



Annual Evaluation Report

FFY 2022

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

Kim Reynolds
Governor
Adam Gregg
Lt. Governor



Department of Public Safety

Stephan K. Bayens
Commissioner

December 29, 2022

Ms. Susan DeCourcy, Regional Administrator
National Highway Traffic Safety Administration
901 Locust Street, Suite 466
Kansas City, MO 64106

Dear Ms. DeCourcy,

On behalf of the Iowa Department of Public Safety Governor's Traffic Safety Bureau, I am pleased to submit the following Annual Report for federal fiscal year 2022. The report provides an extensive description of the projects and activities approved by NHTSA in our FFY2022 Highway Safety Plan that are countermeasures designed to reduce injury and death associated with motor vehicle crashes.

The mission of the Iowa Governor's Traffic Safety Bureau is to identify traffic safety issues and leverage partnerships to develop and implement strategies to improve traffic safety in the State of Iowa utilizing NHTSA federally funded grants. It's through partnerships with others committed to highway safety, comprehensive and strategic program planning, public information and education, and a data-driven approach that we can achieve our goals.

We embrace the Federal Highway Administration's Safe System approach and are committed to implementing projects and fostering relationships to address every aspect of crash risk through layered protection and shared responsibility.

I'd like to thank NHTSA Region 7, the Governor's Traffic Safety Bureau staff and our many other dedicated partners for their tireless efforts to improve highway safety for the people of Iowa.

Sincerely,

Brett A. Tjepkes
Bureau Chief

Iowa maintains a strong relationship with NHTSA Region 7. Regional staff are always available to provide direction, leadership, expertise and overall support.

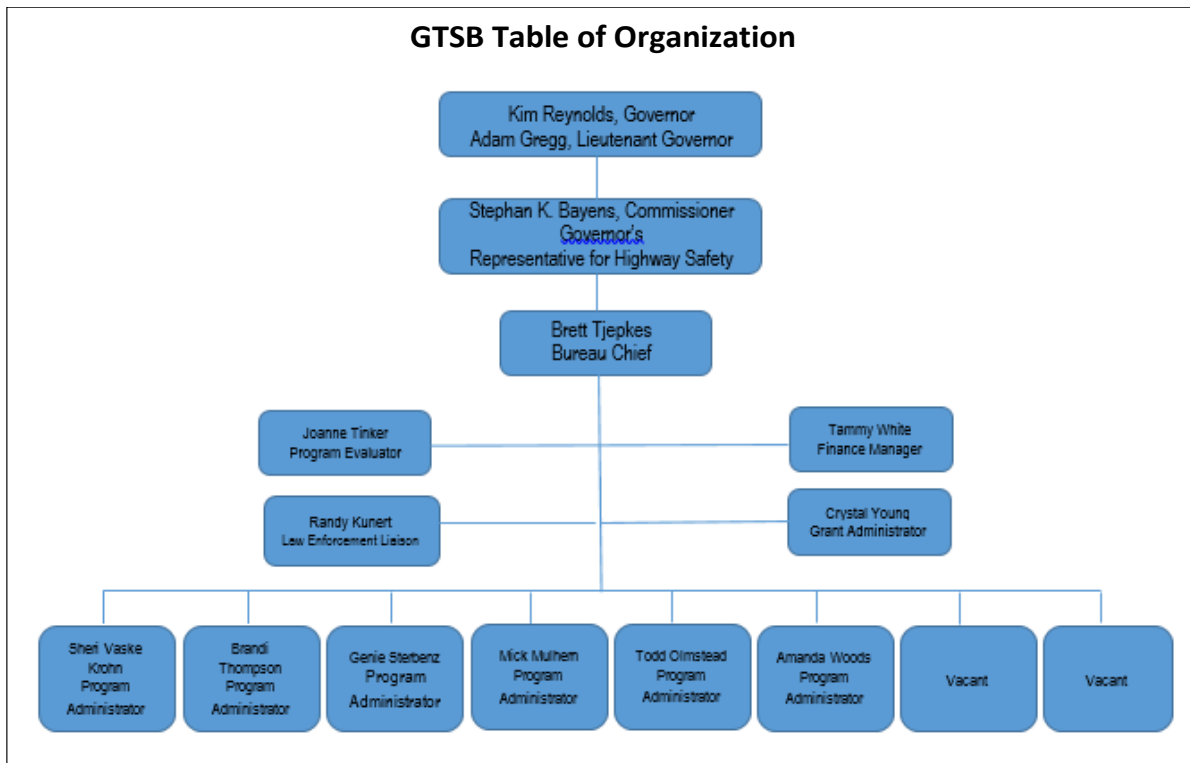


Mission Statement of the Governor’s Traffic Safety Bureau

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

GTSB Staff – FFY 2022

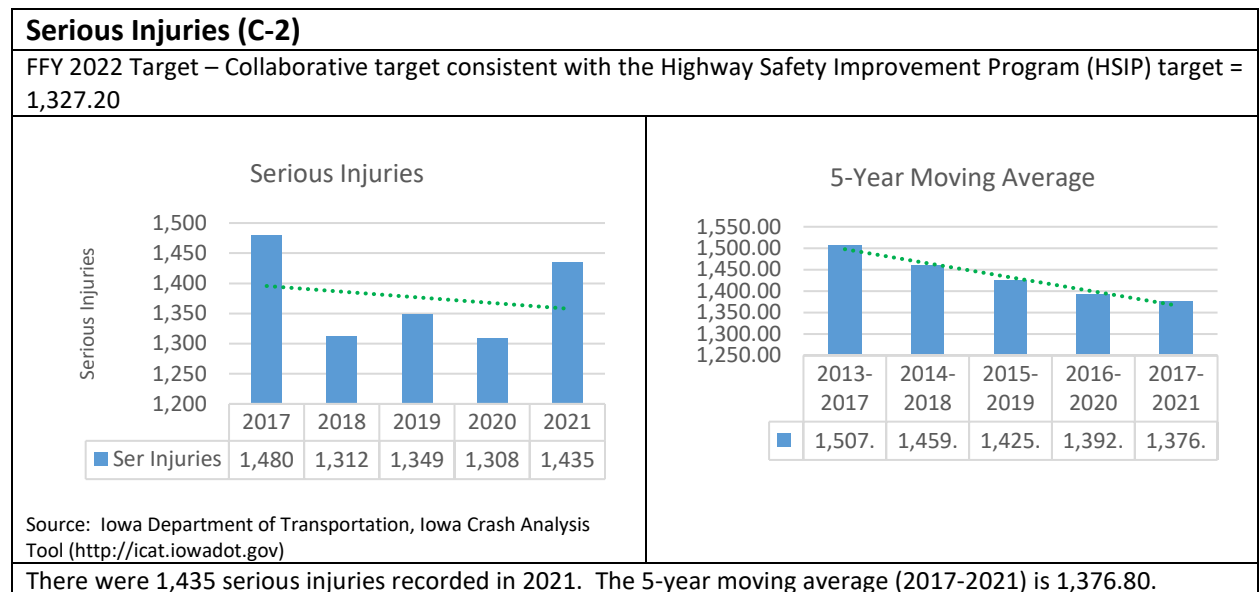
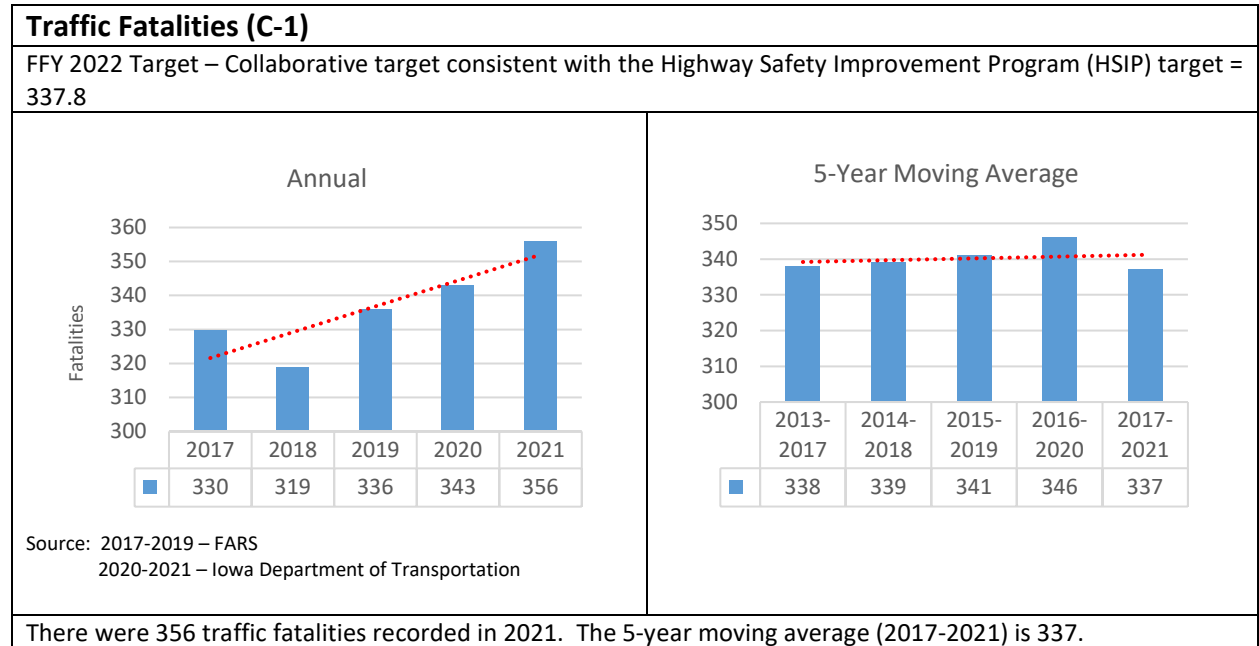
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Assessment of Results in Achieving Performance Measure Target Chart									
FFY 2022 Annual Report									
	FFY 2022					FFY 2021			
Performance Measure	Target Period	Target Year(s)	Target Value FFY 22 HSP	Data Source FFY 22 Progress Results	On Track to Meet FFY 22 Target Y/N	Target Value FFY 21 HSP	Target Year(s)	Data Source/FFY 2021 Results	Met FFY 21 Target Y/N
C-1) Total Traffic Fatalities	5 Year	2018-2022	337.8	2017-2020 FARS 2021 State DOT	In Progress	336.8	2017-2021	2017-2020 FARS 2021 State DOT 337	No
C-2) Serious Injuries in Traffic Crashes	5 Year	2018-2022	1,327.2	2018-2021 State	In Progress	1,370.8	2017-2021	2017-2021 State DOT 1,376.80	No
C-3) Fatalities / 100M VMT	5 Year	2018-2022	1.037	2017-2020 FARS 2021 State DOT	In Progress	0.983	2017-2021	2017-2020 FARS 2021 State DOT 1.03	No
<i>For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in FFY 2022 HSP</i>									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2018-2022	93	2017-2020 FARS 2021 State DOT	In Progress	91	2017-2021	91	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2018-2022	92	2017-2020 FARS 2021 State DOT	In Progress	89	2017-2021	91	No
C-6) Speeding-Related Fatalities	5 Year	2018-2022	67	2017-2020 FARS 2021 State DOT	In Progress	62	2017-2021	64	No
C-7) Motorcyclist Fatalities	5 Year	2018-2022	47	2017-2020 FARS 2021 State DOT	In Progress	47	2017-2021	54	No
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	2018-2022	34	2017-2020 FARS 2021 State DOT	In Progress	34	2017-2021	39	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 Year	2018-2022	42	2017-2020 FARS 2021 State DOT	In Progress	48	2017-2021	46	Yes
C-10) Pedestrian Fatalities	5 Year	2018-2022	22	2017-2020 FARS 2021 State DOT	In Progress	21	2017-2021	25	No
C-11) Bicyclist Fatalities	5 Year	2018-2022	7	2017-2020 FARS 2021 State DOT	In Progress	5	2017-2021	9	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2022	95.6%	State Survey	Yes 95.88%	94.7%	2021	State Survey 92.66%	No

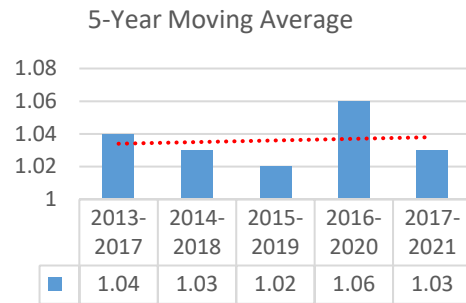
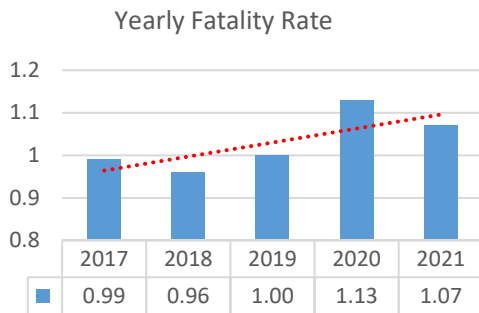
NHTSA Traffic Safety Core Performance Measures

NHTSA and the Governor’s Highway Safety Association (GHSA) have agreed upon a minimum set of performance measures for the development and implementation of Highway Safety Plans. This Annual Evaluation Report depicts the activity that occurred in FFY 2022. For a traffic safety area where the state did not meet their target, an explanation is provided within the traffic safety performance measure area describing how the state will adjust programming.



Fatalities Per 100M Vehicle Miles Traveled (C-3)

FFY 2022 Target – Collaborative target consistent with the Highway Safety Improvement Program (HSIP) target = 1.037

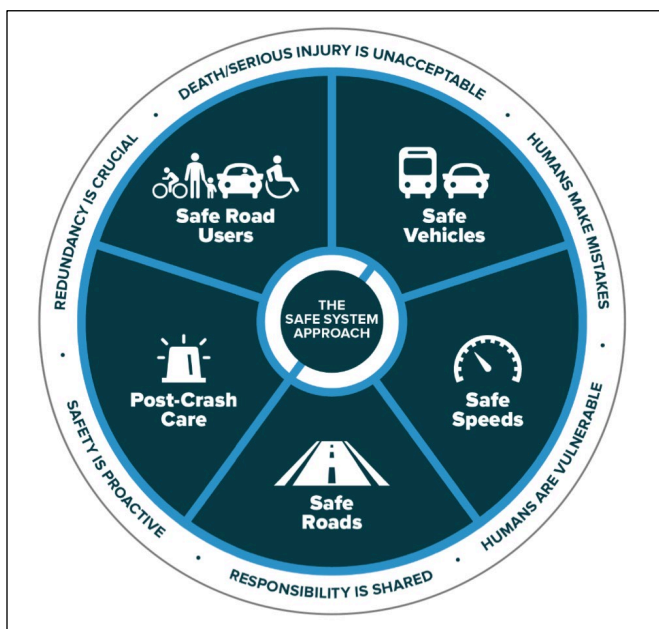


Source: 2017-2020 – FARS
2021 – Iowa Department of Transportation (Preliminary)

Preliminary Iowa Department of Transportation data indicates the 2021 fatalities per 100M vehicle miles traveled is 1.07. The 5-year moving average (2017-2021) is 1.03.

The aforementioned targets (C1, C-2 and C-3) were 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 FHWA and FMCSA. The safety performance targets identified were consistent with the Highway Safety Improvement Program and compliant with 23 CFR 490 and 1300.11.

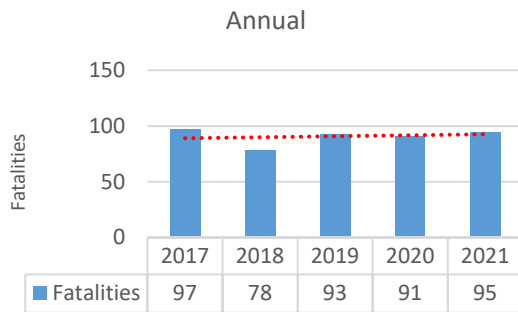
State traffic safety partners continue to review data and work strategically to address these performance measures. The Fatality Reduction Task Force continues their mission in 2023. After reviewing 10 years of Iowa crash data, the Task Force selected “road departure” as the primary threat to focus on in the coming year. The Safe System Approach will be implemented to address road departures through engineering, educational and enforcement efforts.



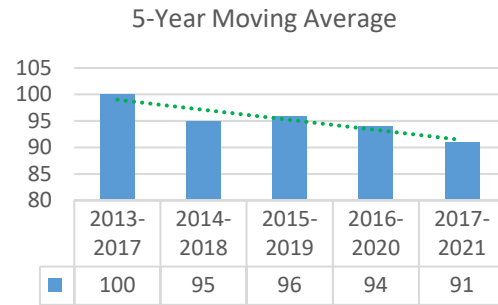
The results of performance measures C-4 – C-11 ultimately drive the overall fatality, serious injury and VMT numbers. As the state continues to implement the Safe System Approach, the GTSB will look for opportunities to foster new partnerships to address upward trends. We recognize there are numerous opportunities through existing coalitions and local organizations for partnerships and meaningful public engagement. We continue to review the role of behavioral safety in the Safety System Approach.

Unrestrained Passenger Vehicle Occupant Fatalities/All Seat Positions (C-4)

FFY 2022 Target: Reduce unrestrained passenger vehicle occupant fatalities 3.16% from the 2015-2019 average of 96 to 93 (2018-2022 average) by December 31, 2022.



Source: 2017-2020 - FARS
2021 - Iowa Department of Transportation (Preliminary)



The FFY 2021 target to reduce unrestrained passenger vehicle occupant fatalities 4.21% from the 2014-2018 average of 95 to 91 was achieved. The 2017-2021 5-year moving average is 90.8. Except for 2018, Iowa has been averaging around 94 unrestrained passenger vehicle occupant fatalities annually. It is encouraging to see a downward trend emerge when looking at the 5-year moving averages. However, upon reviewing 2022 state data to date, it is anticipated the 5-year trend from 2018-2022 will reverse these positive gains.

Although the FFY 2021 target was met, the state does not anticipate meeting the FFY 2022 target established for C-4. The following adjustments will be made.

Adjustment(s) for FFY 2023

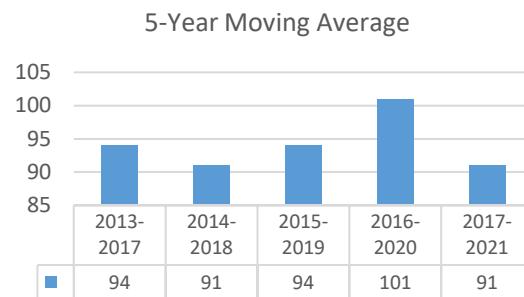
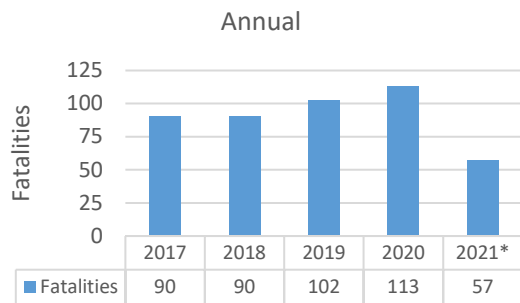
1. GTSB re-established the High Five Rural Traffic Safety Program in FFY 2023. This project focuses on occupant protection through educational and enforcement efforts. In FFY 2023, information was provided to each of the High Five communities about the Seatbelts Are For Everyone (S.A.F.E.) program and Child Passenger Safety programs in an effort to expand educational efforts.

Adjustment(s) for FFY 2024

1. The GTSB will conduct a more in-depth problem identification analysis which will include the results from observational seat belt usage surveys conducted by law enforcement partners and the relationship of citations issued to the number of unrestrained passenger vehicle occupant fatalities with the goal to identify discrepancies to help target specific areas of the state in which to focus occupant protection efforts. The GTSB will use available analytical tools, including NHTSA's Data Visualization Tool.
2. The GTSB will look for partnerships that can address occupant protection issues in underserved communities.

Alcohol-Impaired Driving Fatalities (C-5)

FFY 2022 Target: Reduce alcohol-impaired driving fatalities 1.08% from the 2015-2019 average of 93 to 92 (2018-2022 average) by December 31, 2022.



Source: 2017-2020 – FARS

* 2021 - Iowa Department of Transportation
(Preliminary) – Prior to imputed BAC values

The FFY 2021 target to reduce alcohol-impaired driving fatalities 2.19% from the 2014-2018 average of 91 to 89 was not achieved. The 2017-2021 5-year moving average is 90.4.

Iowa does not test all drivers for impairment in fatality crashes. As such, estimates of alcohol-impaired driving are generated using BAC values reported to NHTSA's Fatality Analysis Reporting System (FARS) and BAC values are imputed when they are not reported. Since the 2021 FARS ARF had not been released at the time of this report, state preliminary data was used for 2021 and does not include the imputation data. It should be noted the FFY 2021 target was not met even though NHTSA imputed (final) numbers was not used in the calculation. The state anticipates upon receipt of the NHTSA final FARS data, the imputed numbers will continue to show an upward trend.

As the state does not anticipate meeting the FFY 2022 target established for C-5, programming efforts to mitigate the upward trend of impaired driving fatalities will include the following:

Adjustment(s) for FFY 2023

1. The Iowa GTSB was awarded funding for a State Judicial Outreach Liaison (SJOL) through a cooperative agreement between the National Highway Traffic Safety Administration and the American Bar Association. The SJOL will focus on outreach efforts to educate and inform judges on impaired driving and highway safety issues primarily through peer-to-peer education. This will be a critical role as we continue to review and implement recommendations from the 2022 Impaired Driving Program Assessment.
2. The GTSB will continue to work with the Traffic Injury Research Foundation (TIRF) to implement recommendations from the Impaired Driving Program Assessment and assist in organizing an Impaired Driving Task Force
3. The GTSB will continue to address recommendations from the 2022 Impaired Driving Assessment with a goal to promote new relationships and programs

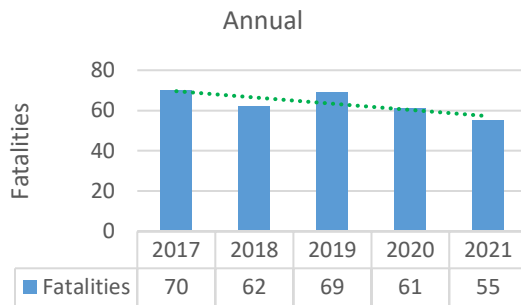
Adjustment(s) for FFY 2024

1. The state will continue to engage with the Regional Judicial Outreach Liaison, Judge Alan Blankenship and will continue the State Judicial Outreach Liaison grant project and prepare for transition to state highway safety office funds.
2. The GTSB will continue to address recommendations from the 2022 Impaired Driving Assessment. A focus of these efforts will be to continue to establish new relationships and programs. The GTSB is considering adding additional Law Enforcement Liaisons for further outreach and conversations promoting partnerships.

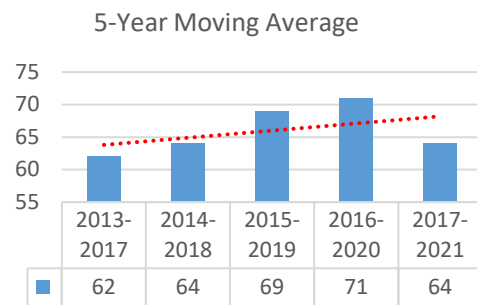
3. In FFY 2024, Iowa will slip into a mid-range category for Section 405d qualification purposes as the 3-year average rate for impaired driving fatalities will exceed 0.30. As such, the state will continue the Impaired Driving Task Force and develop an Impaired Driving Strategic Plan.
4. The GTSB will review the trends identified through the Annual Awareness Survey to help programming efforts.
5. The GTSB is in discussion with the Iowa Alcoholic Beverages Division to determine opportunities to partner in FFY 2023 for compliance checks, education and training.

Speeding-Related Fatalities (C-6)

FFY 2022 Target: Reduce speeding-related fatalities 2.90% from the 2015-2019 average of 69 to 67 (2018-2022 average) by December 31, 2022.



