

ANNUAL REPORT

2024

**Iowa Governor's
Traffic Safety Bureau**

215 East 7th Street
Des Moines, Iowa 50319



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Overview

Federal Fiscal Year 2024 in Iowa was one of movement. Team members changed; a new program evaluator and a new impaired driving program administrator were named. The departmental administrative assistant and the traffic records program administrator positions also opened, with new colleagues named in the first quarter of FY 2025. The remaining open position of Media and Communication Specialist will be named in second quarter FFY 2025. These staff changes required true teamwork to tear down silos, learn new duties, and ensure all requirements were fulfilled. Program administrators faced adjustments in project distribution and assignments multiple times. All took on additional responsibilities. Processes were reviewed, refined, and updated. The office gained increased efficiencies and further validation of work was incorporated in the electronic grant system. The 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 federal funding grants to improve traffic safety in the State of Iowa remained the priority despite all the obstacles during the year.

Governor's Traffic Safety Bureau Team, as of 12/1/2024

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Assessment of Performance Targets

Benchmark values in the 3HSP for C-1, C-2, and C-3 were set in cooperation with the Iowa Department of Transportation, the Governor's Traffic Safety Bureau, Federal Highway Administration, and the Federal Motor Carrier Safety Administration.

The performance measures C4 through C-11 play a critical role in influencing overall fatality, serious injury, and vehicle miles traveled (VMT) statistics. As the state progresses with the implementation of the Safe System Approach, the Governor's Traffic Safety Bureau (GTSB) is exploring opportunities to cultivate new partnerships that can help address emerging upward trends in traffic safety. State traffic safety partners remain focused on analyzing data and collaborating strategically to meet these performance measures.

To measure performance, FARS data was used from 2020-2022. 2023 FARS numbers are preliminary, and 2024 Preliminary State DOT data was used to determine annual and 5 year moving averages.

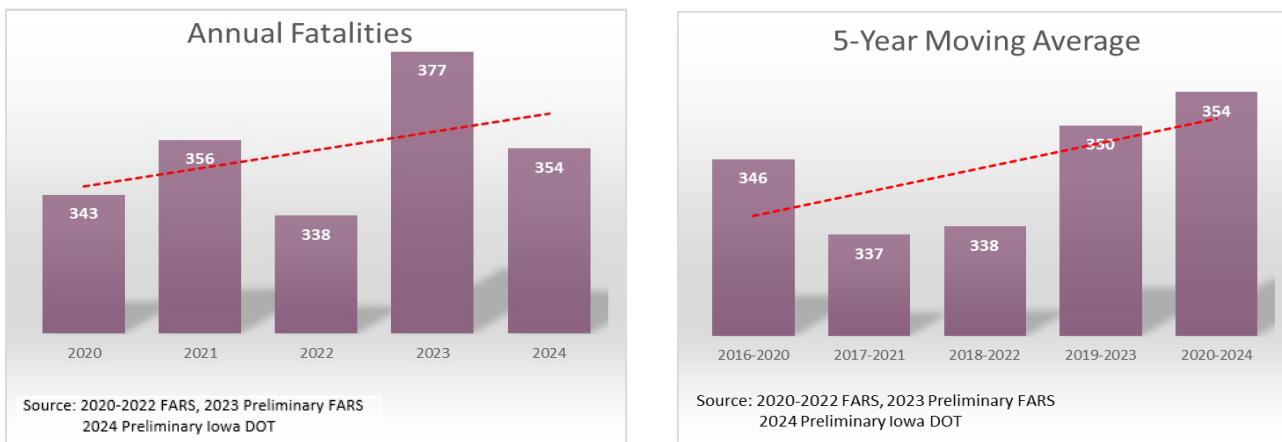
Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP	Data Source/ FY 24 Progress Results	On Track to Meet FY 24 Target? *
Federal Fiscal Year 2024					
C-1) Total Traffic Fatalities	5 Year	2020-2024	338.4	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	No
C-2) Serious Injuries in Traffic Crashes	5 Year	2020-2024	1363	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	No
C-3) Fatalities/VMT	5 Year	2020-2024	1.04	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	No
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2020-2024	89	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	No
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2020-2024	104	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	No
C-6) Speeding-Related Fatalities	5 Year	2020-2024	69.6	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	No
C-7) Motorcyclist Fatalities	5 Year	2020-2024	53.8	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	No
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	2020-2024	38.6	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	No
C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes	5 Year	2020-2024	45	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	No
C-10) Pedestrian Fatalities	5 Year	2020-2024	25	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	No
C-11) Bicyclist Fatalities	5 Year	2020-2024	7.4	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	Yes
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2024	95.88	Annual State Survey (94.003%)	No

Additional Performance Measure #1: Rural Traffic Safety/Rural Traffic Fatalities	5 Year	2020-2024	242.6	2020-2022 FARS, 2023 Preliminary FARS, 2024 Preliminary State DOT	Yes
Additional Performance Measure #2: Distracted Driving	5 Year	2020-2024	7.4	2020-2023 State DOT, 2024 Preliminary State DOT	Yes

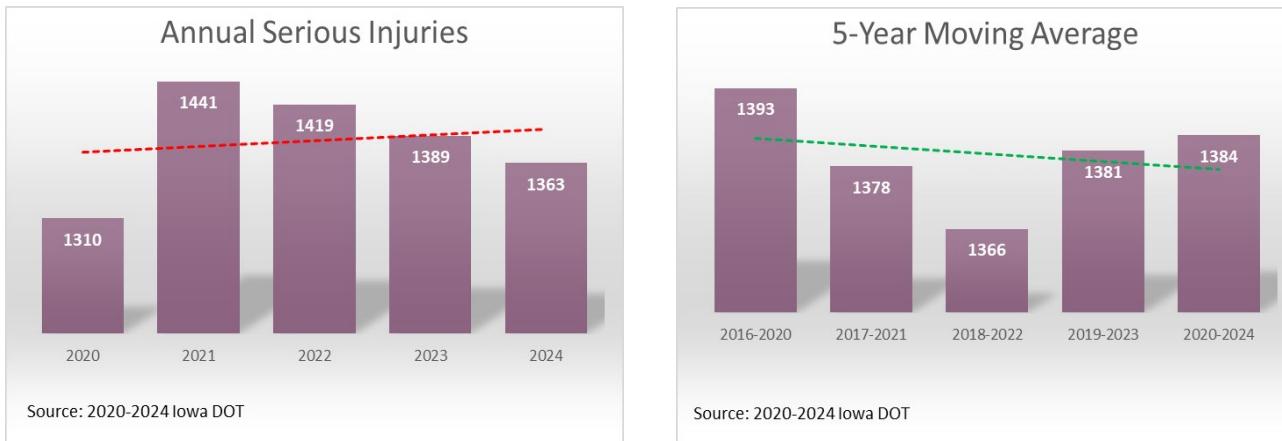
*Narrative for each category below.

The narrative below is a description of how activities conducted under the Annual Grant Application contributed to meeting the performance targets, with new programming and strategies for FFY 2025. The narrative under C-3 includes C-1, C-2, and C-3.

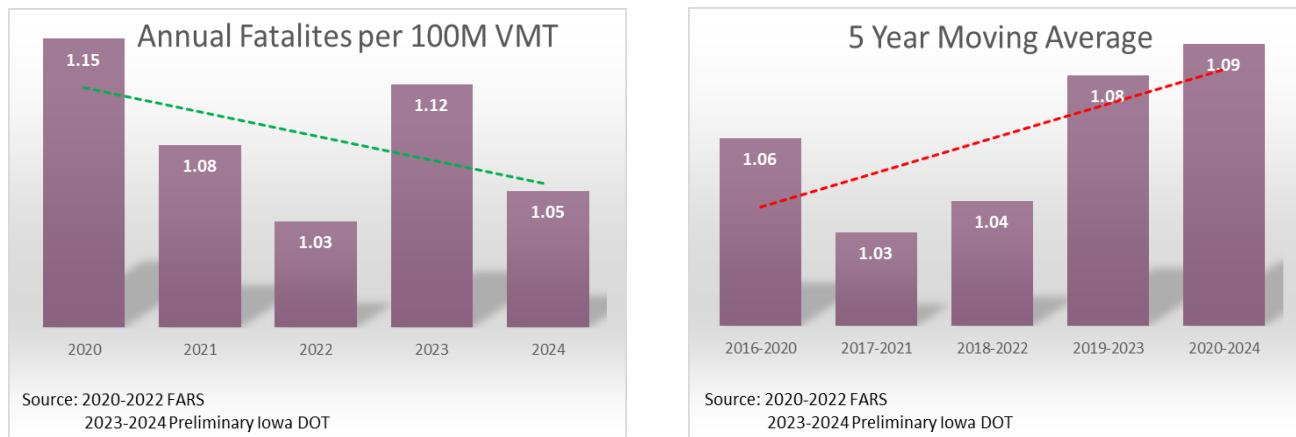
C-1) Total Traffic Fatalities



C-2) Serious Injuries in Traffic Crashes



C-3) Fatalities/100M VMT



The Total Traffic Fatality Target of 338.4 was not met. Although annual figures were lower than 2023, the 5-year moving average continues to rise and is currently 354.

Although the Serious Injuries in Traffic Crashes target of 1363 was not met, serious injuries were lower in 2023 (1389) and 2024 (1363). GTSB is encouraged by the decreasing trendline in the 5-year moving average, which is 1384.

The target of 1.04 for Fatalities per 100M VMT was not met. The annual number was 1.05, but the 5-year moving average is increasing at 1.09.

To reduce fatalities and serious injuries, GTSB will evaluate current programming and also focus on new programs in FFY 2025.

The Fatality Reduction Task Force met regularly in 2024 and will continue its critical work into 2025, with a particular emphasis on reducing road departure incidents. In-depth data analysis to better understand the causes of fatal crashes is underway, and the Safe System Approach will be leveraged to mitigate road departures through engineering, education, and enforcement.

The Impaired Driving Task Force approved the State's Impaired Driving Strategic Plan in June and met again in December. New Impaired Driving Coordinator Michelle Cook has been establishing and nurturing relationships between stakeholders. In 2025, the task force will continue to review, evaluate, and determine future projects based on the Impaired Driving Program Strategic Plan and 2022 Assessment Recommendations. From these meetings, new strategies to address impaired driving will evolve.

GTSB recently promoted Colleen Powell to Traffic Records Coordinator to work with the State Traffic Records Coordinating Committee (STRCC). The Coordinator will gather resources and collaborate with partners on problem identification, facilitate meetings to prioritize building and maintaining partnerships, and to strategize and identify projects with STRCC.

