentage Change	-.108

The average percentage change from the most recent three years (2013 – 2015) in relation to a 5-year baseline period has been a decrease of .108%. If a total increase of this magnitude is realized through 2017, compared to a baseline of the average usage rate for 2013 – 2015 (92.54%), the usage rate expected in 2017 would be about 91.70%.

The 2015 target was to increase the statewide safety belt usage rate .588% from the 2013 rate of 91.86% to 92.4%. The target was met with the actual observational usage rate of 92.96% reported for 2015. **The GTSB has set a target to increase the statewide safety belt usage rate 0.032% from the 2015 observational survey rate of 92.96% to 92.99% for the 2017 survey.**

PUBLIC AWARENESS SURVEY (B-2)

Iowa started conducting Public Awareness/Attitude Surveys of licensed drivers in 2010 with the objective to focus on driving patterns and effectiveness of media campaigns which are centered on national mobilizations and high-visibility efforts. The survey is conducted in accordance with the recommendations set forth and agreed upon by the NHTSA-GHSA (Governor’s Highway Safety Association) Working Group.

The 2017 survey will be conducted in the same manner as previous years. Surveys are conducted at Iowa Department of Transportation Driver Licensing Offices in Ankeny, Carroll, Cedar Rapids, Council Bluffs, and Fort Dodge. At each location, the survey is conducted between the hours of 8:30 a.m. and 5:00 p.m. with the goal to survey a minimum of 500 licensed Iowa drivers. The surveys are self-reported, voluntary, and anonymous.

The GTSB contracts with Iowa State University, Survey and Behavioral Research Services, to conduct the annual survey.

BIENNIAL SURVEY ON AUTOMATED TRAFFIC ENFORCEMENT SYSTEMS

Pursuant to the FAST-Act, Iowa will be required to conduct a biennial survey on automated traffic enforcement systems in FFY 2018. The state will follow guidelines as determined by NHTSA and/or Interim Final Rule.

ACTIVITY MEASURES

Numbers reflected below represent activity as reported by law enforcement agencies during grant-funded activities/periods for FFY 2015.

A-1	Safety Belt Citations	6,838
A-2	OWI Arrests	3,281
A-3	Speed Citations	39,121

PROJECT DESCRIPTIONS AND STRATEGIES

This section provides an overview of projects planned for FFY 2017 (October 1, 2016 – September 30, 2017) in the eleven areas identified by NHTSA as “Core Measure Areas”. Information in this section includes performance measures, data, targets, and countermeasures utilizing Section 402 and 405 highway safety funds in accordance with FAST Act legislation.

TRAFFIC FATALITIES

NHTSA CORE OUTCOME MEASURE C-1

In 2014 there were 321 traffic fatalities in the state of Iowa which represented a 1.26% increase from the 2013 record low of 317. Although there was a slight increase between 2013 and 2014, both the linear and 5-year trend lines continue to show an overall decrease in traffic fatalities.

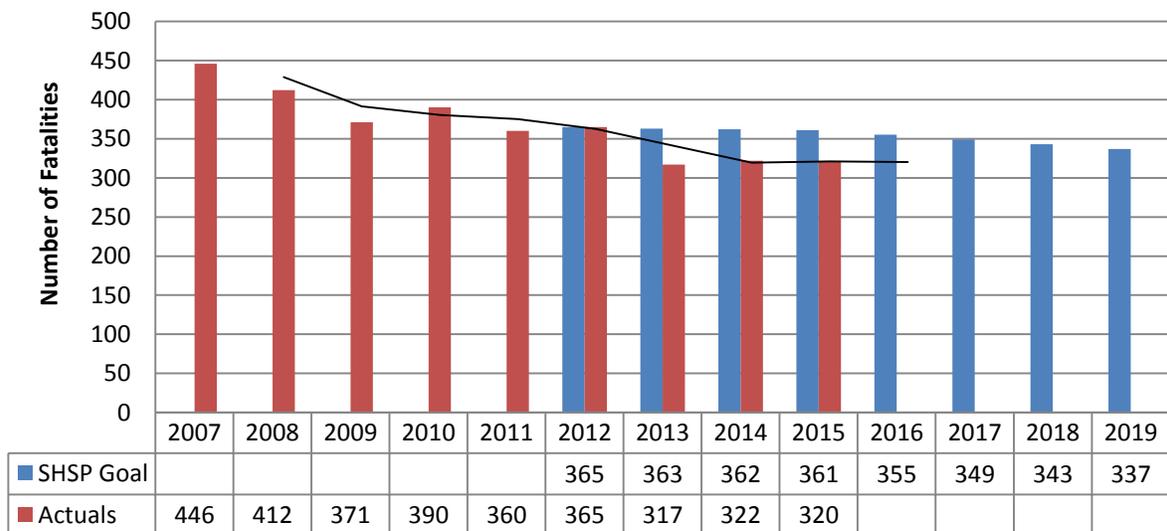
The collaborative SHSP target represented in this plan was mutually agreed and set by traffic safety partners/stakeholders during the most recent revision of the State Strategic Highway Safety Plan (SHSP). The performance measures, strategies, and goals were formulated after the analyses of data. A 5-year average of 2007 – 2011 data was used to set the baseline in the area of traffic fatalities and serious injuries. A 5-year average was agreed upon to nullify inconsistencies caused by the fluctuations in fatality and serious injury numbers on a year-to-year basis and will show long-term trends more clearly than annual counts.

2017 TARGETS

Reduce traffic fatalities 15% from the 2007 – 2011 average of 396 to 337 by January 1, 2020. (Collaborative SHSP Target) This target represents approximately 6 less fatalities per year. This goal correlates with the traffic fatality goal reflected in the State Strategic Highway Safety Plan.

Reduce traffic fatalities 1.56% from the 2015 annual number of 320 to 315 by December 31, 2017. (FFY 2017 Annual Target)

Fatalities - SHSP Targets Vs. Actuals



Source: NHTSA / FARS

Collaborative SHSP Target

Using a baseline of the 5-year average of fatalities between 2007 and 2011, the GTSB and other traffic safety partners have set a collaborative statewide SHSP goal to reduce the number of traffic fatalities 15% from the 2007 – 2011 average of 396 to 337 by January 1, 2020. A reduction at this rate (approximately 6 per year) is aligned with the State Statewide Strategic Highway Safety Plan. As the current SHSP expires December 31, 2016, the traffic safety partners throughout the state are currently in the process of revising the document.

FFY 2017 Annual Target

Baseline	Recent Year	% Change
2006 – 2010 Average = 412	2013 = 317	-23.06%
2007 – 2011 Average = 396	2014 = 322	-18.69%
2008 – 2012 Average = 380	2015 = 320	-15.79%
	Average Percentage Change	-19.18%

The average percent change from the most recent three years (2013 – 2015) in relation to a 5-year baseline period has been a reduction of 19.18%. If a total reduction of this magnitude is realized through 2017, compared to a baseline of the average annual fatality count for 2011 – 2015 (337), the fatality count expected in 2017 would be around 272.

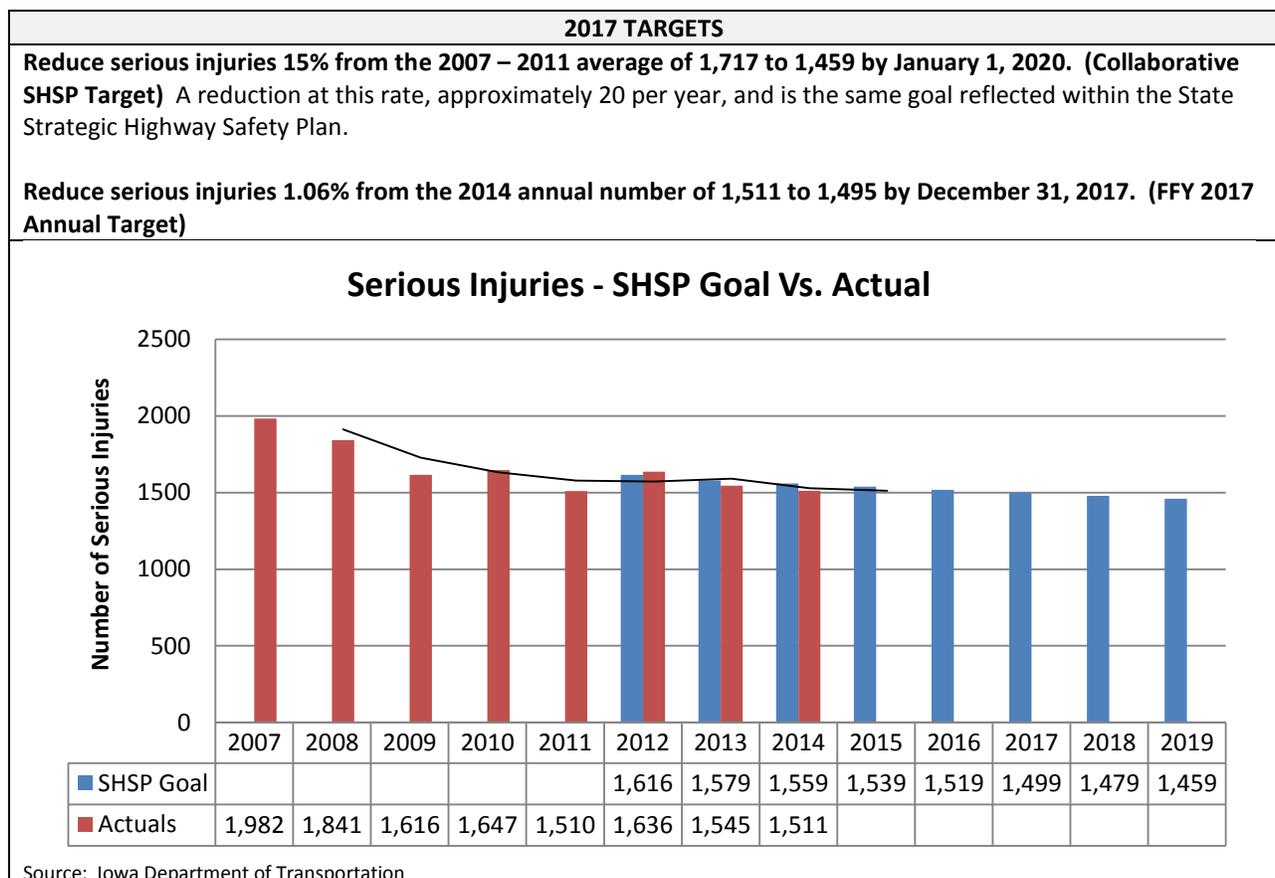
The GTSB has set a annual target to reduce fatalities 1.56% from the 2015 annual number of 320 to 316 by December 31, 2017.

SERIOUS INJURIES

NHTSA CORE OUTCOME MEASURE C-2

Data maintained by the Iowa Department of Transportation is utilized to track the number of serious injuries on the state's roadways. Data indicate the number of serious injuries have decreased 8.26% between 2010 and 2014.

The SHSP target represented in this plan was mutually agreed upon and set after collaboration with other traffic safety stakeholders during the 2013 development process for the State Strategic Highway Safety Plan. The performance measures, strategies, and goals were formulated after the analyses of data. A 5-year average of 2007-2011 data was used to set the baseline in the area of traffic fatalities and serious injuries. A 5-year average was agreed upon to nullify inconsistencies caused by the fluctuations in fatality and serious injury numbers on a year-to-year basis and will show long-term trends more clearly than annual counts. A target, however, was also set for FFY 2017 from an annual standpoint.



Collaborative SHSP Target

Using a baseline of the 5-year average of fatalities between 2007 and 2011, the GTSB and other traffic safety partners have set a collaborative statewide SHSP goal to reduce the number of serious injuries 15% from the 2007 – 2011 average of 1,717 to 1,459 by January 1, 2020. A reduction at this rate, approximately 20 per year, is the same as the goal within the State Strategic Highway Safety Plan.

FFY 2017 Annual Target

Baseline	Recent Year	% Change
2005 – 2009 Average = 1,884	2012 = 1,636	-13.16%
2006 – 2010 Average = 1,795	2013 = 1,545	-13.93%
2007 – 2011 Average = 1,717	2014 = 1,511	-12.00%
	Average Percentage Change	-13.03

The average percent change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been a reduction of 13.03%. If a total reduction of this magnitude is realized through 2017, compared to a baseline of the average annual serious injury count for 2010 – 2014 (1,570), the number of serious injuries expected in 2017 would be around 1,366.

The GTSB has set a annual target to reduce serious injuries 1.06% from the 2014 annual number of 1,511 to 1,495 by December 31, 2017.

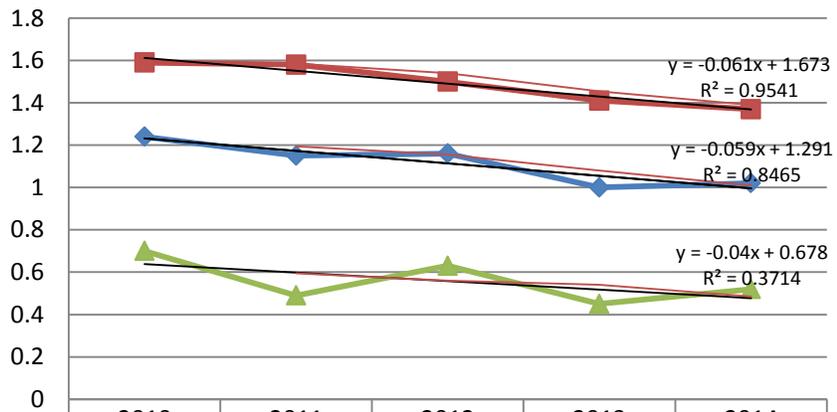
FATALITIES PER 100 MILLION VEHICLE MILES TRAVELED (100M VMT) NHTSA CORE OUTCOME MEASURE C-3

The overall fatality rate decreased 17.74% between 2010 and 2014 in spite of slight increases in both 2012 and 2014. Iowa is slightly below the national average of 1.08 (2014) for fatalities per 100M VMT.

Over the past 5 years Iowa has seen a reduction in both the rural and urban fatality rates with rural decreasing by 13.84% and urban by 25.71%.

2017 TARGETS	
Reduce fatalities per 100M VMT	9.9% from the 2010 – 2014 average of 1.11 to 1.00 by December 31, 2017.
Reduce rural fatalities per 100M VMT	8.72% from the 2010 – 2014 average of 1.49 to 1.36 by December 31, 2017.
Reduce urban fatalities per 100M VMT	7.14% from the 2010 – 2014 average of .56 to .52 by December 31, 2017.

Fatalities Per 100M Vehicle Miles Traveled



	2010	2011	2012	2013	2014
◆ Fatalities Per 100M VMT / Overall	1.24	1.15	1.16	1	1.02
■ Rural Fatalities Per 100M VMT	1.59	1.58	1.5	1.41	1.37
▲ Urban Fatalities Per 100M VMT	0.7	0.49	0.63	0.45	0.52

Source: NHTSA / FARS

Fatalities Per 100M VMT		
Baseline	Recent Year	% Change
2005 – 2009 Average = 1.36	2012 = 1.16	-14.71
2006 – 2010 Average = 1.32	2013 = 1.00	-24.24
2007 – 2011 Average = 1.27	2014 = 1.02	-19.69
	Average Percentage Change	-19.55
Rural Fatalities Per 100M VMT		
Baseline	Recent Year	% Change
2005 – 2009 Average = 1.86	2012 = 1.50	-19.35
2006 – 2010 Average = 1.75	2013 = 1.41	-19.43
2007 – 2011 Average = 1.71	2014 = 1.37	-19.88
	Average Percentage Change	-19.55

Urban Fatalities Per 100M VMT		
Baseline	Recent Year	% Change
2005 – 2009 Average = 0.61	2012 = 0.63	3.28
2006 – 2010 Average = 0.66	2013 = 0.45	-31.82
2007 – 2011 Average = 0.60	2014 = 0.52	-13.33
	Average Percentage Chage	-13.96

Fatalities Per 100M VMT

The average percent change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been a reduction of 19.55%. If a total reduction of this magnitude is realized through 2017, compared to a baseline of the average annual fatality count for 2010 – 2014 (1.11), the fatality count expected in 2017 would be around .90. The FFY 2014 target was to reduce fatalities per 100M VMT 2.59% from the 2012 annual rate of 1.16 to 1.13 by December 31, 2014. The target was met with the actual being recorded at 1.02.

The GTSB has set a goal to reduce fatalities per 100M VMT 9.9% from the 2010 – 2014 average of 1.11 to 1.00 by December 31, 2017. A 5-year moving average, 5-year linear trends, and the average percent change in the most recent three years was analyzed to set the FFY 2017 goal.

Rural Fatalities Per 100M VMT

The average percent change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been a reduction of 19.55%. If a total reduction of this magnitude is realized through 2017, compared to a baseline of the average annual fatality count for 2010 – 2014 (1.49), the fatality count expected in 2017 would be around 1.20. The FFY 2015 target was to reduce rural fatalities per 100M VMT 3.5% from the 2012 annual rate of 1.5 to 1.45 by December 31, 2014. The target was met with the actual being recorded at 1.37.

The GTSB has set a goal to reduce rural fatalities per 100M VMT 8.72% from the 2010 – 2014 average of 1.49 to 1.36 by December 31, 2017. A 5-year moving average, 5-year linear trends, and the average percent change in the most recent three years was analyzed to set the FFY 2017 goal.

Urban Fatalities Per 100M VMT

The average percent change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been a reduction of 13.96%. If a total reduction of this magnitude is realized through 2017, compared to a baseline of the average annual fatality count for 2010 – 2014 (.56), the fatality count expected in 2017 would be around .48.

The FFY 2014 target was to reduce urban fatalities per 100M VMT 5.1% from the 2012 annual rate of .63 to .59 by December 31, 2014. The target was met with the actual being recorded at .52.

The GTSB has set a goal to reduce urban fatalities per 100M VMT 7.14% from the 2010 – 2014 average of .56 to .52 by December 31, 2017. A 5-year moving average, 5-year linear trends, and the average percent change in the most recent three years was analyzed to set the FFY 2017 goal.

OCCUPANT PROTECTION / PASSENGER VEHICLE OCCUPANT FATALITIES

NHTSA CORE OUTCOME MEASURE C-4

When Iowa's safety belt law went into effect in July 1986, approximately 18% of drivers were recorded as wearing a safety belt. The most recent observational safety belt survey (2015) now reports usage at 92.96%. With a compliance rate of 92.96%, Iowa has a usage rate above the national average of 87% (2014) and is considered a "high rate" state for Section 405b funding qualification. In addition the NHTSA's required observational safety belt usage survey, Iowa conducts a statewide child restraint usage survey. The 2015 statewide child restraint survey recorded Iowa's usage rate at 93.8%

Iowa's primary seat belt law and active enforcement can be credited for higher compliance rates. Having a primary law is identified as an effective countermeasure in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015.

Although observational usage surveys show a high usage rate, over 44% of passenger vehicle fatalities were reported as no belt usage with an additional 4.96% being recorded as "unknown" by the reporting officer. Because data reveals the lack of safety belt usage is a major contributing factor in regard to fatalities and serious injuries, Iowa will continue efforts emphasizing safety belt usage education and enforcement.

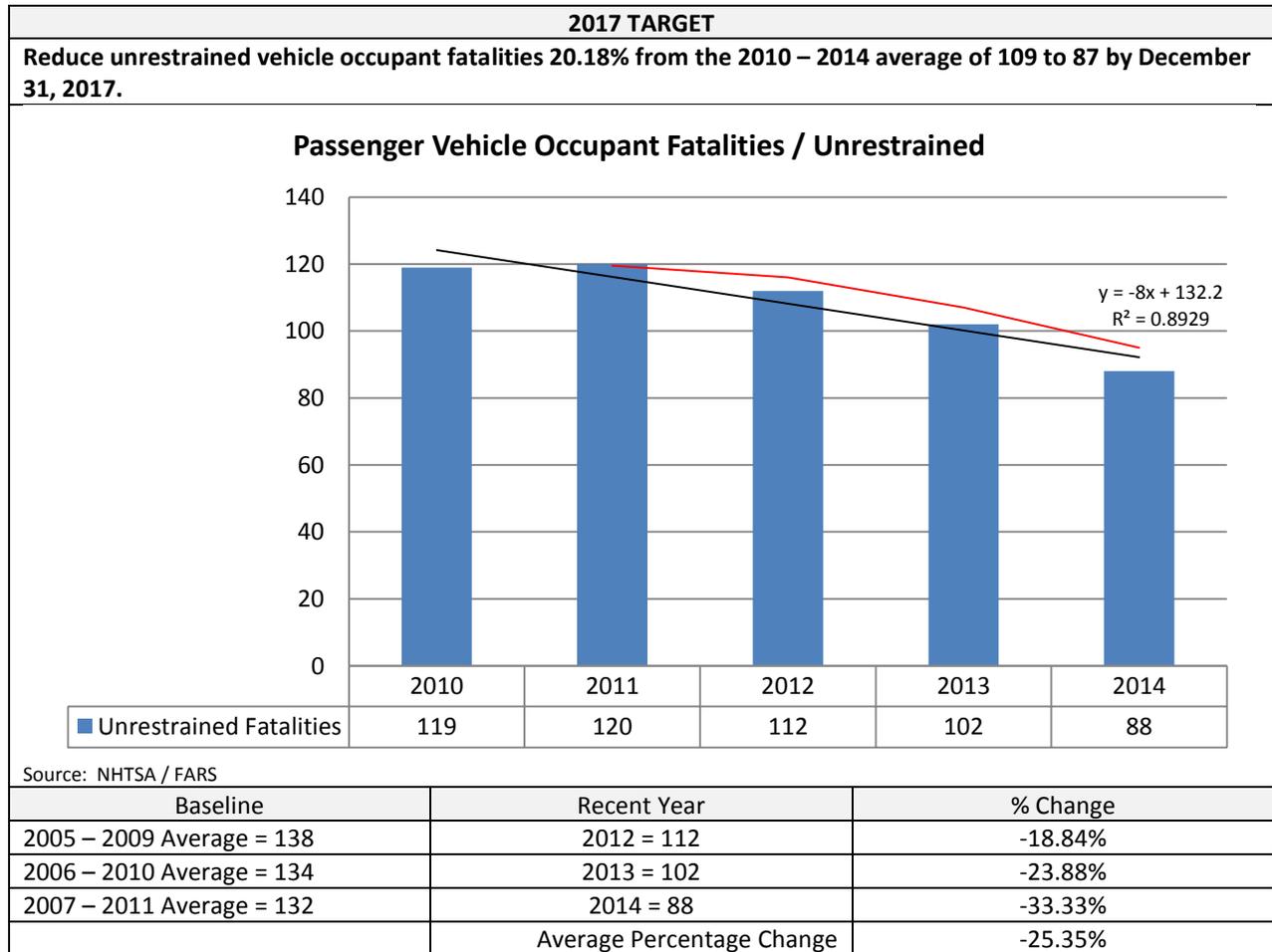
Law enforcement partners play an important role in the area of occupant protection. High visibility enforcement efforts such as participating in national mobilizations and special Traffic Enforcement Programs (sTEP) in addition to education and public awareness are efforts to change unsafe driving behaviors. Law enforcement agencies are encouraged to involve and inform the media during special enforcement events. The national tagline of "Click It or Ticket" will be used in efforts to promote occupant protection. To promote the use of safety belts and support NHTSA's "Click It or Ticket" national mobilization and the state's two-week sTEP effort, The Integer Group, Iowa's major media source, will secure paid media per NHTSA's pre-determined media timeline for the campaign. The Integer Group will also support the GTSB's microsite (www.drivesmartiowa.com) with updated occupant protection information including a car seat calculator to help parents determine what kind of car seat a child should be riding in based on their height and weight. Communication and outreach that supports enforcement efforts is identified in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015.

Iowa maintains a strong Child Passenger Safety (CPS) Program. The state's program is coordinated through Unity Point Hospital in Des Moines/ State CPS Coordinator Brandi Thompson. All trainings/certifications for CPS Technicians are based upon the National Standardized Child Passenger Safety Training Program which was established in 1998 in response to a need for standardization and quality assurance in child passenger safety education. CPS certification courses are designed to teach individuals the information and practical skills necessary to serve as a CPS resource for their organization, community and state. The National Child Passenger Safety Certification Training Program developed by NHTSA is a 3 – 4 day training program. Classes are chosen from an interest list with the first priority given to the areas in the state with the most need for certified technicians. If one county has 40 technicians and another county has 3, the county with the lesser number would be given first choice to attend the class. A minimum of four CPS Technician classes are held during the year.

There are almost 400 certified CPS Technicians throughout the state that provide services at inspection stations / fit stations held throughout the state. All inspection stations / events are staffed with at least

one nationally certified Child Passenger Safety Technician. A listing of current inspection stations in Iowa is provided in ATTACHMENT C.

Core Performance Measures



The average percent change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been a reduction of 25.35%. If a total reduction of this magnitude is realized through 2017, compared to a baseline of the average annual fatality count for 2010 – 2014 (109), the fatality count expected in 2017 would be about 82. The FFY 2014 target was to reduce unrestrained passenger vehicle occupant fatalities 7.14% from the annual number of 112 to 104 by December 31, 2014. The target was met with the actual being recorded at 88.

The GTSB has set a goal to reduce unrestrained vehicle occupant fatalities 20.18% from the 2010 – 2014 average of 109 to 87 by December 31, 2017. 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 2017 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Increase statewide seat belt usage.	<ul style="list-style-type: none"> -Utilize Section 402 and 405b funding to support overtime for high visibility enforcement and participation in national mobilization periods. -Continue to expand the High Five Rural Traffic Safety Program. -Include information about seat belt usage in school simulator programs. -Increase the statewide safety belt usage rate 0.032% from the 2015 observational survey rate of 92.96% to 92.99% in 2017. -Continue to use social media to promote awareness.
Promote seat belt usage in the back seat of passenger vehicles.	<ul style="list-style-type: none"> -Include information about seat belt usage stressing the importance of buckling up in the back seat in school simulator programs.
Child Passenger Safety (CPS) Technicians and Child Passenger Safety Fit Stations	<ul style="list-style-type: none"> -Recruit and certify additional CPS Technicians. -Ensure the proper training and recertification for the current 396 CPS Technicians statewide. -Maintain and promote the 46 fit stations located throughout the state.
Provide education in regard to child passenger safety.	<ul style="list-style-type: none"> -Maintain child passenger safety information, including the car seat calculator, on GTSB's microsite, www.drivesmartiowa.com. -Have child passenger safety information available in English and Spanish.
Educate the public about the importance of wearing a seat belt.	<ul style="list-style-type: none"> -Through the administration of Section 402 and 405, support law enforcement educational efforts. -Maintain occupant protection information on GTSB's microsite www.drivesmartiowa.com including the previously developed fact sheets and PSAs developed by The Integer Group.

State Goals / Coordination with Highway Safety Plan, Data Collection, and Information Systems with State Strategic Highway Safety Plan (SHSP)

Enforcement Safety Strategies –

The State Strategic Highway Safety Plan includes high visibility enforcement as an effort within the Enforcement Safety Area. Section 402 and 405b support partner agencies through overtime efforts for high visibility enforcement to include multi-jurisdictional events and nighttime seat belt compliance. High visibility enforcement allows for the presence of additional enforcement on the road with the goal to discourage unsafe driving decisions and will improve overall traffic safety behaviors and culture.

Education Safety Strategies –

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

Data Collection and Information Systems –

TraCS – Traffic and Criminal Software (TraCS) is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The TraCS program is an initiative by the Iowa Department of Transportation to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the Iowa DOT who serves as the repository for crash data. TraCS is partially funded through Section 405c. Features of TraCS includes electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and TraCS Web. As of March 31, 2016, 257 Iowa law enforcement agencies submit their data electronically through TraCS. These agencies represent approximately 98% of all crash submissions in the state of Iowa annually.

Crash Report Form – On January 1, 2015, the Iowa Department of Transportation released a revised crash form electronically to 245 law enforcement agencies throughout the state. Additional fields were added to the form, thus allowing for additional data to be collected throughout the state which can then be analyzed to support traffic safety improvements. As of March 31, 2016, law enforcement agencies throughout the state submit crash data electronically through TraCS. Smaller law enforcement agencies provide paper submittals.

Crash Data – The GTSB and the Iowa Department of Transportation will continue to work with law enforcement partners on the importance of crash data with a goal to lower the number of crash reports containing “unknown” for safety belt usage.

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

Development of Web-Based Analytical Tool – The development of a web-based analytical tool is included in the research and data safety area of the State Strategic Highway Safety Plan. A web-based application will assist agencies in using data.

Traffic Safety Data Analysis (TSDA) Website – Through members of the Statewide Traffic Records Coordinating Committee, Iowa’s TSDA website was developed and launched in the fall of 2014. Housed under the Iowa Department of Transportation’s website (www.iowadot.gov/tsda/index.html), the traffic records clearinghouse includes crash, roadway, driver, vehicle, injury surveillance/EMS and traffic citation/adjudication data. Many static reports from across the six datasets are available which include some of the most requested information including seat belt conviction reports. A prominent feature of this site is the crash maps page that uses Google Earth to display the location of Iowa crashes (<http://www.iowadot.gov/tsda.crashmaps.html>.) Efforts are being made to continually update the TSDA site as newer data and reports become available.

Countermeasures:

Agency: Law Enforcement Agencies

<u>Agency</u>	<u>Project Number</u>	<u>Risk Assess.</u>	<u>Budget</u>
Council Bluffs Police Department	17-402-M00P, Task 01-00-00	Low	\$40,650
DeWitt Police Department	17-402-M00P, Task 02-00-00	Low	\$11,000
Dubuque Police Department	17-402-M00P, Task 03-00-00	Low	\$33,000
Marion Co. Sheriff's Office	17-402-M00P, Task 05-00-00	Low	\$16,500
Marion Police Department	17-402-M00P, Task 06-00-00	Low	\$36,400
Ottumwa Police Department	17-402-M00P, Task 07-00-00	Low	\$16,800
Pella Police Department	17-402-M00P, Task 08-00-00	Medium*	\$8,400
Scott Co. Sheriff's Office	17-402-M00P, Task 10-00-00	Low	\$41,000
Wapello Co. Sheriff's Office	17-402-M00P, Task 11-00-00	Low	\$15,900
West Des Moines Police Department	17-402-M00P, Task 12-00-00	Low	\$31,900
TOTAL			\$251,550

*Pella Police Department – Low Numbers

Problem Identification, Strategy Development, and Project Selection:

The agencies funded through Section 402 /Occupant Protection all fall within the “Top 22” problematic counties for FFY 2017 at the analysis of 3-years of crash data. Funding will be utilized for overtime enforcement efforts with an emphasis on occupant protection. Grantees are required to conduct a minimum of two observational safety belt usage surveys, conduct at least two special enforcement events, and a minimum of 12 public information/educational activities with an emphasis on occupant protection.

Assessment of Traffic Safety Strategies: (Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8th Edition, 2015)

Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Seat Belt Use Laws / State Primary Enforcement Seat Belt Use Laws	Enforcement of Iowa’s primary seat belt law through Section 402 overtime funding.	★★★★★★
	Seat Belt Law Enforcement / Short Term, High Visibility Seat Belt Law Enforcement	Section 402 funding will support overtime enforcement efforts including participation in national mobilization periods such as “Click It or Ticket” and special corridor enforcement.	★★★★★★
	Seat Belt Law Enforcement / Combined Seat Belt and Alcohol Enforcement, Nighttime	Section 402 funding will support overtime enforcement efforts including participation in national mobilization periods such as “Click It or Ticket” and “Drive Sober or Get Pulled Over” and special corridor events.	★★★★★
	Seat Belt Law Enforcement / Sustained Enforcement	Through Section 402 funding, support overtime efforts for agencies in the “Top 22” problematic counties.	★★★
	Communication and Outreach / Supporting Enforcement	Law enforcement partners receiving Section 402/OP funding are encouraged to work with local media as an educational component and to	★★★★★★

		gain earned media in regard to enforcement events.	
	Other Strategies / School Programs	Section 402/OP funded agencies are required to conduct a minimum of 12 traffic-related public information/educational activities during the funded year and agencies are encouraged to include school programs in this effort.	★★★
	Communication and Outreach / Strategies for Low Belt Use Groups	Enforcement agencies funded through Section 402/OP are required to complete two observational safety belt usage surveys throughout the funded year.	★★★★★ (For programs supporting enforcement.)
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Conduct two observational safety belt usage surveys; one in March and the other in August. Results of the surveys reported to the GTSB. 2. Conduct a minimum of two special enforcement events in problematic areas and during problematic times to support evidence-based enforcement. 3. Conduct a minimum of 12 traffic-related public information/educational activities during the funded year with the focus on seat belt usage. 4. Report enforcement and educational activities monthly. 			

Agency: Unity Point Health		Budget: \$233,000	
Project #: 17-405b-M1OP, Task 01-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
Iowa's Child Passenger Safety (CPS) program is managed through Unity Point Health in Des Moines, Iowa. Funding will provide for a coordinator to work with Child Passenger Safety (CPS) instructors and technicians throughout the state to organize training courses, including renewal/re-certification courses. Iowa's CPS network currently has 396 CPS Technicians across the state to help ensure children are riding safely in vehicles. Iowa is divided into 99 counties and CPS Technicians are available in each county. Blank Children's Hospital will continue to maintain a toll-free number and a website (https://www.unitypoint.org/blankchildrens/child-passenger-safety.aspx) as resources for parents, childcare providers, physicians, CPS Instructors and CPS Technicians.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communication and Outreach / Strategies for Child Restraint and Booster Seat Use	Section 405b funding will support the purchase and distribution of child restraints.	★★ (For stand-alone programs not supporting enforcement.)

	Other Strategies / Inspection Stations	-Maintain the current 46 inspection/fit stations located throughout the state. -Provide child passenger safety-related educational materials at inspection stations in both English and Spanish.	★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Provide training and renewal/recertification courses to the 396 current CPS Technicians. 2. Update and maintain the CPS website. 3. Maintain the 46 inspection/fit stations throughout Iowa. 			

Agency: Iowa State University, Survey and Behavioral Services Public Awareness /Attitude Survey Project #: 17-402-MOOP, Task 04-00-00		Budget: \$7,000 Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
<p>Since 2010 Iowa has conducted a public awareness/attitude survey 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. Iowa State University, Survey and Behavioral Services will conduct the survey in the same five Iowa Department of Transportation Driver Licensing Stations as in previous years: Fort Dodge, Des Moines, Cedar Rapids, Carroll, and Council Bluffs. The survey is designed to be self-administered/self-reported. A minimum of 500 surveys will be conducted and information collected from Iowa licensed drivers with results compiled and reported to the GTSB.</p>			
Assessment of Traffic Safety Strategies: (Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Seat Belt Use Laws / State Primary Enforcement Seat Belt Use Laws	Survey results support the observational safety belt usage rate with 79.34% of participants responding in 2015 that they “always” use a safety belt with an additional 12.37% indicating they “nearly always” wear a safety belt.	★★★★★
	Seat Belt Law Enforcement / Short-Term, High Visibility Seat Belt Law Enforcement	The survey results support the effectiveness of seat belt enforcement efforts. In 2015, survey results indicated that 38.91% of respondents indicated they thought the chances of getting a safety belt ticket was “very likely” with an additional 41.93% indicating it was “somewhat likely”.	★★★★★
	Communications and Outreach / Supporting Enforcement	Survey results support the effectiveness of media and outreach efforts in regard to safety belt enforcement. In 2015, 54.45% of participants in the survey responded they had read, seen or heard about safety belt enforcement by any law enforcement agency in the past 30 days.	★★★★★
Alcohol- and Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach / Mass-Media Campaigns	Results of the survey help in the development of mass media campaigns in addition to their effectiveness.	★★★

	Deterrence: Enforcement / Integrated Enforcement	Results of the survey help in the development and deployment of enforcement strategies. Survey results for 2015 indicated that over 50% of respondents thought it was “very likely” someone would get arrested if they drive after drinking. Another 38% thought it would be “somewhat likely”.	★★★
Speed and Speed Management	Enforcement / High Visibility Enforcement	Survey results support the effectiveness of speed enforcement efforts. In 2015, 38.61% of the respondents thought it was “very likely” that you would get a ticket if you drive over the speed limit with an additional 46.46% responding it was “somewhat likely” for someone to get a ticket for speeding.	★★
	Public Information Supporting Enforcement	Survey results support the effectiveness of public information supporting enforcement.	★★★
Distracted and Drowsy Driving	Communications and Outreach / Drowsy Driving	Drowsy driving questions were added to the 2015 survey to gain knowledge as to drowsy driving-related issues in the state.	★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. A minimum of 500 Iowa licensed drivers will be surveyed at pre-determined Iowa Department of Transportation Driver License Stations. 2. Compile the data from the surveys and provide results to the GTSB. 			