Source: 2017-2020 – FARS
2021 – Iowa Department of Transportation (Preliminary)



The FFY 2021 target to reduce speeding-related fatalities 3.13% from the 2014-2018 average of 64 to 62 was not met. The 2017-2021 5-year moving average is 63.4. Although the annual fatalities are showing a downward trend, the 5-year moving average trend continues an upward trajectory.

NHTSA considers a crash to be speeding-related if any driver in the crash was charged with a speeding-related offense or if a police officer indicated that racing, driving too fast for conditions, or exceeding the posted speed limit was a contributing factor in the crash. “Safe Speeds” is an element of the Safe System Approach. Enforcement is a behavioral element currently being implemented to address “safe speeds”.

Upon reviewing preliminary 2022 data, it is unlikely the FFY 2022 target will be met. Programming efforts to mitigate the upward trend of speeding-related fatalities will include the following.

Adjustment(s) for FFY 2023

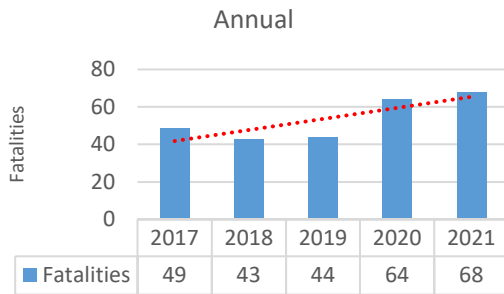
1. Outreach will continue with local enforcement along the Highway 20 and Highway 218 corridors who do not currently partner with the GTSB to encourage their participation in corridor efforts. (Highway 20 and Highway 218 corridor efforts are current established enforcement efforts of the Iowa State Patrol).

Adjustment(s) for FFY 2024

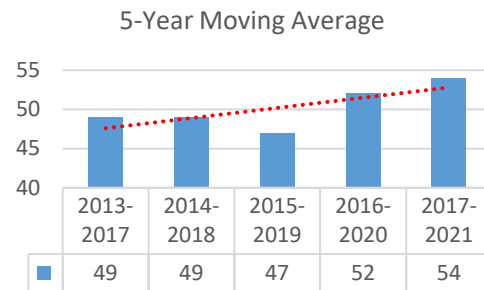
1. In an effort to apply the Safe System Approach in “safe speeds”, The GTSB will consider additional speed and aggressive driving communication campaigns
2. Continue to analyze data to identify corridors to deploy high visibility enforcement efforts
3. Collaborate with the Iowa Department of Transportation on a project being planned entitled “Safety Corridors”. The GTSB involvement may include both education and enforcement.

Motorcyclist Fatalities & Unhelmeted Motorcyclist Fatalities (C-7 & C-8)

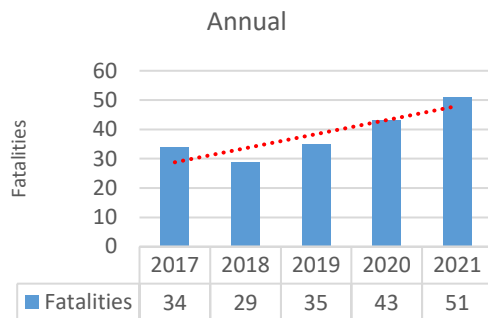
FFY 2022 Target - *Motorcyclist Fatalities (C-7)*: Maintain motorcyclist fatalities to be no more than the 2015-2019 5-year average of 47 by December 31, 2022.



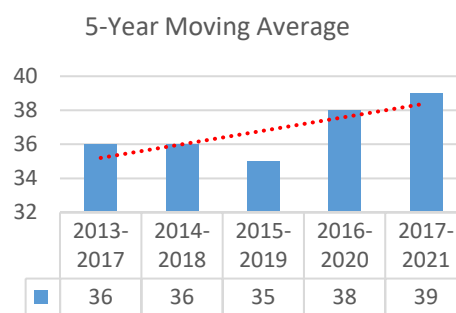
Source: 2017-2020 – FARS
2021 – Iowa Department of Transportation (Preliminary)



FFY 2022 Target – *Unhelmeted Motorcyclist Fatalities (C-8)*: Reduce unhelmeted motorcyclist fatalities 2.86% from the 2015-2019 average of 35 to 34 (2018-2022) by December 31, 2022.



Source: 2017-2020 – FARS
2021 – Iowa Department of Transportation (Preliminary)



The FFY 2021 target to reduce motorcyclist fatalities 4.08% from the 2014-2018 average of 49 to 47 was not achieved. The 2017-2021 5-year moving average is 53.6.

The FFY 2021 target to reduce unhelmeted motorcyclist fatalities 5.55% from the 2014-2018 average of 36 to 34 was not achieved. The 2017-2021 5-year moving average is 38.4.

For the past 5 years, Iowa has seen an uptick in both motorcyclist fatalities and unhelmeted motorcyclist fatalities. Motorcycle use in Iowa represents only a small fraction of the total vehicle miles traveled in the state; however, motorcycles were involved in over 19% of all traffic fatalities in 2021.

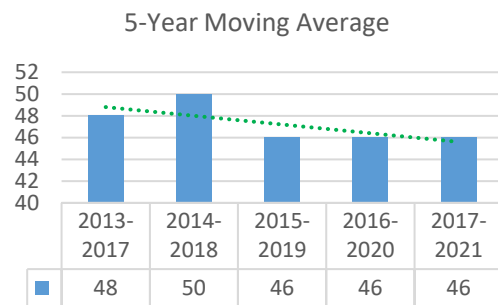
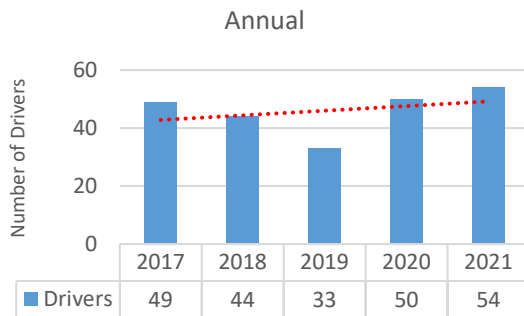
Upon review of the 5-year moving average and preliminary 2022 year-to-date data, the state does not anticipate meeting the FFY 2022 target for either C-7 or C-8. Programming adjustments will continue and will include the following:

Adjustment(s) for FFY 2024

1. Increase motorcycle messaging campaign beyond May (Motorcycle Safety Awareness Month) using various platforms
2. Initiate discussions with partners to create a motorcycle safety coalition
3. Utilize available motorcycle helmet usage survey data for programming and funding decisions

Drivers Age 20 or Younger Involved in Fatal Crashes (C-9)

FFY 2022 Target: 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.



Source: 2017-2020 – FARS
2021 – Iowa Department of Transportation (Preliminary)

The FFY 2021 target to reduce drivers age 20 or younger involved in fatal crashes 4.00% from the 2014-2018 average of 50 to 48 was achieved. The 2017-2021 5-year moving average is 46. When analyzing 5-year average trend lines, the state is starting to see a downward trend; with 46 being a consistent 5-year average for the most recent three consecutive time periods.

Although the FFY 2021 target was met, the state does not anticipate meeting the FFY 2022 target established for C-9. As such, programming adjustments will continue.

Adjustment(s) for FFY 2023

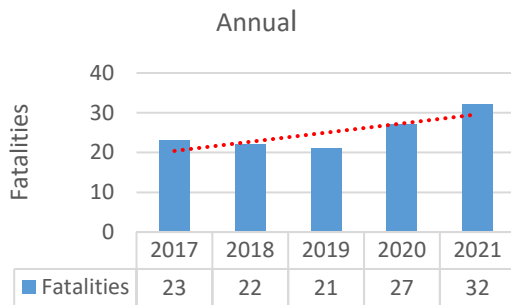
1. In FFY 2023, the GTSB re-initiated the High Five Rural Traffic Safety Program. To further enhance the educational efforts, information about the S.A.F.E. program was provided at each of the High Five Informational meetings.

Adjustment(s) for FFY 2024

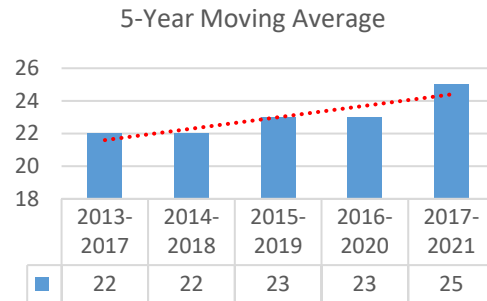
1. The state will continue to expand the S.A.F.E. program throughout the state.
2. Continue discussions with the Iowa Alcoholic Beverages Division in opportunities to partner for compliance checks, education and training.
3. Continue conversations with the Iowa Department of Transportation about the benefits of a NHTSA facilitated driver's education assessment.

Pedestrian Fatalities (C-10)

FFY 2022 Target: Reduce pedestrian fatalities 4.35% from the 2015-2019 average of 23 to 22 (2018-2022 average) by December 31, 2022.



Source: 2017-2020 – FARS
2021 – Iowa Department of Transportation (Preliminary)



The FFY 2021 target to reduce pedestrian fatalities 8.69% from the 2014-2018 average of 23 to 21 was not achieved. The 2017-2021 5-year moving average is 25. Iowa continues to see an upward trend in pedestrian fatalities. Upon review of 2022 preliminary data, however, it is anticipated the year will end with a decrease in pedestrian fatalities between 2021 and 2022.

The GTSB does not anticipate meeting the FFY 2022 target established for C-10. Programming efforts to mitigate the upward trend of pedestrian fatalities will include the following:

Adjustment(s) for FFY 2023

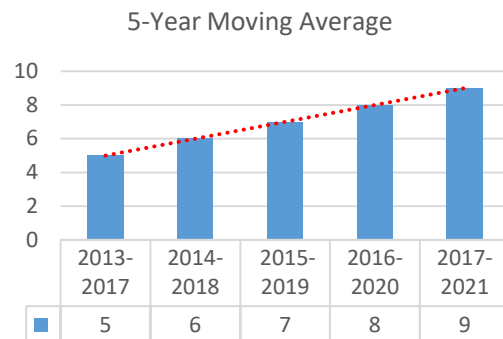
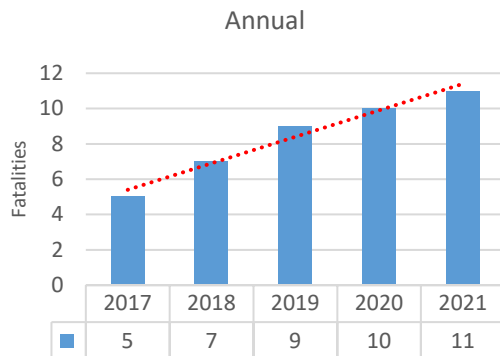
1. Upon the submission of the FFY 2023 Highway Safety Plan, there were no identified pedestrian projects planned for FFY 2023. The number of pedestrian fatalities hit an all-time high in FFY 2021 with 32 recorded. Since previous enforcement efforts have not been as fruitful as anticipated, it is apparent that specific pedestrian-focused efforts must continue. Upon additional review of data and outreach to several law enforcement agencies, seven (7) agencies have been identified to partner with the GTSB in FFY 2023 to focus on pedestrian safety. Enforcement and educational overtime funding will be provided.
2. The GTSB will collaborate with the Iowa Department of Transportation on the state's Bicycle and Pedestrian Advisory Committee to support and implement Iowa's Bicycle and Pedestrian Long-Range Plan.

Adjustment(s) for FFY 2024

1. The GTSB will try to identify additional stakeholders with a direct interest and connection to pedestrian safety for inclusion in the development of the Highway Safety Plan and the State's Strategic Highway Safety Plan. The Safe System Approach, specifically regarding "Safe Road Users", will be considered as conversations and project planning unveil.
2. The GTSB will explore and consider best practices of other state highway safety offices specific to pedestrian safety countermeasures
3. The GTSB will utilize the Transportation Disadvantaged Census Tracts (historically Disadvantaged Communities), usdot.maps.arcgis.com/apps/dashboards to help identify underserved areas
4. Implement a program supporting Traffic Incident Management (TIM) to focus on roadside safety

Bicyclist Fatalities (C-11)

FFY 2022 Target: Maintain bicyclist fatalities to be no more than the 2015-2019 5-year average of 7 by December 31, 2022.



Source: 2017-2020 – FARS
2021 – Iowa Department of Transportation (Preliminary)

The FFY 2021 target to reduce bicyclist fatalities 16.67% from the 2014-2018 average of 6 to 5 was not achieved. The 2017-2021 year moving average is 8.4. Upon review of 2022 state preliminary data, it is likely the state will meet the FFY 2022 target established for C-11 but will continue to adjust programming efforts to mitigate upward trends.

The past 4 consecutive years have shown a steady increase in the number of bicyclist fatalities which have resulted in upward trends for both linear and moving average trend lines.

The GTSB will continue to make adjustments to bicycle safety countermeasures.

Adjustment(s) for FFY 2023

1. The GTSB will collaborate with the Iowa Department of Transportation on the state's Bicycle and Pedestrian Advisory Committee to support the implementation of Iowa's Bicycle and Pedestrian Long-Range Plan. It is hoped this will foster discussions on how the GTSB can partner with the DOT and other stakeholders in the area of vulnerable road users.

Adjustment(s) for FFY 2024

1. The GTSB will try to identify additional stakeholders with a direct interest and connection to bicycle safety. Bicycle safety will be addressed during the development of the Highway Safety Plan and the State's Strategic Highway Safety Plan. The Safe System Approach, specifically in "Safe Road Users", will be considered as conversations and project planning unveil.
2. Consider including educational resources in Spanish. This would build equity in our Latino communication outreach efforts.

NHTSA Core Behavior Measures
Observational Safety Belt Usage Survey (B-1)

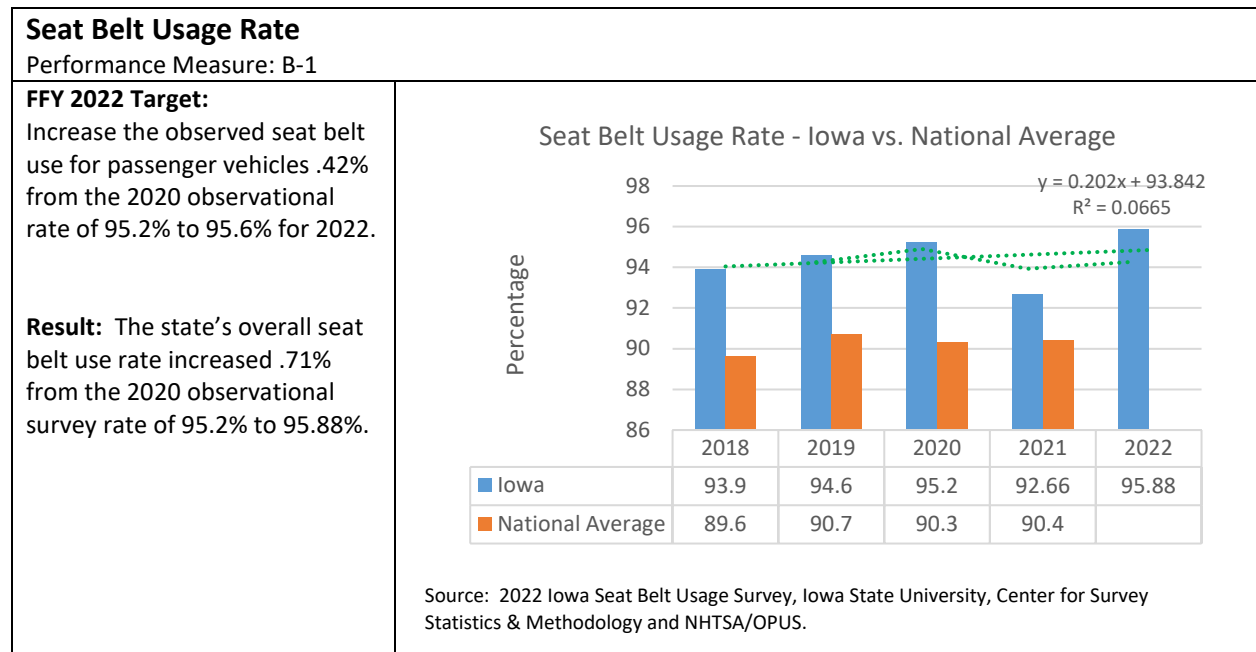
The Iowa GTSB contracted with Iowa State University, Center for Survey Statistics & Methodology (22-405b-M1OP, Task 01-00-00) to conduct the seat belt use data collection/Annual Safety Belt Usage Survey for 2022.

Excerpt from the Iowa Seat Belt Use Survey, 2022 Data Collection Methodology Report

The 2022 seat belt use data collection resulted in the observation of 13,280 passenger vehicles, with a right front seat passenger in 5,256 of those vehicles, for a total of 18,536 potential observations of belt use. Of these 18,536 potential observations, there were 12,666 drivers and 4,932 right front passengers who were observed wearing seat belts (total 17,598 seat belts users). Seat belts were not worn by 441 drivers and 245 right front passengers (total 686 unbelted). Data collectors were unable to identify the seat belt use of 173 drivers and 79 passengers (total 252 unknown use). The unknown use or “nonresponse rate” is .0136 or 1.36%. This is well within the range allowed by federal regulations, which require the nonresponse rate to be below 10%.

Federal regulations require a minimum of 7,500 observations, and the 2022 total of 13,280 passenger vehicles with 18,526 observed occupants far exceeds the minimum requirement.

Federal regulations require the calculation of seat belt use to be conducted with weighted data as described in the approved survey plan. Based on the weighted data, **Iowa’s overall seat belt use rate for 2022 is 95.88%, with an estimated standard error of 1.18 (± 1.2%)**. The standard error for observations falls within NHTSA’s established limits of ±2.5%.



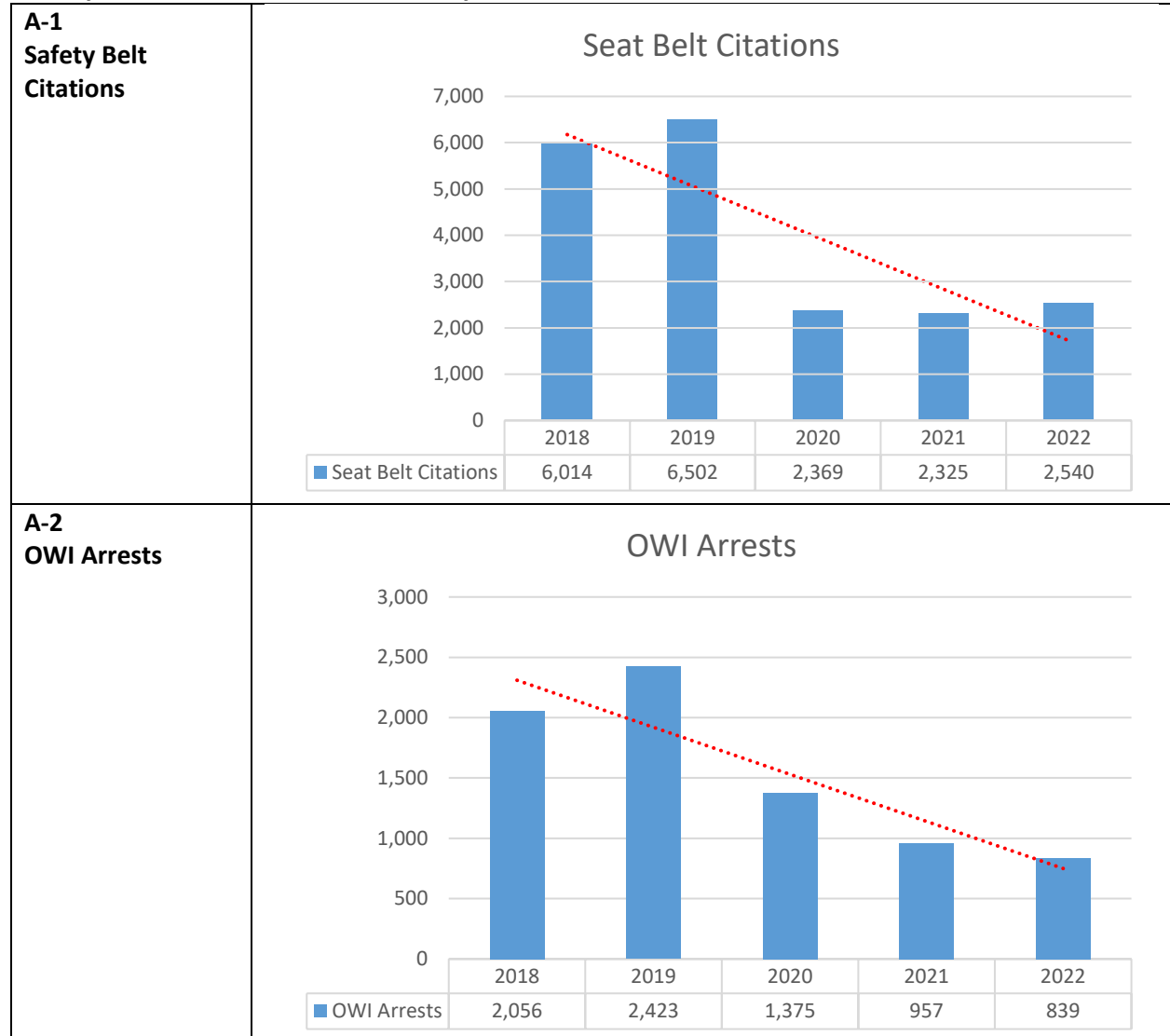
Public Awareness/Attitude Survey

The Iowa GTSB contracted with Iowa State University, Center for Survey Statistics & Methodology (CSSM), through agreement 22-402-MOOP, Task 00-00-10) to conduct the 2022 Awareness Survey/Traffic Safety Survey of licensed drivers in Iowa. CSSM has conducted this survey for the GTSB since 2012 with the exception of 2020 due to constraints of the COVID-19 pandemic. The survey focuses on driving patterns and public awareness of traffic safety media campaigns.

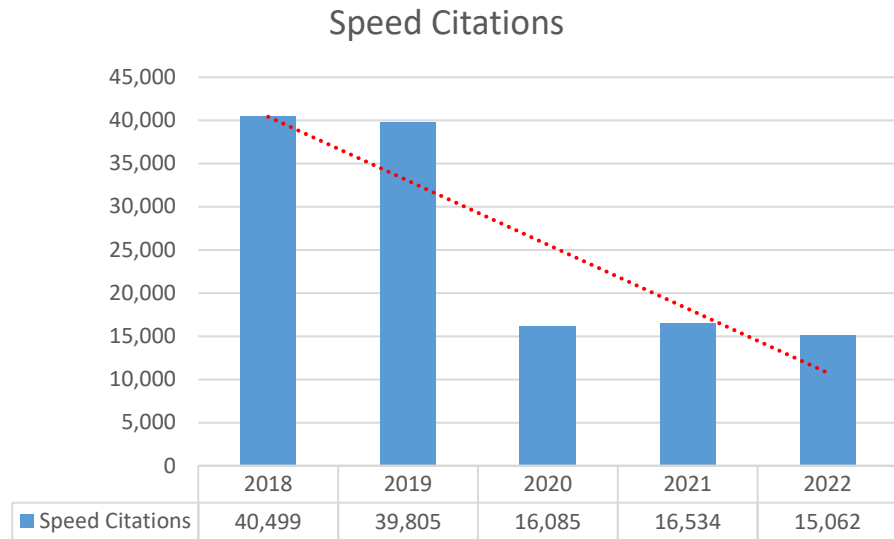
The data collection process followed procedures used in past years. CSSM staff collected the data in driver licensing offices in five Iowa cities: Ankeny, Cedar Rapids, Council Bluffs, Fort Dodge and Mason City. There were 534 surveys completed in 2022. The number of surveys completed was below the minimum required by contract for the second year. Appointments are required or encouraged at the DOT driver licensing offices and foot traffic has decreased. The methodology for data collection will be reviewed prior to the 2023 survey.

See ATTACHMENT A for a 5-year comparison of survey results.