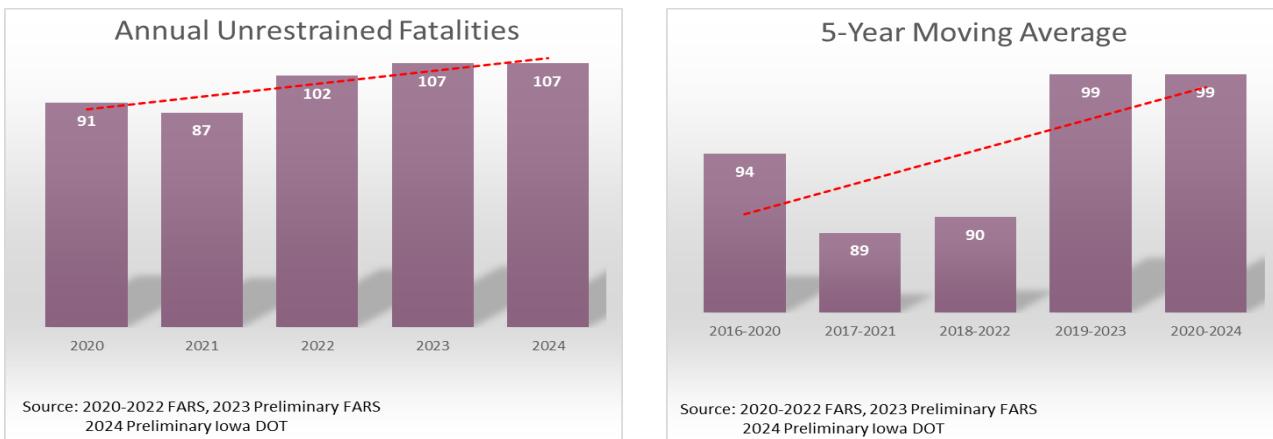
This past year GTSB fostered relationships with new partners and introduced new projects including engagement with Iowans at local county fairs on the topics of distracted driving and teen drivers, and traffic safety education with the Alive @ 25 program in Dubuque County and MADD programming in the state. GTSB continues to develop a partnership with FCCLA (Family Career and Community Leaders of America). The Iowa Restaurant Association continues to promote and provide responsible beverage serving training across the state. The media campaign No One is a Good “Impaired” “Distracted” “Unsafe” “Drunk” Driver has been used heavily on billboards, radio, television, and media platforms. Projects also continue to improve data systems within the state. Details for these projects are included in the Project Activity Section.

In FFY 2024, legislation was passed and made effective on July 1 for users of crosswalks. The previous law required drivers to yield the right of way to pedestrians. Pedestrians were defined as “any person afoot”. The new law requires drivers to yield right of way to pedestrians *and persons using a pedestrian conveyance*. Pedestrian conveyances are defined as any human-powered device by which a pedestrian may move other than by walking or by which a pedestrian may move another person. This includes but is not limited to wheelchairs, skateboards, strollers, scooters, bicycles, and electric personal assistive mobility devices.

Bills limiting cellphone use by mandating voice-activated or hands-free technology while driving has been introduced in the Iowa Legislature since 2019, but all attempts at passage have failed. GTSB will continue to provide information to the legislature about the dangers of distracted driving including the survey collected at the Iowa State Fair.

In December 2024, the End Distracted Driving Iowa Coalition was formed. Supported by more than 25 organizations representing law enforcement, healthcare, labor, business, transportation, insurance, and state agencies, the coalition will work to pass legislation to make Iowa's roads safer by preventing drivers from using their phones while driving. GTSB is optimistic that 2025 will be the year for hands free legislation to be passed in the state.

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



The annual unrestrained fatalities held steady in 2023 and 2024. The 5-year moving average also remained at 99 but continues to show an incline. The target of 89 was not met. Countermeasures of high visibility enforcement, long term, short term and sustained, communication strategies, and programs for youth and child restraints continue to be used.

The overall media occupant protection campaign using outdoor billboards, digital display, social, and streaming radio resulted in 94,563 clicks and will continue into 2025.

The seat belt convincer owned by the Eldridge Police Department and used by neighboring law enforcement agencies exposed the dangers of not wearing a seat belt to approximately 850 people in Scott County.

Although not a specific project, GTSB's use of the seat belt convincer at the Iowa State Fair, a premier Iowa event and ranked one of the top state fairs in the nation, resulted in approximately 2,138 fairgoers experiencing a simulated crash at five-to-ten miles per hour. In addition, 1,330 Iowans representing 94 of 99 counties completed our traffic safety survey. Bureau Chief Tjepkes also completed a live interview with a local radio station discussing seat belt use during the 10-day fair. The Child Passenger Safety (CPS) Program also teamed up to present education at a booth in the Varied Industries Building for each day of the fair.

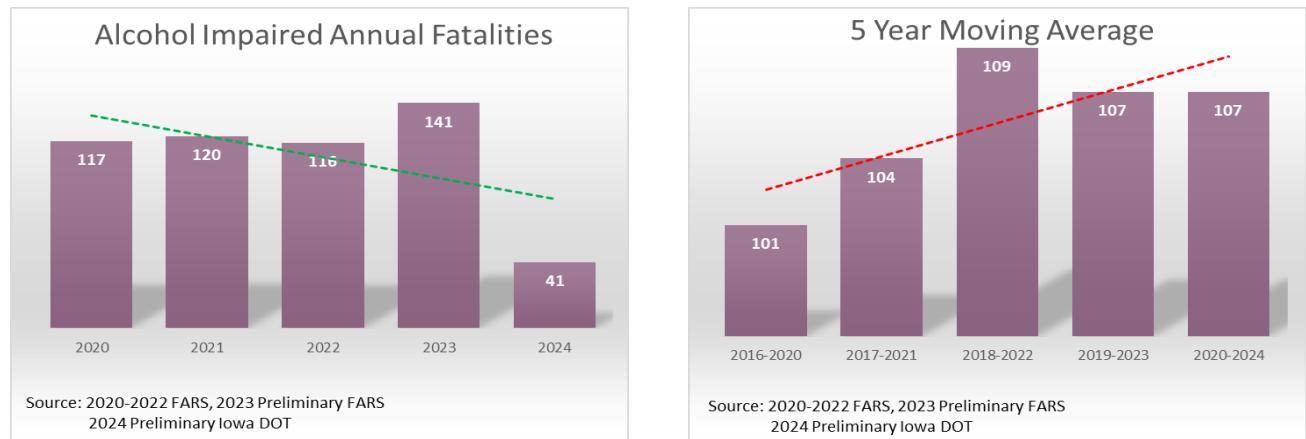


The High Five program provided seat belt enforcement and education in targeted counties, and along with youth focused Alive@25 and SAFE programming supporting occupant protection will continue for Iowans.

Child passenger safety funds were used to train child passenger safety technicians and provided child restraint education and child restraints in most counties in the state. The Annual Seat Belt Survey and a Child Restraint Survey were completed. Results of the surveys, while promising, prove that occupant protection education must continuously be a vital part of traffic safety. These projects will persist into FFY 2025. GTSB will also continue collaboration with the State Child Passenger Safety Coordinator to focus on training sessions, educational events, and fit stations across the state with special emphasis on the High Five Counties. Media campaigns will remain active, targeting both the High Five Counties and the state.

Law enforcement agencies will also maintain their occupant protection enforcement efforts statewide.

C-5) Alcohol-Impaired Driving Fatalities



The alcohol impaired driving 5 year moving average continues to show a steep incline. The FARS numbers show a drastic increase when compared to Iowa DOT actuals. The target of 104 was not met. Ongoing strategies will include enforcement, public education, media campaigns, prevention, youth programming, court education, officer training, and more.

GTSB has a strong relationship with the Alliance of Coalitions 4 Change, which is a collaboration of Iowa-based coalitions that work to provide substance abuse prevention strategies and resources to local communities. They host 4 quarterly meetings, along with a youth component, host an annual prevention conference and partner sharing with over 25 private and state agencies.

One prevention group in the state developed educational materials and a website for a self-assessment while another group near the state border of Illinois provided media for a “Buzzed Driving is Drunk Driving”, “If You Feel Different, You Drive Different”, and “This Is A Sign You Shouldn’t Drive High” messaging at local convenience stores and bars, radio, and partnered with local law enforcement to complete alcohol compliance checks in the area.

The State Judicial Outreach Liaison continued work with the court system to identify areas where an OWI court may be effective. In 2025, additional training was funded for eight team members to expand a county adult drug treatment court to be a hybrid adult drug treatment/OWI court.

The Iowa Judicial branch will continue to monitor and update the traffic law bench book, coordinating meetings as well as traffic safety related speakers for judicial officers and legal staff.

GTSB’s new Impaired Driving Coordinator will continue to play a significant role to influence new strategies and future programming.

The Iowa Law Enforcement Academy, the toxicology lab, and DRE and ARIDE programs will continue to impact law enforcement training and enforcement statewide. The Traffic Safety Resource Prosecutor provided trainings for prosecutors, law enforcement officers, and other professionals and will continue to do so in FFY 2025.

The Mobile Breath Alcohol Testing vehicle will influence the state’s impaired driving enforcement efforts. While speeding processing time, this vehicle will provide a high visibility deterrent as it rolls up to high profile events such as the Newton Speedway, major concerts, and other targeted events across the state.

The Iowa Restaurant Association will again offer ServSafe Alcohol training classes to bartenders and servers in targeted areas. ServSafe Alcohol teaches the principles of responsible alcohol best practices for bar and restaurant owners and employees, preparing them for the risks involved with serving alcohol. In 2025, additional classes will be offered with the Iowa Latino Hospitality Council, reaching servers and owners in Spanish.

SERVE RESPONSIBLY. MINIMIZE RISK. TRAIN YOUR STAFF.



Responsible alcohol service training is essential for anyone – especially those under age 21. The Iowa Restaurant Association has received a grant to teach ServSafe Alcohol™ across the state. You can send your entire team.

- 4-hour in-person instruction
- Professional educator & current bar owner instructor
- 3-year certification
- \$10 per student course book/exam fee*

*A grant from the Iowa Governor's Traffic Safety Bureau covers all other instruction-related costs.

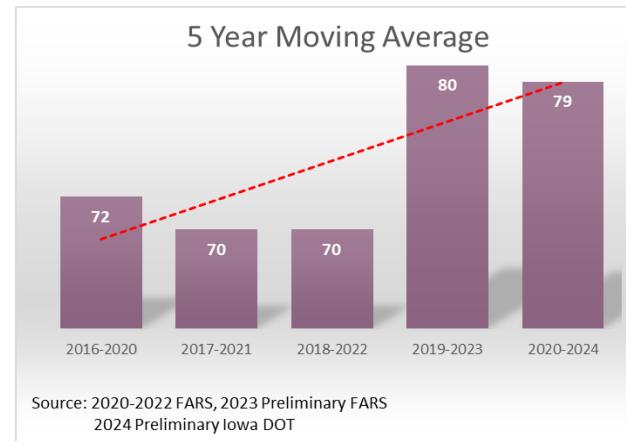
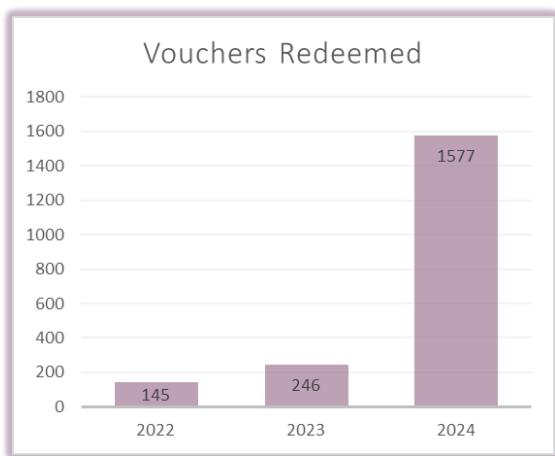
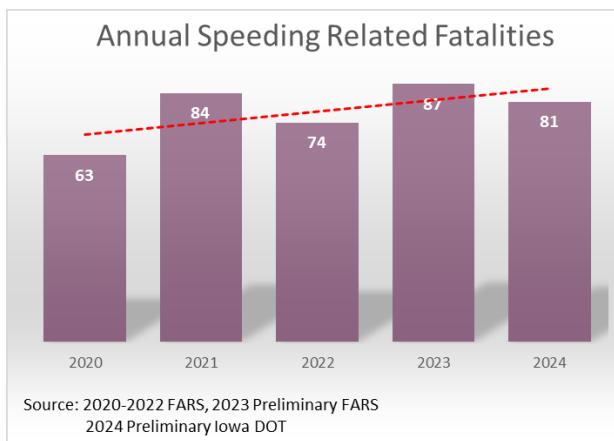
[FIND A CLASS](#)

Doll Distributing, a statewide beverage distributor, offered \$10 Uber ride discounts during the holidays to provide a safe and affordable way home. The company funded the Uber vouchers and promoted the program through Facebook. GTSB partnered with Doll Distributing in 2024 to amplify the message and encourage greater use of the program.