Agency: Central Iowa Traffic Safety Task Force (CITSTF)	Budget: \$8,500
Project #: 17-402-MOOP, Task 09-00-00	Risk Assessment: Medium* *Late Reporting
Problem Identification, Strategy Development, and Project Selection:	
<p>The Central Iowa Traffic Safety Task Force (CITSTF) is comprised of law enforcement agencies from the central Iowa counties of Dallas, Polk, and Warren. From the data analysis for the FFY 2017 Problem Identification, all three counties are also within Iowa’s “Top 22” problematic counties. Funds awarded to CITSTF will support a one-day traffic-safety related conference for CITSTF participating agencies. Conference topics will focus on traffic safety and enforcement issues. Funding in FFY 2017 will also support the development and purchase of educational materials. Throughout the year, CITSTF will plan and implement enforcement projects that will include extensive media coverage.</p>	
Assessment of Traffic Safety Strategies:	★★★★★
<p>The efforts of CITSTF play a vital role in traffic safety strategies within central Iowa. The agenda for the one-day conference to be held during FFY 2017 has not been finalized but will include a variety of traffic-related topics to possibly include enforcement efforts and performance measures, laws, education, media, and outreach. Therefore, various areas identified in NHTSA’s “Countermeasures the Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, will be addressed during this training opportunity. Based on the importance of enforcement efforts in overall traffic safety and that CITSTF promotes efforts in a multi-jurisdictional fashion, this project has been given an effectiveness rating of five stars.</p>	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. Organize and implement a minimum of four enforcement projects in central Iowa. 2. Organize and hold a one-day traffic safety related conference for law enforcement agencies that make up the Central Iowa Traffic Safety Task Force. Attendees will also include local prosecutors. 	

Agency: Iowa State University Conference Planning and Management (Split) Project #: 17-402-MOOP, Task 00-00-29	Budget: \$23,000 Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
The annual Governor’s Highway Traffic Safety Conference provides for a venue perfect for training and networking opportunities for traffic safety partners. Through Iowa State University, Conference Planning and Management, services are provided to coordinate the conference location, lodging, and meal arrangements for attendees, arranging for conference speakers, and travel arrangements, provide registration services, and conduct other conference-related tasks. Funding will also support other general materials such as supplies, audio/visual support, and web support. Though a formal bidding procedure must take place, it is planned the 2017 conference will be held in the Des Moines area.	
Assessment of Traffic Safety Strategies: ★★★★★	
The annual Governor’s Highway Traffic Safety Conference provides a venue in which traffic safety partners from all disciplines can receive training and have the opportunity to network with one another. Each year the agenda contains a variety of traffic safety-related speakers, subjects, and vendors. The information can help attendees in setting traffic safety strategies. A large percentage of participants are law enforcement officers. Various area identified in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices” will be addressed during the training opportunity. For smaller agencies, the annual conference is the only traffic safety training opportunity. The content of the agenda and the networking opportunities are important for the overall efforts through the state. Therefore, this project is given a five star effectiveness rating.	
Project Performance Measure(s):	
1. The number of traffic safety partners trained at the annual conference will be reported as well as what topics were presented and post-conference evaluation information provided.	

Agency: High Five Rural Traffic Safety Project			
Agency	Project	Risk Asses.	Budget
Iowa State Patrol	17-405b-M1HVE, Task 02-00-00	Low	\$ 50,000
Agency undetermined at time HSP was submitted.	17-405b-M1HVE, Task 01-00-00		\$ 10,000
Agency undetermined at time HSP was submitted.	17-405b-M1HVE, Task 03-00-00		\$ 10,000
Agency undetermined at time HSP was submitted.	17-405b-M1HVE, Task 04-00-00		\$ 10,000
Agency undetermined at time HSP was submitted.	17-405b-M1HVE, Task 05-00-00		\$ 10,000
Agency undetermined at time HSP was submitted.	17-405b-M1HVE, Task 06-00-00		\$ 10,000
	TOTAL		\$100,000
Problem Identification, Strategy Development, and Project Selection:			
The rural traffic fatality rate in Iowa continues to be higher than the national average. The five counties selected for the High Five Rural Traffic Safety Project and the Iowa State Patrol will place an emphasis on low safety belt compliance within each respective community. Funding provided in FFY 2017 will allow for overtime for the agencies to conduct additional enforcement efforts. Safety belt usage, enforcement, and education/community outreach will be primary focus.			
Assessment of Traffic Safety Strategies: (Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8 th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating

Seat Belts and Child Restraints	Seat Belt Use Laws / State Primary Enforcement Seat Belt Use Laws	Enforcement of primary belt use law. Primary law has been effective since July 1986.	★★★★★★
	Seat Belt Law Enforcement / Short Term, High Visibility Seat Belt Law Enforcement	Through the utilization of Section 405b funding, support overtime for short-term high visibility enforcement efforts in conjunction with the High Five Rural Traffic Safety Project.	★★★★★★
	Seat Belt Law Enforcement / Combined Seat Belt and Alcohol Enforcement, Nighttime	Through Section 405b funding, support overtime efforts for law enforcement agencies.	★★★★★
	Seat Belt Law Enforcement / Sustained Enforcement	Through Section 405b funding, support overtime efforts for law enforcement agencies.	★★★★
	Communications and Outreach / Supporting Enforcement	Law enforcement agencies involved in the High Five Rural Traffic Safety Program will be required to conduct a minimum of five media contacts, community outreach, school programs, etc. during the funding period.	★★★★★★
	Communications and Outreach / Strategies for Low-Belt-Use Groups	During FFY 2017 the High Five Rural Traffic Safety Project will continue and expand into five additional counties in Iowa.	★★★★★ (For programs supporting enforcement.)

Project Performance Measure(s):

1. Seat Belt Surveys
 - a. Three (3) seat belt surveys conducted (October, 2016, April 2017 and September 2017) at locations selected by the county sheriff's office.
 - b. A total of 4 site locations will be determined with a minimum of 30 minutes of observation or 50 vehicles per survey site.
 - c. Two surveys to occur in the a.m. and two in the p.m.
2. A minimum of five media contacts, community outreach, school programs, etc. during the funding period.
3. Monthly activity reports to include information in regard to enforcement projects and media contacts and/or other outreach.

Agency: Iowa State University, Survey and Behavioral Services		Budget: \$35,000	
Annual Observational Safety Belt Usage Survey		Risk Assessment: Low	
Project #: 17-405b-M1OP, Task 01-00-00			
Problem Identification, Strategy Development, and Project Selection:			
Iowa's annual observational survey belt usage survey will be conducted by Iowa State University, Survey and Behavioral Research Services. The methodology in which the survey will be conducted is in accordance with NHTSA's Uniform Criteria for State Observational Surveys. The subsample for the survey will be drawn from 70 of Iowa's 99 counties. These 70 counties represent approximately 87% of all passenger vehicle crash-related fatalities. The results of the survey will become Iowa's official safety belt usage rate and will be submitted as required to NHTSA.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	State Belt Use Laws / State Primary Enforcement Seat Belt Use Laws	The results of the annual survey can help determine the effectiveness of the state's primary belt law and enforcement efforts.	★★★★★
	Communications and Outreach / Strategies for Low-Belt-Use Groups	The results of the survey can help identify low-belt use areas of the state, and thus help determine specific occupant protection projects and strategies.	★★★★★ (For programs supporting enforcement.)
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Conduct the annual observational safety belt usage survey using NHTSA approved methodologies. 2. Analyze the survey data, calculate Iowa's safety belt usage percentage, and report to the GTSB who in turn will submit to NHTSA for official reporting purposes. 			

Agency: University of Iowa, Injury Prevention Research Center		Budget: \$30,000	
Project #: 17-405b-M1OP, Task 02-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
The University of Iowa, Injury Prevention Research Center (IPRC) will conduct Iowa's annual statewide observational child restraint usage survey utilizing guidelines approved by the National Highway Traffic Safety Administration. The data gathered will be analyzed by IPRC and a written report will be provided to the GTSB. The Child Passenger Safety Survey provides valuable comparable information as to compliance of the Iowa child restraint law of vehicle passengers under the age of 18. The information is shared with Iowa Safe Kids Coalition, Iowa Department of Transportation, and interested parties in the area of child passenger safety.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Child/Youth Occupant Restraint Laws / Strengthening Child/Youth Occupant Restraint Laws	The results of the annual survey can help determine the effectiveness of the state's child passenger safety laws.	★★★★★
	Communications and Outreach / Strategies for Older Children	The results of the annual survey can help determine the effectiveness of the state's child passenger safety laws.	★★★
	Communications and Outreach / Strategies for Child Restraint and Booster Seat Use	The results of the annual survey can help determine the effectiveness of the state's child passenger safety laws.	★★★ (For stand-alone projects not)

			supporting enforcement.)
Project Performance Measure(s):			
1. Conduct the 2017 statewide observational child restraint usage survey utilizing guidelines and methodology set-forth and approved by NHTSA.			
2. Analyze data gathered during the survey, prepare, and submit a written report to the GTSB.			

Agency: Special Traffic Enforcement Program (sSTEP)			
Agency	Project #	Risk Asses.	Budget
Ackley Police Department	17-405b-M0OP, Task 20-10-00	Medium*	\$4,200
Adair Co. Sheriff's Office	17-405b-M0OP, Task 20-20-00	Medium*	\$4,300
Adams Co. Sheriff's Office	17-405b-M0OP, Task 20-30-00	Low	\$3,000
Akron Police Department	17-405b-M0OP, Task 20-40-00	Medium*	\$4,200
Albia Police Department	17-405b-M0OP, Task 20-50-00	Low	\$4,200
Algona Police Department	17-405b-M0OP, Task 20-60-00	Low	\$4,200
Anamosa Police Department	17-405b-M0OP, Task 20-70-00	Low	\$3,000
Armstrong Police Department	17-405b-M0OP, Task 20-80-00	Low	\$3,950
Arnolds Park Police Department	17-405b-M0OP, Task 20-90-00	Low	\$4,200
Asbury Police Department	17-405b-M0OP, Task 21-00-00	Low	\$4,200
Atalissa Police Department	17-405b-M0OP, Task 21-10-00	Medium*	\$4,200
Atlantic Police Department	17-405b-M0OP, Task 21-20-00	Low	\$4,200
Aurelia Police Department	17-405b-M0OP, Task 21-30-00	Medium*	\$2,300
Belle Plaine Police Department	17-405b-M0OP, Task 21-40-00	Medium*	\$4,200
Bellevue Police Department	17-405b-M0OP, Task 21-50-00	Low	\$4,300
Bloomfield Police Department	17-405b-M0OP, Task 21-60-00	Low	\$4,200
Bremer Co. Sheriff's Office	17-405b-M0OP, Task 21-70-00	Medium*	\$4,200
Britt Police Department	17-405b-M0OP, Task 21-80-00	Medium*	\$4,300
Buchanan Co. Sheriff's Office	17-405b-M0OP, Task 21-90-00	Low	\$3,000
Buena Vista Co. Sheriff's Office	17-405b-M0OP, Task 22-00-00	Medium*	\$4,200
Camanche Police Department	17-405b-M0OP, Task 22-10-00	Low	\$4,200
Cedar Co. Sheriff's Office	17-405b-M0OP, Task 22-23-00	Medium*	\$4,200
Centerville Police Department	17-405b-M0OP, Task 22-40-00	Low	\$4,200
Chariton Police Department	17-405b-M0OP, Task 22-50-00	Low	\$3,000
Charles City Police Department	17-405b-M0OP, Task 22-60-00	Low	\$4,200
Cherokee Co. Sheriff's Office	17-405b-M0OP, Task 22-70-00	Low	\$4,200
Cherokee Police Department	17-405b-M0OP, Task 22-80-00	Low	\$4,200
Chickasaw Co. Sheriff's Office	17-405b-M0OP, Task 22-90-00	Low	\$4,200
Clarinda Police Department	17-405b-M0OP, Task 23-00-00	Low	\$4,200
Clarion Police Department	17-405b-M0OP, Task 23-10-00	Low	\$3,800
Clarke Co. Sheriff's Office	17-405b-M0OP, Task 23-20-00	Low	\$4,200
Clay Co. Sheriff's Office	17-405b-M0OP, Task 23-30-00	Low	\$4,300
Clayton Co. Sheriff's Office	17-405b-M0OP, Task 23-40-00	Low	\$4,200
Columbus Junction Police Department	17-405b-M0OP, Task 23-50-00	Medium*	\$4,200
Coon Rapids Police Department	17-405b-M0OP, Task 23-60-00	Low	\$3,800
Corydon Police Department	17-405b-M0OP, Task 23-70-00	Low	\$4,200
Crawford Co. Sheriff's Office	17-405b-M0OP, Task 23-80-00	Low	\$4,200
Cresco Police Department	17-405b-M0OP, Task 23-90-00	Low	\$4,200
Creston Police Department	17-405b-M0OP, Task 24-00-00	Low	\$4,200
Davis Co. Sheriff's Office	17-405b-M0OP, Task 24-10-00	Low	\$4,300

DeSoto Police Department	17-405b-M0OP, Task 24-20-00	Low	\$4,300
Decatur Co. Sheriff's Office	17-405b-M0OP, Task 24-30-00	Low	\$4,200
Decorah Police Department	17-405b-M0OP, Task 24-40-00	Low	\$4,025
Denver Police Department	17-405b-M0OP, Task 24-50-00	Low	\$900
Department of Transportation, MVE	17-405b-M0OP, Task 24-60-00	Low	\$24,095
Dickinson Co. Sheriff's Office	17-405b-M0OP, Task 24-70-00	Low	\$4,200
Duncombe Police Department	17-405b-M0OP, Task 24-80-00	Medium*	\$450
Dunlap Police Department	17-405b-M0OP, Task 24-90-00	Low	\$2,500
Durant Police Department	17-405b-M0OP, Task 25-00-00	Low	\$4,200
Eagle Grove Police Department	17-405b-M0OP, Task 25-10-00	Low	\$4,200
Elkader Police Department	17-405b-M0OP, Task 25-20-00	Medium*	\$4,300
Emmet Co. Sheriff's Office	17-405b-M0OP, Task 25-30-00	Low	\$4,200
Estherville Police Department	17-405b-M0OP, Task 25-40-00	Low	\$4,200
Fayette Co. Sheriff's Office	17-405b-M0OP, Task 25-50-00	Low	\$4,300
Fayette Police Department	17-405b-M0OP, Task 25-60-00	Low	\$4,200
Floyd Co. Sheriff's Office	17-405b-M0OP, Task 25-70-00	Low	\$4,200
Fonda Police Department	17-405b-M0OP, Task 25-80-00	Low	\$100
Forest City Police Department	17-405b-M0OP, Task 25-90-00	Low	\$4,200
Franklin Co. Sheriff's Office	17-405b-M0OP, Task 26-00-00	Low	\$3,000
Fremont Co. Sheriff's Office	17-405b-M0OP, Task 26-10-00	Low	\$4,200
Glenwood Police Department	17-405b-M0OP, Task 26-20-00	Low	\$4,200
Gowrie Police Department	17-405b-M0OP, Task 26-30-00	Medium*	\$4,300
Greene Co. Sheriff's Office	17-405b-M0OP, Task 26-40-00	Low	\$4,200
Grundy Center Police Department	17-405b-M0OP, Task 26-50-00	Low	\$1,750
Grundy Co. Sheriff's Office	17-405b-M0OP, Task 26-60-00	Low	\$4,200
Guthrie Co. Sheriff's Office	17-405b-M0OP, Task 26-70-00	Low	\$4,200
Guttenberg Police Department	17-405b-M0OP, Task 26-80-00	Medium*	\$4,300
Hampton Police Department	17-405b-M0OP, Task 26-90-00	Low	\$4,300
Hardin County Sheriff's Office	17-405b-M0OP, Task 27-00-00	Low	\$4,200
Harlan Police Department	17-405b-M0OP, Task 27-10-00	Low	\$4,300
Harrison Co. Sheriff's Office	17-405b-M0OP, Task 27-20-00	Low	\$4,200
Howard Co. Sheriff's Office	17-405b-M0OP, Task 27-30-00	Low	\$4,200
Humboldt Co. Sheriff's Office	17-405b-M0OP, Task 27-40-00	Low	\$4,200
Humboldt Police Department	17-405b-M0OP, Task 27-50-00	Medium*	\$4,200
Ida Co. Sheriff's Office	17-405b-M0OP, Task 27-60-00	Low	\$4,200
Independence Police Department	17-405b-M0OP, Task 27-70-00	Low	\$4,300
Iowa Falls Police Department	17-405b-M0OP, Task 27-80-00	Medium*	\$4,200
Jackson Co. Sheriff's Office	17-405b-M0OP, Task 27-90-00	Low	\$4,300
Janesville Police Department	17-405b-M0OP, Task 28-00-00	Low	\$4,200
Jefferson Co. Sheriff's Office	17-405b-M0OP, Task 28-10-00	Medium*	\$3,500
Jefferson Police Department	17-405b-M0OP, Task 28-20-00	Low	\$2,400
Jesup Police Department	17-405b-M0OP, Task 28-30-00	Low	\$4,300
Jewell Police Department	17-405b-M0OP, Task 28-40-00	Medium*	\$3,565
Jones County Sheriff's Office	17-405b-M0OP, Task 28-50-00	Low	\$4,200
Keokuk County Sheriff's Office	17-405b-M0OP, Task 28-60-00	Low	\$4,200
Kingsley Police Department	17-405b-M0OP, Task 28-70-00	Low	\$3,450
Kossuth Co. Sheriff's Office	17-405b-M0OP, Task 28-80-00	Medium*	\$4,200
LaPorte City Police Department	17-405b-M0OP, Task 28-90-00	Medium*	\$2,400
Lake Park Police Department	17-405b-M0OP, Task 29-00-00	Low	\$4,200
Lake View Police Department	17-405b-M0OP, Task 29-10-00	Low	\$3,400
Leon Police Department	17-405b-M0OP, Task 29-20-00	Medium*	\$4,200
Lisbon Police Department	17-405b-M0OP, Task 29-30-00	Medium*	\$4,200
Logan Police Department	17-405b-M0OP, Task 29-40-00	Low	\$4,200

Louisa Co. Sheriff's Office	17-405b-M0OP, Task 29-50-00	Low	\$4,200
Lucas Co. Sheriff's Office	17-405b-M0OP, Task 29-60-00	Low	\$4,200
Lyon Co. Sheriff's Office	17-405b-M0OP, Task 37-60-00	Medium*	\$1,600
Madison Co. Sheriff's Office	17-405b-M0OP, Task 29-70-00	Medium*	\$4,300
Manchester Police Department	17-405b-M0OP, Task 29-80-00	Low	\$4,200
Manning Police Department	17-405b-M0OP, Task 29-90-00	Medium*	\$4,300
Maquoketa Police Department	17-405b-M0OP, Task 30-00-00	Low	\$4,200
Melcher-Dallas Police Department	17-405b-M0OP, Task 30-10-00	Medium*	\$4,300
Mar-Mac Police Department	17-405b-M0OP, Task 30-20-00	Low	\$4,200
Marengo Police Department	17-405b-M0OP, Task 30-30-00	Low	\$2,500
McCausland Police Department	17-405b-M0OP, Task 30-40-00	Medium*	\$4,300
Melbourne Police Department	17-405b-M0OP, Task 30-50-00	Medium*	\$3,600
Merrill Police Department	17-405b-M0OP, Task 30-60-00	Low	\$4,200
Milford Police Department	17-405b-M0OP, Task 30-70-00	Low	\$4,300
Mills Co. Sheriff's Office	17-405b-M0OP, Task 30-80-00	Low	\$4,300
Missouri Valley Police Department	17-405b-M0OP, Task 30-90-00	Low	\$4,100
Mitchell Co Sheriff's Office	17-405b-M0OP, Task 31-00-00	Low	\$4,200
Monona Police Department	17-405b-M0OP, Task 31-10-00	Low	\$1,500
Monroe Police Department	17-405b-M0OP, Task 31-20-00	Low	\$4,200
Montgomery Co. Sheriff's Office	17-405b-M0OP, Task 31-30-00	Low	\$4,200
Monticello Police Department	17-405b-M0OP, Task 31-40-00	Low	\$3,800
Montrose Police Department	17-405b-M0OP, Task 31-50-00	Low	\$4,300
Mount Pleasant Police Department	17-405b-M0OP, Task 31-60-00	Low	\$4,200
Moville Police Department	17-405b-M0OP, Task 31-70-00	Low	\$4,300
Nashua Police Department	17-405b-M0OP, Task 31-80-00	Low	\$4,200
Nevada Police Safety Department	17-405b-M0OP, Task 31-90-00	Low	\$4,200
New Hampton Police Department	17-405b-M0OP, Task 32-00-00	Low	\$4,200
New Vienna Police Department	17-405b-M0OP, Task 32-10-00	Low	\$2,800
Oelwein Police Department	17-405b-M0OP, Task 32-20-00	Low	\$4,200
Okoboji Police Department	17-405b-M0OP, Task 32-30-00	Low	\$4,200
Osage Police Department	17-405b-M0OP, Task 32-40-00	Low	\$4,200
Osceola Co. Sheriff's Office	17-405b-M0OP, Task 32-50-00	Low	\$4,200
Osceola Police Department	17-405b-M0OP, Task 32-60-00	Low	\$4,300
Palo Alto Co. Sheriff's Office	17-405b-M0OP, Task 32-70-00	Low	\$4,200
Parkersburg Police Department	17-405b-M0OP, Task 32-80-00	Medium*	\$4,200
Paullina Police Department	17-405b-M0OP, Task 32-90-00	Low	\$1,500
Pleasantville Police Department	17-405b-M0OP, Task 33-00-00	Low	\$4,200
Pocahontas Police Department	17-405b-M0OP, Task 33-10-00	Low	\$4,200
Postville Police Department	17-405b-M0OP, Task 33-20-00	Low	\$2,000
Pottawattamie Co. Sheriff's Office	17-405b-M0OP, Task 33-30-00	Low	\$4,200
Poweshiek Co. Sheriff's Office	17-405b-M0OP, Task 33-40-00	Low	\$4,200
Prairie City Police Department	17-405b-M0OP, Task 33-50-00	Low	\$3,550
Red Oak Police Department	17-405b-M0OP, Task 33-60-00	Low	\$4,200
Remsen Police Department	17-405b-M0OP, Task 33-70-00	Low	\$4,300
Ringgold Co. Sheriff's Office	17-405b-M0OP, Task 33-80-00	Low	\$4,200
Sabula Police Department	17-405b-M0OP, Task 33-90-00	Low	\$4,200
Sac City Police Department	17-405b-M0OP, Task 34-00-00	Low	\$4,200
Sac Co. Sheriff's Office	17-405b-M0OP, Task 34-10-00	Low	\$4,200
Shell Rock Police Department	17-405b-M0OP, Task 34-20-00	Low	\$4,200
Shellsburg Police Department	17-405b-M0OP, Task 34-30-00	Low	\$4,300
Sigourney Police Department	17-405b-M0OP, Task 34-40-00	Low	\$4,200
Sioux Center Police Department	17-405b-M0OP, Task 34-50-00	Low	\$4,200

Spencer Police Department	17-405b-M0OP, Task 34-60-00	Low	\$4,200
Spirit Lake Police Department	17-405b-M0OP, Task 34-70-00	Low	\$4,200
Story City Police Department	17-405b-M0OP, Task 34-80-00	Low	\$4,300
Strawberry Point Police Department	17-405b-M0OP, Task 34-90-00	Low	\$3,900
Sumner Police Department	17-405b-M0OP, Task 35-00-00	Low	\$4,300
Tama Co. Sheriff's Office	17-405b-M0OP, Task 35-10-00	Low	\$3,800
Tama Police Department	17-405b-M0OP, Task 35-20-00	Low	\$4,300
Tipton Police Department	17-405b-M0OP, Task 35-30-00	Low	\$4,300
Toledo Police Department	17-405b-M0OP, Task 35-40-00	Low	\$4,300
Union Co. Sheriff's Office	17-405b-M0OP, Task 35-50-00	Low	\$4,300
Van Meter Police Department	17-405b-M0OP, Task 35-60-00	Low	\$4,300
Vinton Police Department	17-405b-M0OP, Task 35-70-00	Low	\$4,300
Wapello Police Department	17-405b-M0OP, Task 35-80-00	Low	\$4,200
Warren Co. Sheriff's Office	17-405b-M0OP, Task 35-90-00	Medium*	\$4,300
Waukon Police Department	17-405b-M0OP, Task 36-00-00	Low	\$4,200
Waverly Police Department	17-405b-M0OP, Task 36-10-00	Medium*	\$4,300
Wayne Co Sheriff's Office	17-405b-M0OP, Task 36-20-00	Low	\$4,200
Webster City Police Department	17-405b-M0OP, Task 36-30-00	Low	\$4,200
Webster Co. Sheriff's Office	17-405b-M0OP, Task 36-40-00	Low	\$4,200
West Union Police Department	17-405b-M0OP, Task 36-50-00	Low	\$4,300
Williamsburg Police Department	17-405b-M0OP, Task 36-60-00	Low	\$4,200
Wilton Police Department	17-405b-M0OP, Task 36-70-00	Low	\$4,300
Winfield Police Department	17-405b-M0OP, Task 36-80-00	Medium*	\$4,200
Winnebago Co. Sheriff's Office	17-405b-M0OP, Task 36-90-00	Low	\$4,200
Winterset Police Department	17-405b-M0OP, Task 37-00-00	Low	\$4,200
Woodbine Police Department	17-405b-M0OP, Task 37-10-00	Low	\$4,200
Woodward Police Department	17-405b-M0OP, Task 37-20-00	Low	\$4,200
Worth Co. Sheriff's Office	17-405b-M0OP, Task 37-30-00	Low	\$4,200
		TOTAL	\$714,735

*Grantee new to sTEP program.

Problem Identification, Strategy Development, and Project Selection:

Iowa's sTEP program allows eligibility to all law enforcement agencies within the state not already receiving other funding through GTSB to partner to receive overtime for enforcement and equipment. 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 are also required to conduct pre- and post-wave observational safety belt usage surveys. Agencies are encouraged to work with their local media as an educational component to help spread awareness as to the importance of seat belt usage. Short-term high visibility enforcement is identified as an effective strategy within NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015.

Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)

Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Seat Belt Use Laws / State Primary Enforcement Seat Belt Use Laws	Section 405b funding will support enforcement of Iowa's primary seat belt law. The primary law was enacted July 1986.	★★★★★

Seat Belt Law Enforcement / Short-Term High Visibility Seat Belt Law Enforcement	Agencies supported through Section 405b funding / sSTEP will work 5 specific enforcement waves which coincide with NHTSA's national mobilizations / "Click It or Ticket".	★★★★★
Seat Belt Law Enforcement / Combined Seat Belt and Alcohol Enforcement, Nighttime	Section 405b funding will support overtime enforcement efforts during problematic times and areas as supported by data.	★★★★★
Seat Belt Law Enforcement / Sustained Enforcement	Section 405b funding will support overtime efforts for law enforcement efforts statewide.	★★★★
Communications and Outreach / Supporting Enforcement	Agencies participating in sSTEP are encouraged to work with local media to promote traffic safety with an emphasis on belt usage.	★★★★★
Project Performance Measure(s):		
<ol style="list-style-type: none"> 1. Participate in five identified sSTEP waves and report activity. 2. Conduct pre- and post-observational safety belt usage surveys for each of the five sSTEP waves. 3. Work with local media as a way to promote information about traffic safety and the importance of belt usage; report media contacts. 		

Occupant Protection: Program and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source	
			402	405b
17-402-MOOP, Task 01-00-00	Council Bluffs Police Department	\$40,650	\$40,650	
17-402-MOOP, Task 02-00-00	DeWitt Police Department	\$11,000	\$11,000	
17-402-MOOP, Task 03-00-00	Dubuque Police Department	\$33,000	\$33,000	
17-402-MOOP, Task 05-00-00	Marion Co. Sheriff's Office	\$16,500	\$16,500	
17-402-MOOP, Task 06-00-00	Marion Police Department	\$36,400	\$36,400	
17-402-MOOP, Task 07-00-00	Ottumwa Police Department	\$16,800	\$16,800	
17-402-MOOP, Task 08-00-00	Pella Police Department	\$8,400	\$8,400	
17-402-MOOP, Task 10-00-00	Scott Co. Sheriff's Office	\$41,000	\$41,000	
17-402-MOOP, Task 11-00-00	Wapello Co. Sheriff's Office	\$15,900	\$15,900	
17-402-MOOP, Task 12-00-00	West Des Moines Police Department	\$31,900	\$31,900	
17-405b-M1OP, Task 01-00-00	Unity Point Health	\$233,000		\$233,000
17-402-MOOP, Task 04-00-00	ISU - Survey and Behavioral Services, Public Awareness/Attitude Survey	\$7,000	\$7,000	
17-402-MOOP, Task 09-00-00	Central Iowa Traffic Safety Task Force (CITSTF)	\$8,500	\$8,500	
17-402-MOOP, Task 00-00-29	ISU – Conference Planning and Management	\$23,000	\$23,000	
17-405b-M1HVE, Task 01-00-00	Iowa State Patrol	\$50,000		\$50,000
17-405b-M1HVE, Task 02-00-00	Agency undetermined at the time	\$10,000		\$10,000

	HSP was submitted.			
17-405b-M1HVE, Task 03-00-00	Agency undetermined at the time HSP was submitted.	\$10,000		\$10,000
17-405b-M1HVE, Task 04-00-00	Agency undetermined at the time HSP was submitted.	\$10,000		\$10,000
17-405b-M1HVE, Task 05-00-00	Agency undetermined at the time HSP was submitted.	\$10,000		\$10,000
17-405b-M1HVE, Task 06-00-00	Agency undetermined at the time HSP was submitted.	\$10,000		\$10,000
17-4045b-M1OP, Task 01-00-00	ISU – Survey and Behavioral Services, Annual Observational Safety Belt Usage Survey	\$35,000		\$35,000
17-405b-M1OP, Task 02-00-00	University of Iowa, Injury Prevention Research Center	\$30,000		\$30,000
17-405b-M0OP, Task 20-10-00 thru 17-405b-M0OP, Task 37-60-00	sTEP Agencies	\$714,735		\$714,735
17-405b-M1TR, Task 00-00-03	GTSB – Travel	\$500		\$500
17-405b-M1TR, Task 00-00-05	GTSB – Printing/Items	\$10,000		\$10,000
17-405b-M1TR, Task 00-00-06	CPS / Kids in Motion Conference	\$20,000		\$20,000
17-402-M0OP, Task 00-00-01	GTSB – Travel (OP)	\$7,000	\$7,000	
17-402-M0OP, Task 00-00-02	GTSB – Printing/Items	\$15,000	\$15,000	
17-402-M0OP, Task 00-00-03	GTSB – State Fair Booth	\$5,000	\$5,000	
17-402-M0OP, Task 00-00-07	GTSB – Program Management (OP)	\$375,000	\$375,000	
	TOTAL	\$1,835,285	\$692,050	\$1,143,235

ALCOHOL-IMPAIRED DRIVING FATALITIES / IMPAIRED DRIVING NHTSA CORE OUTCOME MEASURE C-5

Impaired driving remains a top concern in the state. A 5-year linear trend reflects a steady increase in alcohol-impaired fatalities and in 2014, alcohol-impairment was a contributing factor in 29% of Iowa's traffic fatalities. Iowa recognizes the need to continue efforts in the area of impairment.

Law enforcement can be credited for utilizing federal funding to continue efforts to combat impaired driving through high-visibility enforcement and education. In addition to regular overtime efforts, agencies are encouraged to participate and support high visibility enforcement efforts during national mobilizations such as "Drive Sober or Get Pulled Over" and special Traffic Enforcement Program (sTEP) waves held throughout the year.

To better understand the impaired problem the state has put an 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. As of March 31, 2016, 257 Iowa law enforcement agencies have the capability to submit crash reports electronically through the Traffic and Criminal Software (TraCS) System. Approximately 98% of all crash reports are submitted through TraCS. The most recent version of software, TraCS 10, includes a validation process that ensures data integrity where agencies are reminded to submit BAC and drug test results. This enhancement has helped to improve the accuracy and completeness of the crash file. Early figures for 2015 indicate that the number of fatalities with known BAC results is now approximately 68%.

In addition to alcohol impairment is drug impairment. Interest in the Advanced Roadside Impaired Driving Enforcement (ARIDE) training and the Drug Recognition Expert (DRE) certifications continue to expand throughout the state. ARIDE builds upon the knowledge obtained in Standardized Field Sobriety Test (SFST) training and is a building block toward the more specialized DRE certification. The commitment of other partners has helped make ARIDE and DRE a success. In 2015, 260 officers were ARIDE trained.

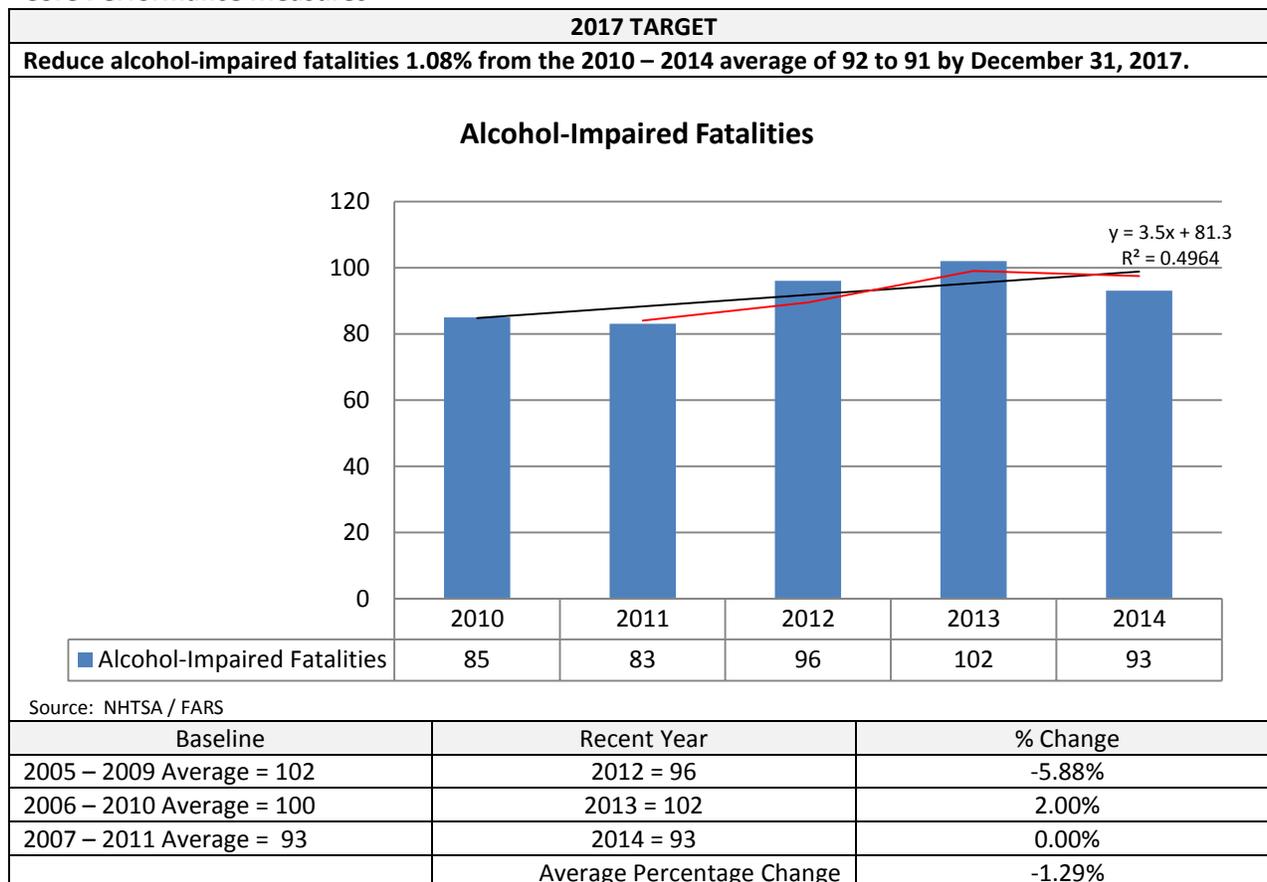
The Iowa Division of Criminal Investigation Criminalistics Laboratory continues to support the criminal justice community through their work in the area of breath and blood alcohol. Criminalists keep the DataMater DMTs certified and maintained throughout the state and also provide expert testimony when needed. With the acquisition of a second liquid chromatograph tandem-mass spectrometer (LC/MS/MS), the state laboratory has started testing in-house for THC and continues to develop validation processes for other drug categories.

Pursuant to an e-mail dated March 14, 2016, from the NHTSA Region 7 office, Iowa qualifies as a "low-range" state for the FFY 2017 Section 405d funding application. The classification was determined based on the state's average impaired driving fatality rate using the three most recent years of data as provided through NHTSA's Fatality Analysis Reporting System (FARS). The classification was based on 2011 – 2013 FARS data.

