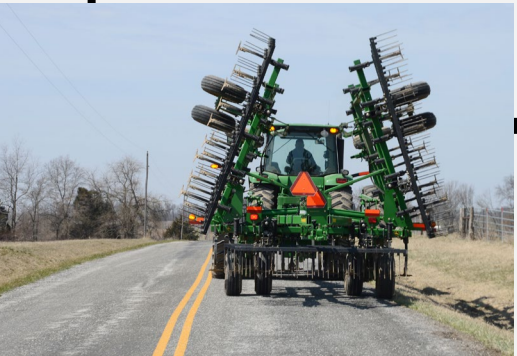




# Highway Safety Plan



**FFY 2022**



**Iowa Department of Public Safety  
Governor's Traffic Safety Bureau**

**Mission Statement of the Governor’s Traffic Safety Bureau**

*To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa’s roadways utilizing federally-funded grants to improve traffic safety in the State of Iowa.*

**Vision**

*A place where motorists, pedestrians and cyclists share the safest roads in the nation.*

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## Highway Safety Planning Process

### Data Sources and Processes/Data and Various Information Sources

Traffic safety stakeholders in Iowa understand data is a critical component to identify traffic safety problems throughout the state. Data is considered the foundation for the development of performance measures and to evaluate programs. Therefore, data must be timely and accurate. Efforts to improve state traffic records are continuous and are coordinated through the Statewide Traffic Records Coordinating Committee (STRCC). Since the inception of STRCC in the mid-90s, the state has been successful in maintaining and expanding the STRCC committee which has strengthened communications, planning and coordination efforts. Iowa's traffic records system is one source of information used for highway safety planning. Other sources include NHTSA data and publications and statewide surveys as indicated below:

### **Iowa's Traffic Records System**

Iowa's Traffic Records system is one source of information used for highway safety planning. The system is made up on six core datasets: Crash, Driver, Vehicle, Roadway, Citation/Adjudication, and EMS/Injury Surveillance. Traffic safety partners strive to improve the system through projects which focus on improving the performance attributes of accuracy, completeness, timeliness, uniformity, accessibility, and integration. Through the system, traffic records are captured, stored, analyzed and transmitted/disseminated for various traffic safety related needs. The following provides a snapshot of each of the core datasets.

#### **1. Crash**

The custodial agency for the crash dataset is the Iowa Department of Transportation (DOT). Crash data is submitted to the DOT by law enforcement agencies throughout the state. As of March 31, 2021, 385 agencies were submitting crash data electronically through Iowa's Traffic and Criminal Software (TraCS). The submittals by those agencies account for over 99.65% of all crash submissions. For agencies who do not utilize TraCS, paper reports are submitted to the DOT.

#### **2. Driver**

The DOT, Motor Vehicle Division maintains driver records which include information on currently licensed drivers, records for identification only, expired licenses, suspended drivers, and licenses surrendered in other states. As of December 31, 2020, there were 2,333,505 licensed drivers in the state of Iowa.

#### **3. Vehicle**

The DOT, Motor Vehicle Division maintains the vehicle data system. In 2020, there were 3,721,182 registered motor vehicles in the state of Iowa. Vehicle registrations and title transactions are processed through the state's 99 county treasurer's offices and are available in "real time". Vehicle registration and title information are linked with state driver license systems.

#### **4. Roadway**

The DOT is the agency responsible to collect and maintain roadway system data. There are approximately 114,000 miles of state, county and city roadways in Iowa's Roadway System. Data collected for all road jurisdictions include geographic information, geometric data, roadway configuration, pavement and bridge conditions, jurisdictional responsibilities and traffic levels.

#### **5. Citation/Adjudication**

The DOT is assigned statutory responsibility for the oversight of citations in the state. The majority of citations issued in Iowa are submitted electronically to the DOT using TraCS Electronic Citation Component (ECCO). TraCS is currently used by 385 law enforcement agencies throughout the state (as of March 31, 2021). For law enforcement agencies that do not utilize TraCS ECCO, 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 with each displaying a unique identifying number. Iowa data definitions meet national enforcement and court standards including the National Crime Information Center, Uniform Crash Reporting, National Incident-Based System, National Law Enforcement Communication

System, Law Enforcement Information Network and the Traffic Court Case Management System Functional Requirement Standards. Data elements are defined for court records in the National Center for the State Courts (NCSC) guidelines.

#### 6. EMS/Injury Surveillance

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

#### State Survey Results

1. **Observational Safety Belt Usage Survey** – Iowa's official seat belt usage is determined through an annual survey conducted in accordance with NHTSA's "Uniform Criteria for State Observational Surveys of Seat Belt Use." Iowa will be required to complete a seat belt survey site reselection process in CY 2022.
2. **Child Passenger Restraint Usage Survey** – An annual child restraint usage survey is conducted by the University of Iowa, Injury Prevention Research Center. The focus of the survey is children under the age of 18.
3. **Public Awareness Survey** – Self-reporting surveys have been conducted at identified driver license stations within Iowa since 2010 to measure driver attitudes and behaviors regarding speed, safety belts, distracted driving, impaired driving and drowsy driving. The objective of the survey is to focus on driving patterns and the effectiveness of media campaigns which are centered on national mobilizations and high visibility efforts. The annual public awareness survey is conducted by Iowa State University Center for Survey Statistics and Methodology.
4. **Pre and Post Event Surveys** – Throughout a program year, law enforcement partners receiving Section 402 funding and those agencies participating in sTEP (special Traffic Enforcement Program) are required to conduct seat belt usage surveys.

#### NHTSA Data, Reports and Publications

Various data sources as maintained by the National Center for Statistics and Analysis (NCSA) are used during the planning process, including the following:

**Fatality and Injury Reporting System Tool (FIRST)** – Allows users to build custom queries of fatal/injury crashes and generate the results in the form of tables, charts or GIS maps. It also lets you export output into Excel or pdf.

**State Traffic Safety Information (STSI)** – An information portal for state or county specific data for the past 10 years for key safety metrics on belt-use, impaired driving, speeding, core performance measures through tables, charts and GIS crash location maps.

**Fatality Analysis and Reporting System (FARS)** – The FARS Encyclopedia includes all the information in the Traffic Safety Facts Annual Report Tables. FARS is utilized in the development of performance measures. The analysis of FARS data helps identify where Iowa ranks nationally.

NHTSA provides an abundance of reports and publications in a variety of topic areas. These reports summarize traffic safety issues from a national perspective but also provide state-specific information and rankings. NHTSA reports and publications used to formulate Iowa's FFY 2022 Highway Safety Plan included the following:

**“Countermeasures that Work”** – NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 9<sup>th</sup> Edition, 2017, provides information to assist State Highway Safety Offices in the selection of science-based traffic safety countermeasures. The guide describes major strategies relevant to highway safety offices, summarizes their use, effectiveness, costs and implementation time, and provides references to research summaries and individual studies. The effectiveness rating within “Countermeasures that Work” identify the maximum effect that can be realized with high-quality implementation. It is understood, however, that effectiveness can vary greatly from state to state.

**Iowa Traffic Records Assessment** – The most recent Traffic Records Assessment was conducted in the fall of 2020. Recommendations from the assessment are being addressed by the Statewide Traffic Records Coordinating Committee (STRCC) and the STRCC Guidance Team to help identify projects to improve Iowa’s overall traffic records system.

### **NHTSA Traffic Safety Fact Sheets and State Data Books**

#### **Process Participants**

The GTSB works with various traffic safety stakeholders including but not limited to the Iowa Department of Transportation, Iowa Department of Public Health, the University of Iowa, Iowa State University, Federal Highway Administration, Federal Motor Carrier Safety Administration, and NHTSA on a regular basis. Many of these stakeholders are also involved in the development and implementation of the State Strategic Highway Safety Plan.

Members of the Statewide Traffic Records Coordinating Committee (STRCC) also serve a vital role in establishing project priorities through the availability, accuracy and linkage capabilities of Iowa traffic data. Membership of STRCC is diverse and represents several public agencies whose role is to capture, store, analyze and transmit/disseminate data.

## **Description of Highway Safety Problems**

The main objective of Iowa’s Problem Identification is to determine the relative severity of traffic safety problems throughout Iowa’s 99 counties. As part of the duty of the GTSB to administer federal traffic safety funds, a comprehensive “Problem Identification” is compiled each year.

It is the responsibility of the GTSB, through an approved Highway Safety Plan, to provide for a data-driven traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in the areas most at risk for such incidents (23 U.S.C. Code §402). Performance targets contained in the Highway Safety Plan must be evidence-based and supported by data.

Annually the GTSB conducts a Problem Identification Analysis as an effort to identify problematic traffic safety issues throughout the state to include emerging issues and trends. The primary purpose of the Problem Identification Analysis is to:

1. Determine the magnitude of problematic issues; identify how big the problem is
2. Review trends. Are trends getting better or worse?
3. Identify characteristics of the traffic safety problem
4. Identify opportunities in which to develop traffic safety programs and project.

In order to conduct the Problem Identification, various data sources are utilized including but not limited to state data provided by the Iowa Department of Transportation, National Center for Statistics and Analysis (NCSA) data, survey data and results, and when applicable, research information and data.



## Methods for Project Selection

Once the Problem Identification Analysis is completed, Iowa agencies are identified for notification of funding eligibility. Sections 402 and 405d applications are completed on-line in the Iowa web grant system. Agencies are provided proposal guidelines and instructions on the web grant system with details on how to complete the on-line application.

All GTSB funding applications/proposals/continuation forms must include:

1. Problem Statement/Objective that describes the highway safety problem(s) to be addressed
2. Proposed Activities and/or services to be provided that will positively impact the problem
3. Performance Measures to assess the program's success in attaining its objectives (quantifiable if possible)
4. Budget including various program elements (personal services, commodities, equipment, contractual services) to be funded and the corresponding amount requested for each item as well as the overall requested amount of funding

By mid-March, all funding proposals will have been reviewed by the Program Administrators, the Financial Manager and the Bureau Chief. During these negotiations, all elements of the applications are reviewed to include input from the assigned Program Administrator. The Program Administrator possesses a unique perspective of current or previous contract partners from face to face and every day operations with those agencies. The Program Administrators provide input into which proposals they deem as worthy and what funding level is appropriate. The Financial Manager provides budget considerations and details on the applicant's prior funded equipment. The Bureau Chief, utilizing the information and input, makes the final decisions. The applications are updated with the results from the negotiations.

Once budget decisions are made, the applicants are notified by the Program Administrator of their grant award status. If, after deliberations with the applicants, anything in the approved overall budget changes, the Bureau Chief, Grants Administrator, Program Evaluator and Financial Manager are informed and the applications are updated (with Bureau Chief approval).

## List of Information and Data Sources

### Data Sources and Processes/Data and Various Information Sources

Traffic safety stakeholders in Iowa understand data is a critical component to identify traffic safety problems. Data is considered the foundation for the development of performance measures and to evaluate programs. It is critical that data be timely and accurate. Efforts to improve state traffic records are continuous. The Statewide Traffic Records Coordinating Committee (STRCC) helps coordinate some of those activities. Since the inception of STRCC the state has been successful in maintaining and expanding the STRCC committee which has strengthened communications, planning and coordination efforts.

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#### **NHTSA Traffic Safety Fact Sheets and State Data Books**

## **Description of Outcomes from the Coordination of the Highway Safety Plan (HSP), Data Collection, and Information Systems with the State Strategic Highway Safety Plan (SHSP)**

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

### **Establishing Numerical Targets/Safety Performance Targets**

#### **Description of Outcomes from the Coordination of the Highway Safety Plan (HSP), Data Collection, and Information Systems with the State Strategic Highway Safety Plan (SHSP)**

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

1. Number of Fatalities
2. Rate of Fatalities per 100 Million Vehicle Miles Traveled (VMT)
3. Number of Serious Injuries
4. Rate of Serious Injuries Per 100 Million Vehicle Miles Traveled (VMT)
5. Number of Non-Motorized Fatalities and Non-Motorized and Serious Injuries

Iowa traffic safety stakeholders have agreed upon a methodology in order to coordinate the development of performance measures for the SHSP, HSP, and HSIP.

## **Evidence-Based Traffic Safety Enforcement Plan**

See ATTACHMENT A for Iowa's FFY 2022 Evidence-Based Traffic Safety Plan.

## Performance Report

Progress towards meeting state performance targets.

Performance Measures Name	Progress
C-1) Number of traffic fatalities (FARS)	There was a 5.32% increase in the number of traffic fatalities between 2018 (319) and 2019 (336).
C-2) Number of serious injuries in traffic crashes (State crash data files)	There was a 2.74% increase in serious injuries between 2018 (1,312) and 2019 (1,348).
C-3) Fatalities/100 M VMT (FARS/FHWA)	Fatalities per 100M VMT was 0.96 in 2018. This was a slight decrease from 2017. (2019 FARS data was not available at the time this report was prepared; therefore, 2018 data was used.)
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Between 2018 and 2019 there was a 19.23% increase in the number of unrestrained passenger vehicle occupant fatalities.
C-5) Number of fatalities in crashes involving a driver or motorcyclist operator with a BAC of .08 and above (FARS)	Between 2018 and 2019, there was an 11.11% increase in the number of alcohol-impaired driving fatalities.
C-6) Number of speeding-related fatalities (FARS)	There was an 11.29% increase in speeding-related fatalities between 2018 and 2019.
C-7) Number of motorcycle fatalities (FARS)	Between 2018 and 2019, there was a 2.33% increase in the number of motorcyclist fatalities.
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Between 2018 and 2019, there was a 20.69% increase in the number of unhelmeted motorcyclist fatalities.
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Iowa continues to see a downward trend in the number of drivers age 20 or younger involved in fatal crashes.
C-10) Number of pedestrian fatalities (FARS)	Between 2018 and 2019, pedestrian fatalities decreased by one. However, preliminary state data for FFY 2020 reflects 28 pedestrian fatalities, which will alter the current downward trends.
C-11) Number of bicyclist fatalities (FARS)	For the past three years (2017-2019) Iowa has seen a rise in the number of bicyclist fatalities. In 2018 there were 7 bicyclist fatalities. Nine (9) fatalities were recorded in 2019.
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (Annual Survey)	Iowa's overall seat belt use rate was 95.2% (2020). Partners will continue to enforce belt use laws and educational efforts will provide awareness to the importance of belt usage.

<b>Performance Measure: C-1) Number of Traffic Fatalities (FARS)</b>
<b>Progress: In Progress</b>
<p><b>Program Area Level Report:</b> Iowa recorded a 5.32% increase in traffic fatalities between 2018 and 2019. The state did not meet the collaborative target, which was 345.8.</p> <p>The target was set in cooperation and continuous partnerships between the Iowa Department of Transportation, Iowa Department of Public Safety/Governor's Traffic Safety Bureau and other traffic safety professionals including the Federal Highway Administration and the Federal Motor Carrier Safety Administration. The collaborative annual target was consistent with the Highway Safety Improvement Program (HSIP) target and was set using 5-year rolling averages and was compliant with 23 CFR 490 and 1300.11.</p> <p>The GTSB will continue partnerships with state traffic safety stakeholders to establish the annual collaborative target.</p>

<b>Performance Measure: C-2) Number of Serious Injuries in Traffic Crashes (State crash data files)</b>
<b>Progress: In Progress</b>
<p><b>Program Area Level Report:</b> Iowa recorded a 2.74% increase in serious injuries between 2018 and 2019. In spite of the increase, however, the linear and moving average trend lines are continuing to head downward. The collaborative target of 1,396.2 was met for 2020.</p> <p>The target was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor's Traffic Safety and other traffic safety professionals including the Federal Highway Administration and the Federal Motor Carrier Safety Administration. The collaborative annual target was consistent with the Highway Safety Improvement Program (HSIP) target and was set using 5-year rolling averages and was compliant with 23 CFR 490 and 1300.11.</p> <p>The GTSB will continue partnerships with state traffic safety stakeholders to establish the annual collaborative target.</p>

<b>Performance Measure: C-3) Number of Fatalities/100M VMT (FARS, FHWA)</b>
<b>Progress: In Progress</b>
<p><b>Program Area Level Report:</b> The state is starting to see a decline in fatalities /100M VMT.</p> <p>The target was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor's Traffic Safety Bureau and other traffic safety professionals including the Federal Highway Administration and the Federal Motor Carrier Safety Administration. The safety performance target was consistent with the Highway Safety Improvement Program (HSIP) target and was set using 5-year rolling averages and is compliant with 23 CFR 490 and 1300.11.</p> <p>The GTSB will continue partnerships with state traffic safety stakeholders to establish the annual collaborative target.</p>

**Performance Measure: C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions (FARS)**

**Progress: In Progress**

**Program Area Level Report:**

The FFY 2019 target to reduce unrestrained passenger vehicle occupant fatalities 3.88% from the 2012-2016 average of 103 to 99 was met. The 2015-2019 5-year moving average was 96.

After two years of decreases in the number of unrestrained passenger vehicle fatalities, between 2018 and 2019 there was a 19.23% increase; thus, causing both the linear and moving average trend lines to start to flatten. In 2019, 38.31% of passenger vehicle occupant fatalities were unrestrained with an additional 10.48% being recorded as “unknown” in regard to belt usage by the reporting officer. In spite of the increase between 2018 and 2019, the state is likely to meet the FFY 2020 target.

The nighttime seat belt enforcement project that was to be implemented in 2020 was not as successful as planned as agencies were not able to do such enforcement activities due to COVID-19 concerns and restrictions. Nighttime seat belt activities are being implemented in FFY 2021 and are being planned for FFY 2022.

The 2020 Child Passenger Safety usage survey revealed that only 85.4% of teens ages 14-17 used a seat belt. This was a 7.47% decrease from the 92.3% recorded in 2020. The GTSB will be addressing this issue through educational efforts in FFY 2022 by initiating a “Seat Belts Are For Everyone” (S.A.F.E.) program similar to the program currently being conducted in the state of Kansas.

The Fatality Reduction Task Force will continue in FFY 2022 and occupant protection will remain a priority of recommendations and projects.

**Performance Measure: C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 or Above**

**Progress: In Progress**

**Program Area Level Report:**

In spite of an 11.11% increase in the number of alcohol-impaired driving fatalities between 2018 and 2019, the FFY 2019 target was achieved. The FFY 2019 target was to reduce alcohol-impaired driving fatalities 1.06% from the 2012-2016 average of 94 to 93. The 2015-2019 5-year moving average was 93. Both linear and moving average trend lines, however, are starting to incline. Upon reviewing preliminary 2020 data, the state does not anticipate meeting the FFY 2020 target established for alcohol-impaired driving fatalities but is programming efforts to mitigate upward trends.

In FFY 2020, COVID-19 concerns and restrictions greatly impacted enforcement, education and training efforts. There will be a need in 2021, and presumptively in FFY 2022, to re-engage law enforcement after COVID-19 restrictions and months of civil unrest that occurred during the summer of 2020. The ability to hold Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) trainings and certification programs were also greatly impacted. As this plan is prepared, the COVID-19 pandemic continues to have an impact, however, the state plans to move forward and evaluate the pandemic situation and continue programs as planned when appropriate or through mitigation efforts.

The state of Iowa currently qualifies for Section 405d funding as a “Low-Range State”, as the average impaired driving fatality rate is 0.30 or lower. The 3-year average of alcohol-impaired fatalities per vehicle miles traveled, however, is starting to inch up. The impact of less vehicle miles traveled during the peak of COVID-19, may alter Iowa’s qualification category to “moderate”, and as such, additional measures and activities may need to be

implemented for eligibility requirements, including reinstating the Impaired Driving Task Force which was first implemented in 2016.

The Fatality Reduction Task Force will continue in FFY 2022 and impairment issues will remain a priority of recommendations and projects.

**Performance Measure: C-6) Number of Speeding-Related Fatalities (FARS)**

**Progress: In Progress**

**Program Area Level Report:**

The FFY 2019 target to maintain the 2012-2016 average of 62 speeding-related fatalities was not achieved. The 2015-2019 5-year moving average was 69.

The state saw an 11.29% increase in speeding-related fatalities between 2018 and 2019. Both the linear trend line and the moving average have plateaued through 2019. Upon the on-set of the COVID-19 pandemic, the state saw a decrease in the number of vehicle miles traveled, but an increase in speeding throughout the state. Both enforcement and educational/messaging efforts were ramped up the last quarter of FFY 2020 to focus on speed.

The Fatality Reduction Task Force will continue in FFY 2022 and speed issues will remain a priority for recommendations and projects.

**Performance Measure: C-7) Number of Motorcyclist Fatalities (FARS)**

**Progress: In Progress**

**Program Area Level Report:**

The FFY 2019 target to reduce motorcyclist fatalities 1.96% from the 2012-2016 average of 51 to 50 was achieved. The 2015-2019 5-year moving average was 47. In spite the target being met, however, the 5-year linear trend has basically plateaued. Preliminary 2020 data shows a dramatic increase in the number of motorcyclist fatalities, and as such, it is anticipated the state will be unlikely to meet 2020 and 2021 targets.

COVID-19 did impose restrictions in regard to motorcycle rider education (MRE) courses in FFY 2020. It is anticipated there will be opportunity to complete a more comprehensive MRE program in FFY 2021.

**Performance Measure: C-8) Number of Unhelmeted Motorcyclist Fatalities (FARS)**

**Progress: In Progress**

**Program Area Level Report:**

The FFY 2019 target to reduce unhelmeted motorcyclist fatalities 2.56% from the 2012-2016 average of 39 to 38 was achieved. The 2015-2019 5-year moving average was 35. In spite the target being met, however, the 5-year linear trend has basically plateaued. Preliminary 2020 data shows a dramatic increase in the number of unhelmeted motorcyclist fatalities, and as such, it is anticipated the state will be unlikely to meet 2020 and 2021 targets.

COVID-19 did impose restrictions in regard to motorcycle rider education courses in FFY 2020. It is anticipated there will be an opportunity to complete a more comprehensive MRE program in FFY 2021.



<b>Performance Measure: C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)</b>
<b>Progress: In Progress</b>
<p><b>Program Area Level Report:</b>  The FFY 2019 target to reduce drivers age 20 or younger involved in fatal crashes 1.92% from the 2012-2016 average of 52 to 51 was achieved. The 2015-2019 5-year moving average was 46. The state is likely to meet the FFY 2020 target.</p> <p>COVID-19 adversely affected planned activities in FFY 2020 upon the Governor’s proclamation in the spring to close Iowa schools due to the pandemic. Pandemic concerns still impose restrictions in some districts as this plan is being written, however, it is anticipated that school programs will be reinstated and COVID restrictions are eased and schedules allow.</p> <p>Programming in regard to young drivers should take into consideration results of the 2020 Child Passenger safety survey which revealed only 85.4% of teens age 14-17 used a seat belt. This reflects a 7.47% decrease from the 92.3% recorded in 2019.</p>

<b>Performance Measure: C-10) Number of Pedestrian Fatalities (FARS)</b>
<b>Progress: In Progress</b>
<p><b>Program Area Level Report:</b>  The FFY 2019 target to reduce pedestrian fatalities 4.76% from the 2012-2016 average of 21 to 20 was not met. In spite of downward trend lines, the 2015-2019 5-year moving average was 23. Upon reviewing preliminary 2020 data, the state does not anticipate meeting the FFY 2020 target.</p> <p>Some pedestrian-related projects planned for FFY 2020 were impacted by interruption faced by law enforcement agencies due to the COVID-19 pandemic and a summer of civil unrest. FFY 2021 incorporated a new speed/pedestrian project which, if successful will be continued in FFY 2022.</p>

<b>Performance Measure: C-11) Number of Bicyclist Fatalities (FARS)</b>
<b>Progress: In Progress</b>
<p><b>Program Area Level Report:</b>  The FFY 2019 target to reduce bicyclist fatalities 20% from the 2012-2016 average of 5 to 4 was not met. The 2015-2019 5-year moving average was 7.</p> <p>Although in 2019, bicyclist fatalities only accounted for less than 3% of all traffic fatalities in the state, new countermeasures need to be considered to mitigate the upward trend in fatalities.</p>

<b>Performance Measure: B-1) Observational Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Annual Survey)</b>
<b>Progress: In Progress</b>
<p><b>Program Area Level Report:</b>  Iowa continues to maintain a high seat belt usage rate (95.2% in 2020). In spite of the usage rate as calculated from the annual survey, the state recognizes there is still ample work to do especially in rural areas of the state where belt use is considerably lower.</p>

## Performance Plan

		BASE YEARS				
PERFORMANCE PLAN CHART – 2022 Highway Safety Plan		2015	2016	2017	2018	2019
C-1 Traffic Fatalities	FARS	320	402	330	319	336
	5-Year Rolling Average	337	345	338	339	341
	Reduce total fatalities to 337.8 (2018-2022 rolling average).					
C-2 Serious Injuries in Traffic Crashes		2015	2016	2017	2018	2019
	State	1,470	1,510	1,467	1,312	1,341
	5-Year Rolling Average	1,530.8	1,532.6	1,500.2	1,453.6	1,420
	Reduce serious traffic injuries to 1,327.2 (2018-2022 rolling average).					
C-3 Fatalities/100M VMT		2015	2016	2017	2018	2019
	FARS	0.96	1.21	0.99	0.96	1.00
	5-Year Rolling Average	1.06	1.07	1.04	1.03	1.02
	Reduce fatalities per 100M VMT to 1.037 (2018-2022 rolling average).					
C-4 Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions		2015	2016	2017	2018	2019
	FARS	101	109	97	78	93
	5-Year Rolling Average	105	103	100	95	96
	Reduce unrestrained passenger vehicle occupant fatalities 3.16% from the 2015-2019 average of 96 to 93 (2018-2022 average) by December 31, 2022.					
C-5 Alcohol-Impaired Driving Fatalities		2015	2016	2017	2018	2019
	FARS	78	108	90	90	100
	5-Year Rolling Average	90	95	94	91	93
	Reduce alcohol-impaired driving fatalities 1.08% from the 2015-2019 average of 93 to 92 (2018-2022 average) by December 31, 2022.					
C-6 Speeding-Related Fatalities		2015	2016	2017	2018	2019
	FARS	49	94	70	62	69
	5-Year Rolling Average	56	62	62	64	69
	Reduce speeding related fatalities 2.90% from the 2015-2019 average of 69 to 67 (2018-2022 average) by December 31, 2022.					
C-7 Motorcyclist Fatalities		2015	2016	2017	2018	2019
	FARS	41	60	49	43	44
	5-Year Rolling Average	46	51	49	49	47
	Maintain motorcyclist fatalities to be no more than the 2015-2019 5-year average of 47 by December 31, 2022.					
C-8 Unhelmeted Motorcyclist Fatalities		2015	2016	2017	2018	2019
	FARS	31	47	34	29	35
	5-Year Rolling Average	36	39	36	36	35

	Reduce unhelmeted motorcyclist fatalities 2.86% from the 2015-2019 average of 35 to 34 (2018-2022) by December 21, 2022.					
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes		2015	2016	2017	2018	2019
	FARS	52	53	49	44	33
	5-Year Rolling Average	48	48	48	50	46
	Reduce drivers age 20 or younger involved in fatal crashes 8.70% from the 2015-2019 average of 46 to 42 (2018-2022 average) by December 31, 2022.					
C-10 Pedestrian Fatalities		2015	2016	2017	2018	2019
	FARS	25	22	23	22	21
	5-Year Rolling Average	22	21	22	22	23
	Reduce pedestrian fatalities 4.35% from the 2015-2019 average of 23 to 22 (2018-2022 average) by December 31, 2022.					
C-11 Bicyclist Fatalities		2015	2016	2017	2018	2019
	FARS	4	8	5	7	9
	5-Year Rolling Average	4	5	5	6	7
	Maintain bicyclist fatalities to be no more than the 2015-2019 5-year average of 7 by December 31, 2022.					
B-1 Observed Seat Use for Passenger Vehicle, Front Seat Outboard Occupants (State Survey)		2016	2017	2018	2019	2020
	State Annual	93.8	91.4	93.9	94.6	95.2
		Increase the observed seat belt use for passenger vehicles .42% from the 2020 observational survey rate of 95.2% to 95.6% for the 2022 survey.				