Activity Measures/Grant Funded Activity



**A-3
Speed Citations**



Federal Funds Expended on Projects

The Governor’s Traffic Safety Bureau enters data at the project level in the Federal Grant Tracking System. The amount of federal funds expended and share-to-local benefit on each project is identified in the Final Voucher and is provided as ATTACHMENT B.

For Section 402, Iowa’s share-to-local benefit was 40.98% in FFY 2022.

Description of State’s Evidence-Based Enforcement Program Activities

The state of Iowa utilizes crash data as the foundation for highway safety programming. Iowa’s traffic records are constantly being improved in the areas of accuracy, completeness, timeliness, uniformity, accessibility and integration. In the area of enforcement, accurate and complete data helps identify problematic areas. On-going enforcement programs are implemented throughout the state with the common goal to change driving behaviors to ultimately reduce fatalities and serious injuries.

Through the funding application process, all law enforcement agencies were required to submit data in support of their application. Data was required in the area of impaired driving, speeding and occupant protection but agencies could also submit data in other traffic safety areas if problems existed in their respective jurisdictions. Agencies were encouraged to use the Iowa Crash Analysis Tool (ICAT), <https://icat.iowadot.gov> as a resource for crash data. ICAT provides crash details to include driver and vehicle information, injuries, crash location, and road and environmental information.

The FFY 2022 Evidence-Based Traffic Enforcement Plan included goals consistent with those identified within the Highway Safety Plan and correlated with the strategies within the State Strategic Highway Safety Plan.

High Visibility Enforcement

Section 402 and 405d funding supported high visibility enforcement efforts throughout the year. Agencies were encouraged to utilize data to help identify problematic times and locations for their enforcement plans.

special Traffic Enforcement Program (sSTEP)

The sSTEP agencies in FFY 2022 conducted special traffic enforcement efforts during six (6) different waves and supported the national mobilization periods for “Click It or Ticket” and “Drive Sober or Get Pulled Over”. In addition to enforcement, agencies were encouraged to work with local media and utilize sample press releases and campaign materials. A pre- and post-wave observational safety belt survey was required during the May “Click It or Ticket” mobilization. Seat belt usage survey results from sSTEP agencies will be utilized for additional programming consideration in FFY 2023 and in the Highway Safety Planning process for FFY 2024.

Nighttime Seat Belt Enforcement

In FFY 2022, two agencies contracted with the GTSB for special nighttime seat belt enforcement.

Central Iowa Traffic Safety Task Force (CITSTF)

CITSTF involves law enforcement agencies from the central Iowa area. Throughout the year the task force conducted several multi-jurisdictional enforcement projects. In addition to the benefits of the high visibility enforcement efforts, the activities of CITSTF are highly publicized by the local media which helps promote traffic safety during these special enforcement periods.

Project Contribution in Meeting Highway Safety Targets

Each project summary listing within the report provides a paragraph which specifies how the project contributed to the targets set forth within the FFY 2022 Highway Safety Plan

Planned Activities Not Implemented/Targets Not Met

Agencies that did not implement planned activities or did not meet targets are listed below and identify the page where an explanation is provided.

Adams County Sheriff’s Office – Page 65
Blue Grass Police Department – Page 51
Boone County Sheriff’s Office – Page 65
Buffalo Police Department – Page 51
Cedar Falls Police Department – Page 62
Cedar Rapids Police Department – Page 49
Cherokee County Sheriff’s Office – Page 65
Clinton Police Department – Page 36
Clinton Police Department (Pedestrian) – Page 49
Cresco Police Department – Page 65
Des Moines Police Department - Page 49
DOT Motor Vehicle Enforcement TraCS Survey – Page 78
Dyersville Police Department – Page 65
Eldridge Police Department – Page 51
Ellsworth Jewell Stanhope Police Department – Page 65
Emmet County Sheriff’s Office – Page 65
Estherville Police Department – Page 65
Evansdale Police Department – page 36
Fairbank Police Department – Page 65
Fayette Police Department – Page 65
Garnavillo Police Department – Page 65
Grundy Center Police Department – Page 65
Guttenberg Police Department – Page 65
Humboldt County Sheriff’s Office – Page 65
Ida County Sheriff’s Office – Page 65
Iowa Barnstormers – Page 23

Iowa State University Police Department – Page 49
Iowa Wolves Basketball – Page 24
LaPorte City Police Department – Page 65
Linn County Sheriff’s Office – Page 36
Manson Police Department – Page 65
McCausland Police Department – Page 65
Melcher-Dallas Police Department – Page 65
Milford Police Department – Page 65
Mitchellville Police Department – Page 65
Monticello Police Department – Page 65
Osceola Police Department – Page 65
Oskaloosa Police Department – Page 36
Pleasantville Police Department – Page 65
Pocahontas Police Department – Page 65
Princeton Police Department – Page 51
Sac City Police Department – Page 65
Scott County Sheriff’s Office – Page 51
Shenandoah Police Department – Page 65
State Court Administrator’s Office – Page 36
Tama Police Department – Page 65
Taylor County Sheriff’s Office – Page 65
Warren County Sheriff’s Office – Page 36
Washington Police Department – Page 65
Waterloo Police Department – Page 36
Waukee Police Department – Page 52
West Liberty Police Department – Page 62
Winnebago County Sheriff’s Office – Page 65
Worth County Sheriff’s Office – Page 65

Program Area: Awareness Survey

Problem Statement and Overview:

In 2010, a NHTSA-GHSA (Governor's Highway Safety Association) working group designed a set of survey questions about seat belt use, impaired driving and speeding for states to use for consistent survey data selection. It was the intent that using the same core questions in all data collection efforts would allow for states to track trends and evaluate the efficacy of their countermeasures over time. The surveys were also intended to measure behaviors, media, and enforcement efforts.

Iowa has conducted an awareness survey annually since 2010. Since the inception of the survey, questions have been revised to best fit the needs of the state.

Targets:

- Survey a minimum of 500 Iowa licensed drivers annually

Strategies:

- Use survey results to help evaluate current countermeasures and develop future countermeasures

Outcomes/Results:

The awareness survey has been conducted since 2010 except for 2020 due to COVID-19 pandemic restraints. The GTSB compares the annual results and considers changes in trends. (See ATTACHMENT A). Survey results help identify opportunities for future programming endeavors.

Planned Activity Name: Annual Public Awareness/Attitude Survey

Subrecipient: Iowa State University, Center for Survey Statistics and Methodology

Unique Identified/Planned Activity Number: 22-402-MOOP, Task 00-00-10

Iowa State University, Center for Survey Statistics and Methodology (CSSM) conducted the 2022 Public Awareness/Attitude Survey. The survey provided information about driving behaviors and the public's awareness of traffic safety messaging and media campaigns. The survey was conducted at five Iowa Department of Transportation driver licensing stations in the following cities: Ankeny, Cedar Rapids, Council Bluffs, Fort Dodge and Mason City. CSSM collected 534 completed surveys. Observational data, tables, and reports were prepared by CSSM staff with the final report delivered to the GTSB in September 2022.

See "Public Awareness/Attitude Survey" (page 15). A 5-year comparison of survey results can be found in ATTACHMENT A.

This project contributed to the targets listed in the Highway Safety Plan as the responses of the survey are used to evaluate the effectiveness of traffic safety programs and messaging throughout the state.

Program Area: Communication (Media)

Problem Statement and Overview:

The use of media (paid, earned and social) and various other forms of public outreach helps raise awareness and education of traffic safety initiatives. Media relations are an essential tool for educating the public. The goal is to change driver behavior to reduce fatalities and injuries. The GTSB and other traffic safety partners throughout the state utilize various media/marketing strategies to disseminate traffic safety information.

Targets:

- Use a various media mix to deliver traffic safety messages

Strategies:

- Stay engaged with social media
- Encourage partners to utilize materials readily available through TrafficSafetyMarketing.gov
- Work with media partners to help identify target audiences and areas to promote traffic safety messages

Outcomes/Results:

Traffic safety messaging, in general terms, has been static for years with similar banners, public service announcements, Facebook posts, etc. During FFY 2022, additional funding was allocated for ZLR Ignition to expand the media efforts in the 10 counties where the highest percentage of fatalities have occurred as determined by an analysis of 5-years of data.

In addition to specific projects listed below, Section 405f funding was utilized for clings and interior cards on Des Moines Area Regional Area Transit (DART) busses. The signage was aimed toward the general driving public with the goal to raise awareness to motorcycles on the roadway. For additional information, see page 45.

Additional impaired driving messaging was added mid-year through a partnership with the Iowa Alcoholic Beverages Division to display the logo “The Power to Drive Sober Is In Your Hands” on semi delivery trailers. For additional information, see page 39.

Learfield Communications/Radio Iowa conducted a motorcycle helmet usage campaign in May. Specific information regarding this campaign is provided in the Motorcycle Safety program area on page 45.

In December 2022, the GTSB hired a Media and Communications Specialist who will lead the bureau’s overall strategic communications plans directed toward traffic safety and serve as the public information point of contact.

Planned Activity Name: Alliance Sport Marketing

Subrecipient: Alliance Sport Marketing

Unique Identifier/Planned Activity Number: 22-FDLPEM, Task 01-00-00

Alliance Highway Safety promoted highway safety messages on behalf of the Governor’s Traffic Safety Bureau through twelve (12) motorsports venues located in key markets in Iowa. Each of the motorsport tracks prominently displayed signage with the “Drive Sober or Get Pulled Over” and “Click It or Ticket” logos. During each event, multiple public address announcements were made. Banners featuring “Drive Sober or Get Pulled Over” were also placed within high traffic areas within the motorsport venue communities.

This project contributed to targets listed in the Highway Safety Plan through traffic safety message exposure about impaired driving to the target audience of males ages 18-34.

Planned Activity Name: Cedar Rapids Kernels

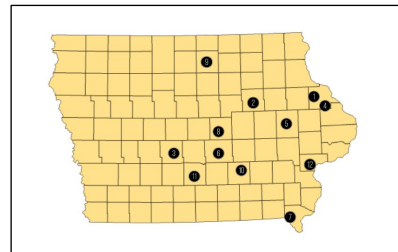
Subrecipient: Cedar Rapids Kernels

Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 02-00-00

During the 2022 season, the Cedar Rapids Kernels posted an 8’ x 15’ outfield sign displaying “If You Feel Different You Drive Different”. The sign remained in place for all events at Veterans Memorial Stadium during 2022. All events had a total attendance of 172,501. There were 118 on-line broadcasts with approximately 57,100 listeners.

During the pregame of the 67 home games, an impaired driving video was shown and could be viewed by the 139,369 fans in attendance.

This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure regarding impaired driving.



2022 Motorsport Venues

- 300 Raceway
- Cedar Falls Motorsports Park
- Dallas County Speedway
- Dubuque Speedway
- Hawkeye Downs
- Iowa Speedway
- Lee County Speedway
- Marshalltown Speedway
- Mason City Motor Speedway
- Southern Iowa Speedway
- Warren County Speedway
- West Liberty Raceway Park



Planned Activity Name: Clinton LumberKings

Subrecipient: Clinton LumberKings

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

During FFY 2022, one 8' x 16' sign with the message "If You Feel Different You Drive Different" was displayed on the outfield fence at Nelson Corp. Field. The sign was visible to 76,402 fans who attended LumberKing games during the 2022 season. In addition to the regular season the signage was in place for several events held at the field through the year which garnered additional exposure.



This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure involving impaired driving.

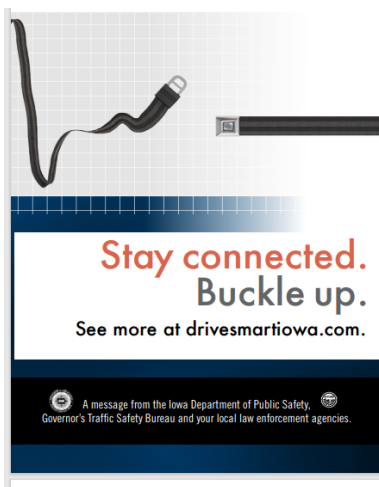
Planned Activity Name: Drake Sports

Subrecipient: Drake Sports Properties/IMG College

Unique Identifier/Planned Activity Numbers: 22-405d-FDLPEM, Task 04-00-00 and 22-402-MOPM, Task 01-00-00

Activity during FFY 2022 included the following:

<i>Specific Event/Season</i>	<i>Attendance</i>	<i>Media Activity / Performance Report</i>
Drake Relays	14,504	<ul style="list-style-type: none"> • In-field A-frame • Videoboard feature and ad panel message • Drake Relays streaming spots • Digital Program Ad
Drake Football	12,000	<ul style="list-style-type: none"> • Traffic safety messaging via videoboard and radio spots • Sponsorship of kick-offs
Drake Men's and Women's Basketball	Men's Basketball = 55,000 Women's Basketball = 32,000	<ul style="list-style-type: none"> • Radio spots – traffic safety messaging • Scorer's table LED rotational • Digital program ads with hyperlink



This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging regarding distracted driving, occupant protection and impaired driving.

Planned Activity Name: Iowa Barnstormers
Subrecipient: Iowa Barnstormers
Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 05-00-00

No contract was executed with the Iowa Barnstormers for FFY 2022 because a DUNS number could not be provided.

Planned Activity Name: Iowa Cubs
Subrecipient: Greater Des Moines Baseball/Iowa Cubs
Unique Identifier/Planned Activity Numbers: 22-405d-FDLPEM, Task 06-00-00 and 22-405b-M1*PM, Task 01-00-00

Signage at Principal Park included a 14' x 19' double outfield fence sign in left field and a 3' x 6' backlit sign down the 3rd base concourse. These signs were up by April and remained in place through the baseball season. The outfield sign was also in a prominent location and could be seen by TV viewership during sportscasts. A 4' x 8' digital sign on the marquee along 2nd Avenue across from Principal Park displayed a "Click It or Ticket" message and logo. The 2-sided sign displayed the messaging over 40 times an hour and ran 365 days a year.



A total of 209,406 fans attended the 39 home games of the Iowa Cubs during the 2022 season. In addition to the regular game season, signage was in place during 15 Iowa High School baseball state championship playoff games in June.

This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure utilizing the "Drive Sober or Get Pulled Over" and "Click It or Ticket" logos and taglines.

Planned Activity Name: Iowa Public Television
Subrecipient: Iowa PBS Foundation
Unique Identifier/Planned Activity Number: 22-405d-FDL*PM, Task 01-00-00

Iowa Public Television delivered the following during FFY 2022:

- With GTSB approval, developed and produced distracted driving, drowsy driving, occupant protection and rural road traffic safety messages to coincide with national traffic safety campaigns
- Aired 680 fifteen-second messages, or approximately 3.3 messages per week with coincided with national traffic campaigns when applicable

- Provided alcohol impaired, distracted driving, drowsy driving, occupant protection and rural roads traffic safety messages on the Iowa PBS Sponsor Page.

This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging which focused on numerous traffic safety areas including occupant protection, distracted driving, drowsy driving and rural driving. Iowa Public Television is a statewide public broadcasting network reflecting a range of interests for Iowans in all demographic categories.

Planned Activity Name: Iowa Wild Hockey
Subrecipient: Iowa Wild Hockey Club, LLC
Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 07-00-00

Traffic safety messaging utilized during the 2022 season included NHTSA’s tagline “If You Feel Different You Drive Different”. A 12’ dasher board at each home game provided for an estimated 2,433,376 impressions throughout the season. A :30 PA loop provided for 603,250 impressions. The GTSB logo was placed on the IowaWild.com website and received 6,636 click through link impressions.



This project contributed to the targets listed in the Highway Safety Plan through traffic safety message exposure regarding impairment.

Planned Activity Name: Iowa Wolves Basketball
Subrecipient: Iowa Wolves Basketball Holdings, LLC
Unique Identifier/Planned Activity Numbers: N/A

No contract was executed for FFY 2022.

Planned Activity Name: KDSM Fox 17
Subrecipient: KDSM Fox 17
Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 09-00-00 and 22-405d-FDL*PM. Task 07-00-00

KDSM Fox 17 provided over-the-top :30 commercials in the traffic safety areas of occupant protection, impaired driving, drowsy driving and speed through central Iowa. They delivered a final completion percentage of 95.14% with 300,024 impressions viewed.



This project contributed to the targets listed in the Highway Safety Plan through traffic safety message exposure in the area of impaired driving, occupant protection, speed and drowsy driving.

Planned Activity Name: IP Broadcasting & Media, LLC
Subrecipient: iP Broadcasting & Media, LLC
Unique Identifier/Planned Activity Number: 22-405d-FDL*PM, Task 02-00-00

During FFY 2022, iP Broadcasting and Media provided traffic safety messaging at Iowa high school athletic championship tournaments. These events draw large crowds of all age groups from across the state. iP Broadcasting, working through the Iowa High School Sports Network (IHSSN) and their website, www.ihssn.com, for messaging through digital form. Deliverables included static signage, LED signs at scorer’s tables, video commercials, LED ribbon displays, and LED video displays. The attendance and streaming views for each event are reported below.

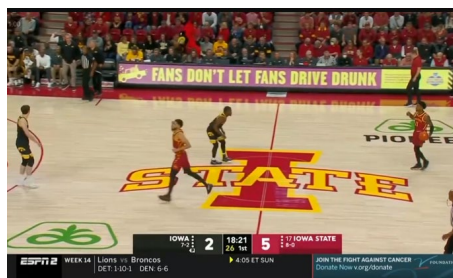
<i>Championship Event</i>	<i>Total Attendance</i>	<i>Streaming Results</i>
State Football	51,771	452,980 total views
State Basketball	42,650	394,974 total views
State Wrestling	69,805	87,254 total views
State Baseball	18,223	204,631 total views
State Soccer	8,313	8,413 total views
State Co-Ed Cross Country	10,470	N/A
State Cheerleading	No attendance results available	N/A


This project contributed to the targets listed in the Highway Safety Plan through traffic safety message exposure utilizing the “Click It or Ticket” and “Drive Sober or Get Pulled Over” logos.

Planned Activity Name: Learfield Sports
Subrecipient: Learfield Sports
Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 10-00-00 and 22-405d-FDL*PM, Task 03-00-00

During FFY 2022, Learfield Sports developed and aired occupant protection, impaired driving and distracted driving prevention messages at the University of Iowa (Hawkeye), Iowa State University (Cyclone), and University of Northern Iowa (panthers) football and basketball games. One :30 weekday PSA was aired on the Hawkeye and Cyclone unwired network between March and June and two :30 PSA were delivered during the Hawkeye and Cyclone spring football game in April. Approved signage was provided on inside gates and/or sandwich boards at Kinnick and Jack Trice Stadiums during the football season and courtside at Hawkeye and Cyclone basketball games. Approved traffic safety message signage and announcements were also provided at the McLeod Center and the UNI-Dome.

This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging focusing on occupant protection, impaired driving, and distracted driving.





Social Media
235,438 Oct-December
191,911 Jan-March
427,349 TOTAL

Venue Impressions
860,022 Oct-December
535,993 Jan-March
1,396,015 TOTAL

Contracted Media – :30’s
3,048 Oct-December
3,514 Jan-March
960 April-June
640 July-September
8,162 TOTAL

Earned Media :30’s
6,638 Oct-December
5,727 Jan-March
1,640 April-June
920 July-September
14,925 TOTAL

Planned Activity Name: Radio Iowa**Subrecipient: Radio Iowa – Learfield Communications****Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 11-00-00 and 22-405d-FDL*PM, Task 04-00-00**

Radio Iowa provided a year of safety messages across Iowa’s rural radio stations. A variety of messages were produced, scripted and approved for broadcast. The safety message detail is provided below.

<i>Traffic Safety Area</i>	<i>Campaign Length</i>	<i>Number of Paid Messages/# of Billboards</i>	<i>Bonus/Donated Airtime</i>
Distracted Driving	5 weeks (:30)	6,930 paid messages	1,486 messages; Value = \$7,774
	8 weeks (:10)	790 billboards	
Occupant Protection	3 weeks (:30)	4,140 paid messages	492 messages; Value = \$2,160
	3 weeks (:10)	340 billboards	
Impaired Driving	10 weeks (:30)	13,880 paid messages	2,857 messages; Value = \$16,176
	23 weeks (:10)	2,415 billboards	
Drug Impaired	1 week (:30)	1,390 paid messages	358 messages; Value = \$1,995
	1 week (:10)	130 billboards	
Motorcycle Safety	4 weeks (:30)	5,560 paid messages	1,154 messages; Value = \$6356
	4 weeks (:10)	435 billboards	

Audience Estimates: Persons 18+

Reach (Number of unique people who hear the message each airing)	618,500
Frequency (Number of times each person hears the message on average)	220.5
Gross Impressions (Number of different times the message is heard during the campaign)	12,651,000

This project contributed to the targets listed in the Highway Safety Plan through traffic safety messages in the areas of occupant protection, distracted driving, impaired driving, drug impaired driving and motorcycle safety. The messages were broadcast in rural Iowa which is a vital target area. According to Iowa DOT preliminary data, 71.91% of Iowa’s traffic fatalities were rural in 2021.

Planned Activity Name: Screenvision Media**Subrecipient: Screenvision Media****Unique Identifier/Planned Activity Number: 22-405d-FDL*PM, Task 05-00-00 and 22-405d-FDLPEM, Task 04-00-00**

Screenvision provided the following activity during FFY 2022:

Traffic Safety Message Area	Activity
Impaired Driving	<ul style="list-style-type: none">Impaired Driver Cinema PSA aired 6 weeks at 28 theater locations. 241 screens in urban communities throughout the state 11/19/21-12/16/21. Delivered 262,379 impressions.Impaired Driving Mobile Targeting Campaign aired 2 weeks. Gen X and Millennials with urban zip codes throughout the state. Delivered 226,502 impressions.Impaired Driving Fall Cinema aired 2 weeks, 8/12/22-8/25/22, at 29 theater locations (253 screens). Delivered 180,035 impressions.Impaired Driving Mobile Targeting Campaign ran 2 weeks targeting Gen X and Millennials with urban zip codes throughout the state. Delivered 671,429 impressions.

Distracted Driving	<ul style="list-style-type: none"> • Distracted Driving Cinema Campaign aired 4 weeks at 33 theater locations through the state on 248 screens. Delivered 311,396 impressions. • Distracted Driving Mobile ran 2 weeks, 4/8/22-4/21/22 Delivered 428,571 impressions with 211 clicks to www.driversmartiowa.com
Rural Driving	<ul style="list-style-type: none"> • Cinema Advertising aired 2 weeks, 4/1/22-4/14/22, at 29 rural theater locations on 102 screens. Delivered 86,720 impressions • Rural Driving Fall Cinema aired 2 weeks, 08/19/22-09/01/22 at 29 rural theater locations on 102 screens. Delivered 58,744 impressions. • Rural Driving Mobile ran 2 weeks, 4/1/22-4/12/22. Delivered 111,460 impressions and 212 clicks to www.driversmartiowa.com • Rural Driving Mobile ran 2 weeks, 8/19/22-9/1/22. Delivered 111,896 impression and 422 clicks to www.drivesmartiowa.com
Occupant Protection	<ul style="list-style-type: none"> • Cinema Advertising "Click It or Ticket" aired 4 weeks, 5/13/22-6/9/22 at 35 theater locations throughout Iowa on 270 screens. Delivered 655,761 impressions. • "Click It or Ticket" Mobile ran 2 weeks, 05/06/22-05/19/22. Delivered 168,931 impressions and 299 clicks to www.drivesmartiowa.com



This project contributed to the targets listed in the Highway Safety Plan through public service/educational announcements in the traffic safety areas of impaired driving, distracted driving, rural driving and occupant protection.

Planned Activity Name: Waterloo Bucks

Subrecipient: Waterloo Bucks

Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 13-00-00

During FFY 2022, an 8' x 20' outfield sign was displayed at Riverfront Stadium, the home of the Waterloo Bucks. The sign featured the graphic "Impaired Driving . . . If You Feel Different You Drive Different". The sign was visible during all events held at Riverfront Stadium. Two traffic safety videos were played after the 7th inning and in the middle of the 8th inning during all home games.

In addition to the regular season several other events were held at Riverfront Stadium which provided for additional exposure.



This project contributed to the targets listed in the Highway Safety Plan through traffic safety message exposure about impaired driving.