The program grew considerably, and while Doll Distributing continues to fund the program, their budget is limited. GTSB continues to search for other partners to expand the program with grant funding.

A new partnership in FFY 2025 with the Iowa Department of Revenue Alcohol and Tax Operations is ready to provide alcohol compliance checks throughout the state. Likewise, semi-trailer wraps with an impaired driving message will be updated to deliver moving billboards on our roadways across the state.

C-6) Speeding Related Fatalities



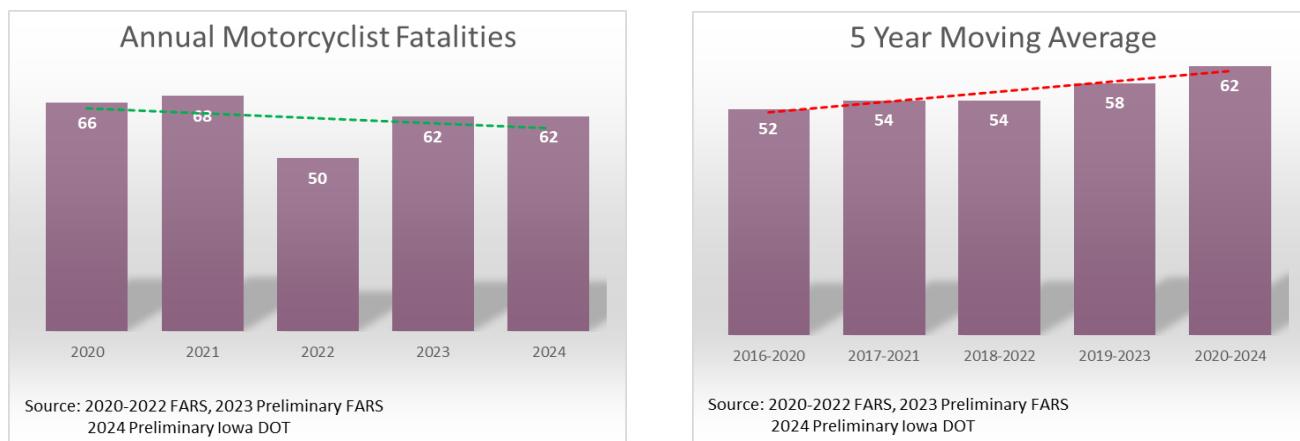
Speeding numbers in the state increased in 2023 (87) and were lower in 2024 (81), but the 5-year moving average maintains a sharp increase. The target of 69.6 was not met. GTSB continues to work with enforcement and data partners to gain additional insight into speed related fatalities. GTSB continues to seek innovative approaches to reduce speed fatalities in the state. While doing so, public education and high visibility enforcement projects will continue.

In 2024, the Iowa DOT identified 6 corridors in the state with increased risk for a speed related crash. GTSB provided funding for high visibility enforcement, and the DOT provided signage and education in local areas to reduce risky driver behavior. These projects with 5 law enforcement agencies will continue in each area with Iowa State Patrol support in 2025.

Media campaigns via outdoor billboards, digital display, social, and radio were used and will continue into 2025. NASCAR Driver Ross Chastain provided messaging via social media and radio.

High visibility enforcement continues in the state and resulted in over 34,114 speed citations and written warnings throughout 2024.

C-7) Motorcyclist Fatalities



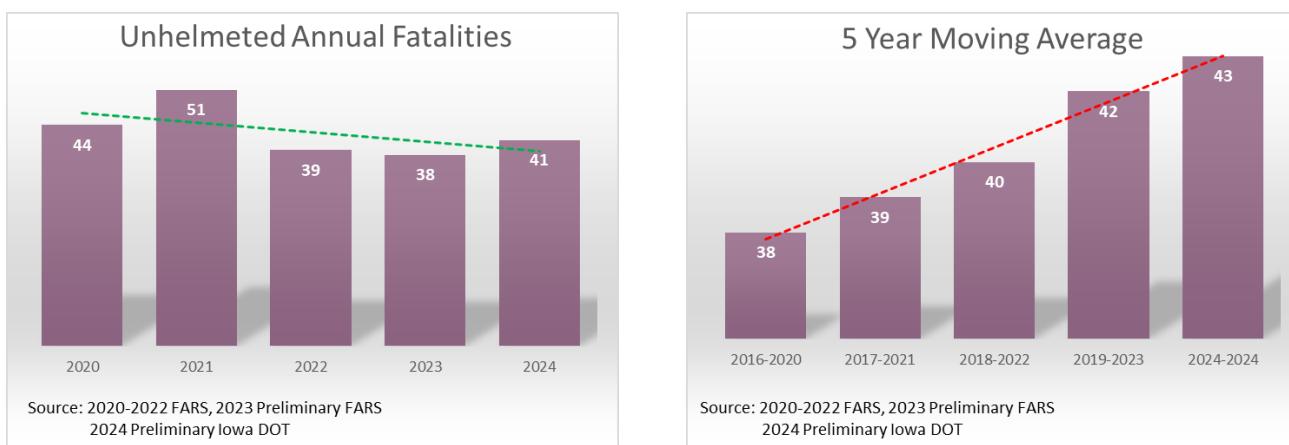
Annual motorcycle fatalities remained steady during 2023 (62) and 62 fatalities in 2024. The moving average continues to increase. The target of 53.8 was not met. Strategies for motorcycle rider education will continue. GTSB plans to review the motorcycle data gained from the rallies and explore additional strategies for FFY 2025.

For FFY 2025, GTSB will continue to partner with Alliance Highway Safety to further motorcycle safety programming at various motorcycle events throughout the state. Survey results will be evaluated, and programming adjustments made as needed. While the project focuses on motorcycle riders, yard signs are distributed at each event to educate drivers in residential areas in the state.

Additional funding focused on motorcycle safety for both motorcycles and riders will supplement the media campaign in 2025. Currently the budget is set at \$190,000 (402-PM) for a combination Motorcycle and UTV/ATV (breakdown to be determined in second quarter), and \$75,000 (405f-FF*PM).

Motorcycle rider education programming with the Iowa DOT will also move forward into 2025. The Returning Rider Course has been removed from the Motorcycle Safety Foundation offerings but was extremely close to the Basic Rider Course 2, so the opportunity for education remains. The Basic Rider Course and Basic Rider Course 2 (also known as the Experienced Rider Course), Advanced Rider Course and the 3-Wheel Basic Rider Course will continue to be offered.

C-8) Unhelmeted Motorcyclist Fatalities

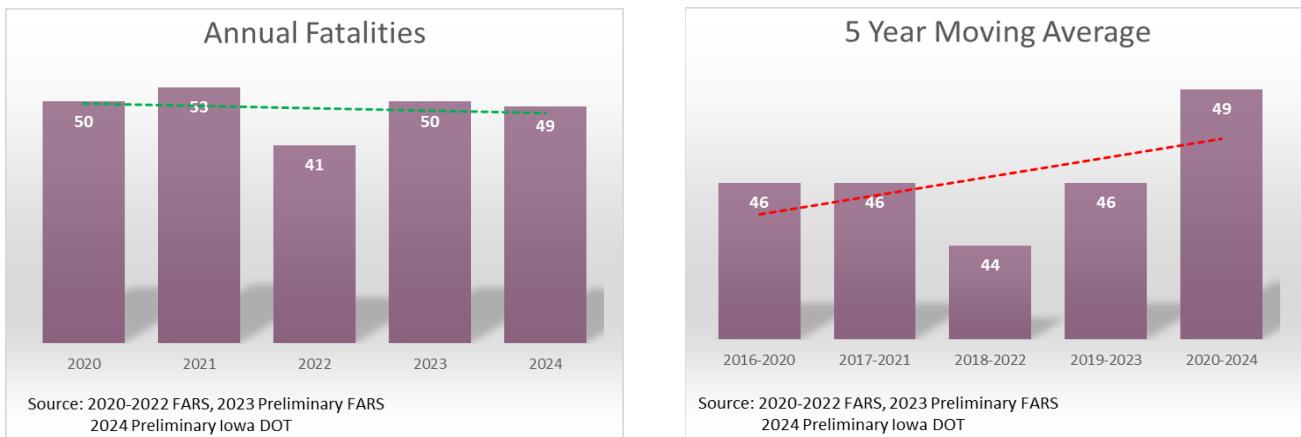


Unhelmeted rider fatalities remain on the increase. The target of 38.6 was not met. The 5-year moving average is 43.

Iowa remains one of very few states with no motorcycle helmet law. In 2025, GTSB has increased funds to provide a media campaign for the helmet usage. Currently the budget is set at \$190,000 (402-PM) for a combination of Motorcycle and UTV/ATV (breakdown to be determined in second quarter). The media campaign will continue to address helmet use via [video](#), social media, billboard, and digital banner advertising.



C-9) Drivers Aged 20 or Young Involved in Fatal Crashes



Drivers aged 20 and younger are inexperienced drivers, high-risk takers, and are often overconfident in their driving skills. The need for additional education for this population is continuous. The 5-year moving average is increasing, currently at 49, and the target of 45 was not met.

PP & E in 2024 prompted extra traffic safety efforts in the counties of Adair, Fremont, and Pocahontas.

On the eastern border of the state, a new project in 2024 was the Alive@25 programming through the Dubuque Driving Academy. This program is an in-person first time offenders program developed in collaboration with local, county and state law enforcement, and the Dubuque City Attorney. The program yielded promising results in its first year and will continue into 2025.

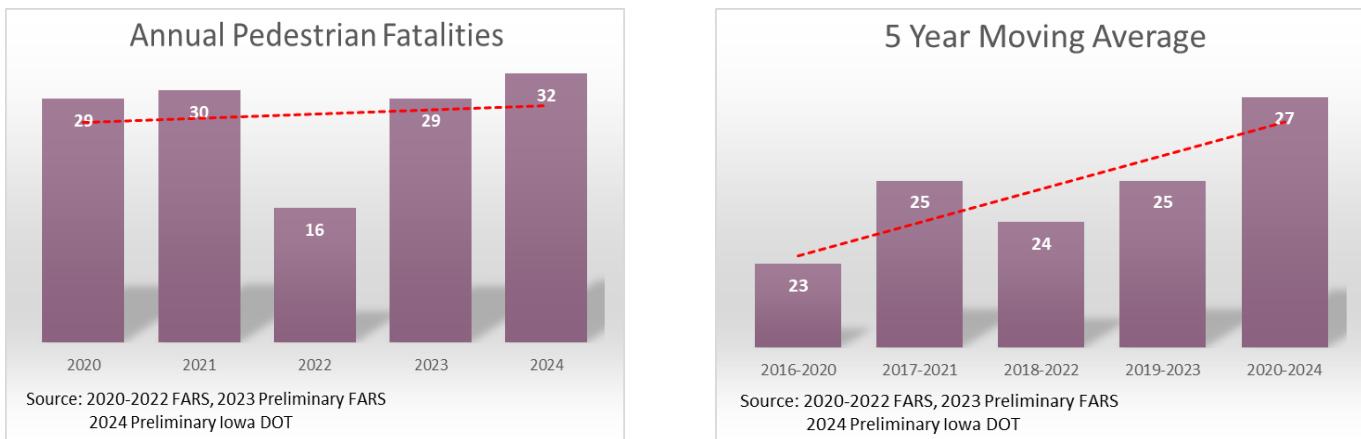
MADD programming will further reach in the state with additional staff to allow for additional outreach and education, not only to youth, but to parents and caregivers also.