Performance Measure		Target Period	Target Start Year	Target End Year	Target Value
C-1	Number of traffic fatalities (FARS)*	5 Year	2018	2022	337.8
C-2	Number of serious injuries in traffic crashes (State crash data files)*	5 Year	2018	2022	1,327.2
C-3	Fatalities/100M VMT*	5 Year	2018	2022	1.037
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2018	2022	93
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2018	2022	92
C-6	Number of speeding-related fatalities (FARS)	5 Year	2018	2022	67
C-7	Number of motorcyclist fatalities (FARS)	5 Year	2018	2022	47
C-8	Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2018	2022	34
C-9	Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2018	2022	42
C-10	Number of pedestrian fatalities (FARS)	5 Year	2018	2022	22
C-11	Number of bicyclist fatalities (FARS)	5 Year	2018	2022	7
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants (Annual Survey)	Annual	2022	2022	95.6%

\*State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP Annual Report.

**Performance Measures**

**C-1) Number of Traffic Fatalities**

**Performance Target Details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of Traffic Fatalities (FARS)	Numeric	337.8	5 Year	2018

**Performance Target Justification**

Figure 1 shows the historical series (black line), the integrated moving average (IMA) model (red line), the model’s forecast values (black dots), and a set of prediction interval (PI) bounds (blue lines). The blue lines shown in this figure correspond to the 75% confidence level used for targets. Table 1 shows the model’s forecast of fatalities for 2021 and 2022 and the upper prediction interval value at different confidence levels.

Figure 1: IMA model and forecast for annual fatalities

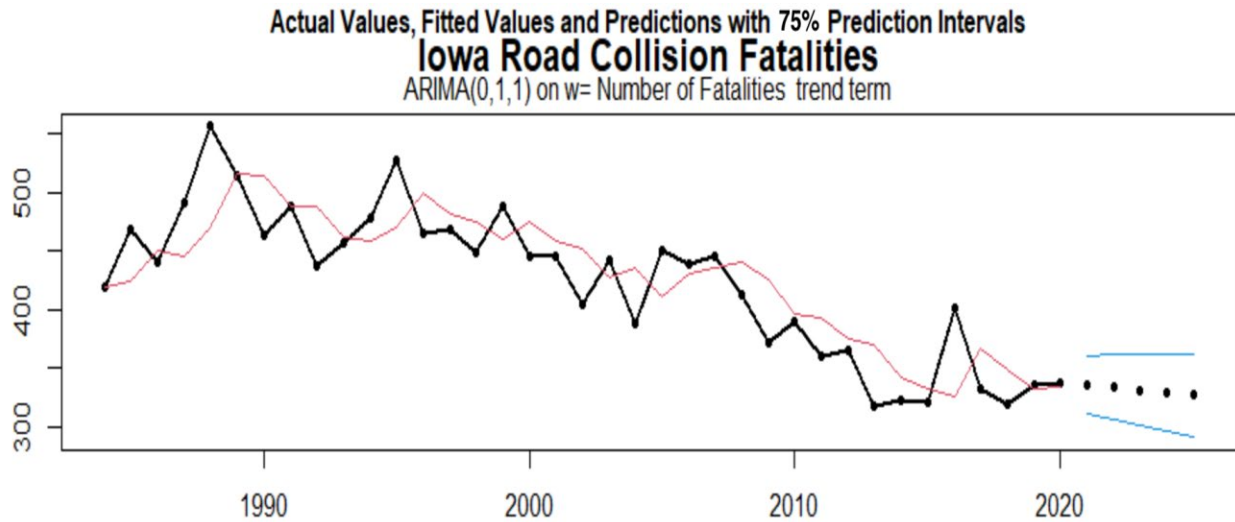


Table 1: Forecast road fatalities and upper prediction values at selected probability levels

Year	Forecast	70%	75%	80%	85%	97.5%
2021	336	355	360	366	373	407
2022	333	355	361	368	376	414

To be 75% confident of the 2022 target value, the five-year rolling average target for 2018-2022 would be set by averaging the forecast value of 336 fatalities for 2021 and the 75% PI value of 361 as the 2022 value along with the actual fatalities for 2018, 2019, and 2020.

In March 2021, the Iowa DOT began the process of reviewing data to set performance targets for the five safety performance measures required by FHWA in 23 CFR 490; Number of Fatalities, Rate of Fatalities per 100M VMT, Number of Serious Injuries, Rate of Serious Injuries per 100M VMT, and Number of Non-Motorized Fatalities and Non-Motorized Serious Injuries.

These targets must be set as five-year rolling averages for 2018-2022 and will be identical to the State’s Highway Safety Improvement Program (HSIP) annual report, due August 31, 2021. The State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries)

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reported in the HSIP annual report, as coordinated through the State SHSP. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. This approach relies on the use of prediction intervals around the trend model forecast to inform a “risk-based” target setting method.

A prediction interval is defined as: “In statistical inference, specifically predictive inference, a prediction interval is an estimate of an interval in which future observations will fall, with a certain probability, given what has already been observed.”<sup>1</sup> A prediction interval approach enables a focus on the acceptable risk of meeting, or failing to meet a target, which allows stakeholders at all levels of the organization to understand the targets in better context. Since 2017, the Safety Targets Working Group has annually evaluated several prediction intervals and continued to recommend a prediction interval of 75%, meaning that there would be 75% confidence that the actual number of fatalities and injuries would be lower than the targets. Management agreed with the use of a 75% confidence level, and is being used again in 2021 for target setting.

For each measure, a times series model was developed. An integrated moving average (IMA) model has been used since 2017. The above diagram helps illustrate the level of risk associated with various confidence levels, as well as the fact that higher confidence levels lead to more conservative targets.

The safety data used in the forecast can be obtained from the Iowa Crash Analysis Tool (ICAT) and Motor Vehicle Division daily fatality count from the following websites.

ICAT: <https://icat.iowadot.gov/>

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

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<sup>1</sup> [http://en.wikipedia.org/wiki/Prediction\\_interval](http://en.wikipedia.org/wiki/Prediction_interval), 2019-May-02

## C-2) Number of Serious Injuries in Traffic Crashes

### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of Serious Injuries in Traffic Crashes (State crash data files)	Numeric	1,327.2	5 Year	2018

### Performance Target Justification

The figure below shows the historical series (black line), the model (red line), the model's forecast values (black dots), and a set of prediction interval bounds (blue lines) for the number of serious injuries resulting from collisions. In this case, due to a discontinuity between 2000 and 2001, the model is constructed using only data from 2001 and later.

Figure 2: IMA model and forecast for serious injuries.

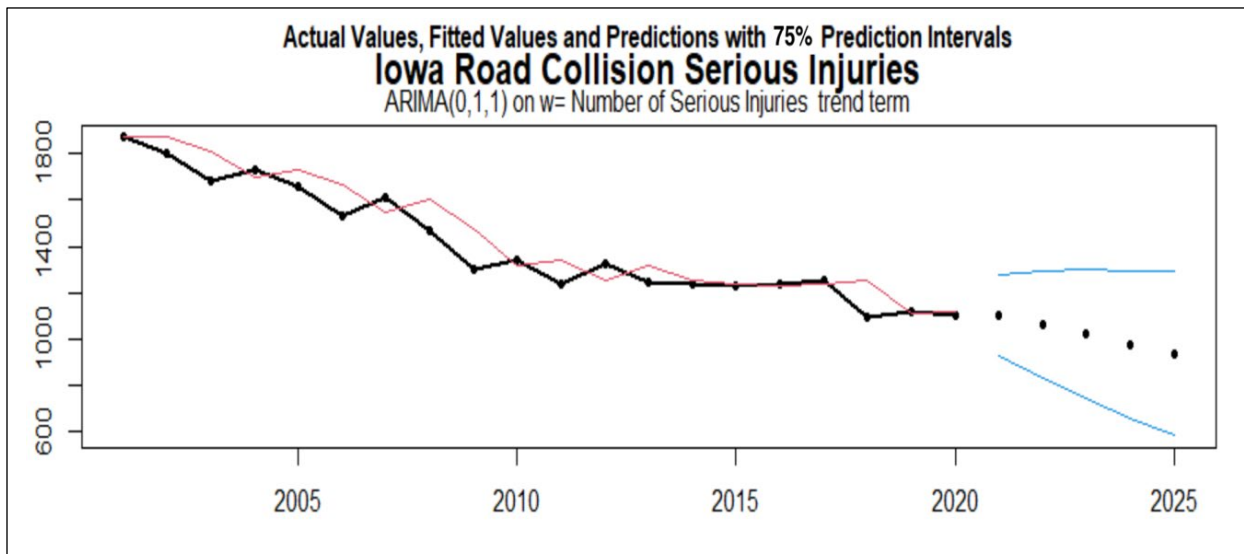


Table 2: Forecast road serious injuries and upper prediction values at selected probability levels.

Year	Forecast	70%	75%	80%	85%	97.5%
2021	1,309	1,372	1,390	1,410	1,433	1,543
2022	1,253	1,338	1,362	1,389	1,420	1,568

In March 2021, the Iowa DOT began the process of reviewing data to set performance targets for the five safety performance measures required by FHWA in 23 CFR 490; Number of Fatalities, Rate of Fatalities per 100M VMT, Number of Serious Injuries, Rate of Serious Injuries per 100M VMT, and Number of Non-Motorized Fatalities and Non-Motorized Serious Injuries.

These targets must be set as five-year rolling averages for 2018-2022 and will be identical to State's Highway Safety Improvement Program (HSIP) annual report, due August 31, 2021. The State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast

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based on trends. This approach relies on the use of prediction intervals around the trend model forecast to inform a “risk-based” target setting method.

A prediction interval is defined as: “In statistical inference, specifically predictive inference, a prediction interval is an estimate of an interval in which future observations will fall, with a certain probability, given what has already been observed.”<sup>2</sup> A prediction interval approach enables a focus on the acceptable risk of meeting, or failing to meet a target, which allows stakeholders at all levels of the organization to understand the targets in better context. Since 2017, the Safety Targets Working Group has annually evaluated several prediction intervals and continued to recommend a prediction interval of 75%, meaning that there would be 75% confidence that the actual number of fatalities and injuries would be lower than the targets. Management agreed with the use of a 75% confidence level, and is being used again in 2021 for target setting.

For each measure, a times series model was developed. An integrated moving average (IMA) model has been used since 2017. The above diagram helps illustrate the level of risk associated with various confidence levels, as well as the fact that higher confidence levels lead to more conservative targets.

The safety data used in the forecast can be obtained from the Iowa Crash Analysis Tool (ICAT) and Motor Vehicle Division daily fatality count from the following websites.

ICAT: <https://icat.iowadot.gov/>

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

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<sup>2</sup> [http://en.wikipedia.org/wiki/Prediction\\_interval](http://en.wikipedia.org/wiki/Prediction_interval), 2019-May-02



### C-3) Fatalities/100M VMT

#### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/100 VMT	Numeric	1.037	5 Year	2018

#### Performance Target Justification

This measure is a rate conversion, using the forecast developed for fatalities and the estimated VMT for the forecast period. The forecast values of VMT were provided by the Systems Planning Bureau using a linear forecast<sup>3</sup>. The annual VMT forecast by this method for 2022 is expected to be 33.1 billion (33,051,440,000).

Table 3: Fatality rate forecast at selected probability levels

Year	VMT forecast (x1M)	Forecast fatality rate	70%	75%	80%	85%	97.5%
2021	32,954.00	1.0196	1.0773	1.0924	1.1106	1.1319	1.2351
2022	33,051.44	1.0075	1.0741	1.0922	1.1134	1.1376	1.2526

To be 75% confident of the 2022 target value, the five-year rolling average target for 2018-2022 would be set by averaging the forecast value of 1.0196 fatalities per hundred million VMT for 2021 and the 75% PI value of 1.0922 for 2022 along with the actual fatality rates for 2018, 2019, and 2020.

In March 2021, the Iowa DOT began the process of reviewing data to set performance targets for the five safety performance measures required by FHWA in 23 CFR 490; Number of Fatalities, Rate of Fatalities per 100M VMT, Number of Serious Injuries, Rate of Serious Injuries per 100M VMT, and Number of Non-Motorized Fatalities and Non-Motorized Serious Injuries.

These targets must be set as five-year rolling averages for 2018-2022 and will be identical to State’s Highway Safety Improvement Program (HSIP) annual report, due August 31, 2021. The State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. This approach relies on the use of prediction intervals around the trend model forecast to inform a “risk-based” target setting method.

A prediction interval is defined as: “In statistical inference, specifically predictive inference, a prediction interval is an estimate of an interval in which future observations will fall, with a certain probability, given what has already been observed.”<sup>4</sup> A prediction interval approach enables a focus on the acceptable risk of meeting, or failing to meet a target, which allows stakeholders at all levels of the organization to understand the targets in better context. Since 2017, the Safety Targets Working Group has annually evaluated several prediction intervals and continued to recommend a prediction interval of 75%, meaning that there would be 75% confidence that the actual number of fatalities and injuries would be lower than the targets. Management agreed with the use of a 75% confidence level, and is being used again in 2021 for target setting.

<sup>3</sup> Note: This is a slight methodological change compared to prior years where the “Linear ETS”, an exponential smoothing approach, was used. This is due to the substantial drop in 2020 traffic due to the COVID-19 pandemic.

<sup>4</sup> [http://en.wikipedia.org/wiki/Prediction\\_interval](http://en.wikipedia.org/wiki/Prediction_interval), 2019-May-02

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For each measure, a times series model was developed. An integrated moving average (IMA) model has been used since 2017. The above diagram helps illustrate the level of risk associated with various confidence levels, as well as the fact that higher confidence levels lead to more conservative targets.

The safety data used in the forecast can be obtained from the Iowa Crash Analysis Tool (ICAT) and Motor Vehicle Division daily fatality count from the following websites.

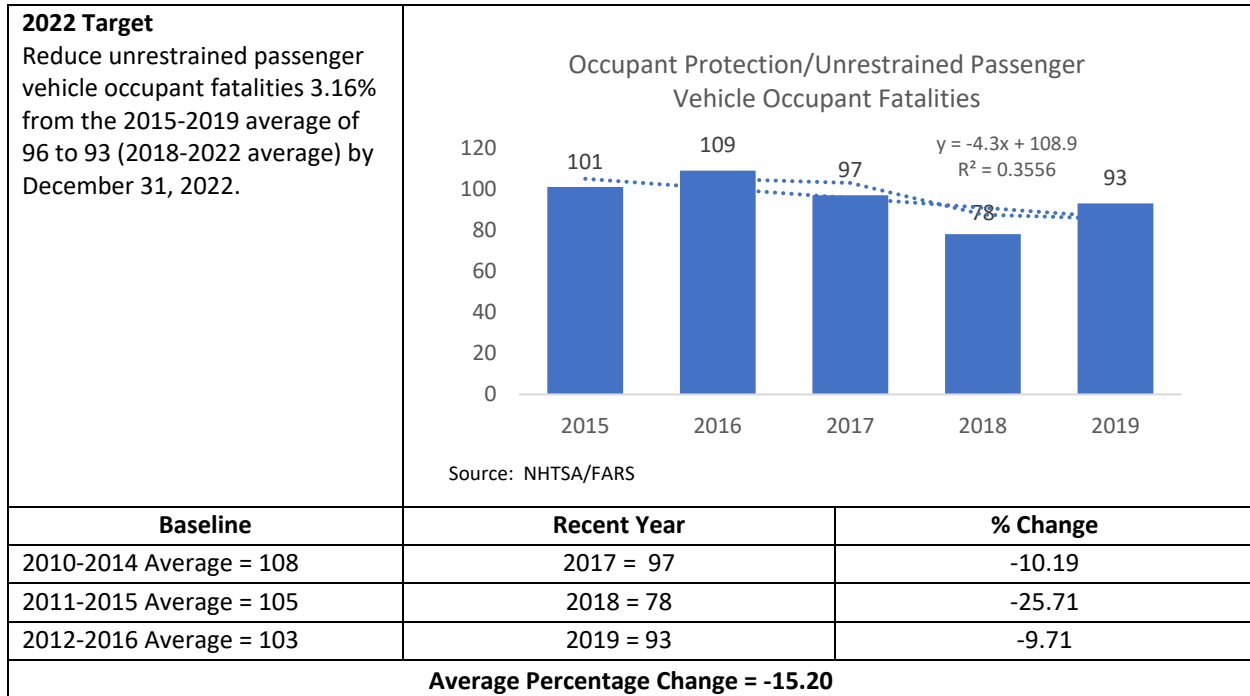
ICAT: <https://icat.iowadot.gov/>

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

## C-4) Occupant Protection/Unrestrained Passenger Vehicle Occupant Fatalities

### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of Unrestrained Passenger/Vehicle Occupant Fatalities, All Seat Positions (FARS)	Numeric	93	5 Year	2018



The average percentage change from the most recent three years (2017-2019) in relation to a 5-year baseline period has been a decrease of 15.20%. If a decrease of this magnitude is realized through 2022, compared to a baseline of the average annual fatality count for 2015-2019 (96), the fatality count expected for 2022 would be approximately 83. The 2019 target was to reduce unrestrained passenger vehicle occupant fatalities 3.88% from the 2012-2016 average of 103 to 99. The FFY 2019 target was achieved. The 2015-2019 5-year moving average was 96.

**The GTSB has set the FFY 2022 target to reduce unrestrained passenger vehicle occupant fatalities 3.16% from the 2015-2019 average of 96 to 93 (2018-2022 average) by December 31, 2022.**

#### Target Justification

In spite of an observation seat belt usage rate of 95.2% (2020), data as maintained by the Iowa Department of Transportation, upon the development of this plan, indicated that in 2020, 44.14% of passenger vehicle fatalities were unbelted. An additional 12.16% were recorded as “unknown” for belt usage. Throughout FFY 2022, enforcement and educational efforts will continue throughout the state to promote seat belt usage with the goal to change driver behavior.

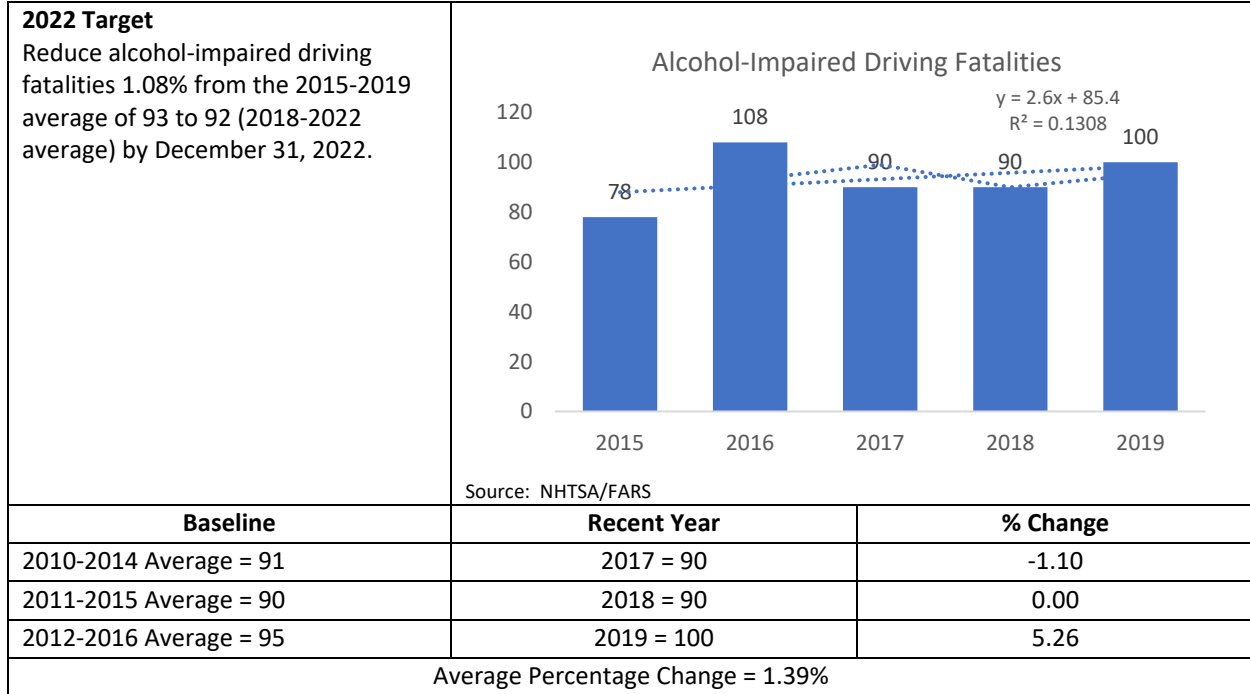
In FFY 2022, Iowa will be implementing the S.A.F.E. (Seatbelts Are For Everyone) Program. S.A.F.E. is a teen (14-19 year old) organized and led peer-to-peer program focusing on increasing seat belt compliance.

*The Power To Buckle Up is in Your Hands* messaging which was rolled out in March of 2021 in conjunction with the Fatality Reduction Task Force recommendations, is planned to be continued into FFY 2022.

## C-5) Alcohol-Impaired Driving Fatalities/Impaired Driving

### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Alcohol-Impaired Driving Fatalities/Impaired Driving	Numeric	92	5 Year	2018



The average percentage change from the most recent three years (2017-2019) in relation to a 5-year baseline period has been an increase of 1.39%. If an increase of this magnitude is realized through 2022, compared to a baseline of the average annual fatality count for 2015-2019 (93), the fatality count expected for 2022 would be approximately 94. The 2019 target was to reduce alcohol-impaired driving fatalities 1.06% from the 2012-2016 average of 94 to 93. The 2019 target was achieved. The 2015-2019 5-year moving average was 93.

**The GTSB has set a target to reduce alcohol-impaired driving fatalities 1.08% from the 2015-2019 average of 93 to 92 (2018-2022 average) by December 31, 2022.**

### Target Justification

Upon reviewing 2020 DOT data, the state does not anticipate meeting the FFY 2020 target established for Alcohol-Impaired Driving Fatalities. In FFY 2022, the state plans to make the following adjustments:

1. *The Power To Driver Sober is in Your Hands* messaging which was rolled out in March of 2021 in conjunction with the Fatality Reduction Task Force recommendations, is planned to be continued into FFY 2022, along with the efforts of the Task Force in general.
2. 420 enforcement campaign efforts will be a specific sSTEP wave. This change will allow for more law enforcement agencies to receive overtime funding for this period in which to focus specifically on impaired driving.

## C-6) Speeding-Related Fatalities

### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of Speeding-Related Fatalities (FARS)	Numeric	67	5 Year	2018

### Performance Target Justification

<p><b>2022 Target</b> Reduce speeding-related fatalities 2.90% from the 2015-2019 average of 69 to 67 (2018-2022 average) by December 31, 2022.</p>	<p>Speeding-Related Fatalities</p> <p>Source: NHTSA/FARS</p>	
<b>Baseline</b>	<b>Recent Year</b>	<b>% Change</b>
2010-2014 Average = 59	2017 = 70	18.64
2011-2015 Average = 56	2018 = 62	10.71
2012-2016 Average = 62	2019 = 69	11.29
Average Percentage Change = 13.55%		

The average percentage change from the most recent three years (2017-2019) in relation to a 5-year baseline period has been an increase of 13.55%. If an increase of this magnitude is realized through 2022, compared to a baseline of the average annual fatality county for 2015-2019 (69), the fatality count expected for 2022 would be approximately 78. The 2019 target was maintain the 2012-2016 average of 62 speeding-related fatalities through December 31, 2019. The target was not achieved. The 2015-2019 5-year moving average was 69.

**The GTSB has set a target to reduce speeding-related fatalities 2.90% from the 2015-2019 average of 69 to 67 (2018-2022 average) by December 31, 2022.**

#### Target Justification

Speed remains a priority area of concern. As the FFY 2019 target was not achieved and the state does not anticipate meeting the FFY 2020 target, the following adjustments are being planned for FFY 2022:

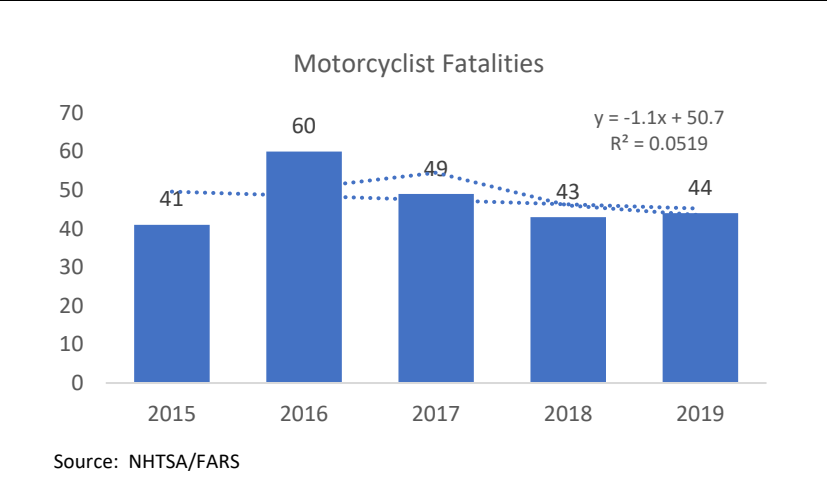
1. *The Power To Slow Down is in Your Foot* messaging which was rolled out in March of 2021 in conjunction with the Fatality Reduction Task Force recommendations, is planned to be continued into FFY 2022, along with the efforts of the Task Force in general.