In April 2016, Governor Terry E. Branstad signed a proclamation supporting and recognizing the importance of addressing the perils of impaired driving and directed traffic safety partners to create an Impaired Driving Coalition. An Impaired Driving Coalition has been formed and is in the process of developing an Impaired Driving Statewide Plan to reduce impaired driving within the state of Iowa. The

purpose of the statewide impaired driving plan is to provide a comprehensive strategy for preventing and reducing impaired driving based on coordinated efforts.

Core Performance Measures



The average percent change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been a reduction of -1.29%. If a total reduction of this magnitude is realized through 2017, compared to a baseline of the average annual fatality count for 2010 – 2014 (92), the fatality count expected in 2017 would be about 91.

Over the past couple of years, Iowa has put an extra emphasis on reporting of BAC in fatal crashes. In 2011, Iowa was only reporting at 25% for driver BAC with know results. Preliminary numbers from the Iowa Department of Transportation for 2015 indicate Iowa is now reporting approximately 68%. The increase of known BAC being reporting, imputation calculations applied by NHTSA, the 5 and 3 year moving average, 5 and 3 year linear trends, and the average percent change in the most recent three years was analyzed and considered to set the FFY 2017 goal. The FFY 2014 target was to reduce alcohol-impaired driving fatalities 2.08% from the 2012 annual number of 96 to 94 by December 31, 2014. The target was met with the actual being recorded at 93.

Impaired driving targets and subsequent programmatic efforts have been considered in setting the FFY 2017 goal. **The GTSB has set a goal to reduce alcohol-impaired fatalities 1.03 % from the 2012 - 2014 average of 97 to 96 by December 31, 2017.** A 3-year trend was used to set the goal to better address current trends.

Safety Measures and Objectives

Safety Measure	Objective(s)
Continue to support the Impaired Driving Coalition established in the spring of 2016 to identify strategies and countermeasures to reduce impaired-driving fatalities.	-Hold a minimum of three coalition meetings annually. -Consider additional coalition partners to address impaired driving issues.
Implement strategies identified in the Impaired Driving Plan to decrease impaired-driving fatalities and injuries.	-Identify and implement countermeasures identified within the Statewide Impaired Driving Plan.
Expand specialized impaired driving training for law enforcement.	-In FFY 2017, certify an additional 12 officers in Drug Recognition Expert (DRE). -Train a minimum of 150 law enforcement officers throughout the state in the Advanced Roadside Impaired Driving Enforcement (ARIDE) training during FFY 2017.
Purchase equipment that supports law enforcement efforts in the area of impaired driving.	-Through the administration of Section 402 (AL) and 405(d), provide funding for the purchase of GTSB approved equipment.
Reduce alcohol-impaired fatalities (BAC = .08+).	-Reduce alcohol-related fatalities 1.03% from the 2012 – 2014 average of 97 to 96 by December 31, 2017.
Educate the public on the perils of impaired driving.	-Continue the GTSB desk-top driving simulator program at high schools throughout the state to provide teen drivers with information about impaired driving. Incorporate the use of fatal vision goggles to bring awareness to the effects of impaired driving. -Through the administration of Section 402 and 405d funds, support overtime to be used for the purpose of educational presentations with the emphasis on impaired driving.
Perform high visibility enforcement.	Through the administration of Section 402 and 405d funding, support overtime to be used for enforcement activities.
Test blood for the presence of drugs.	Through Section 405d funding, support the efforts of the Iowa DCI Criminalistics Laboratory for the screening of blood samples for the presence of drugs. The DCI Laboratory will continue to establish validation methods for testing of the seven primary drug categories.

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

Enforcement Safety Strategies –

High Visibility Enforcement - High visibility enforcement is a strategy listed within the “Enforcement Safety Strategies” section of the SHSP. Section 402 and 405d funding will be utilized to support overtime efforts throughout the state. Agencies will also be encouraged to support sSTEP efforts and participate in the identified sSTEP waves and national mobilization periods. Funding will also support law enforcement agencies to acquire NHTSA/GTSB approved equipment, which is also a component of the SHSP. High visibility enforcement will increase the presence of law enforcement which may discourage unsafe driving behaviors.

Expand Impaired Driving Enforcement Programs – The SHSP includes a strategy to expand impaired-driving enforcement programs. Section 405d funding will support the training for 12 additional officers throughout the state to be certified as Drug Recognition Experts (DREs). There will also be an effort to train approximately 150 officers statewide in Advanced Roadside Impaired Driving Enforcement (ARIDE) during the fiscal year.

Education Safety Strategies –

Education is identified as an emphasis area of the SHSP. Through education efforts, traffic safety partners will provide information with the goal to discourage unsafe driving behaviors. The GTSB will continue to use printed material and public service announcements (PSAs) to provide awareness to impaired driving issues. The PSAs will also be on the GTSB microsite, www.drivesmartiowa.com. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and PSAs, as appropriate, to support the multi-media education campaign identified in the SHSP. The Integer Group will also be releasing educational campaigns in late 2016 through innovative social media development to focus on impaired driving.

Data Collection and Information Systems -

Crash Data - On January 1, 2015, the Iowa Department of Transportation released a revised crash form. The revision included the addition of numerous fields, thus providing for additional data to be captured and analyzed. Specifically in regard to impaired driving, the seven main drug categories were added: cannabis, central nervous system depressants, central nervous system stimulants, hallucinogens, inhalants, narcotic analgesics, and dissociative anesthetics. After the acquisition of a second liquid chromatograph-mass spectrometer (LC/MS/MS) the DCI Criminalistics Laboratory is now able to test for THC and is working on validation methods to be able to test for stimulants. The GTSB and the Department of Transportation will continue to work with law enforcement partners in regard to the importance of crash data with an emphasis being placed on increasing BAC and drugs tested with known results.

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

Development of Web-Based Analytical Tool – The development of a web-based analytical tool is included in the research and data safety area of the State Strategic Highway Safety Plan. A web-based application will assist agencies in using data.

Countermeasures

Agency: Law Enforcement Agencies – Section 402			
Project #:			
Agency	Project#	Risk Asses.	Budget
Ames Police Department	17-402-MOAL, Task 01-00-00	Low	\$30,450
Boone Co. Sheriff’s Office	17-402-MOAL, Task 02-00-00	Medium*	\$11,500
Cedar Falls Police Department	17-402-MOAL, Task 03-00-00	Low	\$9,500
Cerro Gordo Co. Sheriff’s Office	17-402-MOAL, Task 04-00-00	Low	\$19,950
Clear Lake Police Department	17-402-MOAL, Task 05-00-00	Low	\$20,000
Clinton Police Department	17-402-MOAL, Task 06-00-00	Medium*	\$27,750
Davenport Police Department	17-402-MOAL, Task 07-00-00	Low	\$42,000
Dubuque Co. Sheriff’s Office	17-402-MOAL, Task 08-00-00	Medium*	\$18,850

Indianola Police Department	17-402-M0AL, Task 09-00-00	Low	\$16,000
Johnston Police Department	17-402-M0AL, Task 10-00-00	Low	\$17,400
Marshall Co. Sheriff's Office	17-402-M0AL, Task 11-00-00	Low	\$22,150
Marshalltown Police Department	17-402-M0AL, Task 12-00-00	Low	\$8,000
Sioux City Police Department	17-402-M0AL, Task 13-00-00	Low	\$62,400
Story Co. Sheriff's Office	17-402-M0AL, Task 14-00-00	Low	\$22,800
University of Iowa – DPS	17-402-M0AL, Task 15-00-00	Low	\$8,900
			TOTAL
			\$337,650

*Boone Police Department – Low use of funding.
*Clinton Police Department – New grantee.
*Dubuque Co. Sheriff's Office – History of low use of overtime and challenges obtaining agency data.

Problem Identification, Strategy Development, and Project Selection:

A total of 15 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 training. Some grantees will receive funding for overtime to conduct educational presentations on impaired driving prevention at schools and other interested groups. 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".

Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)

Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Deterrence: Enforcement / High Visibility Saturation Patrols	Section 402 funding will support overtime efforts in the area of high visibility enforcement.	★★★★★
	Deterrence: Enforcement / Preliminary Breath Test Devices (PBTs)	Section 402 funding will support the purchase of PBTs.	★★★★★
	Deterrence: Enforcement / Integrated Enforcement	Section 402 funding will support overtime enforcement efforts with a focus on impaired driving.	★★★
	Underage Drinking and Drinking and Driving / Minimum Drinking Age 21 Laws	Section 402 funding will support overtime efforts allowing officers to enforce minimum drinking age laws.	★★★★★★
	Underage Drinking and Drinking and Driving / Youth Programs	Section 402 funding will support overtime efforts to provide youth educational programs with an emphasis on impaired driving.	★★

	Drug-Impaired Driving / Enforcement of Drug-Impaired Driving	<ul style="list-style-type: none"> - Enforcement agencies will be encouraged to participate in ARIDE trainings and/or DRE certification programs. - Enforcement agencies will be encouraged to utilize DREs to conduct evaluations on cases when someone is suspected of impairment due to drug usage. 	★★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Report enforcement activity on a monthly basis. 2. Grantees are required to conduct at least two special enforcement events during problematic times and locations. 3. Conduct a minimum of 12 traffic-related public information and/or educational activities during the funded year. 			

Agency: Law Enforcement Agencies - Section 405d				
Agency	Project #	Risk Asses.	Budget	
Benton Co. Sheriff's Office	17-405d-M6OT, Task 01-00-00	Low	\$10,000	
Black Hawk Co. Sheriff's Office	17-405d-M6OT, Task 02-00-00	Medium*	\$11,500	
Blue Grass Police Department	17-405d-M6OT, Task 03-00-00	Low	\$5,850	
Boone Police Department	17-405d-M6OT, Task 04-00-00	Medium*	\$10,900	
Buffalo Police Department	17-405d-M6OT, Task 05-00-00	Low	\$9,500	
Carlisle Police Department	17-405d-M6OT, Task 06-00-00	Medium*	\$9,200	
Carroll Police Department	17-405d-M6OT, Task 07-00-00	Medium*	\$2,700	
Carter Lake Police Department	17-405d-M6OT, Task 08-00-00	Low	\$13,500	
Cass Co. Sheriff's Office	17-405d-M6OT, Task 09-00-00	Medium*	\$12,000	
Cedar Rapids Police Department	17-405d-M6OT, Task 10-00-00	Low	\$40,000	
Clinton Co. Sheriff's Office	17-405d-M6OT, Task 11-00-00	Low	\$23,850	
Colfax Police Department	17-405d-M6OT, Task 12-00-00	Low	\$10,850	
Dallas Co. Sheriff's Office	17-405d-M6OT, Task 13-00-00	Low	\$25,000	
Donnellson Police Department	17-405d-M6OT, Task 15-00-00	Medium*	\$7,700	
Dyersville Police Department	17-405d-M6OT, Task 16-00-00	Low	\$5,600	
Epworth Police Department	17-405d-M6OT, Task 17-00-00	Medium*	\$3,500	
Evansdale Police Department	17-405d-M6OT, Task 18-00-00	Low	\$11,800	
Fort Madison Police Department	17-405d-M6OT, Task 19-00-00	Low	\$15,450	
Grinnell Police Department	17-405d-M6OT, Task 20-00-00	Low	\$10,800	
Hamilton Co. Sheriff's Office	17-405d-M6OT, Task 21-00-00	Medium*	\$17,500	
Henry Co. Sheriff's Office	17-405d-M6OT, Task 22-00-00	Low	\$15,200	
Huxley Police Department	17-405d-M6OT, Task 23-00-00	High*	\$6,950	
Iowa City Police Department	17-405d-M6OT, Task 24-00-00	Low	\$34,500	
Iowa State Patrol	17-405d-M6OT, Task 26-00-00	Low	\$360,000	
Iowa State University Police	17-405d-M6OT, Task 27-00-00	Low	\$13,700	
Jefferson Co. Sheriff's Office	17-405d-M6OT, Task 28-00-00	Low	\$5,000	
LeClaire Police Department	17-405d-M6OT, Task 30-00-00	Low	\$20,500	
LeMars Police Department	17-405d-M6OT, Task 29-00-00	Low	\$10,400	
Linn Co. Sheriff's Office	17-405d-M6OT, Task 31-00-00	Low	\$41,400	
Mahaska Co. Sheriff's Office	17-405d-M6OT, Task 32-00-00	Medium*	\$10,400	
Mitchellville Police Department	17-405d-M6OT, Task 34-00-00	Low	\$10,200	
Mount Vernon Police Department	17-405d-M6OT, Task 35-00-00	Low	\$8,000	
Muscatine Co. Sheriff's Office	17-405d-M6OT, Task 36-00-00	Low	\$34,000	
Muscatine Police Department	17-405d-M6OT, Task 37-00-00	Low	\$15,900	
Oskaloosa Police Department	17-405d-M6OT, Task 38-00-00	Low	\$21,500	
Perry Police Department	17-405d-M6OT, Task 39-00-00	Low	\$11,250	

Plymouth Co. Sheriff's Office	17-405d-M6OT, Task 40-00-00	Low	\$10,950
Polk City Police Department	17-405d-M6OT, Task 41-00-00	Medium*	\$9,250
Princeton Police Department	17-405d-M6OT, Task 42-00-00	Low	\$5,500
Robins Police Department	17-405d-M6OT, Task 44-00-00	Low	\$5,450
Sergeant Bluff Police Department	17-405d M6OT, Task 45-00-00	Low	\$8,500
Storm Lake Police Department	17-405d-M6OT, Task 47-00-00	Low	\$13,500
University Heights Police Department	17-405d-M6OT, Task 49-00-00	Low	\$13,450
University of Northern Iowa	17-405d-M6OT, Task 50-00-00	Medium*	\$8,700
Walcott Police Department	17-405d-M6OT, Task 51-00-00	Low	\$4,000
Washington Co. Sheriff's Office	17-405d-M6OT, Task 52-00-00	Medium*	\$19,000
Washington Police Department	17-405d-M6OT, Task 53-00-00	Medium*	\$4,500
Waterloo Police Department	17-405d-M6OT, Task 54-00-00	Low	\$55,000
West Burlington Police Department	17-405d-M6OT, Task 55-00-00	Low	\$4,500
West Liberty Police Department	17-405d-M6OT, Task 56-00-00	Low	\$9,150
Windsor Heights Police Department	17-405d-M6OT, Task 58-00-00	Low	\$18,700
Winneshiek Co. Sheriff's Office	17-405d-M6OT, Task 59-00-00	Medium*	\$22,350
		TOTAL	\$1,223,160

- *Black Hawk Co. Sheriff's Office – Previous missed contacts; low overtime usage.
- *Boone Police Department – No claims submitted in over 6 months.
- *Carlisle Police Department – Low numbers.
- *Carroll Police Department – New grantee.
- *Cass Co. Sheriff's Office – Low overtime usage.
- *Donnellson Police Department – Late reporting; low numbers.
- *Epworth Police Department – Restrictions by local government as to enforcement.
- *Hamilton Co SO – Low numbers.
- *Huxley Police Department – Low numbers.
- *Mahaska Co. Sheriff's Office – Low numbers.
- *Polk City Police Department – Late reporting.
- *Storm Lake Police Department – Low numbers.
- *University of Northern Iowa – Change in contact, low overtime and low contacts.
- *Washington Police Department – New grantee.
- *Winneshiek Co. Sheriff's Office – New grantee.

Problem Identification, Strategy Development, and Project Selection:

High visibility enforcement is a highly effective countermeasure used in Iowa toward efforts to address impaired driving. High visibility enforcement is a goal listed within the state's Strategic Highway Safety Plan and is also identified as an effective countermeasure within NHTSA's "Countermeasures that Work", 8th Edition, 2015, to address impaired driving. Enforcement grantees under Section 405d will receive funding to support overtime efforts, purchase equipment, and to support training opportunities. Through such efforts, Iowa will be able to maintain strong initiatives to address impaired driving.

Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)

Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Deterrence: Enforcement / High Visibility Saturation Patrols	Section 405d funding will support overtime efforts in the area of high visibility enforcement.	★★★★★
	Deterrence: Enforcement / Preliminary Breath Test Devices (PBTs)	Section 405d funding will support the purchase of PBTs.	★★★★★
	Deterrence: Enforcement / Integrated Enforcement	Section 405d funding will support overtime enforcement efforts with a focus on impaired driving.	★★★

	Underage Dirving and Drinking and Driving / Minimum Drinking Age 21 Laws	Section 405d will support overtime efforts allowing officers to enforce minimum drinking age laws.	★★★★★
	Underage Driving and Drinking and Driving / Youth Programs	Section 405d will support overtime efforts to provide youth educational programs with an emphasis on impaired driving.	★★
	Drug-Impaired Driving / Enforcement of Drug-Impaired Driving	-Enforcement agencies will be encouraged to participate in ARIDE trainings and/or DRE certification programs. -Enforcement agencies will be encouraged to utilize DREs to conduct evaluations on cases when someone is suspected of impairment due to drug usage.	★★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Conduct overtime enforcement and report activity on a monthly basis. 2. Conduct at least 12 traffic-related public information and/or educational activitied during the funded year. 3. Conduct a minimum of two special enforcement events with one being a nighttime enforcmeent project at problematic locations whiich are supported by data. 			

Agency: Mercy Medical Center Foundation		Budget: \$6,000	
Project #: 17-405d-M6OT, Task 33-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
<p>Mercy Medical Center Foundation will support a program entitled “Reality Education Alcohol Prevention” (REAP). REAP promotes the development and implementation of youth/alcohol education and prevention programs for appropriate-aged students. Classes are conducted in schools throughout the Sioux City area and outlying rural school districts. The goal of this project is to reduce the number of lives impacted or lost as a result of under-aged drinking and/or impaired driving. The project will deliver reduction and prevention programs at middle schools, high schools, and colleges with a special emphasis on young drivers age 15 – 24.</p>			
Assessment of Traffic Safety Strategies: (Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Underage Drinking and Drinking and Driving / Youth Programs	The program offered by Mercy Medical Center Foundation is geared around providing traffic safety emphasis with an emphasis on impaired driving to young drivers, ages 15 – 24.	★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Reduce the numer of impaired drivers and/or young passengers riding with a impaired driver from baseline indicators. 			

Agency: Prosecuting Attorney's Training Coordinator		Budget: \$199,500	
Project #: 17-405d-M6OT, Task 43-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
The Prosecuting Attorney's Training Coordinator (PATC) will provide for training events which will provide information to prosecutors in regard to OWI and drug-impaired driving. Throughout the year, in-service workshops will be developed and provided to law enforcement officers, hearing officers and prosecutors in regard to the detection, apprehension, charging, trial, and punishment and/or treatment of impaired drivers. The PATC will be available for on-call research assistance and will assist with training provided at the Iowa Law Enforcement Academy. The PATC will also serve on the state's Impaired Driving Coalition.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Deterrence: Laws / Open Container	Provide training in regard to Iowa's open container laws.	★★★
	Deterrence: Laws / BAC Test Refusal Penalties	Provide training in regard to Iowa's BAC test refusal penalties.	★★★
	Deterrence: Laws / Alcohol-Impaired Driving Law Review	Provide training in regard to alcohol-impaired laws.	★★★
	Deterrence: Prosecution and Adjudication / DWI Courts	The state of Iowa is considering the implementation of a 24 / 7 program.	★★★★★
	Drug-Impaired Driving / Drug-Impaired Driving Laws	Provide training in regard to the state's drugged driving laws.	★
Project Performance Measure(s):			
1. Performance measures are being reviewed and evaluated for FFY 2017.			

Agency: Office of the State Court Administrator		Budget: \$19,000	
Project #: 17-405d-M6OT, Task 46-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
The State Court Administrator's Office uses services of an attorney (1/5 FTE) who has organized working groups of judges, magistrates, and judicial officers to work on various sections of the traffic safety on-line bench book. They have formed working groups and an executive committee to oversee development. The bench book is now up and running and all judges are encouraged to use and review materials to provide feedback to the team. The executive team (3 judges) meets monthly on bench book issues.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015) ★★★			
The Office of the State Court Administrator provides education to judges, magistrates, and judicial officers in all areas of traffic safety; therefore, the services provided are essential for the state's overall efforts to reduce impaired driving and support several of the countermeasures identified in NHTSA's "Countermeasures that Work", 8 th Edition, 2015. The effectiveness rating for the effort of the Office of the State Court Administrator has been identified as three stars.			
Project Performance Measure(s):			
1. Continue to update the benchbook as necessary to address traffic safety-related issues.			
Agency: Westcom Emergency Communications		Budget: \$4,000	
Project #: 17-405d-M6OT, Task 57-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
Special overtime enforcement efforts held within the western portion of Polk County and surrounding counties will be supported by Westcom Communications Center. Westcom will provide overtime dispatch services through radio traffic and requests, logging events, and querying vehicle and person files for vehicle registration records, driver license records, and stolen/wanted records.			

Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Deterrence: Enforcement / High Visibility Saturation Patrols	Dispatch services provided by Westcom will provide support during special projects / high visibility efforts.	★★★★★
	Deterrence: Enforcement / Integrated Enforcement	Dispatch services provided by Westcom will provide support during special projects / high visibility efforts.	★★★★
Project Performance Measure(s):			
1. Provide dispatch services during special traffic enforcement overtime projects.			

Agency: Iowa Law Enforcement Academy		Budget: \$175,785	
Project #: 17-405d-M6OT, Task 25-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
Through the Iowa Law Enforcement Academy, officers are trained to become proficient in recognizing and testing drivers who are suspected to be impaired. The academy provides trainings for Standardized Field Sobriety Horizontal Gaze Nystagmus (SFS-HGN) and Standardized Field Sobriety Testing (SFST), including instructor courses for local and state law enforcement officers. Funding will also be used for miscellaneous supplies and expenses related to contracted activities.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Drug-Impaired Driving / Enforcement of Drug-Impaired Driving	Provide proper training for recognition of impaired drivers.	★★★★
Project Performance Measure(s):			
1. Provide training to Iowa law enforcement officers on impaired driving issues.			

Agency: Iowa Department of Public Safety		Budget: \$160,000	
Division of Criminal Investigation Criminalistics Laboratory		Risk Assessment: Low	
Project #: 17-405d-M6OT, Task 14-00-00			
Problem Identification, Strategy Development, and Project Selection:			
The Iowa Division of Criminal Investigation Criminalistics Laboratory plays an important role in Iowa's impaired driving crackdown efforts. Through the alcohol analysis section of the laboratory, toxicological testing is done on blood and urine. Criminalists provide the support for the deployment, installation, and maintenance/certification of 165 DataMaster DMT units throughout the state. All units are certified at least once a year. Criminalists also provide expert testimony during court proceedings. In 2014, funding supported the purchase of a LC/MS/MS mass spectrometer for blood-alcohol testing. The DCI can currently conduct testing for THC in-house and is conducting validation methods to test for stimulants which is expected to be complete in FFY 2017. Funding will also be utilized to support a laboratory technician to assist criminalists in opening/closing cases, recording data, preparing samples, making reagents, and scanning files exclusively in the area of BAC and drug testing.			
Assessment of Traffic Safety Strategies:			★★★★★
The DCI Laboratory is Iowa's only state crime lab; therefore, services provided are essential for the state in the areas 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 through the states continues. Efforts also support several of the countermeasures identified in “NHTSA’s Countermeasures That Work”. The effectiveness rating for the efforts of the DCI crime lab has been determined as five stars.

Project Performance Measure(s):

1. A minimum of 165 agencies provided toxicology support.
2. A minimum of 120 agencies supported with DataMaster training, certification, and maintenance.
3. Continue to establish validation methods for testing of the seven primary drug categories.

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

Project #	Project Name / Agency	Budget	Budget Source	
			402	405d
17-405d-M6OT, Task 01-00-00	Benton Co. Sheriff’s Office	\$10,000		\$10,000
17-405d-M6OT, Task 02-00-00	Black Hawk Co. Sheriff’s Office	\$11,500		\$11,500
17-405d-M6OT, Task 03-00-00	Blue Grass Police Department	\$5,850		\$5,850
17-405d-M6OT, Task 04-00-00	Boone Police Department	\$10,900		\$10,900
17-405d-M6OT, Task 05-00-00	Buffalo Police Department	\$9,500		\$9,500
17-405d-M6OT, Task 06-00-00	Carlisle Police Department	\$9,200		\$9,200
17-405d-M6OT, Task 07-00-00	Carroll Police Department	\$2,700		\$2,700
17-405d-M6OT, Task 08-00-00	Carter Lake Police Department	\$13,500		\$13,500
17-405d-M6OT, Task 09-00-00	Cass Co. Sheriff’s Office	\$12,000		\$12,000
17-405d-M6OT, Task 10-00-00	Cedar Rapids Police Department	\$40,000		\$40,000
17-405d-M6OT, Task 11-00-00	Clinton Co. Sheriff’s Office	\$23,850		\$23,850
17-405d-M6OT, Task 12-00-00	Colfax Police Department	\$10,850		\$10,850
17-405d-M6OT, Task 13-00-00	Dallas Co. Sheriff’s Office	\$25,000		\$25,000
17-405d-M6OT, Task 15-00-00	Donnellson Police Department	\$7,700		\$7,700
17-405d-M6OT, Task 16-00-00	Dyersville Police Department	\$5,600		\$5,600
17-405d-M6OT, Task 17-00-00	Epworth Police Department	\$3,500		\$3,500
17-405d-M6OT, Task 18-00-00	Evansdale Police Department	\$11,800		\$11,800
17-405d-M6OT, Task 19-00-00	Fort Madison Police Department	\$15,450		\$15,450
17-405d-M6OT, Task 20-00-00	Grinnell Police Department	\$10,800		\$10,800
17-405d-M6OT, Task 21-00-00	Hamilton Co. Sheriff’s Office	\$17,500		\$17,500
17-405d-M6OT, Task 22-00-00	Henry Co. Sheriff’s Office	\$15,200		\$15,200
17-405d-M6OT, Task 23-00-00	Huxley Police Department	\$6,950		\$6,950
17-405d-M6OT, Task 24-00-00	Iowa City Police Department	\$34,500		\$34,500
17-405d-M6OT, Task 26-00-00	Iowa State Patrol	\$360,000		\$360,000
17-405d-M6OT, Task 27-00-00	Iowa State University Police	\$13,700		\$13,700
17-405d-M6OT, Task 28-00-00	Jefferson Co. Sheriff’s Office	\$5,000		\$5,000
17-405d-M6OT, Task 29-00-00	LeClaire Police Department	\$10,400		\$10,400
17-405d-M6OT, Task 30-00-00	LeMars Police Department	\$20,500		\$20,500
17-405d-M6OT, Task 31-00-00	Linn Co. Sheriff’s Office	\$41,400		\$41,400
17-405d-M6OT, Task 32-00-00	Mahaska Co. Sheriff’s Office	\$10,400		\$10,400
17-405d-M6OT, Task 34-00-00	Mitchellville Police Department	\$10,200		\$10,200
17-405d-M6OT, Task 35-00-00	Mt. Vernon Police Department	\$8,000		\$8,000
17-405d-M6OT, Task 36-00-00	Muscatine Co. Sheriff’s Office	\$34,000		\$34,000
17-405d-M6OT, Task 37-00-00	Muscatine Police Department	\$15,900		\$15,900
17-405d-M6OT, Task 38-00-00	Oskaloosa Police Department	\$21,500		\$21,500

17-405d-M6OT, Task 39-00-00	Perry Police Department	\$11,250		\$11,250
17-405d-M6OT, Task 40-00-00	Plymouth Co. Sheriff's Office	\$10,950		\$10,950
17-405d-M6OT, Task 41-00-00	Polk City Police Department	\$9,250		\$9,250
17-405d-M6OT, Task 42-00-00	Princeton Police Department	\$5,500		\$5,500
17-405d-M6OT, Task 44-00-00	Robins Police Department	\$5,450		\$5,450
17-405d-M6OT, Task 45-00-00	Sergeant Bluff Police Department	\$8,500		\$8,500
17-405d-M6OT, Task 47-00-00	Storm Lake Police Department	\$13,500		\$13,500
17-405d-M6OT, Task 49-00-00	University Heights Police Department	\$13,450		\$13,450
17-405d-M6OT, Task 50-00-00	University of Northern Iowa Police	\$8,700		\$8,700
17-405d-M6OT, Task 51-00-00	Walcott Police Department	\$4,000		\$4,000
17-405d-M6OT, Task 52-00-00	Washington Co. Sheriff's Office	\$19,000		\$19,000
17-405d-M6OT, Task 53-00-00	Washington Police Department	\$4,500		\$4,500
17-405d-M6OT, Task 54-00-00	Waterloo Police Department	\$55,000		\$55,000
17-405d-M6OT, Task 55-00-00	West Burlington Police Department	\$4,500		\$4,500
17,405d-M6OT, Task 56-00-00	West Liberty Police Department	\$9,150		\$9,150
17-405d-M6OT, Task 58-00-00	Windsor Heights Police Department	\$18,700		\$18,700
17-405d-M6OT, Task 59-00-00	Winneshiek Co. Sheriff's Office	\$22,350		\$22,350
17-405d-M6OT, Task 33-00-00	Mercy Medical Center Foundation	\$6,000		\$6,000
17-405d-M6OT, Task 43-00-00	Prosecuting Attorney's Training Coordinator	\$199,500		\$199,500
17-405d-M6OT, Task 46-00-00	Office of the State Court Administrator	\$19,000		\$19,000
	Westcom Emergency Communications			
17-405d-M6OT, Task 25-00-00	Iowa Law Enforcement Academy	\$175,785		\$175,785
17-405d-M6OT, Task 14-00-00	Iowa Department of Public Safety / DCI Criminalistics Laboratory	\$160,000		\$160,000
17-402-MOAL, Task 01-00-00	Ames Police Department	\$30,450	\$30,450	
17-402-MOAL, Task 02-00-00	Boone Co. Sheriff's Office	\$11,500	\$11,500	
17-402-MOAL, Task 03-00-00	Cedar Falls Police Department	\$9,500	\$9,500	
17-402-MOAL, Task 04-00-00	Cerro Gordo Co. Sheriff's Office	\$19,950	\$19,950	
17-402-MOAL, Task 05-00-00	Clear Lake Police Department	\$20,000	\$20,000	
17-402-MOAL, Task 06-00-00	Clinton Police Department	\$27,750	\$27,750	
17-402-MOAL, Task 07-00-00	Davenport Police Department	\$42,000	\$42,000	
17-402-MOAL, Task 08-00-00	Dubuque Co. Sheriff's Office	\$18,850	\$18,850	
17-402-MOAL, Task 09-00-00	Indianola Police Department	\$16,000	\$16,000	
17-402-MOAL, Task 10-00-00	Johnston Police Department	\$17,400	\$17,400	
17-402-MOAL, Task 11-00-00	Marshall Co. Sheriff's Office	\$22,150	\$22,150	
17-402-MOAL, Task 12-00-00	Marshalltown Police Department	\$8,000	\$8,000	
17-402-MOAL, Task 13-00-00	Sioux City Police Department	\$62,400	\$62,400	
17-402-MOAL, Task 14-00-00	Story Co. Sheriff's Office	\$22,800	\$22,863	
17-402-MOAL, Task 15-00-00	University of Iowa – DPS	\$8,900	\$8,900	
17-402-MOAL, Task 00-00-03	GTSB Travel (AL)	\$2,500	\$2,500	
17-402-MOAL, Task 00-00-04	GTSB Printing/Items	\$10,000	\$10,000	
17-402-MOAL, Task 00-00-07	GTSB – Program Management (AL)	\$375,000	\$375,000	
17-405d-M6OT, Task 00-00-03	GTSB Travel	\$6,000		\$6,000
17-405d-M6OT, Task 00-00-05	GTSB – LEL Program Expenses	\$5,000		\$5,000
17-405d-M6OT, Task 00-00-06	GTSB – DRE Program Expenses	\$90,000		\$90,000
17-405d-M6OT, Task 00-00-07	GTSB – ARIDE Program Expenses	\$15,000		\$15,000
	TOTAL	\$2,624,595	\$725,150	\$1,899,445

SPEED-RELATED FATALITIES NHTSA CORE OUTCOME MEASURE C-6

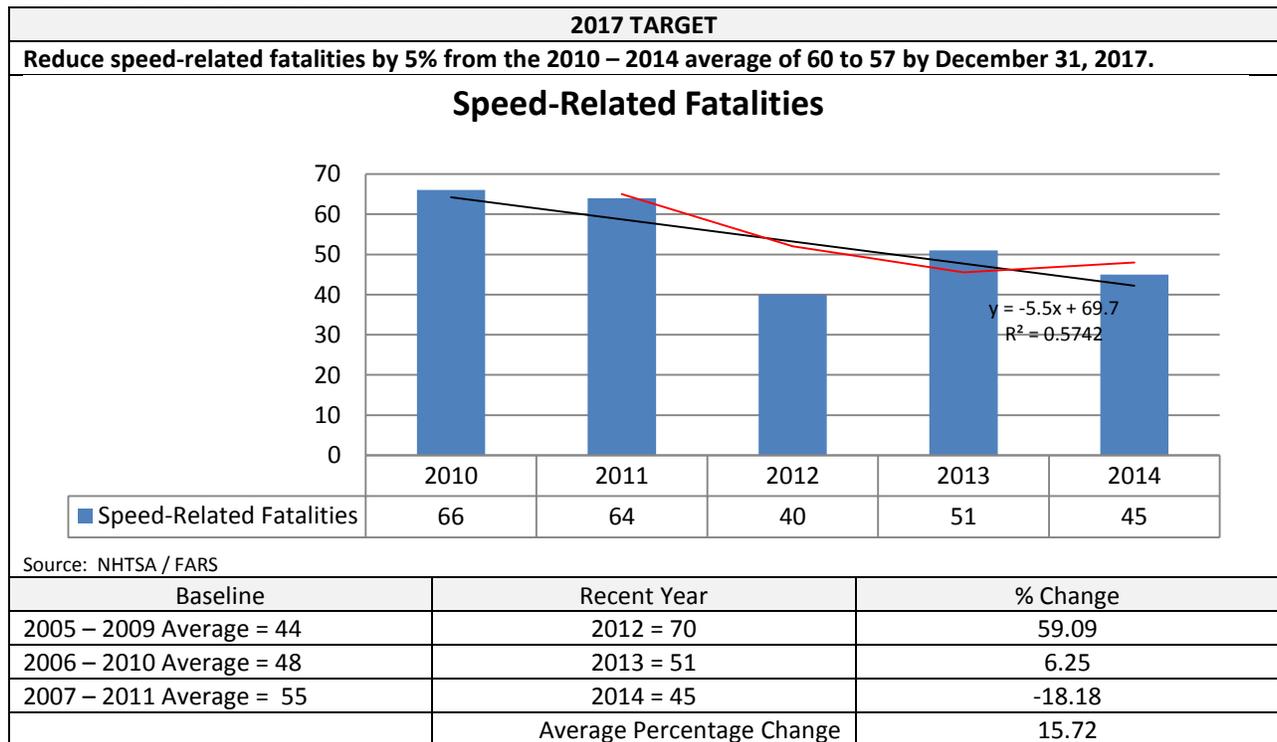
According to FARS data, over the last five years (2010 – 2014) there have been 296 fatalities recorded as speed-related, which accounts for 16.89% of the total number of traffic-related fatalities (1,753) for the same time period. Since 2012, Iowa has seen a slight decline in the number of speed-related fatalities but the state recognizes the importance in remaining vigilant in addressing and enforcing speed.

In FFY 2017, the GTSB will contract with numerous law enforcement agencies throughout the state. Although some efforts may emphasize other core measures such as occupant protection and impairment, agencies will also enforce other traffic violations including speed. In 2015 the Iowa State Patrol conducted a year-long speed-related corridor project along Highway 20 and was recognized for this project at the Annual Governor’s Highway Traffic Safety Conference. In 2016 a special corridor project is being conducted with other states in NHTSA Region 7 + the state of Oklahoma in addition to a year-long corridor project along Highway 30 in Iowa. Both special corridor projects in 2016 had a focus on speed. A similar corridor project focusing on speed will be conducted in FFY 2017.

Iowa has strong cooperation with law enforcement agencies to work multi-jurisdictional and corridor efforts. During all sSTEP waves and corridor events, participating agencies are encouraged to distribute media releases to their local media outlets with the hopes that this will prompt the media’s involvement and to focus on a special traffic safety problems and help educate the public.

The 2015 Public Awareness/Attitude Survey included questions about speed. 38.61% of individuals surveyed indicated they thought it would be “very likely” they would receive a ticket if they drove over the speed limit. 58.37% indicated that within the past 30 days (of the survey) they had read, seen, or heard about speed enforcement by any law enforcement agency.

Core Performance Measures



The average percent change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been an increase of 15.72%. If a total of this magnitude is realized through 2016, compared to a baseline of the average annual fatality count for 2010 – 2014 (60), it would be anticipated that speed-related fatalities would continue to climb based upon the alternate baseline method. The FFY 2014 target was to reduce speed-related fatalities 7.14% from the 2012 annual number of 70 to 65 by December 31, 2014. The target was met with the actual being recorded at 45.