SAFE will continue to provide support for peer-to-peer education on seat belt usage and distracted driving messaging.

Choices Matter, the program for high school students with impactful speakers and interactive displays continues to inspire students to make the right choices behind the wheel. The program will reach ten schools in 2025.

The driver education assessment recommendations are being reviewed by the Iowa DOT and partners, and GTSB expects to see some implementation of those recommendations during the year.

C-10) Pedestrian Fatalities



Annual pedestrian fatalities increased to 32 in 2024, 9% of total fatalities, up from 30 and 7.93% of total fatalities in 2023. The 5-year moving average is 27, and the target of 25 was not met. GTSB continues to seek projects and partners to promote pedestrian safety.

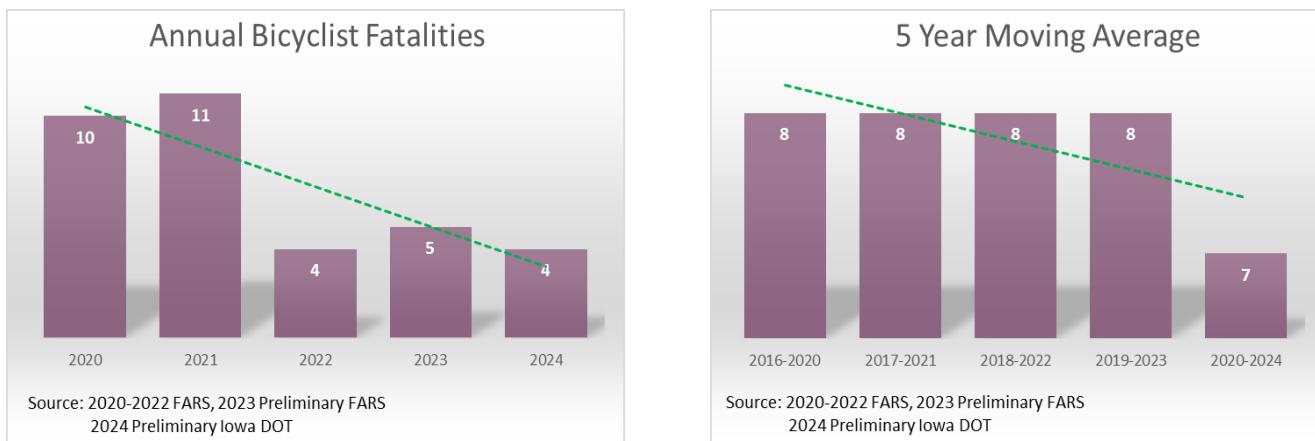
In 2024 Ottumwa School District completed Safe Routes to School studies at each of their schools. At one elementary school, safety was determined to be a very high priority due to roadway curve, poor visibility, and little in the way of engineering to address the issue. Flashing pedestrian beacon signage was considered permanent infrastructure and disallowed, but the school was able to request speed signs to collect data and slow vehicle traffic. In addition, the high school's FCCLA Chapter worked with a radio station for some public service announcements made by the students, and they also were able to educate the students on the importance of pedestrian safety. The local police department also agreed to conduct increased enforcement in the area.

Programming in 2024 included funding for the Iowa DOT for four road studies for vulnerable road users, specifically in smaller, rural towns and cities.

Flagger/road construction training will be funded in FFY 2025, and the GTSB will continue to promote opportunities for pedestrian safety funding.

A media campaign, first launched in 2024 will also move into the new year.

C-11) Bicyclist Fatalities



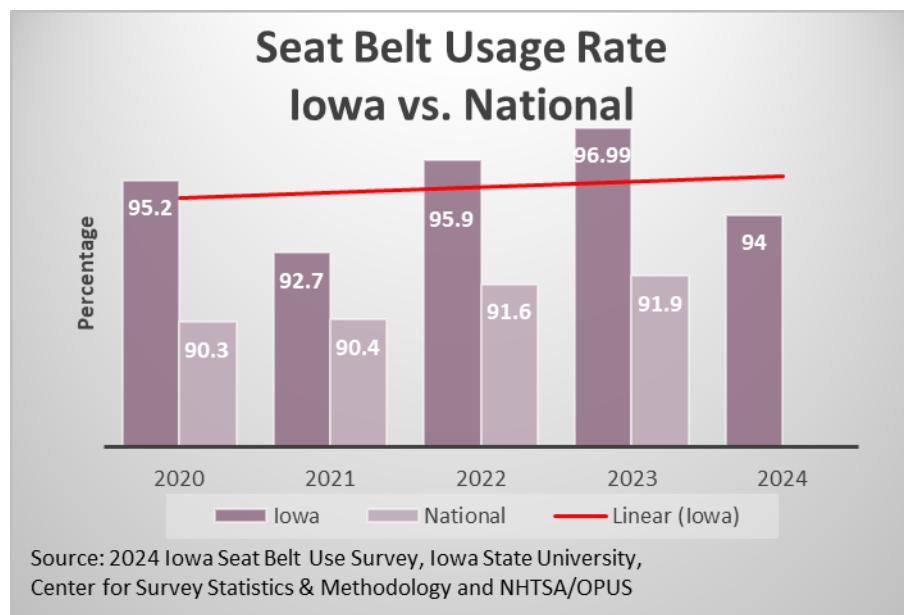
The bicyclist fatality target was 7.4, the 5-year moving average is 7 and therefore this target was met. Actual numbers have been four and five for the last several years, however one is still too many.

The Iowa DOT completed [Iowa's Vulnerable Road User Safety Assessment](#) in 2024. The GTSB established a relationship with the Iowa Bicycle and Pedestrian Advisory Committee and will be looking to this committee and the assessment for potential new strategies and partnerships.

Bicyclist programming in 2024 included:

- Road studies for cities with vulnerable road user concerns. Four Reports were completed, providing recommendations for improvement to appropriate city/county personnel.
- The Iowa Bike Coalition and the Safe Routes to School Coordinator built 14 complete bike rodeo kits for distribution to libraries, hospitals, and community organizations around the state. These kits are available for community members to use to complete bicycle education, and are stocked with a curriculum, cones, educational handouts, and all equipment needed for a bike rodeo.
- The City of Waterloo completed a bicycle education video and provided overtime for the local police department to monitor both bicyclist and driver behavior in the downtown area.

B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)



The [Seat Belt Survey](#) was completed by Iowa State University in 2024. The overall seat belt use rate is 94.003%, which is a decrease from previous years. The target of 95.88% was not met. Iowa continues to focus on seat belt use and education in all counties but continues with targeted messaging and programming in the High Five counties in the state.

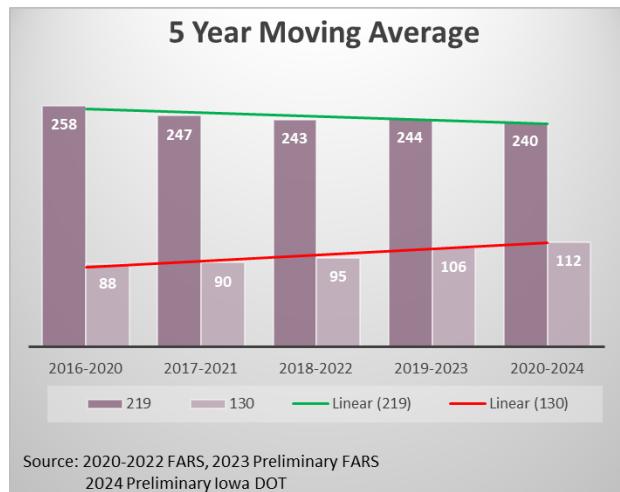
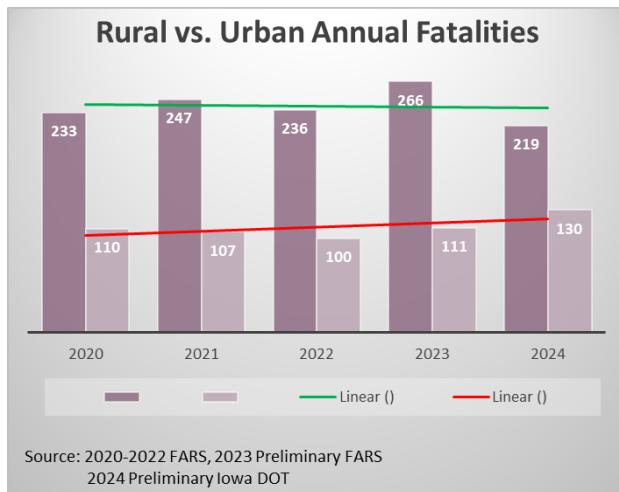
Four Seat Belt Convincers were in use across the state by local law enforcement agencies, the Iowa State Patrol and GTSB staff. They are utilized at local community events, National Night Out events, county fairs, and at the Iowa State Fair, which boasts over 1 million visitors annually.

SAFE, the teen peer to peer seat belt and distracted driving program was in approximately 30 schools in FFY 2024, with plans for expansion in FFY 2025.

Media programming also continues, including NASCAR driver Ross Chastain who reminded drivers to slow down and buckle up.

High visibility enforcement is conducted statewide, and in 2024, there were 1,899 seat belt citations written during GTSB grant funded patrols.

Additional Performance Measure #1: Rural Traffic Safety/Rural Traffic Fatalities



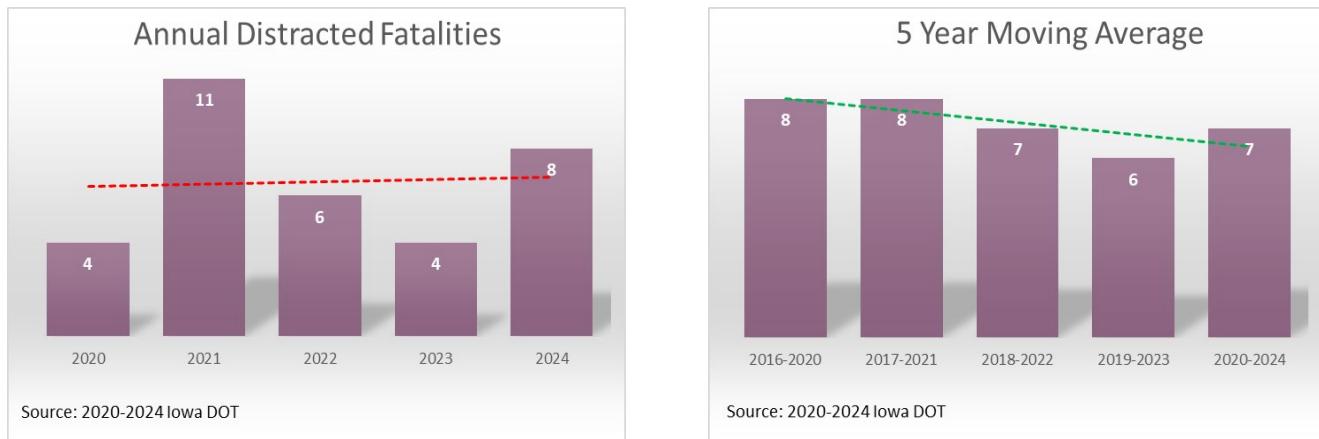
The target for Rural Traffic Safety/Rural Traffic Fatalities was 242.6. In 2024 rural fatalities were 240, so this target has been met. The trend line for both annual fatalities and the 5-year moving average are decreasing, albeit slightly.

High Five projects continued in the counties of Appanoose, Fremont, Humboldt, Keokuk, and Mitchell. High visibility enforcement was completed by the Iowa State Patrol and Fremont County Sheriff in 2024.