## C-7) Number of Motorcyclist Fatalities

### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of Motorcyclist Fatalities	Numeric	47	5 Year	2018

### Performance Target Justification

<p><b>2022 Target</b> Maintain motorcyclist fatalities to be no more than the 2015-2019 5-year average of 47 by December 31, 2022.</p>	 <p style="text-align: center;">Motorcyclist Fatalities</p> <p style="text-align: right;"><math>y = -1.1x + 50.7</math> <math>R^2 = 0.0519</math></p> <p style="text-align: center;">Source: NHTSA/FARS</p>	
<b>Baseline</b>	<b>Recent Year</b>	<b>% Change</b>
2010-2014 Average = 50	2017 = 49	-2.00%
2011-2015 Average = 46	2018 = 43	-6.52%
2012-2016 Average = 51	2019 = 44	-13.73%
Average Percentage Change = -7.41%		

The average percentage change from the most recent three years (2017-2019) in relation to a 5-year baseline period has been a decrease of 7.41%. If a decrease of this magnitude is realized through 2022, compared to a baseline of the average annual fatality count for 2015-2019 (47), the fatality count expected for 2022 would be approximately 44. The 2019 target was to reduce motorcyclist fatalities 1.96% from the 2012-2016 average of 51 to 50. The FFY 2019 target was achieved. The 2015-2019 5-year was 47. Upon reviewing preliminary 2020 data the state does not anticipate meeting the FFY 2020 target and as such should adjust programming in FFY 2022 to address the upward trends.

**The GTSB has set the FFY 2022 target for motorcyclist fatalities to be no more than the 2015-2019 5-year average of 47 by December 31, 2022.**

#### Performance Target Justification

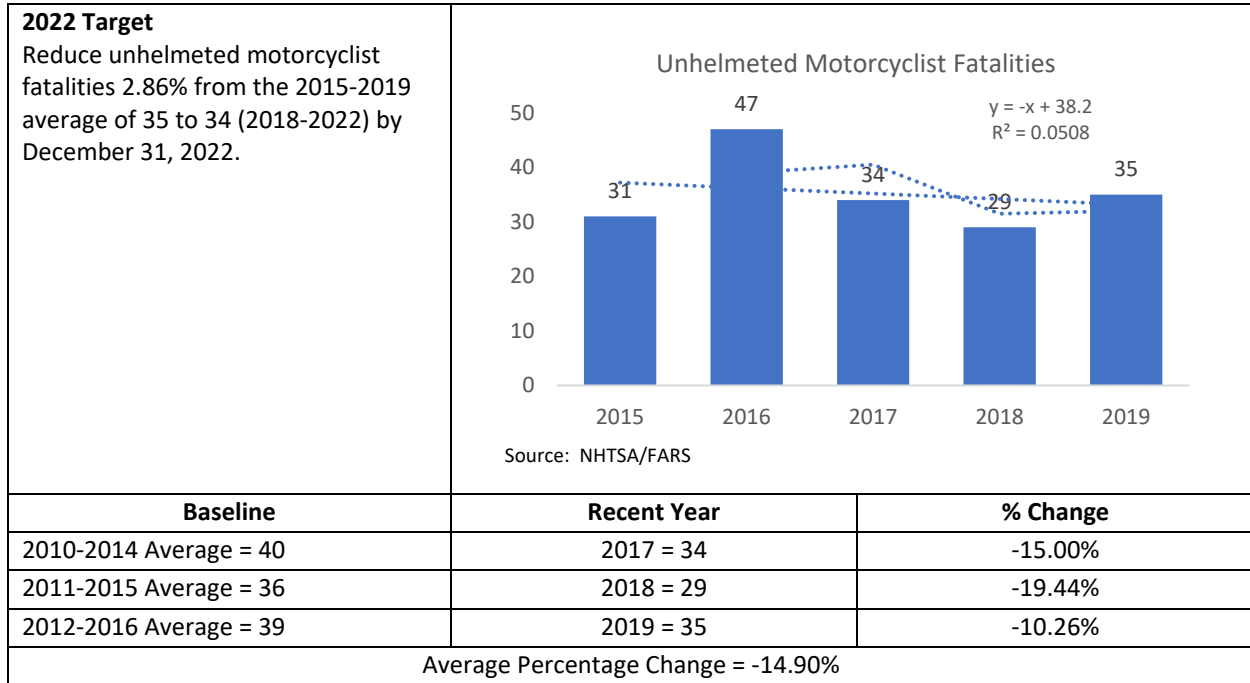
The state does not anticipate meeting the FFY 2020 target and as such should adjust programming in FFY 2022 to address the upward trend.

In FFY 2022, the Iowa Department of Transportation will be increasing their marketing campaign across the state for the basic rider course and the advanced rider course through the use of digital and hard copy flyers aimed at all riders which depicts the importance of safety equipment as well as women riders. The DOT also plans to expand training to include 3-wheelers.

## C-8) Number of Unhelmeted Motorcyclist Fatalities

### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of Unhelmeted Motorcyclist Fatalities	Numeric	34	5 Year	2018



The average percentage change from the most recent three years (2017-2019) in relation to a 5-year baseline period has been a decrease of 14.90%. If a decrease of this magnitude is realized through 2022, compared to a baseline of the average annual fatality count for 2015-2019 (35), the fatality count expected for 2022 would be approximately 30. The 2019 target was to reduce unhelmeted motorcyclist fatalities 2.56% from the 2012-2016 average of 39 to 38. The FFY 2019 target was achieved. The 2015-2019 5-year average was 35. When reviewing preliminary 2020 data the state does not anticipate meeting the FY 2020 target and as such should adjust programming in FFY 2022 to address the upward trend.

**The GTSB has set the FFY 2022 target to reduce unhelmeted motorcyclist fatalities 2.86% from the 2015-2019 average of 35 to 34 (2018-2022 average) by December 31, 2022.**

#### Target Justification

80% of Iowa motorcyclist fatalities were unhelmeted in 2019<sup>5</sup>. Initial discussions and data analysis is being done to incorporate a helmet usage communication campaign in FFY 2022 (using 402 or 405f flex monies).

Also in FFY 2022, the Iowa Department of Transportation will be increasing their marketing campaign across the state for the basic rider course and the advanced rider course through the use of digital and hard copy flyers aimed at all riders which depicts the importance of safety equipment as well as women riders. The DOT also plans to expand training to include 3-wheelers.

<sup>5</sup> Traffic Safety Facts, Motorcycles, 2019 Data, April 2021, DOT HS 813 112.

## C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes

### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes	Numeric	42	5 Year	2018

### Performance Target Justification

<p><b>2022 Target</b> Reduce drivers age 20 or younger involved in fatal crashes 8.70% from the 2015-2019 average of 46 to 42 (2018-2022 average) by December 31, 2022.</p>	<p>Drivers Age 20 or Younger Involved in Fatal Crashes</p> <table border="1"> <caption>Data for Drivers Age 20 or Younger Involved in Fatal Crashes</caption> <thead> <tr> <th>Year</th> <th>Number of Drivers</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>52</td> </tr> <tr> <td>2016</td> <td>53</td> </tr> <tr> <td>2017</td> <td>49</td> </tr> <tr> <td>2018</td> <td>44</td> </tr> <tr> <td>2019</td> <td>33</td> </tr> </tbody> </table> <p>Source: NHTSA/FARS</p>		Year	Number of Drivers	2015	52	2016	53	2017	49	2018	44	2019	33
Year	Number of Drivers													
2015	52													
2016	53													
2017	49													
2018	44													
2019	33													
<b>Baseline</b>	<b>Recent Year</b>	<b>% Change</b>												
2010-2014 Average = 50	2017 = 49	-2.00												
2011-2015 Average = 48	2018 = 44	-8.33												
2012-2016 Average = 48	2019 = 33	-31.25												
Average Percentage Change = -13.86%														

The average percentage change from the most recent three years (2017-2019) in relation to a 5-year baseline period has been a decrease of 13.86%. If a decrease of this magnitude is realized through 2022, compared to a baseline of the average annual fatality count for 2015-2019 (46), the fatality count expected for 2022 would be approximately 40. The 2019 target was to reduce drivers age 20 or younger involved in fatal crashes 1.92% from the 2012-2016 average of 52 to 51. The 2019 target was achieved. The 2015-2019 5-year moving average was 46.

**The GTSB has set the FFY 2022 target to reduce drivers age 20 or younger involved in fatal crashes 8.70% from the 2015-2019 average of 46 to 42 (2018-2022 average) by December 31, 2022.**

#### Target Justification

According to the 2020 Iowa Child Passenger Safety Restraint Use Survey, 85.4% of teens 14-17 years of age were properly restrained. This was a 7.47% decrease from the 92.3% recorded in 2019. The survey also identified a lower usage rate in rural areas. As a means to mitigate this downward trend, in FFY 2022, Iowa will be implementing the Seatbelts Are For Everyone (S.A.F.E.) program which has been successful for the past decade among teens in Kansas. S.A.F.E. is a teen-run, peer-to-peer program that focus on increasing seat belt compliance and decreasing risky driving behaviors through education, positive rewards and enforcement. It is designed to bring awareness to the importance of wearing a seatbelt; therefore reducing the number of motor vehicle-related injuries and fatalities among teens.



## C-10) Number of Pedestrian Fatalities

### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of Pedestrian Fatalities	Numeric	22	5 Year	2018

### Performance Target Justification

<p><b>2022 Target</b> Reduce pedestrian fatalities 4.35% from the 2015-2019 average of 23 to 22 (2018-2022 average) by December 31, 2022.</p>	<p>Source: NHTSA/FARS</p>	
<b>Baseline</b>	<b>Recent Year</b>	<b>% Change</b>
2010-2014 Average = 20	2017 = 23	15%
2011-2015 Average = 22	2018 = 22	0%
2012-2016 Average = 21	2019 = 21	0%
Average Percentage Change = 5%		

The average percentage change from the most recent three years (2017-2019) in relation to a 5-year baseline period has been an increase of 5%. In an increase of this magnitude is realized through 2022, compared to a baseline of the annual fatality count for 2015-2019 (23), the fatality count expected for 2022 would be approximately 24. The 2019 target was to reduce pedestrian fatalities 4.76% from the 2012-2016 average of 21 to 20. The FFY 2019 target was not met. The 2015-2019 5-year moving average was 23. Upon reviewing preliminary 2020 data, the state does not anticipate meeting the FFY 2020 target, and as such, additional efforts need to be made to mitigate the number of pedestrian fatalities.

**The GTSB has set a goal to reduce pedestrian fatalities 4.35% from the 2015-2019 average of 23 to 22 (2018-2022 average) by December 31, 2022.**

#### Target Justification

There were 28 pedestrian fatalities in 2020 (State DOT preliminary data). As such, the state does not anticipate meeting the FFY 2020 target. The GTSB plans to continue, and possibly expand, the speed/pedestrian project into FFY 2022.

## C-11) Number of Bicyclist Fatalities

### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of Bicyclist Fatalities	Numeric	7	5 Year	2018

### Performance Target Justification

<p><b>2022 Target</b> Maintain bicyclist fatalities to be no more than the 2015-2019 5-year average of 7 by December 31, 2021.</p>	<p style="text-align: center;">Bicyclist Fatalities</p> <p style="text-align: center;"><math>y = 0.7x + 4.7</math> <math>R^2 = 0.3828</math></p> <p style="text-align: center;">Source: NHTSA/FARS</p>	
<b>Baseline</b>	<b>Recent Year</b>	<b>% Change</b>
2010-2014 Average = 5	2017 = 5	0%
2011-2015 Average = 4	2018 = 7	75.0%
2012-2016 Average = 5	2019 = 9	80.0%
Average Percentage Change = 51.67%		

The average percentage change from the most recent three years (2017-2019) in relation to a 5-year baseline period has been an increase of 51.67%. If an increase of this magnitude is realized through 2022, compared to a baseline of the average annual fatality count for 2015-2019 (7), the fatality count expected for 2022 would be over 10. The 2019 target was to reduce bicyclist fatalities 20% from the 2012-2016 average of 5 to 4. The FFY 2019 target was not achieved. The 2015-2019 5-year average was 7.

**The GTSB has set the FFY 2022 target for bicyclist fatalities to be no more than the 2015-2019 5-year average of 7 by December 31, 2022.**

#### Target Justification

Both the linear and moving average trend lines are showing an upward trend. As such, the state does not anticipate meeting the FFY 2020 target established for Bicyclist Fatalities and will be implementing the following adjustments in FFY 2022:

1. New in FFY 2022, Iowa will be implementing a bicycle safety media campaign with Radio Iowa. The last three years of data has been discussed with Radio Iowa to help identify an area of the state in which to focus messaging. Actual details of the campaign are still in development but it is planned that messaging will address both the bicyclist and the general motoring public.

## B-1) Observed Seat Belt Use for Passenger Vehicles

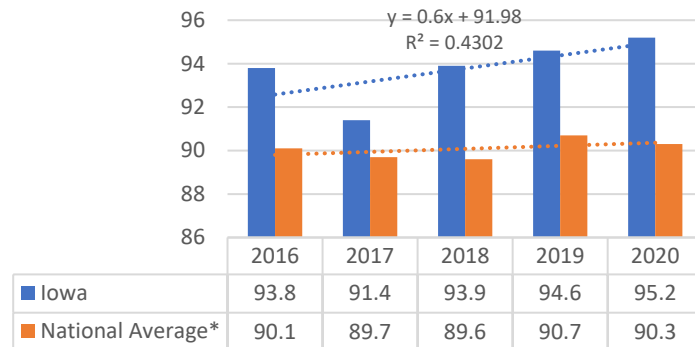
### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Annual Survey)	Numeric	95.6%	5 Year	2018

### 2022 Target

Increase the observed seat belt use for passenger vehicles .42% from the 2020 observational survey rate of 95.2% to 95.6% for the 2022 survey.

Seat Belt Usage Rate - Iowa vs. National Average



Source: 2020 Iowa Seat Belt Usage Survey, Iowa State University, Center for Survey Statistics & Methodology and NHTSA/NOPUS.

\*In 2020 only 21 States/U.S. Territories conducted seat belt use surveys due to the COVID-19 pandemic and the issued waiver of the Coronavirus Aid, Relief, and Economic Security (CARES) Act. Iowa conducted a 2020 survey and did not pursue a waiver.

Baseline	Recent Year	% Change
2011-2015 Average = 92.69%	2018 = 93.9%	1.30%
2012-2016 Average = 92.76%	2019 = 94.6%	1.98%
2013-2017 Average = 92.58%	2020 = 95.2%	2.83%
Average Percentage Change: 2.04%		

The average percent change from the most recent three years (2018-2020) in relation to a 5-year baseline period has been an increase of 2.04%. If an increase of this magnitude is realized through 2022 compared to a baseline of the average annual use rate for 2016-2020 (93.78%), the use rate expected for 2022 would be approximately 95.7%. The 2020 target was to maintain the 2018 observational survey rate percentage of 93.9%. The 2020 target was met. The statewide safety belt use rate increased 1.38% from the 2018 observational survey rate of 93.9% to 95.2%.

**The GTSB has set a goal to increase the observed seat belt use for passenger vehicles .42% from the 2020 observational survey rate of 95.2% to 95.6% for the 2022 survey.**

### Target Justification

Although Iowa has a high observed seat belt usage rate based upon the annual survey, the state still has significant work to do in this area. At the close of 2020, preliminary Iowa DOT data indicated that 44.14% of passenger vehicle fatalities were unbelted with an additional 12.16% recorded as “unknown” by the reporting officer in regard to belt usage.

Both enforcement and educational efforts will continue with partners throughout the state to promote seat belt usage with the goal to change driver behavior. Nighttime seat belt enforcement projects originally programmed for FFY 2020 will be programmed for FFY 2022. In FFY 2020, funding was provided for the Blue Grass Police Department to purchase a seat belt convincer to be utilized throughout the Scott County, Iowa. The convincer was not able to be utilized as planned during FFY 2020 due to COVID-19 concerns and restrictions. As pandemic concerns begin to improve, it is planned this activity will be conducted as planned in FFY 2021 and beyond.

The “The Power To Buckle Up is in Your Hands” messaging that was rolled out in March of 2021 in conjunction with the Fatality Reduction Task Force recommendations, is planned to be continued into FFY 2022.

Iowa will be required to complete the seat belt survey site reselection process in CY 2022.

## **Grant Program Activity Reporting (FFY 2020 – Annual Report)**

A-1) Number of seat belt citations issued during grant-funded enforcement activities = 1,826

A-2) Number of impaired driving arrests made during grant-funded enforcement activities = 3,579

A-3) Number of speeding citations issued during grant-funded activities = 24,357

## **Automated Traffic Enforcement – Biennial Survey**

Beginning with fiscal year 2018, and biennially thereafter, the state of Iowa will conduct a survey and submit results to the NHTSA Region 7 office. The survey will include information about all automated traffic enforcement systems installed in the state, including systems installed in political subdivisions.

The survey shall include:

1. A list of automated traffic enforcement systems in the state;
2. Adequate data to measure the transparency, accountability, and safety attributes of each automated traffic enforcement system, and
3. Comparison of each automated traffic enforcement system with the “Speed Enforcement Camera System Operational Guidelines” (DOT HS 810 916) and “Red Light Camera Systems Operational Guidelines” (FHWA-SA-05-002).

The survey results will be submitted by March 1, 2022.

## Program Areas

### Program Area: Awareness Survey

#### Description of Highway Safety Problems

Traffic safety surveys seek to obtain information on the public's knowledge, opinions, and self-reported driving behavior. Patterns of driver behaviors are ongoing highway safety issues in Iowa as in every state. A recent NHTSA study showed 94% of crashes are caused by human error/behaviors. Excessive speed, lack of seat belt usage, impaired driving, distracted driving and drowsy driving are behaviors that result in injuries and fatalities in traffic crashes.

The awareness/attitude survey was formulated around the guidelines and recommendations set forth by the NHTSA-GHSA Working Group (Traffic Tech-Technology Transfers Series, "Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group", No. 397, October 2010). The GTSB uses the traffic safety survey data to guide its programs and efforts to increase safe driving behaviors among Iowa drivers.

#### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100M VMT	2022	5 Year	1.037
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities all seat positions	2022	5 Year	93
2022	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2022	5 Year	92
2022	C-6) Number of speeding-related fatalities	2022	5 Year	67
2022	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	2022	Annual	95.6%

#### Countermeasure Strategies in Program Area

Annual Public Awareness Survey
--------------------------------

#### Countermeasure Strategy: Annual Public Awareness

##### Project Safety Impacts

A survey is a method for obtaining information from a group of people representing the population of interest and obtains information from a fairly small sample of the population. Traffic safety surveys seek to obtain information on the public's knowledge, opinions, or self-reported driving behavior. The GTSB will use the results to guide programs and efforts to increase safe driving among Iowa drivers.

#### Linkage Between Program Areas

The information is used to help assess current programs and to help guide modifications to existing programs with the overall goal to increase safe driving. The survey has been conducted since 2010 (except in FFY 2020 when the survey was not conducted due to concerns surrounding the COVID-19 pandemic), allowing for trends to be formulated. The survey includes questions in the area of occupant protection, speed, impaired driving, distracted driving and drowsy driving.

#### Rationale

This survey has been conducted since 2010 (except in FFY 2020 when the survey was not conducted due to concerns surrounding the COVID-19 pandemic); therefore, historical information is available to assess changes throughout the years and to review current programs in regard to public awareness of traffic safety issues. The survey provides data to help identify where the need for improvement or modification is the greatest.

**Planned Activities in Countermeasure Strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
22-402-MOOP, Task 00-00-10	Annual Public Awareness Survey

<b>Planned Activity Name: Annual Public Awareness Survey</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-MOOP, Task 00-00-10</b>					
<b>Intended Subrecipient: Iowa State University, Center for Survey Statistics and Methodology (CSSM)</b>					
<b>Primary Countermeasure Strategy ID: Annual Public Awareness</b>					
<p><b>Planned Description:</b> Iowa State University, Center for Survey Statistics and Methodology has conducted the Annual Public Awareness Survey for the GTSB, with the exception of during FFY 2020 due to COVID-19 restrictions and the DOT Driver Licensing Offices being closed. During FFY 2022, CSSM will once again conduct the survey at a minimum of five Iowa DOT Driver Licensing Office for one day each. Data will be collected through the administration of paper surveys to licensed drivers in the waiting areas. Survey topics will include self-reported seat-belt use, impaired driving, speeding, distracted driving, drowsy driving, and basic demographics. CSSM activities will include:</p> <ol style="list-style-type: none"> <li>1. Confirm availability of a minimum of five DOT Driver Licensing Offices in which to conduct the survey during the months of July and/or August</li> <li>2. Verify the survey questions with the GTSB</li> <li>3. Print paper surveys, print/procure other project materials</li> <li>4. Train field interviewers</li> <li>5. Travel to DOT Driver Licensing Offices and administer paper surveys to licensed drivers in the waiting area</li> <li>6. Record, code, and key entry survey data from a minimum of 500 licensed drivers</li> <li>7. Check data for accuracy, prepare response data tables, and prepare project report</li> <li>8. Deliver project data files and report to the GTSB by September 15, 2022</li> </ol> <p>The survey will be conducted in accordance with the recommendations set forth and agreed upon by the NHTSA-GHSA working group. The goal of the annual survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns which are concentrated around national mobilizations.</p>					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act NHTSA 402	Occupant Protection	\$7,000	\$1,400	\$0.00

## Program Area: Communication (Media)

### Description of Highway Safety Problems

The use of media and public outreach helps raise awareness and support for traffic safety initiatives. Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors. The GTSB and other traffic safety partners throughout Iowa utilize various media/marketing strategies to disseminate traffic safety information including educational messages. One of the 5 “E’s” within the State Strategic Highway Safety Plan is education. Media and other marketing tactics are part of the educational mix supported through the GTSB.

Measuring the effectiveness of media campaigns and other outreach can be difficult despite media partners reporting target audiences, reach, frequency, and engagement, etc. Measuring campaigns by the metrics of reach, frequency, and engagement, however, does not determine if the messaging indeed changed the public’s driving behavior or had any lasting impact. One strategy the GTSB uses to measure public awareness of media campaigns is through conducting a public awareness survey. Since 2010, an annual survey has been conducted of licensed drivers. The objective and goal of the survey is to focus on driving patterns and the effectiveness of media campaigns which are centered on national mobilizations and high visibility enforcement efforts. The survey was created around guidelines and recommendations of the NHTSA-GHSA (Governor’s Highway Safety Association) Working Groups<sup>6</sup>. Additional information about the Annual Survey can be found on page 36.

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-3) Fatalities/100M VMT	2022	5 Year	1.037
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2022	5 Year	93
2022	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2022	5 Year	92
2022	C-6) Number of speeding-related fatalities	2022	5 Year	67
2022	C-7) Number of motorcyclist fatalities	2022	5 Year	47
2022	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	2022	5 Year	95.6%

### Countermeasure Strategies in Program Area

Communication Campaign

### Countermeasure Strategy: Communication Campaign

#### Project Safety Impacts

Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors. Delivering traffic safety messages at different venues and through a variety of means allows for various audiences to see and hear messaging. A wide media mix provides public awareness to traffic safety issues with the ultimate goal to change driving behaviors to reduce fatalities and serious injuries on Iowa roadways. Different strategies will be used to deliver the traffic safety messages and to educate the general public. A variety of venues will provide signage, web banners, radio spots, and other media throughout the state to provide awareness primarily in the areas of safety belt usage, impaired driving, distracted driving, motorcycle, and speed. Facebook posts will also be used to raise awareness with the goal to promote positive driving behaviors. Social media allows for the integration of technology, social interaction and communication in “real” time. Social media also allows for the sharing and reposting of messages, thus having the reach be virtually endless. Previously developed public service announcements (PSAs) and print materials are available for media partners. The GTSB also uses and encourages

<sup>6</sup> Traffic Tech-Technology Transfers Series, “Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group”, No. 397, October 2010).

partners to utilize the materials provided by NHTSA on [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov) for various traffic safety campaigns and topics.

Paid media will be secured by ZLR Ignition to support national mobilizations (“Click It or Ticket” and “Drive Sober or Get Pulled Over”).

Education is one of the 5 E’s identified within the State Strategic Highway Safety Plan (2019-2023).

### Linkage Between Program Areas

Through educational and awareness efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately change and improve the traffic safety culture. The state will utilize a wide variety of venues to expand the messaging reach to diverse audiences.

To help formulate communication campaigns, the GTSB uses traffic records data and results of surveys. Survey results considered in the development of this Highway Safety Plan included:

- Annual Observational Safety Belt Usage Surveys
- Law Enforcement Safety Belt Usage Surveys (Both Pre and Post Event Surveys)
- Annual Child Passenger Restraint Usage Survey
- Annual Public Awareness/Attitude Survey

The effectiveness of awareness and educational programs and messaging can be difficult to measure, however, grantees will report on a quarterly basis as to the estimated exposure, the number of impressions, reach, frequency CPR (cost per 100 users reached), CPM (cost per 1,000 impressions), etc. that yield exposure value.

Education/messaging is a strategy specifically mentioned in the State Strategic Highway Safety Plan (2019-2023) in the safety emphasis areas of Speed, Occupant Protection, Young Drivers, Intersections, Impairment Involved, Older Drivers, and Distracted or Inattentive Drivers.

### Rationale

Road safety campaigns are defined as purposeful attempts to inform, persuade, or motivate people in view of changing their beliefs and behavior in order to improve road safety.<sup>7</sup>

Education/messaging/campaigns are in line with the State Strategic Highway Safety Plan (2019-2023). Communication and Outreach is also included as an effective countermeasure in NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 9<sup>th</sup> Edition, 2017.

### Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name	Program Areas
22-405d-FDLPEM, Task 01-00-00	Alliance Sport Marketing	Impaired Driving
22-405d-FDLPEM, Task 02-00-00	Cedar Rapids Kernels	Impaired Driving
22-405d-FDLPEM, Task 03-00-00	Clinton LumberKings	Impaired Driving
22-405d-FDLPEM, Task 04-00-00 and 22-402-MOPM, Task 01-00-00	Drake Sports Properties/IMG College	Impaired Driving and Distracted Driving
22-405d-FDLPEM, Task 05-00-00	Iowa Barnstormers	Impaired Driving
22-405d-FDLPEM, Task 06-00-00 & 22-405b-M1*PM, Task 01-00-00	Iowa Cubs/Des Moines Baseball	Impaired Driving and Occupant Protection

<sup>7</sup> Road Safety Communication Campaigns Manual for Design, Implementation, and Evaluation, <https://op.europa.eu/en/publication-detail/-/publication/cf53e5bf-5fc6-4709-8722-8b4408c36f75/language-en>



22-405d-FDL*PM, Task 01-00-00	Iowa PBS Foundation	Multiple Traffic Safety Areas
22-405d-FDLPEM, Task 07-00-00	Iowa Wild Hockey Club	Impaired Driving
22-405d-FDLPEM, Task 08-00-00 & 22-402-MOPM, Task 02-00-00	Iowa Wolves Basketball	Impaired Driving and Speed
22-405d-FDLPEM, Task 09-00-00	KDSM – Fox 17	Impaired Driving/Drugged
22-405d-FDL*PM, Task 02-00-00	iP Broadcasting & Media, LLC	Occupant Protection
22-405d-FDLPEM, Task 10-00-00 & 22-405d-FDL*PM, Task 03-00-00	Learfield Sports	Impaired Driving
22-405d-FDLPEM, Task 11-00-00 & 22-405d-FDL*PM, Task 04-00-00	Radio Iowa	Multiple Traffic Safety Areas
22-405d-FDLPEM, Task 12-00-00 & 22-405d-FDL*PM, Task 05-00-00	Screenvision Media	Impaired Driving
22-405d-FDLPEM, Task 13-00-00	Waterloo Bucks	Impaired Driving
22-405d-FDLPEM, Task 14-00-00	ZLR Ignition	Multiple Traffic Safety Areas
22-405d-FDLPEM, Task 15-00-00	Coralville ECHL Team	Impaired Driving
22-405f-M9MA, Task 02-00-00	Adsposure	Motorcycle Awareness – See page 64
22-402-MOPM, Task 03-00-00	Radio Iowa	Bicycle Safety Media Campaign – See page 68
22-402-MOPM, Task 04-00-00	To be Determined	Motorcycle Helmet Usage Campaign – See page 67

<b>Planned Activity Name: Alliance Sport Marketing</b>					
<b>Unique Identifier/Planned Activity Number: 22-FDLPEM, Task 01-00-00</b>					
<b>Intended Subrecipient: Alliance Sport Marketing</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b>					
Alliance Highway Safety will identify sixteen (16) motorsport venues located in problematic counties. Alliance will coordinate an advertising campaign within each of the venues, including signs placed in high traffic locations within the venue, and nightly public address announcement made prior to, during, and at the conclusion of motorsport events at the venue. The goal of the program will be to raise awareness of the dangers impaired driving poses and reinforce safe driving options.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$59,000	\$11,800	\$0.00

<b>Planned Activity Name: Cedar Rapids Kernels</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 02-00-00</b>					
<b>Intended Subrecipient: Cedar Rapids Kernels</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b>					
The Cedar Rapids Kernels will address the highway safety problem and the issue of impaired driving. Advertising at Perfect Game Field at Veterans Memorial Stadium and through on-line radio broadcasts of games. The Kernels will provide one 8' x 15' wide rotating tri-vision outfield sign with a DPS/GTSB approved traffic safety message. The Kernels will provide 70 DPS/GTSB approved traffic safety radio messages during the					

on-line game broadcast, which is available at [www.kernels.com](http://www.kernels.com). The Kernels will also run one 30-second DPS/GTSB approved public service announcement on the Kernels video board during the pre-game of each of the 70 home games.

The Cedar Rapids Kernels is a Midwest League Class A affiliate of the Minnesota Twins. Nearly 250,000 people attend games and other events at Veterans Memorial Stadium annually.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$7,500	\$1,500	\$0.00

**Planned Activity Name: Clinton LumberKings**

**Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 03-00-00**

**Intended Subrecipient: Clinton LumberKings**

**Primary Countermeasure Strategy ID: Communication Campaign**

**Planned Description:**

The LumberKings are a class A Midwest League affiliate of the Seattle Mariners. The home field for the LumberKings is Ashford University Field in Clinton, Iowa. An outdoor fence sign at the facility will highlight the "Drive Sober or Get Pulled Over" message. "Drive Sober or Get Pulled Over" messaging will also be on the ribbon board, front entrance monitors, during televised webcasts of the games and on social media posts.

In addition to exposure to LumberKings fans, Ashford University Field also hosts college and Clinton High School Baseball, along with a variety of other local high school teams and events.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$5,000	\$400	\$0.00

**Planned Activity Name: Drake Sports**

**Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 04-00-00 and 22-402-M0PM, Task 01-00-00**

**Intended Subrecipient: Drake Sports Properties/IMG College**

**Primary Countermeasure Strategy ID: Communication Campaign**

**Planned Description:**

Through a media mix, Drake Sports Properties will educate Drake Athletics and Drake Relay fans about the dangers of distracted and impaired driving. Messaging will be provided via print, audio, static and visual mediums. GTSB approved public service announcements will be made on KRNT radio during Drake football, men's and women's basketball broadcasts with one 30-second pre-game spot, one 30-second in-game spot, one 30-second post-game spot and one in-game live mention. GTSB approved messaging will be displayed via rotating videoboard signage during men's and women's basketball, football and the Drake Relays. Air approved GTSB PSA reads will also be provided on the PA System during Drake football. Drake will also provide a GTSB full-page color ad in the Drake basketball program and the Drake Relays program.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$11,700	\$2,340	\$0.00
2020	FAST Act NHTSA 402	Paid Advertising	\$23,050	\$4,610	\$0.00

<b>Planned Activity Name: Iowa Barnstormers</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 05-00-00</b>					
<b>Intended Subrecipient: Iowa Barnstormers</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b>					
<p>The goal of the Iowa Barnstormers is to provide impaired driving messaging to audiences across central Iowa. In-game messaging will include a dasher board, video PSA, and PSA announcements, encouraging fans at the Iowa Barnstormer game to drive home safely and to make smart decisions. Additional exposure includes television game broadcasts, and streamed gamed broadcasts where the signage can be seen displayed on the sideline. Radio messaging to include a :30 radio commercial, providing the same sentiments. Radio messaging is to be heard at all 14 of the regular season live game broadcasts on 1040 WHO AM and reach almost the entire state of Iowa. The Iowa Barnstormer's Facebook page currently has over 17,000 followers with Twitter currently having over 9,500. A launch of a new website in 2021 will provide for more engagement opportunities with audiences.</p>					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$6,000	\$1,200	\$0.00

<b>Planned Activity Name: Iowa Cubs</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 06-00-00 and 22-405b-M1*PM, Task 01-00-00</b>					
<b>Intended Subrecipient: Greater Des Moines Baseball/Iowa Cubs</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b>					
<p>Funding awarded to Greater Des Moines Baseball will be utilized to provide traffic safety messaging for fans attending Iowa Cubs games. The Iowa Cubs are a Triple-A baseball team with their home field being Principal Park in Des Moines, Iowa.</p> <p>Activities at Principal Park will include providing an alcohol-impaired message, with GTSB approval, to be placed on a static double outfield fence sign (14' x 19') and 3<sup>rd</sup> base concourse backlit sign inside the park. The message will be visible to over 550,000 fans in attendance at Principal Park for Iowa Cubs games, as well as other events held at the ballpark throughout the year. Iowa Cubs will also provide a creative restraint message with GTSB approval to be placed on rotating digital marquee outside of Principal Park. The message will appear at least 50 times per hour and run 365 days a year, and will be seen by hundreds of thousands of drivers passing by the ballpark.</p>					
<b>Funding Sources:</b>					

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$18,500	\$3,700	\$0.00
2019	FAST Act 405b OP High	405b High Paid Advertising	\$3,000	\$600	\$0.00

<b>Planned Activity Name: Iowa Public Television</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDL*PM, Task 01-00-00</b>					
<b>Intended Subrecipient: Iowa PBS Foundation</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b> Iowa Public Television reaches a statewide audience of two million viewers per month. Primetime underwriting announcements provide an inexpensive means of reaching these viewers on a platform that is known for its quality programming. The projected use of funds in FFY 2022 will include messaging on seat belt use, rural driving, drowsy driving and impaired driving. 170 announcements will air over the course of the year.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	\$12,000	\$2,400	\$0.00

<b>Planned Activity Name: Iowa Wild Hockey</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 07-00-00</b>					
<b>Intended Subrecipient: Iowa Wild Hockey Club, LLC</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b> The grantee is the media source for the Iowa Wild American Hockey League; an affiliate of the National Hockey League's Minnesota Wild. The Iowa Wild's objective is to impact impaired driving by providing an alternative driving program for designated drivers. The Wild's home games draw an attendance of more than 20,000 per season. Their social media garners over 30,000 Facebook followers, over 12,000 on Twitter, and 30,000 on YouTube. The Wild will provide arena signage, live messages, LED ad Scoreboard graphics during each game and will post on social media. The \$10,000 investment will include one 12-foot dasher board, a designated driver booth, 10 social media posts, one public service announcement loop :30 spot, and one in-game :30 spot on the scoreboard. The traffic safety message will be impaired driving.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$10,000	\$2,000	\$0.00

<b>Planned Activity Name: Iowa Wolves Basketball</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 08-00-00 and 22-402-M0PM, Task 02-00-00</b>					
<b>Intended Subrecipient: Iowa Wolves Basketball Holdings, LLC</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b> The partnership goals with the Iowa Wolves is to generate mass public awareness for the GTSB and to promote goals to diminish traffic safety problems, specifically in the area of impaired driving through impressions using various means of communication both inside and outside of Wells Fargo Arena in Des Moines, Iowa. Signage will be utilized in FFY 2022 where messaging can easily be changed to support monthly campaigns. During each of the home games, public service announcements will be read at the conclusion of the game in addition to an alternate transportation table set up at each home game to encourage individuals to sign up to be designated drivers for the night.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$4,000	\$800	\$0.00
2020	FAST Act NHTSA 402	Paid Advertising	\$2,000	\$400	\$0.00

<b>Planned Activity Name: KDSM Fox 17</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 09-00-00</b>					
<b>Intended Subrecipient: KDSM Fox 17</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b> Activities by KDSM Fox 17 will be to raise awareness of traffic safety throughout central Iowa for multiple traffic safety messages. KDSM will utilize the GTSB's roster of available commercial messaging in rotation throughout the annual campaign. The campaign will mainly target males ages 18-34 as they continue to be the most likely to drive impaired. Specific activities include the following: provide 25,000 OTT :30 messages across connected TV platforms within the designated areas by the last calendar day of each month with a 300,000 guaranteed commercial placement by September 30, 2022, provide a 90% viewer completion rate to ensure the message is delivered to the viewer, and provide monthly statistical reporting to access to live electronic dashboard reporting, containing statistical data relevant to the campaign.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405 Impaired Driving Low	405d Low Paid/Earned Media	\$12,000	\$24,000	\$0.00

<b>Planned Activity Name: iP Broadcasting &amp; Media, LLC</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDL*PM, Task 02-00-00</b>					
<b>Intended Subrecipient: iP Broadcasting &amp; Media, LLC</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b>					
Delivering traffic safety messages to the general public in the areas of occupant protection is the objective of partnership with iP Broadcasing & Media. Occupant protection messaging will be provided during the Iowa High School Athletic Association state championship events. Championship events to include baseball, cross country, football, wrestling, basketball (boys), track, soccer and cheerleading. The media mix will include, but not limited to:					
<ol style="list-style-type: none"> <li>1. On-site marketing (LED displays and signage)</li> <li>2. PSA messages played at event arenas</li> <li>3. Televised commercials, including video webcasts</li> <li>4. Audio webcasts through radio commercials</li> <li>5. Logo messages on the Iowa High School Sports Network (IHSSN) website</li> <li>6. Messages on the IHSSN social media outlets</li> </ol>					
Championship events are well attended and draw crowds of all ages and from all areas of the state.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405 Impaired Driving Low	405d Low Paid Advertising	\$10,150	\$2,030	\$0.00

<b>Planned Activity Name: Learfield Sports</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 10-00-00 and 22-405d-FDL*PM, Task 03-00-00</b>					
<b>Intended Subrecipient: Learfield Sports</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b>					
Learfield will work with the GTSB to help reach and educate nearly two million Iowans who follow Iowa State University athletics about the highway safety problems in the state. The traffic safety areas to be addressed include but will not be limited to safety belt usage, bicycle and pedestrian safety, and impaired and distracted driving prevention. Learfield will develop safety belt, bicycle and pedestrian safety; impaired and distracted driving prevention radio messages, and signage design for the three state universities (University of Iowa, Iowa State University and the University of Northern Iowa). Learfield will provide network radio exposure, internet campaigns, signage and production and creative development.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$100,000	\$20,000	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	\$100,000	\$20,000	\$0.00

<b>Planned Activity Name: Radio Iowa</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 11-00-00 and 22-405d-FDL*PM, Task 04-00-00</b>					
<b>Intended Subrecipient: Radio Iowa – Learfield Communication</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b> The GTSB statewide public education campaign distributed through Radio Iowa will promote roadway safety to Iowans in an effort to decrease motor-vehicle crashes and resulting fatalities. Campaigns will be determined based on FARS data as well as Nielsen survey data. Radio messages are an integral part of the GTSB strategy to provide educational messaging. GTSB :30 and :10 messages will be delivered across Learfield’s News and Ag Network covering a diverse audience and demographics. Target audiences will be based on crash data. A variety of traffic safety areas will be addressed to include rural driving related issues.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$70,000	\$14,000	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	\$75,000	\$15,000	\$0.00

<b>Planned Activity Name: Screenvision Media</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDL*PM, Task 05-00-00 and 22-405d-FDLPEM, Task 12-00-00</b>					
<b>Intended Subrecipient: Screenvision Media</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b> Screenvision Media will provide public service announcements (PSAs) at selected movie theatres throughout the state. The PSAs will be seen by a diverse and captivated office. Various traffic safety messages will be provided including the areas of impaired driving, distracted driving, rural driving, and occupant protection (“Click It or Ticket”).					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	\$26,000	\$5,200	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$14,000	\$2,800	\$0.00

<b>Planned Activity Name: Waterloo Bucks</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 13-00-00</b>					
<b>Intended Subrecipient: Waterloo Bucks</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b> The Waterloo Bucks will use the funds to advertise and address traffic safety issues in the area of impaired driving. Public service announcements will be delivered at all Waterloo Bucks home games (36 total) in addition to a traffic safety graphic being displayed on the LED video board for a full inning. Additional signage will be on					

the outfield fence at Riverfront Stadium during the 2022 season along with commercials during Bucks online broadcasts at [www.waterloobucks.com](http://www.waterloobucks.com). During the season approximately 50 additional events besides the Bucks games are held at Riverfront Stadium thus allowing for signage at the venue to also be seen by these crowds of various ages and backgrounds.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$7,000	\$1,400	0.00

**Planned Activity Name: ZLR Ignition**

**Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 14-00-00 and 22-405d-FDL\*PM, Task 06-00-00**

**Intended Subrecipient: ZLR Ignition**

**Primary Countermeasure Strategy ID: Communication Campaign**

**Planned Description:**

ZLR Ignition 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's PSAs and/or taglines. ZLR will create awareness of the individual GTSB campaigns, enhance the impact to specific NHTSA initiatives, and will update and improve current campaign elements. Strategies used by ZLR will be a mix of traditional and digital media to reach the audience, align GTSB media flights to coincide with specific NHTSA initiatives, and will optimize the placement of the media mix. Activities will cover, but not be limited to, media tactics in the traffic safety areas of distracted driving, impaired driving, and occupant protection. ZLR will develop PSAs and other materials as requested by the GTSB. ZLR will work with the GTSB to update and redistribute previously produced materials and will continue to update the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$140,000	\$28,000	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	\$173,000	\$34,600	\$0.00

**Planned Activity Name: Coralville ECHL Team**

**Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 15-00-00**

**Intended Subrecipient: Deacon Sports & Entertainment U.S.**

**Primary Countermeasure Strategy ID: Communication Campaign**

**Planned Description:**

The Coralville hockey team, the Heartlanders Hockey Club, is a new entry into the American Hockey League (AHL) as a minor league team for their parent National Hockey League (NHL) team Minnesota Wild. The team will play in the Xtreme Arena in Coralville, IA. The expected attendance is 4,400 per game, and play 36 home games. The media package includes campaign messaging on a dasher board, PA loop (pre-game and in-game), one :30 second video, ten social media posts, a designated driver booth and one static website logo linking to the GTSB web page.



<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$8,000	\$1,600	\$0.00

## Program Area: Community Traffic Safety Programs

### Description of Highway Safety Problems

The Central Iowa Traffic Safety Task Force (CITSTF) is a consortium of twenty law enforcement organizations partnering to achieve the goals of reducing traffic fatalities and providing traffic safety education to the general public.

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities /100M VMT	2022	5 Year	1.037
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities	2022	5 Year	93
2022	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2022	5 Year	92
2022	C-6) Number of speeding-related fatalities	2022	5 Year	67

### Countermeasure Strategies in Program Area

Supporting Enforcement
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#### Countermeasure Strategy: Supporting Enforcement

##### Project Safety Impacts

The Central Iowa Traffic Safety Task Force (CITSTF) takes a strong multi-agency approach in central Iowa to enforce traffic safety laws and to educate drivers. In addition to well-publicized, high visibility enforcement efforts, the task force also takes a pro-active approach with local media to publicize planned task force enforcement activities. Several multi-agency, high visibility enforcement projects will be planned throughout the year. The funding allocated to CITSTF is not used for enforcement efforts, however. Funding is awarded to CITSTF to support a one-day traffic safety-related conference for task force member agencies. Conference topics will focus on traffic safety and enforcement issues.

##### Linkage Between Program Areas

Funding for CITSTF supports a one-day traffic safety conference for task force agency members and prosecutors. Training supports the statewide efforts in countermeasure strategies for law enforcement training.

##### Rationale

It is imperative enforcement officers receive adequate training to fulfill their jobs. Funding allocated to the CITSTF mission will support a one-day traffic safety-related conference for task force member agencies.

##### Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
22-402-MOPT, Task 00-00-10	Central Iowa Traffic Safety Task Force (CITSTF)

<b>Planned Activity Name: Central Iowa Traffic Safety Task Force (CITSTF)</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-MOPT, Task 00-00-10</b>					
<b>Intended Subrecipient: West Des Moines Police Department</b>					
<b>Primary Countermeasure Strategy ID: Supporting Enforcement</b>					
<b>Planned Description:</b>					
The Central Iowa Traffic Safety Task Force (CITSTF) is comprised of 20 law enforcement agencies in the central Iowa counties of Polk and Dallas. Funding awarded to CITSTF will support a one-day traffic safety related conference for task force agency members. Conference topics will focus on traffic safety and enforcement issues including a keynote speaker and representatives from the Polk County Attorney's Office and the State Attorney General's Office. Funding will also support the purchase of blood draw kits.					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$4,000	\$800	\$0.00

## Program Area: Impaired Driving (Drug and Alcohol)

### Description of Highway Safety Problems

Nationally, an average of one alcohol-impaired-driving fatality occurred every 50 minutes in 2018 and the 21 to 24 year old age group had the highest percentage (27%) of drivers with BACs of .08g/dL or higher in fatal crashes compared to other age groups in 2018.<sup>8</sup>

In 2019, 29.59% of fatalities in the state of Iowa were alcohol-impaired. This was an increase from the 26.79% recorded in 2018.

Although impaired driving issues have always been a concern in Iowa, additional programming efforts need to be enacted in the state to mitigate the upward trends being seen, especially upon initial review of preliminary 2020 data. Some of the mitigation efforts will be to re-engage law enforcement in high visibility enforcement countermeasures with an impaired driving emphasis. The GTSB is also looking at increasing the number of law enforcement partners focusing efforts on impaired driving. A combination of Section 402 and 405d funding will be utilized to support these efforts.

Alcohol-Impaired Driving Fatalities Comparison of Iowa vs. U.S. Average					
Year		Total Fatalities in all Crashes	Alcohol-Impaired Driving Fatalities (BAC = .08+)		
			Number	Percent	Per 100M VMT
2015	Iowa	320	78	24	0.24
	US	35,484	10,280	29	0.33
2016	Iowa	402	108	27	0.32
	US	37,806	10,967	29	0.35
2017	Iowa	330	90	27	0.27
	US	37,473	10,880	29	0.34
2018	Iowa	319	90	28	0.27
	US	36,835	10,710	29	0.33
2019	Iowa	336	100	30	0.30
	US	36,096	10,142	28	0.31

Source: NHTSA

Results from the 2019 Public Awareness Survey indicated the following:

- 60.66% of respondents indicated that in the past 30 days, they had read, seen, or heard about drunk driving enforcement by any law enforcement agency. This was a 5.59% decrease from 64.25% in 2018
- 52.93% of respondents thought their chances of getting arrested if they drove after drinking was “very likely”; an additional 38.34% indicated they thought their chances were “somewhat likely”.

An Awareness Survey was not conducted in FFY 2020 because of the COVID-19 pandemic.

Although driving under the influence of alcohol is highly recognized, it is imperative to remember that drugs, either legal or illegal, can also impair judgement while driving. Male drivers age 20-24 represent the highest percentage of drivers involved in alcohol and drug related crashes. COVID-19 greatly impacted the ability to host and promote Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) programs in the state in FFY 2020 and through the date of this plan submission. The state continues to monitor and evaluate the pandemic impacts but will re-engage in ARIDE and DRE training opportunities when it is deemed safe to do so.

In the late fall of 2020, the state formed a Fatality Reduction Task Force. This multi-disciplinary task force was created to implement educational, enforcement and legislative initiatives to help Iowa achieve the target of less than 300 traffic fatalities annually, with the ultimate goal of zero fatalities. The state plans to maintain this group into 2022 and continue countermeasures focusing on impaired driving.

<sup>8</sup> Traffic Safety Facts, Alcohol-Impaired Driving, 2018 Data, December 2019, DOT HS 812 864.

**Associated Performance Measures**

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100M VMT	2022	5 Year	1.037
2022	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2022	5 Year	92

**Countermeasure Strategies in Program Area**

Drug Recognition Expert Training (DRE)
High Visibility Enforcement
Judicial Education
Laboratory Drug Testing Equipment
Law Enforcement Training
Prosecutor Training
Communication Campaign (See Pages 38-47)
Highway Safety Office Program Management

**Countermeasures Strategy: Drug Recognition Expert (DRE) Training**

**Project Safety Impacts**

As in other states, Iowa is seeing an increase in drug-related fatalities throughout the state. It is critical that law enforcement officers have the opportunity to receive specialized training in order to recognize the signs and symptoms of drug usage. Training for law enforcement is on-going and DRE-certified officers must keep their certifications current.

**Linkage Between Program Areas**

Iowa continues to see an up-tick in the number of drug-related traffic crashes and fatalities. With the ever-changing drug culture, it is critical that drug-related training is offered. To maintain a strong DRE program, it is critical that other criminal justice partners, including but not limited to judicial/prosecution, laboratory personnel, etc., are also on the forefront of trainings.

**Rationale**

The Drug Recognition Expert trainings and certifications are nationally recognized and supported through the International Association of Chiefs of Police (IACP) and NHTSA. With the general overall increase of drug-related incidents, the state strongly supports the need for this specialized training.

“Impairment-involved” is a safety emphasis area within the 2019-2023 Strategic Highway Safety Plan. Specific strategies listed within the plan which have a connection with the primary countermeasure strategy of law enforcement training include the following:

1. Support trainings for 60 new drug recognition expert (DRE) officers and 500 new advanced roadside impaired driving enforcement (ARIDE) officers.
2. Develop and implement a standardized approach for law enforcement to identify impaired drivers.

“Enforcement of Drug-Impaired Driving” is listed within the Alcohol- and Drug-Impaired Driving chapter of NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 9<sup>th</sup> Edition, 2017.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405d-M6OT, Task 00-00-06	DRE Program Expenses

<b>Planned Activity Name: DRE Program Expenses</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-M6OT, Task 00-00-06</b>					
<b>Intended Subrecipient: GTSB - Internal</b>					
<b>Primary Countermeasure Strategy ID: Drug Recognition Expert (DRE) Training</b>					
<b>Planned Description:</b> Funding in FFY 2022 is allocated to support the DRE program to include DRE training/certification, supplies, out-of-state travel expenses to conduct hands-on training for officer certification requirements, and travel to the DRE National Conference and/or other specific training opportunities which may arise during the funding period.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$110,000	\$0.00	\$0.00

**Countermeasure Strategy: High Visibility Enforcement**

**Project Safety Impacts**

Positive impacts would be expected with the increased presence of law enforcement on Iowa’s roadways. High Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors. Enforcement projects will focus on impairment. Law enforcement agencies are given the latitude to identify traffic safety issues outside of the highly publicized campaigns and tailor their efforts to meet their community’s needs. Although not required per contract, agencies who are not considered sTEP agencies are encouraged to work national mobilization periods.

**Linkage Between Program Areas**

High visibility enforcement is a strategy used by enforcement agencies throughout the state. Accurate and timely crash data helps identify problematic areas in which to deploy enforcement efforts. Enforcement also requires the necessity to have properly trained officers and proper equipment which are supported through Section 402 and 405d funding.

**Rationale**

High visibility enforcement can be a very impactful countermeasure. Enforcement efforts provide for deterrence, prevention and communication/outreach. According to NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 9<sup>th</sup> Edition, 2017, high visibility saturation patrols have been proven effective as a countermeasure against impaired driving with integrated enforcement and is identified as being likely to be effective.

“Impairment-involved” is a Safety Emphasis area within the 2019-2023 Strategic Highway Safety Plan. Specific strategies listed within the plan that have a connection with the primary countermeasure strategy of high visibility enforcement include the following:

1. Develop and implement a standardized approach for law enforcement to identify impaired driving.
2. Enhance detection through special OWI patrols and related traffic enforcement.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405d-M6OT HVE	Law Enforcement/HVE – 405d
22-405d-FDLHVE sSTEP	sSTEP (special Traffic Enforcement Program) – 405d

<b>Planned Activity Name: Law Enforcement/HVE – 405d</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-M6OT HVE</b>					
<b>Intended Subrecipient: Law Enforcement</b>					
<b>Primary Countermeasure Strategy ID: High Visibility Enforcement</b>					
<b>Planned Description:</b> High visibility enforcement is included in NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices”, 9 <sup>th</sup> Edition, 2017, as an effective strategy to combat impaired driving. Enforcement grantees under Section 405d will receive funding to support overtime efforts, education events and/or equipment purchases. Enforcement efforts will be directed at impaired driving during times and at locations that have been identified by the agency, the Iowa DOT, or the DPS/GTSB as high risk. Strong consideration should be given to weekends and project hours between 6:00 p.m. and 3:00 a.m. Section 405d funded agencies will be required to conduct two special traffic enforcement projects at night; one of which will be a multi-jurisdictional project. Agencies will also be required to conduct at least 12 public information/education activities aimed at improving driver safety behaviors to reduce impaired driving. Funding in FFY 2022 will support efforts of 86 different law enforcement agencies.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Alcohol	\$1,075,663	\$215,132	\$932,463

<b>Planned Activity Name: sSTEP (special Traffic Enforcement Program) 405d</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLHVE sSTEP</b>					
<b>Intended Subrecipient: Local Law Enforcement</b>					
<b>Primary Countermeasure Strategy ID: High Visibility Enforcement</b>					
<b>Planned Description:</b> sSTEP agencies will commit to participate in enforcement and education events. These events or “waves” range from 4-days to 2-weeks and in FFY 2022 are scheduled in November, December, April, May/June and August/September. The April wave will support the 420 enforcement campaign efforts and is a new wave requirement for FFY 2022. Waves coincide with national mobilizations, including “Drive Sober or Get Pulled Over.” Funding will support overtime enforcement efforts and equipment for approximately 115 agencies.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem Identification	\$327,689	\$0.00	\$327,689

**Countermeasure Strategy: Judicial Education****Project Safety Impacts**

The purpose of the collaboration with the Iowa Judicial Branch/Iowa State Court Administrator’s Office was to give judicial officers digital access to a suite of written legal materials on traffic and other topics, which enable them to make real-time decisions while administering judicial proceedings. This project has been underway and has seen increased growth, especially in 2020 when the COVID-19 pandemic delayed in-person court proceedings. This project allows for judges to seek new and different resources to administer justice in traffic cases and beyond.