Planned Activity Name: ZLR Ignition

Subrecipient: ZLR Ignition

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

ZLR Ignition served as the GTSB's main media source in FFY 2022. Through ZLR, media was purchased in support of national mobilizations. Paid media plans were coordinated with national mobilization times and messaging starting approximately one week prior to enforcement efforts. ZLR was successful in obtaining added value/earned media which included negotiated non-purchased placement of traffic safety messages. ZLR also continued to support information on social media platforms and maintained the GTSB's microsite, www.drivesmartiowa.com.

This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging. ZLR was also responsible for the media plans that correlate with the national mobilizations.

Planned Activity Name: Coralville ECHL Team

Subrecipient: Deacon Sports & Entertainment U.S.

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

2021-2022 was the inaugural season for the Heartlanders Hockey Team. Games were played at Xtream Arena in Coralville, Iowa. Over the season, the average game attendance was 2,353; the total season attendance was 72,158 fans. Traffic safety messaging included a 12' dasher board, a designated driver sign-up display, :30 traffic safety public address, :30 traffic safety radio message, :30 videoboard. Social media posts, GTSB logo and link on Heartlanders website, GTSB designated driver program on the Heartlanders "Fan Page" and "In-Game Experience". All messaging was impaired driving related. Graphics utilized the "If You Feel Different You Drive Different" message.



This project contributed to the targets listed in the Highway Safety Plan through impaired driving messaging.

Planned Activity Name: ZLR Ignition (Additional Media Efforts)

Subrecipient: ZLR Ignition

Unique Identifier/Planned Activity Number: 22-405b-M1*PM. Task 02-00-00 and 22-405d-FDLPEM, Task 17-00-00

Mid-year, an HSP amendment was submitted to increase media efforts through ZLR Ignition. The expanded media efforts of ZLR expanded messages within the 10 counties where the highest percentage of fatalities have occurred over the past 5 years. Occupant protection messaging efforts were targeted to counties where 65% or more of passenger vehicle fatalities were unrestrained over a 5-year period. The target audience was also widened to focus on males 18-54.

This project contributed to the targets listed in the Highway Safety Plan through expanded messaging in the areas of impaired driving, distracted driving and occupant protection.

Program Area: Community Traffic Safety Programs

Problem Statement and Overview:

The Central Iowa Traffic Safety Task Force (CITSTF) is a multi-agency collaboration with state, county and municipal law enforcement agencies. The primary focus of reducing traffic fatalities, vehicle-related injuries and the economic costs related to unsafe motoring habits through education and enforcement.

Targets:

- Encourage a multi-agency approach to traffic safety enforcement and educational efforts in central Iowa

Strategies:

- Provide funding to support a one-day conference

Outcomes/Results:

A one-day training conference was planned and held. CITSTF also coordinates numerous multi-jurisdictional traffic enforcement events throughout the year which enforce traffic laws and promote overall traffic safety.



Central Iowa Traffic Safety Task Force

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The Ankeny Police Department, the Iowa State Patrol, and the Iowa Department of Transportation in conjunction with the Central Iowa Traffic Safety Task Force and the Governor's Traffic Safety Bureau will conduct a traffic safety awareness project on Interstate 35 on Friday September 16th, 2022. Officers from these law enforcement agencies will be participating.

The project's main goals are to enforce speed violations, seatbelt violations, and move over violations. However, all traffic infractions will be enforced.

As of September 13th, 2022, there have been 231 people who have lost their lives on Iowa roadways as a result of vehicle crashes. 42% of those who died were not wearing a seatbelt.

Unbelted drivers and passengers, excessive speed, impaired driving and distracted driving continue to be the leading contributing factors in fatality crashes.

The Ankeny Police department would like to remind all drivers to buckle up, drive sober, and to drive safely.

Planned Activity Name: Central Iowa Traffic Safety Task Force (CITSTF)

Subrecipient: West Des Moines Police Department

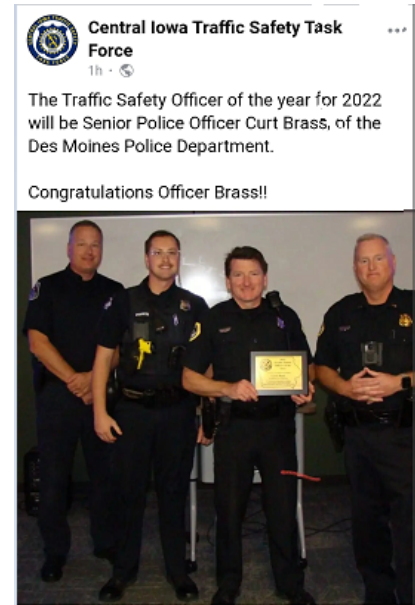
Unique Identifier/Planned Activity Number: 22-402-MOPT, Task 00-00-10

The annual CITSTF information and training luncheon was held on September 30, 2022. Presenters included Randy Kunert GTSB LEL, Polk County Attorney's Office and Jeremy Peterson – Iowa Attorney General's Office.

Annually, two officers are recognized for their efforts during the year. This year's recipients were:

- Officer Curt Brass, Des Moines Police Department, Traffic Safety Officer of the Year
- Officer Andrey Naidenoff, Johnston Police Department, OWI Enforcement Officer of the Year

This project contributed to the targets listed in the Highway Safety Plan through specific traffic-related training to CITSTF member agency personnel. CITSTF also coordinates numerous multi-jurisdictional traffic enforcement events throughout the year which not only enforce traffic laws but promote overall traffic safety. The traffic enforcement events receive a lot of coverage through the Des Moines area media outlets.



Program Area: Impaired Driving

Problem Statement and Overview:

Pursuant to federal legislation, Iowa qualifies for Section 405d funding as a “low-range” state based on a 3-year average of alcohol-impaired driving fatalities per 100M vehicle miles traveled. GTSB used the most recent data published and maintained in NHTSA’s Fatality Analysis Reporting System (FARS). However, alcohol remains one of the leading causes of traffic crashes in Iowa. The state is also seeing a steady upward trend in the number of crashes where the driver was impaired by drugs.

The upward trend of drivers being under the influence of some type of drug is concerning as the legalization of marijuana continues across the country. Iowa law allows for medical cannabidiol products through licensed dispensaries. [Iowa Code section 124E.2\(10\)](#) defines medical cannabidiol to be limited to “a form recommended by the medical cannabidiol board, approved by the board of medicine, and adopted by the department pursuant to rule.” Starting December 1, 2018, Iowa citizens were able to receive and use medical cannabidiol products through licensed dispensaries pursuant to [Iowa Code Chapter 124E](#) and [Iowa Administrative Code 641.154](#). Pursuant to Chapter 124E and the Iowa Administrative Code allows for “the manufacture and sale of products that contain both CBD and THC.” (<https://idph.iowa.gov/omc/For-Law-Enforcement-and-Public-Safety>). However, citizens are not allowed to smoke medical cannabidiol and the products cannot be THC-infused edibles. [Iowa Code section 124E.17](#) and [Iowa Administrative Code 641.154.14](#).

Efforts to combat impaired driving continue in Iowa with a primary focus on enforcement and education. High visibility enforcement remains an effective countermeasure. During FFY 2022, the GTSB utilized a combination of Section 402 and 405d funding to support efforts. Enforcement is an emphasis area within the State Strategic Highway Safety Plan.

Targets:

- Reduce alcohol-impaired driving fatalities 1.08% from the 2015-2019 average of 93 to 92 (2018-2022 average) by December 31, 2022

Strategies:

- Through the administration of Section 402 and 405d funds, support overtime enforcement and educational efforts
- Through the administration of Section 402 and 405d funds, provide funding for the purchase of GTSB approved equipment
- Continue training opportunities for Advanced Roadside Impaired Driving Enforcement (ARIDE)
- Continue to support certification of a minimum of 12 additional officers as Drug Recognition Experts (DREs) during the funding period
- Participate in NHTSA Regional enforcement activities focused on impaired driving
- Continue to provide funding to support the state’s Traffic Safety Resource Prosecutor (TSRP)
- Continue to provide funding to support efforts of the DCI Criminalists Laboratory which pertain to impaired driving
- Continue to provide funding to support law enforcement training efforts through the Iowa Law Enforcement Academy (ILEA)
- Conduct an Impaired Driving Assessment and closely review recommendations identified
- Work with Traffic Injury Research Foundation (TIRF) to re-establish an Impaired Driving Task Force and continue to build new partnerships
- Continue to work to develop and roll out a DRE form in TraCS (Traffic and Criminal Software)

Outcomes/Results:

The FFY 2021 target to reduce alcohol-impaired driving fatalities 2.19% from the 2014-2018 average of 91 to 89 was not met. The 2017-2021 5-year moving average is 90.4.

Iowa requested a NHTSA-facilitated Impaired Driving Assessment in the spring of 2022. Please see page 39 for specific information about the assessment and the list of priority recommendations.

In the fall of 2022, the GTSB applied for and was awarded funding for a State Judicial Outreach Liaison (SJOL). The program is through a cooperative agreement between NHTSA and the American Bar Association (ABA) to support the creation of new SJOL positions. The GTSB feels strongly that the state will benefit from a SJOL as the position will educate judges through peer-to-peer interactions. SJOLs function as educators, writers, consultants and liaisons, to share the latest information and research on impaired driving with judges. Early in 2023, the GTSB will post the job opening.

Planned Activity Name: DRE Program Expenses

Subrecipient: GTSB – Internal

Unique Identifier/Planned Activity Number: 22-405d-M6OT, Task 00-00-06

The following table reflects the Drug Recognition Expert (DRE) activity for FFY 2022:

DRE Schools	Two (2) DRE schools were held with a total of 28 officers trained and certified. <ul style="list-style-type: none"> - September 9, 2021 – October 12, 2021 14 officers trained and certified (This school started in FFY 2021 and ended in FFY 2022) - March 21, 2022 – May 2, 2022 14 officers trained and certified
Drug Influence Training for Educational Professionals (DITEP)	One (1) DITEP training class was held with sixteen (16) school nurses trained. This training was sponsored and funded by the Dubuque County Sheriff's Office and taught by three (3) Iowa DRE instructors. This program is supported by NHTSA and IACP but not funded by those entities.
Jail School Training	One (1) Jail School Drug Influence training put on by DRE Instructor, Captain Matt Bruner, with 45 jailers trained. No NHTSA funding was utilized.
DRE Enforcement Evaluations	70
DRE Training Evaluations	363
Total DRE Evaluations	1,066
Total Number of Certified DREs at the end of FFY 2022	119

On April 20, 2022, the Iowa DRE program once again participated in the annual “420 Special Enforcement Campaign” by conducting a CMV Special Project at the I-380 southbound Brandon scales. Eight (8) DRE officers and two (2) canine units, along with several Iowa Department of Transportation Motor Vehicle (DOT/MVE) officers were deployed at the scale house and surrounding area. Even though the entire project was hampered by moderate to heavy rain, the project was still a success. 665 CMVs came through the scale. Most of the drivers were assessed for signs of impairment by a DRE officer. No impaired drivers were identified but CMV drivers were acutely aware of the extensive law enforcement presence.

Also, all Iowa DREs were requested to be extra vigilant and proactive during the “420 sSTEP Wave” from April 19-22, 2022.



This project contributed to the targets listed in the Highway Safety Plan as it is critical to have officers trained in identifying impaired drivers. The DRE program is an intense training that covers the main seven drug categories.

Regional "420" Enforcement Campaign

Enforcement Data Reporting Form

April 20, 2022

Agency: Grand Totals from DRE & CMV 4/20 Project at Brandon Scales on I-380, S.B.

All data reported should reflect activity within the time frame of the Regional Project. (April 18-20, 2022)

1	0	Total Number of Fatalities
2	0	Total Number of Crashes
3	0	Total DRE Evaluations Conducted
4	0	Total DUI Arrests
5	0	Alcohol Impaired DUIs
6	0	Suspected Marijuana DUIs
7	0	"All Other" Drugs DUIs
8	0	Total CMV DUIs
9	0	CMV Alcohol Impaired DUIs
10	0	CMV Suspected Marijuana DUIs
11	0	CMV "All Other" Drugs DUIs
12	0	Total "Non DUI" Drug-Related Arrests
13	1	Total Felony Arrests
14	51	Total Traffic Stops (Contacts)
15	18	Total Number of Traffic Citations Issued
16	6	Number of Speed Citations
17	0	Number of Seat Belt Citations



Project was hampered greatly by moderate to heavy rains during the entire (6) hours project. Even in these conditions 665 CMVs came through the scales with the vast majority of all drivers having a DRE assess them. Drivers put out of service (4), CMVs put out of service (1), CMV citations (9), CMV warnings (35), Other citations (3), Speed warnings (6), Other traffic warnings (12), Felony arrest for eluding (1), several canine free air sniffs.

Iowa's DRE Advisory Board Chairperson, Sergeant Paul Batcheller of the Iowa City Police Department, served as the International Association Chiefs of Police (IACP) Drug Recognition Expert Section National Chairperson from August of 2021 through August of 2022. His duties included overseeing the International DRE section, coordinating with IACP staff for the planning and execution of the 2022 IACP Impaired Driving & Traffic Safety Conference (IDTS) and serving as host and moderator of the IDTS conference.

Sergeant Batcheller also serves on the IACP Technical Advisory Panel (TAP) as the Midwest region representative. His duties on TAP require him to work with other TAP members nationwide on matters of curriculum, equipment and scientific research related to the International DRE Program.

Sergeant Batcheller is an asset to the Iowa DRE Program and leads our DRE Advisory Board, ensuring that it is held to the highest standards.



At the 2022 Governor's Traffic Safety Conference, Sgt. Batcheller received a DRE Distinguished Service Award for obtaining a remarkable milestone having conducted 500+ drug influence evaluations. Other distinguished service to the DRE program includes Batcheller's continuous efforts as a DRE instructor, involvement Iowa's DRE Advisory Board, appointment to the Board of Directors for the IACP DRE Section and the NHTSA/IACP Technical Advisory Panel as the Central Region DRE At-Large, and his appointment as the Chair of the International Chiefs of Police DRE Section.

Planned Activity Name: Law Enforcement/HVE – 405d

Subrecipient: Law Enforcement

Unique Identifier/Planned Activity Number: 22-405d-M6OT HVE

Asbury Police Department	22-405d-M6OT, Task 01-00-00
Boone Police Department	22-405d-M6OT, Task 02-00-00
Cedar Falls Police Department	22-405d-M6OT, Task 03-00-00
Fayette County Sheriff's Office	22-405d-M6OT, Task 04-00-00
Knoxville Police Department	22-405d-M6OT, Task 05-00-00
Marion County Sheriff's Office	22-405d-M6OT, Task 07-00-00
Poweshiek County Sheriff's Office	22-405d-M6OT, Task 08-00-00
Spirit Lake Police Department	22-405d-M6OT, Task 09-00-00
Washington County Sheriff's Office	22-405d-M6OT, Task 10-00-00
Altoona Police Department	22-405d-M6OT, Task 00-01-00
Ames Police Department	22-405d-M6OT, Task 00-02-00
Ankeny Police Department	22-405d-M6OT, Task 00-03-00
Atlantic Police Department	22-405d-M6OT, Task 00-04-00
Bettendorf Police Department	22-405d-M6OT, Task 00-05-00
Black Hawk County Sheriff's Office	22-405d-M6OT, Task 00-06-00
Blue Grass Police Department	22-405d-M6OT, Task 00-07-00
Buffalo Police Department	22-405d-M6OT, Task 00-08-00
Burlington Police Department	22-405d-M6OT, Task 00-09-00
Cass County Sheriff's Office	22-405d-M6OT, Task 00-10-00
Cedar Rapids Police Department	22-405d-M6OT, Task 00-11-00
Cerro Gordo County Sheriff's Office	22-405d-M6OT, Task 00-12-00
Clear Lake Police Department	22-405d-M6OT, Task 00-13-00
Clinton County Sheriff's Office	22-405d-M6OT, Task 00-14-00
Clinton Police Department	22-405d-M6OT, Task 00-15-00
Clive Police Department	22-405d-M6OT, Task 00-16-00
Coralville Police Department	22-405d-M6OT, Task 00-17-00
Council Bluffs Police Department	22-405d-M6OT, Task 00-18-00
Dallas County Sheriff's Office	22-405d-M6OT, Task 00-19-00
Davenport Police Department	22-405d-M6OT, Task 00-20-00
Des Moines County Sheriff's Office	22-405d-M6OT, Task 00-21-00
Des Moines Police Department	22-405d-M6OT, Task 00-22-00
DeWitt Police Department	22-405d-M6OT, Task 00-23-00
Dubuque County Sheriff's Office	22-405d-M6OT, Task 00-24-00
Dubuque Police Department	22-405d-M6OT, Task 00-25-00
Eldridge Police Department	22-405d-M6OT, Task 00-26-00
Epworth Police Department	22-405d-M6OT, Task 00-27-00
Evansdale Police Department	22-405d-M6OT, Task 00-28-00
Fort Dodge Police Department	22-405d-M6OT, Task 00-29-00
Fort Madison Police Department	22-405d-M6OT, Task 00-30-00
Harrison County Sheriff's Office	22-405d-M6OT, Task 00-31-00
Huxley Police Department	22-405d-M6OT, Task 00-32-00
Indianola Police Department	22-405d-M6OT, Task 00-33-00
Iowa City Police Department	22-405d-M6OT, Task 00-34-00
Iowa State Patrol	22-405d-M6OT, Task 00-35-00
Iowa State University Police Department	22-405d-M6OT, Task 00-36-00

Jasper County Sheriff's Office	22-405d-M6OT, Task 00-37-00
Johnson County Sheriff's Office	22-405d-M6OT, Task 00-38-00
Johnston Police Department	22-405d-M6OT, Task 00-39-00
Le Claire Police Department	22-405d-M6OT, Task 00-40-00
Lee County Sheriff's Office	22-405d-M6OT, Task 00-41-00
Marion Police Department	22-405d-M6OT, Task 00-42-00
Marshall County Sheriff's Office	22-405d-M6OT, Task 00-43-00
Marshalltown Police Department	22-405d-M6OT, Task 00-44-00
Mason City Police Department	22-405d-M6OT, Task 00-45-00
Mount Vernon Police Department	22-405d-M6OT, Task 00-46-00
Muscatine County Sheriff's Office	22-405d-M6OT, Task 00-47-00
Muscatine Police Department	22-405d-M6OT, Task 00-48-00
Nevada Public Safety Department	22-405d-M6OT, Task 00-49-00
Newton Police Department	22-405d-M6OT, Task 00-50-00
North Liberty Police Department	22-405d-M6OT, Task 00-51-00
Norwalk Police Department	22-405d-M6OT, Task 00-52-00
Oskaloosa Police Department	22-405d-M6OT, Task 00-53-00
Ottumwa Police Department	22-405d-M6OT, Task 00-54-00
Pella Police Department	22-405d-M6OT, Task 00-55-00
Perry Police Department	22-405d-M6OT, Task 00-56-00
Pleasant Hill Police Department	22-405d-M6OT, Task 00-57-00
Polk City Police Department	22-405d-M6OT, Task 00-58-00
Polk County Sheriff's Office	22-405d-M6OT, Task 00-59-00
Princeton Police Department	22-405d-M6OT, Task 00-60-00
Scott County Sheriff's Office	22-405d-M6OT, Task 00-61-00
Sioux City Police Department	22-405d-M6OT, Task 00-63-00
State Center Police Department	22-405d-M6OT, Task 00-64-00
Story County Sheriff's Office	22-405d-M6OT, Task 00-65-00
Tipton Police Department	22-405d-M6OT, Task 00-66-00
Urbandale Police Department	22-405d-M6OT, Task 00-67-00
Wapello County Sheriff's Office	22-405d-M6OT, Task 00-68-00
Warren County Sheriff's Office	22-405d-M6OT, Task 00-69-00
Waterloo Police Department	22-405d-M6OT, Task 00-70-00
Waukon Police Department	22-405d-M6OT, Task 00-72-00
West Burlington Police Department	22-405d-M6OT, Task 00-73-00
West Des Moines Police Department	22-405d-M6OT, Task 00-74-00
West Liberty Police Department	22-405d-M6OT, Task 00-75-00
Windsor Heights Police Department	22-405d-M6OT, Task 00-76-00
Winneshiek County Sheriff's Office	22-405d-M6OT, Task 00-77-00
Woodbury County Sheriff's Office	22-405d-M6OT, Task 00-78-00

The following table provides the overtime activity report by agencies funded through Section 405d.

Overall Activity – All Agencies			
Overtime Enforcement Hours	11,399	Seat Belt Warnings (Nighttime)	212
Overtime Educational Hours	N/A	Child Restraint Citations	27
OWI Arrests – Alcohol	483	Child Restraint Warnings	27
OWI Tested – No Arrests	497	Speed Citations	3,043

OWI Arrests – Drugs	96	Speed Warnings	3,460
# DRE Call Outs (GTSB Stop Only)	81	Stop Sign/Light Citations	183
OWI Drug Tested – No Arrest	136	Stop Sign/Light Warnings	407
.02 Violations	16	Electronic Device Citations	55
Underage Possession (Traffic Only)	66	Electronic Device Warnings	86
Open Container	186	Other Traffic Violation Citations	3,113
Seat Belt Citation (Daytime)	228	Other Traffic Violation Warnings	8,428
Seat Belt Warning (Daytime)	182		
Seat Belt Citations (Nighttime)	208		

Outreach	
TV	113
Radio	188
Print	152
Social Media	1,745
In-Person	172
Total	2,370

The following agencies spent less than 25% of their allocated funds or chose not to participate in FFY 2022 after the HSP was approved and the contract written:

Clinton Police Department
 Evansdale Police Department
 Linn Co. Sheriff’s Office
 Oskaloosa Police Department
 Warren Co. Sheriff’s Office
 Waterloo Police Department

Efforts by these agencies contributed to the targets listed in the Highway Safety Plan through the enforcement and education of laws related to traffic safety which helps to promote positive driving behaviors. Overtime efforts focused on impaired driving.

Planned Activity Name: sSTEP (special Traffic Enforcement Program) 405d
Subrecipient: Local Law Enforcement
Unique Identifier/Planned Activity Number: 22-405d-FDLHVE sSTEP

An amendment was made to the FFY 2022 Highway Safety Plan when it was realized the 40% share-to-local requirement would not be met with how the funding allocations were originally made. The amendment moved the funding source for sSTEP project agreements to Section 402. This amendment was approved by NHTSA Region 7 Administrator Susan DeCourcy on January 14, 2022.

Planned Activity Name: Traffic Benchbook
Subrecipient: Iowa State Court Administrator’s Office
Unique Identifier/Planned Activity Number: 22-405d-FDLIS, Task 02-00-00

The Judicial Traffic Law Benchbook remains available on the State Court Administration internal website for all judicial officers. In reviewing the annual data, it appears there is a significant correlation between the benchbook access and Judicial Branch Education and Human Capitol Development (JBEHCD) staff interaction and the Benchbook Executive Committee and National Judicial College staff. During periods of high interaction among those staff there was also greater usage of the Benchbook. Benchbook Executive meetings were held in November 2021, April 2022 and June 2022.

The State Court Administrator’s office only expended 9% of the funds allocated for FFY 2022 due to staffing issues.

This project contributed to the targets listed in the Highway Safety Plan because the benchbook assists prosecutors in impaired driving cases and other traffic-related cases in Iowa.

Planned Activity Name: Law Enforcement Training**Agency: Iowa Law Enforcement Academy****Project Number: 22-405d-FDL*PT, Task 01-00-00**

During FFY 2022, the Iowa Law Enforcement Academy provided training to 4,515 officers. The following table summarizes the classes and the number of individuals receiving training.