A targeted media campaign in these counties using a mix of digital out-of-home, streaming radio, and Meta was completed. The campaign in these counties produced 2,864 clicks.

In July 2022, state law changed to allow ATV/UTV riders on certain roadways in Iowa. Since that time, fatalities have increased from 12 annually to 20 in 2024. GTSB is working with the Iowa DOT and Iowa State University Institute for Transportation to obtain ATV/UTV data to consider potential countermeasures moving forward.

Additional Performance Measure #2: Distracted Driving



The target for Distracted Driving was 7.4. The 5-year moving average is currently at 7 with a decreasing trendline. This target was met; however, it is believed distracted driving fatalities are under reported.

Strategies such as public education, participating in the End Distracted Driving Coalition, and providing information to the state legislature will continue.

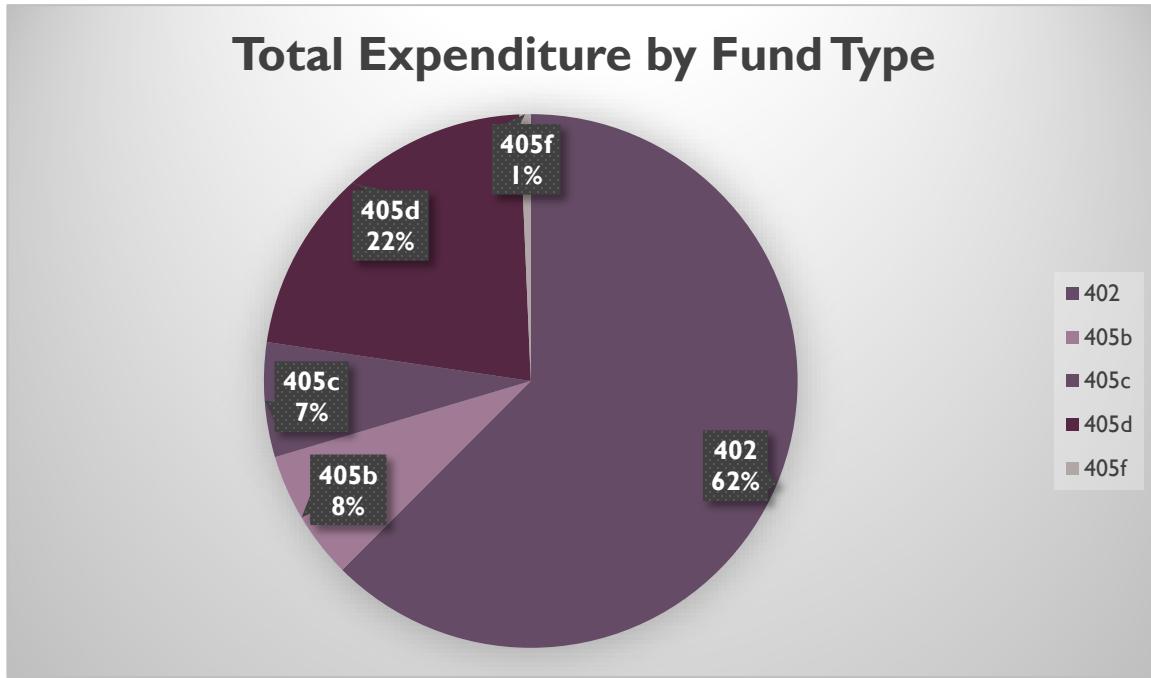
Alliance Highway Safety provided a valuable opportunity to connect with rural, underserved communities at county fairs across the state. By setting up an interactive educational booth at fairs in high-fatality counties, Alliance Highway Safety staff engaged attendees and raised awareness about traffic safety. The campaign successfully engaged the public, resonating with many attendees. Parents and guardians expressed gratitude for the emphasis on traffic safety and the promotion of safe driving practices.

The FFY2024 General – Distracted Driving campaign launched in March and was flighted throughout September.

2024 Project Activity (By Program Area based on 2024-2026 Highway Safety Plan)

Below is a summary of the efforts completed by GTSB and their partners for each individual project in FFY 2024 including public participation and engagement, community collaboration, and evidence-based enforcement activity.

The GTSB expended a total of \$9,240,310.52. A breakdown of expenditures by funding source is below.



Public Participation and Engagement Efforts (PP & E)

The Public Participation and Education (PP&E) efforts in FFY 2024 included a thorough analysis of data from multiple sources, alongside a comprehensive SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis in collaboration with key stakeholders. This analysis aimed to identify communities impacted, or potentially impacted, by fatal and serious injury crashes, with a focus on identifying overrepresented groups. Teens aged 15-19 emerged as a key demographic, with the highest crash rates observed in Adair, Fremont, and Pocahontas counties. As a result, teams from the Governor's Traffic Safety Bureau (GTSB) collaborated with local high schools in these counties to engage in conversations about traffic safety and driver training.

Since then, GTSB has fostered partnerships with local organizations, including MADD, SAFE, and FCCLA, to further educate youth aged 15-19 on traffic safety. The focus has been on critical topics such as speed management, seat belt use (ensuring proper use for all passengers, regardless of seating position), and impaired driving prevention. Driver education remains a key area of attention, with the 2024 Driver Education assessment offering valuable recommendations. The Iowa DOT continues to explore potential improvements to driver education programming based on this feedback.

Looking ahead to FFY 2025, the Youth Program Administrator initiated discussions with SAFE and MADD to concentrate efforts in the targeted counties. Following a youth crash at Nodaway Valley High School in Adair County, the Power of Youth Program was introduced to the school in October 2024, reaching 214 students. Additionally, Nodaway Valley High School has joined the SAFE program. MADD's Program Manager has made outreach to three schools in Fremont County but has yet to receive responses. Meanwhile, Pocahontas Area Middle School and High School have also joined the SAFE initiative. Iowa State Patrol continues their work as public resource officers to support youth in all counties, but with an emphasis in the High Five counties.

In partnership with FCCLA, GTSB facilitated a breakout session during the fall leadership rally,



where NASCAR driver Ross Chastain spoke to approximately 40 youth about traffic safety. GTSB also collaborated with Family, Career and Community Leaders of America (FCCLA) to encourage middle and high school students, as well as individuals, to create traffic safety public service announcements. The winners, selected by the GTSB team, will be honored at the GTSB conference awards luncheon in June 2025. Discussions about potential programming with FCCLA

continue to be scheduled in the current year.

Additionally, the GTSB remains deeply concerned about the rising number of motorcycle fatalities in Iowa. Preliminary 2024 data indicates that motorcycle crashes account for roughly 17% of all traffic fatalities in the state. As the traffic records program administrator gains more experience, a further review of data—including survey results from Alliance Highway Safety and other partners—will be conducted. These findings may lead to additional PP&E efforts and potential programming initiatives aimed at addressing this critical issue.

Evidence Based Enforcement Activities

Data serves as the cornerstone of highway safety programming across the state. Accurate and comprehensive data enables law enforcement agencies to pinpoint issues within their jurisdictions, allowing for more effective resource allocation. Ongoing efforts to enhance traffic records focus on improving accuracy, completeness, timeliness, consistency, accessibility, and

integration. In FFY 2024, significant upgrades were made to each system, including the addition of user-friendly dashboards to facilitate easier data usage and visualization.

Evidence-based policing and community collaboration are actively practiced by many law enforcement agencies across Iowa. Numerous departments have adopted policies designed to build a strong foundation of trust and transparency within their communities. A range of organizations, including the Department of Justice and the International Association of Chiefs of Police, offer valuable resources and training to support these initiatives. The Governor's Traffic Safety Bureau (GTSB) and its grant partners remain committed to fostering these efforts through ongoing dialogue, advocating for the use of community feedback to guide and prioritize programming, and supporting training to ensure agencies stay informed about the latest research, best practices, and innovations in policing. Each year, GTSB reviews and refines the grant application process to integrate agency data and insights, further advancing these initiatives. Plans and documentation related to evidence-based policing and community collaboration from Iowa law enforcement partners are readily available on various public-facing websites.

Officer Walker, "When I was 8 years old, I moved to Iowa. I didn't speak English and that made me feel anxious, confused, shy, and sometimes afraid of being alone.

I am happy to be able to teach our Spanish students our law and safety subjects in their language. We practice English together during lesson plans and remind students that their primary language is equally important. We have a lot of fun!"









































































































































































































































































































































































































































































<img alt="A photo of a police officer and several children standing in front of a globe with various

Awareness Survey

Annual Public Awareness Survey

Project Number: 402-CP-2024-12-00-52

Sub-recipient: Vernon Research Group

The public awareness survey was not conducted in FFY 2024. Surveys and public participation and engagement requirements in the last two years have provided ample information and direction for programming. If determined to be needed, appropriate project planning and execution will be completed.

Communication & Outreach

ZLR Ignition – Media

Project Number: 405d-FDLPEM-2024 62-00-51

*405b-MI*PM-2024 27-00-50*

402-PM-2024, 09-00-50

Sub-recipient: ZLR Ignition

ZLR Ignition planned, developed, and directed a media plan for multiple traffic safety campaigns throughout 2024. Details for each campaign can be found in the appropriate program area.

The [DriveSmartIowa.com](http://Drivesmartiowa.com) microsite was redesigned and launched on September 30, 2024. The new website aligns with the Iowa GTSB's "No one's a good unsafe driver" campaign look and shares traffic safety information for Iowa drivers. The site includes a Media Center where partners can download media assets for local use. The site will be directed to for all future GTSB campaigns.

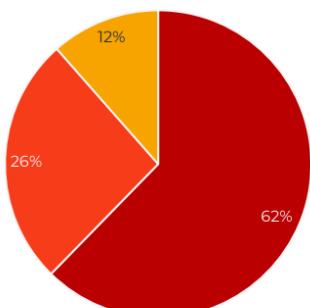
A car window sticker was created and distributed through the Iowa GTSB, Child Passenger Safety Technicians, and Hot Car displays across the state to remind drivers to look in the backseat before they exit the vehicle preventing leaving a child or unattended passenger in a vehicle.

Overall results from the yearlong campaign are below.

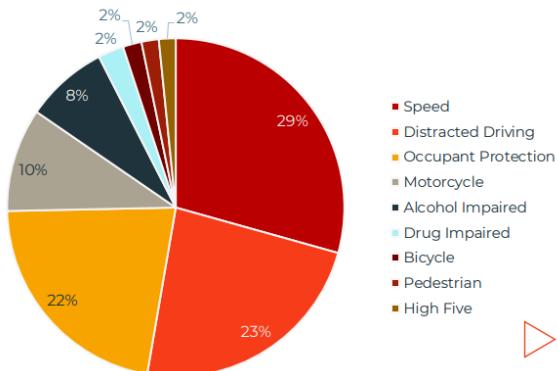
The FFY 2024 GTSB campaign resulted in 72,886,763 impressions. Overall, the FFY 2024 GTSB campaign drove 206,471 clicks through digital elements for each funding source.