The GTSB has set a goal to reduce speed-related fatalities by 5% from the 2010 – 2014 average of 60 to 57 by December 31, 2017. 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 2017 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Reduce speed-related fatalities.	Reduce speed-related fatalities 5% from the 2010 – 2014 average of 60 to 57 by December 31, 2017.
Perform high visibility enforcement including corridor events.	Through the administration of Section 402 and 405 funding, support overtime efforts to be used for high visibility law enforcement.
Purchase equipment that supports enforcement efforts.	Through the administration of Section 402 and 405 funding, support the purchase of GTSB-approved equipment which can be utilized to enforce speed-related violations.

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

Enforcement Safety Strategies –

High visibility enforcement is included as an effort within the Enforcement Safety Area of the SHSP. Law enforcement agencies will partner with the GTSB to support overtime efforts for high visibility enforcement. Such efforts will increase the presence of law enforcement with the goal to discourage unsafe driving behaviors to ultimately improve traffic safety culture.

Education Safety Strategies –

Educational efforts are included as a primary emphasis area of the State Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving behaviors to improve traffic safety culture. The GTSB will incorporate the “Zero Fatalities” logo/taglines into presentations, educational materials, and public service announcements as appropriate to support the multi-media education campaign effort identified in the SHSP.

Data Collection and Information Systems –

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

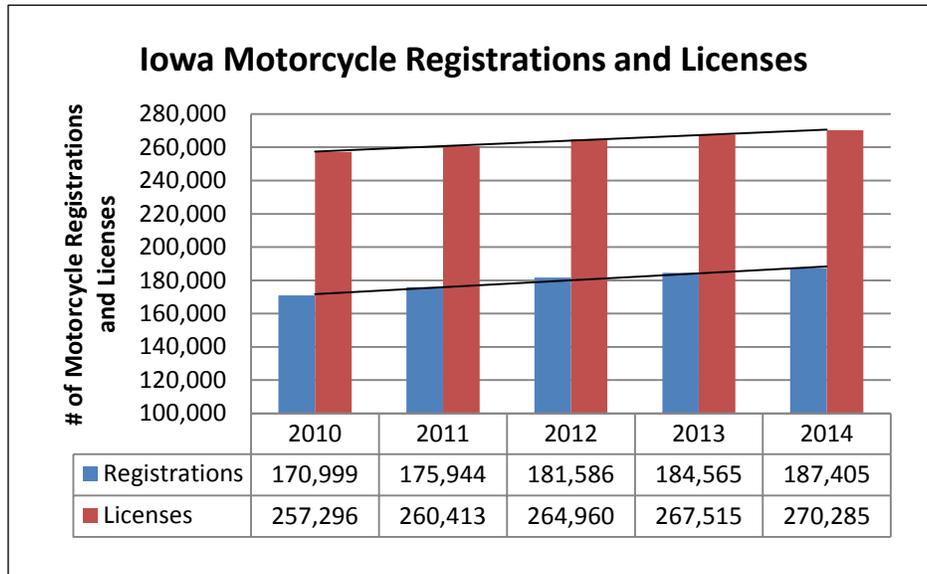
Speed: Program and Budget Summary

Education and enforcement conducted through Section 402 and 405, including sTEP, support the efforts to bring awareness to the dangers of speeding and to lower speed-related fatalities and serious injuries. Specific to the area of speed, funding in FFY 2017 will be utilized to support the purchase of radar and lidar units. A total of 75 units have been requested for the project year totalling \$140,600.

MOTORCYCLIST FATALITIES / UNHELMETED MOTORCYCLIST FATALITIES

NHTSA CORE OUTCOME MEASURES C-7 AND C-8

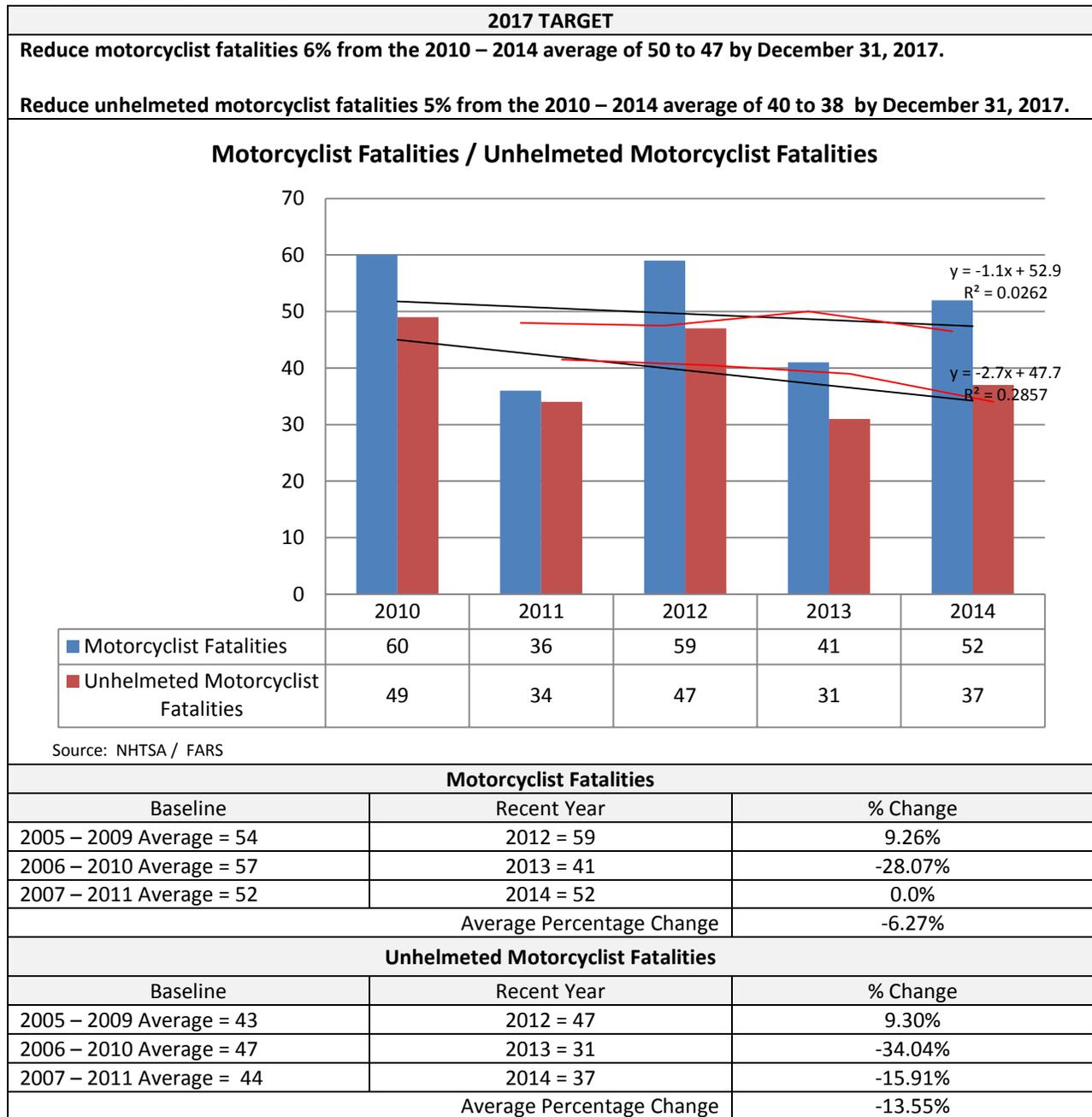
There continues to be a steady increase in the number of motorcycle registrations and licensed riders in the state of Iowa. Between 2010 and 2014, the number of motorcycle registrations increased 9.59% from 170,999 in 2010 to 187,405 in 2014. The number of motorcycle licenses increased by 5.05% from 257,296 in 2010 to 270,285 in 2014. According to Iowa Department of Transportation data, in 2014, there were 978 motorcycle crashes resulting in over 860 injuries.



Efforts by the GTSB focus on stressing to both the motorcyclist and the motoring public that each play an integral part in the role to reduce motorcyclist fatalities and injuries. There is strong support behind 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.

The GTSB microsite, www.drivesmartiowa.com contains motorcycle safety information including previously developed public service announcements and some basic statistics.

Core Performance Measures



In regard to motorcyclist fatalities, the average percent change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been a reduction of 6.27%. If a total reduction of this magnitude is realized through 2017, compared to a baseline of the average annual fatality count for 2010 – 2014 (50), the fatality count expected in 2017 would be about 47.

In regard to unhelmeted motorcyclist fatalities, the average percent change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been a reduction of 13.55%. If a total reduction of this magnitude is realized through 2017, compared to a baseline of the average annual fatality count for 2010 – 2014 (40), the fatality count expected in 2017 would be about 35.

The FFY 2015 target was to reduce motorcyclist fatalities 5.08% from the 2012 total of 59 to 56 by December 31, 2014. The target was met with the actual being recorded at 52. The FFY 2014 target was to reduce unhelmeted motorcyclist fatalities 4.66% from the 2006 – 2010 5 year average of 47.2 to 45 by December 31, 2014. The target was met with the actual being recorded at 37.

The GTSB has set a goal to reduce motorcyclist fatalities 6% from the 2010 – 2014 average of 50 to 47 and reduce unhelmeted motorcyclist fatalities 5% from the 2010 – 2014 average of 40 to 38 both by December 31, 2017. 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 2017 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Support rider coach training.	Rider coaches will be trained on updated curriculum.
Reduce motorcyclist fatalities.	<ul style="list-style-type: none"> - Reduce motorcyclist fatalities 6% from the 2010 – 2014 average of 50 to 47 by December 31, 2017. - Reduce unhelmeted motorcyclist fatalities 5% from the 2010 – 2014 average of 40 to 38 by December 31, 2017.
Educate motorcyclists and the general motoring public about motorcycle safety.	Continue to utilize previously developed public service announcements (PSAs) to promote motorcycle safety.

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

Although not specifically included in the State Strategic Highway Safety Plan as an emphasis area, Iowa recognizes motorcycle fatalities continue to be a concern in the state of Iowa. A coordinated effort will be made between the GTSB and the Iowa Department of Transportation and other traffic safety stakeholders to continue to support motorcycle safety.

Countermeasure

Agency: Iowa Department of Transportation Office of Driver Services		Budget: \$65,000	
Project #: 17-405f-M9MA, Task 01-00-00		Risk Assessment: Medium*	
Problem Identification, Strategy Development, and Project Selection:			
The Iowa Department of Transportation, being the designated state agency having authority and jurisdiction over motorcycle safety issues pursuant to <i>Iowa Administrative Code</i> , Chapter 635, will support and enhance motorcyclist riding education. Funds will be utilized to train rider coach instructors who in turn will train motorcycle riders throughout the year. Emphasis will be on motorcyclist safety awareness and safe-driving behaviors. Rider coach candidates will also be trained. Funding will also support course reimbursements for 160 – 265 motorcycle rider education trainees.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Motorcycles	Motorcycle Rider Licensing and Training / Motorcycle Rider Training	Rider coaches will be trained on updated curriculum, who will in-turn train motorcycle rider education trainees.	★
Project Performance Measure(s):			

1. Approximately 100 rider coaches updated on curriculum.
2. Course reimbursements will be made for up to 265 motorcycle rider education trainees.

Motorcycle Safety: Program and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source 405f
17-405f-M9MA, Task 01-00-00	Iowa Department of Transportation, Office of Driver Services	\$65,000	\$65,000
17-405f-M9MT, Task 00-00-03	GTSB Travel	\$2,000	\$2,000
	TOTAL	\$67,000	\$67,000

DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES / TEEN TRAFFIC SAFETY PROGRAM NHTSA CORE OUTCOME MEASURE C-9

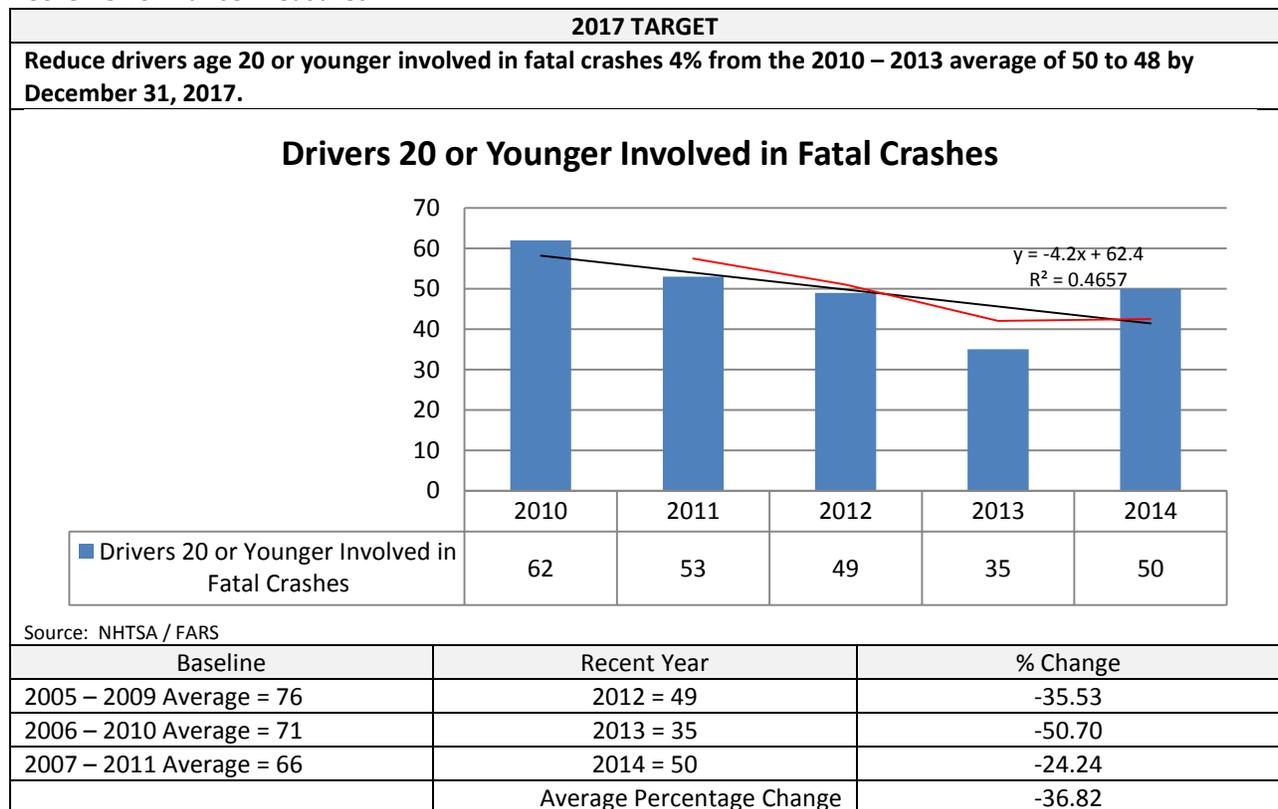
A 5-year linear trend line shows the number of drivers age 20 and younger involved in fatal crashes continues to show a decrease in spite of a sharp increase of 42.86% between 2013 and 2014. Traffic fatalities remain the leading cause of death among youth across the nation and in Iowa. Therefore, GTSB will continue efforts to reduce the number of youth-related deaths throughout the state.

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

Social media is a popular way to convey messages. The GTSB stays connected in this ever-changing world by utilizing social media and networking. Social media allows for the integration of technology, social interaction, and communication in a real time sense. The GTSB actively posts information on Facebook about traffic safety. Posts include information as to high-visibility enforcement efforts, news articles, and press releases.

During FFY 2017, the GTSB will continue efforts in the area of teen traffic safety with three grantees (Creative Visions, S.A.F.E., and Farm Safety 4 Just Kids) focusing their efforts directly toward youth.

Core Performance Measures



The average percent of change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been a reduction of 36.82%. If a total rereduction of this magnitude is realized through 2017, compared to a baseline of the average annual fatality count for 2010 – 2014 (50), the fatality count expected in 2016 would be about 32. The FFY 2014 target was to reduce drivers age 20 or younger involved in fatal crashes 8.16% from the 2012 annual number of 49 to 45 by December 31, 2014. The target was not met as the actual was recorded at 50.

The GTSB has set a goal 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. 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 2017 goal.

Safety Measures and Objectives

Safety Measures	Objective(s)
Educate teens about traffic safety and the perils of poor driving decisions.	-Continue the GTSB driving simulator program. -Through a partnership with Farm Safety 4 Just Kids, identify school districts in which to provide a rural traffic safety program. -Mercy Medical Center Foundation, funded through Section 405d, will support a program entitled “Reality Education Alcohol Prevention” (REAP) at schools throughout the Sioux City area and outlying rural school districts.
Continue the S.A.F.E. Program	Partner with the Sac County Sheriff’s Office to continue the S.A.F.E. Program in the East Sac County School District.
Expand educational efforts about traffic safety to minority groups.	Creative Visions will continue efforts to provide traffic safety messages and programs to minority groups.

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

Education Safety Strategies – Education is identified as an emphasis area of the State Strategic Highway Safety Plan. Throughout educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture. The GTSB will incorporate the “Zero Fatalities” logo/taglines into presentations, educational items, and public service announcements as appropriate to support the multi-media education campaign effort identified in the Strategic Highway Safety Plan.

Countermeasures

Agency: Creative Visions Project #: 17-402-M0TSP, Task 01-00-00	Budget: \$25,000
	Risk Assessment: Medium* <small>*Grantee has mentioned difficulty in finding venues in which to provide programs..</small>
Problem Identification, Strategy Development, and Project Selection:	
Creative Visions will utilize Section 402 funding to work with youth to develop workshops, educational materials, and programs that promote traffic safety and educate you on the dangers of driving while distracted. The primary mission of the teen programs developed by Creative Visions is to identify traffic safety problems to reduce death and injury on Iowa’s highways. Creative Visions events are designed to reach a cross-section of community	

members, including minorities and those who may have limited English. Through the project year, the projects and messages developed through Creative Visions will focus on safety belt usage, impaired driving, and distracted driving. Other activities will include conducting pre- and post-program evaluations, and when applicable, attitude surveys to measure awareness and knowledge of traffic safety issues. The Creative Visions website and social media postings will also be used to provide traffic safety information. Funding will be used to support the program through the purchase of training materials, resources, and workshop supplies.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8 th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Underage Drinking and Drinking and Driving / Youth Programs	All programs provided by Creative Visions are targeted toward drivers age 20 and younger.	★★★
Seat Belts and Child Restraints	Communications and Outreach / Strategies for Low-Belt-Use Groups	The programs conducted by Creative Visions are developed for a cross-section of the younger population and cover low-belt use groups within minority populations.	★★★★★* (For programs supporting enforcement.)
	Communications and Outreach / Strategies for Older Children	All programs provided by Creative Visions are targeted toward drivers age 20 and younger.	★★★
Distracted and Drowsy Driving	Communications and Outreach / Strategies for Older Children	All programs provided by Creative Visions are targeting toward drivers age 20 and younger.	★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Report the activities conducted and the approximately number of teens involved. 2. Pre- and post-evaluations on knowledge 			

Agency: Sac County Sheriff's Office / Seatbelts Are For Everyone (S.A.F.E.)	Budget: \$2,500
Project #: 17-402-MOTSP, Task 02-00-00	Risk Assessment: Medium*
*Grantee is limited on the school/class academic schedules.	

Problem Identification, Strategy Development, and Project Selection:

The GTSB will partner with Sac County Sheriff's Office to provide the student-led driver safety program, Seatbelts are for Everyone (S.A.F.E.), within the East Sac County Community School District. Statistics both in Iowa and nationwide reveal that car crashes are the number one cause of teen deaths. The S.A.F.E. program is a peer-to-peer program at the high school level conducted by key students selected/volunteering for the program and facilitated by adult leaders. Students form a small team that works together to develop and conduct traffic safety activities on a monthly or bi-monthly basis throughout the school year. Student leaders will help identify traffic safety campaign topics and activities for the school year. Through such activities, traffic safety messages permeate through the school and community with the goal to change driving behaviors to ultimately reduce traffic fatalities and serious injuries. Additional goals and objectives of the S.A.F.E. program are: 1) Encourage involvement from the community, local law enforcement and schools towards one main goal – saving teen lives; 2) Conducting a program that spans over a period of time to help the ideas resonate, and 3) Reduce the number of teen fatalities and serious injuries resulting from car crashes. The East Sac County Community School District was selected because of being located within a rural community and has a history of high incidence of youth crashes and low safety belt usage.

Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)

Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
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Seat Belts and Child Restraints	Communications and Outreach / Strategies for Low-Belt-Use Groups	Continue the S.A.F.E project in the East Sac County Community School District.	★★★★★* (For programs supporting enforcement.)
	Other Strategies / School Programs	The S.A.F.E. program is a peer-to-peer program at the high school level.	★★★
Alcohol- and Drug-Impaired Driving	Underage Driving and Drunken and Driving / Youth Programs	Continue to target high school aged students. Part of the efforts of the S.A.F.E. program is to increase information about impaired driving.	★★
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	Distracted driving awareness to be included within the S.A.F.E. program.	★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Report quarterly the activities of the S.A.F.E program, including the number of students reached. 2. Conduct pre-and post- project observational safety belt surveys and report the results to the GTSB. 3. Grantee to work with the media to promote the S.A.F.E. program and report media contacts. 			

Agency: Farm Safety 4 Just Kids		Budget: \$26,000	
Project #: 17-405b-M1*TSP, Task 01-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
Iowa crash data support that over 50% of crashes involving young drivers occur on secondary roads. Farm Safety 4 Just Kids will provide educational materials to increase awareness among youth about hazards associated with driving in rural areas. Farm Safety will utilize the “Buckle Up or Eat Glass” (BUEG) program to provide education to youth in rural areas of the state. The program includes youth initiating, planning, and organizing educational rural road safety programs in the community addressing, but not limited to seat belt usage safety the road with farm implements, distracted driving, hazards posed by some driving surfaces, and other rural-specific issues. The curriculum is supported by presentations made by law enforcement officers from within the community and peer speakers who have experienced a motor vehicle crash but were saved from death or a more serious injury because they were wearing a safety belt. During the funded year, Farm Safety 4 Just Kids will conduct a video contest to focus around rural road safety issues. Farm Safety 4 Just Kids will actively promote and publicize the program with local media sources.			
Assessment of Traffic Safety Strategies: (Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communications and Outreach / Strategies for Older Children	The program target is drivers age 30 and younger.	★★★★
	Other Strategies / School Programs	The programs are collaborated with school districts throughout the state.	★★★★
Alcohol- and Drug-Impaired Driving	Underage Drinking and Drinking and Driving / Minimum Drinking Age 21 Laws	The program will include information as to impaired driving and Iowa’s legal drinking age.	★★★★★★
	Underage Drinking and Drinking and Driving / Youth Programs	The programs are collaborated with school districts throughout the state.	★★
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	Farm Safety 4 Just Kids will coordinate with local media to promote the program within each community. Distracted driving will be a core area of the program.	★
Project Performance Measure(s):			
1. Conduct a minimum of 15”Buckle Up or Eat Glass” programs to youth throughout the state.			

2. Conduct a youth video contest with the focus around rural traffic safety issues.
3. Report on how and where the program was publicized and the estimated exposure.

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

Project #	Project Name / Agency	Budget	Budget Source	
			402	405b
17-402-MOTSP, Task 01-00-00	Creative Visions	\$25,000	\$25,000	
17-402-MOTSP, Task 02-00-00	S.A.F.E.	\$2,500	\$2,500	
17-405b-M1*TSP, Task 01-00-00	Farm Safety 4 Just Kids	\$26,000		\$26,000
	TOTAL	\$53,500	\$27,500	\$26,000

PEDESTRIAN FATALITIES

NHTSA CORE OUTCOME MEASURE C-10

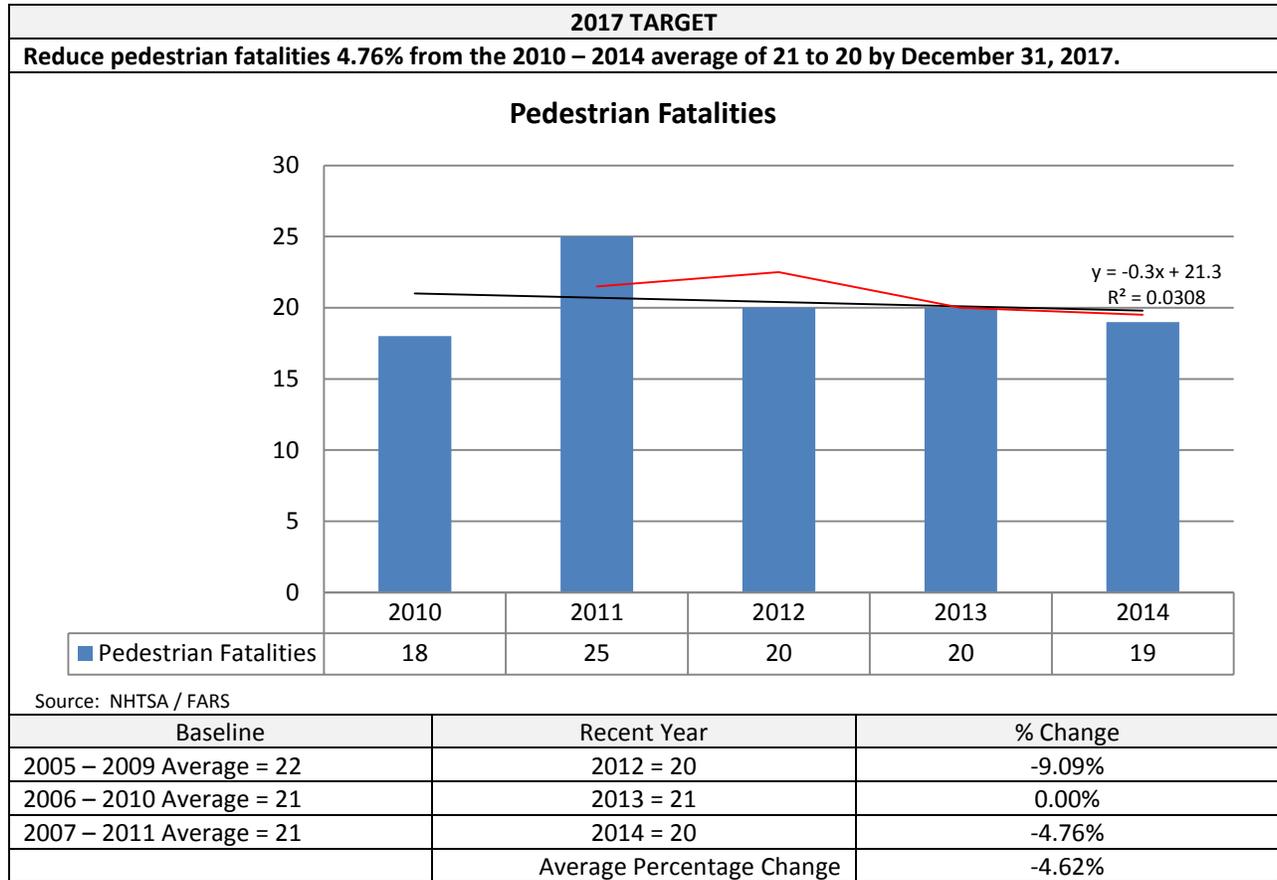
2010 – 2014 data reflects a fairly level trend in regard to pedestrian fatalities despite a sharp increase in 2011.

Countermeasures conducted in Iowa include both enforcement and education efforts. From a safety standpoint, pedestrians need to understand even though they are walking or running they still have the same responsibility to obey the same traffic laws which motorists are subject to. However, under Iowa law, motorists are to yield to pedestrians at all times.

In 2015, pedestrian safety programs were initiated in Des Moines and Sioux City, Iowa. Both communities were chosen because they had the highest number of pedestrian-vehicle crashes when analyzing 5 years of crash data (2009 – 2013). In Sioux City, from 2009 – 2013, there were 132 vehicle crashes involving pedestrians. Of those, 116 resulted in some type of injury, 22 were major injuries, and a total of 8 pedestrians lost their lives. In addition to press-related activities, during the year enforcement and educational efforts were made within both communities to bring awareness to pedestrian safety. In Des Moines alone, 2,448 crosswalk advisals/warnings were made, with an additional 27 crosswalk citations being issued. In Sioux City, in addition to enforcement and education, informational posters were displayed in public areas around the city.

In FFY 2017, GTSB Program Administrators will work with law enforcement agencies within communities which have had pedestrian-related fatalities and serious injuries. Program Administrators will encourage these agencies to be more proactive in pedestrian crossing enforcement and overall pedestrian safety issues.

Core Performance Measures



The average percent change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been a reduction of 4.62%. If a total reduction of this magnitude is realized through 2017, compared to a baseline of the average annual fatality count for 2010 – 2014 (21), the fatality count expected in 2017 would remain around 20. When dealing with small numbers and data which are considered variable, it is difficult to utilize baseline calculations. The FFY 2014 target was to reduce pedestrian fatalities 5% from the 2012 annual figure of 20 to 19 in 2014. This target was met with the actual being recorded at 19.

The GTSB has set a goal to reduce the number of pedestrian fatalities 4.76% from the 2010 – 2014 average of 21 to 20 by December 31, 2017. 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 2017 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Reduce pedestrian fatalities	Reduce pedestrian fatalities 4.76% from the 2010 - 2014 average of 21 to 20 by December 31, 2017.
Increase in pedestrian-crossing enforcement.	GTSB Program Administrators will work with and encourage law enforcement agencies that have experienced pedestrian-related fatalities and injuries in the past couple of years to be more proactive in the area of pedestrian-crossing enforcement.

Increase public awareness in regard to pedestrian safety.	GTSB Program Administrators will work with and encourage law enforcement agencies that have experienced pedestrian-related fatalities and injuries in the past couple of years to be more proactive in the area of public awareness specifically to pedestrian safety.
Continue research as to pedestrian-motor vehicle crashes.	Through Section 405c funding, the University of Iowa, Injury Prevention Research Center, will continue the descriptive analysis of the charges and convictions related to bicycle-motor vehicle crashes.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies –

Through the SHSP development process, pedestrian fatalities do not represent a high occurrence so such strategies were not listed as a major emphasis area. Iowa does recognize pedestrian fatalities have fluctuated over the past year and that educational efforts must continue to be implemented as a strategy to reduce fatalities and serious injuries.

Pedestrian: Program and Budget Summary

Iowa does not have programs specifically funded under pedestrian safety funding. The GTSB, however, recognizes the importance of pedestrian safety and will work with law enforcement agencies throughout the state to encourage them to step-up pedestrian crossing enforcement and to speak about pedestrian safety in presentations and other educational events.

BICYCLE FATALITIES

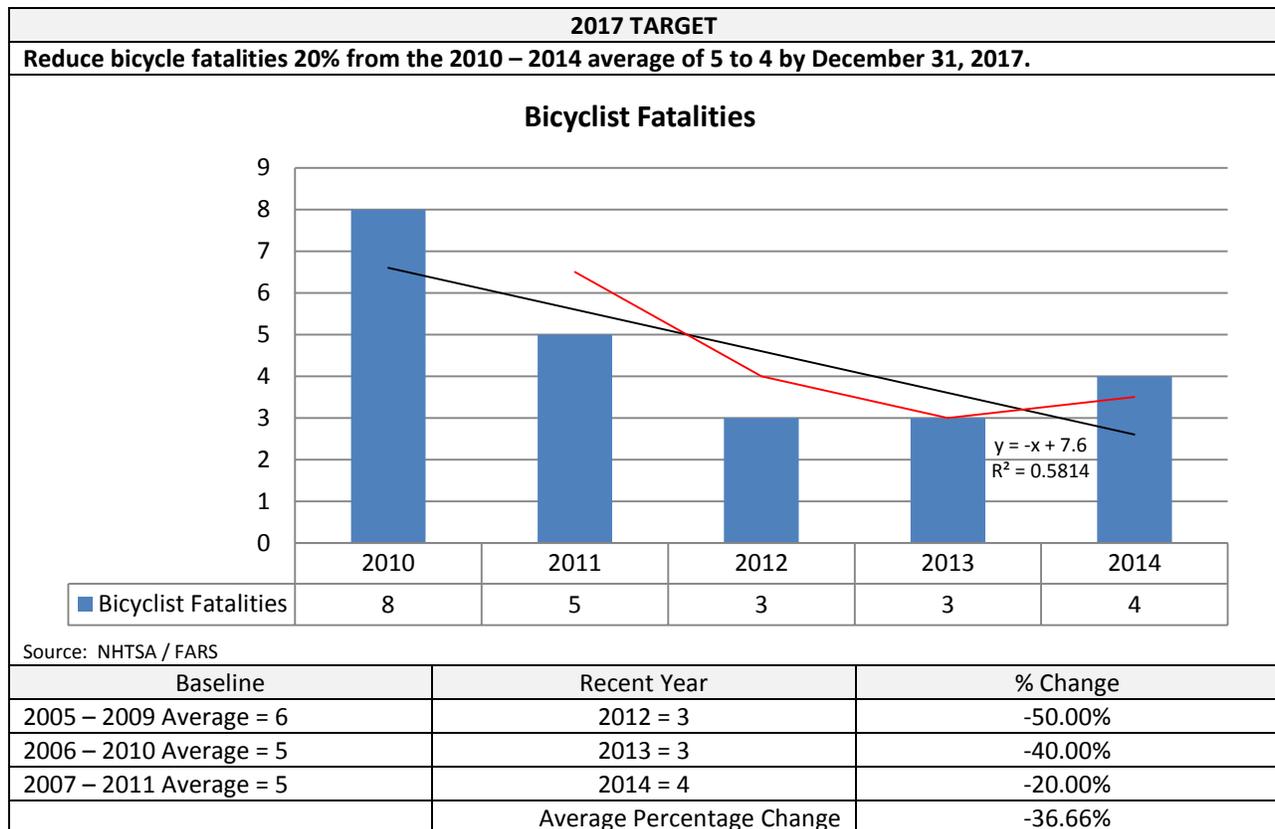
NHTSA CORE OUTCOME MEASURE C-1 1

Bicycling in Iowa is considered both a popular form of entertainment and also a way for low cost transportation. Iowa has over 2,000 miles of extensive, inter-connected multi-use trails throughout the state. The local terrain consists of rolling hills, prairies, beautiful water areas and forests. Such trails are utilized not only by bicyclists but also by runners, walkers, and skaters.

Although there are many bicycle trails in the state, bicyclists do have a right to utilize Iowa's roadways but must follow the same rules of the road as motorists. Many cities are now including bicycle lanes in their roadway designs. Regardless, however, motorists need to use extra vigilance when bicycles are in the traffic mix. Motorists need to be prepared to yield to bicyclists.

Over the past five years (2010 – 2014) there have been 23 bicycle fatalities in the state of Iowa with an additional 213 serious injuries. GTSB funded projects encourage the use of bicycle helmets. In FFY 2016, research began through the University of Iowa, Injury Prevention Research Center which was supported by Section 405c funding

Core Performance Measures



The average percent of change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period has been a reduction of 36.6%. When dealing with small numbers and data which is

considered variable, it is difficult to utilize baseline calculations. A specific target was not set for bicyclist fatalities in FFY 2014. At that time bicyclist fatalities was not a required core performance measure.

The GTSB has set a goal to reduce bicycle fatalities 20% from the 2010 – 2014 average of 5 to 4 by December 31, 2017. 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 2017 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Reduce bicycle fatalities.	Reduce bicycle fatalities 20% from the 2010 – 2014 average of 5 to 4 by December 31, 2017.
Conduct bicycle helmet usage surveys.	In the communities where bicycle helmets are distributed through grant funding, conduct a pre- and post-event survey to determine the effectiveness of the educational materials and the distribution program.
Encourage all bicycle riders to wear helmets.	Purchase and distribute bicycle helmets as requested at community events through the state.
Continue research as to bicycle-motor vehicle crashes.	Through Section 405c funding, the University of Iowa, Injury Prevention Research Center, will continue the descriptive analysis of the charges and convictions related to bicycle-motor vehicle crashes.

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

Education Safety Strategies -

Through the SHSP development process, bicyclist fatalities did not represent a high occurrence so such strategies were not listed as a major emphasis area. Iowa does recognize bicyclist fatalities have fluctuated over the past years and that educational efforts must continue to be implemented as a strategy to reduce fatalities and serious injuries.