**Linkage Between Program Areas**

This project gives judicial officers digital access to a suite of written legal materials through a bench book on traffic and other topics. Specific efforts are made to provide resources and links to current case law and data related to traffic safety relevant to judicial officers.

**Rationale**

Judges and magistrates lack user friendly materials that can be easily accessed to answer questions which may arise as they are hearing cases. The lack of information has led to improper actions on the part of judges and magistrates. This has been an on-going project for several years. The bench book is consistently evolving, both to improve accessibility and provide relevant content. As Iowa’s court system transitions to a paperless system, information for judges should follow this trend and be immediately available through the Judicial Branch computer system.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405d-FDLIS, Task 02-00-00	Traffic Bench Book

<b>Planned Activity Name: Traffic Bench Book</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLIS, Task 02-00-00</b>					
<b>Intended Subrecipient: Iowa State Court Administrator’s Office</b>					
<b>Primary Countermeasure Strategy ID: Judicial Education</b>					
<b>Planned Description:</b>					
The goal of the traffic bench book is to provide judicial officers with digital access to a suite of written legal materials on traffic and other topics. The bench book is constantly evolving. The State Court Administrator’s Office will continue to update and maintain the digital suite with traffic and legal resources. Specific efforts are made to provide resources and links to current case law and data related to traffic safety which is relevant to judicial officers.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Information System	\$15,100	\$3,020	\$0.00



## Countermeasure Strategy: Laboratory Drug Testing Equipment

### Program Safety Impacts

The Iowa Division of Criminal Investigation (DCI) Laboratory is the only publicly funded toxicology service available to law enforcement in the state. The laboratory provides certification and training of the evidentiary breath alcohol testing instrument called DataMaster DMT as well as provides forensic testing of blood and urine samples for alcohol concentration along with drug analysis in both matrices.

Toxicology cases submitted to the lab by law enforcement have increased by about 40% over the course of the past six years with a 3.5% increase in cases received by the Toxicology Section for 2020 from the prior year despite reduced submissions in March and April due to COVID-19. Much of this past year's increase was once again due to receiving more blood samples than in the prior calendar year, and contributed to a 103% increase in blood samples received since 2014. The laboratory continues to expect the number of blood samples submitted to the laboratory to continue to increase going forward.

With just two people staffing the DCI breath alcohol program, overtime funding is greatly relied upon to support trips across the state to maintain, calibrate and repair the DataMaster DMT devices. FFY 2020 was very unique in the fact that most agencies brought their units to the lab instead, allowing to mitigate COVID-19 issues and perform more comprehensive preventative maintenance than would not have been possible in the field. Currently there are about 160 operational DMT devices throughout the state.

### Linkage Between Program Areas

The Iowa Division of Criminal Investigation Criminalistics Laboratory plays an integral role in Iowa's overall impaired driving efforts. Being the only state crime lab, services provided are essential for the state in the area of impairment which support enforcement efforts, judicial proceedings, and legislative interests.

### Rationale

The Iowa Division of Criminal Investigation Criminalistics Laboratory plays an integral role in Iowa's overall impaired driving efforts. Being the only state crime lab, services provided are essential for the state in the area of impairment which support enforcement efforts, judicial proceedings, and legislative interests.

### Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
22-405d-FDLIS, Task 01-00-00	Iowa DCI Crime Lab

<b>Planned Activity Name: Iowa DCI Crime Lab</b>
<b>Unique Identifier/Planned Activity Number: 22-405d-FDLIS, Task 01-00-00</b>
<b>Intended Subrecipient: Iowa Division of Criminal Investigation (DCI) Criminalistics Laboratory</b>
<b>Primary Countermeasure Strategy ID: Laboratory Drug Testing Equipment</b>
<b>Planned Description:</b> In FFY 2022, funding will help support a full-time Forensic Science Technician to assist in conducting alcohol and drug tests. Funding will also allow for other laboratory staff to set up, install, certify and repair DataMaster DMT units, recertify officers on DMT use and work impaired driving case confirmations.  Additional contract activities include: <ol style="list-style-type: none"><li>Conduct testing for alcohol and drugs of abuse in both blood and urine matrices and report the number of tests conducted and test results including details on the drug levels per test (where applicable).</li><li>Provide staff overtime to set-up, install, certify and repair DataMaster DMT units for Iowa users, recertify officers on DMT operation, and work impaired driving case confirmations as needed.</li><li>Decrease the number of samples sent outside the lab for drug testing.</li><li>Provide expert testimony in operating while impaired (OWI) court cases.</li></ol>

<ul style="list-style-type: none"> <li>e. Purchase, receive and distribute DataMaster DMT units, simulators, thermometers and barometers as needed.</li> <li>f. Purchase consumable forensic toxicology supplies, DataMaster replacement parts, dry gas tanks, simulator parts, and DMT operational software and manuals as needed.</li> <li>g. Participate in contract-related training and travel that improves the laboratory’s knowledge and abilities relating to toxicology testing, breath alcohol program operations and expert testimony on these subjects.</li> </ul>					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low BAC Information System	\$182,000	\$36,400	\$0.00

**Countermeasure Strategy: Law Enforcement Training**

**Project Safety Impacts**

Training for law enforcement officers is critical and on-going. In addition to training at the Iowa Law Enforcement Academy (ILEA), specialized trainings and certification programs in the state in the area of impairment include Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE).

The Iowa Law Enforcement Academy serves to provide excellence in training, testing and standards to law enforcement personnel across the state.

The ARIDE program was developed by the National Highway Traffic Safety Administration (NHTSA) with input from the International Association of Chiefs of Police (IACP). The Standardized Field Sobriety Test (SFST) is the basic mechanism for a law enforcement officer to assess drivers suspected of being under the influence of alcohol, while the DRE program provides more advanced training to evaluate suspected drug impairment. ARIDE is designed to bridge the gap between the SFST and DRE programs by providing officers with general knowledge related to drug impairment and by promoting the use of DREs. One of the more significant aspects of ARIDE is the required student demonstration of the SFST proficiency requirement. The ARIDE program stresses the importance of the signs and symptoms of the seven drug categories: Central Nervous System (CNS) Depressants, CNS Stimulants, Hallucinogens, Dissociative Anesthetics, Narcotic Analgesics, Inhalants, and Cannabis. ARIDE will train officers to observe, identify and articulate the signs of impairment related to drugs, alcohol, or a combination of both in order to reduce the number of impaired driving incidents as well as crashes which result in serious injuries and fatalities.

Drugs are being identified in more traffic incidents every year. The following three drugs were the most frequently identified in fatal crashes in 2020 according to Iowa DOT preliminary data.

1. Marijuana
2. CNS Stimulants (Meth and Cocaine)
3. CNS Depressants

**Linkage Between Program Areas**

It is imperative officers have the proper training to recognize signs and symptoms of suspected drug-impairment. Section 405d funded activity at the Iowa Law Enforcement Academy focuses on training officers to be proficient in recognizing and testing drivers who are suspected to be impaired. ARIDE is a mechanism in which to receive the training. There are direct linkages between the officer’s initial observations of a suspected drug-impaired person, to the toxicological report from the Iowa Division of Criminal Investigation Criminalistics Laboratory, and to judicial proceedings in regard to ARIDE training.

**Rationale**

Training for law enforcement officers is essential and should be on-going. Iowa recognizes the importance of uniform training for proficiency in SFST and specialized trainings/certifications such as Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE). The ARIDE program was developed by the National Highway Traffic Safety Administration with input from the International Association of Chiefs of Police (IACP). The SFST program trains officers to assess drivers suspected of being under the influence of alcohol, while the DRE program provides more advanced training to evaluate suspected drug impairment. ARIDE is intended to bridge the gap between the SFST and DRE programs by providing officers with general knowledge related to drug impairment and by promoting the use of DREs. One of the more significant aspects of ARIDE is the required student demonstration of the SFST proficiency requirement. The ARIDE program stresses the importance of the signs and symptoms of the seven drug categories. ARIDE will train officers to observe, identify and articulate the signs of impairment-related to drugs, alcohol, or a combination of both in order to reduce the number of impaired driving incidents.

“Impairment-involved” is a Safety Emphasis area within the 2019-2023 Strategic Highway Safety Plan. Specific strategies listed within the plan which have a connection with the primary countermeasure strategy of law enforcement training include the following:

1. Support trainings for 60 new drug recognition expert (DRE) officers and 500 new advanced roadside impaired driving enforcement (ARIDE) officers.
2. Develop and implement a standardized approach for law enforcement to identify impaired drivers.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405d-M6OT, Task 00-00-07	ARIDE Program Expenses
22-405d-FDL*PT, Task 01-00-00	Iowa Law Enforcement Academy (ILEA)

<b>Planned Activity Name: ARIDE Program Expenses</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-M6OT, Task 00-00-07</b>					
<b>Intended Subrecipient: GTSB - Internal</b>					
<b>Primary Countermeasure Strategy ID: Law Enforcement Training</b>					
<b>Planned Description:</b> Funding in FFY 2022 is allocated for travel, supplies, training sites, and printing associated with the ARIDE program. The goal is to train 300 officers statewide during this funding period.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem Identification	\$15,000	\$0.00	\$0.00

<b>Planned Activity Name: Iowa Law Enforcement Academy (ILEA)</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-FDL*PT, Task 01-00-00</b>					
<b>Intended Subrecipient: ILEA</b>					
<b>Primary Countermeasure Strategy ID: Law Enforcement Training</b>					
<b>Planned Description:</b>					
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 training 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.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Police Traffic Services	\$170,385	\$0.00	\$170,385

**Countermeasure Strategy: Prosecutor Training**

**Project Safety Impacts**

Traffic Safety Resource Prosecutors (TSRP) facilitate a coordinated, multi-disciplinary approach to the prosecution of impaired driving and other traffic crimes. In the purview of the Traffic Safety Resource Prosecutor’s position is the training of law enforcement, prosecutors, and other professionals/stakeholders involved in the enforcement of traffic laws and improving program management and decision making. The emphasis of prosecutor training as a countermeasure strategy will focus on the intricacies of impaired driving cases.

**Linkage Between Program Areas**

It is imperative to have coordinated efforts in the area of impairment to support enforcement, judicial proceedings and legislative issues. Making proper arrests, gathering evidence correctly, and effective prosecution are proven and necessary tools for reducing impaired driving.

**Rationale**

TSRPs are typically current or former prosecutors who provide training, education and technical support to traffic crimes prosecutors and law enforcement personnel throughout their states. Each TSRP assess the needs and demands unique to the state and work in conjunction with many agencies to meet their needs.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405d-FDL*PT, Task 02-00-00 & 22-405d-M6X, Task 02-00-00	TSRP/Prosecuting Attorney Training Coordinator

<b>Planned Activity Name: TSRP/Prosecuting Attorney Training Coordinator</b>
<b>Unique Identifier/Planned Activity Number: 22-405d-FDL*PT, Task 02-00-00 and 22-405d-22-405d-M6X. Task 02-00-00</b>
<b>Intended Subrecipient: Prosecuting Attorneys Training Coordinator</b>
<b>Primary Countermeasure Strategy ID: Prosecutor Training</b>
<b>Planned Description:</b> In FFY 2022, funding will be used to support Iowa’s Traffic Safety Resource Prosecutor (TSRP). The TSRP will service as a liaison between prosecutors, law enforcement officers, and other governmental agencies and personnel to facilitate better working relationships and promote uniform enforcement and prosecution of Iowa’s impaired driving laws, provide skills training workshops for prosecutors in OWI and drug-impaired driving offenses, provide law enforcement workshops on impaired driver detection, apprehension, implied consent, report writing, and testimony preparation; provide additional impaired driver training at DRE, SFST, ARIDE and other courses; provide research assistance, consultation, and advice for prosecutors, law enforcement officers, hearing officers, governmental personnel, and agencies on detection, apprehension, charging, punishment or treatment of impaired drivers, and Iowa impaired consent laws; assist ILEA with the identification and design of training for OWI, drug-impaired driving offenses and impaired consent laws; present case law updates at the annual DPS/GTSB conference; prepare and distribute quarterly advisory bulletins with information on court

decisions or legislation impacting OWI or implied consent laws; provide and annual update for the comprehensive OWI and Major Traffic Offense Manual; and participate in traffic safety training with prior DPS/GTSB approval.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Police Traffic Services	\$50,000	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low	\$149,500	\$0.00	\$0.00

**Countermeasure Strategy: Highway Safety Office Program Management**

**Project Safety Impacts**

Adequate staff, resources and training are necessary to effectively manage the state highway safety office and programs which support NHTSA initiatives and the mission of the Governor’s Traffic Safety Bureau.

**Linkage Between Program Areas**

Adequate staff, resources and training are necessary to effectively manage the state highway safety office and programs which support NHTSA initiatives and the mission of the Governor’s Traffic Safety Bureau.

**Rationale**

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405d-M6OT, Task 00-00-03	GTSB – Travel (405d)
22-402-MOAL, Task 00-00-03	GTSB - Travel (AL)
22-402-MOAL, Task 00-00-04	GTSB – Printing
22-402-MOAL, Task 00-00-02	GTSB Program Management (AL)

**Planned Activity Name: GTSB – Travel (405d)**

**Unique Identifier/Planned Activity Number: 22-405d-M6OT, Task 00-00-03**

**Intended Subrecipient: GTSB - Internal**

**Primary Countermeasure Strategy ID: Highway Safety Office Program Management**

**Planned Description:**

Funding in FFY 2022 is allocated for impaired driving-related travel/training for GTSB Program Administrators and for staff to attend the GHSA Annual Conference.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Other Based on Problem Identification	\$6,000	\$0.00	\$0.00

<b>Planned Activity Name: GTSB – Travel (AL)</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-M0AL, Task 00-00-03</b>					
<b>Intended Subrecipient: GTSB - Internal</b>					
<b>Primary Countermeasure Strategy ID: Highway Safety Office Program Management</b>					
<b>Planned Description:</b> Funding in FFY 2022 is allocated for impaired driving-related travel/training for GTSB Program Administrators and for staff to attend the GHSA Annual Conference					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act NHTSA 402	Alcohol	\$2,500	\$0.00	\$0.00

<b>Planned Activity Name: GTSB – Printing (AL)</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-M0AL, Task 00-00-04</b>					
<b>Intended Subrecipient: GTSB - Internal</b>					
<b>Primary Countermeasure Strategy ID: Highway Safety Office Program Management</b>					
<b>Planned Description:</b> Funding in FFY 2022 is allocated for impaired-related printing.					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act NHTSA 402	Alcohol	\$5,000	\$0.00	\$0.00

<b>Planned Activity Name: GTSB Program Management</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-M0AL, Task 00-00-02</b>					
<b>Intended Subrecipient: GTSB - Internal</b>					
<b>Primary Countermeasure Strategy ID: Highway Safety Office Program Management</b>					
<b>Planned Description:</b> Split proportions of GTSB staff salaries for activities focused on impaired driving. This project will provide for technical assistance with on-going public information and educational activities supporting impaired driving issues and to coordinate, monitor, and audit impaired driving grants and activities.					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act NHTSA 402	Alcohol	\$392,000	\$0.00	\$0.00

**Countermeasure Strategy: Communication Campaign (See Pages 38-47).**

## Program Area: Speed

### Description of Highway Safety Problem

In the past, the GTSB has relied on overall high visibility enforcement projects to address speeding. In FFY 2021, the GTSB developed specific speed projects.

Upon reviewing the last three years of responses from the Awareness Survey (2017-2019) the following was recognized:

- In 2019, 57.08% of respondents indicated that within 30 days of the survey, they had read, seen, or heard about speed enforcement by any law enforcement agency. This was a 2.87% increase from 55.49% in 2018.
- In 2019, 40.20% of respondents indicated they thought their chances of getting a ticket was “very likely” if they drove over the speed limit; an additional 49.36% thought their chances were “somewhat likely”.

Speed was identified as a prominent concern during the summer of 2020 amidst the COVID-19 pandemic, both in Iowa and nationally.

In the late fall of 2020, the state formed a Fatality Reduction Task Force. This multi-disciplinary task force was created to implement educational, enforcement and legislative initiatives to help Iowa achieve the target of less than 300 traffic fatalities annually, with the ultimate goal of zero fatalities. The state plans to maintain this group into 2022 and continue countermeasures focusing on speed.

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100 M VMT	2022	5 Year	1.037
2022	C-6) Speeding-related fatalities	2022	5 Year	67
2022	C-10) Pedestrian fatalities	2022	5 Year	22

### Countermeasure Strategies in Program Area

Speed Corridors
Speed Pedestrian Project (See Page 71)
Communication Campaign (See Pages 38-47)

### Countermeasure Strategy: Speed Corridors

#### Project Safety Impacts

Through the analysis of crash data, corridors will be identified in which to conduct specific overtime efforts focused on speed. The goal of the countermeasure is to reduce speeding related fatalities and injuries in communities across Iowa.

#### Linkage Between Program Areas

In-Trans at Iowa State University will help identify corridors with the highest crash frequency using the most current data available. With a specific speed project, the goal is to reverse the upward linear trend in speeding-related fatalities.

Speed is also a focus area of the newly formed Fatality Reduction Task Force. The data secured and analyzed for this project can also be used to identify additional areas of concern in which the Task Force can also coordinate enforcement efforts.

**Rationale**

“Speed-Related” is a Safety Emphasis area within the 2019-2023 Strategic Highway Safety Plan. A specific strategy listed within the plan which has a connection with the primary countermeasure strategy of speed corridors include the following:

1. Identify corridors with a high frequency of speed-related crashes and implement high-visibility enforcement campaigns

Over the past 5 years, over 60% of speed-related crashes occurred in rural areas. Around 75% of Iowa’s traffic fatalities are rural in nature. Identifying rural corridors with the highest crash frequency of speeding-related crashes could ultimately have a significant impact in the reduction of fatalities and help the state reach the overall collaborative safety performance measures.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405d-F24*SE	Speed Corridors

<b>Planned Activity Name: Speed Corridors</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d-F24*SE</b>					
<b>Intended Subrecipient: To Be Determined</b>					
<b>Primary Countermeasure Strategy ID: Speed Corridors</b>					
<b>Planned Description:</b>					
Current data (2016-2020) will be secured from In-Trans at Iowa State University (ITSDS) to determine the highest frequency corridors due to speeding-related crashes. Speed data will be analyzed to identify road segments showing the highest crash frequency area for speeding-related crashes. Up to six agencies will partner with the GTSB to conduct overtime shifts targeted on speed enforcement on the identified corridors. Projects can occur at the department’s discretion, either daytime or nighttime. Multi-jurisdictional events are encouraged. Grantees will be required to do at least two media contacts and to post a minimum of six social media posts during the grant period.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d 24-7 Sobriety	405d 24-7 Speed Enforcement	\$80,000	\$0.00	\$82,000



## Program Area: Motorcycle Safety

### Description of Highway Safety Problems

Motorcycle fatalities represented 13% of all traffic fatalities in the state of Iowa in 2019. Iowa remains slightly below the national percentage for motorcycle fatalities, which was 14% for 2019. However, out of the 44 motorcyclist fatalities, 35 (79.55%) were recorded as unhelmeted. NHTSA reports that per vehicle miles travelled in 2019, motorcyclist fatalities occurred nearly 29 times more frequently than passenger car occupant fatalities in traffic crashes.<sup>9</sup>

Year	Age						Total
	<20	20-29	30-39	40-49	50-59	>59	
2015	0	10	5	6	12	8	41
2016	2	15	9	7	20	7	60
2017	2	14	6	6	13	8	49
2018	2	8	5	8	14	6	43
2019	2	9	5	4	18	6	44

Source: NHTSA

Iowa recognizes motorcycle safety is two-fold. To reduce motorcyclist fatalities and serious injuries, drivers of motor vehicles need to share the road and be alert and aware of the possibility of motorcycles in the traffic mix. It is also important for motorcyclists to remember to make themselves visible, wear proper protective gear and to always ride sober.

Staff from Iowa GTSB participate in the Region 7 Quarterly Motorcycle Coordinator Meetings (facilitated by NHTSA Region 7 RPM Dean Scott). These quarterly meetings bring all of the region's motorcycle coordinators together to discuss safety and driver awareness in the realm of motorcycles. The intent is to share, exchange and develop ideas/programs to help increase awareness of motorcycle safety. The meetings are conducted virtually.

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100M VMT	2022	5 Year	1.037
2022	C-7) Number of motorcyclist fatalities	2022	5 Year	47
2022	C-8) Number of unhelmeted motorcyclist fatalities	2022	5 Year	34

### Countermeasures Strategies in Program Area

Motorcycle Rider Training
Motorcycle Awareness Campaign
Motorcycle Helmet Usage Campaign

### Countermeasure Strategy: Motorcycle Rider Training

#### Project Safety Impacts

The Iowa DOT administers a Motorcycle Rider Education (MRE) program, which teaches the Basic Rider Course (BRC) and the Basic Rider Course II (BRC II) of the Motorcycle Safety Foundation. It is the goal of the motorcycle rider training courses to improve the overall driver abilities for both novice and experienced riders. Section 405f funding will be utilized to help support these training efforts.

### Linkage Between Program Areas

Motorcycles were not identified as a priority safety emphasis area within the State Strategic Highway Safety Plan (2019-2023); however, was included as important and as a safety emphasis area as it relates to traffic safety within Iowa.

<sup>9</sup> Traffic Safety Facts, Motorcycles, 2019 Data, April 2021, DOT HS 813 112.

### Rationale

Iowa believes the most effective ways to improve motorcycle safety is through rider education and reminding the general motoring public to be extra vigilant around riders.

Motorcycle Rider Training is identified in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 9<sup>th</sup> Edition, 2017, but the effectiveness is listed as undetermined.

### Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
22-405f-M9MT, Task 01-00-00	Motorcycle Rider Training

<b>Planned Activity Name: Motorcycle Training Courses</b>					
<b>Unique Identifier/Planned Activity Number: 22-405f-M9MT, Task 01-00-00</b>					
<b>Intended Subrecipient: Iowa Department of Transportation</b>					
<b>Primary Countermeasure Strategy ID: Motorcycle Rider Training</b>					
<b>Planned Description:</b> The Iowa Department of Transportation's (DOT) Office of Driver & Identification Services administers a quality Motorcycle Rider Education (MRE) program. Specific activities associated with this project include the following: <ol style="list-style-type: none"><li>1) Implementation of a Motorcycle Rider Education (MRE) Quality Assurance Program</li><li>2) Educate new motorcycle riders about the benefits of taking the Beginning Rider Course(s) prior to receiving their motorcycle license endorsement</li><li>3) Promote participation in MRE courses beyond the Basic Rider Course</li><li>4) Improve access to 3-Wheel Motorcycle Course Offerings</li><li>5) Ensure an adequate number of MSF MRE RiderCoaches</li><li>6) Professional development for RiderCoach Trainers and Iowa DOT MRE staff members</li></ol>					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Training (FAST)	\$80,000	\$0.00	\$0.00

### Countermeasure Strategy: Motorcycle Awareness Campaign

#### Project Safety Impact

In 2020, Iowa DOT data indicates there were a total of 57 motorcycle-related crashes resulting in 56 motorcyclists and 7 motorcycle passengers killed on Iowa roads in 2020. Of that number, 18 crashes were assumed to be caused by the motorist resulting in 18 motorcycle driver and 3 motorcycle passenger deaths. Many motorcyclist involved crashes may have been preventable if the motorist was being attentive for motorcyclists.

The goal of having a specific motorcycle safety campaign is to remind motorists to be vigilant for motorcyclists.

#### Linkage Between Program Areas

Motorcyclist safety is two-fold. It is critical that motorcyclists are skilled riders but motorists must also be on the lookout for motorcyclists.

**Rationale**

With over 31% of motorcyclist fatalities being the motorists’ fault, not the motorcyclists, it is critical to continue awareness and educational activities in an effort to mitigate motorcyclist fatalities.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405f-M9MA, Task 02-00-00	Adsposure – Motorcycle Awareness

<b>Planned Activity Name: Adsposure – Motorcycle Awareness</b>					
<b>Unique Identifier/Planned Activity Number: 22-405f-M9MA, Task 02-00-00</b>					
<b>Intended Subrecipient: Adsposure</b>					
<b>Primary Countermeasure Strategy ID: Motorcycle Awareness</b>					
<b>Planned Description:</b> Adsposure will partner with the GTSB to provide motorcycle awareness campaigns through wraps to be placed on Des Moines Regional Transit (DART) buses in the Des Moines metro area. Various sizes of wraps will be developed for placement on buses. Signage will appear on buses from May through June (Motorcycle Awareness Month timeframe). Interior cards depicting a motorcycle awareness message will be placed in 12 buses from July through August. The goal of the interior cards is to be able to expand the messaging audience as DART buses are used to shuttle individuals attending the Iowa State Fair; therefore, providing for a broader reach and more diverse audience.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	Motorcyclist Awareness	\$19,150	\$0.00	\$0.00

**Countermeasure Strategy: Communication Campaign (See pages 38-47).**

**Countermeasure Strategy: Motorcycle Helmet Usage**

**Project Safety Impact**

A specific communication campaign will remind motorcyclists to wear a helmet. Iowa does not have a helmet law but would like to encourage helmet usage as 80% of Iowa motorcyclist fatalities were unhelmeted in 2019.

**Linkage Between Program Areas**

Motorcyclist safety is two-fold. In addition to the motoring roadway, motorcyclists, too, have a responsibility to make themselves visible, wear protective gear and to always ride sober.

**Rationale**

80% of Iowa motorcyclist fatalities were unhelmeted in 2019.<sup>10</sup>

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-402-M0PM, Task 04-00-00	Motorcycle Helmet Usage Campaign

<sup>10</sup> Traffic Safety Facts, Motorcycles, 2019 Data, April 2021, DOT HS 813 112.

<b>Planned Activity Name: Motorcycle Helmet Usage Campaign</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-M0PM, Task 04-00-00</b>					
<b>Intended Subrecipient: To be Determined</b>					
<b>Primary Countermeasure Strategy ID: Communication Campaign</b>					
<b>Planned Description:</b> Iowa will be implementing a motorcycle helmet usage campaign. A minimum of 3 years of data will be analyzed to help identify areas of the state where possible radio message will be delivered. Actual details of the campaign are still in development.					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act NHTSA 402	Paid Advertising	\$5,000	\$0.00	\$0.00

## Program Area: Non-Motorized (Bicyclist)

### Description of Highway Safety Problem

Over the past five years (2015-2019) there have been 34 bicyclist fatalities. Preliminary data indicates there were 10 bicyclist fatalities in 2020. As a result, the trend for bicyclist fatalities continues upward.