CAMPAIGN PERFORMANCE - IMPRESSIONS

Impressions by Funding Source

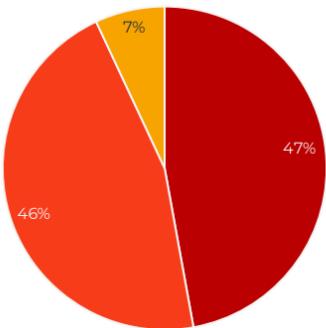


Impressions by Campaign

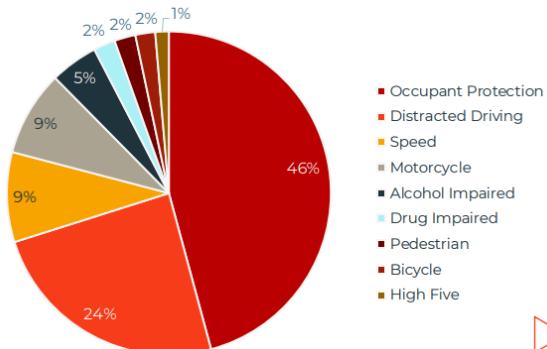


CAMPAIGN PERFORMANCE – CLICKS

Clicks by Funding Source

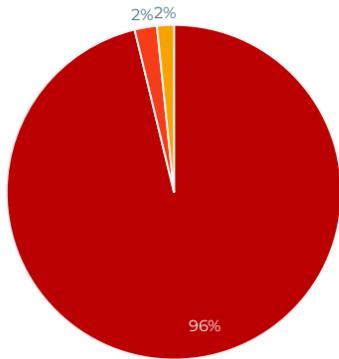


Clicks by Campaign

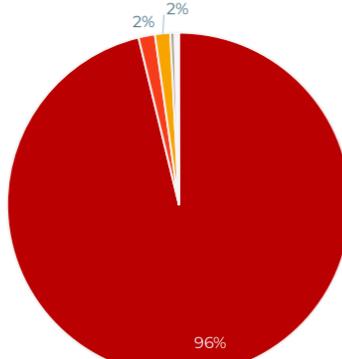


ADDED VALUE DETAIL

Added Value by Funding Source



Added Value by Campaign



ZLR successfully negotiated \$2,064,856 in added value which expanded the reach of the GTSB message through 36.1 additional impressions. ZLR was able to negotiate this added value through excellent vendor relationships.

Alliance Highway Safety-Distracted Driving Education

Project Number: 402-CP-2024 12-00-50

Sub-recipient: Alliance Highway Safety

County fairs provided a valuable opportunity to connect with rural, underserved communities across the state. By setting up an interactive educational booth at five fairs in high-fatality counties, Alliance Highway Safety staff engaged attendees and raised awareness about traffic safety. These events attracted a diverse range of fairgoers, often from areas where traditional advertising methods were ineffective.

From June through August, collaboration events were conducted at county fairs in Linn, Black Hawk, Pottawattamie, Woodbury, and the Mississippi Valley Fair in Scott County. The booth featured interactive activities, including an Oculus VR Driving Simulator, a Distract-A-Match game, and a survey.

Distract-A-Match® was a simple, yet powerful game that illustrated the effects of cognitive, visual, and manual distractions on reaction times and judgment. This tool offered an easily digestible lesson on how distractions impaired a person's ability to drive safely.

The campaign successfully engaged the public, resonating with many attendees. Parents and guardians expressed gratitude for the emphasis on traffic safety and the promotion of safe driving practices.



WOODBURY COUNTY FAIR

MOVILLE, IA

FRIDAY, AUGUST 2ND, 2024

EVENT RECAP

FIVE YEAR FATALITIES		RANK
Average Fatalities	8.2	6
Average Alcohol-Impaired Driving Fatalities	3.2	4
Average Motorcycle	1.4	7
Helmet Use	0.6	4
No Helmet Use	0.8	9
Average Passenger Vehicle Occupant Fatalities	1.8	10
Restrained	1.2	28
Unrestrained	1.6	15

DEMOGRAPHICS	
Population	102,429
Density	117.1
Average Commute (minutes)	27.8

RACE	
White	87.7%
African-American	3.5%
Asian	2.9%
Hispanic	16.6%
Other	2.9%

EDUCATION	
High School Grad	85.8%
Bachelor's Degree or more	22.4%

WOODBURY COUNTY FAIR

MOVILLE, IA

FRIDAY, AUGUST 2ND, 2024

EVENT RECAP

On Friday, August 2nd, 2024, the 95th Annual Woodbury County Fair continued its week-long festivities in Moville, Iowa. The day's schedule included a musical performance by Eddie Montgomery of Montgomery Gentry, accompanied by special guest Dane Louis. The Iowa Governor's Traffic Safety Bureau remained active with the impactful 'No One's A Good Distracted Driver' campaign, where fairgoers had the opportunity to participate in educational activities, such as the 'Distract-A-Match', where participants wore impaired glasses while attempting to complete a simple task of matching shapes. These glasses highlight the challenges distracted drivers face and remind participants to stay focused on the road. Additionally, an inspiring fairgoer, a paraplegic who used a motorized wheelchair and communicated through a computer system due to a car accident where they were impaired driving, shared their story with us. Afterward they showed gratitude for spreading awareness about highway traffic safety and educating the young drivers of their community.







Community Traffic Safety Programs

Driver License Education for Refugees

Project Number: 402-DE-2024 11-00-50

Sub-recipient: Lutheran Services in Iowa

Lutheran Services of Iowa (LSI) planned a transportation training program in FY 2024 to help refugees understand Iowa's driving laws. However, they encountered several challenges upon starting the project:

1. The program required more planning and refinement.
2. There was a need for broader client recruitment.
3. The curriculum did not meet client expectations, as many hoped for actual driving lessons rather than theoretical instruction.

Despite recognizing the importance of the project, LSI decided to end the program for FY 2024 and focus on further planning before seeking additional grant funding.

Central Iowa Traffic Safety Task Force (CITSTF)

Project Number: 402-PT-2024 05-00-51

Sub-recipient: Central Iowa Traffic Safety Task Force (West Des Moines Police Department)

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

In 2024, board membership was increased to 5, allowing for additional agency representation, and created additional board structure, including official board positions and duties and increased communication. Throughout the year, 7 projects were completed with 18 agencies and 150 officers participating. The projects garnered 804 traffic safety citations, 897 written warnings, and 33 arrests.

September 17, 2024 marked the annual meeting and award presentation. There were 49 attendees, and the agenda included a keynote speaker, legal updates, and a child passenger safety presentation.

Community Traffic Safety Health Consultant

Project Number:

Sub-recipient: Iowa Department of Health and Human Services

This project was initially discussed a few years ago with the Iowa Department of Health and Human Services, but a project has not been finalized.

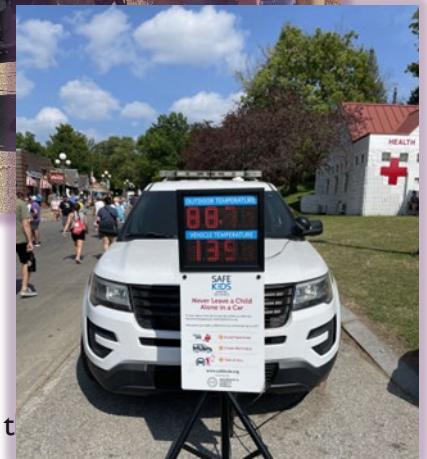
Unattended Passengers

Project Number: 402-UNATTD-2024 14-00-50

Sub-recipient: Blank Children's Hospital

Safe Kids Iowa, led by Blank Children's Hospital purchased two hot vehicle displays to enable hands-on education to educate drivers, parents, and caregivers on the dangers of leaving a child in a hot vehicle. One display traveled with an already established program, the Fire Safety House, that participates in various community events. The second display is available for checkout by statewide agencies. There were approximately 25 requests for the displays. Both displays reached 20,365 people and 14 counties in FFY 2024. Heatstroke awareness window stickers were available at all events the hot vehicle display was hosted and at fit stations and conferences.

This does not include the record-breaking attendance at the Iowa State Fair, where the display was hosted by the First Aid Station on the 10-day event.



In addition, Blank team members took advantage of five public outreach opportunities by speaking on TV, radio, and at Iowa conferences.

Impaired Driving

Drug Recognition Expert (DRE) Program

Project Number: 405d-FDLPEM-2024 62-00-06

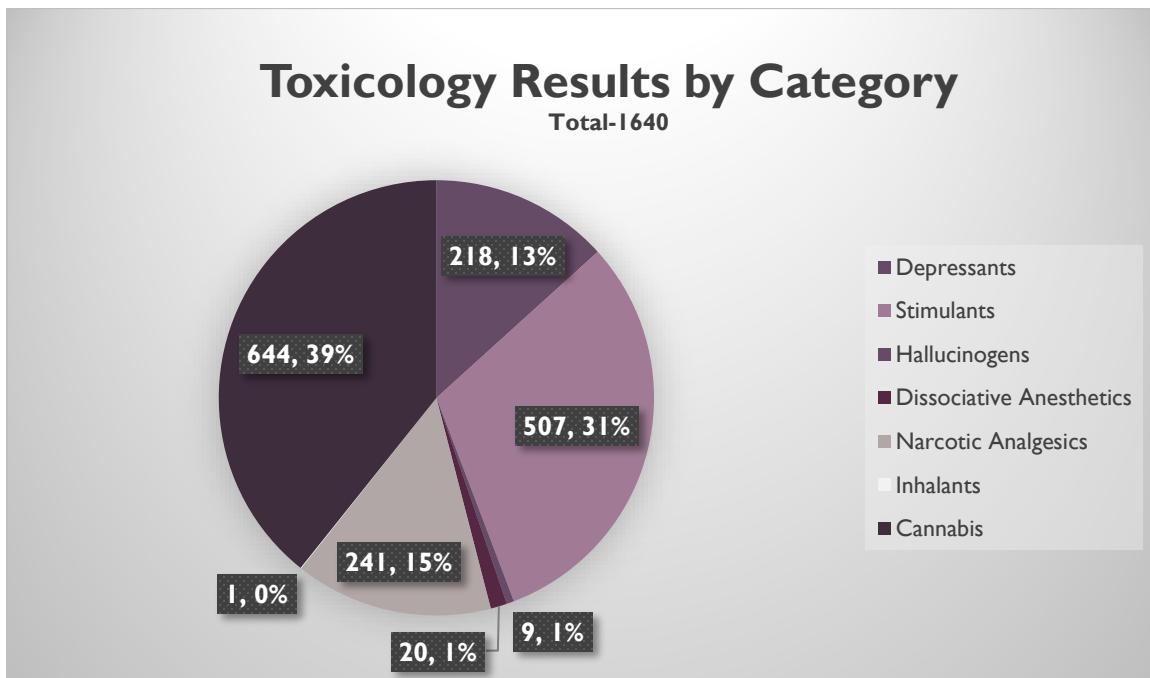
Sub-recipient: Governor's Traffic Safety Bureau

Iowa maintains a top Drug Recognition Expert Program. As a certified DRE, an officer determines if a subject is impaired and unable to operate a motor vehicle in a safe manner. The DRE rules out medical reasons for impairment. After the 12-step evaluation, the DRE determines which category of drug(s) is influencing the subject at the time of the evaluation. Based on the 2022 Impaired Driving Assessment, 2 DRE Schools were offered and completed in Spring and Fall FFY 2024. Classroom instruction was held in West Des Moines, and Out of State Field Certifications was held in Jacksonville, Florida. As a result, 27 new officers were certified as DREs, bringing the state total to 136.

The International Association of Chiefs of Police (IACP) recognized two Iowa DRE's who conducted more than 50 enforcement evaluations the prior year. Trooper Dylan Rasmussen from the Iowa State Patrol conducted 54 evaluations, and Deputy Adam Bell, from the Muscatine County Sheriff's Office, conducted 64 evaluations.

During calendar year 2024*, 1239 DRE Evaluations were completed. 32% of DRE opinions included poly-drug categories. 749 were DRE Enforcement Evaluations, 489 were DRE Training Evaluations and one was listed as Other. The corroboration rate of all evaluations was 96%.

Drug categories from each evaluation are detailed in the table below.



*DRE Evaluations in system as of 1/16/2025.