Countermeasure

Agency: Unity Point Hospital		Budget: \$9,000	
Project #: 17-402-MOPS, Task 01-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
Funding will be used for Blank Children’s Hospital to purchase and distribute bicycle helmets and other safety materials to agencies requesting such items. In order to receive helmets purchased through this funding, agencies must contact Unity Point and request them for a specific event, such as a bicycle rodeo. Agencies receiving helmets will also be required to do observational surveys of helmet usage before and after helmet distribution.			
Assessment of Traffic Safety Strategies: (Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8 th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Bicycles	Children / Bicycle Safety Education for Children	Distribute bicycle helmets and information at special community events.	★★
	All Bicycles / Promote Bicycle Helmet Use with Education	Distribute bicycle helmets and information at special community events.	★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> Purchase and distribute approximately 600 helmets throughout the state at community events. Local agencies receiving helmets for distribution report results of pre- and post- event helmet usage 			

surveys.

Bicycle: Program and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source 402
17-402-MOPS, Task 01-00-00	Blank Children's Hospital	\$9,000	\$9,000
		TOTAL	\$9,000

ROADWAY SAFETY AREA

The state of Iowa recognizes the importance of traffic safety partners in other disciplines for overall success. Roadway safety projects funded through Section 402 allow for partnerships with other disciplines as part of the collaborative statewide efforts in traffic safety. Projects within this area include stakeholders in engineering, enforcement, education, emergency medical services, and “everyone else”. The Iowa Department of Transportation, Office of Traffic and Safety support the state efforts of the Safety Circuit Rider Program, the Traffic Engineering Program (TEAP), and Multi-Disciplinary Safety Teams (MDSTs).

Core Performance Measures

Performance measures will primarily focus on the number of individuals trained in the Safety Circuit Rider and Traffic Engineering Assistance Programs in addition to the number of roadway safety analyses performed where problems are identified and effective corrective actions are recommended.

Safety Measures and Objectives

Safety Measure	Objective(s)
Support multi-disciplinary and collaborative statewide traffic safety efforts.	-Support existing MDSTs throughout the state. -Support the development of new MDST's in the state. -Expand the High Five Rural Traffic Safety program into five new counties within the state during FFY 2017 and ensure the support of engineering through road safety audits.
Assist local engineers in identifying roadway safety problems.	Analyze road systems and make engineering-related recommendations in different communities throughout the state.

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

Engineering Safety Strategies –

Engineering safety strategies identified within the State Strategic Highway Safety Plan are supported by the Safety Circuit Rider and Traffic Engineering Assistance Program (TEAP) initiatives. Both Safety Circuit Rider and TEAP provide education and support to engineers at the city and county level where typically there are not the resources to identify solutions to traffic safety issues that they may be experiencing. The SHSP specifically identifies lane departure-related strategies and intersection-related strategies.

Data Collection and Information Systems –

Iowa's traffic records system contains an abundance of data that can be utilized to determine problems and can support the corrective actions and recommendations made in engineering and enforcement efforts. Over the past several years, the Roadway System database is being populated with intersection and interchange data, which were both new data elements being collected for this system.

Web-Analysis Tool –

The development of a web-based analytical tool is included in the research and data safety area of the State Strategic Highway Safety Plan.

Countermeasures

Agency: Iowa Department of Transportation, Office of Traffic and Safety Safety Circuit Rider Project #: 17-402-MORS, Task 01-00-00	Budget: \$55,000 Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
<p>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 to and partnerships, collaboration, and involvement of 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 trainings 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.</p>	
Assessment of Traffic Safety Strategies: ★★★	
<p>A critical component in the overall success of traffic safety efforts involves engineering and the partnerships created amongst traffic safety stakeholders. Engineering safety strategies are identified within the State Strategic Highway Safety Plan. NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, does not contain an area specific to roadway safety / engineering. This project was given a three star effectiveness rating based on the importance of partnerships which in turn support strategies identified in the Countermeasures Guide.</p>	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. 360 local engineers and staff trained under Circuit Rider program. <ol style="list-style-type: none"> a. Local engineers and city/county agency staff to be trained in areas of flagger training throughout the funded year. b. Local engineers and city/county agency staff to be trained in areas of work zone safety throughout the funded year c. Local engineers and city/county agency staff to be trained or involved in workshops in other areas of roadway safety. 2. 10 state and/or local employees trained through FHWA-approved courses. 3. Assist in conducting multi-disciplinary training statewide through Fall Safety Workshops. 	

Agency: Iowa Department of Transportation, Office of Traffic and Safety Multi-Disciplinary Safety Teams (MDSTs) Project #: 17-402-MORS, Task 02-00-00	Budget: \$20,000 Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
<p>Funding will provide for services to assist partners in the formation, development, and continuation of local multi-disciplinary safety teams (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 problems and strategies in specific areas of the state. MDST programs allow for the collaboration of enforcement, education, engineering, and EMS and establishes a forum in which participants understand their part of traffic safety and how it coordinates with other areas represented on the team. Funding will allow for initial meetings between key</p>	

partners for the development of new MDSTs throughout the state.	
Assessment of Traffic Safety Strategies:	★★★
Partnerships between traffic safety stakeholders are critical for the overall success of traffic safety efforts. NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8 th Edition, 2015 does not contain an area specific to roadway safety / engineering. This project was given a three star effectiveness rating based on the importance of partnerships which in turn support strategies identified in the Countermeasures Guide.	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. Support and meeting coordination provided to at least nine current MDSTs. Report on the MDSTs supported, activity, and accomplishments. 2. Local communities and regional planning associations assisted. At least one new MDST developed and fundamentals of new MDSTs reported. 3. At least two MDST workshops conducted and locals informed on MDST issues, activities, and development. 	

Agency: Iowa Department of Transportation, Office of Traffic and Safety Traffic Engineering Assistance Program (TEAP)	Budget: \$90,000
Project #: 17-402-MORS, Task 03-00-00	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
<p>The Traffic Engineering Assistance Program (TEAP) grant 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 personnel, 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.</p>	
Assessment of Traffic Safety Strategies:	★★★
Partnerships between traffic safety stakeholders, including local engineers, are critical for the overall success of traffic safety efforts. NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8 th Edition, 2015 does not contain an area specific to roadway safety / engineering. This project was given a three star effectiveness rating based on the importance of partnerships which in turn support strategies identified in the Countermeasures Guide.	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. Traffic engineering studies conducted at a minimum of 18 sites with the traffic safety concerns addressed. 2. Traffic engineering expertise provided to 14 unions of local government. 3. Site problem(s) addressed, recommendations made, and any available crash data provided for each completed study. 	

Roadway Safety: Project and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source 402
17-402-MORS, Task 01-00-00	Iowa Department of Transportation, Safety Circuit Rider	\$55,000	\$55,000
17-402-MORS, Task 02-00-00	Iowa Department of Transportation, MDSTs	\$20,000	\$20,000
17-402-MORS, Task 03-00-00	Iowa Department of Transportation, TEAP	\$90,000	\$90,000
17-402-MORS, Task 00-00-01	GTSB Travel	\$5,000	\$5,000
	TOTAL	\$170,000	\$170,000

POLICE TRAFFIC SERVICES

Law enforcement partners play a significant role in the goal of reducing traffic deaths, serious injuries, and property damage on Iowa roadways. Funding in the area of Section 402/Police Traffic Services supports funding for overtime enforcement and educational efforts. Such efforts support goals identified in the State Strategic Highway Safety Plan in regard to high visibility enforcement efforts. NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8th Edition, 2015, also identifies high visibility enforcement as being effective as the goal of increased enforcement is a way to deter and address unsafe driving behaviors and to encourage voluntary compliance with traffic laws.

Core Performance Measures

The same data pertaining to NHTSA’s core outcome measures was utilized to set the state’s collaborative goals to reduce both fatalities and serious injuries 15% by the year 2020. Police Traffic Services funding supports efforts in all areas of traffic safety including speed, impaired driving, distracted driving and occupant protection.

Safety Measures and Objectives

Safety Measures	Objective(s)
Support high visibility enforcement efforts.	-Through the administration of Section 402/Police Traffic Services funding, support overtime for high visibility enforcement programs with a goal to improve/change driver behavior. -Through Section 402/Police Traffic Services funding, support the purchase of NHTSA/GTSB approve equipment.
Provide educational/awareness programs to the public about traffic safety-related issues.	Agencies receiving Section 402/Police Traffic Service funding will be required to conduct a minimum of 12 public education/awareness programs or events related specifically to traffic safety during the funded year.

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

Enforcement Safety Strategies –

A primary emphasis included in the Strategic Highway Safety Plan is utilization of high visibility enforcement. Funding through Section 402/Police Traffic Services will support overtime staffing for high visibility, multi-jurisdictional enforcement efforts. Speed, impaired driving, safety belt violations, and other traffic violations will be addressed through these enforcement efforts. A goal within the high visibility efforts is to increase enforcement presence and to educate the public to deter unsafe driving behaviors.

Education Safety Strategies –

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

Data Collection and Information Systems -

TraCS – Traffic and Criminal Software (TraCS) is a data collection and reporting tool to streamline and automate the capture and transmission of critical traffic safety related data. The TraCS program is an initiative by the Iowa Department of Transportation to collect data from law enforcement at the scene of a motor vehicle crash and send that data electronically to the Iowa DOT who serves as the repository for crash data. TraCS is partially funded through Section 405c. Features of TraCS includes electronic forms, data validation, case management, document workflow, data transmission, peripheral compatibility, and TraCS Web. As of March 31, 2016, 257 Iowa law enforcement agencies submit their data electronically through TraCS. These agencies represent approximately 98% of all crash submissions in the state of Iowa annually.

Crash Report Form – On January 1, 2015, the Iowa Department of Transportation released a revised crash form electronically to 245 law enforcement agencies throughout the state. Additional fields were added to the form, thus allowing for additional data to be collected throughout the state which can then be analyzed to support traffic safety improvements. As of March 31, 2016, 257 law enforcement agencies throughout the state submit crash data electronically through TraCS. Smaller law enforcement agencies provide paper submittals.

Crash Data – The GTSB and the Iowa Department of Transportation will continue to work with law enforcement partners on the importance of crash data with a goal to lower the number of crash reports containing “unknown” for safety belt usage.

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

Web-Based Analysis Tool - The development of a web-based analytical tool is included in the research and data safety area of the State Strategic Highway Safety Plan. A web-based application will assist agencies in using data.

Traffic Safety Data Analysis (TSDA Website / www.iowa.dot.gov/tsda.index.html)

A major recommendation from the 2011 Traffic Records Assessment was for the state of Iowa to develop a central website/portal to serve as a “one-stop shop” for traffic safety data and information. Under the guidance of the Iowa Statewide Traffic Records Coordinating Committee (STRCC,) a website was developed and released in 2014. The website is housed under the Iowa DOT’s website which provides for a consolidated location for obtaining crash, roadway, driver, vehicle, injury surveillance system/EMS, and citation/adjudication data. The data on the site are intended to be used by safety professionals, researchers, citizens, media, and others who may have an interest in traffic safety. Many static reports from across the six datasets are available which include some of the most requested information including Iowa State Patrol crash reports, Iowa DOT “Top 200” intersection safety improvement candidate locations, vehicle registration information, driver license information, roadway mileage and travel/volume information, crash profile maps, and seat belt and speeding conviction reports. A prominent feature of this site is the crash maps page that uses Google Earth to display the location of Iowa crashes (<http://www.iowadot.gov/tsda.crashmaps.html>). The mapped crashes include information including, but not limited to, crash severity, date, time, and weather conditions. Efforts are being made to continually update the TSDA site as newer data and reports become available.

Countermeasures

Agency: Law Enforcement Agencies

Agency	Project #	Risk Asses.	Budget
Altoona Police Department	17-402-MOPT, Task 01-00-00	Low	\$21,400
Ankeny Police Department	17-402-MOPT, Task 02-00-00	Low	\$34,000
Bettendorf Police Department	17-402-MOPT, Task 03-00-00	Low	\$50,000
Burlington Police Department	17-402-MOPT, Task 04-00-00	Low	\$13,000
Clive Plice Deaprtment	17-402-MOPT, Task 05-00-00	Low	\$9,950
Coralville Police Department	17-402-MOPT, Task 06-00-00	Low	\$18,000
Des Moines Co. Sheriff's Office	17-402-MOPT, Task 07-00-00	Low	\$7,450
Des Moines Police Department	17-402-MOPT, Task 08-00-00	Low	\$183,000
Eldridge Police Department	17-402-MOPT, Task 09-00-00	Low	\$5,900
Fort Dodge Police Department	17-402-MOPT, Task 10-00-00	Low	\$32,350
Johnson Co. Sheriff's Office	17-402-MOPT, Task 11-00-00	Low	\$17,500
Keokuk Police Department	17-402-MOPT, Task 12-00-00	Low	\$7,500
Knoxville Police Department	17-402-MOPT, Task 13-00-00	Low	\$10,200
Lee Co. Sheriff's Office	17-402-MOPT, Task 14-00-00	Low	\$9,400
Newton Police Department	17-402-MOPT, Task 15-00-00	Medium*	\$11,500
North Liberty Police Department	17-402-MOPT, Task 16-00-00	Low	\$12,000
Norwalk Police Department	17-402-MOPT, Task 17-00-00	Low	\$18,000
Pleasant Hill Police Department	17-402-MOPT, Task 18-00-00	Low	\$18,150
Polk Co. Sheriff's Office	17-402-MOPT, Task 19-00-00	Medium*	\$27,500
Urbandale Police Department	17-402-MOPT, Task 21-00-00	Low	\$22,800
Waukee Police Department	17-402-MOPT, Task 22-00-00	Medium*	\$15,500
Woodbury Co. Sheriff's Office	17-402-MO0T, Task 23-00-00	Low	\$21,500
TOTAL			\$566,600

*Newton Police Department - Low numbers.
 *Polk Co. Sheriff's Office – Late reporting; Low numbers.
 *Waukee Police Department – Low use of funding.

Problem Identification, Strategy Development, and Project Selection:

In FFY 2017, Section 402/Police Traffic Services funding will support a total of 22 law enforcement agencies through overtime funding and equipment. Enforcement will be directed in regard to occupant restraints, impaired driving, speed and other traffic violations. Enforcement deployment will be determined by data in regard to problematic times and locations. Grantees will be required to conduct a minimum of two special traffic enforcement projects, one of which will be 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 two observational safety belt usage surveys; one in March and the other in August. Funding will also allow grantees to purchase GTSB-approved equipment including DPS-approved preliminary breath testers (PBTs), radar, lidar, speed trailers and in-car videos. Some grantees also will receive funding for educational materials with an approved traffic safety message and to attend traffic-related training opportunities. Agencies eligible for Section 402/Police Traffic Services funding were determined through the annual Problem Identification process.

Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)

Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Seat Belt Use Laws / State Primary Enforcement Belt Use Laws	Law enforcement agencies will enforce the state's primary safety belt law during overtime efforts.	★★★★★
	Seat Belt Law Enforcement / Short-Term High Visibility Seat Belt Law Enforcement	Law enforcement participation in national mobilization periods.	★★★★★

	Seat Belt Law Enforcement / Combined Enforcement, Nighttime	Section 402 funding will support overtime efforts.	★★★★★
	Seat Belt Law Enforcement / Sustained Enforcement	Section 402 funding will support overtime efforts.	★★★
	Communications and Outreach / Strategies for Low-Belt Use Groups	Enforcement agencies funded under Section 402/Police Traffic Services are required to conduct two observational safety belt usage surveys throughout the funded year, which may help identify low-belt use areas.	★★★★★ (For programs supporting enforcement.)
	Communications and Outreach / Supporting Enforcement	Enforcement partners are encouraged to work with local media with an emphasis as to the importance of safety belt usage and support enforcement efforts.	★★★★★★
Alcohol- and Drug-Impaired Driving	Deterrence: Enforcement / High Visibility Saturation Patrols	Through Section 402, provide law enforcement agencies overtime funding for high visibility enforcement efforts.	★★★★★
	Deterrence: Enforcement / Preliminary Breath Test Devices (PBTs)	Through Section 402, utilize funds to purchase PBTs to support enforcement efforts.	★★★★★
	Underage Driving and Drinking and Driving / Minimum Drinking Age 21 Laws	Through Section 402 funding, support overtime efforts to enforce minimum age drinking laws.	★★★★★★
	Drug-Impaired Driving / Enforcement of Drug-Impaired Driving	Through Section 402 funding, support overtime efforts which focus on impairment. Agencies are encouraged to utilize DRE certified officers for drug-impairment evaluations.	★★★
	Drug-Impaired Driving / Drug-Impaired Driving Laws	DRE officers are trained and certified to conduct evaluations on drivers suspected of being impaired by drugs.	★
Speeding and Speed Management	Laws / Speed Limits	Section 402 funding will be utilized to support overtime efforts focused on speed limit enforcement.	★★★★★★ (When enforced and obeyed.)
	Enforcement / High Visibility Enforcement	Through Section 402 overtime funding, support short-term high visibility enforcement efforts.	★★

	Enforcement / Other Enforcement Methods	Through Section 402 funding, support law enforcement efforts through the purchase of technological equipment such as in-car video cameras, lidars, and speed trailers.	★★
	Communications and Outreach / Public Information Supporting Enforcement	Agencies funded through Section 402/Police Traffic Services will be encouraged to work with local media and participate and/or host educational awareness activities.	★★★
Young Drivers	Traffic Law Enforcement / Enforcement of GDL and Zero-Tolerance Laws	Section 402 funding will be utilized in overtime efforts to enforce state GDL laws.	★★★
Pedestrian	All Pedestrians / Targeted Enforcement	Law enforcement agencies that have had pedestrian-related fatalities and injuries in their jurisdictions over the past couple of years will be encouraged to step-up pedestrian crossing enforcement efforts.	★★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Grantees are required to conduct and publicize two observational safety belt usage surveys; one in March and the other in August. 2. Conduct a minimum of 12 public information/educational activities aimed at improving driver behaviors. 3. Grantees are required to conduct a least two special traffic enforcement projects, one of which will be conducted at night. 			

Agency: Scott Emergency Communications Center		Budget: \$2,000	
Project #: 17-402-MOPT, Task 20-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
For some special traffic enforcement overtime projects held in the Scott County area, the Scott County Communications Center will provide dispatch services by handling radio traffic and requests, logging events, and conducting queries on vehicle and person files for vehicle registration records, driver license records, and stolen/wanted records.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Seat Belt Law Enforcement / Short Term, High Visibility Seat Belt Law Enforcement	Dispatch services provided by the Scott County Communications Center will support high visibility enforcement efforts.	★★★★★
	Seat Belt Law Enforcement / Combined Seat Belt and Alcohol Enforcement, Nighttime	Dispatch services provided by the Scott County Communications Center will support enforcement and efforts conducted at night.	★★★★★

	Seat Belt Law Enforcement / Sustained Enforcement	Dispatch services provided by the Scott County Communications Center will support sustained enforcement.	★★★
Alcohol- and Drug-Impaired Driving	Deterrence: Enforcement / High Visibility Enforcement	Dispatch services provided by the Scott County Communications Center will provide support during high visibility enforcement.	★★★★★
	Deterrence: Enforcement / Integrated Enforcement	Dispatch services provided by the Scott County Communications Center will provide support during special projects such as safety checkpoint events.	★★★
Speeding and Speed Management	Enforcement / High Visibility Enforcement	Services provided by the Scott County Communications Center will support high visibility enforcement efforts.	★★
Project Performance Measure(s):			
1. Provide dispatch services during special traffic enforcement overtime projects. Grantee to report hours and activity.			

Agency: Iowa State University	Budget: \$24,000
Conference Planning and Mangement (Split)	Risk Assessment: Low
Project #: 17-402-MOPT, Task 00-00-29	
Problem Identification, Strategy Development, and Project Selection:	
The annual Governor’s Highway Traffic Safety Conference provides for a venue perfect for training and networking opportunities for traffic safety partners. Through Iowa State University, Conference Planning and Management, services are provided to coordinate the conference location, lodging, and meal arrangements for attendees, arranging for conference speakers, and travel arrangements, provide registration services, and conduct other conference-related tasks. Funding will also support other general materials such as supplies, audio/visual support, and web support. Though a formal bidding procedure must take place, it is planned the 2017 conference will be held in the Des Moines area.	
Assessment of Traffic Safety Strategies:	★★★★★
The annual Governor’s Highway Traffic Safety Conference provides a venue in which traffic safety partners from all disciplines can receive training and have the opportunity to network with one another. Each year the agenda contains a variety of traffic safety-related speakers, subjects, and vendors. The information can help attendees in setting traffic safety strategies. A large percentage of participants are law enforcement officers. Various areas identified in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices” will be addressed during the training opportunity. For small smaller agencies, the annual conference is the only traffic safety training opportunity. The content of the agenda and the networking opportunities are important for overall efforts through the state. Therefore, this project received a five star effectiveness rating.	
Project Performance Measure(s):	
1. The number of traffic safety partners trained at the annual conference will be reported as will as what topics were presented and post-conference evaluation information provided.	

Police Traffic Services: Program and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source 402
17-402-MOPT, Task 01-00-00	Altoona Police Department	\$21,400	\$21,400
17-402-MOPT, Task 02-00-00	Ankeny Police Department	\$34,000	\$34,000
17-402-MOPT, Task 03-00-00	Bettendorf Police Department	\$50,000	\$50,000
17-402-MOPT, Task 04-00-00	Burlington Police Department	\$13,000	\$13,000
17-402-MOPT, Task 05-00-00	Clive Police Department	\$9,950	\$9,950
17-402-MOPT, Task 06-00-00	Coralville Police Department	\$18,000	\$18,000
17-402-MOPT, Task 07-00-00	Des Moines Co. Sheriff's Office	\$7,450	\$7,450
17-402-MOPT, Task 08-00-00	Des Moines Police Department	\$183,000	\$183,000
17-402-MOPT, Task 09-00-00	Eldridge Police Department	\$5,900	\$5,900
17-402-MOPT, Task 10-00-00	Fort Dodge Police Department	\$32,350	\$32,350
17-402-MOPT, Task 00-00-23	Iowa State Patrol	\$10,000	\$10,000
17-402-MOPT, Task 11-00-00	Johnson Co Sheriff's Office	\$17,500	\$17,500
17-402-MOPT, Task 12-00-00	Keokuk Police Department	\$7,500	\$7,500
17-402-MOPT, Task 13-00-00	Knoxville Police Department	\$10,200	\$10,200
17-402-MOPT, Task 14-00-00	Lee Co. Sheriff's Office	\$9,400	\$9,400
17-402-MOPT, Task 15-00-00	Newton Police Department	\$11,500	\$11,500
17-402-MOPT, Task 16-00-00	North Liberty Police Department	\$12,000	\$12,000
17-402-MOPT, Task 17-00-00	Norwalk Police Department	\$18,000	\$18,000
17-402-MOPT, Task 18-00-00	Pleasant Hill Police Department	\$18,150	\$18,150
17-402-MOPT, Task 19-00-00	Polk Co. Sheriff's Office	\$27,500	\$27,500
17-402-MOPT, Task 21-00-00	Urbandale Police Department	\$22,800	\$22,800
17-402-MOPT, Task 22-00-00	Waukee Police Department	\$15,500	\$15,500
17-402-MOPT, Task 23-00-00	Woodbury Co. Sheriff's Office	\$21,500	\$21,500
17-402-MOPT, Task 20-00-00	Scott Co. Communications Center	\$2,000	\$2,000
17-402-MOPT, Task 00-00-29	ISU, Conference and Planning	\$24,000	\$24,000
17-402-MOPT, Task 00-00-03	GTSB – Travel (PT)	\$11,000	\$11,000
17-402-MOPT, Task 00-00-04	GTSB – Printing/Items	\$2,000	\$2,000
17-402-MOPT, Task 00-00-05	GTSB – Enforcement Projects	\$1,000	\$1,000
17-402-MOPT, Task 00-00-07	GTSB – Program Management (PT)	\$308,000	\$308,000
	TOTAL	\$924,600	\$924,600

DATA SYSTEMS / TRAFFIC RECORDS

Iowa's traffic records system captures, stores, analyzes, transmits, and disseminates data for numerous traffic safety needs throughout the state of Iowa. There are six main datasets to the system: crash, roadway, driver, citation, vehicle, and EMS/injury surveillance. Continuous efforts are made to improve the performance attributes of the system including timeliness, accuracy, completeness, uniformity, integration, and accessibility.

Traffic records are collected through a variety of partnering agencies. Iowa has a long history of promoting data improvement. Since 1994, Iowa has had a Statewide Traffic Records Coordinating Committee (STRCC). This multi-agency/multi-disciplinary committee focuses on improving communication, planning and coordination of efforts to improve traffic records. Membership is vast and includes representatives from law enforcement/adjudication, public health, injury control, highway infrastructure, engineering, driver licensing, research/education, and motor carrier agencies and organizations.

The most recent Traffic Records Assessment was conducted under the advisory of NHTSA during the fall/winter of 2015. The purpose of an assessment is to determine whether a state's traffic records system provides the data required for a state to complete: 1) A thorough and comprehensive traffic safety problem identification, 2) Identification and selection of the most efficient and effective traffic safety countermeasures, 3) Management and evaluation of implemented countermeasures. The assessment process identified areas that were considered deficient or weak and made recommendations in regard to strategies that could improve the overall system. The recommendations have been presented to the STRCC membership for consideration and possible implementation.

Core Performance Measures

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

Iowa submits an annual Interim Progress Report to show quantifiable improvement. For FFY 2017 funding consideration the Iowa GTSB submitted an Interim Progress in regard to increasing the percent of citations being submitted electronically via TraCS.

Safety Measures and Objectives

Safety Measure	Objective(s)
Maintain and update the Traffic Safety Data Analysis (TSDA) website (www.iowadot.gov/tsda.index.html).	Through traffic records/data, partners of the Statewide Traffic Records Coordinating Committee (STRCC) will update the TSDA website with data that is useful to end-users and continue to support enhancements to the system.
Promote the use of traffic safety data to various end-users.	Make known and promote the use of data and resources available throughout the state.
Consider and implement recommendations identified in the 2015 Traffic Records Assessment.	The recommendations of the 2015 Traffic Records Assessment have been presented to the Statewide

	Traffic Records Coordinating Committee and will be further reviewed for possible implementation.
Encourage traffic safety partners to collaborate in regard to data-related issues and improvements.	-Hold a minimum of three STRCC meetings throughout the year. -Hold a minimum of three STRCC Guidance Team meetings throughout the year. -Encourage the formation of sub-committees and hold required meetings for special projects.

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

Comprehensive data is utilized for highway safety decisions 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. Some of the data-related goals for FFY 2017 include:

1. Completion of a web-based analytical tool.
2. Review and consider recommendations from the 2015 Traffic Records Assessment.
3. Continue to populate and update the web portal www.iowadot.gov/tsda.index.html.
4. Continue to collect and populate the Roadway System with intersection and horizontal curve data/MIRE elements.

Countermeasures

Agency: Iowa Department of Transportation Office of Driver Services / Injury Prevention Research Center	Budget: \$84,000
Project #: 17-405c-M3DA, Task 01-00-00	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
The Iowa Department of Transportation will subcontract with the University of Iowa, Injury Prevention Research Center to address the need for continued and increased integration of Iowa DOT crash data and medical data which supports new and innovative collaborations between researchers and practitioners. This project will continue activities that include outreach to ensure researchers across campus are aware of the data as a resource, symposium to bring collaborative partners together, on-going maintenance of project data requests, reports, policy briefs, etc. This project will improve traffic records in Iowa by the increased use of DOT data for behavioral and medical outcome analyses to help inform Iowa law enforcement and policy makers about the most effective approaches to reduce crashes and related injuries for Iowa drivers. The prevention and medical community, traffic enforcement, and Iowa governmental agencies can continue to use outcomes from these projects to focus educational and prevention efforts specifically to Iowa data. Stakeholders can continue to use the data to raise attention to driver safety issues and advocate effective solutions to driving risks. Also continued use of the data for behavioral/medical outcome analyses can help gain insight into other data element to collect from the crash report forms. The project addresses recommendations of the 2015 Traffic Records Assessment as it will advance data linkages and integration to provide information about medical outcomes of crashes. The project will also make data available to and share results with researchers, policy makers, and law enforcement to prioritize prevention efforts. Comparative analyses will be made possible to examine trends across years and specific locations through the state where rates may vary.	
Assessment of Traffic Safety Strategies: ★★ ★	
Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system / EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying with national data standards such as Model Minimum Uniform Crash Criteria	

(MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of three stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, does not contain an area specific to data systems / traffic records. The effectiveness rating was based upon how data is being integrated and the research being conducted through this integration. This project also supports recommendations from the 2015 Traffic Records Assessment.

Project Performance Measure(s):

1. Number of outreach meetings conducted to promote availability of the data bank. This will be tracked by project personnel and reported through quarterly reports.
2. Number of technical assistance sessions to promote data analysis. This will be tracked by project personnel and reported through quarterly reports.
3. Number of data requests, tracked as those that are approved or not. This will be tracked by project personnel and reported through quarterly reports.
4. Number of publications, reports, presentations, or other dissemination activities associated with project activities. This will be tracked by project personnel and reported through quarterly reports.
5. Meeting with Iowa DOT officials to seek input on project priorities. Two meetings during the fiscal year are being proposed.

<p>Agency: Iowa Department of Transportation – Motor Vehicle Enforcement Iowa Traffic and Criminal Software (TraCS) Project #: 17-405c-M3DA, Task 02-00-00</p>	<p>Budget: \$200,000 Risk Assessment: Low</p>
<p>Problem Identification, Strategy Development, and Project Selection:</p>	
<p>TraCS is a data collection, reporting, and records management system (RMS) 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 componets for crash reporting, citation issuance, issuing of warning tickets, OWI reporting, commercial motor vehicle inspections, field investigative reports, complaint and affidavit reporting, and more. Section 405c 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 develop, maintain, and provide software maintenance for the TraCS program in Iowa. Funds will also be utilized for a one-day TraCS User’s Conference. This project is vital to the ovarall goal to improve traffic records because it provides a uniform, standardized process for law enforcement agencies to capture and transmit data and information through an automated electronic system The process increases the accuracy and timeliness of information submitted and increased the pool of data available for statistical analysis and review. This project addresses recommendations from the 2015 Traffic Records Assessment as it 1) Will help develop new and maintain current data inquiry capabilities between TraCS and internal and external data sources, 2) Continue to develop linkage capabilities between citation and all other traffic record components, 3) Continue to maintain and update the state’s crash report, including additional validations to ensure data accuracy and completeness, and 4) Data collected through TraCS supports the state’s data analysis tools.</p>	
<p>Assessment of Traffic Safety Strategies: ★★★★★</p>	
<p>Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system /EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while compleing to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of five stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating was based on the importance of electronic submission of records for the overall success of Iowa’s traffic records program.</p>	

Project Performance Measure(s):
<ol style="list-style-type: none"> 1. The percentage of crash reports submitted electronically will increase from 97% to 98%. 2. The number of agencies submitting crash reports via TraCS and TraCS Web Services will increase. 3. The number of agencies submitting citations and complaints/affidavits to the CJIS network via TraCS and TraCS Web Services will increase. 4. A one-day TraCS User's Conference will be held. An estimated 250-300 individuals will be trained.

Agency: Iowa Department of Transportation Office of Traffic and Safety	Budget: \$175,000
Project #: 17-405c-M3DA, Task 03-00-00	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
Historically, Iowa has not had an intersection/interchange database, a curve database, or a comprehensive inventory of safety countermeasures. Without these, many analysis options are not possible. For the past couple years, much of this lack has been addressed via data collection efforts related to intersection, interchanges, and curve locations. However, much remains to be done, namely the completion of the collection of curve attributes and continued safety features collection and identification. Additionally, now that this data exists, use and analysis of the data needs to be expanded to gain benefit from these past and ongoing efforts. The intent of this project is to continue development of the horizontal curve database and expand development to roadway safety elements identified, expansion of the Traffic Safety Data and Analysis (TSDA) website, and to continue support for training related to Iowa's safety analysis tools.	
Assessment of Traffic Safety Strategies: ★★★★★	
Traffic records data from the six core datasets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of five stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8 th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating was based on the integration and use of data throughout the state.	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. Percent collected of the horizontal curve attributes; baseline is zero. 2. Percent collected of the previously uncollected roadway safety elements on the primary road network; baseline is zero. 	

Agency: Iowa Department of Human Rights Criminal and Juvenile Justice Planning (CJJP)	Budget: \$35,000
Project #: 17-405c-M3DA, Task 04-00-00	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
Minimal research is available for crash/adjudication/citation integration. CJJP and the University of Iowa, Injury Prevention Research Center, have recently partnered on multiple research projects including the analysis of bicycle-pedestrians and elderly drivers. As part of the 2015 Traffic Records Assessment recommendations, the Iowa Court Information System (ICIS) does not currently collect Blood Alcohol Content (BAC) or any drug testing results. Given the Iowa DOT tracks BAC and drug testing results, integration of these two datasets should be initiated. CJJP will initiate a process for obtaining BAC information and storing it in the Justice Data Warehouse (JDW) to allow for integration with the courts, citation data to enhance data availability for expanded research and	

analysis. In addition to alcohol-related fatalities, distracted driving has long been recognized as a national issue. CJJP will study the overall prevalence of distracted driving. The project will involve analysis of cases that receive citations and compare details of these cases to those that do not receive a citation. CJJP will utilize SPSS, a statistical software application, to assist in the reearch as funding is included for software maintenance.	
Assessment of Traffic Safety Strategies: ★★★★★	
Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of four stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8 th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating was based on the integration and use of data throughout the state and for addressing shortfalls identified in the 2015 Traffic Records Assessment.	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. CJJP will update DOT crash data to the most current data available and report all possible results pertaining to distracted driving. 2. Demographic analysis will be conducted to identify greater detail into cited drivers verses those that are not cited. 3. Analysis will be completed contributing to the Impaired Driving Coalition and OWI/BAC research. 	

Agency: University of Iowa Injury Prevention Research Center	Budget: \$39,615
Project #: 17-405c-M3DA, Task 05-00-00	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
The vast majority of research into bicycling and pedestrian injuries has focused on the roadway infrastructure and the behavior of the bicyclist or pedestrian. Very few studies have examined the behavior of drivers that hit bicyclists or pedestrians. The objective of this study is to integrate crash, licensure, and citation/conviction data to better understand dynamics of motor vehicle drivers to bicycle and pedestrian crashes. This will be the first study to integrate crash, licensure, and citation/conviction data to examine bicycle and pedestrian crashes. This project will be in two phases. The first phase will be a descriptive analysis of the charges and convictions related to bicycle-motor vehicle and pedestrian-motor vehicle crashes. The primary comparison will be between drivers who receive citations and conviction in bicycle and pedestrian crashes verses drivers who do not. The second phase will be a case-control study conducted to examine driving history as a percent of drivers involved in such collisions. This project will integrate driver (licensure) and citation/conviction data.	
Assessment of Traffic Safety Strategies: ★★★★★	
Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effective rating of four stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8 th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating was based on the integration and use of data throughout the sate.	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. Number of publications, reports, presentations, or other dissemination activities associated with the project will be reported on a quarterly basis. 	

Agency: Iowa State Patrol	Budget: \$7,500
Project #: 17-405c-M3DA, Task 07-00-00	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
<p>The Iowa State Patrol is a key partner in addressing Iowa’s highway safety data challenges. This project will enable key State Patrol officers to attend various meetings and events that contain a nexus to traffic records and information management. Attending traffic records/information management conferences will lead to a more knowledgeable, informed staff who can implement solutions that are consistent with best practices and industry standards, thus leading to an overall improvement in the various core highway safety data systems of interest to law enforcement. ISP officers will also attend STRCC meetings and will provide input from a law enforcement system perspective. This project addresses numerous recommendations from the 2015 Traffic Records Assessment and will help in the implementation of quality control efforts.</p>	
Assessment of Traffic Safety Strategies: ★★★★★	
<p>Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of five stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating was based on the fact the Iowa State Patrol is a large contributor of crash data. It is crucial to have qualified and involved individuals representing the Iowa State Patrol and the needs of other law enforcement agencies through the development and enhancements of electronic data systems and technology.</p>	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. Key ISP officers will attend all STRCC meetings and will provide input from a law enforcement perspective. 2. Staff attending trainings/conferences will be required to submit complete travel claims and must submit a Trip Report Form to the GTSB in a timely manner. 	

Agency: Iowa State University / CTRE - ITSDS	Budget: \$108,000
Project #: 17-405c-M3DA, Task 08-00-00	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
<p>The Iowa Traffic Safety Data Service (ITSDS) through Iowa State University’s Center for Transportation Research and Education (CTRE), provides agencies, organizations and individuals with crash data analysis resources in Iowa. ITSDS serves the gap between what safety data users can gather for themselves, and what they can obtain from experts. ITSDS generally performs safety analyses on an “on-demand” basis for ad hoc requests and semi-regular analyses as well as special projects for various agencies. The expected impact of this project is increased use of safety data in decision-making, particularly in the areas of engineering, law enforcement, education, and health. Section 405c funding will be used to support the ad hoc requests, semi-regular analysis, and special projects.</p>	
Assessment of Traffic Safety Strategies: ★★★★★	
<p>Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of five stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating was based on the integration, analysis, and use of data throughout the state.</p>	
Project Performance Measure(s):	

ITSDS generally performs safety analyses on an “on demand” basis for ad hoc requests and semi-regular analysis as well as special projects for various agencies. Given the diverse nature of requests, specifically with regard to complexity, and resulting projects, it can be difficult to accurately assess the extent of ITSDS’ performance simply through request frequency and unique agencies, organizations and individuals served. The primary performance measures are:

- 1) The number of analysis requested and addressed by ITSDS, including the number of projects or deliverables provided, and;
- 2) The number of agencies, organizations, or individuals submitting requests to, and/or being served by ITSDS.