Name of Class	Number of Classes	Total Number of Students Receiving Training
Standardized Field Sobriety Testing (Basic Academy class)	6	261
OWI Wet Lab	6	261
OWI Scenarios	6	261
OWI Detection & SFST Certification Through Examinations	2	17
OWI Enforcement Techniques (Basic Academy class)	11	481
SFST Instructor Certification Course	2	28
SFST Instructor Recertification Course	7	59
OWI/SFST Refresher Course	3	39
Drug Recognition Course (Basic Academy class)	6	259
Traffic Law Enforcement (Basic Academy class)	6	269
Vehicle Stops (Basic Academy class)	22	929
Street Intoxication (Basic Academy class)	7	307
Traffic Direction (Basic Academy class)	6	267
Motor Vehicle Law – Seat Belts (Basic Academy class)	5	233
Motor Vehicle Law – CDL/DOT (Basic Academy class)	6	268
Radar/LIDAR Instructor Certification	1	14
Radar/LIDAR Instructor Recertification	1	14
Radar Enforcement (Basic Academy class)	3	289
Drug Recognition Course (Basic Academy class)	6	259

This project contributed to the targets listed in the Highway Safety Plan as law enforcement training is a critical component to enforce traffic safety laws, specifically involving impaired driving. The training provided by the Iowa Law Enforcement Academy serves peace officers across the state.

Planned Activity Name: Iowa DCI Crime Lab**Subrecipient: Iowa Division of Criminal Investigation (DCI) Criminalistics Laboratory****Unique Identifier/Planned Activity Number: 22-405d-FDLIS, Task 01-00-00**

During FFY 2022, 1,591 blood and urine alcohol samples were analyzed for the presence of alcohol and 2,733 blood or urine samples were screened for drugs, with samples screening positive for one or more drugs/drug classes and moved forward for advanced conformation testing. The activities of the Iowa DCI Lab help reduce the need for agencies to send samples to private laboratories for testing. A total of 3,323 cases were closed, which included 6,617 case assignments, with 6,600 laboratory report based on the testing of toxicological samples were approved. Method validation continues of the recently purchased LC/MS qTof. The qTof will give the laboratory a more specific screening option to supplement or use as an alternative screening method to the current immunoassay device in use.

Approximately 384 hours of overtime was used for impaired driving case confirmations in toxicology and breath alcohol. The overtime assisted in maintaining overall case turnaround times averaging approximately 23.5 days for case completion during this reporting period.

During this reporting period, the Toxicology and Breath Alcohol sections testified in 39 criminal cases.

During this reporting period, 161 DataMaster DMTs were certified. The Breath Alcohol Section of the laboratory certified 364 officers on the DataMaster DMT.

This project contributed to the targets listed in the Highway Safety Plan as the work conducted by the DCI Criminalistics Laboratory in the areas of blood alcohol, evidentiary breath and alcohol testing are critical components which support enforcement and prosecution efforts in the area of impaired driving.

Planned Activity Name: ARIDE Program Expenses
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 22-405d-M6OT, Task 00-00-07

During FFY 2022, fourteen (14) classes were held with 410 officers and 9 prosecutors trained.

This project contributed to the targets listed in the Highway Safety Plan as ARIDE training addresses the gap in training between the Standardized Field Sobriety Testing and the Drug Evaluation and Classification (DEC)/Drug Recognition Expert (DRE) certification. The program provides officers with general knowledge related to drug impairment and by promoting the use of DREs. A significant aspect of ARIDE is the required student demonstration of the SFST proficiency requirements.

Planned Activity Name: TSRP/Prosecuting Attorney Training Coordinator
Subrecipient: Iowa Attorney General's Office
Unique Identifier/Planned Activity Number: 22-405d-FDL*PT, Task 02-00-00 and 22-405d-M6X, Task 02-00-00

Iowa's Traffic Safety Resource Prosecutor (TSRP) provided various training opportunities for prosecutors, law enforcement offices (including DREs, SFST instructors, and ARIDE instructors) and consulted regularly with law enforcement officers, prosecutors, attorneys, and state agencies. Iowa's TRSP stays closely connected to law enforcement and prosecutors and his engagements build strong, trusted relationships. He is a valued asset on the legal issues surrounding impaired driving and substance use offenses. In addition to his instruction and legal advice, the TRSP produces regular Highway Safety Law Update newsletters.

This project contributed to the targets listed in the Highway Safety Plan as the attorney represents the state as Iowa's Traffic Safety Resource Prosecutor and the activities are significant to the overall prosecution of impaired driving cases.

Planned Activity Name: GTSB – Travel (405d)
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 22-405d-M6OT, Task 00-00-03

See Final Voucher for FFY 2022 expenditures.

Planned Activity Name: GTSB – Travel (AL)
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 22-402-M0AL, Task 00-00-03

See Final Voucher for FFY 2022 expenditures.

Planned Activity Name: Iowa Alcoholic Beverages Division
Subrecipient: Iowa Alcoholic Beverages Division
Unique Identifier/Planned Activity Number: 22-405d-FDLPEM, Task 16-00-00

The GTSB initiated a project with the Iowa Alcoholic Beverages Division for the placement of impaired driving messaging on thirteen (13) various sized trailers used for delivering liquor to merchants across the state of Iowa.



The fleet of trailers included 7 – 45’, 1 – 48’, and 5 – 53” trailers used for deliveries. The wraps will be in-service for three years and act as moving billboards promoting our recent messaging, “The Power to Drive Sober is in Your Hands”. Besides the time the trailers are on the roads, there is opportunity for additional exposure when trailers are parked at delivery locations.

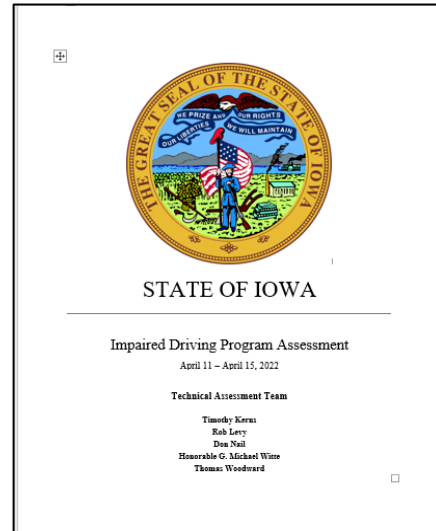
This project contributed to the targets listed in the Highway Safety Plan as these moving billboards displayed an impaired driving message. The trailers provided statewide exposure.

Planned Activity Name: Impaired Driving Assessment
Subrecipient: GTSB – Internal
Unique Identifier/Planned Activity Number: 22-405d-FDL*AL, Task 01-00-00

The Iowa GTSB requested an Impaired Driving Assessment during FFY 2022. Impaired driving linear and 5-year moving average trends are on an upward trajectory. The GTSB also anticipates Iowa may slip into the mid-range category for impaired driving as the 3-year average impaired driving fatality rate is projected to exceed 0.30. The assessment was held in April and provided an in-depth review of Iowa’s overall impaired driving programs. A final report was provided with recommendations.

The GTSB will be partnering with the Traffic Injury Research Foundation (TIRF) to implement recommendations of the Impaired Driving Program Assessment and to establish an Impaired Driving Task Force.

This project contributed to the targets listed in the Highway Safety Plan as the recommendations will help identify areas where Iowa can improve the state’s overall impaired driving program.



Priority Recommendations from the Impaired Driving Program Assessment	
Areas	Recommendations
Program Management and Strategic Planning	<ul style="list-style-type: none"> • Re-establish a statewide impaired driving task force or commission that will provide strong leadership, commitment, and coordination for impaired driving efforts across the State • Establish a dedicated staff position within the Governor’s Traffic Safety Bureau to serve as the Impaired Driving Program Coordinator with assigned duties to oversee and coordinate Iowa’s statewide impaired driving program • Procure the Traffic and Criminal Software (TraCS) electronic crash reporting software for law enforcement academies to uniformly train law enforcement officers on how to properly complete the electronic crash report
Prevention	<ul style="list-style-type: none"> • Increase the age for Social Host Law violations from under 18 to under 21
Criminal Justice System	<ul style="list-style-type: none"> • Adopt statewide use of electronic search warrants • Eliminate unsupervised agricultural and education-related driver license eligibility for 14.5-year-olds • Develop and create more problem-solving operating while intoxicated (OWI) Courts • Develop and implement a year-round impaired driving law enforcement plan that is supported by a strategic communication plan which includes periods of heightened enforcement and high levels of participation and coordination among state, county, municipal, tribal, and liquor enforcement agencies, such as through law enforcement task forces

	<ul style="list-style-type: none"> • Hire additional Law Enforcement Liaisons with law enforcement experience and use them strategically to promote traffic safety enforcement throughout the State • Make Iowa’s ignition interlock compliance-based, only allowing for removal of an ignition interlock device after successful completion of a required term without test failures
Alcohol and Other Drug Misuse: Screening, Assessment, Treatment and Rehabilitation	<ul style="list-style-type: none"> • Adopt the use of screening and assessment tools designed specifically to assess risk and needs of impaired drivers
Program Evaluation and Data	<ul style="list-style-type: none"> • Develop a functioning impaired driving tracking system using data from the Traffic and Criminal Software (TraCS), Archon Registration and Title Solution, and the Iowa Behavioral Health Reporting System

Planned Activity Name: GTSB Printing

Subrecipient: GTSB-Internal

Unique Identifier/Planned Activity Number: 22-402-MOA, Task 00-00-04

See Final Voucher for FFY 2022 expenditures.

Planned Activity Name: GTSB Program Management (AL)

Subrecipient: GTSB-Internal

Unique Identifier/Planned Activity Number: 22-402-M0AL, Task 00-00-02

See Final Voucher for FFY 2022 expenditures.

Program Area: Speed

Problem Statement and Overview:

Speeding-related fatalities continue to be a priority in the state. In 2021, 15.45% of fatalities were categorized as speeding-related (Iowa DOT preliminary data). The state continues to see egregious speeds throughout the state and on all road types.

The state recognizes “safe speeds” as an element of the Safe System Approach and will continue to build upon and foster new partnerships with law enforcement to address speed.

Targets:

- Reduce speeding-related fatalities 2.9% from the 2015-2019 average of 69 to 67 (2018-2022 average) by December 31, 2022

Strategies:

- Identify specific corridors to conduct targeted overtime speed-enforcement efforts

Outcomes/Results:

- The FFY 2021 target to reduce speeding-related fatalities 3.13% from the 2014-2018 average of 64 to 62 was not met. The 2017-2021 5-year moving average is 63.4.

On September 27, 2022, the Iowa Governor’s Traffic Safety Bureau joined the Iowa State Patrol, Dubuque County Sheriff’s Office and Dubuque Police Department in a Press Conference to discuss an important message about excessive speed on our state’s roadways. All agencies shared their traffic safety initiatives and how they partner with each other to reduce serious injury and fatality crashes. Surviving family members from recent fatality crashes also spoke to the media about their loss and their goal to increase public awareness and education so others don’t have to experience the grief of losing a loved one.



The Governor’s Traffic Safety Bureau continues to work with the families from these tragic crashes including impact statements to enhancing future traffic safety messaging to reduce excessive speed.

Planned Activity Name: Speed Corridors

Unique Identifier/Planned Activity Number: 22-405d-F24*SE

Dubuque County Sheriff’s Office	22-405d-F24*PS, Task 01-00-00
Johnson County Sheriff’s Office	22-405d-F24*PS, Task 02-00-00
Lee County Sheriff’s Office	22-405d-F24*PS, Task 03-00-00
Plymouth County Sheriff’s Office	22-405d-F24*PS, Task 04-00-00
Iowa State Patrol	22-405d-F24*PS, Task 05-00-00

During FFY 2022, four sheriff offices and the Iowa State Patrol partnered with the GTSB for the speed corridor project. Planned overtime enforcement was conducted with efforts focused on driver speed violations at locations identified by data as high-risk corridors (Highway 20, Highway 151, Highway 61, and Highway 75).

The following table provides a breakdown of activity because of this project.

	Dubuque Co. SO	Johnson Co. SO	Lee Co. SO	Plymouth Co. SO	Iowa State Patrol
Overtime Hours	62.5	83.5	40	83	894
Speed Citations	73	108	19	22	1888
Speed Warnings	35	83	31	85	392
Other Traffic Citations	18	9	4	16	535
Other Traffic Warnings	46	6	16	80	728
Media/Public Information					
TV	1	1	0	1	1
Radio	4	0	0	3	7
Print	3	1	0	2	0
Digital	4	7	1	3	5

This project contributed to the targets listed in the Highway Safety Plan as activities were focused on speeding issues.

Program Area: Motorcycle Safety

Problem Statement and Overview:

According to Iowa DOT preliminary data, Iowa recorded 68 motorcyclist fatalities in 2021, which was 19.10% of all traffic fatalities in the state. Fifty-one (51) of the motorcyclist fatalities were unhelmeted (75%).

Iowa stresses both the motorcyclist and the motoring public play an integral part to reduce motorcyclist fatalities and injuries. The state continues to see an increase in the number of motorcycle registrations and license holders. Programs in Iowa encourage motorcyclists to take courses to enhance their riding skills. Educational messages remind motorists to look for motorcyclists.

Targets:

- Maintain motorcyclist fatalities to be no more than the 2015-2019 5-year moving average of 47 by December 31, 2022
- Reduce unhelmeted motorcyclist fatalities 2.86% from the 2015-2019 average of 35 to 34 (2018-2022 average) by December 31, 2022

Strategies:

- Continue to partner with the Iowa Department of Transportation to help fund Motorcycle Rider Education programs; both basic and advanced
- Continue to provide motorcycle safety messaging

Outcomes/Results

- The FFY 2021 target to reduce motorcyclist fatalities 4.08% from the 2014-2018 average of 49 to 47 was not met. The 2017-2021 5-year moving average is 53.6.
- The FFY 2021 target to reduce unhelmeted motorcyclist fatalities 5.55% from the 2014-2018 average of 36 to 34 was not met. The 2017-2021 5-year moving average is 38.4.

GTSB staff member Mick Mulhern participated in the virtual Region 7 Quarterly Motorcycle Coordinators Meetings throughout the year. The meetings allowed for the exchange of ideas and programs to improve motorcycle safety.

Planned Activity Name: Motorcycle Training Courses

Subrecipient: Iowa Department of Transportation

Unique Identifier/Planned Activity Number: 22-405f-M9MT, Task 01-00-00

During this funding year, 15 total reported quality assurance (QA) observations on RiderCoaches were conducted with favorable results. Data from observations was gathered with QA observations and incident report to review at RiderCoach updates.

MRE RiderCoach updates were successfully held in September. Presenting at the updates were the Iowa DOT and ABATE of Iowa. The remainder of the time was spent with the Iowa MSF trainer review findings from the QA observations and incident reports along with preparation of RiderCoach requirements with the new class delivery option from MSF beginning in 2023.

This project contributed to the targets listed in the Highway Safety Plan by educating motorcyclists on up-to-date motorcycle safety training which in turn allows for riders to improve their skills.

Planned Activity Name: Adsplosure-Motorcycle Awareness
Subrecipient: Adsplosure
Unique Identifier/Planned Activity Number: 22-405f-M9MA, Task 02-00-00

The GTSB approved message for motorcycle awareness appeared on fourteen (14) Des Moines Area Regional Transit (DART) busses from April 25 – June 26, 2022 to coincide with the national motorcycle awareness month (May). This consisted of the following transit bus ad types: seven (7) full back advertisements, five (5) portrait advertisements, and one (1) super-tail advertisement.

Additional message exposure occurred with twenty-eight (28) interior card advertisements during the Iowa State Fair. These cards were placed from August 1 – 28, 2022, in units that were used as fair attendee shuttles, thus providing exposure to a diverse group of fairgoers. This resulted in an estimated 2,793,000 impressions and includes approximately 230,000 DART Park & Ride customers who rode on the dedicated shuttle busses to the Iowa State Fair.

This project contributed to the targets listed in the Highway Safety Plan as the messaging was intended for the general motoring public with the specific message to bring awareness to motorcyclists. The wraps were on the DART busses during National Motorcycle Safety Awareness Month.



Planned Activity Name: Motorcycle Helmet Usage Campaign
Subrecipient: Learfield Communication/Radio Iowa
Unique Identifier/Planned Activity Number: 22-402-M0PM, Task 04-00-00

During FFY 2022, two :30 motorcycle safety radio messages were produced, scripted and approved for broadcast. These messages were aired for three weeks in May (National Motorcycle Safety Awareness Month) and totaled 2,160 paid messages. The estimated exposure for an audience age 18+ is reflected in the table below.

Reach (Number of unique people who hear the message each airing)	253,400
Frequency (Number of times each person hears the message on average)	2.7
Gross Impressions (Number of different times the message is heard during the campaign)	684,800

This project contributed to the targets listed in the Highway Safety Plan as the safety messages were specific to motorcyclist safety and the importance of helmet usage. Messages aired during National Motorcycle Safety Awareness Month.

Program Area: Non-Motorist/Bicyclist

Problem Statement and Overview:

Bicycling remains a popular form of entertainment and is a low-cost transportation option. It is important road users know the rules of the road. Under Iowa law bicyclists must follow the same rules and laws as motorists. It is important for motorists to be extra vigilant when bicyclists are in the traffic mix. Bicyclists must obey traffic signs and signals to help motorcyclists know their intentions. This is especially important as cities continue to incorporate bicycle lanes in their road designs.

Iowa continues to see an upward trend in the number of bicyclist fatalities. Over the past 5 years (2017-2021), there have been 42 bicyclist fatalities in the state of Iowa. A significantly greater number of injuries also occur on an annual basis.

Many of enforcement agencies and community organizations conduct "bicycle rodeos" and helmet fitting and distribution events to educate children about bicycle safety.

Targets:


- Maintain bicyclist fatalities to be no more than the 2015-2019 5-year average of 7 by December 21, 2022

Strategies:

- Continue to support the bicycle helmet distribution program through Unity Point/Blank Children's Hospital

Outcome/Results:

- The FFY 2021 target to reduce bicyclist fatalities 16.67% from the 2014-2018 average of 6 to 5 was not achieved. The 2017-2021 5-year average is 8.4.



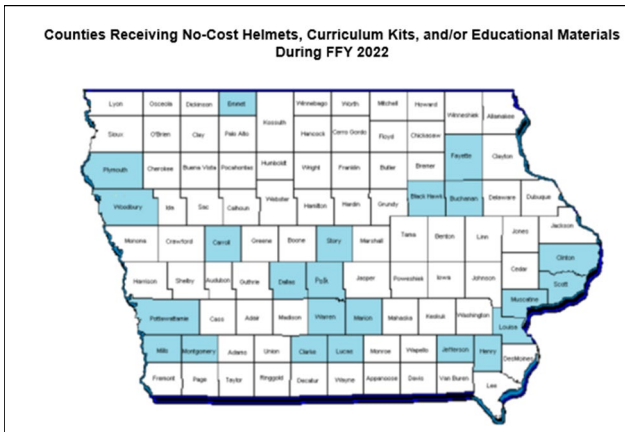
Woodbury County Sheriff's Office
12h · 🌐

We had the opportunity to put on a bicycle rodeo in Anthon for the last day of their library's summer program. Great group of kids. Some helmets were given to those who did not have one. Courtesy of Unity Point and GTSB.



Planned Activity Name: All Heads Covered
Subrecipient: Unity Point Hospital/Blank Children's Hospital
Unique Identifier/Planned Activity Number: 22-402-MOPS, Task 01-00-00

A total of 38 agencies requested bike helmets, curriculum kits, and/or educational materials from Blank Children's Hospital. Materials were requested for several events held in low-income neighborhoods (Des Moines Police Department Safety City Summer Camp, Des Moines Park and Rec Summer Programs, and Des Moines Union Park – Clowns at the Carousel) and smaller, under-served rural communities (see map below). Nineteen (19) of the agencies requesting bicycle helmets returned pre/post observational



surveys. Weather prohibited some agencies from completing the pre-survey. The following table reflects the results of the surveys returned.

	Pre	Post
Child Wearing Helmet	47	87
Child Not Wearing Helmet	55	66

Community agencies, including law enforcement agencies, requesting no-cost helmets through All Heads Covered were not required to list barriers families face when obtaining helmets. Several agencies, however, shared the following comments when requesting helmets in FFY 2022:

- *“We have many children that have parents that meet the low-income requirements and are unable to afford bike helmets for their children.”*
- *“In the past during bike rodeos some kids show up without helmets and bikes that need a little work. I know for some of the families it’s a money thing. We want to help keep our community youth as safe as we can.”*
- *“Many of our families do not have parents that speak English. We have a very active bike trail but most often children are not wearing helmets while riding on this trail. Many children also ride in the streets. We would like to promote this through our schools so children can be educated on the importance of helmets while riding and provide the ability for those children to obtain one.”*
- *“Barriers faced by low income families include family priorities for spending income are focused on food and housing; the bikes/scooters provided to their children are often second-hand and may be poorly maintained and more prone to accidents. . .”*
- *“The city itself does not fall over the threshold of 50%+ low to moderate income but this side of the county as a whole does see hardship. . .”*

This project contributed to the targets listed in the Highway Safety Plan as it supports the importance of bicycle helmet usage by all riders and continues to educate the public on bicycle safety. The no-cost program promotes bicycle safety without a financial burden, especially in lower income/underserved communities.



Planned Activity Name: Bicycle Safety Media Campaign
Subrecipient: Learfield Communications/Radio Iowa
Unique Identifier/Planned Activity Number: 22-402-MOPM, Task 03-00-00

A bicycle safety radio messages (:10 and :30) were produced, scripted and approved for broadcast. The :30 bike safety message was aired for one week in May and one week in August. The campaign totaled 1,660 paid messages being aired. The :10 bike safety billboard campaign also ran in May and August. The :10 campaign totaled 908 billboards. The estimated exposure for an audience age 18+ is reflected in the table below.

Reach (Number of unique people who hear the message each airing)	250,200
Frequency (Number of times each person hears the message on average)	2.4
Gross Impressions (Number of different times the message is heard during the campaign)	590,400

This project contributed to the targets listed in the Highway Safety Plan as messaging was specific to bicycle safety. Data was used to identify the target locations.

Program Area: Non-Motorized/Pedestrian

Problem Statement and Overview:

In 2021 there were 32 pedestrian fatalities in the state of Iowa; 8.99% of all traffic fatalities in the state. This is the highest number of pedestrian fatalities recorded in Iowa's history. As is being seen across the nation, Iowa is experiencing an upward trend in pedestrian fatalities.

Pedestrian safety countermeasures need to continue. As the state adopts the principles of the Safe System Approach, programming will need to evolve. Efforts will require public/community engagement so programs consider all road users equally. Efforts need to focus on both the pedestrian and the motorist. Pedestrians must be vigilant and never assume a driver will see them. Pedestrians need to be attentive and avoid possible distractions such as electronic devices. Motorists must always look for pedestrians, obey the laws of pedestrian crosswalks, and be extra careful during times when it is hard to see. Popular activities such as running and walking also cause a need for both pedestrians and motorists to be vigilant of one another.

Target:

- Reduce pedestrian fatalities 4.35% from the 2015-2019 average of 23 to 22 (2018-2022 average) by December 31, 2022

Strategies:

- Identify communities where pedestrian fatalities and serious injury crashes have occurred in the past 3 year. Pedestrian specific grants will be made available to these law enforcement jurisdictions for enforcement and education.

Outcomes/Results:

- The FFY 2021 target to reduce pedestrian fatalities 8.69% from the 2014-2018 average of 23 to 21 was not met. The 2017-2021 5-year moving average is 25.

A pedestrian road safety assessment was conducted in Cedar Rapids, Iowa along 1st Avenue Northeast Corridor between College Drive and 16th Street Northeast on November 16, 2021. The assessment was conducted by LTAP/Iowa Safety Circuit Rider.



Through the year, GTSB provided law enforcement agencies with pedestrian safety contracts in FFY 2022 sample messaging, posters and brochures for each of the designated pedestrian safety events; Halloween, St. Patrick's Day, Memorial Day, a move-over project in July and a back-to-school project in August.