DRE State Coordinator Todd Olmstead continued to work with the Iowa DOT TraCS team to incorporate a new third-party data reporting system. This system will increase efficiency for DRE's and will be launched in the coming year.

On April 20, a joint project between the Iowa DRE Program and the Central Iowa Traffic Safety Task Force (CITSTF) from 1500-2115 hours was completed in Des Moines and West Des Moines. A total of twelve law enforcement agencies participated with 40 total officers with 11 of those officers being DREs. The emphasis of this project was to interdict impaired drivers with a saturation project by aggressive traffic enforcement in two areas of Des Moines and in West Des Moines and utilize DREs on all drug impaired driving cases.

In addition, the Iowa State Patrol (all shifts) worked a 4/20 project with 13 DUI arrests. Tables listing all contacts are below.

0	Total Number of Fatalities
3	Total Number of Crashes
0	Total DRE Evaluations Conducted
13	Total DUI Arrests
9	Alcohol Impaired DUIs
3	Suspected Marijuana DUIs
1	"All Other" Drugs DUIs
2	Total CMV DUIs
2	CMV Alcohol Impaired DUIs
0	CMV Suspected Marijuana DUIs
0	CMV "All Other" Drugs DUIs
21	Total "Non DUI" Drug-Related Arrests
3	Total Felony Arrests
903	Total Traffic Stops (Contacts)
586	Total Number of Traffic Citations Issued
296	Number of Speed Citations
28	Number of Seat Belt Citations

Iowa State Patrol 4/20 Project

0	Total Number of Fatalities
1	Total Number of Crashes
3	Total DRE Evaluations Conducted
7	Total DUI Arrests
4	Alcohol Impaired DUIs
2	Suspected Marijuana DUIs
1	"All Other" Drugs DUIs
0	Total CMV DUIs
0	CMV Alcohol Impaired DUIs
0	CMV Suspected Marijuana DUIs
0	CMV "All Other" Drugs DUIs
6	Total "Non DUI" Drug-Related Arrests
0	Total Felony Arrests
147	Total Traffic Stops (Contacts)
186	Total Number of Traffic Citations Issued
76	Number of Speed Citations
8	Number of Seat Belt Citations

CITSTF 4/20 Project

High Visibility Enforcement-402 AL

Project Number: See list below.

Sub-recipient: See list below.

The law enforcement agencies listed below participated in high visibility enforcement focused on impaired driving throughout the FFY. The table directly below details the results of this impaired driving enforcement.

Total Hours Utilized	Impaired Driving Contacts*	Occupant Protection Citations	Occupant Protection Warnings	Speed Citations	Speed Warnings	Other Traffic Citations	Other Traffic Warnings
13499.65	1785	640	407	3764	3867	5144	11782

* Impaired driving contacts include OWI arrests, OWI tested, but not arrested, DRE Call-out (on GTSB OT only), .02 violations, underage possession (traffic only), and open container violators.

The following agencies received additional funds for high visibility enforcement focused on impaired driving during the FFY: Cedar Rapids Police Department and DeWitt Police Department.

402-AL-2024 02-01-00	Adams County Sheriff Office
402-AL-2024 02-40-00	Altoona Police Department
402-AL-2024 02-40-01	Ames Police Department
402-AL-2024 02-40-02	Ankeny Police Department
402-AL-2024 02-40-03	Atlantic Police Department
402-AL-2024 02-40-04	Belle Plaine Police Department
402-AL-2024 02-40-05	Bettendorf Police Department
402-AL-2024 02-40-06	Black Hawk County Sheriff Office
402-AL-2024 02-40-07	Blue Grass Police Department
402-AL-2024 02-40-08	Buena Vista County Sheriff Office
402-AL-2024 02-40-09	Buffalo Police Department
402-AL-2024 02-40-10	Burlington Police Department
402-AL-2024 02-40-11	Carlisle Police Department
402-AL-2024 02-40-12	Cass County Sheriff Office
402-AL-2024 02-40-13	Cedar Falls Police Department
402-AL-2024 02-40-14	Cedar Rapids Police Department
402-AL-2024 02-40-15	Cerro Gordo County Sheriff Office
402-AL-2024 02-40-16	Clear Lake Police Department
402-AL-2024 02-40-17	Clinton County Sheriff Office
402-AL-2024 02-40-18	Clinton Police Department
402-AL-2024 02-40-19	Clive Police Department
402-AL-2024 02-40-20	Coralville Police Department
402-AL-2024 02-40-21	Council Bluffs Police Department
402-AL-2024 02-40-22	Dallas County Sheriff Office
402-AL-2024 02-40-23	Davenport Police Department
402-AL-2024 02-40-24	Des Moines County Sheriff Office
402-AL-2024 02-40-25	Des Moines Police Department
402-AL-2024 02-40-26	DeWitt Police Department
402-AL-2024 02-40-27	Dubuque County Sheriff Office
402-AL-2024 02-40-28	Dubuque Police Department
402-AL-2024 02-40-29	Eldridge Police Department
402-AL-2024 02-40-30	Epworth Police Department
402-AL-2024 02-40-31	Evansdale Police Department
402-AL-2024 02-40-32	Fayette County Sheriff Office
402-AL-2024 02-40-33	Fort Dodge Police Department
402-AL-2024 02-40-34	Fort Madison Police Department
402-AL-2024 02-40-35	Harrison Co Sheriff Office
402-AL-2024 02-40-36	Henry County Sheriff Office
402-AL-2024 02-40-37	Hiawatha Police Department
402-AL-2024 02-40-38	Huxley Police Department
402-AL-2024 02-40-39	Indianola Police Department

402-AL-2024 02-40-40	Iowa City Police Department
402-AL-2024 02-40-44	Jackson County Sheriff Office
402-AL-2024 02-40-45	Jasper County Sheriff Office
402-AL-2024 02-40-46	Johnson County Sheriff Office
402-AL-2024 02-40-47	Johnston Police Department
402-AL-2024 02-40-48	Keokuk Police Department
402-AL-2024 02-40-49	Knoxville Police Department
402-AL-2024 02-40-50	Le Mars Police Department
402-AL-2024 02-40-51	LeClaire Police Department
402-AL-2024 02-40-52	Lee County Sheriff Office
402-AL-2024 02-40-53	Louisa County Sheriff Office
402-AL-2024 02-40-54	Lyon County Sheriff Office
402-AL-2024 02-40-55	Mahaska County Conservation Board
402-AL-2024 02-40-56	Marion County Sheriff Office
402-AL-2024 02-40-57	Marion Police Department
402-AL-2024 02-40-58	Marshall County Sheriff Office
402-AL-2024 02-40-59	Marshalltown Police Department
402-AL-2024 02-40-60	Mason City Police Department
402-AL-2024 02-40-61	Mills County Sheriff Office
402-AL-2024 02-40-62	Missouri Valley Police Department
402-AL-2024 02-40-63	Mount Vernon-Lisbon Police Department
402-AL-2024 02-40-64	Muscatine County Sheriff Office
402-AL-2024 02-40-65	Muscatine Police Department
402-AL-2024 02-40-66	Nevada Public Safety Department
402-AL-2024 02-40-67	Newton Police Department
402-AL-2024 02-40-68	North Liberty Police Department
402-AL-2024 02-40-69	Norwalk Police Department
402-AL-2024 02-40-70	Osceola County Sheriff Office
402-AL-2024 02-40-71	Oskaloosa Police Department
402-AL-2024 02-40-72	Ottumwa Police Department
402-AL-2024 02-40-73	Pella Police Department
402-AL-2024 02-40-74	Pleasant Hill Police Department
402-AL-2024 02-40-75	Pocahontas County Sheriff Office
402-AL-2024 02-40-76	Polk City Police Department
402-AL-2024 02-40-77	Polk County Sheriff Office
402-AL-2024 02-40-78	Pottawattamie County Sheriff Office
402-AL-2024 02-40-79	Scott County Sheriff Office
402-AL-2024 02-40-80	Sioux City Police Department
402-AL-2024 02-40-81	State Center Police Department
402-AL-2024 02-40-82	Story County Sheriff Office
402-AL-2024 02-40-83	Tipton Police Department

402-AL-2024 02-40-84	Toledo Police Department
402-AL-2024 02-40-85	Wapello County Sheriff Office
402-AL-2024 02-40-86	Warren County Sheriff Office
402-AL-2024 02-40-87	Washington County Sheriff Office
402-AL-2024 02-40-88	Waterloo Police Department
402-AL-2024 02-40-89	Waukee Police Department
402-AL-2024 02-40-90	Webster County Sheriff Office
402-AL-2024 02-40-91	West Burlington Police Department
402-AL-2024 02-40-92	West Des Moines Police Department
402-AL-2024 02-40-93	Windsor Heights Police Department
402-AL-2024 02-40-94	Woodbury County Sheriff Office

High Visibility Enforcement-405d

Project Number: 405d-M6OT-2024 60-40-00

Sub-recipient: Iowa State Patrol

The Iowa State Patrol utilized 405d funding for impaired driving enforcement. 2,977.40 hours of high visibility enforcement resulted in 412 impaired driving contacts, 245 seat belt citations, 20 seatbelt warnings, 1160 speed citations, 920 speed warnings, 1169 other traffic citations, and 7068 other traffic warnings.

Traffic Law Bench Book

*Project Number: 405d-FDL*TC-2024 65-00-50*

Sub-recipient: Iowa Judicial Branch

This project focused on maintaining and expanding the Judges Traffic Law Benchbook to ensure the effective handling of traffic-related municipal and criminal infractions. It involved coordinating committees and working groups of judges and magistrates to keep the benchbook information accurate and relevant. Additionally, the project offered traffic safety speakers for ongoing legal education. This year, benchbook usage increased by an average of 67, with a notable rise in unique users, leading to more suggestions and new resources. Two traffic safety presentations were held, attended by approximately 200 judges and 150 magistrates each.

DCI Lab Toxicology

Project Number: 405d-FDLBAC-2024 69-00-50

Sub-recipient: Iowa Department of Public Safety-DCI Lab

In 2024, the DCI laboratory closed 2,929 cases, producing 4,339 lab reports, with an average turnaround time of 17.39 days—2 days faster than the previous year. 180 DataMasters were certified, and approximately 298 officers were trained on toxicology testing and certified on the DataMaster DMT.

Two new alcohol gas chromatograph instruments were added, offering faster processing and backup capability. Alcohol case turnaround times dropped to under 10 business days.

The lab also validated additional synthetic benzodiazepines, enabling the reporting of more compounds. Members testified in approximately 33 cases and supported prosecution and defense through consultations.

Six new breath alcohol simulators were purchased, improving calibration accuracy, and updated software ensured compliance with ASB guidelines. The toxicology team also participated in industry-specific training.

Advance Roadside Impaired Driving Enforcement (ARIDE) Program

Project Number: 405d-FDLPEM-2024 62-00-07

Sub-recipient: Governor's Traffic Safety Bureau



ARIDE is a free 16-hour training option bridging the gap between Standard Field Sobriety Tests and DRE for law enforcement officers. This intermediate level course offers more than a basic understanding of the impairing effects of drugs (illicit and licit), alcohol, and/or the combination of both. Students who successfully complete this training can recognize if an individual may be under the influence of drugs/alcohol or under the combined influence of drugs/alcohol or suffering from

injury or illness producing signs similar to alcohol/drug impairment.

This training continues to support GTSB strategies to reduce impaired driving in the state of Iowa. 10 ARIDE classes were held in 2024. 245 officers and prosecutors completed the course.

Iowa Law Enforcement Academy (ILEA)

*Project Number: 405d-FDL*PT-2024 64-00-50*

Sub-recipient: Iowa Law Enforcement Academy

The ILEA continued to train officers, utilizing federally funded 40 computers for the sole purpose of traffic safety training and TraCS in classrooms. Additionally, 3 moving radars and 9

preliminary breath testers were purchased for use during training. Director, Brady Carney provided representation on the State's Impaired Driving Task Force.