Agency: Iowa Department of Public Health / EMS	Budget: \$122,766
Project #: 17-405c-M3DA, Task 09-00-00	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
<p>In response to the 2015 Traffic Records Assessment, the Iowa Department of Public Health will be utilizing a full-time employee to ensure weaknesses identified and recommendations made can be addressed. The project will improve the overall process for the submission and collection of EMS and Trauma data through policy development, written guidance, training and technical assistance. The efforts will improve data quality and availability of data from EMS and trauma care facilities. The Department of Public Health is working to improve the utilization of the received data through increased reporting and data driven performance improvement. Activities of this project are directly correlated with the recommendations of the 2015 Traffic Records Assessment as it addresses a majority of the “Does Not Meet” or “Partially Meets” ratings associated with EMS/Injury Surveillance.</p>	
Assessment of Traffic Safety Strategies: ★★★★★	
<p>Traffic records data from the core datasets (crash, roadway, driver, citation/adjudication, vehicle, and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of five stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating was based upon the initiatives of the Iowa Department of Public Health to address weaknesses identified in the EMS/Injury Surveillance System portion of the 2015 Traffic Records Assessment and recommendations made at the completion of the assessment.</p>	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. A minimum of 95% of EMS transport services (473 of the the 498 services) and 75% of non-transport services (315 of the 420) will submit data to the state system with an average validation score of 80% or greater by June 2017. 2. A minimum of 98% of trauma care facilities (116 of the 118 trauma care facilities in Iowa) will submit data to the state system with an average validation score of 80% or greater by June 2017. 3. A data management plan will be drafted by March 2017. 4. A draft plan addressing NHTSA Traffic Records Assessment recommendations will be shared with GTSB for comment by May 2017. 5. An updated EMS data dictionary will be adopted by Administrative Rule by June 2017. 6. An updated trauma data dictionary will be adopted by Administrative Rule by June 2017. 7. A trauma report will be developed from the trauma registry and hospital discharge data by February 2017. 8. A data sharing agreement will be made with the Iowa Department of Transportation for crash data. 	

Agency: Iowa Department of Public Health / CODES	Budget: \$17,000
Project #: 17-405c-M3DA, Task 10-00-00	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
<p>This project focuses on a continual need for more data on cost and nature of injury that what is available on crash records. Through integration of crash records with health-related databases and report data derived from such linkages will expand the report and analyses of the data. An objective of this project would be for data to be available for uses, such as policy makers, concerning injury and hospital costs when making decisions concerning traffic in Iowa.</p>	
Assessment of Traffic Safety Strategies: ★★	
<p>Traffic records data from the six core datasets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of two stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 8th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating was based on integration and use of data throughout the state.</p>	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. Throughout the funded year, link crash records with death certificate data, inpatient hospitalization data, and emergency department outpatient data for latest years available. 2. Produce new and updated reports from linked data as requested. 	

Agency: University of Iowa / Public Policy Center	Budget: \$27,985
Project #: 17-405c-M3DA, Task 06-00-00	Risk Assessment: Medium* *New Contract
Problem Identification, Strategy Development, and Project Selection:	
<p>This project will significantly improve dissemination and use of driver license and history data for younger drivers in Iowa. The lack of readily accessible and detailed information for this part of the driving population is an obstacle to identify trends in licensing patterns, evaluate how those trends have been affected by changes in GDL policies, and ultimately, to analyze how younger driver crash, injury, and fatality rates vary according to license status and history. The project's purpose is 1) to quantify how many individuals were at each stage of licensure, their age when they began that state, and how long they have remained at each state, 2) to make data widely available to those conducting young driver traffic safety research, and 3) to evaluate whether there have been significant changes in young driver licensing trends over time. This project will improve traffic records in Iowa because currently only a small amount of Iowa's Driver System data is publicly available. A census of young driver based on historical licensing data would allow for the dissemination of detailed younger driver data for the use of those interested in young driver traffic safety. Through comparing the young driver records with the Crash System data and with the Citation/Adjudication System data, the project allows for exploration and documentation of issues associated with the accuracy, completeness, integration, uniformity, and accessibility of the data. Issues discovered will be shared with members of STRCC and the Iowa Department of Transportation, Office of Driver Services, in hopes it will help inform the development of performance metrics in response to the 2015 Traffic Records Assessment pertaining to the Driver System.</p>	
Assessment of Traffic Safety Strategies: ★★★	

Traffic records data from the six core datasets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system/EMS) help identify problems and countermeasures. Projects supported by Section 405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of three stars. NHTSA’s “ Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 8th Edition, 2015, does not contain an area specific to data systems/traffic records. The effectiveness rating was based the integration, analysis, and use of data to include crash and citation data.

Project Performance Measure(s):

1. Grantee will provide a report summarizing the methods and results of this task and will make recommendations, if appropriate, concerning the accuracy, completeness, uniformity, and integration of the driver record data that the Department of Transportation, Office of Driver Services may consider when developing performance metrics.
2. Grantee will provide detailed tables of the number of licensed drivers for each license type by age and gender from 2008 – 2015, both as PDFs and downloadable data files.
3. Grantee will provide a research report detailing the longitudinal trends in the licensing data and will present at a STRCC meeting.

Data Systems / Traffic Records: Program and Budget Summary

Project #	Project Name /Agency	Budget	Budget Source (405c)
17-405c-M3DA, Task 01-00-00	Iowa Department of Transportation / Driver Services	\$84,000	\$84,000
17-405c-M3DA, Task 02-00-00	Iowa Department of Transportation / Motor Vehicle Division – TraCS	\$200,000	\$200,000
17-405c-M3DA, Task 03-00-00	Iowa Department of Transportation / Office of Traffic and Safety	\$175,000	\$175,000
17-405c-M3DA, Task 04-00-00	Iowa Department of Human Rights / CJPJ – Traffic Citation and Crash Reporting	\$35,000	\$35,000
17-405c-M3DA, Task 05-00-00	University of Iowa / Injury Prevention Research Center	\$39,615	\$39,615
17-405c-M3DA, Task 07-00-00	Iowa State Patrol	\$7,500	\$7,500
17-405c-M3DA, Task 08-00-00	Iowa State University / CTRE–ITSDS	\$108,000	\$108,000
17-405c-M3DA, Task 09-00-00	Iowa Department of Public Health / EMS	\$122,766	\$122,766
17-405c-M3DA, Task 10-00-00	Iowa Department of Public Health / CODES	\$17,000	\$17,000
17-405c-M3DA, Task 06-00-00	University of Iowa / Public Policy Center	\$27,985	\$27,987
17-405c-M3DA, Task 00-00-03	GTSB Travel	\$3,500	\$3,500
TOTAL		\$820,368	\$820,368

PAID MEDIA AND OTHER MARKETING

A variety of strategies supported by Section 402 and 405 funding will be used to provide public awareness to traffic safety issues with the goal to ultimately change driver behavior. Different strategies will be used to deliver the traffic safety messages and educate the public. Paid media will be secured to support the national mobilizations of “Click It or Ticket” and “Drive Sober or Get Pulled Over”. PSAs and print materials previously produced by The Integer Group, Iowa’s primary media source, will be available through the GTSB microsite www.drivesmartiowa.com. A variety of venues will provide signage, web banners, radio spots, etc. throughout the state to provide awareness in the area of safety belt usage, impaired driving, distracted driving, drowsy driving, motorcycle safety, and speed. Traffic safety messages and public service announcements are meant to raise awareness and change driving behaviors. NHTSA’s “Countermeasures that Work: A Highway Safety Measures Guide for State Highway Safety Offices”, 8th Edition, 2015, includes communication and outreach efforts with various effectiveness ratings.

Safety Measures and Objectives

Safety Measure	Objective(s)
Support national mobilizations.	Through The Integer Group, secure paid media on television, radio, and Pandora across Iowa for the delivery of NHTSA PSAs and taglines, including “Click It or Ticket”.
Provide relevant traffic safety information on the GTSB microsite.	Through funding awarded to The Integer Group, continue to provide current information and expand information provided on GTSB’s microsite, www.drivesmartiowa.com .
Target problematic age groups.	Through Alliance Sport Marketing, target 18 – 34 year old male drivers on the dangers of impaired driving and the importance of belt usage.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies – Educating the public about traffic safety is an emphasis area of the State Strategic Highway Safety Plan. Through the SHSP process, the focus of strategies was on the long-term vision to reduce fatalities to zero in Iowa. Through educational efforts, traffic safety partners will provide information with the goal to discourage un-safe driving decisions to improve traffic safety behaviors and culture. The GTSB will incorporate the “Zero Fatalities” logo into presentations, items, and PSAs as appropriate to support the multi-media education campaign efforts identified in the SHSP.

Data Collection and Information Systems – Iowa traffic records are utilized to assist in setting goals and evaluating the effectiveness of countermeasures. Media partners utilize data to help determine target audiences. Data users will be encouraged to use the traffic and safety data analysis website, www.iowadot.gov/tsda.index.html.

Countermeasures

Agency: Cedar Rapids Kernels		Budget: \$6,450	
Project #: 17-405b-M1*PM		Risk Assessment: Medium* *2016 Season has not started yet. No data/information to base assessment on.	
Problem Identification, Strategy Development, and Project Selection:			
Grantee is media source for the Cedar Rapids Kernels baseball team. The grant will provide for a tri-vision signage in the stadium and 70 traffic safety messages on KMRY Radio during Kernels broadcasts plus streaming audio. 30-second public service announcements will run on video boards prior to games. The Kernels annual audience reach is 250,000.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach / Mass-Media Campaigns	NHTSA taglines and logos in regard to impaired driving will be used on signage, on-line streaming and public service announcements throughout the season.	★★★
Seat Belt and Child Restraints	Communications and Outreach / Supporting Enforcement	NHTSA taglines and logos in regard to seat belt usage that support enforcement efforts, such as "Click It or Ticket" will be used on signage, on-line streaming and public service announcements throughout the season.	★★★★★
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	NHTSA's tagline and logo of "One Text of Call Could Wreck it All" will be used on signage, on-line streaming and public service announcements throughout the season.	★
Project Performance Measure(s):			
1. Traffic safety signage and messages will be provided with the estimated exposure numbers reported. Quarterly reports will be submitted.			

Agency: Greater Des Moines Baseball		Budget: \$20,000	
Project #: 17-405b-M1*PM, Task 04-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
Funding awarded to Greater Des Moines Baseball will be utilized to provide traffic safety messages for attendees of Iowa Cubs games. The Iowa Cubs are a Triple-A baseball team. Their home field is Principal Park in Des Moines, Iowa. Traffic safety messages will include static and digital signage located at several areas throughout the Principal Park complex including a marquee sign by the parking lot adjacent road, a "Drive Sober or Get Pulled Over" backlit sign in the concourse area, and an outfield fence sign. Therefore, the traffic safety messaging provided at this venue has the potential to reach thousands of individuals of all ages and backgrounds as the park has over 550,000 fans yearly. An added bonus to this contract is television coverage during the Iowa High School Baseball Championships.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating

Alcohol- and Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach / Mass-Media Campaigns	Throughout the Principal Park concourse area both digital and static signage will be displayed depicting an alcohol message.	★★★
Seat Belts and Child Restraints	Communications and Outreach / Supporting Enforcement	Messages on the Principal Park marquee outside the stadium complex will display traffic safety messages, some coinciding with local enforcement events, including "Click It or Ticket".	★★★★★
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	Outfield sign will display the "One Text or Call Could Wreck It All" logo.	★
Project Performance Measure(s):			
1. Traffic safety signage provided with the estimated numbers reported. Quarterly reports will be submitted.			

Agency: IMG College - Drake		Budget: \$29,400	
Project #: 17-405b-M1*PM, Task 05-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
The grantee is Drake University's media sponsor. Beyond Drake's men's/women's basketball and men's football fan base, thousands are reached via the nationally renowned Drake Relays. Exposure is at 798,150 annually, They provide court, field & stadium signage and run a public service announcement on the Drake Relays new HD video board and streaming video during the Relays. Live messages will air during events and on pre-event radio.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communications and Outreach / Supporting Enforcement	NHTSA taglines in regard to belt usage that support enforcement efforts such as "Click It or Ticket" will be used on signage and messages at Drake athletic events.	★★★★★
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	"One Text or Call Could Wreck It All" will be used on signage and other messages at Drake athletic events.	★
Project Performance Measure(s):			
1. Traffic safety message exposure will be reported by the type of message displayed or provided, the timing of the messages, and the number of individuals attending events. Quarterly reports will be submitted.			

Agency: Iowa Barnstormers		Budget: \$6,000	
Project #: 17-405b-M1*PM, Task 06-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
The Iowa Barnstormers are Iowa's arena football team with Wells Fargo Arena in Des Moines being the team's home. The grantee provides signage and messages during eight home arena football games with the exposure to 81,000 fans annually. Live game exposure reaches about 450,000 across the state, Facebook posting reach over 15,000 and Twitter reaches over 6,500. Website postings are expected to reach 364,000 hits yearly. Funding will pay for two distracted driving signs to be displayed in the arena and a live message to be read as fans leave the arena.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			

Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communications and Outreach / Supporting Enforcement	Signage and print material will utilize NHTSA's tagline "Click It or Ticket" which supports enforcement efforts.	★★★★★
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	"One Text or call Could Wreck it All" will be used on signage and radio messages throughout the season.	★
Project Performance Measure(s):			
1. Provide signage and public service messages during home games; report estimated exposure. Quarterly reports will be submitted.			

Agency: Iowa Wild		Budget: \$8,000	
Project #: 17-405b-M1*PM, Task 07-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
The grantee is the media supplier for the Iowa Wild, an American Hockey League, an affiliate of the National Hockey League's Minnesota Wild. The Iowa Wild home games have a yearly attendance of more than 220,000. Their social media garners over 30,000 on Facebook, nearly 12,000 on Twitter, over 30,000 on YouTube, and over 16,000,000 via their website. The Wild will provide arena signage, live messages, LED and scoreboard graphics during each game and will post on social media. Additional activities will include a designated driver booth at home games and radio messages.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach / Mass-Media Campaigns	NHTSA taglines in regard to impaired driving will be used on signage and messages throughout the season.	★★★
Project Performance Measure(s):			
1. Traffic safety signage will be provided with the estimated exposure numbers reported. Quarterly reports will be submitted.			

Agency: Krogman & Associates		Budget: \$10,150	
Project #: 17-405b-M1*PM, Task 08-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
Thousands of spectators and athletes attend the Iowa state high school athletic championship tournaments each year. Through the Iowa High School Sports Network (IHSSN), Krogman & Associates will provide safety belt messages through public service announcements (PSAs) as well as signage to be displayed at all state tournament basketball games and wrestling tournaments at Wells Fargo Arena in Des Moines. In addition to banners being displayed, signage will also include rotating electronic signs, non-illuminated rotating score table signs. During the state football playoffs and championship games held at the University of Northern Iowa – UNI Dome in Cedar Falls, Iowa, and at the co-ed state track championships at Drake University in Des Moines, Iowa and the State Cheerleading Championships in Des Moines, Iowa, signage will also be provided. Krogman & Associates will also provide internet streaming, including radio commercials for 78 events throughout the year during baseball, volleyball, state wrestling finals, and state basketball tournament events. The IHSSN website, www.ihssn.com , will also display the Iowa Department of Public Safety and Governor's Traffic Safety Bureau logos with links to the			

GTSB website during the championship periods. The IHSSN has an estimated potential of reaching over 400,000 individuals of all ages who are in attendance during the championship events. The target audience, however, for Krogman & Associates is primarily youth.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communications and Outreach / Supporting Enforcement	NHTSA taglines and logos in regard to belt usage that support enforcement efforts, such as "Click It Or Ticket" will be used on signage and messaging during the high school championship events.	★★★★★
	Communications and Outreach / Strategies for Older Children	The primary target for signage and messaging at the Iowa high school athletic championship tournaments is youth and high-school aged drivers.	★★★
Project Performance Measure(s):			
Quarterly reports will be submitted and will include the following: <ol style="list-style-type: none"> 1. Traffic safety signage will be provided with the estimated exposure numbers reported. 2. Provide 30-second radio announcements during 18 state championship football games. 3. Provide 30-second radio announcements during 67 state championship basketball games. 			

Agency: Waterloo Bucks		Budget: \$7,000	
Project #: 17-405b-M1*PM		Risk Assessment: Medium* (*New grantee in FFY 2016 and information is not available at this time to determine and objective risk level.)	
Problem Identification, Strategy Development, and Project Selection:			
The grant with the Waterloo Bucks baseball team will provide for an 8' x 20' outfield fence sign in a prime location displaying a traffic safety graphic/message. 72 radio messages will be aired during the 36 home games. A full page color ad will also be printed in souvenir programs. New to FFY 2017 will be the addition of two PSAs to be show at the 36 home games on a new LED video board and the GTSB logo being displayed on the video board during an inning. The Waterloo Bucks have an annual audience of 100,000 and the location also hosts high school games, youth baseball and other community event, thus increasing exposure.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach / Mass-Media Campaigns	NHTSA taglines/logos in regard to impaired driving will be used on signage and within public service announcements throughout the season.	★★★
Seat Belts and Child Restraints	Communications and Outreach / Supporting Enforcement	NHTSA taglines/logos in regard to belt usage that support enforcement efforts, such as "Click It or Ticket" will be used on signage and within public service announcements throughout the season.	★★★★★
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	NHTSA taglines/logos in regard to distracted driving will be used on signage and within public service announcements	★

		throughout the season.	
Project Performance Measure(s):			
1. Traffic safety signage and messages will be provided with the estimated exposure numbers provided. Quarterly reports will be submitted.			

Agency: Alliance Sport Marketing	Budget: \$76,500
Project #: 17 405b M1*PM, Task 01-00-00 17-405b PM M1PE, Task 01-00-00	Risk Assessment: Low

Problem Identification, Strategy Development, and Project Selection:
Alliance Sport Marketing utilizes the GTSB Problem Identification analysis to focus their efforts at motorsport venues at counties identified to be within the “Top 22”. Efforts focus upon the higher risk segment of the motoring public; the 16 – 34 year old males. Alliance Sport Marketing will provide signage, public service announcements, and race schedule calendars utilizing NHTSA’s “Drive Sober or Get Pulled Over” and “Click It Or Ticket” logo/taglines and a traffic safety message. When possible, the Zero Fatalities logo will be included on signage and other printed materials in support of the State Strategic Highway Safety Plan (Educational Strategies). Alliance will also take similar messages to both the Iowa Speedway in Newton, Iowa and the Knoxville Speedway in Knoxville, Iowa. Both of these venues draw national attention in addition to Iowa fans who regularly attend races. Alliance Sport Marketing has identified the race fan demographics as being approximately 60% male where the age group of 18- 34 year olds represents approximately 37% of all the attendees.

Assessment of Traffic Safety Strategies: (Based on NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8th Edition, 2015)

Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communications and Outreach / Supporting Enforcement	NHTSA taglines/logos in regard to belt usage that support enforcement efforts such as “Click It or Ticket” will be used on signage and in other messaging used throughout the race season.	★★★★★
Alcohol- Drug- Impaired Driving	Prevention, Intervention, Communications and Outreach / Mass-Media Campaigns	NHTSA taglines/logos in regard to impairment will be used on signage and in other messaging used throughout the race season. The target audience for signage and messaging 18 – 34 year old males.	★★★

Project Performance Measure(s):
Quarterly reports will be submitted and will include the following:

1. Provide traffic safety signage and messaging at the 17 race venues within the “Top 22” counties during the race season (April – September 2017). Messages will utilize NHTSA’s logos for “Click It Or Ticket” and “Drive Sober or Get Pulled Over”.
2. Produce and distribute printed race schedule calendars throughout the counties in which the 17 race venues are located. The calendars will utilize NHTSA’s logos and taglines for “Click It Or Ticket” and “Drive Sober or Get Pulled Over” and an approved traffic safety message.

Agency: Radio Iowa News	Budget: \$95,000
Project #: 17-405b-M1*PM, Task 09-00-00	Risk Assessment: Low

Problem Identification, Strategy Development, and Project Selection:
The grantee will provide radio messaging on 113 rural Iowa stations reaching 961,200 listeners 17.7 times for a total exposure of 8,576,400. Over 350 rural traffic safety and motorcycle safety messages are aired during 27 key

weeks. Radio Iowa staff are extremely efficient creating, producing and airing messages at GTSB's direction.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach / Mass-Media Campaigns	Through Radio Iowa, traffic safety messages will be developed and aired in regard to impaired driving. Messages will include the NHTSA taglines and messages developed by Radio Iowa which have been approved by the GTSB.	★★★
Seat Belts and Child Restraints	Communications and Outreach / Strategies for Low-Belt-Use-Groups	The audience for messages on Radio Iowa News are targeted for the rural communities, which data indicate are areas of lower belt usage.	★★★★* *For programs supporting enforcement.
	Communications and Outreach / Supporting Enforcement	Through Radio Iowa News, traffic safety messages will be developed and aired in regard to the belt usage. Some messages are planned to be aired around and in support of national mobilizations.	★★★★★
Motorcycles	Communications and Outreach / Conspicuity and Protective Clothing	Through Radio Iowa, traffic safety messages will be developed and aired in regard to motorcycle safety to remind motorcyclists to make themselves conspicuous so other drivers can see them.	★
	Communications and Outreach / Other Driver Awareness of Motorcyclists	Through Radio Iowa, traffic safety messages will be developed and aired to remind drivers to be on the look out for motorcyclists and to "Share the Road".	★
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	Through Radio Iowa, traffic safety messages will be developed and aired in regard to distracted driving. Messaging will also include NHTSA taglines.	★
	Communications and Outreach / Drowsy Driving	Through Radio Iowa, traffic safety messages will be developed and aired in regard to drowsy driving. Messaging will also include NHTSA taglines.	★
Project Performance Measure(s):			
1. Messages throughout the year will be aired on 113 Iowa radio stations with estimated exposure reported. Quarterly reports will be submitted.			

Agency: Screenvision Direct	Budget: \$45-267
Project #: 17-405b-M1*PM, Task 10-00-00	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
Screenvision is a sole-source for advertising within local movie theatres. The grantee will run GTSB TV public service announcements (PSAs) in targeted Iowa theaters just prior to main attractions. Through this venue, PSAs are seen by a diverse audience. Plans for the FFY 2017 funded year include running impaired messages for 6 weeks, distracted driving messages for 4 weeks, rural road safety messages for 4 weeks, and seat belt messages for 4 weeks.	
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure	

Guide for State Highway Safety Offices", 8 th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communications and Outreach / Supporting Enforcement	NHTSA taglines/logos and GTSB-produced public service announcements in regard to seat belt usage will be run at theatres throughout the state and will be used to support national mobilization enforcement efforts such as "Click It or Ticket".	★★★★★
	Communications and Outreach / Strategies for Low-Belt-Use Groups	Public service announcements utilizing NHTSA taglines/logos and GTSB-produced materials will be run at theatres throughout the state, many of which are within rural communities where data supports that belt usage is lower.	★★★★★ (For programs supporting enforcement.)
Alcohol- and Drug-Impaired Driving	Prevention, Intervention, Communications, and Outreach / Mass-Media Campaigns	NHTSA taglines/logos and GTSB-produced public service announcements in regard to impairment will be run at theatres throughout the state.	★★★
Distracted and Dowsy Driving	NHTSA taglines and previously produced GTSB public service announcements will be utilized.	NHTSA taglines/logos and GTSB-produced public service announcements in regard to distracted driving will be used.	★
Project Performance Measure(s):			
1. Quarterly reports will be provided and will include PSA(s) delivered, the theatre location, and the dates/times the PSA was aired.			

Agency: The Integer Group		Budget: \$357,000	
Project #: 17-405d-M6OT, Task 48-00-00		Risk Assessment: Low	
17-405b-PM M1PE, Task 03-00-00			
Problem Identification, Strategy Development, and Project Selection:			
The Integer Group is the GTSB's main media grantee and is utilized for the development of media materials to be used statewide including traditional methods such as television, radio, and print ads. Paid media will be secured in support of national mobilizations and will use NHTSA 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 messages utilizing social media. The Integer Group will also maintain regular communication and will track activities with mass media to determine the extent of the use of public service materials for future planning and the analysis of the effectiveness of the messages. Integer will work with GTSB staff to update and redistribute previously produced materials and will continue to update and maintain the GTSB microsite www.drivesmartiowa.com .			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communications and Outreach / Supporting Enforcement	Paid media will be secured for the national mobilization periods with the occupant protection message/tagline of "Click It or Ticket" being utilized.	★★★★★
	Communications and Outreach / Strategies for Child Restraint and Booster Seat Use	Maintain the car seat calculator within the "Child Passenger Safety" tab within GTSB's microsite www.drivesmartiowa.com .	★★★* *For stand-alone programs not supported by

			enforcement. not supported by enforcement.
Alcohol- and Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach / Mass-Media Campaigns	Paid media will be secured for the national mobilization periods with the impaired message/tagline of "Drive Sober or Get Pulled Over" being utilized.	★★★
	Prevention, Intervention, Communications and Outreach / Designated Drivers	Continue to utilize previously developed PSAs entitled "Smart Car" and "Friends Do Whatever It Takes". PSAs available at www.drivesmartiowa.com .	★★
Speed	Communications and Outreach / Public Information Supporting Enforcement	A public service announcement has recently been developed and released. The PSA is available electronically on the GTSB microsite www.drivesmartiowa.com	★★★★
Distracted and Drowsy Driving	Communications and Outreach / Drowsy Driving	A public service announcement for drowsy driving was developed in FFY 2016 and will be utilized statewide.	★
	Communications and Outreach / Distracted Driving	Public service announcements and other materials have been developed. Some utilize the NHTSA tagline of "One Text or Call Could Wreck It All". Information is available electronically on the GTSB microsite, www.drivesmartiowa.com .	★
Bicycle	Drivers and Bicyclists / Share the Road Awareness Programs	A brochure was developed in FFY 2015 to focus on driver awareness of bicycles. Distribution of those brochures will continue in FFY 2017.	★
Motorcycles	Communications and Outreach / Conspicuity and Protective Clothing	Public service announcements and other media materials have been developed in previous funded years and continue to be utilized statewide. Information is also available electronically on the GTSB microsite, www.drivesmartiowa.com .	★
	Communications and Outreach / Other Driver Awareness of Motorcycles	Public service announcements and other media materials have been developed in previous funded years and continue to be utilized statewide. Information is also available electronically on the GTSB microsite, www.drivesmartiowa.com .	★
Project Performance Measure(s):			
Quarterly reports will be submitted and will include the following:			
<ol style="list-style-type: none"> 1. Secure paid media for the national mobilizations "Click It Or Ticket" and "Drive Sober or Get Pulled Over". 2. Maintain and expand traffic safety information available on the GTSB microsite www.drivesmartiowa.com. 			

Agency: Learfield Sports		Budget: \$198,450	
Project #: 17-405b-PM M1PE		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
The grantee provides media for Iowa's three state universities: University of Northern Iowa, Iowa State University, and the University of Iowa. Stadium signage, live messages, radio messages and internet campaigns are provided. Learfield reaches over 1 million radio listeners, 850,000 monthly web visitors and nearly 2 million fans attend athletic events yearly. They routinely provide custom graphics for all GTSB/NHTSA campaigns.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach / Mass-Media Campaigns	NHTSA taglines in regard to impaired driving will be used on signage and messages during athletic events at the University of Iowa, Iowa State University, and University of Northern Iowa.	★★★
Seat Belts and Child Restraints	Communications and Outreach / Supporting Enforcement	NHTSA taglines/logos and GTSB-produced public service announcements in regard to seat belt usage will be run at theatres throughout the state and will be used to support national mobilization enforcement efforts such as "Click It or Ticket".	★★★★★
Project Performance Measure(s):			
1. Traffic safety signage and messageing will be provided with the estimated exposure numbers, including web exposure, will be reported. Exposure numbers to include the number of times and dates each message was provided. Quarterly reports will be submitted.			

Agency: Des Moines Buccaneers		Budget: \$3,000	
Project #: 17-405b-M1*PM, Task 03-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
The grantee will announce three traffic safety messages at each of 30 home games of the Des Moines Buccaneers Hockey Team. Other traffic safety messages will be provided as public service announcements on the video board, a 3' x 8' dasher board sign, post weekly messages on their website, support a "Designated Driver of the Game" program, and will distribute traffic safety materials (if available) at 6 home games.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- and Drug-Impaired Driving	Prevention, Intervention, Communications and Outreach / Mass-Media Campaigns	NHTSA taglines in regard to impaired driving will be used on signage and messages during athletic events at Des Moines Buccaneers home games.	★★★
Project Performance Measure(s):			
1. Provide messages and signage at all 30 home games of the Des Moines Buccaneers Hockey Team. Report estimated exposure. 2. Report website exposure during the season.			

Paid Media: Program and Budget Summary:

Project Number	Project Name	Budget	Budget Source	
			405b	405d
17-405b-M1*PM, Task 02-00-00	Cedar Rapids Kernels	\$6,450	\$6,450	
17-405b-M1*PM, Task 04-00-00	Greater Des Moines Baseball	\$20,000	\$20,000	
17-405b-M1*PM, Task 05-00-00	IMG College – Drake	\$29,400	\$29,400	
17-405b-M1*PM, Task 06-00-00	Iowa Barnstormers	\$6,000	\$6,000	
17-405b-M1*PM, Task 07-00-00	Iowa Wild	\$8,000	\$8,000	
17-405b-M1*PM, Task 08-00-00	Krogman & Associates	\$10,150	\$10,150	
17-405b-M1*PM, Task 11-00-00	Waterloo Bucks	\$7,000	\$7,000	
17-405b-PM M1PE, Task 01-00-00 17-405b-M1*PM, Task 01-00-00	Alliance Sport Marketing	\$76,500	\$76,500	
17-405b-M1*PM, Task 09-00-00	Radio Iowa News	\$95,000	\$95,000	
17-405b-M1*PM, Task 10-00-00	Screenvision Direct	\$45,267	\$45,267	
17-405d-M60T, Task 48-00-00 17-405b-PM M1PE, Task 03-00-00	The Integer Group	\$357,000	\$197,000	\$160,000
17-405b-PM M1PE, Task 02-00-00	Learfield Sports	\$198,450	\$198,450	
17-405b-M1*PM, Task 03-00-00	Des Moines Buccaneers	\$3,000	\$3,000	
	TOTAL	\$862,217	\$702,217	\$160,000

DISTRACTED DRIVING

Pursuant to the FAST Act, the state of Iowa is eligible for a “Special Distracted Driving Grant” for FFY 2017 as the state current has a “basic text messaging statute” which can be enforced as a primary (for those under age 18) or secondary offense. Iowa’s current statute prohibits a driver from manually inputting or reading from an electronic device while driving for the purpose of written communication. All drivers on Iowa roadway are prohibited from writing, reading or sending text messages while driving a motor vehicle unless the motor vehicle is at a complete stop and off the travelled portion of the roadway. Iowa’s Use of Electronic Communication Devices While Driving Law became effective July 1, 2010. Section 405e/Special Distracted Driving Grant funding would enhance public information and awareness.

The Governor’s Traffic Safety Bureau takes an active role in providing education about distracted driving thorough various activities and venues.

A desk-top driving simulator program was initiated in 2012 and continues to be a strong part of the educational component, especially in the area of youth. The simulator provides 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. In 2015, GTSB staff participated in 26 events with the driving simulator. It is estimated that such events reached approximately 1,346 individuals, which were primarily youth.

The Safe Lanes Employee Safety Driver Program was launched in 2014. The purpose of the program is to educate Iowa businesses about the dangers of using electronic communication devices while driving. Not only is employee safety an issue, but company liability is of concern. The GTSB designed a guide to help employers develop policies. The guide contains distracted driving facts, information about employer liability, sample distracted driving policies and a listing of additional resources. Businesses can obtain a guide by contacting the GTSB office or can download through the GTSB microsite www.drivesmartiowa.com.

Media and media relations are invaluable toward the overall objective to educate the public and to change driving behaviors. The GTSB utilizes numerous mediums to raise awareness to the dangers of distracted driving including public service announcements, print, billboards, and signage at athletic events. The GTSB also maintains an array of distracted driving awareness-related educational materials for distribution throughout the state. Specific distracted driving items in-stock include brochures about Iowa’s electronic communications device law, Safe Lanes: Employee Safe Driver Program, pledge cards and no-texting thumb bands.

Performance Measures

2017 Target

Reduce distracted-driving related fatalities 25% from the 2010 – 2014 average of 4 to 3 by December 31, 2017.



Source: Iowa Department of Transportation

Baseline	Recent Year	% Change
2005 – 2009 Average = 3	2012 = 1	-66.67%
2006 – 2010 Average = 3	2013 = 3	0%
2007 – 2011 Average = 3	2014 = 7	133.33%
	Average Percentage Change	22.22%

The average percent change from the most recent three years (2012 – 2014) in relation to a 5-year baseline period had been an increase of 22%. When dealing with small numbers and data which is considered variable, it is difficult to utilize baseline calculations.

The GTSB took into consideration state preliminary numbers for 2015 when determining countermeasures to address distracted driving. Preliminary data reflect a 100% increase in the number of distracted fatalities from 7 in 2014 to 14 in 2015. A factor to be considered in this dramatic increase is the roll-out of a revised crash form in 2015 where specific data could be collected on distracted driving. Thus, more accurate and complete data.

Safety Measures and Objectives

Safety Measure	Objective(s)
Provide education to the public about the perils of driving while distracted.	<ul style="list-style-type: none"> -Utilizing Section 405e funding, expand upon distracted driving educational messages / public service announcements. -Recognize April as National Distracted Driving Awareness Month through a variety of venues and/or activities.

Encourage law enforcement agencies to support enforcement and education of Iowa's current electronic device use law.	-Encourage law enforcement agencies to expand upon distracted driving in their educational presentations and outreach programs.
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**State Goals / Coordination with Highway Safety Plan, Data Collection, and Information Systems with State Strategic Highway Safety Plans
Education Safety Strategies –**

Education is identified as an emphasis area of the State Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving behaviors. The GTSB will continue to use printed material and public service announcements (PSAs) to provide awareness in regard to impaired driving issues. The PSAs will also be on the GTSB microsite, www.drivesmartiowa.com. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and PSAs as appropriate to support the multi-media education campaign identified in the SHSP.

Countermeasures

For FFY 2017, Iowa has submitted an application for a “Special Distracted Driving Grant” under Section 405e. Projects identified below are contingent upon Iowa receiving Section 405e funding.

Agency: Radio Iowa News		Budget: \$28,800	
Project #: 17-405e-M8*DD, Task 01-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
Section 405e would provide funding to focus on distracted driving radio messages which could run on 117 rural radio stations. Many distractions occur on rural roads and drivers need to be especially focused on driving. Road conditions vary as do the vehicles on the roadway. Hills and curves make for extra hazards as does dust and uncontrolled and/or blind intersections. The 117 stations reach 91 or Iowa's 99 counties. Funding would allow for approximately 9 additional weeks of radio messaging specific to distracted driving.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	Through Radio Iowa, traffic safety messages will be developed and aired in regard to distracted driving. Messaging will also include NHTSA taglines.	★
Project Performance Measure(s):			
1. Messages throughout the year will be aired on 117 Iowa radio stations with estimated exposure reported. Quarterly reports will be submitted.			

Agency: Screenvision Direct		Budget: \$20,250	
Project #: 17-405e-M8*DD, Task 02-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
Screenvision is a sole-source for advertising within local movie theatres. Screenvision Direct could utilize additional funds to run Iowa's previously produced distracted driving PSA "History of Bad Ideas" on 107 screens in nine urban			

communities for more than the current three weeks. Funding would allow for approximately 9 additional weeks of messaging specific to distracted driving.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	NHTSA taglines/logos and GTSB-produced public service announcements in regard to distracted driving will be used.	★
Project Performance Measure(s):			
1. Quarterly reports will be provided and will include PSA(s) delivered, the theatre location, and the dates/times the PSA was aired.			

Agency: The Integer Group		Budget: \$150,075	
Project #: 17-405e-M8*DD, Task 03-00-00		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:			
The Integer Group will utilize Section 405e funding for additional paid media on distraction. The effort could include radio, digital and social media. Currently paid media obtained through The Integer Group is only one week in duration during the month of April (National Distracted Driving Awareness Month). Section 405e funding could expand distracted driving messaging for and additional 9 weeks.			
Assessment of Traffic Safety Strategies: (Based on NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015)			
Problem Area	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	NHTSA taglines/logos and GTSB-produced public service announcements in regard to distracted driving will be used.	★
Project Performance Measure(s):			
1. Quarterly reports will be provided and will include PSA(s) delivered, the theatre location, and the dates/times the PSA was aired.			