Bicycling remains a popular form of entertainment and is a low-cost transportation option. Although there are many miles of well-maintained bicycle trails in the state, bicyclists do have a right to utilize Iowa's roadways. Under Iowa law, a bicyclist has to follow the same rules and laws as do motorists. Bicyclist lanes are also included in municipal street designs. It is imperative, however, for motorists to be extra vigilant of their intentions and to share the road. If a motorist is in doubt, they must yield to the bicyclist.

With the on-set of the COVID-19 pandemic, NPD Group, a market researcher, reported a significant increase in the number of bicycle sales, parts, and accessories when compared to the same time in 2019. As the pandemic continues, it is anticipated that more children and families will continue bicycling in 2021 and beyond as it is a safe activity that allows for individuals to socially distance.

Bicyclist safety is important for children and adults of all ages. It not only involves wearing a properly fitted helmet but also knowing the "rules of the road".

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100M VMT	2022	5 Year	1.037
2022	C-11) Number of bicyclist fatalities	2022	5 Year	7

### Countermeasure Strategies in Program Area

Bicycle Safety Education
Communication Campaign

### Countermeasure Strategy: Bicycle Safety Education

#### Project Safety Impacts

At Unity Point/Blank Children's Hospital, the main focus in regard to bicycle safety is expanding school-based and community-based bicycle safety programs which include increasing access to affordable or free helmets for both children and adults.

#### Linkage Between Program Areas

The planned activities correlate with the National Highway Traffic Safety Administration's set of recommendations regarding bicycle safety specifically in regard to expanding school-based and community-based bicycle safety programs which include increasing access to free or affordable helmets for both children and adults.

The University of Iowa, Injury Prevention Research Center continues research in the area of vulnerable road users.

#### Rationale

Planned activities coordinated through bicycle safety education correlate with the National Highway Traffic Safety Administration's set of recommendations regarding bicycle safety specifically in regard to expanding school-based and community-based bicycle safety programs which include increasing access to free or affordable helmets to both children and adults.

“Promote Bicycle Helmet Use With Education” is listed in the Bicycle Safety Chapter of NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 9<sup>th</sup> Edition, 2017, however, the effectiveness of such programs is listed as “undetermined” indicating that different methods of implementing may produce difference results.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-402-MOPS, Task 01-00-00	All Heads Covered

<b>Planned Activity Name: All Heads Covered</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-MOPS, Task 01-00-00</b>					
<b>Intended Subrecipient: Unity Point Hospital/Blank Children’s Hospital</b>					
<b>Primary Countermeasure Strategy ID: Bicycle Safety Education</b>					
<b>Planned Description:</b>					
<p>In FFY 2022, the “All Heads Covered” program will continue their helmet and bike safety program focused on education and helmeting around the state. The program aligns with NHTSA’s recommendations for bike safety. Funding will support the purchase and distribution of bicycle helmets and safety materials in support of Iowa bicycle safety programs and local groups. To analyze the effectiveness of the distribution and educational programming, agencies/communities where helmets are distributed are requested to complete a pre and post event survey.</p> <p>Also available through the “All Heads Covered” program is a wheeled-sports safety kit which is designed to help educators teach bike and wheeled-sports safety in a classroom or in a community. The kit is designed as a comprehensive, simple and fun safety presentation for elementary-aged children.</p>					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Pedestrian/Bicycle Safety	\$12,000	\$2,400	\$0.00

**Countermeasure Strategy: Communication Campaign/Paid Advertising**

**Project Safety Impacts**

A specific communication campaign will remind bicyclists to wear a helmet.

**Linkage Between Program Areas**

Bicycle safety is two-fold and messaging will be planned to address both the bicyclist and the motoring public.

**Rationale**

Iowa is experiencing an upward trend in the area of bicyclist fatalities. Iowa does not anticipate meeting the FFY 2020 target. The state has never had a communication campaign specific to bicycle safety/helmet usage.

**Planned Activities in Countermeasure Strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
22-402-MOPM, Task 03-00-00	Bicycle Safety Media Campaign

<b>Planned Activity Name: Bicycle Safety Media Campaign</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-MOPM, Task 03-00-00</b>					
<b>Intended Subrecipient: Radio Iowa</b>					
<b>Primary Countermeasure Strategy ID: Bicycle Safety Education</b>					
Iowa will be implementing a bicycle safety media campaign with Radio Iowa. The last three years of data has been discussed with Radio Iowa to help identify areas of the state in which to focus messaging. Actual details of the campaigns are still in development but it is planned that messaging will address both the bicyclist and the general public.					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act NHTSA 402	Paid Advertising	\$7,000	\$0.00	\$0.00

## Program Area: Non-Motorized (Pedestrian)

### Description of Highway Safety Problems

In 2018, there were 6,283 pedestrians killed nationally in traffic crashes. On average, a pedestrian was killed every 84 minutes in a traffic crash. That is more than 17 people a day, almost 121 people a week.<sup>11</sup> Iowa recorded 21 pedestrian fatalities in 2019 which accounted for 6.25% of all traffic fatalities for the year. Over the past 5 years, Iowa has averaged 23 pedestrian fatalities per year.

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100M VMT	2022	5Year	1.037
2022	C-6) Speeding-related fatalities	2022	5 Year	67
2022	C-10) Number of pedestrian fatalities	2022	5 Year	22

### Countermeasure Strategies in Program Area

Pedestrian Safety
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#### Countermeasure Strategy: Pedestrian Safety

##### Project Safety Impacts

The goal of this project is to provide awareness of pedestrian safety through both enforcement and education. Enforcement will have a speed emphasis and will be in non-traditional areas for targeted speed enforcement efforts. As speed goes up, the survivability of a pedestrian, if struck, diminishes greatly. This effort will remind motorists to drive the posted speed limit especially in areas with a higher concentration of pedestrian and bicycle traffic. This project will also have a “move-over” component to remind motorists to be extra vigilant when approaching vehicles along the side of the roadway and around work zone areas.

##### Linkage Between Program Areas

The pedestrian project will have a speed emphasis. Enforcement will be conducted in high pedestrian areas in which motorists might not be expecting speed enforcement.

Iowa’s pedestrian fatalities occur in both urban and rural settings.

##### Rationale

Nationally pedestrian fatalities are on the rise. Pedestrian deaths accounted for 17% of all traffic fatalities in 2018 nationally. Iowa remains well below the national average but is starting to see an upward shift in trend lines.

### Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
22-405d-F24*PS	Speed Pedestrian Project

<b>Planned Activity Name: Speed Pedestrian Project</b>
<b>Unique Identifier/Planned Activity Number: 22-405d-F24*PS</b>
<b>Intended Subrecipient: To Be Determined</b>
<b>Primary Countermeasure Strategy ID: Pedestrian Safety</b>
<b>Planned Description:</b>

<sup>11</sup> Traffic Safety Facts, Pedestrians, 2018 Data, March 2020, DOT HS 812 850



Current data (2016-2020) will be utilized to identify agencies which have recently had pedestrian-related crashes which resulted in fatalities or serious injuries. Planned activities will consist of overtime enforcement with a pedestrian/speed emphasis at locations and times identified as high risk by the agency and supported by specific jurisdictional data. Agencies will also be required to conduct a minimum of two media contacts and six social media public information activities as part of the enforcement/educational efforts.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d 24-7 Sobriety	405d 24-7 Pedestrian/Bicycle Safety	\$30,000	\$0.00	\$0.00

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

### Description of Highway Safety Problems

Both enforcement and educational components have strengthened Iowa's seat belt usage over the years. Iowa's primary seat belt law was enacted in July 1986. At that time only about 18% of drivers in the state regularly wore a safety belt. Since that time, Iowa's usage rate has increased significantly. In 2020, Iowa's Observational Safety Belt Usage Survey was conducted by Iowa State University, Center for Survey Statistics and Methodology. The survey concluded a usage rate of 95.2%. For FFY 2022, Iowa will be required to reselect observational sites.

Enforcement partners play a significant role in enforcing belt use laws. There is an emphasis in seat belt enforcement during the national "Click It or Ticket" national mobilization.

Upon reviewing the last three years of responses from the Awareness Survey (2017-2019) the following was recognized:

- In 2019, only 86.84% of respondents indicated they "Always" wear a seat belt. This was a 1.59% decrease from 88.24% in 2017
- In 2019, only 50.50% of respondents indicated that in the past 30 days they had read, seen, or heard about safety belt law enforcement by any enforcement agency. This was a 13.03% decrease from 57.08% in 2017
- In 2019, only 18.31% of respondents indicated that in the past 30 days they had read, seen, or heard about night-time traffic enforcement by any law enforcement agency. This was a 35.28% decrease from 24.77% in 2017

An Awareness Survey was not conducted in FFY 2020 because of the COVID-19 pandemic.

It is imperative that efforts continue in the area of occupant protection. Seat belts dramatically reduce risk of death by 45% and cut the risk of serious injury by 50% according to the Centers for Disease Control and Prevention. Similarly, the use of a restraint is also effective in reducing ejections from a vehicle, which are the most injurious events that can happen during a crash.

In the late fall of 2020, the state formed a Fatality Reduction Task Force. This multi-disciplinary task force was created to implement educational, enforcement and legislative initiatives to help Iowa achieve the target of less than 300 traffic fatalities annually, with the ultimate goal of zero fatalities. The state plans to maintain this group into 2022 and continue countermeasures focusing on occupant protection.

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100M VMT	2022	5 Year	1.037
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2022	5 Year	93
2022	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupant	2022	Annual	95.6%

### Countermeasure Strategies in Program Area

Highway Safety Office Program Management
Seat Belt Law High Visibility Enforcement

<b>School Programs (Seat Belt Convincer)</b>
<b>Integrated Nighttime Seat Belt Law Enforcement</b>

**Countermeasures Strategy: Highway Safety Office Program Management**

**Project Safety Impacts**

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor’s Traffic Safety Bureau.

**Linkage Between Program Areas**

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor’s Traffic Safety Bureau.

**Rationale**

GTSB staff are 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, continuous monitoring and technical/analytical support. Members of the GTSB staff are actively involved in meetings, conferences, and trainings. Such activities strengthen the professional relationships with traffic safety stakeholders through the state, NHTSA region and nationally.

**Planned Activities in Countermeasure Strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
22-402-M0OP, Task 00-00-02	GTSB Program Management (OP)
22-402-M0OP, Task 00-00-03	GTSB Travel (OP)
22-405b-M1TR, Task 00-00-03	GTSB Travel (405b)

<b>Planned Activity Name: GTSB Program Management (OP)</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-M0OP, Task 00-00-02</b>					
<b>Intended Subrecipient: GTSB – Internal</b>					
<b>Primary Countermeasure Strategy ID: Highway Safety Office Program Management</b>					
<b>Planned Description:</b> Split proportions of GTSB staff salaries for activities focus on occupant protection projects and technical assistance of occupant restraint activities, and to help increase occupant restraint usage. This project provides technical assistance with on-going public information and educational activities supporting national campaigns/mobilizations, and coordinates, monitors and audits occupant protection grants and activities.					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act NHTSA 402	Occupant Protection	\$317,500	\$0.00	\$0.00

<b>Planned Activity Name: GTSB Travel (OP)</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-M0OP, Task 00-00-03</b>					
<b>Intended Subrecipient: GTSB - Internal</b>					
<b>Primary Countermeasure Strategy ID: Highway Safety Office Program Management</b>					
<b>Planned Description:</b> Funding in FFY 2022 is allocated for staff travel including attendance at trainings and the GHSA Annual Conference.					

<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act NHTSA 402	Occupant Protection	\$7,000	\$0.00	\$0.00

<b>Planned Activity Name: GTSB Travel (405b)</b>					
<b>Unique Identifier/Planned Activity Number: 22-405b-M1TR, Task 00-00-03</b>					
<b>Intended Subrecipient: GTSB - Internal</b>					
<b>Primary Countermeasure Strategy ID: Highway Safety Office Program Management</b>					
<b>Planned Description:</b> Funding in FFY 2022 is allocated for GTSB staff travel which is specific to occupant protection.					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2019	FAST Act 405b OP High	405b High Training	\$1,500	\$0.00	\$0.00

**Countermeasures Strategy: High Visibility Enforcement**

**Project Safety Impacts**

Positive impacts would be expected with the increased presence of law enforcement on Iowa’s roadways. Through Iowa’s special Traffic Enforcement Program (sTEP), Iowa participates in the “Click It or Ticket” national mobilization. sTEP agencies commit to participate in enforcement and education events. These events or “waves” range from 4-days to two-weeks and are scheduled in November, December, April, May/June, July and August/September. In addition to conducting heightened enforcement, agencies will conduct observational safety belt surveys before and after the May/June “Click It or Ticket” national mobilization and inform the local media of the effort.

**Linkage Between Program Areas**

Through Section 405b funding, Iowa’s sTEP agencies will focus on enforcement and education to increase safety belt and child restraint use to ultimately reduce collisions, injuries, and fatalities on Iowa roadways. Enforcement will be conducted as an overtime high visibility enforcement strategy.

Accurate and timely crash data helps identify problematic areas in which to deploy enforcement efforts.

**Rationale**

High visibility enforcement can be a very impactful countermeasure. Enforcement efforts provide for deterrence, prevention and communication/outreach. According to NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 9<sup>th</sup> Edition, 2017, high visibility saturation patrols have been proven to be effective as a countermeasure against impaired driving with integrated enforcement and is identified as being likely to be effective.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405b-M1HVE sTEP	sTEP (special Traffic Enforcement Program) (405b)

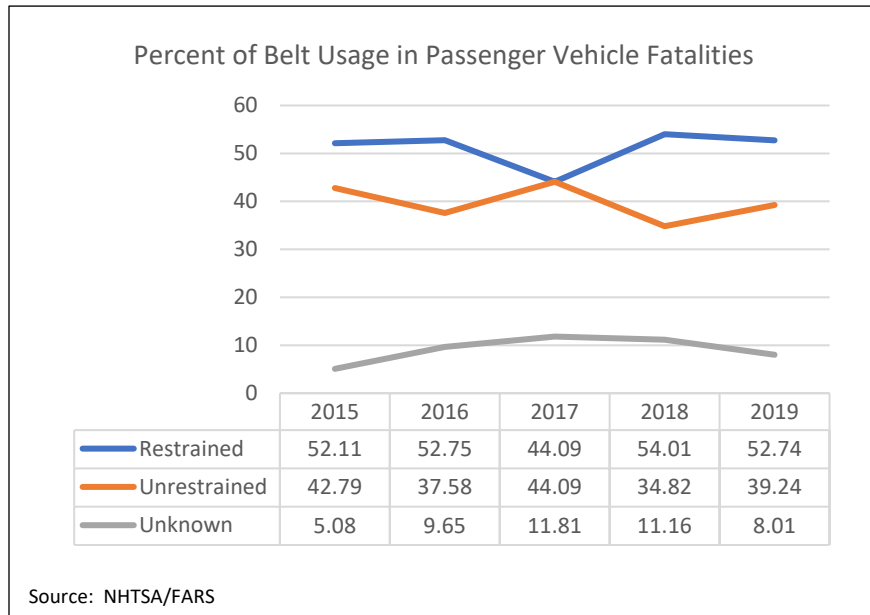
<b>Planned Activity Name: sTEP (special Traffic Enforcement Program) (405b)</b>					
<b>Unique Identifier/Planned Activity Number: 22-405b-M1HVE sTEP</b>					
<b>Intended Subrecipient: Local Law Enforcement</b>					
<b>Primary Countermeasure Strategy ID: High Visibility Enforcement</b>					
<b>Planned Description:</b>					
sTEP agencies will commit to participate in enforcement and education events. These events or “waves” range from 4-days to 2 weeks and in are scheduled in November, December, April, May/June, July, and August/September during FFY 2022. In addition to heightened enforcement efforts, agencies will conduct observational safety belt usage surveys before and after the May/June “Click It or Ticket” national mobilization and inform the local media of efforts. Funding will support 85-90 local law enforcement agencies in occupant protection focused overtime enforcement efforts.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP High	405b High HVE	\$54,373	\$0.00	\$54,373

**Countermeasures Strategy: School Programs (Seat Belt Convincer)**

**Project Safety Impacts**

According to the Iowa Department of Transportation, preliminary 2020 data indicates 44.14% of passenger vehicle occupant fatalities were unbelted with an additional 12.16% being recorded as “unknown” by the responding officer.

Over the past 5 years, Iowa has not seen a significant decrease in the number and/or percentage of unrestrained passenger vehicle occupant fatalities. The state is also starting to see an upward trend in the number of crash reports submitted by law enforcement officers where belt usage is listed as “unknown”.



In FFY 2020, the Blue Grass Police Department purchased a seat belt convincer (20-402-MOOP, Task 00-02-00) with the intention to have the unit utilized by all Scott County Iowa law enforcement partners to help promote the importance of seat belt usage. The unit was to be used at the county fair, summer festivals and other miscellaneous events. With the onset of the COVID-19 pandemic, all events were cancelled in FFY 2020. The unit is to be utilized in FFY 2021 as planned if pandemic restrictions and concerns are lifted and continued into FFY 2022.

**Linkage Between Program Areas**

The Blue Grass Police Department will partner with other law enforcement agencies throughout Scott County, Iowa for multi-agency efforts to provide safety programs and community events with the focus being the importance of seat belt usage.

The seat belt convincer educational programs will support other educational activities such as statewide occupant protection messaging, social media posts, and national mobilization efforts.

“Unprotected Persons” is a Safety Emphasis area within the 2019-2023 Strategic Highway Safety Plan. A specific strategy listed within the plan which has a connection with the primary countermeasure strategy of education is as follows:

1. Conduct public awareness campaigns focused on generating awareness of the risks associated with being an unprotected person.

**Rationale**

The Scott County law enforcement agencies already have a strong history of conducting multi-agency projects. The seat belt convincer will provide an opportunity for those agencies to continue to work together to provide safety programs to reduce the number of fatal and serious injury crashes where a seat belt is not used.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405b-M1PE	Seat Belt Convincer Education

<b>Planned Activity Name: Seat Belt Convincer Education</b>					
<b>Intended Subrecipient and Unique Identifier/Planned Activity Number</b>					
Bettendorf Police Department	22-405b-M1PE, Task 01-00-00	\$1,000			
Blue Grass Police Department	22-405b-M1PE, Task 02-00-00	\$1,500			
Buffalo Police Department	22-405b-M1PE, Task 03-00-00	\$1,000			
Davenport Police Department	22-405b-M1PE, Task 04-00-00	\$1,000			
Eldridge Police Department	22-405b-M1PE, Task 05-00-00	\$ 800			
LeClaire Police Department	22-405b-M1PE, Task 06-00-00	\$ 800			
Princeton Police Department	22-405b-M1PE, Task 07-00-00	\$1,000			
Scott County Sheriff's Office	22-405b-M1PE, Task 08-00-00	\$1,000			
<b>Primary Countermeasure Strategy ID: School Program</b>					
<b>Planned Description:</b>					
The seat belt convincer, which was purchased in FFY 2020 by the Blue Grass Police Department (20-402-MOOP, Task 02) will be utilized by the above-mentioned agencies to participate in safety programs and community programs to educate the public on the importance of safety belt usage.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP High	405b High Public Education	\$8,100	\$0.00	\$8,100

**Countermeasure Strategy: Short-Term, High Visibility Seat Belt Law Enforcement**

**Project Safety Impacts**

To change driver behavior toward buckling up by focusing on nighttime seat belt enforcement.

**Linkage Between Program Areas**

Although Iowa's seat belt usage rate was recorded as 95.2% in 2020, preliminary Iowa DOT data indicates that in 2020, 44.14% of Iowa passenger vehicle occupant fatalities were unbelted with an additional 12.16% recorded as "unknown" as to belt usage by the reporting officer.

"Unprotected Persons" is a Safety Emphasis area within the 2019-2023 Strategic Highway Safety Plan. A specific strategy listed within the plan which has a connection with the primary countermeasure strategy of enforcement is as follows:

1. Conduct highly publicized enforcement campaigns focused on restraint use.

**Rationale**

Fatality data show that unbelted occupants at night are a large portion of the fatality problem across the country. A NHTSA study once revealed that nighttime belt usage percentages were 18% lower than daytime compliance rates. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 9<sup>th</sup> Edition, 2017, identifies Integrated Nighttime Seat Belt Enforcement to be effective in certain situations.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405b-M1HVE	Nighttime Seat Belt Enforcement

<b>Planned Activity Name: Nighttime Seat Belt Enforcement</b>					
<b>Unique Identifier/Planned Activity Number: 22-405b-M1HVE</b>					
<b>Intended Subrecipients: To Be Determined</b>					
<b>Primary Countermeasure Strategy ID: Short-Term, High Visibility Seat Belt Law Enforcement</b>					
<b>Planned Description:</b>					
Agencies will conduct overtime enforcement efforts directed toward nighttime seat belt usage. Activities will be performed after sunset and before sunrise at locations identified as high risk. Agencies will also be required to conduct at least one public information activity aimed at improving driver safety behaviors related to the nighttime seat belt enforcement project.					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2019	FAST Act 405b OP High	405b High HVE	\$20,000	\$0.00	\$20,000



## Occupant Protection (Adult)

### Description of Highway Safety Problems

Upon reviewing preliminary Iowa Department of Transportation data, there was a significant increase in the number of unbelted and unknown as to belt use fatalities between 2019 and 2020. In 2019, 33.31% passenger vehicle occupant fatalities were unbelted. In 2020, the preliminary data indicates this number rose to 44.14% of passenger vehicle occupant fatalities being unbelted. This represented an increase of 15.21%. In 2019, there was an additional 10.48% reported by the reporting officer as “unknown” as to belt use. “Unknown” represented 12.16% in 2020; an increase of 16.03%.

Seat belt use among drivers is an ongoing highway safety issue in Iowa as in every state. Despite Iowa’s official safety belt usage rate being 95.2%, many of the small rural communities report significantly lower rates. The use of seat belts has repeatedly demonstrated a reduction in injuries and fatalities among both drivers and passengers involved in traffic crashes.

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100M VMT	2022	5Year	1.037
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2022	5 Year	93
2022	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupant	2022	Annual	95.6%

### Countermeasure Strategies in Program Area

Annual Observational Safety Belt Use Survey

#### Countermeasure Strategy: Annual Observational Safety Belt Use Survey

##### Project Safety Impacts

Through the results of the Annual Observational Safety Belt Use Survey, the state will be able to analyze the results and adjust programming (enforcement, education, media, etc.) accordingly and also be able to identify problematic areas.

##### Linkage Between Program Areas

Survey sites are determined through crash data collected and maintained by the Iowa Department of Transportation. Data analysis assistance is provided by safety partners at In-Trans at Iowa State University.

The annual safety belt usage survey links to several areas of NHTSA funded projects and can be used to help address Iowa’s overall unrestrained fatality issues. Survey data can help deploy enforcement and educational efforts in problematic areas of the state.

##### Rationale

Conducting an annual safety belt usage survey is a NHTSA requirement and is utilized to report the state’s official usage rate. Results are also used for the deployment of enforcement and education efforts as applicable. NHTSA requires an annual report of seat belt use rates from each state/territory which follows specific prescribed and approved statistical and operational methodologies and protocols.

**Planned Activities in Countermeasures Strategy**

22-405b-M1OP, Task 01-00-00	Annual Observational Safety Belt Usage Survey
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<b>Planned Activity Name: Annual Observational Safety Belt Usage Survey</b>					
<b>Unique Identifier/Planned Activity Number: 22 405b-M1OP, Task 01-00-00</b>					
<b>Intended Subrecipient: Iowa State University, Center for Survey Statistics and Methodology (CSSM)</b>					
<b>Primary Countermeasure Strategy ID: Annual Observational Safety Belt Usage Survey</b>					
<p>Iowa’s annual observational seat belt usage survey will be conducted by Iowa State University, Center for Survey Statistics and Methodology. In FFY 2022, CSSM will collect and weigh seat belt use data as required and approved by NHTSA. CSSM specific activities will include: (1) check 84 sampled road segments for road construction and their observation sites for visibility and safety, (2) update and prepare project materials, (3) train field observers in safety, observation techniques, and recording procedures, (4) assign day/time/direction of road segment site observations, (5) notify local officials of the observation schedule and assign sites to field staff, (6) observe and record seat belt use by approximately 12,000-15,000 drivers and right front passengers in specific vehicle types in June, (7) conduct NHTSA-required quality control checks of field staff, (8) tabulate observations and complete data tables requested by GTSB, calculate selection probability and weights, and complete the Iowa Seat Belt Use Survey Report, (9) deliver weighted data files and report to GTSB before September 30, 2022.</p> <p>Additionally, CSSM will engage in site reselection according to NHTSA guidelines. CSSM statisticians will select new sample sites and submit to NHTSA for approval in December 2021.</p>					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2019	FAST Act 405b OP High	405b High OP Information System	\$35,000	\$7,000	\$0.00

## Program Area: Occupant Protection (Child Passenger Safety)

### Description of Highway Safety Problems

Since 1985, Iowa has had a law requiring all young children riding in motor vehicles to be properly protected through the use of child seats, booster seats, and/or seat belts. Iowa's child passenger safety law requires that:

1. Children must ride in an appropriate rear-facing child safety seat until one year of age and at least 20 pounds
2. Children must ride in a child safety seat or a booster seat through the age of 5 years
3. Children ages 6 through 17 must ride in a booster seat and/or seat belt

Iowa's Child Passenger Safety (CPS) Program includes approximately 370 certified CPS Technicians.

Iowa's CPS program supports the distribution of child safety seats through inspection stations and certified CPS technicians throughout the state. Programming provides services to a diverse population including rural and underserved populations.

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100M VMT	2022	5 year	1.037
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2022	5 Year	93

### Countermeasure Strategies in Program Area

Annual Child Restraint Usage Survey
Inspection Stations

### Countermeasure Strategy: Annual Child Restraint Usage Survey

#### Project Safety Impacts

The purpose of this project is to monitor compliance with Iowa's child restraint laws to be used to assess educational and policy-related efforts. The 2020 Child Passenger Survey revealed that only 85.4% of teens ages 14-17 used a seat belt. This was a 7.47% decrease from the 92.3% recorded in 2019. Results of the survey can help the state identify and implement projects to improve restraint usage.

#### Linkage Between Program Areas

The results of the survey are shared with other traffic safety partners, specifically in the child passenger safety area, who will review the results to determine how educational efforts may need to be modified in the state. The results can also be reviewed to see how compliance has changed historically and to determine how Iowa compares to other states in regard to child passenger safety compliance.

#### Rationale

The results of the survey are shared with other traffic safety partners, specifically in the child passenger safety area, who will review the results to determine how educational efforts may need to be modified in the state. The results can also be reviewed to see how compliance has changed historically and to determine how Iowa ranks compared to other states in regard to child passenger safety law compliance.