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

Altoona Police Department	22-405d-F24*PS, Task 01-00-00
Cedar Rapids Police Department	22-405d-F24*PS, Task 02-00-00
Clinton Police Department	22-405d-F24*PS, Task 03-00-00
Davenport Police Department	22-405d-F24*PS, Task 04-00-00
Des Moines Police Department	22-405d-F24*PS, Task 05-00-00
Iowa State University Police Department	22-405d-F24*PS, Task 06-00-00
Marshalltown Police Department	22-405d-F24*PS, Task 07-00-00
Sioux City Police Department	22-405d-F24*PS, Task 08-00-00
West Des Moines Police Department	22-405d-F24*PS, Task 09-00-00

Eight (8) police departments were contracted to partner with the GTSB to conduct overtime focused on pedestrian safety. Enforcement efforts focused on one or more of the following: driver speed, pedestrian laws, drug/alcohol impairment, electronic device use, move-over laws and/or visibility.

The following table provides the activity of the participating agencies.

	Altoona Police Department	Cedar Rapids Police Department	Clinton Police Department	Davenport Police Department	Des Moines Police Department	Iowa State University Police Department	Marshalltown Police Department	Sioux City Police Department	West Des Moines Police Department
Pedestrian Citations	0	0	0	0	0	0	0	2	0
Pedestrian Warnings	0	0	0	0	0	0	0	3	30
Driver Citations	1	0	0	0	3	0	1	5	1
Driver Warnings	7	0	0	0	1	0	4	51	4
Speed Citations	1	0	0	60	1	0	7	0	4
Speed Warnings	47	0	0	24	0	0	8	0	4
Electronic Device Citations	0	0	0	0	0	0	0	0	0
Electronic Device Warnings	0	0	0	0	0	0	0	0	0
Move Over Citations	0	0	0	0	0	0	0	5	0
Move Over Warning	0	0	0	0	0	0	0	14	0
Other Traffic Citations	10	0	0	12	0	0	13	7	5
Other Traffic Warnings	62	0	0	9	0	0	53	25	18

The Cedar Rapids Police Department, Clinton Police Department and Iowa State University Police Department did not conduct any speed/pedestrian project activity during FFY 2022. The Des Moines Police Department spent less than 25% of their allocated funds.

This project contributed to the targets listed in the Highway Safety Plan as the focus of the project was to be specific to pedestrian safety.

GTSB was awarded a grant from AAA in the amount of \$1,200 to obtain promotional items to provide to select law enforcement agencies in the state to remind the public of the need to recognize and promote pedestrian safety. The promotional items included key chains and reflective wrist straps. The neon orange key chains displayed a cow with a “Moove Over-Slow Down” message. Approximately 55 key chains were sent to the law enforcement agencies which had a speed-pedestrian project contract in FFY 2022. The reflective wrist strips included the message “Be Safe. Be Seen”. Wrist straps were provided to the speed-pedestrian project agencies for distribution at community events such as Back to School nights and National Night Out.



The remaining funds will be used to secure additional promotional items in FFY 2023.

Program Area: Occupant Protection

Problem Statement and Overview:

When Iowa's primary safety belt law was enacted in July of 1986, only 18% of drivers in the state wore a safety belt. Since that time, the state has seen a significant increase in belt usage and has been able to maintain a seat belt usage rate above the national average for several years. The 2022 Observational Safety Belt Usage Survey was conducted by Iowa State University, Center for Survey Statistics and Methodology. The 2022 usage rate was 95.88%. (See "Observational Seat Belt Usage Survey" – B-1, Page 14).

Targets:

- Reduce unrestrained vehicle occupant fatalities 3.16% from the 2015-2019 average of 96-93 (2018-2022 average) by December 31, 2022
- Increase the observed seat belt use for passenger vehicle occupants .42% from the 2020 observational survey rate of 95.2% to 95.6% for the 2022 survey

Strategies:

- Conduct an annual Awareness Survey and analyze results, including 5-year trends to help develop enforcement and education efforts
- Conduct a statewide observational seat belt usage survey and a statewide observational child restraint usage survey; analyze results to further development strategies and countermeasures
- Through the administration of Section 402 funds, support overtime to be used for high visibility enforcement of Iowa's primary seat belt law and support educational efforts
- Utilize the seat belt convincer for educational events in Scott County, Iowa
- Through the state's Child Passenger Safety (CPS) program, support proper training and certification for CPS Technicians
- Provide no-cost car seats from the statewide CPS program
- Continue nighttime seat belt enforcement efforts
- Conduct outreach at the Iowa State Fair focusing on occupant protection

Outcomes/Results:

- The FFY 2021 target to reduce unrestrained passenger vehicle occupant fatalities 4.21% from the 2014-2018 average of 95 to 91 was achieved. The 2017-2021 5-year moving average is 90.8.

Planned Activity Name: sTEP

Subrecipient: Local Law Enforcement Agencies

Unique Identifier/Planned Activity Number: See Statement Below

An amendment was made to the FFY 2022 Highway Safety Plan when it was realized the 40% share-to-local requirement would not be met with how the funding allocations were originally made. The amendment moved the funding source for sTEP project agreements to Section 402 to help with the share-to-local issue. This amendment was approved by NHTSA Region 7 Administrator Susan DeCourcy on January 14, 2022.

Planned Activity Name: Seat Belt Convincer Education

Subrecipients/Unique Identifier/Planned Activity Number:

Bettendorf Police Department	22-405b-M1PE, Task 01-00-00
Blue Grass Police Department	22-405b-M1PE, Task 02-00-00
Buffalo Police Department	22-405b-M1PE, Task 03-00-00
Davenport Police Department	22-405b-M1PE, Task 04-00-00
Eldridge Police Department	22-405b-M1PE, Task 05-00-00
LeClaire Police Department	22-405b-M1PE, Task 06-00-00
Princeton Police Department	22-405b-M1PE, Task 07-00-00

Throughout the funding period, the seat belt convincer was used at 9 different events in Scott County, Iowa when there was direct interaction with 600 individuals.

The Blue Grass Police Department, Eldridge Police Department, Princeton Police Department and the Scott County Sheriff's Office hosted a seat belt convincer event in FFY 2022. Buffalo Police Department spent less than 25% of their allocated funds.

This project contributed to the targets listed in the Highway Safety Plan as the seat belt convincer is an interactive tool which can be used to help promote the importance of seat belt usage.

Planned Activity Name: Nighttime Seat Belt Enforcement

Subrecipients/Unique Identifier/Planned Activity Number:

Ames Police Department	22-405b-H1HVE, Task 01-00-00
Waukee Police Department	22-405b-H1HVE, Task 02-00-00

Two police departments partnered with the GTSB in FFY 2022 for nighttime seat belt enforcement. Agencies conducted planned high visibility traffic enforcement with a maximum effort directed at occupant restraint after sunset and before sunrise at locations identified as high risk. The activity reported is provided below.

	Ames Police Department	Waukee Police Department*
Overtime Hours	38	6
Seat Belt Citations	7	1
Seat Belt Warnings	5	2
Child Restraint Citations	0	0
Child Restraint Warnings	0	0
OWI Alcohol Citations	0	0
OWI Alcohol Warnings	1	0
OWI Drug Citations	0	0
OWI Drug Warnings	0	0
Speed Citations	2	0
Speed Warnings	0	2
Electronic Device Citations	1	0
Electronic Device Warnings	1	0
Suspended/Revoked Citations	2	0
Suspended/Revoked Warnings	0	0
Other Traffic Citations	7	1
Other Traffic Warnings	13	3
Public Information Activities (TV, Radio, Print & Digital)	10	4

*The Waukee Police Department spent less than 25% of their allocated funds.

This project contributed to the targets listed in the Highway Safety Plan with the primary focus to enforce seat belt use laws.

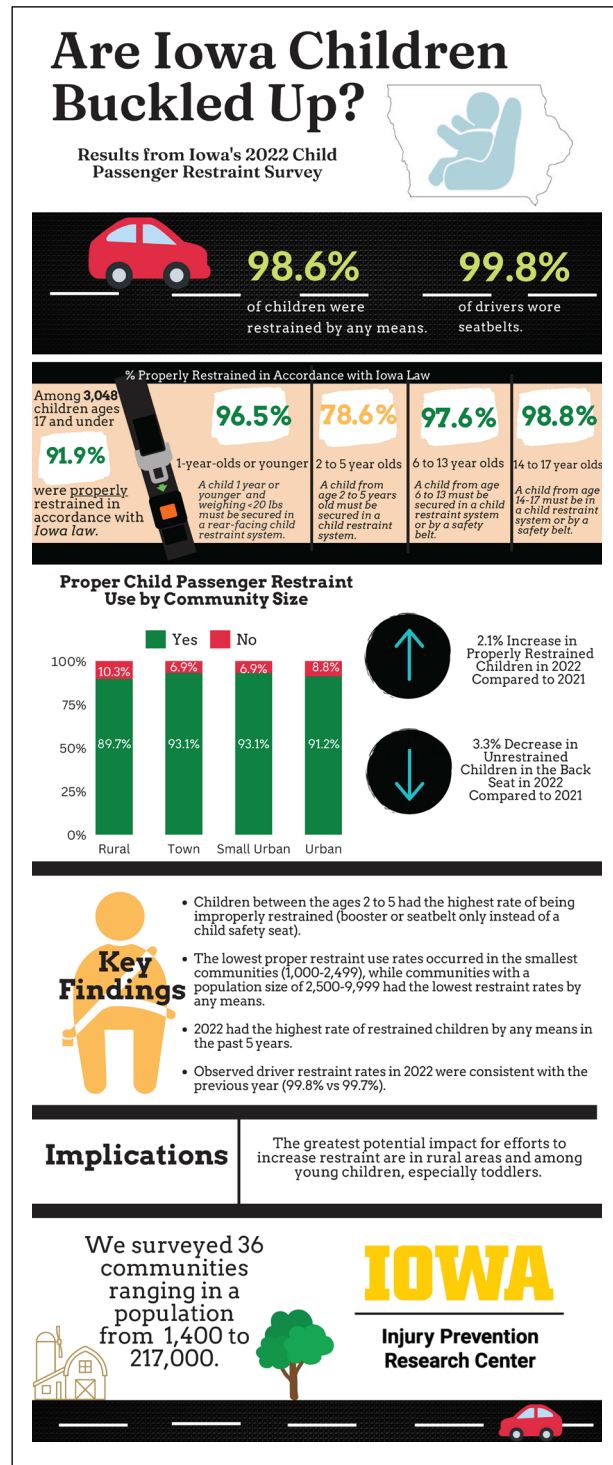
Planned Activity Name: Annual Observational Safety Belt Usage Survey
Subrecipient: Iowa State University, Center for Survey Statistics and Methodology (CSSM)
Unique Identifier/Planned Activity Number: 22-405b-M1OP, Task 01-00-00

The 2022 Annual Observational Safety Belt Usage Survey was conducted by Iowa State University Center for Survey Statistics and Methodology. Iowa’s seat belt survey included 84 road segments or sites throughout 15 of Iowa’s 99 counties. NHTSA requires sampling sites to be reviewed and redrawn every 5 years. Iowa’s sites were reviewed/re-selected and utilized for the 2022 survey. Preparation for the survey involved several components including verifying the usability of the sample sites, revision of materials for data collectors and notification of appropriate local law enforcement agencies prior to the data collection dates. Based on weighted data, Iowa’s seat belt use rate for 2022 was 95.88%. This was a .71% increase from the previous highest usage rate of 95.2% reported in 2020.

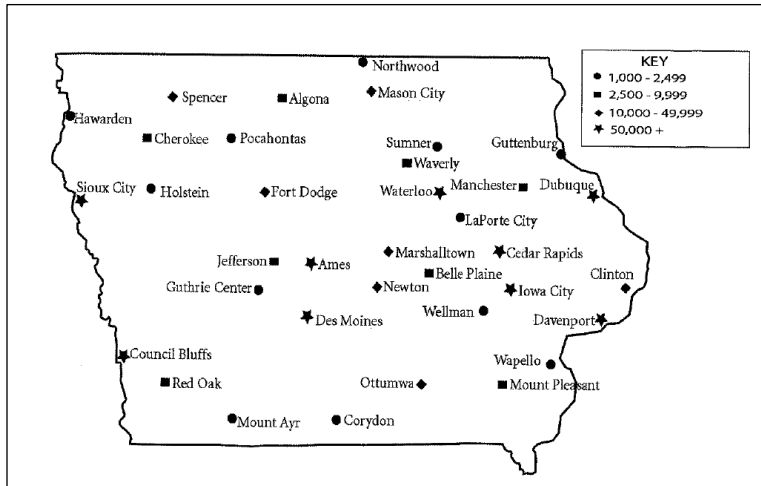
This project contributed to the targets listed in the Highway Safety Plan as the results provide the official safety belt usage rate for the state, which in turn is utilized by the state to set targets and to develop projects regarding occupant protection. The official state classification of “high” or “lower” seat belt use rate state is determined through this survey.

Planned Activity Name: Annual Child Restraint Usage Survey
Subrecipient: University of Iowa, Injury Prevention Research Center (IPRC)
Unique Identifier/Planned Activity Number: 22-405b-M1OP, Task 02-00-00

The University of Iowa, Injury Prevention Research Center (IPRC) conducted the annual statewide observational child restraint usage survey in 36 communities across the state including rural, town, small urban and urban populations. The IPRC hired two temporary part-time surveyors and trained them in proper survey protocol. The survey was then carried out across the state from July through September 2022. All observations were of children and youth age birth through seventeen and accompany adult or teen (aged 16 or 17) drivers. Observations were attempted with a total of 1,640 drivers, of which 1,579 (96.3%) drivers agreed to participate. These 1,579 drivers were carrying a total of 3,048 children. Results from the 2022 survey indicate most Iowans understand the importance of restraining children. This is especially true for infants (100%) being restrained in child safety seats. The survey



concluded 98.6% of children were restrained by any means. The results also revealed there are still several areas with room for improvement including education on the importance of using booster seats, child safety seats, and what type of restraint a child needs in accordance with Iowa law.



This project contributed to the targets listed in the Highway Safety Plan as the results of the 2022 child restraint survey will help Iowa assess child passenger safety projects, training and programs throughout the state.

Planned Activity Name: Statewide Child Passenger Safety (CPS) Program
Subrecipient: Unity Point Hospital/Blank Children’s Hospital
Unique Identifier/Planned Activity Number: 22-405b-M1CPS, Task 01-00-00

During FFY 2022, Iowa’s Statewide Child Passenger Safety (CPS) Program continues to be managed through Blank Children’s Hospital. A full-time Statewide CPS Coordinator and a part-time Special Needs CPS Coordinator are supported through this funding. The statewide program maintains nearly 450 certified child passenger safety technicians in Iowa.

This fiscal year, the Iowa CPS program hosted fourteen (14) Child Passenger Safety Technician certification courses and certified 126 new CPS Technicians.

The car seat loaner program for children with special healthcare needs continues to be a growing resource. During the year, 97 special needs restraints were loaned to families. Seventeen (17) restraints for children with special needs were permanently distributed. The Special Needs Coordinator worked diligently during the year to have special needs car seats covered through health insurance. Throughout the year, 55 special needs car seats were approved by health insurance companies. By navigating the insurance process, the program saved over \$50,000 in car seat costs.

Safety classes for expectant parents continued and were delivered via webinar. During FFY 2022, the webinar had 268 views.

6,088 “Law vs. Best Practices” fliers and 4,105 “Is Your Child in the Right Seat” brochures were distributed to technicians and health care providers throughout the state.

The Iowa Annual Update Conference was held on May 2, 2022 in Altoona, Iowa. Nearly 200 Iowa-based CPS Technicians attended.

This project contributed to the targets listed in the Highway Safety Plan as it coordinates the statewide CPS programs and provides essential training to CPS Technicians throughout the State. Funding also assisted in providing car seats for children with health concerns.

Planned Activity Name: Child Seat Distribution
Subrecipient: Unity Point Hospital/Clank Children’s Hospital
Unique Identifier/Planned Activity Number: 22-405b-M1*CR, Task 01-00-00

Funding supported the state CPS program through the purchase of car seats for distribution to families in financial need.

The following summarizes the number of seat inspections that were conducted during the year by Iowa’s 450 CPS Technicians and the result of those inspections.

- Number of seats inspected during FFY 2022 = 1,085
- Of the seats inspected, how many were expired or recalled? = 54
- Of the seats inspected, how many were installed incorrectly? = 446
- Rear-facing seats distributed = 30
- Convertible seats distributed = 158
- Combination seats distributed = 70
- Booster seats distributed = 51

This project contributed to the targets listed in the Highway Safety Plan as it supports car seat inspections and replaces seats at no cost to families in financial need or considered at-risk.

Planned Activity Name: Iowa State Fair
Subrecipient: GTSB- Internal
Unique Identifier/Planned Activity Number: 22-402-MOCR, Task 00-00-01

Funding was used to pay for exhibit space at the Iowa State Fair. The exhibit provided examples of different car seats and informational brochures and the opportunity for one-on-one interaction with a diverse group of fairgoers.

During the 11-day event, many families stopped at the exhibit with car seat questions. 63 shifts were manned by 126 individuals for a total of 225 hours of outreach and public engagement. The exhibit was staffed by CPS Technician volunteers and GTSB staff.



This project contributed to the targets listed in the Highway Safety Plan. The Iowa State Fair is an excellent venue to provide traffic safety information to a large, diverse number of attendees. The Iowa State Fair is the largest outreach project conducted by the GTSB.

Planned Activity Name: GTSB Program Management (OP)
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 22-402-M0OP, Task 00-00-02

See Final Voucher for FFY 2022 expenditures.

Planned Activity Name: GTSB Travel (OP)
Subrecipient: GTSB – Internal
Unique Identifier/Planned Activity Number: 22-402-M0OP, Task 00-00-03

See Final Voucher for FFY 2022 expenditures.

Planned Activity Name: GTSB Travel (405b)
Subrecipient: GSTB - Internal
Unique Identifier/Planned Activity Number: 22-405b-M1TR, Task 00-00-03

See Final Voucher for FFY 2022 expenditures.

Program Areas: Planning & Administration and Program Management

Problem Statement and Overview:

Traffic safety efforts managed by the GTSB support the Bureau’s mission “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 using federally-funded grants to improve traffic safety in the State of Iowa”.

GTSB staff follow solid practices for planning, programming, implementation, follow-up and adjustment throughout the year. Staff works closely with grantees with general oversight and monitoring of contracts.

Targets:

- Host an Annual Governor’s Highway Traffic Safety Conference
- Identify new opportunities for traffic safety initiatives through the state

Strategies:

- Support traffic safety professionals throughout the state with the implementation of strategies to support targets identified in the Highway Safety Plan and the State Strategic Highway Safety Plan
- Encourage agencies to develop multi-agency/multidisciplinary partnerships
- Continuously monitor and evaluate the effectiveness of projects toward the common goal to reduce fatalities and serious injuries on Iowa’s roadways
- Utilize data for project planning and funding decisions
- GTSB staff to serve on special projects, teams, boards and/or coalitions
- GTSB staff to represent the Bureau by participating and collaborating with others throughout the state
- Identify opportunities for traffic safety initiatives throughout the state

Outcomes/Results:

Throughout the year, GTSB staff was involved in planning, programming, implementation, monitoring, review and follow-up with contractors/sub-grantees.

As stakeholders in traffic safety, the staff of the GTSB actively participated in webinars, conferences, coalitions, meetings, and other training activities to strengthen their knowledge and to network with other traffic safety partners. Staff are encouraged to attend and/or participate virtually in TSI courses.

Annually the GTSB plans and hosts the Annual Governor’s Highway Traffic Safety Conference. The 2022 conference was held June 15 - 16 in Des Moines with 220 individuals in attendance. A highlight of the conference is the Awards Banquet. Those receiving an award at the 2022 conference are listed below:

Commissioner’s Special Award for Excellence in Traffic Safety	
Recipient	Agency
<i>Children/Youth Category</i>	
Marigrace Porcelli, State Special Needs CPS Coordinator	Blank Children’s Hospital
Officer Harry Samms	Ames Police Department
<i>Criminal Justice Category</i>	
Trooper Jason Bardsley	Iowa State Patrol, MCSAP
Trooper Robert Battles	Iowa State Patrol, District 1
Trooper Bryce Bilharz	Iowa State Patrol, District 10
Trooper Ian Cornwell	Iowa State Patrol District 12
Officer Dale Dellimore	Cedar Rapids Police Department
Senior Police Officer Brian Foster	Des Moines Police Department

Officer Kyle Howe	Toledo Police Department	
Deputy Sheriff Jaycee Vander Berg	Plymouth County Sheriff's Office	
Officer Nathan Winters	Newton Police Department	
Officer Anthony Vondrak	Sioux City Police Department	
Trooper Ryan DeVault	Iowa State Patrol, District 3	
Farrell/Puente-Morales Award		
Sioux City Police Department		
Drug Recognition Expert Acknowledgments		
Region	Recipient	Agency
Southwest	Chief Deputy Cody Eckles	Shelby County Sheriff's Office
Southeast	Officer Jeff Reinhard	Iowa City Police Department
Northeast	Sergeant Tony Dalsing	Dubuque County Sheriff's Office
Northwest	Officer Bob Rohmiller	LeMars Police Department
Central	Officer Andrew Shinkle	Newton Police Department
Statewide	Trooper Karen Yaneff	Iowa State Patrol
Deputy Travis Foster, Poweshiek County Sheriff's Office		
Deputy Jeffrey McVey, Clarke County Sheriff's Office		
Dr. Justin Grodnitsky, DCI Criminalistics Laboratory		
Sergeant Paul Batcheller, Iowa City Police Department		



Program Management expenditures are reported under each respective traffic safety area (Alcohol, Occupant Protection, and Police Traffic Services).

Planned Activity Name: GTSB Planning and Administration

Subrecipient: GTSB-Internal

Unique Identifier/Planned Activity Number: 22-402-MOPA, Task 00-00-01

See Final Voucher for FFY 2022 expenditures.

Planned Activity Name: Iowa Grants Highway Safety Office Dashboard

Subrecipient: Iowa State University, Institute for Transportation (InTrans)

Unique Identifier/Planned Activity Number: 22-405b-M1*TR, Task 01-00-00

During the contract year, InTrans obtained sample grant-related files for both the “new” format (initiated in October 2021) and “old” format. The “old” format served as a frame of reference given their use in previous dashboard development efforts. Prior to receiving the “new” format, InTrans had been converting the “old” version to a format similar to the “new”. The “new” format eliminated this requirement and also provided better long-term flexibility in adding and removing categories, if needed. A goal for FFY23 is for GTSB to use the same format for “goals”.

Prior to implementation of the automated data transfer process (in coordination with Dulles), GTSB provided regular data downloads to InTrans. Later, InTrans worked with Dulles to establish a data delivery schedule. This included modifying the delivered files, separating them into four objects within a single json file. Files were successfully uploaded to InTrans servers using the API established previously. The json files were then processed to convert it into a database that could be used within the dashboard. Goals and accomplishments were also modified to a slightly different format, making them easier to work with in Tableau.

The dashboard was later updated, and feedback solicited from GTSB. Feedback was provided in a meeting between GTSB and InTrans. Several changes were requested to the overview, budget details and activities details pages.

Other action items from the meeting included the following, which GTSB later provided feedback: updating the SQL query to pull warning and citations separately for display in the activities details and updating the SQL query to get the number of hours per category so cost per hour can be calculated. GTSB also provided validation data for selected agencies and inquired about a daily data transfer confirmation email and the status of data transfer.

This project contributed to the targets listed in the Highway Safety Plan as once the dashboard is operational it is intended this tool will assist the GTSB and enforcement agencies to monitor progress, expenditure and general reporting.

Program Area: Police Traffic Services

Problem Statement and Overview:

Enforcement and education efforts by law enforcement partners are critical to promote traffic safety and to change driver behavior. Such efforts work toward the common goal to reduce fatalities and serious injuries.

Efforts funded through Section 402/Police Traffic Services contribute to the Safe System Approach through enforcement and education, especially in the areas of “safe road users” and “safe speeds”.

The GTSB added a dedicated Law Enforcement Liaison (LEL) position in FFY 2022 who conducts outreach to law enforcement leadership throughout the state. The outreach has produced several new partnerships.