Paid Media (Specific to Distracted Driving): Program and Budget Summary

Project Number	Project Name	Budget	Budget Source 405e
17-405e-M8*DD, Task 01-00-00	Radio Iowa News	\$28,800	\$28,800
17-405e-M8*DD, Task 02-00-00	Screenvision Direct	\$20,250	\$20,250
17-405e-M8*DD, Task 03-00-00	The Integer Group	\$150,075	\$150,075
Total		\$199,125	\$199,125

DROWSY DRIVING

Being drowsy while driving is a dangerous combination. Sleepiness slows reaction times, affects judgment, and decreases performance; therefore, drowsy driving can be considered as dangerous as impaired driving. Research indicates that being awake for 18 hours produces an impairment equal to a blood alcohol concentration of .05; .10 after 24 hours.

Definitions of drowsy driving or driver fatigue rely on how the concept of “fatigue” is defined. Fatigue is a general term commonly used to describe the experience of being “sleepy,” “tired,” “drowsy,” or “exhausted.” While all of these terms have different meanings in research and clinical settings, they tend to be used interchangeably in the traffic safety field. (The National Sleep Foundation, www.DrowsyDriving.org)

NHTSA has estimated that drowsy driving was responsible for 72,000 crashes, 44,000 injuries, and 800 deaths in 2013. (National Highway Traffic Safety Administration, Research on Drowsy Driving, October 2015).

Education is the key to combating drowsy driving. Everyone at one time or another has been affected by drowsiness when driving. There are many reasons for sleepiness including too little sleep, interrupted sleep, undiagnosed or untreated sleep disorders, side effects of some medicine, and shift work. With the increase of hectic personal and work schedules, drowsy driving is a serious problem throughout the United States.

In 2016, Iowa was the host to the nation's first state Drowsy Driving Summit. The Summit was held in Iowa City on June 29, 2016, at the University of Iowa. The purpose of the Summit was to increase public awareness in regard to drowsy driving. Mark R. Rosekind, Ph.D., Administrator, NHTSA along with Governor Terry Branstad and a panel of University of Iowa professors and researchers presented work that has been ongoing for years. Dr. Rosekind has made drowsy driving one of NHTSA's four “D” priorities, which already include drunk, drugged, and distracted driving.

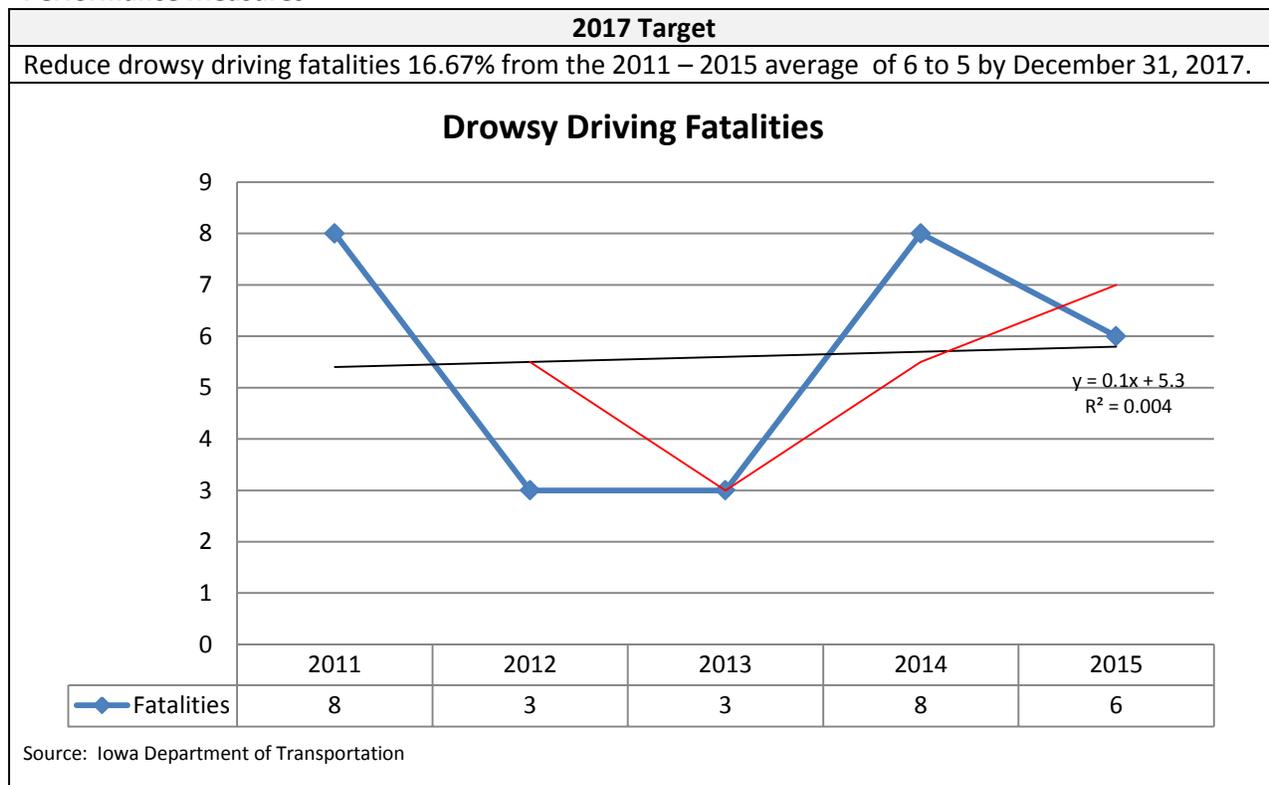
At the Summit, the GTSB unveiled a public service announcement created by The Integer Group to educate Iowans on the growing dangers of drowsy driving. It brings home the message that driving while drowsy is perilous, but it can be avoided. At the 49th Annual Uniformed Safety Education Officer Workshop in June 2016, this public service announcement received national recognition being awarded 1st place in both the TV and radio PSA competitions.

In 2016, the GTSB also partnered with Hy-Vee supermarket chain to print and distribute drowsy driving tips on grocery bags and to produce a public service announcement. Hy-Vee operates 230 retail stores in Iowa and seven other midwestern states (IL, KS, MN, MO, NE, SD, WI).

Other efforts to educate the public on the dangers of drowsy driving include presentations by Iowa State Patrol (ISP) Public Resource Officers (PRO). The ISP PRO's have developed a presentation for schools, businesses and service/community organizations to educate the public about drowsy driving which includes who is most at risk, warning signs for drowsy driving, and ways to prevent it. The Iowa Department of Transportation also utilizes electronic variable message signs along state interstate systems to post traffic safety messages weekly, commonly referred to in the state as “Message Mondays.” Throughout the year several drowsy driving messages have been displayed.

In FFY 2017, the state will continue to educate the public on drowsy driving through the use of PSA's, "Monday Messages", and State Patrol educational presentations.

Performance Measures



A five-year linear trend line shows a slight increase in the number of drowsy driving fatalities. The GTSB has set a goal to reduce drowsy driving fatalities 16.67% from the 2011 – 2015 average of 6 to 5 by December 31, 2017.

Safety Measures and Objectives

Safety Measure	Objective(s)
Provide education to the public about the perils of driving while drowsy.	<ul style="list-style-type: none"> -Utilize previously developed drowsy driving PSAs. -Engage in partnerships with businesses within the state to help promote messages about the dangers of drowsy driving.

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

Education Safety Strategies –

Education is identified as an emphasis area of the State Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving behaviors including drowsy driving. The GTSB will continue to use printed material and public service announcements (PSAs) to provide awareness in regard to impaired driving issues. The PSAs will also be on the GTSB microsite, www.drivesmartiowa.com. The GTSB will incorporate the "Zero Fatalities" logo into presentations, educational items, and PSAs as appropriate to support the multi-media education campaign identified in the SHSP.

Drowsy Driving: Program and Budget Summary

The GTSB does not have projects specifically funded for the area of drowsy driving. Section 402 and 405 support educational efforts to bring awareness to the area of drowsy driving.

PLANNING AND ADMINISTRATION

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

Core Performance Measures

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

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

Program Administrators will be familiar with the Problem Identification process and involved in the grant selection process. Data will be utilized to provide support to grantees in their goal-setting and reporting performance. Staff will also be acquainted with the State Strategic Highway Safety Plan and will collaborate with traffic safety stakeholders in the areas of enforcement, engineering, education, EMS and policy, to work toward the state’s goals and countermeasures to reduce fatalities and serious injuries throughout the state.

Countermeasure

Agency: Program Planning and Administration	Budget: \$190,000
Project #: 17-402-MOPA, Task 00-00-01	
Problem Identification, Strategy Development, and Project Selection:	
Funding will provide for the staff and resources to efficiently implement and manage programs to meet the goals to reduce crashes, injuries, and fatalities on Iowa roadways. Funding will cover administrative costs including office expenses and travel expenses. Positions covered include the Bureau Chief, Financial Manager, and Grants Administrator.	
Project Performance Measure(s):	
1. Provide quality and timely program oversight and management.	

Planning and Administration: Program and Budget Summary

Project Number	Project Name	Budget	Budget Source 402
17-402-MOPA, Task 00-00-01	Program Planning and Administration	\$190,000	\$190,000
	TOTAL	\$190,000	\$190,000

PROGRAM MANAGEMENT

Efforts of staff support the Governor's Traffic Safety Bureau's mission: "To identify traffic safety problems and thereon develop and implement traffic safety programs designed to reduce death and injury on Iowa's streets and highways through partnerships with local, county, state, and private sector agencies". 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 providing 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.

Core Performance Measure

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

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

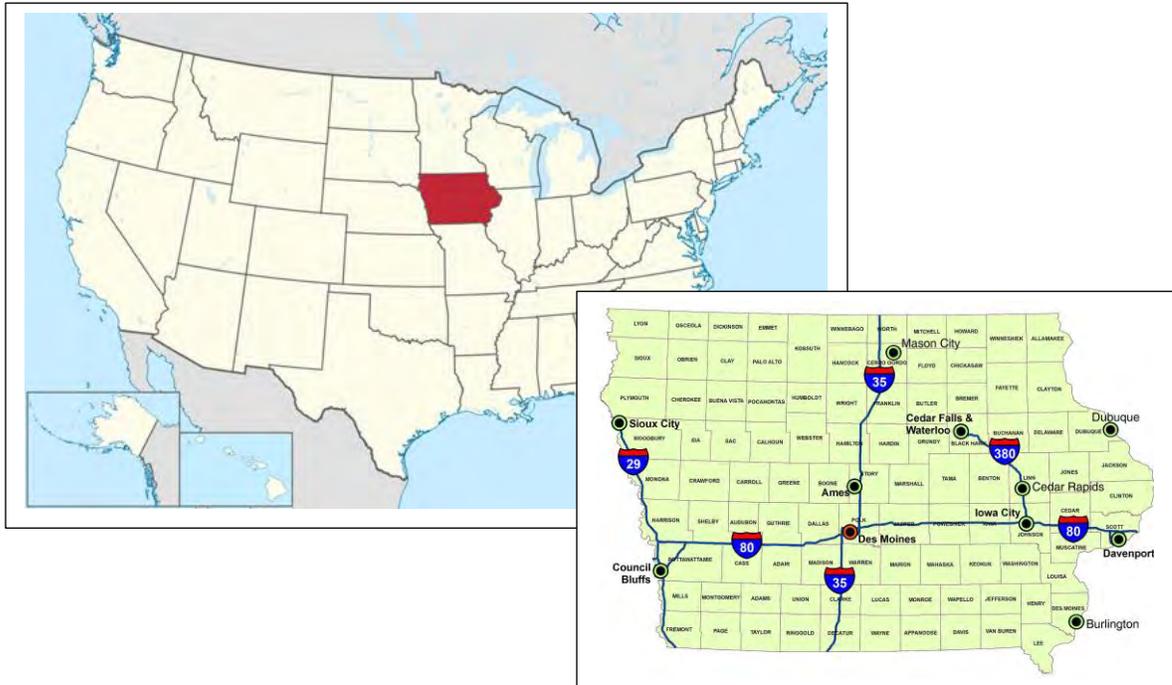
A data driven approach will be utilized through the Program Identification process. Program Administrators will familiarize themselves with the Problem Identification analysis and with other data available to support grantees in their goal-setting and reporting performance. Staff will also stay apprised of the State Strategic Highway Safety Plan and will collaborate with traffic safety stakeholders to work toward the state's collaborative goal to reduce fatalities and serious injuries 15% by January 1, 2020.

Program Management: Program and Budget Summary

See project emphasis areas.

IOWA'S TRAFFIC SAFETY CULTURE / STATE DEMOGRAPHICS

Traffic safety culture describes the social and cultural environment influencing crashes which includes values, beliefs, and overall behavior. Traffic safety in the United States involves entities from a national perspective, to include drivers, passengers, motorcyclists, pedestrians, and bicyclists. Iowa's ultimate goal is to achieve "zero fatalities". Iowa has adopted the "Zero Fatalities" logo as a statewide collaborative initiative supported through the State Strategic Highway Safety Plan. It is important to consider traffic safety culture when implementing traffic safety projects. To make changes in traffic safety culture, a long-term vision is required and efforts must be of a cyclical repetitive nature.



The state of Iowa has 56,272 square miles, ranking the state 26th in the nation in regard to total area. Iowa ranks 14th in the nation in regard to the total miles of public roadways (114,000 miles). Due to the state's central geographic location within the nation, Iowa is suited to support strong economic commerce. Iowa has four primary interstate highways. Interstate 29 (I-29) travels along the western edge of the state through Council Bluffs and Sioux City. Interstate 35 and Interstate 80 are major coast to coast interstates that pass through Iowa. Interstate-35 travels from the Missouri state line to the Minnesota state line through the center of the state, including Des Moines. Interstate-80 travels from the Nebraska state line to the Illinois state line through the center of the state, including Council Bluffs, Des Moines, Iowa City, and the Quad Cities. Iowa has the capability to export products all over the world with a combination of highway, air, water, and rail systems.

State of Iowa HS 217/ Highway Safety Program Cost Summary

Program Area Code	HSP Approved Program Funds	Match Funds	Previous Balance	Increase/ Decrease	Current Balance	Share to Local Benefit
17-MOPA	\$190,000	\$190,000	\$190,000	\$0	\$380,000	\$0
17-MOAL	\$748,213	\$0	\$683,600	\$64,613	\$748,213	\$370,713
17-MOPM	\$0	\$0	\$0	\$0	\$0	\$0
17-MOOP	\$1,309,585	\$0	\$1,397,900	(\$88,315)	\$1,309,585	\$925,585
17-MOPT	\$924,600	\$599,200	\$962,750	(\$38,150)	\$1,523,800	\$599,200
17-MOPS	\$9,000	\$0	\$9,000	\$0	\$9,000	\$9,000
17-MORS	\$170,000	\$0	\$185,000	(\$15,000)	\$170,000	\$80,000
17-MOTSP	\$27,500	\$0	\$30,000	(\$2,500)	\$27,500	\$2,500
17-405b	\$428,500	\$85,700	\$433,500	(\$5,000)	\$514,200	\$136,500
17-405b (Media)	\$433,700	\$86,740	\$313,600	\$120,100	\$520,440	\$0
17-405b M1*MC	\$0	\$0	\$0	\$0	\$0	\$0
17-405b M1*TSP	\$26,000	\$5,200	\$72,000	(\$46,000)	\$31,200	\$26,000
17-405b M1*PM	\$268,517	\$53,703	\$292,255	(\$23,738)	\$322,220	\$0
17-405c	\$820,366	\$164,073	\$686,100	\$134,266	\$984,439	\$803,346
17-405d	\$1,897,685	\$379,537	\$1,611,068	\$286,617	\$2,277,222	\$664,285
17-405d (Media)	\$160,000	\$32,000	\$255,000	(\$95,000)	\$192,000	\$0
17-405e	\$199,125	\$0	\$0	\$199,125	\$199,125	\$0
17-405f	\$67,000	\$13,400	\$82,000	(\$15,000)	\$80,400	\$65,000
TOTAL	\$7,679,791	\$1,609,553	\$7,203,773	\$476,018	\$9,289,344	\$3,682,129

FFY 2017 Highway Safety Plan

Attachments

ATTACHMENT A	Risk Assessment Form
ATTACHMENT B	Evidence-Based Traffic Safety Enforcement Plan
ATTACHMENT C	CPS Inspection Stations

For Additional Information Please Contact:

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

Phone: 515/725-6123 FAX: 515/725-6133

gtsb@dps.state.ia.us
www.iowagtsb.org

Risk Assessment – Funding Proposal Review

PE = Public Entity

Agency Name: _____

Agency Type: City PE, County PE, State PE, (Law Enforcement/University/Health), 501(c)3 Non-profit

Funds applied for: 402, 405b, 405c, 405d, 405f, 402 sSTEP; **Requested Amount** \$_____

Size of the organization/jurisdiction: _____

Is the applicant a prior or current grantee? Yes ___ No ___. If yes, provide most recent grant:

Contract Number: _____, Contract Dollar Amount \$_____

Submitted timely reports? Yes ___ No ___, details _____

Timely/accurate claims? Yes ___ No ___, details _____

Any negative findings during a site visit(s)? Yes ___ No ___, details _____

Has the agency had any audit finding relating to GTSB funds? Yes ___, No ___, details: _____

Has agency been suspended or disbarred? Check at: <https://www.sam.gov/portal/SAM/##11>

Yes ___, No ___, details _____

Any unresolved problem(s)? Yes ___ No ___, details _____

Public awareness efforts? Yes ___ No ___, Earned media? _____

Level at which program objectives were met: _____

Overall success of the prior/current grant: _____

Percent of prior funds utilized: ___%; If not 100%, detail: _____

GTSB-funded equipment purchased in the last 5 years (attach sheet or list): _____

Does agency have a new GTSB contact? Yes ___ No ___. **Is guidance needed?** Yes ___ No ___

Is the amount requested more or less than previous grant? Yes ___ No ___, If yes, detail:

Is the agency’s proposal recommended for funding? Yes ___ at \$_____, No ___

Overall Risk: Low Risk ___; Medium Risk ___; High Risk ___

PA Signature _____ Date _____

Evidence–Based Traffic Safety Enforcement Plan FFY 2017

Mission Statement of the Governor’s Traffic Safety Bureau:

To identify traffic safety problems and thereon develop and implement traffic safety programs designed to reduce death and injury on Iowa’s streets and highways through partnerships with local, county, state, and private sector agencies.

Background

The state of Iowa understands the importance of data and utilizes such as the foundation for highway safety. Iowa’s traffic records system includes six core datasets – Crash, Vehicle, Driver, Roadway, Citation/Adjudication, and EMS/Injury Surveillance. The six datasets are continually reviewed for accuracy, completeness, timeliness, uniformity, accessibility, and integration. Specifically in the area of enforcement, accurate and complete data are vital to help target problematic areas, identify behavioral causation, and for the effective deployment of law enforcement officials.

Law enforcement partners play a significant role in the goal of reducing traffic deaths, serious injuries, and property damage. The Governor’s Traffic Safety Bureau (GTSB) maintains strong partnerships with law enforcement through the state. Enforcement supported by overtime funding is directed in regard to occupant restraints, impaired driving, speed, and other traffic violations. Enforcement deployment is determined by data in regard to problematic times and locations. In addition to overtime enforcement efforts, many agencies receive funding to support overtime efforts in the area of education. Such on-going partnerships allow for programs throughout the state, all with the common goal to reduce fatalities and serious injuries on Iowa roadways. Traffic safety efforts are conducted with a goal to change unsafe driving behaviors, which in turn will ultimately improve overall traffic safety culture.



Goals

Goals of the GTSB's Evidence-Based Traffic Safety Enforcement Plan are consistent with the Highway Safety Plan and correlate with the goals and strategies of the State Strategic Highway Safety Plan. Goals specific to NHTSA's Core Outcome Measures are as follows:

- Reduce traffic fatalities 15% from the 2007 – 2011 average of 396 to 337 by January 1, 2020. (Collaborative SHSP Target)
- Reduce traffic fatalities 1.56% from the 2015 annual number of 320 to 315 by December 31, 2017. (2017 Annual Target)
- Reduce serious injuries 15% from the 2007 – 2011 average of 1,717 to 1,459 by January 1, 2020. (Collaborative SHSP Target)
- Reduce serious injuries 1.06% from the 2014 annual number of 1,511 to 1,495 by December 31, 2017. (2017 Annual Target)
- Reduce fatalities per 100 million vehicle miles traveled (100M VMT) 9.9% from the 2010 – 2014 average of 1.11 to 1.00 by December 31, 2017.
- Reduce rural fatalities per 100 million vehicle miles traveled (100M VMT) 8.72% from the 2010 – 2014 average of 1.49 to 1.36 by December 31, 2017.
- Reduce urban fatalities per 100 million vehicle miles traveled (100M VMT) 7.14% from the 2010 – 2014 average of .56 to .52 by December 31, 2017.
- Reduce unrestrained vehicle occupant fatalities 20.18% from the 2010 – 2014 average of 109 to 87 by December 31, 2017.
- Reduce alcohol-impaired fatalities 1.03% from the 2012 – 2014 average of 97 to 96 by December 31, 2017.
- Reduce speed-related fatalities 5% from the 2010 – 2014 average of 60 to 57 by December 31, 2017.
- Reduce motorcyclist fatalities 4% from the 2010 – 2014 average of 50 to 47 by December 31, 2017.
- Reduce undeleted motorcyclist fatalities 5% from the 2010 – 2014 average of 40 to 38 by December 31, 2017.
- Reduce drivers age 20 or younger involved in fatal crashes 4% from the 2010 – 2014 average of 50 to 48 by December 31, 2017.
- Reduce pedestrian fatalities 4.76% from the 2010 – 2014 average of 21 to 20 by December 31, 2017.
- Reduce bicyclist fatalities 20% from the 2010 – 2014 average of 5 to 4 by December 31, 2017.
- Increase the statewide safety belt usage rate 0.032% from the 2015 observational survey rate of 92.96% to 92.99% for the 2017 survey.

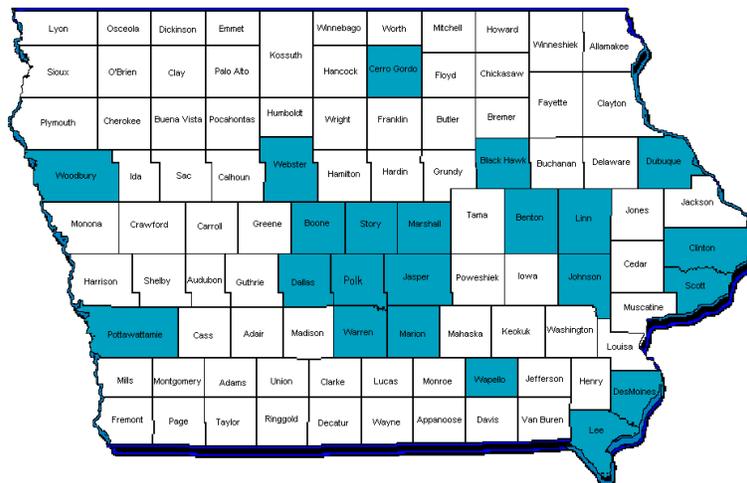
Problem Identification / Eligibility for Section 402 and 405 Funding / Risk Assessment / Project Approval

Traffic-related safety problems throughout Iowa are carefully analyzed through the Problem Identification process. Data is reviewed and analyzed for each of the 99 counties. *Iowa Administrative Code* 661 – Chapter 20 specifies the inclusion of fatalities, alcohol-related fatalities, injuries, serious injuries, alcohol-related injuries, vehicle miles traveled, serious traffic offenses, fatal and injury crashes involving motorcycles, and fatal and injury crashes involving pedestrians and

bicycles to be used in the Problem Identification analysis process. 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 process is the foundation used by the state to help determine eligibility for Section 402 and 405(d) funding based on the composite rankings identifying Iowa's "Top 22" and "Top 40" problematic counties.

Data in each category is totaled and ranked in relationship to the other counties throughout the state in each of the categories from the highest number of occurrences to the lowest. For example, if the three-year data indicated that County X experienced an average of 35 traffic fatalities (the highest in the state), County X would be ranked number one in the fatality problem category. If County Y averaged 25 fatalities over the same three-year period and that was the 12th highest amongst the 99 counties, then County Y would be ranked 12th in the area of traffic fatalities. After all categories have been analyzed, the problem ranking in all data groups for each individual county are averaged and compared which provides for a composite ranking for each county. The composite ranking is used to determine the relative need for Section 402 highway safety program assistance. Counties are grouped by their individual ranking in each of the categories to determine their overall ranking. The overall ranking identifies the counties with the highest occurrence of traffic problems. From this process the "Top 22" counties (the counties with the highest composite ranking in the relevant categories) are identified as eligible for Section 402 funding.

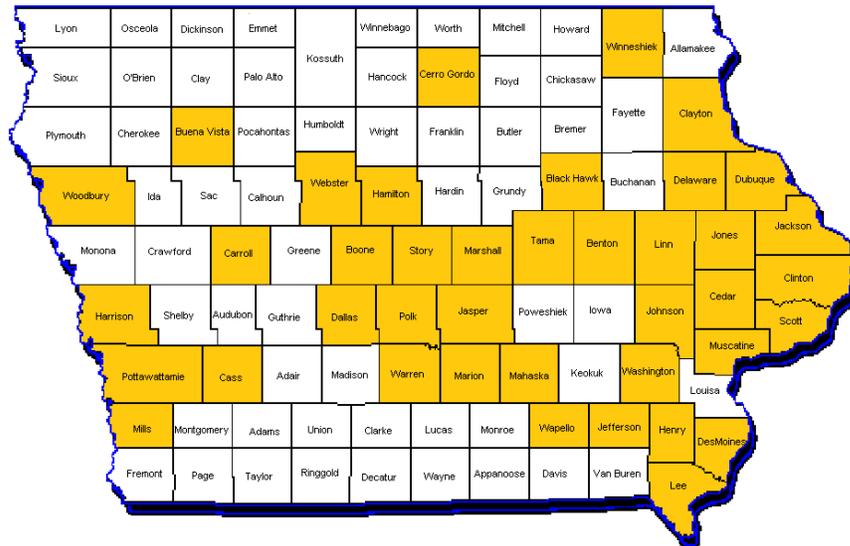
*Iowa's "Top 22" Problem Identification Counties
For FFY 2017*



Benton	Dallas	Lee	Pottawattamie	Webster
Black Hawk	Des Moines	Linn	Scott	Woodbury
Boone	Dubuque	Marion	Story	
Cerro Gordo	Jasper	Marshall	Wapello	
Clinton	Johnson	Polk	Warren	

The annual Problem Identification analysis is also expanded to provide for a composite ranking in the area of impaired driving and beyond that provided to the “Top 22” counties. Following the same manner and analysis for Section 402 / “Top 22” eligibility, Section 405(d) eligibility is based on a county’s ranking in the areas of impaired driving fatalities, impaired driving injuries, and serious traffic offenses (OWI revocations). Through this process, the “Top 40” problem-related counties are identified, thus resulting in 18 additional county sheriff offices and local police departments eligible for funding.

*Iowa’s “Top 40” Alcohol-Related Problem Identification Counties
For FFY 2017*



Benton	Clayton	Henry	Mahaska	Story
Black Hawk	Clinton	Jackson	Marion	Tama
Boone	Dallas	Jasper	Marshall	Wapello
Buena Vista	Delaware	Jefferson	Mills	Warren
Carroll	Des Moines	Johnson	Muscatine	Washington
Cass	Dubuque	Jones	Polk	Webster
Cedar	Hamilton	Lee	Pottawattamie	Winneshiek
Cerro Gordo	Harrison	Linn	Scott	Woodbury

Once the Problem Identification analysis is complete, agencies within counties identified within the “Top 22” or “Top 40” counties are notified of funding eligibility. All GTSB funding applications and 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; and
4. 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 requested amount of funding.

GTSB Program Administrators review all applications 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 (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's contact is new to the traffic safety program and may need some extra guidance. Information on whether the applicant agency has had any audit finding is provided by the Financial Manager. With all of this information, Program Administrators determine whether the proposed project should be funded, if the funding amount requested is appropriate, or if the requested amount should be reduced. The applicant agency is assessed as "low", "medium" or "high" for risk. Please see ATTACHMENT A for a copy of the Risk Assessment form.

Impaired Driving Coalition

Despite strong enforcement partnerships and efforts, the state of Iowa continues to battle the perils of impaired driving. Data reflects the percentage of alcohol-impaired fatalities hover around 30% of all fatalities within the state any given year.

For FFY 2017 Section 405d funding applications, Iowa maintains a low-range status. This classification is based on the final FY 2011- 2013 FARS data. Iowa, however, recognizes there remains an overall impairment problem, and continues to review data and programs. On April 6, 2016, Governor Terry E. Branstad signed a proclamation supporting and recognizing the importance of addressing the perils of impaired driving and directed traffic safety partners to create an Impaired Driving Statewide Plan to reduce impaired driving within the state of Iowa. The purpose of the statewide plan is to provide a comprehensive strategy for reducing impaired driving based on coordinated efforts. Please see ATTACHMENT B for a copy of the Governor's Proclamation.

Special Enforcement and Projects / Programs

Section 402 and 405 funding is utilized to support overtime enforcement efforts. Throughout the year enforcement partners statewide participate in efforts as identified below:

High Visibility Enforcement

Section 402 and 405 help law enforcement support enforcement efforts through overtime funding. Funding supports the goal of high visibility efforts to enhance/increase the presence of enforcement with the goal to deter unsafe driving decisions to ultimately change traffic safety culture and promote positive driving behaviors.

High visibility enforcement is included as a primary emphasis area of the State Strategic Highway Safety Plan.

A high visibility enforcement corridor project is anticipated for FFY 2017. The specific corridor and focus will be determined after review of crash data.

STEP (special Traffic Enforcement Program) Waves and National Mobilizations



Iowa's sSTEP program allows for every law enforcement agency across the state not receiving other funding through the GTSB to be a partner in enforcement waves and other national mobilization projects such as "Click It or Ticket" and "Drive Sober or Get Pulled Over". The sSTEP program allows funding for the smaller, rural communities. Grantees under sSTEP are required to work five schedule enforcement waves in addition to conducting observational seat belt usage surveys before and after each wave to help measure the impact and success of the enforcement waves. For FFY 2016, the GTSB contracted with 176 agencies for sSTEP which provided partnerships by law enforcement in 91 of Iowa's 99 counties. Other law enforcement agencies in the state are also highly encouraged to provide extra enforcement efforts during the sSTEP waves and national mobilization periods.

The GTSB purchases special media during the "Click It or Ticket" and "Drive Sober or Get Pulled Over" national mobilizations. NHTSA media models are utilized during these times and the state-level purchases are coordinated with national media plans during the national mobilization periods.

High Five Rural Traffic Safety Project

In 2012, 72% of fatal crashes in Iowa occurred on secondary rural roads. Secondary rural roads make up approximately 79% of the roadways within the state. The High Five Rural Traffic Safety Project (High Five) was initiated after a thorough analysis of data, to include fatalities, serious injuries and low seat belt compliance rates. Five rural county sheriff offices and the Iowa State Patrol were selected for the initial 18-month pilot program. The pilot program ran April 1, 2014 through September 30, 2016. Because of the success of the pilot project, the High Five project was expanded into five different counties in FFY 2016 and will again expand in FFY 2017. The emphasis of the project is to focus on rural counties with low safety belt compliance rates and high crash frequencies. Safety belt usage is the primary focus on enforcement and education/community outreach but the High Five program is designed as a multi-agency effort to also involve an engineering aspect. A road safety audit is conducted in each of the counties and low-cost engineering improvement recommendations are made. Project performance measures of the High Five project include:

1. Conduct two observational safety belt usage surveys; one in March and the other in August. Results of the surveys are reported to the GTSB.
2. Conduct a minimum of two special enforcement events in problematic areas and during problematic times to support evidence-based enforcement.
3. Conduct a minimum of 12 traffic-related public information/educational activities during the funded year with the focus on seat belt usage.

4. Report enforcement and educational activities monthly.

Seatbelts Are For Everyone (S.A.F.E.) – In FFY 2017, the Iowa GTSB will partner with the Sac County Sheriff’s Office to facilitate the student-led driver safety program; Seatbelts are for Everyone (S.A.F.E) throughout the East Sac County Community School District. S.A.F.E. was initiated in FFY 2014. The goal of the project is to increase awareness and modify teen driver behavior by providing a consistent and meaningful message to young drivers. Safety belt usage will be the primary focus of the project. Performance measures of the S.A.F.E. program include:

- 1) Report quarterly the activities of the S.A.F.E. program, including the number of students reached.
- 2) Students to conduct a pre- and post-project observational safety belt surveys and report results.
- 3) Grantee will work with the media to promote S.A.F.E.; report media contacts.

Specialized Trainings / ARIDE / DRE – To help combat impaired driving, the GTSB strongly supports Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Recognition Expert (DRE) training and certification programs throughout the state. ARIDE builds upon the knowledge officers learn in Standardized Field Sobriety Test (SFST) training. ARIDE would be considered a pre-requisite toward DRE certification. In FFY 2017, it is anticipated 100 officers in the state will be trained in ARIDE with an additional 12 certified as DREs.

Highway 30 Year-Long Project



Since 1995, the Governor’s Traffic Safety Bureau has worked with local police, sheriffs and the Iowa State Patrol to facilitate effective corridor enforcement projects. High-risk areas are identified with crash data and surrounding law enforcement agencies are brought together to conduct high visibility enforcement on identified corridors. In 2016, the focus will be a year-long event on Highway 30. Highway 30 covers Iowa east to west and cuts through the following counties: Harrison, Crawford,

Carroll, Greene, Boone, Story, Marshall, Tama, Benton, Linn, Cedar, and Clinton. In five years (2010 – 2014), these counties experienced 41,488 traffic crashes, 14,709 injuries, and 294 fatalities. Of the 294 fatalities, 102 were alcohol and/or drug related (county-wide data).

Throughout FFY 2016, the GTSB will work with the Iowa State Patrol and up to 30 other law enforcement partner agencies along the U.S. Highway 30 corridor to conduct multiple high visibility enforcement projects in an effort to reduce excessive speeding and subsequent crashes, injuries, and possible fatalities.

Long-Term Goal / Target 2020 Vision



What will it take to reduce fatalities in Iowa to fewer than 300 annually? The concept of 20/20 Vision was introduced to partners at the Annual Governor’s Highway Traffic Safety Conference on April 26, 2016. Law enforcement partners were encouraged to think of strategies to reduce fatalities and serious injuries throughout the state.

Special Data Requests and Reports

The GTSB, law enforcement agencies, and other interested parties can submit data requests to the Iowa Department of Transportation or to Iowa Traffic Safety Data Services (ITSDS) at Iowa State University. ITSDS provides agencies, organizations and individuals with crash data analysis resources in Iowa. ITSDS is for anyone who need to exam crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Data can be provided in numerous formats including data tables, images, and maps. Goals of ITSDS include:

1. Addressing “on-demand” requests for crash data analysis
2. Conducting semi-regular analyses for various agencies
3. Conduct analyses for special projects, and
4. Accommodate the frequent and more complex data required of the Iowa Department of Transportation, Office of Traffic and Safety.

An example of maps, reports, and analyses conducted by ITSDS is provided in ATTACHMENT C.

Other Miscellaneous Data Utilized

FARS / NHTSA Reports and Publications



Data maintained by NHTSA’s Fatality Analysis and Reporting System (FARS) in addition to other NHTSA reports and publications are utilized to help set strategies and determine goals and objectives in enforcement efforts. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 8th Edition, 2015, is also a resource utilized in the state.

Traffic Safety Data Analysis (TSDA) Website / www.iowa.dot.gov/tsda.index.html

A major recommendation from the 2011 Traffic Records Assessment was for the state of Iowa to develop a central website/portal to serve as a “one-stop shop” for traffic safety data and information. Under the guidance of the Iowa Statewide Traffic Records Coordinating Committee (STRCC) a website was developed and released 2014. The website is housed under the Iowa DOT’s website which provides for a consolidated location for obtaining crash, roadway, driver, vehicle, injury surveillance system/EMS, and citation/adjudication data. The data on the site are intended to be used by safety professionals, researchers, citizens, media, and others who may have an interest in traffic safety. Many static reports from across the six datasets are available which include some

of the most requested information including Iowa State Patrol crash reports, Iowa DOT “Top 200” intersection safety improvement candidate locations, vehicle registration information, driver license information, roadway mileage and travel/volume information, crash profile maps, and seat belt and speeding conviction reports. A prominent feature of this site is the crash maps page that uses Google Earth to display the location of Iowa crashes (<http://www.iowadot.gov.tsd.crashmaps.html>). The mapped crashes include information including, but not limited to, crash severity, date, time, and weather conditions. Efforts are being made to continually update the TSDA site as newer data and reports become available.