**Planned Activities in Countermeasure Strategy**

22-405b-M1OP, Task 02-00-00	Annual Child Restraint Usage Survey
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<b>Planned Activity Name: Annual Child Restraint Usage Survey</b>					
<b>Unique Identifier/Planned Activity Number: 22-405b-M1OP, Task 02-00-00</b>					
<b>Intended Subrecipient: University of Iowa, Injury Prevention Research Center (IPRC)</b>					
<b>Primary Countermeasure Strategy ID: Annual Child Restraint Usage Survey</b>					
<b>Planned Description:</b> The University of Iowa, Injury Prevention Research Center (IPRC) will conduct Iowa’s annual child restraint usage survey utilizing guidelines approved by NHTSA. The purpose of the project is to measure compliance with Iowa’s child restraint law to direct education and policy. The data gathered through the survey will be analyzed by IPRC and a written report will be provided to the GTSB and shared with other traffic safety stakeholders and other interested parties.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP High	405b High OP Information System	\$35,000	\$6,000	\$0.00

**Countermeasure Strategy: Inspection Stations**

**Project Safety Impacts**

The Iowa CPS program is managed and coordinated by Unity Point Hospital/Blank Children’s Hospital in Des Moines, Iowa. A large component of Iowa’s CPS program is the child restraint inspection stations throughout the state. The inspection stations are a multi-disciplinary effort where parents and caregivers can learn the correct use of child restraints. The stations are staffed with nationally certified CPS technicians but many law enforcement agencies, fire departments and local hospitals also offer assistance at these events.

**Linkage Between Program Areas**

Inspection stations are held throughout the state and cover urban, rural and underserved communities. Inspection stations are a positive way to promote traffic safety, specifically child passenger safety.

**Rationale**

Age- and size- appropriate child restraints dramatically reduce injury in vehicle crashes yet parents and caregivers struggle to comply with child passenger safety recommendations, and frequently make mistakes when choosing and installing restraints.

With the number of inspection stations and other educational events held throughout the state, there is a vast opportunity to utilize the expertise of approximately 370 certified child passenger safety technicians. These events provide for invaluable resources and provide education to parents and caregivers on the proper use and installation of child restraint systems. When appropriate, a new child restraint may be provided to a parent/caregiver when safety issues have been identified as a concern and/or if the restraint system is expired.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405b-M1CPS, Task 01-00-00	State Child Passenger (CPS) Program
22-405b-M1*CR, Task 01-00-00	Child Seat Distribution

<b>Planned Activity Name: Statewide Child Passenger Safety (CPS) Program</b>					
<b>Unique Identifier/Planned Activity Number: 22-405b-M1CPS, Task 01-00-00</b>					
<b>Intended Subrecipient: Unity Point Hospital/Blank Children's Hospital</b>					
<b>Primary Countermeasure Strategy ID: Child Restraint System Inspection Station(s)</b>					
<b>Planned Description:</b> Iowa's Child Passenger Safety (CPS) program is managed through Unity Point Health, Blank Children's Hospital, Des Moines, Iowa. The coordinator works with the CPS instructors throughout the state to train new CPS Technicians, organizes updates and trainings that assist Technicians, and organizes renewal/recertification courses. During the year there are at least four 3-day CPS Tech classes. The coordinator also implements training and certification of CPS instructors. There are approximately 370 CPS Technicians throughout the state.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP High	405b High Community CPS Services	\$215,000	\$0.00	\$0.00

<b>Planned Activity Name: Child Seat Distribution</b>					
<b>Unique Identifier/Planned Activity Number: 22-405b-M1*CR, Task 01-00-00</b>					
<b>Intended Subrecipient: Unity Point Hospital/Blank Children's Hospital</b>					
<b>Primary Countermeasure Strategy ID: Child Restraint System Inspection Station(s)</b>					
<b>Planned Description:</b> Funding will support the purchase and distribution of child safety seats for CPS Technicians to use during outreach programs, inspection stations, and for distribution of safety seats to low-income families and underserved communities throughout the state.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP High	405b High Child Restraint	\$30,000	\$0.00	\$0.00

**Program Area: Planning & Administration**

Planning and Administration (P&A) costs are those direct and indirect costs that are attributable to the management of the highway safety office. Staff and resources will be provided through Planning and Administration for the management of the federal highway safety funding awarded to the State of Iowa through the GTSB.

<b>Planned Activity Name: GTSB Planning and Administration</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-MOPA, Task 00-00-01</b>					
<b>Intended Subrecipient: GTSB - Internal</b>					
<b>Primary Countermeasure Strategy ID: Highway Safety Office Program Management</b>					
<b>Planned Description:</b>					
Funding will support staff and resources to efficiently implement and manage the highway safety office to meet the goals to reduce crashes, injuries, and fatalities on Iowa roadways. Funding will cover administrative costs including salaries and related personnel benefits. Positions funded through Planning and Administration will include the GTSB Bureau Chief, Financial Manager and Grants Administrator.					
<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act NHTSA 402	Planning and Administration	\$190,000	\$0.00	\$0.00

## Program Area: Police Traffic Services

Iowa has a strong cogency with law enforcement partners throughout the state in regard to traffic safety. There is a unified goal to change driving behaviors to ultimately reduce the number of fatalities, serious injuries and property damage on the state's roadways. In spite of efforts in the areas of enforcement and education, law enforcement partners know there is still significant work to be done. FFY 2020, however, brought challenges to enforcement partners with both the COVID pandemic and times of civil unrest. The state saw a significant decrease in law enforcement contacts in FFY 2020. In upcoming years, the state will continue to re-engage partners in the importance of traffic safety.

Upon reviewing the last three years of responses from the Awareness Survey (2017-2019) the following was recognized:

- In 2019, only 86.84% of respondents indicated they "Always" wear a seat belt. This was a 1.59% decrease from 88.24% in 2017
- In 2019, only 50.50% of respondents indicated that in the past 30 days they had read, seen, or heard about safety belt law enforcement by any enforcement agency. This was a 13.03% decrease from 57.08% in 2017
- In 2019, only 18.31% of respondents indicated that in the past 30 days they had read, seen, or heard about nighttime traffic enforcement by any law enforcement agency. This was a 35.28% decrease from 24.77% in 2017

An Awareness Survey was not conducted in FFY 2020 because of the COVID-19 pandemic.

Enforcement agencies funded through Section 402/Police Traffic Services will direct efforts in all areas of traffic safety to include occupant protection, impaired driving, and speed. Agencies will be encouraged to determine enforcement deployment based on data in regard to problematic times and locations. All agencies funded through Section 402/Police Traffic Services was based on the agency's application in conjunction with a Problem Identification which considered fatality and serious injury data ranking each of Iowa's 99 counties in only the areas of impaired driving, speed, and occupant protection.

Enforcement is an "E" listed within the State Strategic Highway Safety Plan. Safety emphasis areas which tie back to enforcement include speed-related, unprotected persons, impairment involved and distracted/inattentive drivers.

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100M VMT	2022	5 Year	1.037
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2022	5 Year	93
2022	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2022	5 Year	92
2022	C-6) Number of speeding-related fatalities	2022	5 Year	67
2022	C-9) Number of drivers age 20 or younger involved in fatal crashes	2022	5 Year	42
2022	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	2022	Annual	95.6%

**Countermeasure Strategies in Program Area**

Highway Safety Office Program Management
Short-Term High Visibility Enforcement
Short-Term High Visibility Seat Belt Law Enforcement
Traffic Safety Training

**Countermeasure Strategy: Highway Safety Office Program Management**

**Project Safety Impacts**

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

**Linkage Between Program Areas**

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

**Rationale**

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, NHTSA region and nationally.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-402-MOPT, Task 00-00-02	GTSB Program Management (PT)
22-402-MOPT, Task 00-00-03	GTSB Travel (PT)
22-402-MOPT, Task 00-00-04	GTSB – Printing (PT)

<b>Planned Activity Name: GTSB Program Management (PT)</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-MOPT, Task 00-00-02</b>					
<b>Intended Subrecipient: GTSB - Internal</b>					
<b>Primary Countermeasure Strategy ID: Highway Safety Office Program Management</b>					
<b>Planned Description:</b> Split proportions of GTSB staff salaries for Police Traffic Service-related projects including coordinating, monitoring, and auditing of grants and activities.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Police Traffic Services	\$445,000	\$0.00	\$0.00



<b>Planned Activity Name: GTSB Travel (PT)</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-MOPT, Task 00-00-03</b>					
<b>Intended Subrecipient: GTSB - Internal</b>					
<b>Primary Countermeasure Strategy ID: Highway Safety Office Program Management</b>					
<b>Planned Description:</b> Funding allocated for travel to the GHSA Annual Meeting and NAWHSL Conference, and day to day travel expenses for site visits and various staff travel for conferences and trainings.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Police Traffic Services	\$25,000	\$0.00	\$0.00

<b>Planned Activity Name: GTSB - Printing</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-MOPT, Task 00-00-04</b>					
<b>Intended Subrecipient: GTSB - Internal</b>					
<b>Primary Countermeasure Strategy ID: Highway Safety Office Program Management</b>					
<b>Planned Description:</b> Funding in FFY 2022 is allocated for the production of the sSTEP calendars and other miscellaneous printing.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Police Traffic Services	\$10,000	\$0.00	\$0.00

**Countermeasure Strategy: Short-Term, High Visibility Law Enforcement**

**Project Safety Impacts**

Law enforcement plays a crucial role in traffic safety. Agencies receiving Section 402 Police Traffic Services funding will use enforcement and educational strategies focusing on the common goal to reduce traffic fatalities and serious injuries.

**Linkage Between Program Areas**

Law enforcement efforts support overall traffic safety initiatives and are also consistent with strategies identified with the overall Highway Safety Plan and the State Strategic Highway Safety Plan.

**Rationale**

Providing traffic enforcement services and the enforcement of traffic laws and ordinances is a responsibility shared by all enforcement agencies. Funding will support overtime efforts to further engage in traffic safety initiatives.

Short-term high visibility enforcement is identified as an effective strategy within NHTSA’s “Countermeasures that Work”, 9<sup>th</sup> Edition, 2017.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-402-HVE PTS	Law Enforcement /HVE – 402 (PTS)
22-402-sSTEP	sSTEP (special Traffic Enforcement Program) - 402

<b>Planned Activity Name: Law Enforcement/HVE – 402 (PTS)</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-HVE PTS</b>					
<b>Intended Subrecipients: Local Law Enforcement</b>					
<b>Primary Countermeasure Strategy ID: Short-Term, High Visibility Enforcement</b>					
<b>Planned Description:</b> Funding through Section 402 Police Traffic Services will support overtime for high visibility and multi-jurisdictional enforcement efforts for 80-85 agencies. Speed, impaired driving, safety belt violations, and other traffic violations will be addressed through these enforcement efforts. Enforcement presence helps deter unsafe driving behaviors.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$1,300,010	\$0.00	\$1,300,010

<b>Planned Activity Name: sSTEP (special Traffic Enforcement Program) - 402</b>					
<b>Unique Identifier/Planned Activity Number:</b>					
<b>Intended Subrecipients: Local Law Enforcement</b>					
<b>Primary Countermeasure Strategy ID: High Visibility Enforcement</b>					
<b>Planned Description:</b> sSTEP agencies will commit to participate in enforcement and education events. These events or “waves” range from 4-days to 2-weeks and in FFY 2022 are scheduled in November, December, April, May/June, July and August/September. Funding will support overtime enforcement efforts and equipment for 114-120 agencies.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$149,388	\$0.00	\$149,388

**Countermeasure Strategy: Traffic Safety Training**

**Project Safety Impacts**

The Annual Governor’s Highway Traffic Safety Conference provides a venue to bring together key local, state and national traffic safety professionals to discuss important issues, share strategies, highlight successes and recognize important contributions to traffic safety in Iowa. Information provided can help attendees in setting their traffic safety strategies. Various areas identified in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices” will be addressed during the conference. For smaller law enforcement agencies the annual conference may be the only traffic safety training opportunity they attend.

Due to COVID-19, the conference was not held in 2020.

**Linkage Between Program Areas**

Various areas identified in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices” are addressed during the annual conference.

**Rationale**

For smaller law enforcement agencies the annual conference may be the only traffic safety training opportunity they attend.

An annual review of services, efficiency, performance and measure the success of GTSB goals is held post conference.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-402-MOPT, Task 00-20-00	GTSB Conference

<b>Planned Activity Name: GTSB Conference</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-MOPT, Task 00-20-00</b>					
<b>Intended Subrecipient: Iowa State University Conference Planning and Management (CPM)</b>					
<b>Primary Countermeasure Strategy ID: Traffic Safety Training</b>					
<b>Planned Description:</b>					
<p>The funds will be used to host the Governor’s Highway Traffic Safety Annual Conference. This is typically a 1.5 day conference. The grant funds will help support conference-related items such as room rentals, speaker expenses, registration materials and logistical support. The format includes general sessions, focused breakout sessions, awards presentations and exhibitor displays.</p> <p>Iowa State University Conference Planning and Management will collaborate with the GTSB to create a conference focused on equipping officers to better address traffic safety issues in the field. Targeted audience for conference attendance is city, county and state officers who address or oversee those who work with traffic safety. The goal is to reduce death and injury on Iowa roads and highways. This is to be considered two-fold, through the education of officers, and through discussion and networking to identify emerging issues and develop strategies for addressing said issues.</p> <p>CPM will plan the conference through the identification of priorities, the appropriate formats for sessions, budget development and pricing structures for the event. Specific activities will include the following:</p> <ol style="list-style-type: none"> <li>1. CPM will develop a timeline for all project deliverables and manage the execution of those items</li> <li>2. CPM will host and populate a conference website, coordinate all registration functions for the conference and handle all registrant payment and processing</li> <li>3. The two agencies will jointly collaborate to market the conference to attendees and exhibitors alike</li> <li>4. CPM will secure lodging options, and will act as a housing bureau for the conference-saving costs by rooming attendees together for cost sharing and eliminating risk by managing blocks to minimize attrition</li> <li>5. CPM will identify venues, negotiate contracts, and manage facility logistics</li> <li>6. To ensure a successful conference, CPM will coordinate speaker arrangements including travel and audio-visual needs. CPM will also work to develop and produce all participant materials</li> <li>7. CPM will oversee the design, collection, and tabulation of evaluations to ensure that conference programming is on point with the needs of its constituents. This feedback is utilized for future planning to ensure that the conference provides relevance and value</li> </ol> <p>Metrics to measure the conference success outside of the fiscal performance, attendance and evaluation reviews, will be managed by the GTSB office. An annual review of the services for efficiency, performance and support toward the GTSB goals is help post conference.</p>					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Police Traffic Services	\$70,000	\$0.00	\$0.00

## Program Area: Roadway Safety/Traffic Engineering

### Description of Highway Safety Problems

Engineering is an important component to an effective traffic safety program. Section 402/Roadway Safety funding helps support collaborative statewide efforts to develop and promote safety-related aspects in construction and operational improvements.

Iowa's Traffic Records System contains data which can be analyzed to determine problem areas and support corrective engineering-related actions and recommendations. Iowa's traffic safety data is readily available to end-users through the Iowa Crash Analysis Tool (ICAT), <https://icat.iowadot.gov>. Over the past several years, various updates and improvements have been made to ICAT that has made the application user-friendly. The potential ICAT user base includes thousands of people affiliated with state, county, local agencies, and traffic safety consultants.

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100 M VMT	2022	5 Year	1.037

### Countermeasure Strategies in Program Area

Multidisciplinary Safety Teams (MDSTs)
Safety Circuit Rider
TEAP

### Countermeasure Strategy: Multidisciplinary Safety Teams (MDSTs)

#### Project Safety Impacts

Iowa's Statewide Multidisciplinary Safety Team (MDST) program assists with the facilitation, development and operation of local multi-disciplinary safety teams to help identify and resolve local crash causes and enhance crash response practices in the state of Iowa. These teams include a wide range of local and state safety participants/stakeholders from various backgrounds. These professionals meet on a regular basis to discuss safety topics, problems, projects, and improvements along local roadways within regional areas of Iowa.

#### Linkage Between Program Areas

A variety of disciplines are represented in MDSTs. One of the program's main goals is the interagency collaboration and information exchange. This approach improves communication on technical transportation-related issues among professionals from local governments, cities, counties, metropolitan planning organizations, regional entities and the Iowa Department of Transportation. The GTSB uses the MDST program as a mechanism to provide a variety of information through monthly PowerPoints.

Data is also a critical component of MDST programs. Traffic safety data specific to a MDST area is utilized to help steer conversations and ultimately traffic safety improvements.

#### Rationale

The Statewide MDST program assists with a number of technical services that can help further develop existing safety groups, establish new relationships and foster growth of innovative and effective safety practices within the transportation community. By coordinating communication and collaborating with other stakeholders, participants gain a broader perspective on safety issues and learn best practices from professionals outside their

area of expertise. This ultimately leads to the development of solutions that may not have been considered otherwise.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planner Activity Name
22-402-MORS, Task 02-00-00	Multidisciplinary Safety Teams (MDSTs)

<b>Planned Activity Name: Multidisciplinary Safety Teams (MDSTs)</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-MORS, Task 02-00-00</b>					
<b>Intended Subrecipient: Iowa State University, In-Trans</b>					
<b>Primary Countermeasure Strategy ID: Multidisciplinary Safety Teams</b>					
<b>Planned Description:</b>					
<p>One of the program’s main goals is interagency collaboration and information exchange. This approach will improve communication on technical transportation issues among professionals from local government, cities, counties, metropolitan planning organizations/regional entities, and the Iowa Department of Transportation. The program also assists MDSTs by providing technical briefs, technical reports, and research documents, technical and safety workshops, outreach and technology services and traffic safety assessments. The statewide MDST program facilitator will continue with the following initiatives with existing and new MDSTs:</p> <ul style="list-style-type: none"> <li>• Promotion of the ongoing growth of a traffic safety culture in Iowa</li> <li>• Work with GTSB, DOT and other agencies to provide appropriate topics, presentations, crash maps, GIS data, workshops, contacts, and requested safety analysis for MDST meetings</li> <li>• Attendance and involvement with meetings to keep current on safety related information and issues, as well as current research projects and studies to share with our safety partners and MDST attendees.</li> <li>• Facilitation of multi-disciplinary processes to identify safety issues and improvements</li> <li>• Provide assistance, information, and support to promote and enhance the formation and active participation of area agencies in MDSTs</li> <li>• Ongoing development and/or evolution of each MDST</li> <li>• Update MDST website (to be used as a tool and resource for MDSTs and their members)</li> <li>• Develop marketing material to promote the MDST program</li> <li>• Participate in association meetings and conferences and provide safety presentations, demonstrations, and moderator services when requested</li> </ul>					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Roadway Safety	\$20,000	\$4,000	\$20,000

**Countermeasure Strategy: Safety Circuit Rider**

**Project Safety Impacts**

The Safety Circuit Rider program provides multidisciplinary training, outreach, and evaluation across Iowa through a variety of activities. The circuit rider provides training in transportation safety to local agencies across the State of Iowa in such topics as roadway and roadside safety, work zones and flagging, and permanent signing and pavement markings from the Manual on Uniform Traffic Control Devices (MUTCD). These training offerings have expanded over the past year in the midst of the pandemic, as more agencies are able to attend virtual workshops and trainings on short notice. The program also provides information and advice on engineering problems and concerns related to traffic safety and operational issues. The circuit rider also organizes multidisciplinary workshops and safety assessments that facilitate collaboration between the engineering and law enforcement communities. Activities continually promote traffic safety throughout the state and provide local agencies with outreach and support.

### Linkage Between Program Areas

The Safety Circuit Rider program was established as part of the Iowa Local Transportation Assistance Program (LTAP) to address safety training to local government agency personnel at or near their place of work. Areas of training include work zone flagging and general roadway safety topics.

### Rationale

The Safety Circuit Rider program was created 30 years ago as a strategy to bring safety training to local government agency personnel at or near their place of work. Often, local governments are short on funds for training and find it difficult to send all personnel in need of specific safety training long distances. This is especially true for training such as work zone flagging, as well as general roadway safety topics. In light of this, the objective of the Safety Circuit Rider program is to provide traffic safety training at the local level for engineers, supervisors/managers, technicians, and equipment operators. The program also provides a multidisciplinary link between these groups and the law enforcement community through activities such as the local road safety workshops and road safety assessments (RSAs).

The Safety Circuit Rider program was established as part of the Iowa Local Transportation Assistance Program (LTAP) to address the types of needs listed above. It was created by a coalition that included the Governor's Traffic Safety Bureau, Iowa Department of Transportation, Federal Highway Administration (FHWA), and the Institute for Transportation at Iowa State University (In-Trans).

### Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
22-402-MORS, Task 01-00-00	Safety Circuit Rider

<b>Planned Activity Name: Safety Circuit Rider</b>
<b>Unique Identifier/Planned Activity Number:</b>
<b>Intended Subrecipient: Iowa State University/In-Trans</b>
<b>Primary Countermeasure Strategy ID: 22-402-MORS, Task 01-00-00</b>
<b>Planned Description:</b> The FFY activities for the FFY 2020 Safety Circuit Rider program include: <ul style="list-style-type: none"><li>• Training approximately 360 local transportation staff annually through a safety circuit rider program under an LTAP-approved work plan from the FHWA and the Iowa DOT</li><li>• Provide training courses, workshops and presentations for state and local transportation staff on safety-related topics (e.g. work zone flagger, Local Road Safety Workshops or similar multidisciplinary events, safety countermeasures, etc.) These trainings and workshops are expected to shift back to in-person during the contract period following COVID-19 pandemic restrictions. Virtual offers will also likely continue to reach additional agencies that may not be able to send participants to on-site events.</li><li>• Organize and coordinate up to ten multidisciplinary Road Safety Assessments (RSA) efforts for the GTSB and local agencies on request</li><li>• Provide multidisciplinary technical assistance to and feedback on safety-related questions received from local transportation staff and manage safety-related equipment loan program</li><li>• Provide support for GTSB highway and pedestrian safety efforts through roadway and pedestrian safety assessments and other multidisciplinary safety intervention efforts, as well as coordinate with local agency engineers when necessary in support of such efforts</li><li>• Participate in association meetings and conferences and provide safety presentations, demonstrations, and moderator services when requested</li></ul>
<b>Funding Sources:</b>

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Roadway Safety	\$60,000	\$12,000	\$60,000

**Countermeasure Strategy: Traffic Engineering Assistance Program**

**Project Safety Impacts**

The Traffic Engineering Assistance Program (TEAP) provides traffic and safety expertise to counties and smaller cities in Iowa that do not have the resources to justify a full-time traffic engineering staff. Through TEAP, traffic engineering analyses are conducted on high crash locations and corrective measures are developed to reduce the number and severity of traffic crashes. The analyses of roadway-related crash information applies engineering principals in identifying highway design and/or safety operation improvements that will address the crash problem. The studies foster an ongoing dialogue among all disciplines of traffic safety including engineers, enforcement, and traffic data professionals, which in turn promotes a multi-disciplinary approach to addressing highway safety issues which focus on comprehensive solutions to identified problems. Operational improvements include the coordination and consideration of law enforcement such as detour routes and law enforcement cross-overs. Recommendations also consider statewide quick clearance policies. This program will allow for Iowa 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 engineering 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 recommendations of improvements, and identification of potential funding courses 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.

**Linkage Between Program Areas**

Partnerships between traffic safety stakeholders, including local engineers, are critical for the overall success of traffic safety efforts.

**Rationale**

Partnerships between traffic safety stakeholders, including local engineers, are critical for the overall success of traffic safety efforts.

**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-402-MORS, Task 03-00-00	Traffic Engineering Assistance Program (TEAP)

<b>Planned Activity Name: Traffic Engineering Assistance Program (TEAP)</b>					
<b>Unique Identifier/Planned Activity Number: 22-402-MORS, Task 03-00-00</b>					
<b>Intended Subrecipient: Iowa Department of Transportation/Office of Traffic and Safety</b>					
<b>Primary Countermeasure Strategy ID: Traffic Engineering Assistance Program</b>					
<b>Planned Description:</b>					
This grant will support the TEAP which provides small to medium sized cities and rural counties across the state with resources to conduct traffic engineering studies and improve safety on their public roadways. The results will be measured by the number of studies and roundabout reviews completed. It is anticipated that ten roundabout peer reviews and 15-20 traffic studies will be requested during the funded year.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act NHTSA 402	Roadway Safety	\$130,000	\$26,000	\$130,000



## Program Area: Rural Traffic Safety Program

### Description of Highway Safety Problems

Iowa ranked 7<sup>th</sup> highest in the nation for rural fatalities in 2018 with nearly 80% of all fatalities being recorded as rural. Iowa ranks significantly higher in the percentage of rural crashes than that of the national average (45%). However, when reviewing the fatality rate per 100M VMT, Iowa is less than the national average.<sup>12</sup>

State	Land Use						Total Fatalities		VMT (Millions)		Fatality Rate Per 100M VMT	
	Rural		Urban		Unknown		Number	Percent	Rural	Urban	Rural	Urban
	Number	Percent	Number	Percent	Number	Percent						
Iowa	254	80%	64	20%	0	0%	318	100%	19,717	13,566	1.23	0.47
US	16,411	45%	19,498	53%	651	2%	36,560	100%	978,802	2,261,525	1.68	0.86

There are 114,510 miles within Iowa's public roadway system. Over 90% of the public roads (municipal and secondary) are the responsibility of local and county governments, however; over 60% of the vehicle miles traveled (VMT) happen on the state-owned/primary routes. Most VMT is concentrated within metropolitan areas or along major interstate and U.S. highway routes.

System	Mileage	Percent of Total Mileage	Total VMT (Millions)	Percent of Total VMT
Primary	9,574	8%	20,645	61%
Secondary	89,834	79%	5,523	17%
Municipal	15,102	13%	7,095	21%
Total	114,510	100%	33,263	100%

Source: IDOT

In the past 3 years (2017-2019), each of the 99 counties in Iowa have recorded at least one rural fatality. Between 2018 and 2019, 40 of Iowa's 99 counties reported an increase in the number of rural fatalities.

### Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100M VMT	2022	5 Year	1.037
2022	C-4) Number of passenger vehicle occupant fatalities	2022	5 Year	93
2022	C-5) Number of alcohol-impaired driving fatalities	2022	5 Year	92
2022	C-6) Number of speeding-related fatalities	2022	5 Year	67
2022	C-9) Number of drivers age 20 or younger involved in fatal crashes	2022	5 Year	42

### Countermeasure Strategies in Program Area & Linkage Between Program Area

Communication Campaign	See pages 38 – 48 Programming, specifically through Radio Iowa, will address rural driving. The various radio stations served through Radio Iowa are within smaller rural communities throughout the state.
High Visibility Enforcement	See pages 54, 76 and 89 Iowa's special Traffic Enforcement Program (STEP) agencies are primarily small rural sheriff offices and police departments. Overtime high visibility enforcement efforts are a universal traffic safety approach designed to create deterrence and change unlawful behaviors.