Targets:

- Reduce unrestrained vehicle occupant fatalities 3.16% from the 2015-2019 average of 96 to 93 by December 31, 2022
- Reduce alcohol-impaired fatalities 1.08% from the 2015-2019 average of 93 to 92 by December 31, 2022
- Reduce speeding-related fatalities 2.90% from the 2015-2019 average of 69 to 67 by December 31, 2022

Strategies:

- Utilize Section 402 funding to support law enforcement agencies to conduct overtime enforcement efforts
- Utilize Section 402 funding to support the purchase of equipment for enforcement efforts
- Support overtime funding for educational presentations
- Support the purchase of educational items
- Participate in a minimum of three (3) NHTSA National Mobilizations (“Click It or Ticket” and “Drive Sober or Get Pulled Over”)

Outcomes/Results:

- The FFY 2021 target to reduce unrestrained passenger vehicle occupant fatalities 4.21% from the 2014 - 2018 average of 95 to 91 was achieved. The 2017-2021 5-year moving average is 90.8.
- The FFY 2021 target to reduce alcohol-impaired driving fatalities 2.19% from the 2014-2018 average of 91 to 89 was not achieved. The 2017-2021 5-year moving average is 90.4.
- The FFY 2021 target to reduce speeding-related fatalities 3.13% from the 2014-2018 average of 64 to 62 was not met. The 2017-2021 5-year moving average is 63.4.

Planned Activity Name: Law Enforcement/HVE – 402 (PTS)

Subrecipient: Law Enforcement

Unique Identifier/Planned Activity Number: 22-402-HVE PTS

Altoona Police Department	22-402-MOPT, Task 01-00-00
Ames Police Department	22-402-MOPT, Task 02-00-00
Ankeny Police Department	22-402-MOPT, Task 03-00-00
Atlantic Police Department	22-402-MOPT, Task 04-00-00
Bettendorf Police Department	22-402-MOPT, Task 05-00-00
Black Hawk County Sheriff’s Office	22-402-MOPT, Task 06-00-00
Blue Grass Police Department	22-402-MOPT, Task 07-00-00
Buffalo Police Department	22-402-MOPT, Task 08-00-00
Burlington Police Department	22-402-MOPT, Task 09-00-00
Cass County Sheriff’s Office	22-402-MOPT, Task 10-00-00
Cedar Rapids Police Department	22-402-MOPT, Task 11-00-00
Cerro Gordo County Sheriff’s Office	22-402-MOPT, Task 12-00-00

Clear Lake Police Department	22-402-MOPT, Task 13-00-00
Clinton County Sheriff's Office	22-402-MOPT, Task 14-00-00
Clinton Police Department	22-402-MOPT, Task 15-00-00
Clive Police Department	22-402-MOPT, Task 16-00-00
Coralville Police Department	22-402-MOPT, Task 17-00-00
Council Bluffs Police Department	22-402-MOPT, Task 18-00-00
Dallas County Sheriff's Office	22-402-MOPT, Task 19-00-00
Davenport Police Department	22-402-MOPT, Task 20-00-00
Des Moines County Sheriff's Office	22-402-MOPT, Task 21-00-00
Des Moines Police Department	22-402-MOPT, Task 22-00-00
DeWitt Police Department	22-402-MOPT, Task 23-00-00
Dubuque County Sheriff's Office	22-402-MOPT, Task 24-00-00
Dubuque Police Department	22-402-MOPT, Task 25-00-00
Eldridge Police Department	22-402-MOPT, Task 26-00-00
Epworth Police Department	22-402-MOPT, Task 27-00-00
Evansdale Police Department	22-402-MOPT, Task 28-00-00
Fort Dodge Police Department	22-402-MOPT, Task 29-00-00
Fort Madison Police Department	22-402-MOPT, Task 30-00-00
Harrison County Sheriff's Office	22-402-MOPT, Task 31-00-00
Huxley Police Department	22-402-MOPT, Task 32-00-00
Indianola Police Department	22-402-MOPT, Task 33-00-00
Iowa City Police Department	22-402-MOPT, Task 34-00-00
Iowa State Patrol	22-402-MOPT, Task 35-00-00
Iowa State University Police Department	22-402-MOPT, Task 36-00-00
Jasper County Sheriff's Office	22-402-MOPT, Task 37-00-00
Johnson County Sheriff's Office	22-402-MOPT, Task 38-00-00
Johnston Police Department	22-402-MOPT, Task 39-00-00
LeClaire Police Department	22-402-MOPT, Task 40-00-00
Lee County Sheriff's Office	22-402-MOPT, Task 41-00-00
Marion Police Department	22-402-MOPT, Task 42-00-00
Marshall County Sheriff's Office	22-402-MOPT, Task 43-00-00
Marshalltown Police Department	22-402-MOPT, Task 44-00-00
Mason City Police Department	22-402-MOPT, Task 45-00-00
Mount Vernon Police Department	22-402-MOPT, Task 46-00-00
Muscatine County Sheriff's Office	22-402-MOPT, Task 47-00-00
Muscatine Police Department	22-402-MOPT, Task 48-00-00
Nevada Public Safety Department	22-402-MOPT, Task 49-00-00
Newton Police Department	22-402-MOPT, Task 50-00-00
North Liberty Police Department	22-402-MOPT, Task 51-00-00
Norwalk Police Department	22-402-MOPT, Task 52-00-00
Oskaloosa Police Department	22-402-MOPT, Task 53-00-00
Ottumwa Police Department	22-402-MOPT, Task 54-00-00
Pella Police Department	22-402-MOPT, Task 55-00-00
Perry Police Department	22-402-MOPT, Task 56-00-00
Pleasant Hill Police Department	22-402-MOPT, Task 57-00-00
Polk City Police Department	22-402-MOPT, Task 58-00-00
Polk County Sheriff's Office	22-402-MOPT, Task 59-00-00
Princeton Police Department	22-402-MOPT, Task 60-00-00
Scott County Sheriff's Office	22-402-MOPT, Task 61-00-00
Sergeant Bluff Police Department	22-402-MOPT, Task 62-00-00

Sioux City Police Department	22-402-MOPT, Task 63-00-00
State Center Police Department	22-402-MOPT, Task 64-00-00
Story County Sheriff's Office	22-402-MOPT, Task 65-00-00
Tipton Police Department	22-402-MOPT, Task 66-00-00
Urbandale Police Department	22-402-MOPT, Task 67-00-00
Wapello County Sheriff's Office	22-402-MOPT, Task 68-00-00
Warren County Sheriff's Office	22-402-MOPT, Task 69-00-00
Waterloo Police Department	22-402-MOPT, Task 70-00-00
Waukee Police Department	22-402-MOPT, Task 71-00-00
Waukon Police Department	22-402-MOPT, Task 72-00-00
West Burlington Police Department	22-402-MOPT, Task 73-00-00
West Des Moines Police Department	22-402-MOPT, Task 74-00-00
West Liberty Police Department	22-402-MOPT, Task 75-00-00
Windsor Heights Police Department	22-402-MOPT, Task 76-00-00
Winneshiek County Sheriff's Office	22-402-MOPT, Task 77-00-00
Woodbury County Sheriff's Office	22-402-MOPT, Task 78-00-00
Pottawattamie County Sheriff's Office	22-402-MOPT, Task 00-30-00
Webster County Sheriff's Office	22-402-MOPT, Task 00-31-00
Cedar Falls Police Department	22-402-MOPT, Task 00-01-00
Marion County Sheriff's Office	22-402-MOPT, Task 00-02-00

The following table provides the overtime activity reported by agencies funding through Section 402- Police Traffic Services.

Overall Activity – All Agencies			
Overtime Enforcement Hours	16,986	Seat Belt Warnings (Nighttime)	160
Overtime Educational Hours	366	Child Restraint Citations	104
OWI Arrests – Alcohol	126	Child Restraint Warnings	102
OWI Tested – No Arrests	188	Speed Citations	8,898
OWI Arrests – Drugs	43	Speed Warnings	7,043
# DRE Call Outs (GTSB Stop Only)	N/A	Stop Sign/Light Citations	546
OWI Drug Tested – No Arrest	61	Stop Sign/Light Warnings	808
.02 Violations	3	Electronic Device Citations	131
Underage Possession (Traffic Only)	18	Electronic Device Warnings	213
Open Container	84	Other Traffic Violation Citations	6,315
Seat Belt Citation (Daytime)	1,616	Other Traffic Violation Warnings	12,774
Seat Belt Warning (Daytime)	969		
Seat Belt Citations (Nighttime)	172		

Outreach	
TV	111
Radio	205
Print	144
Social Media	1,657
In-Person	148
Total	2,265

The following agencies spent less than 25% of their allocated funds:
 Cedar Falls Police Department
 West Liberty Police Department

Agencies funded through this project had a direct impact to the targets listed in the Highway Safety Plan through the enforcement of laws and promoting traffic safety.

Planned Activity Name: STEP (special Traffic Enforcement Program) - 402**Subrecipient: Local Law Enforcement****Unique Identifier/Planned Activity Number:**

Adair County Sheriff's Office	22-402-MOPT, Task 80-00-00
Avoca Police Department	22-402-MOPT, Task 80-30-00
Bancroft Police Department	22-402-MOPT, Task 80-40-00
Bellevue Police Department	22-402-MOPT, Task 80-50-00
Bremer County Sheriff's Office	22-402-MOPT, Task 80-80-00
Buchanan County Sheriff's Office	22-402-MOPT, Task 80-90-00
Buena Vista County Sheriff's Office	22-402-MOPT, Task 81-00-00
Butler County Sheriff's Office	22-402-MOPT, Task 81-10-00
Carter Lake Police Department	22-402-MOPT, Task 81-20-00
Centerville Police Department	22-402-MOPT, Task 81-30-00
Chickasaw County Sheriff's Office	22-402-MOPT, Task 81-70-00
Clayton County Sheriff's Office	22-402-MOPT, Task 82-00-00
Columbus Junction Police Department	22-402-MOPT, Task 82-10-00
Cresco Police Department	22-402-MOPT, Task 82-20-00
Davis County Sheriff's Office	22-402-MOPT, Task 82-30-00
Dunlap Police Department	22-402-MOPT, Task 82-60-00
Durant Police Department	22-402-MOPT, Task 82-70-00
Dyersville Police Department	22-402-MOPT, Task 82-80-00
Eagle Grove Police Department	22-402-MOPT, Task 82-90-00
Ellsworth Jewell Stanhope Police Department	22-402-MOPT, Task 83-00-00
Emmet County Sheriff's Office	22-402-MOPT, Task 83-10-00
Emmetsburg Police Department	22-402-MOPT, Task 83-20-00
Fairbank Police Department	22-402-MOPT, Task 83-40-00
Farley Police Department	22-402-MOPT, Task 83-50-00
Fayette Police Department	22-402-MOPT, Task 83-60-00
Floyd County Sheriff's Office	22-402-MOPT, Task 83-70-00
Forest City Police Department	22-402-MOPT, Task 83-80-00
Franklin County Sheriff's Office	22-402-MOPT, Task 83-90-00
Garnavillo Police Department	22-402-MOPT, Task 84-10-00
Glenwood Police Department	22-402-MOPT, Task 84-20-00
Grinnell Police Department	22-402-MOPT, Task 84-30-00
Grundy Center Police Department	22-402-MOPT, Task 84-40-00
Guttenberg Police Department	22-402-MOPT, Task 84-60-00
Hamilton County Sheriff's Office	22-402-MOPT, Task 84-70-00
Hampton Police Department	22-402-MOPT, Task 84-80-00
Henry County Sheriff's Office	22-402-MOPT, Task 85-00-00
Howard County Sheriff's Office	22-402-MOPT, Task 85-10-00
Humboldt County Sheriff's Office	22-402-MOPT, Task 85-20-00
Independence Police Department	22-402-MOPT, Task 85-40-00
Jones County Sheriff's Office	22-402-MOPT, Task 84-50-00
LaPorte City Police Department	22-402-MOPT, Task 85-60-00
Lake City Police Department	22-402-MOPT, Task 85-70-00
LeMars Police Department	22-402-MOPT, Task 85-80-00
Louisa County Sheriff's Office	22-402-MOPT, Task 85-90-00
Lyon County Sheriff's Office	22-402-MOPT, Task 86-10-00
Madison County Sheriff's Office	22-402-MOPT, Task 86-20-00

Mahaska County Sheriff's Office	22-402-MOPT, Task 86-30-00
Manning Police Department	22-402-MOPT, Task 86-50-00
Manson Police Department	22-402-MOPT, Task 86-60-00
Marengo Police Department	22-402-MOPT, Task 86-70-00
Mar-Mac Police Department	22-402-MOPT, Task 86-80-00
McCausland Police Department	22-402-MOPT, Task 86-90-00
Melcher-Dallas Police Department	22-402-MOPT, Task 87-00-00
Merrill Police Department	22-402-MOPT, Task 87-10-00
Mills County Sheriff's Office	22-402-MOPT, Task 87-30-00
Missouri Valley Police Department	22-402-MOPT, Task 87-40-00
Mitchellville Police Department	22-402-MOPT, Task 87-50-00
Monticello Police Department	22-402-MOPT, Task 87-80-00
Montrose Police Department	22-402-MOPT, Task 87-90-00
Mount Pleasant Police Department	22-402-MOPT, Task 88-00-00
Moville Police Department	22-402-MOPT, Task 88-10-00
New Hampton Police Department	22-402-MOPT, Task 88-20-00
Osage Police Department	22-402-MOPT, Task 88-30-00
Osceola County Sheriff's Office	22-402-MOPT, Task 88-40-00
Palo Alto County Sheriff's Office	22-402-MOPT, Task 88-60-00
Peosta Police Department	22-402-MOPT, Task 88-70-00
Pleasantville Police Department	22-402-MOPT, Task 88-80-00
Plymouth County Sheriff's Office	22-402-MOPT, Task 88-90-00
Pocahontas Police Department	22-402-MOPT, Task 89-00-00
Red Oak Police Department	22-402-MOPT, Task 89-20-00
Sac City Police Department	22-402-MOPT, Task 89-30-00
Sheldon Police Department	22-402-MOPT, Task 89-50-00
Shenandoah Police Department	22-402-MOPT, Task 89-60-00
Story City Police Department	22-402-MOPT, Task 89-80-00
Tama County Sheriff's Office	22-402-MOPT, Task 89-90-00
Tama Police Department	22-402-MOPT, Task 90-00-00
Taylor County Sheriff's Office	22-402-MOPT, Task 90-10-00
Tripoli Police Department	22-402-MOPT, Task 90-20-00
Vinton Police Department	22-402-MOPT, Task 90-30-00
Wapello Police Department	22-402-MOPT, Task 90-40-00
Washington Police Department	22-402-MOPT, Task 90-50-00
Webster County Sheriff's Office	22-402-MOPT, Task 90-60-00
West Union Police Department	22-402-MOPT, Task 90-70-00
Williamsburg Police Department	22-402-MOPT, Task 90-80-00
Winnebago County Sheriff's Office	22-402-MOPT, Task 90-90-00
Winterset Police Department	22-402-MOPT, Task 91-00-00
Woodward Police Department	22-402-MOPT, Task 91-10-00
Worth County Sheriff's Office	22-402-MOPT, Task 91-20-00
Algona Police Department	22-402-MOPT, Task 91-30-00
Pottawattamie County Sheriff's Office	22-402-MOPT, Task 91-40-00
Sabula Police Department	22-402-MOPT, Task 91-50-00

STEP agencies conducted overtime enforcement efforts during 6 identified waves, three (3) of which coincided with national mobilization periods.

TOTALS FOR FFY2022 sSTEP WAVES

	Nov 15 - 28, 2021		Dec 17 - Jan 1, 2022		April 19 - 22, 2022		May 23 - June 5, 2022		July 2 - 5, 2022		Aug 19 - Sept 5, 2022		Subtotals		FFY 2022 GRAND TOTALS
	C	W	C	W	C	W	C	W	C	W	C	W	C	W	
OWI - Alcohol	5	4	17	16	8	12	8	8	4	3	21	25	63	68	131
OWI - Drugs	1	4	6	7	6	9	5	2	1	1	9	5	28	28	56
.02 Violations	0	0	2	0	0	0	0	0	0	0	1	0	3	0	3
Open Container	1	0	13	0	20	0	80	0	1	0	21	0	136	0	136
Seat Belts	17	48	3	19	22	44	101	294	3	20	23	82	169	507	676
Child Restraints	2	4	0	4	1	3	4	4	0	0	1	4	8	19	27
Speed	251	478	119	253	123	431	120	312	91	269	234	807	938	2,550	3,488
Stop Sign/Light	20	44	15	26	17	36	16	55	1	17	25	77	94	255	349
Electronic Device	0	2	1	4	0	6	0	14	0	2	2	15	3	43	46
Other Traffic	121	503	93	375	0	0	0	0	0	0	194	758	408	1,636	2,044
Total Violations	418	1,087	269	704	197	541	334	689	101	312	531	1,773	1,850	5,106	6,956
Total Violations Per Wave	1,505		973		738		1,023		413		2,304				
Media Contacts:															
TV	8		14		7		16		7		7				52
Radio	35		51		47		37		35		47				205
Print	75		96		74		66		55		78				366
Digital	68		98		83		62		54		92				365
In Person	10		25		19		8		11		19				92
Seat belt Surveys:															
Pre-Wave Survey					88.47%										
Post-Wave Survey					90.93%										
GTSB Hours	758.17		737		642		827		370		1117.7		Total		4452.41



The following agencies spent less than 25% of their allocated funds:

Adams Co. Sheriff's Office
 Cresco Police Department
 Emmet Co. Sheriff's Office
 Grundy Center Police Department
 Worth Co. Sheriff's Office
 Ida Co. Sheriff's Office
 McCausland Police Department

Boone Co. Sheriff's Office
 Dyersville Police Department
 Estherville Police Department
 Fayette Police Department
 Guttenberg Police Department
 LaPorte City Police Department
 Melcher-Dallas Police Department

Cherokee Co. Sheriff's Office
 Ellsworth Jewell Stanhope PD
 Fairbank Police Department
 Garnavillo Police Department
 Humboldt Co. Sheriff's Office
 Manson Police Department
 Milford Police Department

Mitchellville Police Department
Pleasantville Police Department
Shenandoah Police Department
Washington Police Department

Monticello Police Department
Pocahontas Police Department
Tama Police Department
Winnebago Co. Sheriff's Office

Osceola Police Department
Sac City Police Department
Taylor Co. Sheriff's Office

This project contributed to the targets listed in the Highway Safety Plan through directed overtime enforcement during specific identified waves. Three of the enforcement waves coincided with national mobilization periods.

Planned Activity Name: GTSB Conference
Subrecipient: Iowa State University Conference Planning and Management (CPM)
Unique Identifier/Planned Activity Number: 22-402-MOPT, Task 00-20-00

Iowa State University Conference Planning and Management was fundamental in the coordination, planning, and execution of the 2022 Governor's Highway Traffic Safety Conference. The 2022 Conference was held June 15 – 16, at the Holiday Inn Des Moines Airport with 220 in attendance. In addition to the main conference, there was a pre-conference covering Traffic Incident Management. Twelve (12) individuals attended the pre-conference. During the conference, Iowa State Conference Planning personnel provided registration services and helped coordinate activities. Conference evaluations were recorded and presented to the GTSB.

This project contributed to the targets listed in the Highway Safety Plan as the Annual Governor's Traffic Safety Conference provides a venue for partners from all disciplines to come together for training and networking. The agenda includes a variety of traffic safety related topics.

Planned Activity Name: Law Enforcement Liaison
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 22-405d-FDL*PT, Task 00-00-01

FFY 2022 was the first year that the Iowa GTSB allocated funding for a dedicated Law Enforcement Liaison (LEL). The part-time position was added to the staff to provide additional outreach to state law enforcement partners. During the year, the LEL solicited participation from law enforcement agencies to partner with the GTSB and promoted traffic safety programs through a data-driven approach. Collaborative meetings with law enforcement leadership were held in targeted regions across Iowa.

This project contributed to the targets listed in the Highway Safety Plan as the role of the LEL is specific to outreach and promotion of the opportunities for partnerships with the state highway safety office.

Planned Activity Name: GTSB Program Management (PT)
Subrecipient: GTSB – Internal
Unique Identifier/Planned Activity Number: 22-402-MOPT, Task 00-00-02

See Final Voucher for FFY 2022 expenditures.

Planned Activity Name: GTSB Travel (PT)
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 22-402-MOPT, Task 00-00-03

See Final Voucher for FFY 2022 expenditures.

Planned Activity Name: GTSB – Printing
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 22-402-MOPT, Task 00-00-04

See Final Voucher for FFY 2022 expenditures.

Program Area: Roadway Safety/Traffic Engineering

Problem Statement and Overview:

Iowa utilizes a portion of Section 402 funding to support engineering-related projects throughout the state. Such activities promote the importance of collaboration and support the “E” of engineering concerning overall traffic safety partnerships.

Targets:

- Provide funding to support the availability of contractual services to be available to complete traffic engineering studies when requested or needed at the city and county levels
- Continue to develop and support Multi-Discipline Safety Teams (MDSTs) throughout the state

Strategies:

- Support training programs designed to enhance the traffic safety expertise of engineers, traffic technicians, and maintenance personnel at the city, county and state levels
- Support existing MDSTs and support the development of new MDSTs throughout the state
- Conduct road safety assessments when appropriate or requested

Outcomes/Results:

During FFY 2021, Section 402/Roadway Safety funding helped support engineering and multidisciplinary efforts and strengthened collaboration focused on the ultimate goal to reduce fatal and serious injury crashes throughout the state. Efforts were engineering-related but also had a strong focus on overall traffic safety and education.

Planned Activity Name: Multidisciplinary Safety Teams (MDSTs)

Subrecipient: Iowa State University, Institute for Transportation

Unique Identifier/Planned Activity Number: 22-402-MORS, Task 02-00-00

In FFY 2022, there were 70 MDST meetings in Iowa. The MDST statewide facilitator attended meetings for several MDST groups. Since the COVID pandemic, many groups slowly migrated to online delivery to overcome face-to-face challenges. As the pandemic eased, some continued the hybrid/virtual options. There is a goal, however, to move from this phase and reap the benefits of in-person meetings. The statewide facilitator continues to communicate with each MDST chair and group members to explore how additional support and mentoring may help their efforts. Support, when requested or needed, has been in the form of technical, coordination, information sharing and offering material for presentations. A MDST website is maintained which assists in providing data and resources.

This project contributed to the targets listed in the Highway Safety Plan through a joint effort between the Iowa Local Technical Assistance Program, Iowa Department of Transportation, and the Iowa Governor’s Traffic Safety Bureau by supporting the opportunity to help facilitate the development and operation of MDSTs. Collaboration helps identify and resolve local crashes causes and enhance crash response practices. These teams include a wide range of local and state safety participants from various backgrounds.

Planned Activity Name: Safety Circuit Rider

Subrecipient: Iowa State University, Institute for Transportation

Unique Identifier/Planned Activity Number: 22-402-MORS, Task 01-00-00

A total of 52 work zone and flagger trainings were held at various shops/offices throughout the state for counties and cities. A total of 1,607 agency personal received work zone and flagger training at these on-call workshops.

The Circuit Rider presented work zone crash statistics at the eight (8) Iowa DOT Work Zone Safety workshops held throughout the state during February and March 2022. This information was presented to a total of 693

participants. Additionally, the Circuit Rider provided instruction for the county breakout session at these eight workshops to 144 participants.

A total of 93 local agency staff were trained at six multidisciplinary roadway safety series workshops in October 2021. These workshops were held in Waverly, Ames, Storm Lake, Atlantic, Marion and Ottumwa.

The Circuit Rider presented various webinar trainings during the year. Webinar topics included Sign Retroreflectivity, Low-Cost Safety Improvements for Curves and Segments, Low Cost Safety Improvements for Unsignalized Intersections, Low Cost Safety Improvements for Signalized Intersections, and the LTAP Equipment Loan Program.

A pedestrian Road Safety Assessment was conducted in Cedar Rapids, Iowa along the 1st Avenue Northeast Corridor between College Drive and 16th Street NE on November 16, 2021. An assessment was also conducted for the City of Bellevue in July on the US 52 corridor north of the city.