Data Analysis Tool –

The development of a web-based analytical tool is included in the research and data safety area of the State Strategic Highway Safety Plan. A web-based application will assist agencies in using data.

Other Information Considered in Enforcement Efforts

Observational Safety Belt Surveys -

Observational safety belt surveys are conducted throughout the state. Law enforcement partners funded under Section 402 conduct jurisdictional surveys in March and September of each funded year. The annual statewide observational safety belt usage survey is conducted by Iowa State University, Survey and Behavioral Research Services. The methodology in which the survey is conducted is in accordance with NHTSA’s uniform criteria for state observational surveys. The subsample for the survey is drawn from 70 of Iowa’s 99 counties. When the current methodology was approved, the 2005 – 2009 FARS data supported the 70 counties accounted for 87.6% of passenger vehicle fatalities. The results of this survey provide Iowa’s official usage rate as reported to NHTSA.

The 2015 statewide observational survey concluded Iowa’s usage rate at 92.96% yet, in 2015, 43.80% of passenger vehicle fatalities in the state were unbelted with an additional 5.79% listed as “unknown” in regard to belt usage. In FFY 2017, belt usage will be emphasized in enforcement efforts.

Public Awareness / Attitude Surveys –

Since 2010, Iowa has conducted a Public Awareness/Attitude Survey to evaluate the effectiveness of media campaigns that are centered on national mobilizations and high visibility enforcement efforts. The survey was developed around the guidelines and recommendation set forth by the NHTSA – GHSA (Governors Highway Safety Association) Working Groups (Traffic Tech – Technology Transfers Series, “Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group”, No. 397, October 2010). The goal of the annual survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are concentrated around national mobilizations. Iowa State University, Survey and Behavioral Research Services conduct the survey at five Iowa Department of Transportation Drivers Licensing Stations throughout the state: Carroll, Cedar Rapids, Council Bluffs, Des Moines and Fort Dodge. The survey is designed to be self-administered/ self-reported. A minimum of 500 surveys will be collected from licensed drivers in Iowa.

Biennial Survey for Automated Enforcement (*New in FFY 2018*)

Pursuant to the FAST-Act, Iowa is required to conduct a biennial survey on automated traffic enforcement systems beginning in FFY 2018. The state will follow guidelines as determined by NHTSA and/or Interim Final Rule.

Countermeasures That Work

NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices," 8th Edition, 2015, was utilized to determine enforcement-related countermeasures which are identified in the FFY 2017 Highway Safety Plan. The effectiveness per cost is also considered when setting enforcement strategies.

Media / Community Outreach / Communications

Enforcement grantees are encouraged to provide press releases and work with their local media when conducting a special enforcement project. When the attention of the media is captured, subsequent coverage will enhance enforcement and educational activities. Media involvement can help create credibility which can be influential when incorporated as part of the comprehensive approach to traffic safety. Such relationship with the media is invaluable. Efforts with the media provide for a venue where information, including data, can be shared with the overall goal to change driving behaviors.

Paid media is the mechanism the GTSB uses to deliver special messages for a particular target audience. Through purchasing of advertising time, there is a guarantee the message will be aired at specific times and on specific stations. Media models created by NHTSA are used by the GTSB during the national mobilization events such as "Click It or Ticket" and "Drive Sober or Get Pulled Over". State-level media purchases are coordinated with national media plans during the mobilization periods.

Social media continues to be a means of interaction where people create, share and exchange information virtually. Social media captures a diverse audience. The GTSB and other traffic safety partners use social media sites to post traffic safety information. Information posted includes data, new articles, press releases, photos, and information on high visibility enforcement efforts.

Grantees receiving Section 402 funding are required to conduct 12 educational events during the year. These events allow for information to be shared including local data and crash maps.

Monitoring and Evaluation

There is continuous follow-up and adjustment of the enforcement plan. Project monitoring is a process used to assess progress and problems. Monitoring can ensure performance goals are being achieved in addition to compliance with federal requirements. The process of monitoring is circular in nature and should continuously be complete.

The ultimate goal of all traffic safety programs supported through federal funding is to reduce death and injuries on roadways. The GTSB must ensure efforts are being carried out and that

goals/strategies are effective, recorded and reviewed. Through reporting, grantees have the opportunity to discuss program successes and document efforts.

GTSB Program Administrators review all applications weighing the risk assessment of the agency and its proposed project. 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, as well as the overall success of the past and current grant(s). Program Administrators also analyze 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’s contact is new to the traffic safety program and may need some extra guidance. Information on whether the applicant agency has had any audit finding is provided by the Financial Manager. With all of this information, Program Administrators determine whether the proposed project should be funded and if the funding amount required is appropriate or if the required amount should be reduced. The applicant agency is assessed as “low”, “medium” or “high”.

GTSB Program Administrators conduct site visits throughout the year and tracks the progress of agencies to ensure goals and objectives are being achieved. Program Administrators also ensure activity reports, claims, trip reports, and other contractually required information is received in a timely manner. 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 period. Through evaluation the effectiveness of countermeasures are reviewed.



Evidence-Based Enforcement Plan

Attachments

ATTACHMENT A	Risk Assessment Form
ATTACHMENT B	Proclamation for Impaired Driving Coalition
ATTACHMENT C	Examples of Data-Reports Utilized by Enforcement in Iowa

For Additional Information Please Contact:

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

Phone: 515/725-6123 FAX: 515/725-6133

gtsb@dps.state.ia.us
www.iowagtsb.org

For Additional Information Please Contact:

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

Phone: 515/725-6123 FAX: 515/725-6133

gtsb@dps.state.ia.us
www.iowagtsb.org

Risk Assessment – Funding Proposal Review

PE = Public Entity

Agency Name: _____

Agency Type: City PE, County PE, State PE, (Law Enforcement/University/Health), 501(c)3 Non-profit

Funds applied for: 402, 405b, 405c, 405d, 405f, 402 sSTEP; **Requested Amount** \$_____

Size of the organization/jurisdiction: _____

Is the applicant a prior or current grantee? Yes ___ No ___. If yes, provide most recent grant:

Contract Number: _____, Contract Dollar Amount \$_____

Submitted timely reports? Yes ___ No ___, details _____

Timely/accurate claims? Yes ___ No ___, details _____

Any negative findings during a site visit(s)? Yes ___ No ___, details _____

Has the agency had any audit finding relating to GTSB funds? Yes ___, No ___, details: _____

Has agency been suspended or disbarred? Check at: <https://www.sam.gov/portal/SAM/##11>

Yes ___, No ___, details _____

Any unresolved problem(s)? Yes ___ No ___, details _____

Public awareness efforts? Yes ___ No ___, Earned media? _____

Level at which program objectives were met: _____

Overall success of the prior/current grant: _____

Percent of prior funds utilized: ___%; If not 100%, detail: _____

GTSB-funded equipment purchased in the last 5 years (attach sheet or list): _____

Does agency have a new GTSB contact? Yes ___ No ___. **Is guidance needed?** Yes ___ No ___

Is the amount requested more or less than previous grant? Yes ___ No ___, If yes, detail:

Is the agency’s proposal recommended for funding? Yes ___ at \$_____, No ___

Overall Risk: Low Risk ___; Medium Risk ___; High Risk ___

PA Signature _____ Date _____



State of Iowa

Executive Department

IN THE NAME AND BY THE AUTHORITY OF THE STATE OF IOWA

PROCLAMATION

- WHEREAS,** impaired drivers pose a serious threat to the health and safety of those traveling on Iowa highways; and
- WHEREAS,** every law enforcement agency and every First Responder sees the direct impact of impaired driving on Iowans when loved ones are injured or killed as a result of impaired driving; and
- WHEREAS,** in recognition of the seriousness of impaired driving, Iowa has chosen to initiate a statewide impaired driving plan to submit to the National Traffic Safety Administration, in furtherance of the Moving Ahead for Progress in the 21st Century Act (MAP-21) enacted by Congress in 2012 and the Fixing America's Surface Transportation (FAST) Act enacted by Congress in 2015; and
- WHEREAS,** the purpose of a statewide impaired driving plan is to provide a comprehensive strategy for preventing and reducing impaired driving, based on coordinated efforts designed to reduce deaths and increase public safety; and
- WHEREAS,** the Governor's Traffic Safety Bureau and the Department of Public Safety has asked individuals from a variety of transportation and law enforcement backgrounds and disciplines, with many different perspectives and experiences, to review existing Iowa data, laws, regulations and programs and propose a coordinated statewide impaired driving plan for preventing and reducing impaired driving behavior:

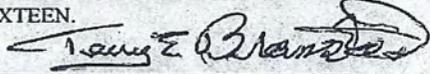
NOW, THEREFORE, I, Terry E. Branstad, Governor of the State of Iowa, do hereby proclaim April 12, 2016 as

Impaired Driving Awareness Day

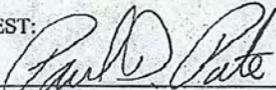
and recognize the importance of addressing the perils of impaired driving and the leadership provided by the Governor's Traffic Safety Bureau and its partners.



IN TESTIMONY WHEREOF, I HAVE
HEREUNTO SUBSCRIBED MY NAME AND
CAUSED THE GREAT SEAL OF THE STATE
OF IOWA TO BE AFFIXED. DONE AT DES
MOINES THIS ~~12~~ DAY OF APRIL IN THE
YEAR OF OUR LORD TWO THOUSAND
SIXTEEN.

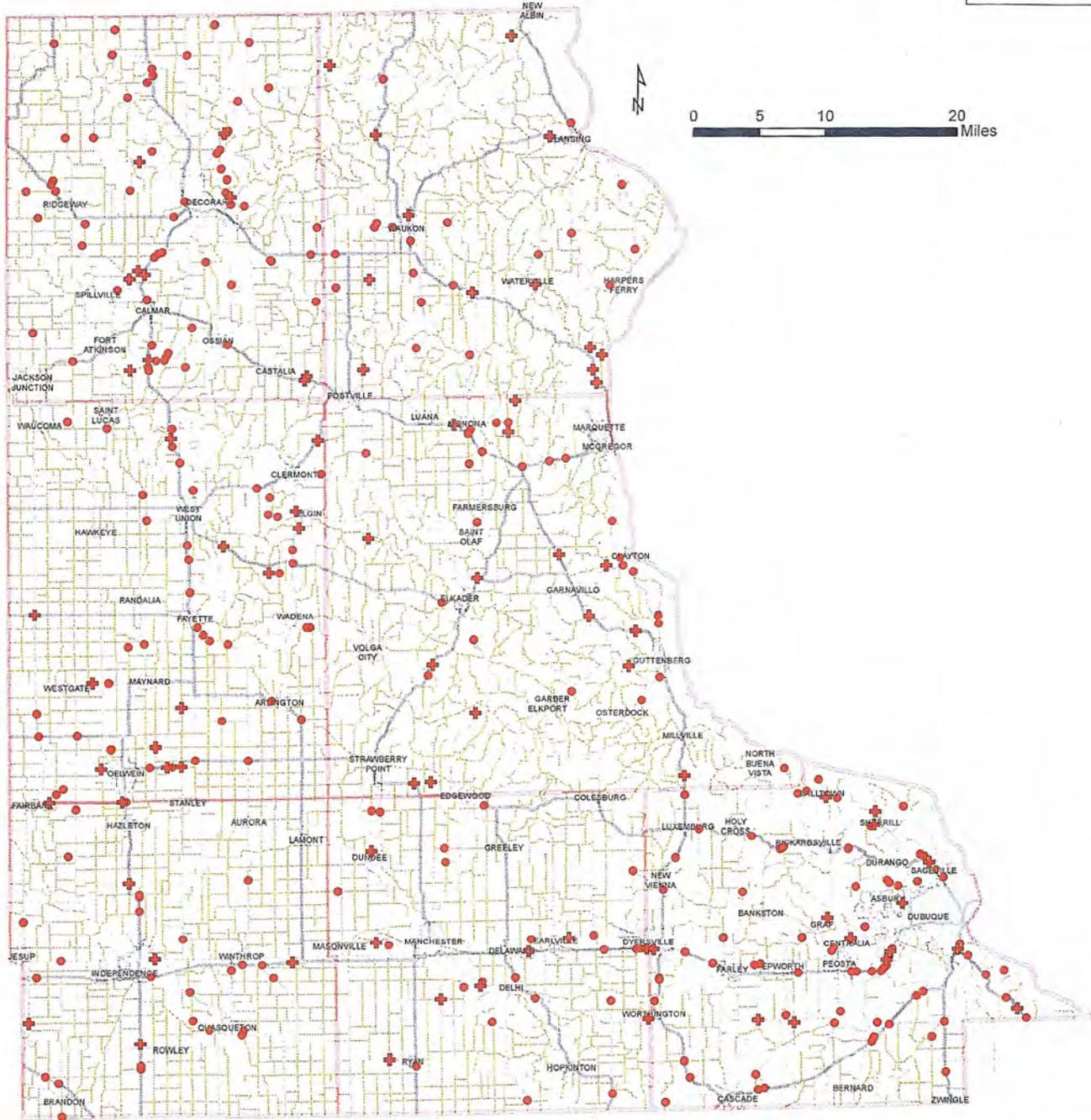

TERRY E. BRANSTAD
GOVERNOR OF IOWA

ATTEST:


PAUL D. PATE
SECRETARY OF STATE

Rural Serious Injury Crashes in District #10 for the Iowa State Patrol 2010–2014

ATTACHMENT C



- | | |
|-----------------------|---------------------|
| Crash Severity | — Primary Roads |
| ✚ Fatal (81) | — Other Paved Roads |
| ● Major Injury (267) | — Unpaved Roads |
| | ▭ County Border |

Disclaimer:
The information contained in this report was derived from the February 15, 2015 Iowa Department of Transportation crash database. If errors or odd cases are found, please communicate the case number or send a printed crash report to Michael Pawlovich, Iowa DOT, Office of Traffic and Safety, (Michael.Pawlovich@dot.iowa.gov, 515.239.1428).



Fatal Crashes by Year and Time, Iowa State Patrol District 13							
	2011	2012	2013	2014	Prelim. 2015	Total	Average
Midnight to 12:59AM	1	1	0	2	0	4	0.8
1:00 AM to 1:59 AM	1	3	2	2	1	9	1.8
2:00 AM to 2:59 AM	1	2	0	1	0	4	0.8
3:00 AM to 3:59 AM	0	3	1	1	1	6	1.2
4:00 AM to 4:59 AM	1	0	0	1	0	2	0.4
5:00 AM to 5:59 AM	0	0	0	1	4	5	1
6:00 AM to 6:59 AM	2	2	1	3	1	9	1.8
7:00 AM to 7:59 AM	3	0	1	0	3	7	1.4
8:00 AM to 8:59 AM	0	0	1	4	2	7	1.4
9:00 AM to 9:59 AM	0	1	0	0	1	2	0.4
10:00 AM to 10:59 AM	0	3	0	0	1	4	0.8
11:00 AM to 11:59 AM	0	2	1	0	0	3	0.6
Noon to 12:59 PM	2	3	1	1	1	8	1.6
1:00 PM to 1:59 PM	2	1	1	0	1	5	1
2:00 PM to 2:59 PM	1	1	0	0	3	5	1
3:00 PM to 3:59 PM	2	4	1	0	2	9	1.8
4:00 PM to 4:59 PM	1	2	4	2	2	11	2.2
5:00 PM to 5:59 PM	1	0	1	1	1	4	0.8
6:00 PM to 6:59 PM	2	3	2	2	1	10	2
7:00 PM to 7:59 PM	4	0	1	1	2	8	1.6
8:00 PM to 8:59 PM	0	1	2	1	3	7	1.4
9:00 PM to 9:59 PM	3	3	0	1	0	7	1.4
10:00 PM to 10:59 PM	1	1	1	0	0	3	0.6
11:00 PM to 11:59 PM	0	0	0	0	2	2	0.4
Total	28	36	21	24	32	141	28.2

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 13								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	8	2	1	5	2	5	5	28
2012	7	3	5	2	4	10	5	36
2013	2	2	3	4	5	3	2	21
2014	5	1	3	6	4	1	4	24
Prelim. 2015	8	3	4	2	6	3	6	32
Total	30	11	16	19	21	22	22	141
Average	6	2.2	3.2	3.8	4.2	4.4	4.4	28.2

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 1								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	10	5	9	5	11	11	13	64
2012	7	3	4	5	7	7	11	44
2013	8	6	7	8	7	7	6	49
2014	7	7	2	5	6	4	11	42
Prelim. 2015	8	8	4	4	5	5	6	40
Total	40	29	26	27	36	34	47	239
Average	8	5.8	5.2	5.4	7.2	6.8	9.4	47.8

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 2								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	2	1	2	4	3	4	5	21
2012	4	1	1	4	3	3	3	19
2013	2	1	1	4	3	8	2	21
2014	3	4	2	2	1	2	0	14
Prelim. 2015	3	3	4	3	3	0	6	22
Total	14	10	10	17	13	17	16	97
Average	2.8	2	2	3.4	2.6	3.4	3.2	19.4

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 3								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	4	5	5	4	7	2	3	30
2012	5	5	1	3	4	8	5	31
2013	4	1	5	2	4	3	5	24
2014	3	1	3	2	6	7	10	32
Prelim. 2015	4	3	1	1	3	6	4	22
Total	20	15	15	12	24	26	27	139
Average	4	3	3	2.4	4.8	5.2	5.4	27.8

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 4								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	3	6	2	2	3	2	2	20
2012	5	3	1	5	4	1	4	23
2013	1	4	2	2	3	5	4	21
2014	0	4	3	3	1	1	4	16
Prelim. 2015	1	1	1	3	3	1	4	14
Total	10	18	9	15	14	10	18	94
Average	2	3.6	1.8	3	2.8	2	3.6	18.8

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 5								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	6	4	1	1	3	1	1	17
2012	0	4	5	3	1	2	3	18
2013	1	1	2	6	2	3	0	15
2014	1	5	1	3	5	2	2	19
Prelim. 2015	5	1	2	4	1	5	2	20
Total	13	15	11	17	12	13	8	89
Average	2.6	3	2.2	3.4	2.4	2.6	1.6	17.8

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 6								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	2	1	0	2	3	3	3	14
2012	2	4	2	2	1	5	2	18
2013	1	2	3	3	1	2	0	12
2014	0	1	4	2	0	6	3	16
Prelim. 2015	0	2	4	0	3	1	4	14
Total	5	10	13	9	8	17	12	74
Average	1	2	2.6	1.8	1.6	3.4	2.4	14.8

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 7								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	3	4	1	1	2	2	2	15
2012	2	3	2	2	1	3	7	20
2013	1	0	2	2	2	3	4	14
2014	2	1	1	2	2	3	3	14
Prelim. 2015	2	2	0	2	3	4	0	13
Total	10	10	6	9	10	15	16	76
Average	2	2	1.2	1.8	2	3	3.2	15.2

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 8								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	0	4	3	0	2	5	4	18
2012	2	2	2	1	3	0	4	14
2013	4	4	1	0	1	3	2	15
2014	0	1	2	1	4	3	7	18
Prelim. 2015	1	1	1	4	4	0	3	14
Total	7	12	9	6	14	11	20	79
Average	1.4	2.4	1.8	1.2	2.8	2.2	4	15.8

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 9								
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	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	6	4	6	1	3	4	7	31
2012	2	3	4	4	0	1	0	14
2013	3	1	2	2	5	3	7	23
2014	2	1	1	3	3	0	4	14
Prelim. 2015	2	3	3	2	2	3	2	17
Total	15	12	16	12	13	11	20	99
Average	3	2.4	3.2	2.4	2.6	2.2	4	19.8

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 10								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	1	0	2	4	3	1	3	14
2012	8	3	4	3	1	4	4	27
2013	2	2	3	3	3	2	5	20
2014	4	3	2	2	0	2	5	18
Prelim. 2015	7	3	0	1	3	3	1	18
Total	22	11	11	13	10	12	18	97
Average	4.4	2.2	2.2	2.6	2	2.4	3.6	19.4

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 11								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	6	6	7	3	4	2	5	33
2012	11	7	1	4	2	10	5	40
2013	2	4	6	3	1	6	9	31
2014	4	6	3	3	9	7	4	36
Prelim. 2015	2	2	5	4	3	6	2	24
Total	25	25	22	17	19	31	25	164
Average	5	5	4.4	3.4	3.8	6.2	5	32.8

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 12								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
2011	2	6	0	2	5	4	5	24
2012	1	1	6	2	6	4	6	26
2013	2	2	3	2	7	5	3	24
2014	3	5	3	4	1	3	5	24
Prelim. 2015	6	4	7	3	6	3	2	31
Total	14	18	19	13	25	19	21	129
Average	2.8	3.6	3.8	2.6	5	3.8	4.2	25.8

Fatal Crashes by Year and Day of Week, Iowa State Patrol District 13								
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total

Drug or Alcohol Related Fatal Crashes, Iowa
2011 - Prelim. 2015

County	Year				
	2011	2012	2013	2014	2015
Adair	0	0	0	1	0
Adams	0	0	0	0	0
Allamakee	0	2	1	1	2
Appanoose	4	0	0	1	2
Audubon	1	0	0	1	0
Benton	2	2	3	3	2
Black Hawk	3	1	2	2	2
Boone	1	1	2	1	2
Bremer	0	1	1	0	0
Buchanan	0	0	0	0	1
Buena Vista	0	0	0	1	1
Butler	0	0	1	1	0
Calhoun	1	1	0	1	0
Carroll	0	0	0	3	0
Cass	0	1	1	1	2
Cedar	1	1	2	0	2
Cerro Gordo	0	1	1	2	2
Cherokee	1	0	0	0	1
Chickasaw	0	0	0	1	0
Clarke	0	1	1	0	0
Clay	0	0	0	0	1
Clayton	1	1	1	2	1
Clinton	2	4	1	1	2
Crawford	2	1	0	0	0
Dallas	1	0	3	3	2
Davis	1	0	0	0	1
Decatur	2	0	0	1	0
Delaware	0	2	2	0	0
Des Moines	0	4	1	1	2
Dickinson	0	0	0	0	0
Dubuque	0	2	1	5	2
Emmet	1	2	1	0	1
Fayette	1	0	1	1	0
Floyd	0	0	1	0	0
Franklin	1	0	2	0	0
Fremont	1	1	1	1	0
Greene	2	1	0	2	0
Grundy	0	1	2	0	0
Guthrie	0	2	0	1	1
Hamilton	2	1	0	1	1

Hancock	1	0	2	0	0
Hardin	0	0	1	1	1
Harrison	0	2	0	2	1
Henry	0	2	1	1	1
Howard	0	0	1	0	0
Humboldt	0	2	1	1	0
Ida	0	0	0	0	1
Iowa	1	1	0	0	1
Jackson	2	1	2	2	0
Jasper	3	1	4	0	0
Jefferson	0	2	0	0	0
Johnson	3	4	2	2	3
Jones	0	0	1	3	0
Keokuk	0	0	1	2	1
Kossuth	1	0	0	0	1
Lee	2	2	2	2	2
Linn	5	7	6	6	3
Louisa	2	0	0	1	1
Lucas	0	0	0	0	0
Lyon	1	0	1	0	0
Madison	0	0	1	1	3
Mahaska	2	1	1	1	1
Marion	0	1	2	1	1
Marshall	3	2	1	1	2
Mills	0	2	2	1	1
Mitchell	0	0	1	1	0
Monona	0	0	2	0	1
Monroe	0	1	0	0	2
Montgomery	0	1	0	0	1
Muscatine	0	0	0	0	0
O'Brien	0	1	1	0	1
Osceola	0	0	0	0	0
Page	0	0	1	2	1
Palo Alto	0	0	0	0	0
Plymouth	1	1	0	0	1
Pocahontas	1	0	0	1	0
Polk	13	5	5	4	7
Pottawattamie	2	4	4	3	3
Poweshiek	0	0	1	2	1
Ringgold	0	0	0	0	0
Sac	0	0	0	1	0
Scott	5	3	4	5	10
Shelby	0	2	1	0	1
Sioux	1	0	1	0	0
Story	1	0	0	1	1
Tama	0	1	2	0	0
Taylor	0	0	1	0	0

Union	0	0	0	0	0
Van Buren	1	0	0	0	0
Wappelo	0	3	0	0	1
Warren	2	0	2	1	6
Washington	0	1	0	2	2
Wayne	0	1	0	0	0
Webster	2	3	3	0	0
Winnebago	0	1	0	1	0
Winneshiek	0	1	1	0	1
Woodbury	2	2	4	1	6
Worth	0	3	0	1	0
Wright	0	1	1	2	1

Inspection Stations

Monroe County Hospital
6580 165th St
Albia, IA 52531
Monroe, Wapello, Appanoose, Marion and
Mahaska

Please call for Appointment

641-932-1688
Contact: Carol Yengr

Butler County Public Health Department,
Courthouse
428 6th St
Allison, IA 50602
Butler

Please call for Appointment

319-267-2934
Contact: Tammy Fleshner

Ames Police Department
515 Clark Ave
Ames, IA 50010
Story

515-239-5133
Contact: Tom Shelton

UnityPoint at Home/Cass County Public
Health
1408 E 10th St
Atlantic, IA 50022
Cass

Monday-Friday from 8:00 -4:30

712-243-8006
Contact: Nancy Gibson

Please call for Appointment

Taylor County Public Health Department
405 Jefferson St
Bedford, IA 50833
Taylor

Please call for Appointment

712-523-3405
Contact: Joan Gallagher

AAA Bettendorf
2900 AAA Ct
Bettendorf, IA 52722
Rock Island and Scott Counties

Monday - Friday

563-332-7400
Contact: Amy Shuppy and Heather Johnson

Open to the public. Please call for appointment.

Boone County Hospital
1015 Union St
Boone, IA 50036
Boone

4:00 p.m. to 8:00 p.m. on the 2nd Tuesday
of the month

515-432-3140
Contact: John DeLavernge

Please call 515-433-8196 to set up an
appointment.

Cedar Rapids Fire Department
713 1st Ave NE
Cedar Rapids, IA 52401
Linn

Monday-Friday from 7:00 to 4:00 p.m.

319-286-5166
Contact: Nicky Stansell

Please call Nicky for appointment at 319-286-
5268

Lucas County Health Center
1200 N 7th St
Chariton, IA 50049

Monday-Friday from 9:00 a.m. to 4:00 p.m.

641-774-3232
Contact: Jessica Goben

Please call 641-774-3232 to schedule an
appointment. Serving Lucas County

Coralville Police Department
1503 5th St
Coralville, IA 52241

319-248-1800
Contact: Juan Coleman

Please call for an appointment

Alegent Health Family Home Care
703 Rosary Dr
Corning, IA 50841
Adams

M-W from 12:00 to 5:30 p.m.

641-322-6385
Contact: Shyla Schafer

Safe Kids Loess Hills - FAMILY Inc.
3501 Harry Langdon Blvd
Council Bluffs, IA 51503
Pottawattamie

Bimonthly. Third Monday of the odd months
of the year from 3:00 to 6:00pm. By
Appointment Only.

712-256-9566
Contact: Janice Wright

MATURA Action Corporation
203 W Adams St
Creston, IA 50801
Union

Monday - Thursday from 7:00-5:00

641-782-8431
Contact: Trista Grossnickle

Please call for Appointment. Special needs assistance available. Additional contacts: Angie Rounds & Sharon Campbell.

Davenport Fire Station #6
1735 W Pleasant St
Davenport, IA 52804
Scott

4TH SATURDAY OF THE MONTH FROM 9AM TO NOON - MARCH THRU OCTOBER

563-326-7907
Contact: Lt. Mark Kakert

Dubuque Child Passenger Safety Coalition
3450 Center Grove Dr
Dubuque, IA 52003
Dubuque

Third Saturday from 10:00 a.m. to 12:00 p.m.

563-556-3281
Contact: Scott Baxter

Please call Anderson Weber Toyota for appointment.

Greenbelt Home Care
1506 Edgington Ave
Eldora, IA 50627
Hardin

Please call for Appointment

641-939-8444
Contact: Rachel Loyd

Medic Emergency Medical Services -
Eldridge ADM Station
100 S 14th Ave
Eldridge, IA 52748
Scott

By Appointment Only

563-323-6806
Contact: Brian Leonard

Fort Dodge Ford Lincoln Toyota
2723 5th Ave S
Fort Dodge, IA 50501

Last Tuesday of each month from 6:00 pm to 7:30 pm
Site operates March through November

515-574-6052
Contact: Shirley Johnson

No appointment needed. Additional contact John Cooper

Mills County Public Health Office
212 Glenwood State Hospital
Glenwood, IA 51534
Mills

Monday thru Friday from 8:00am to 4:30pm

712-527-9699
Contact: Kim Frink

Please call for appointment

Palo Alto County Ambulance Service
401 N Lincoln Ave
Graettinger, IA 51342
Palo Alto and surrounding counties

7 days a week

712-859-3193
Contact: Miranda DePyer

Adair County Health System
609 SE Kent St
Greenfield, IA 50849
Adair

Mon-Fri from 8:00 a.m. - 4:00 p.m.

641-743-2123
Contact: Kelly Oder

Appointments needed. Please call 641-743-2123 and ask for Mandy or Kelly.

Grundy County Public Health
704 1/2 H. Ave
Grundy Center, IA 50638

By appointment weekly

(319) 824-6312
Contact: Mrs Katie Thornton-Long

HAWC Partnerships for Children
222 N River Park Dr
Guttenberg, IA 52052
Clayton

Monday - Friday from 8:00 a.m. to 5:00 p.m.

563-419-0717
Contact: Lori Barry

Please call for appointment.

Franklin County Public Health
1341 Olive Ave
Hampton, IA 50441
Franklin, Butler, Hardin

641-456-5837
Contact: Jennifer Adams

Please call for appointment.

Safe Kids - Linn County Buick GMC Cadillac
of North Cedar Rapids
1020 N Center Point Rd
Hiawatha, IA 52233
Linn, Benton, Jones

2nd Thursday Month from 5:15 to 7:00 p.m.

319-310-7328

Contact: Nicky Stansell - 319-286-5268

Shannon Stokesberry - 319-286-5434

Indianola Fire Department

110 N 1st St
Indianola, IA 50125
Warren

Ten days per month from 8:00 a.m. - 6:00
p.m.

515-961-9405

Contact: Michael Cormier

Please call for appointment

Safe Kids, Johnson County

500 E Market St
Iowa City, IA 52245
Johnson

Hours vary, please call for appointment

319-358-2767

Contact: Evelyn Wolfe

Warren County Health Services

301 N Buxton St
Indianola, IA 50125

Monday through Friday by appointment

515-961-1074

Contact: RN Shelly Jensen

Knoxville Hospital and Clinics

1002 S Lincoln St
Knoxville, IA 50138
Marion

8:00 a.m. to 5:00 p.m.

614-842-1517

Contact: Heather Cook

Please call for appointment

Iowa City Police Department

410 E Washington St
Iowa City, IA 52240
Primarily Johnson, occasionally Iowa, Cedar
and Washington

Please call for Appointment

319-356-5275

Contact: R. Allan Mebus

Schedule Appts by calling: 319-356-5275. 0700-
1500 hrs ask for Allan Mebus or Lynda
Ambrose. 1500-2200 ask for April Miller or Jim
Williams

Stewart Memorial Community Hospital

1301 W Main St
Lake City, IA 51449
Calhoun, Sac Carroll, and Webster

Please call for appointment.

712-464-3171

Contact: Lori Lasher

Schukei Chevrolet
721 S Monroe Ave
Mason City, IA 50401
Cerro Gordo, Worth, Winnebago, Mitchell,
Floyd Wright, Hancock

3rd Saturday of the month from noon - 4:00
p.m.

641-421-3000
Contact: Alan Haubrich

Additional phone: 641-494-6602

Northeast Iowa Community Action Early
Head Start
107 W Center St
Monona, IA 52159
Clayton & Allamakee

563-539-2502 x 104
Contact: Cindy Schoulte

Please call for appointment. Hours are 9:00
a.m. to 3:00 p.m.

Henry County Health Center
401 S White St
Mount Pleasant, IA 52641
Henry and surrounding

319-385-6588
Contact: Brandy Parker

Please call and I will schedule an appointment

Osage Police Department
432 Main St
Osage, IA 50461
Mitchell

641-732-3777
641-732-4483
Contact: Rick LaGue

Appointments needed.

Pocahontas Hospital
606 NW 7th ST
Pocahontas, IA 50574

Inspection stations are held quarterly.
Please call 712-450-0080 to schedule an
appointment.

712-335-3501
Contact: Denny Fitchett

Sioux City Fire Department
601 Douglas St
Sioux City, IA 51101
Woodbury

712-279-6377
Contact: Joe Rodriguez

Spencer Fire Dept
10 N Grand Ave
Spencer, IA 51301

7 days a week from 8:00 a.m. - 8:00 p.m. by
appointment

712-580-7240
Contact: Denny Klatt

Buena Vista Regional Medical Center
1525 W 5th St
Storm Lake, IA 50588

Please call for appointment.

712-213-8028
Contact: Brenda Thams

Additional contact, Angela Castillo

Sumner Emergency Medical Services
901 W 1st St
Sumner, IA 50674
Bremer, Fayette, Chickasaw

Monday-Friday from 9:00 a.m. to 5:00 p.m.

563-578-8888
Contact: Alyssa Oberbroeckling

Please call for appointment.

Bob Brown Chevrolet
3600 111th St
Urbandale, IA 50322

1st Thursday of every month from 5:00 PM -
7:00 PM

515-241-6293
Contact: Brandi Thompson

Washington County Ambulance/Love Our
Kids
1120 N 8th Ave
Washington, IA 52353
Washington

319-653-2047
Contact: Richard Young

Iowa Child Care Resource & Referral
3675 University Ave
Waterloo, IA 50701

Monday thru Friday, Saturday & Sunday
upon request. Time 8:00 am to 5:00 pm,
other times upon request

319-233-0804
Contact: Kim Tiedt

EPI Deery Center. Serving Black Hawk County &
surrounding Counties. Special Needs Assistance
beginning October 2014. Appointments needed.

Waterloo Fire Rescue Station 3
222 W Donald St
Waterloo, IA 50703

3rd Thursday of each month from 5:00-7:00
pm

319-233-0804x 221
Contact: Kim Tiedt

Waverly Health Center
312 9th St SW
Waverly, IA 50677
Bremer, Butler, Floyd, Chickasaw,

Monday - Saturday from 10:00 a.m. to 4:00
p.m.

319-483-1361
Contact: Brian Pins

Appointment needed

319-754-5602

319-753-8293

Contact: Mary Margaret Wagner

Safe Kids

200 S Gear Ave

West Burlington, IA 52655

Des Moines

Please call for appointment

**APPENDIX A TO PART 1300 –
CERTIFICATIONS AND ASSURANCES
FOR HIGHWAY SAFETY GRANTS
(23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59,
AS AMENDED BY SEC. 4011, PUB. L. 114-94)**

[Each fiscal year, the Governor's Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: Iowa

Fiscal Year: 2017

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

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

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

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

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

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

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

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), **and Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, sub-recipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR at 74087 to 74100)).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted.
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require any of its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate *directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in Appendix B of 49 CFR part 21 and herein;*
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs a through e, in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - o The dangers of drug abuse in the workplace.
 - o The grantee's policy of maintaining a drug-free workplace.
 - o Any available drug counseling, rehabilitation, and employee assistance programs.
 - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - o Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - o Abide by the terms of the statement.
 - o Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction.
- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –

- o Taking appropriate personnel action against such an employee, up to and including termination.
 - o Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

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

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who

fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

(applies to subrecipients as well as States)

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

(applies to subrecipients as well as States)

Instructions for Primary Certification (States)

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the

meaning set out in the Definitions and coverage sections of 2 CFR Part 180. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

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

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

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

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

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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

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

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

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

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 2 CFR Part 180. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification

Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

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

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

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency with which this transaction originated may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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

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

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

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase only steel, iron and manufactured products produced in the United States with Federal funds, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase

foreign produced items, the State must submit a waiver request that provides an adequate basis and justification to and approved by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE
(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

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

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

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

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably

equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seatbelts by occupants of motor vehicles;
 - Submission of information regarding mobilization participation into the HVE Database;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
 - An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
 - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
 - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))
9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

The State: [**CHECK ONLY ONE**]

Certifies that automated traffic enforcement systems are not used on any public road in the State;

OR

Is unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 CFR 1300.13(d)(3) AND will submit the survey results to the NHTSA Regional office no later than March 1 of the fiscal year of the grant.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Signature Governor's Representative for Highway Safety

06/16/2016

Date

Roxann M. Ryan, Commissioner

Printed name of Governor's Representative for Highway Safety