<sup>12</sup> NHTSA Traffic Safety Facts, 2018 Data, May 2020, DOT HS 812-957.

Seat Belt and Child Restraint Usage Surveys	<p>In addition to the Annual Observational Seat Belt Usage Survey and the Annual Child Restraint Usage Survey, agencies receiving Section 402 and/or 405b funding conduct belt usage surveys within their respective jurisdictions. The results from the surveys can help identify areas to conduct additional enforcement efforts and/or other programming.</p> <p>The 2020 Child Restraint Usage Survey specifically identified usage rates being lower in rural communities.</p>
Inspection Stations	<p>Page 83</p> <p>Inspection stations are held through the state and cover both urban, rural and underserved communities.</p>

## Program Area: Teen Traffic Safety Program

### Description of Highway Safety Problems

Teens represent the highest risk group for automobile crashes and are almost three times as likely to be killed in a crash. Seat belt use interventions are one way to address this issue.

According to the 2020 Iowa Child Passenger Safety Restraint Use Survey, 85.4% of teens 14-17 years of age are properly restrained, which is less than any another other age group included in the Iowa study. This was a 7.47% decrease from the 92.3% recorded in 2019. The survey also identified a lower usage rate in rural areas.

Preliminary data for 2020 indicates there were 22 crashes and 28 fatalities for teens aged 14-17. Of those 28, 39% were unbelted.

### Associated Performance Measure

Fiscal Year	Performance Measure Name	Target End Year	Target Period	Target Value
2022	C-1) Number of traffic fatalities	2022	5 Year	337.8
2022	C-2) Number of serious injuries in traffic crashes	2022	5 Year	1,327.2
2022	C-3) Fatalities/100M VMT	2022	5Year	1.037
2022	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2022	5 Year	93
2022	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2022	5 Year	92
2022	C-9) Number of drivers age 20 or younger involved in fatal crashes	2022	5 Year	42
2022	B-1) Observed seat belt use for passenger vehicle, front seat outboard occupant	2022	Annual	95.6%

### Countermeasure Strategies in Program Area

#### School and Community Programs Focusing on Teen Drivers

#### Countermeasure Strategy: School and Community Programs Focusing on Teen Drivers

##### Project Safety Impacts

In 2022, Iowa will be initiating the Seatbelts Are For Everyone (S.A.F.E.) program which has been successful for the past decade among teens in Kansas. S.A.F.E. is a teen-run, peer-to-peer program that focuses on increasing seat belt compliance through education, positive rewards and enforcement. It is designed to bring awareness to the importance of wearing a seat belt, therefore reducing the number of motor vehicle-related injuries and fatalities among teens.

##### Linkage Between Project Areas

S.A.F.E. aligns well with Iowa's Strategic Highway Safety Plan and strategies that have the greatest potential to reduce traffic fatalities and serious injuries. The S.A.F.E. program goals align with the emphasis areas of Education, Enforcement, and Everyone.

The program will coordinate with regional coalitions, law enforcement liaisons/law enforcement agencies, communities, medical professionals, and schools.

##### Rationale

S.A.F.E. was originally implemented in the state of Kansas and for the past decade has been successful in increasing seat belt use among teens throughout the state.

**Planned Activities in Countermeasures Strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
22-402-MOTSP, Task 01-00-00	S.A.F.E. (Seatbelts Are For Everyone)

<b>Planned Activity Name: S.A.F.E.</b>
<b>Unique Identifier/Planned Activity Number: 22-402-MOTSP, Task 01-00-00</b>
<b>Intended Subrecipient: DCCCA, Inc.</b>
<b>Primary Countermeasure Strategy ID: Teen Safety Program</b>
<p><b>Planned Description:</b>                  S.A.F.E. is a teen (14–19 year old) organized and led peer-to peer-program which focuses on increasing seat belt compliance and decreasing risky driving behaviors. Activities of the S.A.F.E. program will include:</p> <ul style="list-style-type: none"> <li>• Greater awareness among teens of traffic laws and the consequences of their violation (both in legal and real life terms)</li> <li>• Encouraging public discussion of traffic related issues among teens</li> <li>• Increased observable seat belt use by students and school staff</li> <li>• Evaluating traffic safety as an important issue for teen drivers amidst competing issues</li> </ul> <p>At the start of the contract year, a Traffic Safety Specialist (TSS) will provide guidance, education, and training to promote and implement the S.A.F.E. program in ten high schools. At each school, S.A.F.E. teams will conduct monthly programs promoting seat belt use at their schools and in their community. A two-week enforcement period will take place in late February/early March utilizing area law enforcement agencies.</p> <p>At the conclusion of the school year, an analysis will be completed in regard to each school’s participation and survey data and information will be provided to the GTSB.</p>

<b>Funding Sources:</b>					
<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2020	FAST Act NHTSA 402	Teen Safety Program	\$85,228	\$0.00	\$0.00

## Program Area: Traffic Records

### Description of Highway Safety Problem

A successful Traffic Records System includes the collection, management, and analysis of data within six core datasets: Crash, Driver, Vehicle, Roadway, Citation and Adjudication, and Injury Surveillance. This complex network of programs and systems involves numerous agencies that collect, report, maintain, and analyze data involving many highway safety related processes and methods within the core component systems. The data systems are managed by a variety of agencies. It is critical that systems integrate and link for effectiveness. Performance attributes of timeliness, accuracy, completeness, uniformity, integration, and accessibility are tied to the core systems and related data projects. Section 405c funded projects will comply with national data standards when appropriate, such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), Crash Outcome Data Evaluation System (CODES) and Model Inventory of Roadway Elements (MIRE). Quality data is paramount for traffic safety related projects.

The coordination and management of traffic records system improvements is the role of the Traffic Records Coordinating Committee. Since the creation of Iowa's Statewide Traffic Records Coordinating Committee (STRCC) in 1994, the state has been unified in promoting traffic records data improvement. STRCC is comprised of a diverse group of traffic safety professionals who understand the need for quality traffic safety data.

The most recent Traffic Records Assessment was conducted in the fall and early winter of 2020, with an official report-out being provided virtually in December 2020. The assessment consisted of 328 questions which were answered by Iowa's subject matter experts. The analysis provided the NHTSA Traffic Records Assessment Team to provide an in-depth peer review of Iowa's Traffic Records System. The state's responses were rated against an "Ideal System" and were categorized as "Meeting the Ideal", "Partially Meeting the Ideal", and "Does Not Meet the Ideal". Overall, Iowa met or partially met the Advisory Ideal 66% of the time. The Traffic Records Assessment provided major recommendations and considerations in the following areas (excerpted from the Assessment Report):

### TRCC

#### *Considerations:*

- Develop performance measures for all six core data systems
- Consider expanding the executive membership of the TRCC to have membership from all six core data systems
- Consider creating a formal process for custodial agencies to seek, obtain and utilize feedback from the TRCC members in the planning of projects or system redesigns

### Strategic Planning Recommendations

#### *Considerations:*

- Revise the strategic plan to include content to address life cycle costs, outreach and training efforts for local needs and coordination with other federal systems such as FARS and SafetyNet
- Update and create where needed performance measures which clearly identify a baseline, a goal and a timeframe for measurement

### Crash

#### *Recommendations:*

1. Improve the applicable guidelines for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
2. Improve the data dictionary for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
3. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
4. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory

*Considerations:*

- Update the crash system data dictionary to include the fields, derived fields, edit checks, and validation rules. Make this dictionary available to the appropriate personnel
- Develop performance measures to easily identify improvements, deficiencies, or degradation of performance. These performance measures should have a baseline and a goal. Measures should be quantifiable and be designed to identify and monitor changes
- Conduct periodic data quality reviews of the crash system data and share results with key stakeholders through the TRCC

Vehicle

*Recommendations:*

1. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
2. Improve the procedures/process flows for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory

*Considerations:*

- Because the vehicle record system is new and the staff is becoming more familiar with the new processes, serious consideration should be given to establish timeliness, accuracy, completeness, uniformity, integration, and accessibility performance measures. Once in place, these performance measures would aide data managers and users in maintaining maximum system performance and efficiency.
- The Iowa Vehicle System only uses a subset of the available NMVTIS title brands. The State should consider updating the current title brands to include exact NMVTIS nomenclature.

Driver

*Recommendations:*

1. Improve the data dictionary for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
2. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory

*Considerations:*

- Develop a comprehensive data management program and share reports and trends with the TRCC and data managers and users
- Establish a formal DUI Tracking System with interfaces to the driver system to ensure problem drivers are identified
- Create a formal data dictionary with all field values defined including null codes
- Create a comprehensive process flow diagram for the driver system demonstrating all interfaces, inputs, and outputs

Roadway

*Recommendations:*

1. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory

*Considerations:*

- Develop performance measures for all six core traffic records performance attributes. Performance measures must include the establishment of baselines, goals and measures tailored to the needs of data managers and users
- Expand the number of local and regional agencies interfacing with the State's enterprise roadway information system
- Establish guidelines for presenting data quality management reports to the TRCC on a regular basis.
- Complete the data dictionary with all the MIRE elements collected

## Citation and Adjudication

### *Recommendations:*

1. Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory
2. Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory

### *Considerations:*

- Provide data quality reports to the TRCC. Iowa's TRCC should consider requesting data quality management reports or briefings about data collection, quality assurance and dissemination as a staple of their regular meetings. This would be a great way to share information amongst the six component record areas, to address performance measures, and receive project updates.
- It is suggested the State explore the feasibility of establishing numeric goals-performance metrics for the citation system and incorporate the development of timeliness, accuracy, completeness, uniformity, integration, and accessibility performance measures tailored to the needs of citation systems managers and data users.
- It is suggested the State explore the feasibility of establishing numeric goals-performance metrics for the adjudication system and incorporate the development of timeliness, accuracy, completeness, uniformity, integration, and accessibility performance measures tailored to the needs of adjudication systems managers and data users.

## Injury Surveillance

### *Recommendations:*

1. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory
2. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory

### *Considerations:*

- Formalize the data quality assurance process at the State level for the EMS data. The Iowa Department of Public Health, Bureau of Emergency and Trauma Services has made progress towards identifying and implementing some performance measures (timeliness, accuracy regarding duplicate records, completeness as a manual process). Continue to add critical data elements periodically to those performance measures. Once established, consider adding uniformity and/or accessibility measures.
- Institute data integration performance measures applicable to the EMS to crash linkage with the primary numeric goal of expected number of records linked. Establish the baseline and as the EMS data matures, measure systemic improvements in the linkage.
- Include the EMS data in the CODES (Crash Outcome Data Evaluation System) linkage conducted by the University of Iowa, Injury Prevention Research Center pending appropriate approvals.
- Conduct periodic data quality reviews of the emergency department and the hospital discharge data. Though collected and processed by the Iowa Hospital Association, the State may want to ensure that critical data elements, or the most used or required data elements, contain expected values and are logically consistent. Errors or inconsistencies in the data should be reported to the Iowa Hospital Association.
- Institute timeliness performance measures for trauma registry data. Administrative Rule establishes the deadline for submission and those not in compliance are contacted by the Iowa Department of Public Health, Bureau of Emergency and Trauma Services and subject to penalty. Instituting a timeliness performance measure and monitoring over time will provide a visual of which trauma centers submit within what timelines, identify repeat offender, and detect trends in the data.
- Share data quality reports with the State TRCC. The data quality reports for the trauma registry data do not have to identify patients, providers, or trauma centers but give a general understanding as to any issues that may prohibit the integration or use of the trauma data with respect to motor vehicle

crash injuries and traffic safety. This is applicable to the emergency department data, the hospital discharge data, and the vital records data.

### Data Use and Integration

#### *Considerations:*

- The State should consider leveraging the expertise of the TRCC to lead an effort to formalize a Data Governance structure for all traffic safety systems
- Coordinate efforts with the University of Iowa to develop highly integrated datasets for the State. Leverage and utilize existing University project to integrate more datasets for the State.

STRCC membership continues to struggle with what is interpreted as “vague” recommendations from the 2020 Traffic Records Assessment. Some partners continue to struggle with how to move forward with several of the recommendations to provide for the most improvement of the State’s traffic records system. STRCC is still needing additional engagement from the STRCC Guidance Team to help guide projects and select recommendations that should be further reviewed for possible implementation.

In February of 2021, NHTSA Region 7 was fortunate to host a Traffic Records Strategic Planning Workshop. This workshop was held virtually. Numerous Iowa traffic records partners participated in the workshop.

Iowa’s Traffic Records Coordinator actively participates monthly in the NHTSA Region 7 Traffic Records Coordinator’s Forum. Such monthly calls have been beneficial for the states to develop peer-to-peer relationships discussing Traffic Records related issues.

### **Countermeasure Strategies in Program Area**

#### **State Traffic Safety Information System Improvement Grant**

#### **Project Safety Impacts**

A successful Traffic Records System includes the collection, management, and analysis of data within six core statewide data systems of Crash, Roadway, Driver, Citation/Adjudication, Vehicle, and EMS/Injury Surveillance. The integration of these systems allows for comprehensive datasets. Iowa’s traffic safety professionals understand the importance of data and coordinate efforts through the Statewide Traffic Records Coordinating Committee (STRCC).

Projects funded through Section 405c focus on continuous improvements in the performance attributes of timeliness, accuracy, completeness, uniformity, integration, and accessibility and support the recommendations of the 2020 Traffic Records Assessment.

#### **Linkage Between Program Areas**

Comprehensive data is utilized for highway safety decisions in Iowa. The GTSB manages Section 405c money for projects that have a specific focus to improve Iowa’s Traffic Records System which includes Crash, Roadway, Driver, Citation/Adjudication, Vehicle, and EMS/Injury Surveillance data. Goals and performance measures for projects are to address a minimum of one attribute in the area of accuracy, completeness, integration, timeliness, uniformity, and accessibility. Improvements must be quantifiable.

#### **Rationale**

Comprehensive data is utilized for highway safety decisions in Iowa, and, therefore must be accurate and complete. Iowa continues to improve the state’s overall traffic records system through the support of the Statewide Traffic Records Coordinating Committee (STRCC) and through the development of the Traffic Records Strategic Plan.

Section 405c funded projects will focus on recommendations and considerations derived from the 2020 Traffic Records Assessment.



**Planned Activities in Countermeasure Strategy**

Unique Identifier	Planned Activity Name
22-405d-F24*IS, Task 00-01-00	Iowa Department of Transportation, Driver and Identification Services
22-405c-M3DA, Task 01-00-00	Iowa Department of Transportation, Iowa Traffic and Criminal Software (TraCS)
22-405c-M3DA, Task 02-00-00	Iowa Department of Transportation, Roadway Safety Data, Collection, Maintenance, Analysis, Tools, and Training
22-405c-M3DA, Task 03-00-00	Iowa Department of Human Rights/CJJP
22-405c-M3DA, Task 04-00-00 and 22-405d-F24*IS, Task 00-02-00	In-Trans/ITSDS
22-405c-M3DA, Task 05-00-00	In-Trans/ISP Dashboard
22-405c-M3DA, Task 05-00-00 and 22-405d-F24*EM, Task 00-01-00	Iowa Department of Public Health, Bureau of Emergency and Trauma Service
22-405c-M3DA, Task 07-00-00 and 22-405d-F24*IS, Task 00-03-00	University of Iowa Injury Prevention Research Center
22-405d-F24*TR, Task 01-00-00	Iowa Department of Transportation – TraCS Survey

<b>Planned Activity Name: DOT Travel</b>					
<b>Unique Identifier/Planned Activity Number: 22-405d – F24*IS, Task 00-01-00</b>					
<b>Intended Subrecipient: Iowa Department of Transportation, Office of Driver and Identification Services</b>					
<b>Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants</b>					
<b>Planned Description:</b> With the anticipated update of Iowa’s crash report form in 2024, it is beneficial to participate in national safety conferences to keep up to date on the latest changes in MMUCC and D-16. Funding will help support expenses to attend such conferences.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d 24-7 Identification + Surveillance	\$2,000	\$0.00	\$0.00

<b>Planned Activity Name: Iowa Traffic and Criminal Software (TraCS)</b>					
<b>Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 01-00-00</b>					
<b>Intended Subrecipient: Iowa Department of Transportation</b>					
<b>Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants</b>					
<b>Planned Description:</b> 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 components for crash reporting, citation issuance, issuing of warning tickets, operating while intoxicated reporting. Commercial motor vehicle inspections, field investigative reports, complaint and affidavit reporting, DRE reporting, and more. Funding will be used to maintain a remote support capacity for the TraCS team which increases efficiency as less travel time is required to support and maintain the TraCS software. This will enhance					

their capability to provide installation, training and support as efficiently as possible. Additionally, these funds will be used to subcontract for technical support from service providers who will develop, maintain, and provide overall software maintenance for the TraCS program in Iowa. These sub-contractor activities will provide Iowa with adequate programming and support to carry out essential TraCS updates and modifications as needed. These include new and modified validations to increase data accuracy.

Project activities in FFY 2022 to include:

1. Providing a remote staff support capability to allow for staff to provide installation, training and support activities more efficiently
2. Electronic crash reporting will be expanded and enhanced by providing technical and field support for TraCS through training events, workshops and meetings
3. In-field crash location improvements and enhancements will be provided through modifications to the crash location software
4. Continue to develop, test, and deploy a Drug Recognition Expert (DRE) evaluation form in TraCS
5. The number of agencies utilizing TraCS to complete and submit traffic citations electronically through the State's CJIS network to the State's court system will be increased
6. The number of agencies submitting crash reports electronically through TraCS to complete and submit traffic citations electronically through the State's CJIS network to the State's court system will be increased
7. The number of agencies submitting crash reports electronically through TraCS will be expanded
8. The number of agencies utilizing TraCS Web Services for reporting crashes, citations and complaint and affidavits will be expanded
9. Convert databases and provide access to TraCS Records Management System (RMS)

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$100,000	\$20,000	\$0.00

**Planned Activity Name: Roadway Safety Data, Collection, Maintenance, Analysis, Tools, and Training**

**Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 02-00-00**

**Intended Subrecipient: Iowa Department of Transportation, Office of Traffic and Safety**

**Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants**

**Planned Description:**

The Iowa DOT has been working on a project to incorporate crash data dashboards into the Iowa Crash Analysis Tool. These dashboards provide an opportunity for data integration and linkages to create more robust data visualizations. It is the intent to integrate more datasets such as driver, vehicle, citation, road and crash data for the initial dashboards. Visualization and analysis of these integrated datasets can help identify vehicle characteristics, at-risk drivers, roadway characteristics, and illegal actions associated with crashes.

This project will also continue the development and maintenance of several databases that play an integral role in safety analysis. These databases include an intersection/interchange database, a curve database, and a comprehensive inventory of safety countermeasures. Continued collection of attributes for the ever-changing records in these databases needs to be completed, at a minimum, on an annual basis. The proposed projects will update and maintain the intersection, interchange, and horizontal curve databases, expand identification of roadway safety countermeasures, improve accessibility and utilization of roadway safety data and conduct research studies.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$158,000	\$31,600	\$0.00

<b>Planned Activity Name: CJP Research and Analysis</b>					
<b>Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 03-00-00</b>					
<b>Intended Subrecipient: Iowa Department of Human Rights/Criminal and Juvenile Planning (CJP)</b>					
<b>Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants</b>					
<b>Planned Description:</b>					
CJP will continue doing research and providing charge/conviction data to other entities (including but not limited to the University of Iowa, GTSB, Legislature, etc.). In FFY 2022, the CJP envisions integrating jail data with citation data within the Justice Data Warehouse. Jail data can be a tool or planning for the community it serves. More details may be provided for OWI's or those committing a traffic violation that are sentenced to jail or are awaiting court proceedings. The jail data should be able to help determine the following questions for traffic and other charges: 1) Who is/was in custody (name, demographics), 2) By what process did they arrive/referral source, 3) Why were they in custody/charges/probation violation, 4) How long did they stay in custody, average, and facility capacity, and 5) What percent of jails booking are for traffic offenses, including OWI.					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$35,000	\$0.00	\$0.00

<b>Planned Activity Name: In-Trans/ITSDS</b>					
<b>Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 04-00-00 and 22-405d-F24*IS, Task 00-02-00</b>					
<b>Intended Subrecipient: In-Trans, Iowa State University</b>					
<b>Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants</b>					
<b>Planned Description:</b>					
The Iowa Traffic Safety Data Service (ITSDS) supplements and facilitates crash data accessibility and data integration, providing agencies, organizations and individuals with crash data expertise and resources. ITSDS serves the gap between what safety data users can gather for themselves, and what they can obtain from experts. It also serves as a resource to those lacking the necessary knowledge and experience to effectively assimilate and present crash data. ITSDS provides guidance regarding existing tools, such as ICAT, and accessing datasets which may help satisfy their needs. ITSDS, upon request, will develop additional tools to support specific user needs. ITSDS generally provides support on an "on demand" basis for ad hoc requests. ITSDS also support semi-regular and special projects for various agencies. The complexity and level of support necessary for an "on-demand", semi-regular and special project requests may vary.					
Through ITSDS support, agencies may identify strategies to help reduce crash frequency and severity. ITSDS supports anyone needing to use crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations or increasing traffic safety awareness.					
<b>Funding Sources:</b>					

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405 Data Program	405c Data Program (FAST)	\$100,000	\$20,000	\$0.00
2019	FAST Act 405d 24-7 Sobriety	405d 24-7 Identification + Surveillance	\$5,000	\$0.00	\$0.00

<b>Planned Activity Name: In-Trans/ISP Dashboard</b>					
<b>Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 06-00-00</b>					
<b>Intended Subrecipient: In-Trans, Iowa State University</b>					
<b>Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants</b>					
<b>Planned Description:</b>					
<p>As the largest agency responsible for traffic enforcement in the State of Iowa, the Iowa State Patrol (ISP) issues more than 100,000 citations, 100,000 warnings and 1,000 OWI-related complaints annually. They also respond to more than 4,000 crashes annually. In an effort to make more data driven decisions, monitor and target enforcement and investigate the possible relationships between crash and enforcement, an interactive dashboard was developed for ISP, which integrated crash and enforcement datasets.</p> <p>This project will continue support, maintenance, update and expansion to the ISP interactive crash/enforcement dashboard and expand the integrated datasets, such as speed data from various sources. Analytical support will also be provided to foster data driven decision making as well as monitor and measure possible enforcement impacts on traffic safety. This project will address the continued need for integration on multiple traffic records data. It will also ensure that decision-makers, specifically ISP, has access to resources, skilled personnel and user-friendly access tools for use and analysis.</p>					
<b>Funding Sources:</b>					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c Data Program	405c Data Program (FAST)	\$38,961	\$7,792.20	\$0.00

<b>Planned Activity Name: EMS Data Improvement</b>					
<b>Unique Identifier/Planned Activity Number: 22-405-M3DA, Task 05-00-00 and 22-405d-F24*EM, Task 00-01-00</b>					
<b>Intended Subrecipient: Iowa Department of Public Health, Bureau of Emergency and Trauma Services</b>					
<b>Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants</b>					
<b>Planned Description:</b>					
<p>This project will improve the overall quality of EMS data through policy development, written guidance, training and technical assistance. Activities are focused on implementing improvement to weaknesses identified in the 2020 Traffic Records Assessment. The following will be the primary activities of this project in FYF 2022.</p> <ol style="list-style-type: none"> <li>1. Develop and distribute baseline and current measures for the following NHTSA Performance Measures for individual EMS services statewide: completeness, accuracy, and timeliness.</li> <li>2. Implement a bi-monthly webinar for administrators and users of the Elite EMS incident registry in which improved data quality is the overall goal. A special emphasis will be on completeness, accuracy and timeliness.</li> </ol>					

3. Institute data integration performance measures applicable to linkage between EMS data and crash data. A baseline integration measurement will be established for 2022 as well as a numeric goal for future linkage.
4. The Bureau of EMS and Trauma Services will provide quarterly performance measure reports to the EMS Advisory Committee (EMSAC) and STRCC as requested.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405cData Program	405c Data Program (FAST)	\$67,360	\$0.00	\$0.00
2019	FAST-Act 24-7 Sobriety	405d 24-7 Identification + Surveillance	\$67,680	\$0.00	\$0.00

**Planned Activity Name: Driver Behavior and Medical Outcomes Data Improvement and Linkage**

**Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 07-00-00 and 22-405d-F24\*IS, Task 00-03-00**

**Intended Subrecipient: University of Iowa, Injury Prevention Research Center**

**Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants**

**Planned Description:**

This project will continue activities related to data accessibility that include acquiring and maintaining linkages and assessing quality of the CODES, EMREMS, and Warnings Data. This project improves the state data by increasing data integration and maintenance and provides technical assistance and promotes crash data usage through increased accessibility. The innovative analyses of high priority topics, which improves timeliness, informs prevention activities and provides ongoing monitoring, assessment and recommendations related to data performance, such as accuracy, completeness, timeliness and uniformity. This project will also increase accessibility of findings to law enforcement, policymakers, and other key stakeholders through reports and manuscripts.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	FAST Act 405c Data Program	405c Data Program	\$126,992	\$25,398	\$0.00
2019	FAST Act 405d 24-7 Sobriety	405d 24-7 Identification + Surveillance	\$2,500	\$500	\$0.00

**Planned Activity Name: TraCS Survey**

**Unique Identifier/Planned Activity Number: 22-405d-F24\*TR, Task 01-00-00**

**Intended Subrecipient: Iowa Department of Transportation, Office of Traffic and Safety**

**Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants**

**Planned Description:**

In 2015, the Iowa Department of Transportation made substantial changes to the Investigating Officer's Report of Motor Vehicle Accident Form (hereinafter referred to as the crash report form). Recent discussion with the Iowa Law Enforcement Academy (ILEA) has made Iowa DOT aware there is no formal training on the crash report form in TraCS (Traffic and Criminal Software) for officers going through the Academy. Approximately 385 Iowa police departments utilize TraCS. Therefore, due to this lack of instruction, training on the crash report

form is left solely to the individual law enforcement agency. Therefore, there is no standardized training on the completion and importance of the crash form which affects timeliness, completeness, uniformity, and accuracy of crash data. Since crash data is used to inform roadway safety decisions, it is imperative that the information on the crash report form be as accurate as possible so the most appropriate safety measures can be considered and implemented. This project would help educate enforcement officers on how crash reports play an important role in day-to-day decision making at all levels of government; and thus the importance of filling out the information accurately and completely.

To further identify the statewide need for training, the Iowa DOT is proposing developing and executing a survey. Gathering this information will help the Iowa DOT and TraCS Project Manager identify areas of the crash report form which may need further instruction. If, from the survey results, it is determined standardized training is needed, the DOT will propose additional activities to provide such training.

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d 24-7 Sobriety	405d 24-7 Traffic Records	\$5,000	\$0.00	\$0.00

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## Attachments

ATTACHMENT A

FFY 2022 Evidence-Based Traffic Safety Plan



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