This project contributed to the targets listed in the Highway Safety Plan by improving overall traffic safety through specialized trainings and workshops. The safety circuit program is a nationally recognized Federal Highway Administration (FHWA) program.

Planned Activity Name: Traffic Engineering Assistance Program
Subrecipient: Iowa Department of Transportation/Office of Traffic and Safety
Unique Identifier/Planned Activity Number: 22-402-MORS, Task 03-00-00

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.

Seven (7) TEAP studies were initiated, and two (2) studies were completed during FFY 2022.

Initiated TEAP studies during FFY 2022

Type of Study/Review (Corridor, Intersection, etc.)	City/County	Roadway Name(s)
Corridor	City of Fairfax	US 151
Intersection	City of Council Bluffs	US 275 at Council Pointe Road
Intersection	Tama County	E66 at V18
Intersection	Dubuque County	US 52 at Schueller Heights Road
Corridor	City of Afton	US 169
Corridor	Cities of Orange City and Alton	IA 10
School Routes	City of Webster City	5 School Zones (Various)

Completed TEAP studies during FFY 2022

Type of Study/Review (Corridor, Intersection, etc.)	City/County	Roadway Name(s)
Intersection	City of Council Bluffs	US 275 at Council Pointe Road
Intersection	Dubuque County	US52 at Schueller Heights Road

This project contributed to the targets listed in the Highway Safety Plan by analyzing road systems in communities throughout the state for engineering-related improvements.

Program Area: Teen Traffic Safety Program

Problem Statement and Overview:

Motor vehicle crashes remain the leading cause of death for 14-18 year olds throughout the nation. In comparison with adult drivers, young drivers are substantially over-represented in crashes.

Iowa has a GDL law which allows a learner's permit to be obtained at age 14. The state continues to see a slight increase in the number of licensed drivers age 14-20, therefore, the work in the area of young/teen drivers must remain a priority.

Targets:

- 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.

Strategies:

- Continue to fund and support the expansion of teen-related educational programs

Outcomes/Results:

The FFY 2021 target to reduce drivers age 20 or younger involved in fatal crashes 4.00% from the 2014-2018 average of 50 to 48 was achieved. The 2017-2021 5-year moving average was 46.

The University of Iowa, Injury Prevention Research Center continues to link CODES data and is researching the culpability of teen drivers.

Seatbelts Are For Everyone (S.A.F.E.) continues to expand across the state.

Planned Activity Name: S.A.F.E. (Seatbelts Are For Everyone)

Subrecipient: DCCCA, Inc.

Unique Identifier/Planned Activity Number: 22-402-MOTSP, Task 01-00-00

This was Iowa's first year to implement the S.A.F.E. program. Recruiting began in October 2021 to bring the program into Iowa middle and high schools. A total of 170 Iowa schools were contacted via phone, email, in person and at various conferences. The first year was all about marketing and outreach to schools, meeting with and outreach to law enforcement, drivers' education, community members/businesses/media outlets and safety coalitions. Designing and purchasing of S.A.F.E. marketing materials, a website and social media content was also a major focus. Designing and ordering of S.A.F.E. school materials (pledge cards, safety vests, clipboards), to hand out to S.A.F.E. schools was also completed during this funding period. DCCCA staff also researched and applied for additional funding to utilize for the reward aspect of the S.A.F.E. program. The S.A.F.E. program was implemented at the following schools in FFY 2022: Collins-Maxwell, Waukee, Bishop Garrigan, Xavier, and Woodward-Granger.

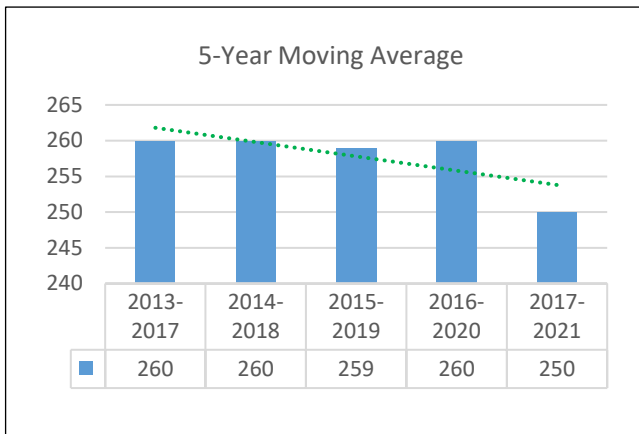
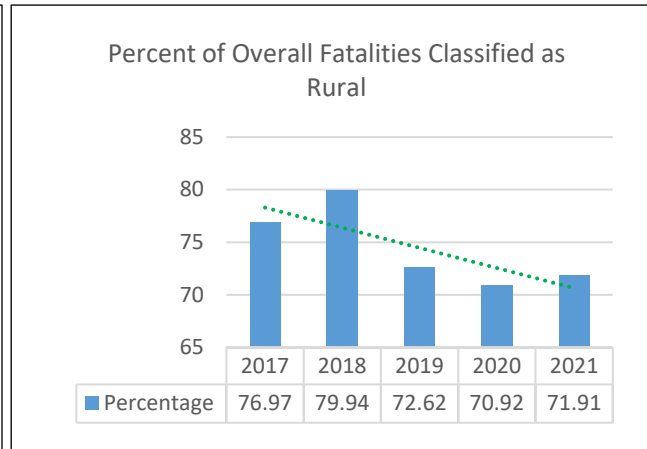
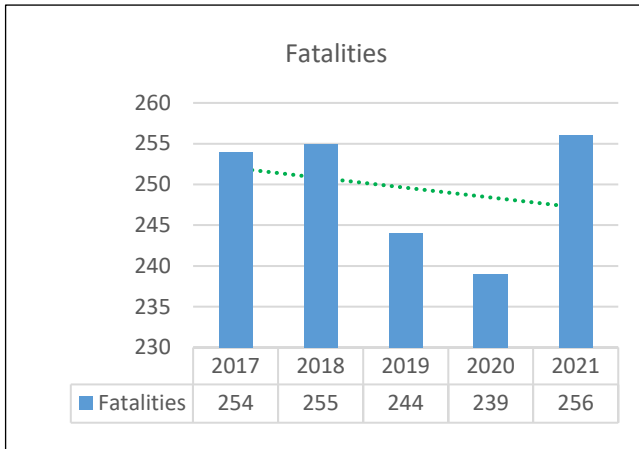
This project contributed to the targets listed in the Highway Safety Plan as S.A.F.E. is a teen-run, peer-to-peer program that focuses on increasing seat belt compliance through education, positive rewards, and enforcement.

Program Area: Rural Traffic Safety Program

Problem Statement and Overview:

Rural fatalities remain a concern in Iowa despite downward trends.

In FFY 2023, the GTSB re-initiated the High Five Rural Traffic Safety Program. The state recognizes there are still opportunities to promote traffic safety in underserved, rural areas of the state. As programming develops for FFY 2024, the GTSB will look for ways to initiate public engagement and new programs addressing rural traffic safety.



Source: NHTSA/FARS (2017-2020)
2021 – Iowa Department of Transportation (Preliminary)

Program Area: Traffic Records

Problem Statement and Overview:

Traffic safety professionals in Iowa recognize quality traffic records are vital in planning, managing and evaluating traffic safety programs. The Statewide Traffic Records Coordinating Committee (STRCC) promotes the improvement of Iowa's overall traffic records system. STRCC is comprised of professionals from various traffic safety disciplines. Iowa's traffic records system includes six core datasets: Crash, Vehicle, Driver, Roadway, Citation/Adjudication, and EMS/Injury Surveillance. STRCC members understand traffic records are the foundation for overall traffic safety projects and that data is utilized to help identify problems and effective countermeasures. Data is also used to evaluate the effectiveness of projects.

Iowa's traffic datasets comply with national data standards such as NHTSA's Fatality Analysis Reporting System (FARS), Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Information System (NEMSIS) and Model Inventory Roadway Elements (MIRE).

Section 405c funding was utilized to support projects that improved the state's traffic records system datasets for the performance attributes in timeliness, accuracy, completeness, uniformity, integration, and/or accessibility.

Targets:

- Hold a minimum of three (3) STRCC meetings throughout the year and make efforts to re-engage the STRCC Guidance Team

Strategies:

- Utilize STRCC as a mechanism to continue strong networking for overall enforcement of Iowa's Traffic Records System
- Review and consider recommendations from the 2020 Traffic Records Assessment
- Support the development of analytical tools; promote the use of the state's analytical tools
- Encourage the formation of subcommittees for special projects
- Support research efforts which utilize Iowa's traffic records

Outcomes/Results:

During FFY 2022, three (3) virtual STRCC meetings were held. Since going virtual upon the onset of COVID, there has been an increase in the number of individuals participating in meetings. We believe this is due to the convenience and less time commitment/travel time. The goal moving forward, however, is to have a hybrid meeting with in-person and virtual options.

Although meetings are well attended, it continues to be challenging to identify agenda topics for STRCC meetings that move discussions for planning and implementation of projects which are priority or agreed upon advancements/improvements for the state's overall traffic records system. It has become difficult to convene the STRCC Guidance Team, which ultimately could assist in identifying priorities and topics for discussion.

Membership includes representation from numerous traffic safety disciplines which is critical to improve traffic records. Members represent various departments throughout the state where traffic records data is captured, stored, analyzed, transmitted and disseminated. There is currently one subcommittee, Crash Data User's Group (CDUG), that meets on a regular basis and continues to improve the quality of the data. STRCC could benefit from opportunities where additional small committees are formed to work on specific tasks.

NHTSA Region 7 RPM Aaron Bartlett facilitates a monthly virtual meeting for the Region's Traffic Records Coordinators. Iowa's Traffic Records coordinator participates in these meetings on a regular basis.

A Traffic Record Assessment was conducted in the fall of 2020. The assessment consisted of 328 questions assigned to and answered by Iowa's subject matter experts. The NHTSA Traffic Records Assessment Team provided an in-depth peer review of Iowa's overall 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 both recommendations and considerations of the following areas (excerpted from the Final Assessment Report):

	Considerations	Recommendations
TRCC	<ul style="list-style-type: none"> • 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 	None provided by the assessment team.
Strategic Planning	<ul style="list-style-type: none"> • 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 	None provided by the assessment team.
Crash	<ul style="list-style-type: none"> • Update the crash 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 data and share results with data stakeholders through the TRCC 	<ul style="list-style-type: none"> • Improve the applicable guidelines for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory • Improve the data dictionary for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory • Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory • Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
Vehicle	<ul style="list-style-type: none"> • 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 NMTIS nomenclature. 	<ul style="list-style-type: none"> • Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory • Improve the procedures/process flows for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory

Driver	Considerations	Recommendations
	<ul style="list-style-type: none"> • Develop a comprehensive data management program 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 	<ul style="list-style-type: none"> • Improve the data dictionary for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory • Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
Roadway	Considerations	Recommendations
	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
Citation and Adjudication	Considerations	Recommendations
	<ul style="list-style-type: none"> • 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 the 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 system managers and data users. 	<ul style="list-style-type: none"> • Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory • Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory

	Considerations	Recommendations
<i>Injury Surveillance</i>	<ul style="list-style-type: none"> • 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 measure 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 offenders, 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. 	<ul style="list-style-type: none"> • Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory • Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory

Data Use and Integration	Considerations	Recommendations
	<ul style="list-style-type: none"> • 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 databases or the State. Leverage and utilize existing University projects to integrate more datasets for the State. 	None provided by the assessment team.

Planned Activity Name: DOT Travel

Subrecipient: Iowa Department of Transportation, Office of Driver and Identification Services

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

Funding through this project was used to support the DOT FARS Manager/STRCC Co-Chair attendance and participation in the 2022 Traffic Records Forum which was held in Denver, Colorado. Conference sessions attended included:

- ANSI D.16 Update
- Advancing Safety Through Collection of TIM Data
- Improving VRU (Vulnerable Road User) Data Collection
- Electronic Citation and Adjudication of Traffic Offenses
- TRCC Coordinator Assistance
- Data Integration Roundtable
- Improving Secondary Crash Data Accuracy
- State TRCC Roundtable: Performance Measures
- MMUCC 6th Edition Updates
- E-Scooter Crashes

This project contributed to the targets listed in the Highway Safety Plan as it is critical to continue to learn about national reporting updates/requirements, data trends and overall TRCC structure and implementation.

Planned Activity Name: Iowa Traffic and Criminal Software (TraCS)

Subrecipient: Iowa Department of Transportation

Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 01-00-00

Section 405c funding supporting onsite and remote services and training for law enforcement agencies which utilize TraCS. During FFY 2022, the TraCS Team continued to provide installation, training, and technical field support as requested. Specific activities for FFY 2022 included the following:

- Crash reports submitted to the Iowa Department of Transportation in 2022 = 57,932; 57,808 were submitted via TraCS and 124 paper reports. 99.79% electronic submission through TraCS.
- The TraCS Team completed a statewide upgrade which included new dual center line map files
- Number of agencies submitting citations via TraCS electronically to the courts stands at 364. This is a 2% increase from 357 agencies submitting citations at the beginning of the performance period.
- Agencies submitting crash reports via TraCS electronically stands at 393. This is a 1.5% increase in the number of agencies submitting crashes at the beginning of the performance period
- The number of agencies utilizing a centrally hosted TraCS Webservice environment increased from 293 to 316 during the performance period; an increase of 8.9%

- LeMars Police Department, the DRE beta test agency completed and submitted 135 DRE evaluations electronically via TraCS. The form is complete and ready for statewide deployment to all DRE certified officers, deputies and troopers.
- Meeting with DOT Traffic and Safety, TraCS Team, DOT MVD, as well as the University of Iowa have resulted in 50+ modifications to the crash report validations to date with a proposed deployment in the 2nd quarter of 2023.

This project contributed to the targets listed in the Highway Safety Plan as TraCS is an initiative of the Iowa Department of Transportation to collect data from law enforcement at the scene of a motor vehicle crash and from other roadside enforcement efforts. Enhancements in TraCS, plus the addition of new agencies, continues to provide accurate, complete and timely data. This project also supports recommendations from the 2020 Traffic Records Assessment.

Planned Activity Name: Roadway Safety Data, Collection, Maintenance, Analysis, Tools, and Training
Subrecipient: Iowa Department of Transportation, Office of Traffic and Safety
Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 02-00-00

Extensive effort has been devoted to integrating the developed intersection database into developing Intersection Manager (IM) software. Several meetings have been conducted to seek the state of this process. The process involves multiple vendors in software development and associated tools to be utilized to integrate the business data from the intersection database into IM.

The effort on dashboard development is on-going. The goal is to develop dashboards for all SHSP key emphasis areas and integrate them into ICAT. During FFY 2022 there were various discussion with users to get their feedback on the needs on ICAT, and if possible, address the users' needs. Staff worked with the developer to update the symbol shapes and sizes to address user's concerns.

Hossein Naraghi co-presented "Crash Data Analytics and Dashboards in Iowa" at the 2022 GTSB Annual Governor's Highway Safety Conference in June.

This project contributed to the targets listed in the Highway Safety Plan as it addressed recommendations outlined in the 2020 Traffic Records Assessment. The project also promotes the use of data through the state's on-line analytical tool, ICAT.

Planned Activity Name: CJP Research and Analysis
Subrecipient: Iowa Department of Human Rights/Criminal and Juvenile Justice Planning (CJP)
Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 03-00-00

CJP fulfilled multiple data requests during the year and serves as a valuable resource for GTSB and the Iowa State Patrol. CJP continues to work on a monthly report that may be used to look at trends in select crimes (OWI, seat belts, distracted driving and speeding). Also, during FFY 2022, CJP reviewed, recorded and analyzed three years' worth of statewide jail data (2019-2021). Since this was a new and large dataset, many staff hours were spent reviewing, assessing and determining how to make the data usable. CJP continues to look at data integration with citation data and how this may be able to be leveraged and utilized.

Separately, CJP, met with the new GTSB Bureau Chief and others to discuss data availability and where opportunities to collaborate and disseminate court citation data were discussed.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendation of the 2020 Traffic Records Assessment. The project manager has also worked closely with the GTSB and Iowa State Patrol to encourage the use of the court data for overall traffic safety funding and deployment decisions.

Planned Activity Name: In-Trans/ITSDS

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

Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 04-00-00 and 22-405d-F24*IS, Task 00-02-00

During FFY 2022, In-Trans/ITSDS worked with approximately 30 different departments, agencies, bureaus, organizations and individuals conducting approximately 100 different activities. Topics of interest included speed, speed limits, occupant protection, fatalities, heavy trucks, distraction, impairment, crash coding, rural safety enforcement, driver age emergency vehicle crashes, intersection crashes, weather-related crashes, bridge pier crashes and local system crashes. Semi-regular requests involved activities related to the various crash dashboards, MCSAP support and participation, multidisciplinary safety series support and map preparation, identification of additional distracted driving crashes, identification of additional alcohol/drug involved crashes, zero fatalities summary data and speeding corridor identification. Special projects included, but were not limited to, comparison of statewide disposed charges and crash history, seat belt survey support, crash statistics for Latino outreach, rural interstate crash experience, High Five Rural Traffic Safety, and the Fatality Reduction Task Force.

Pertinent Iowa DOT Traffic and Safety Bureau related requests included, but not limited to, historic cashes experience on interstates with 70 mph speed limit, input on application of past research findings and crash valuation, developing a spreadsheet integrating crash experience and crash valuation, and estimate of crash experience at bridge piers on primary roads.

Zach Hans co-presented “Crash Data Analytics and Dashboards In Iowa” at the 2022 GTSB Annual Governor’s Highway Safety Conference in June.

This project contributed to the targets listed in the Highway Safety Plan as ITSDS is a resource for traffic data analyses for many different requestors, including enforcement agencies.

Planned Activity Name: In-Trans/ISP Dashboard

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

Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 06-00-00

During FFY 2022, the research team started by coordinating with Iowa State Patrol (ISP) on getting regular data updates on citations and contacts. Fields were identified based on previous data as well as expanding other records within the citations which were not previously included. With the data delivered from ISP for FY21, the research team was able to set up a process which will automatically process the enforcement data that get uploaded. The research team presented an updated dashboard and the new data processing with ISP in September.

The ISP dashboard is project which will allow for additional analyzes of where speed citations are written versus where speed-related crashes occur. This is an example of how behavioral safety is being applied through the Safe System approach in Iowa.

This project contributed to the targets listed in the Highway Safety Plan as the data integration will assist the Iowa State Patrol in deploying resources which is supported through data.

Planned Activity Name: EMS Data Improvement**Subrecipient: Iowa Department of Public Health (IDPH), Bureau of Emergency and Trauma Services (BETS)****Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 05-00-00 and 22-405d-F24*EM, Task 00-01-00**

During FFY 2022, BETS focused on the performance measures of completeness, accuracy and timeliness. IDPH used a validation scoring as a proxy for incident completeness. The completeness baseline measure for completeness was 96.29. For FFY 2022, the statewide average of validation was 97.01 out of 100. There were 152 services that did not reach the 97.01 average. The timeliness baseline was 255. For FFY 2022, the average number of hours between incident and the submission of incident data to IDPH was 128.45 hours. For accuracy, IDPH compared time documentation including Unit Notified by Dispatch, Arrive Scene, Depart Scene and Unit Back in Service. IDPH intends to continue tracking time documentation accuracy and will continue to research other values that can be used for accuracy.

Annually state highway safety offices must submit detailed information on data-related projects to be reviewed by NHTSA for measurable progress calculated on baseline values and current measures.

For the FFY 2022 Interim Progress Report, Iowa utilized a project managed by the Iowa Department of Public Health/Bureau of Emergency and Trauma Services (IDPH/BETS). Through this project, IDPH/BETS showed improvement in the timeliness of the EMS/Injury System as measured in terms of a decrease in the average time difference between the EMS incident unit notified data and the date the incident was created or submitted to the State's EMS incident Registry.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommends set forth in the 2020 Traffic Records Assessment specific to EMS data.

Planned Activity Name: Driver Behavior and Medical Outcomes Data Improvement and Linkage**Subrecipient: University of Iowa, Injury Prevention Research Center (IPRC)****Unique Identifier/Planned Activity Number: 22-405c-M3DA, Task 07-00-00 and 22-405d-F24*IS, Task 00-03-00**

In FFY 2022, linkages on 2016-2019 data were performed to assess linkage quality, identifying several dataset limitations. Necessary adjustments were made before adding the 2020 dataset. Based on CODES 2016-2020 direct charges for teen drivers, teen driver's passengers and other parties in teen-driver involved crashes by culpability were summarized. IPRC continues to examine various crash data elements to assess crash data quality.

A data sharing agreement remains approved between IPRC and the Iowa Department of Public Health for trauma and death records data. IPRC continues to work with the University of Iowa Department of Public Safety and the Iowa Department of Transportation to renew a MOU for another two years

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations set forth in the 2020 Traffic Records Assessment and improves the use of CODES data through solid data agreements and linkages.

Planned Activity Name: TraCS Survey**Subrecipient: Iowa Department of Transportation, Office of Traffic and Safety****Unique Identifier/Planned Activity Number: 22-405d-F24*TR, Task 01-00-00**

Due to changes in personnel within the Iowa Department of Transportation, there was no progress on developing a survey to ascertain the need for additional education for utilizing TraCS (Traffic and Criminal Software).

Noteworthy Events/Projects to Promote Traffic Safety and Enhance Partnerships

Multidisciplinary Roadway Series

The GTSB plays a vital role in the annual Multidisciplinary Roadway Safety Series. The series provides an opportunity for stakeholders to learn about the latest work and programs aimed at reducing fatal crashes on Iowa roadways. Information is shared by various safety partners in the state, including the Iowa DOT Traffic and Safety, Local Systems and Systems Planning Bureaus, Federal Highway Administration, Governors Traffic Safety Bureau, and the Iowa Local Technical Assistance Program. The workshop is free of charge and the intended audience includes engineers, planning agencies, law enforcement, consulting and any other discipline interested in an opportunity to participate in conversations on how to improve safety on Iowa's roadways. Law enforcement's voice in this conversation is extremely important and sought after, as their views and experiences related to roadway safety, are very different than that of say a traffic engineer. The key word in the workshop title is "Multidisciplinary". Each stakeholder brings an equally important perspective to the conversation and it is all of those perspectives working together that foster forward motion and help us all achieve the common goal of reducing traffic fatalities. Topics included:

- Safe Systems for the Local Agencies
- Reading the Road for Safety Improvements
- Fatality Reduction Task Force Overview and Update
- Safety Performance Function Development
and the Potential for Crash Reduction Website
- Systemic Safety Analysis for Bikes and Pedestrians
- Special Safety Programs for Law Enforcement Agencies
- Pedestrian Crash Reduction Strategies
- Safety Project Funding and Assistance Programs



In FFY 2022, meetings were held in 6 different locations throughout Iowa with a 93 individuals in attendance.

Lifesavers 2022



The 2022 Lifesavers Conference was held in Chicago, Illinois. GTSB staff members Crystal Young and Joanne Tinker attended. Joanne Tinker also presented information about Iowa's High Five Rural Traffic Safety Project during the session entitled Beyond "Buckle Up" – Innovative Strategies to Increase Seat Belt Use.

Governor's Highway Safety Association 2022 Annual Meeting



Bureau Chief Brett Tjepkes and Program Evaluator Joanne Tinker attended the 2022 Governor's Highway Safety Association Annual Meeting in Louisville, Kentucky

Iowa State Fair



In FFY 2022 the GTSB expanded their education efforts at the Iowa State Fair. The GTSB manned a child passenger safety exhibit booth. The exhibit displayed examples of different car seats and encouraged one-on-one interactions with the fairgoers. Many individuals stopped at the exhibit with car seat questions. In 2022 a seat belt convincer was added as part of the GTSB's educational efforts and proved to be a success. During the 11-day event, 1,965 individuals experienced the convincer. Vince and Larry also were present every day of the fair.

The Iowa State Fair is the largest outreach project conducted by the GTSB during the year as approximately one million individuals attend annually. A diverse audience is reached during this event.

ATTACHMENTS

Attachment A Final Voucher

Attachment B Annual Awareness Survey 5-Year Comparison



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