Courses Taught	Number of Courses in Year	Number of Officers Trained
Radar/Lidar Instructor Course	1	16
Radar/Lidar Instructor Renewal	2	20
SFST/OWI Refresher	4	17
SFST Basic Academy Course	7	298
Chemical Testing-Basic Academy Course	3	115
Wet Labs	6	236
OWI Scenarios	6	236
OWI-Officers Certifying Thru Exam	4	34
Chemical Testing-Officers Certifying Thru Exam	4	33
OWI Report Writing-Basic Academy Course	1	34
OWI Detection-Basic Academy Course	1	47
Street Intoxication-Basic Academy Course	5	198
OWI Enforcement Techniques-Basic Academy Course	29	1253
SFST Instructor Renewal	4	34
SFST Instructor	3	42
ARIDE/SFST Instructor Renewal	3	80
RADAR Enforcement-Basic Academy Course	4	240
Traffic Law Enforcement-Basic Academy Course	3	132
Vehicle Stops-Basic Academy Course	20	795
Vehicle Stops-RADAR Enforcement-Basic Academy Course	4	136
Traffic Direction-Basic Academy Course	4	152
Motor Vehicle Law – 321 Code-Basic Academy Course	7	274
Motor Vehicle Law – TRACS-Basic Academy Course	7	304
Motor Vehicle Law – Car Seats-Basic Academy Course	8	323
Drug Recognition-Basic Academy Course	6	279

Prosecutor Training-Traffic Safety Resource Prosecutor (TSRP)

*Project Number: 405d-M6X-2024 61-00-50 / 405d-FDL*PT-2024 64-00-51*

Sub-recipient: Office of the Attorney General of Iowa

In 2024, the TSRP offered various training opportunities for prosecutors, law enforcement officers, and other professionals. These included in-person, virtual, and prerecorded sessions focused on OWI (Operating While Intoxicated) and traffic safety issues. The TSRP worked closely with Iowa law enforcement, prosecutors, attorneys, and state agencies, presenting at events like DRE Schools, Iowa County Attorneys Conferences, the Governor's Highway Traffic Safety Conference, and other traffic safety workshops. Key partners included the Department of Public Safety, State Patrol, DCI, ILEA, and local law enforcement agencies.

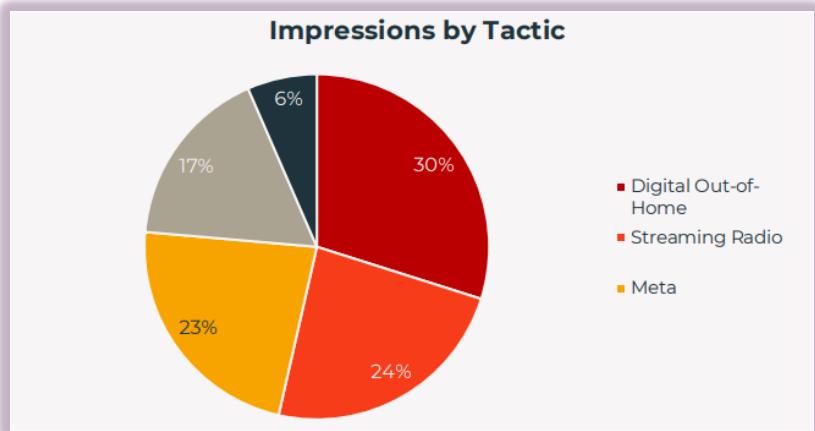
The TSRP published multiple issues of the Highway Safety Law Update Newsletter and updated the OWI and Traffic Offenses Prosecution Manual twice. The legislative session brought new laws related to ignition interlock devices, UTVs/ATVs, special minor restricted licenses, electric scooters, and automated traffic cameras, which were analyzed for their impact on traffic safety.

ZLR Ignition – Media**

Project Number: 405d-FDLPEM-2024 62-00-51, 405b-MI*PM-2024 27-00-50, 402-PM-2024 09-00-50

Sub-recipient: ZLR Ignition

The Alcohol Impaired campaign ran from June 3-September 30, 2024 and was flighted around key times for alcohol usage. The campaign used a mix of cable TV, connected TV, Meta, digital out-of-home (DOOH), streaming radio and Learfield sports radio. Overall, the campaign resulted in 5.7 million impressions and drove 9869 clicks.



The Drug Impaired campaign ran from April 18-24 and July 8-14, 2024. The campaign used a mix of Snapchat and streaming radio – both were new tactics for the FFY 2024 Drug Impaired campaign. Overall, the campaign resulted in 1.79 million impressions and drove 4475 clicks.



GTSB-Program Management-AL

Project Number: 402-AL-2024 02-00-02

Sub-recipient: Iowa Governor's Traffic Safety Bureau

The funds were allocated to support a portion of GTSB staff salaries dedicated to tackling impaired driving. Additionally, they provided technical assistance for ongoing public information and education campaigns focused on impaired driving issues, as well as for the coordination, monitoring, and auditing of impaired driving grants.

*GTSB-Travel-AL**Project Number: 402-AL-2024 02-00-03**Sub-recipient: Iowa Governor's Traffic Safety Bureau*

Funds were used for portions of GTSB staff travel focused on impaired driving.

*GTSB-Printing-AL**Project Number: 402-AL-2024 02-00-04**Sub-recipient: Iowa Governor's Traffic Safety Bureau*

Funds were used for portions of GTSB printing focused on impaired driving.

*GTSB-Program Management-(405d)**Project Number: 405d-FDLIC-2024 70-00-02**Sub-recipient: Iowa Governor's Traffic Safety Bureau*

Funds were used for portions of GTSB staff salaries focused on impaired driving such as the State DRE Coordinator and other impaired driving expenses.

*GTSB-Travel (405d)**Project Number: 405d-M6OT-2024 60-00-03**Sub-recipient: Iowa Governor's Traffic Safety Bureau*

Funds were used for portions of GTSB staff travel focused on impaired driving.

*GTSB-Printing (405d)**Project Number: 405d-FDLPEM-2024 62-00-04**Sub-recipient: Iowa Governor's Traffic Safety Bureau*

Funds were used for portions of GTSB printing focused on impaired driving.

*Story County Early Treatment for Impaired Driving Prevention**Project Number: 405d-M6OT-2024 60-00-50**Sub-recipient: Iowa State University*

ISU led the development of the Early Treatment Partnership for Story County Steering Committee, collaborating with the Story County Prevention Partnership Board (SCPPB). ISU established a task force, reached out to 66 organizations, and held 83 stakeholder meetings to recruit committee members from various sectors, including law enforcement, public health, education, and community services.

ISU facilitated monthly meetings to assess substance use and at-risk populations in Story County, gather feedback on outreach materials, and develop resources. This work led to the creation of a pro-treatment messaging strategy targeting high-risk populations, including flyers and business cards focused on alcohol and substance use.

The project also resulted in the development of an interactive website, <https://www.roadsafetyiowa.org/>, which offers resources and interventions to reduce impaired driving. The site features an electronic Screening and Brief Intervention tool, success stories, a "For Parents" page, and links to support services. The website was launched in September 2024.

Mobile Breath Alcohol Testing Unit

Project Number: 405d-M6OT-2024, 60-01-00

Sub-recipient: Iowa State Patrol

The Mobile Breath Alcohol Testing Unit is currently being built, with graphics for the exterior complete and ready for installation. It is expected the vehicle will be delivered in 2025.

Power of You(th) Program

Project Number: 405d-M6OT-2024 60-00-51

Sub-recipient: MADD

MADD staff partnered with local community and state coalitions, youth service organizations, schools, parent support groups, PTAs, sports teams, school guidance departments, resource officers, driver education programs, and law enforcement agencies to deliver *Power of Parents* and *Power of You(th)* presentations and workshops. Program Specialists also coordinated community material distribution events during orientations, community forums, school events, conferences, and trainings across Iowa. *Power of Parents* was presented to eight groups, engaging 190 parents and caregivers. *Power of You(th)* presentations reached 1,135 students across ten schools and youth events. Additionally, MADD participated in twelve community events statewide to raise awareness and foster community involvement.



Clinton County Substance Abuse Council

Project Number: 405d-FDLPEM-2024 62-00-52

Sub-recipient: Clinton Substance Abuse Council

The Clinton Substance Abuse Council (CSAC) heightened its efforts to combat substance abuse and alcohol-related issues in Clinton County.

- Media campaigns (especially the "Buzzed Driving is Drunk Driving" campaign) achieved significant reach and engagement, surpassing the target for impressions (283,937). The use of multiple platforms such as mobile apps, social media, and radio was successful in targeting diverse demographics, including Dads and Stay-at-Home Moms.
- Alcohol compliance checks were extensive, with 168 checks completed across various jurisdictions, ensuring that most businesses adhered to alcohol sales laws. This contributed to a reduction in alcohol sales to minors, achieving a high compliance rate.
- TIPS training was effectively utilized to ensure that staff at local establishments were educated on responsible alcohol service, reaching 126 individuals with a near-perfect pass rate.

State Judicial Outreach Liaison

Project Number: None-Grant between NHTSA/American Bar Association

The grant for the State Judicial Outreach Liaison (SJOL) position extended through FFY 2024. The SJOL serves as a key educational resource for the judiciary, offering programming, promoting national educational opportunities, and providing updates on emerging issues, evolving statutory and case law, and evidence-based methods to enhance the administration of justice. Key activities include facilitating the participation of Cerro Gordo County staff in DUI Court Foundational Training, as well as providing ongoing education through webinars and attendance at various meetings and conferences, including the National Alliance to Stop Impaired Driving Conference, the Impaired Driving Task Force meeting, and the Judicial Outreach Liaison (JOL) meeting in Chicago. Judge McKenrick also attended the State of Iowa Impaired Driving Toxicology Assessment in October. Plans are underway for an Iowa newsletter, along with a site visit to Scott County's Drug Court and a visit to a tribal court.

Responsible Beverage Service

Project Number: 405d-M6OT-2024 60-00-54

Sub-recipient: Iowa Restaurant Association

The Iowa Restaurant Association conducted 22 ServSafe Alcohol classes across 12 Iowa counties, training 296 students. The overall pass rate was 74% for English classes and 65% for Spanish classes. Although the pass rates were lower than expected, they were consistent with the students' education levels and the rigorous ServSafe Alcohol curriculum. The student demographic showed a diverse group, closely reflecting Iowa's restaurant and hospitality industry. Over 57% worked in restaurants, 40% in bars, and the rest in various hospitality-related businesses.

Local police were invited to classes to offer real-world insights, particularly on ID checking and difficult situations. The Iowa Restaurant Association has set up a system to report passing students to the Department of Revenue-ABD.

To reach students, the Iowa Restaurant Association used email marketing, social media, and direct outreach. Attendance was higher at off-site locations, and 16% of participants were aged 16-21, with a significant number from rural areas. The program also trained over 12% Spanish speakers, and the Iowa Restaurant Association plans to expand Spanish-language offerings in the future. They aim to target rural communities and younger demographics in the next cycle and have integrated the ServSafe Alcohol course into a new hospitality employee training program with the Iowa Latino Hospitality Council.

Speed

Iowa DOT Safety Corridors

Project Number: 402-SC-2024 07-01-00

*402-SC-2024 07-01-01
402-SC-2024 07-01-02
402-SC-2024 07-01-03
402-SC-2024 07-01-04
402-SC-2024 07-01-05
402-SC-2024 07-01-06*

Sub-recipient: Iowa State Patrol

*Henry County Sheriff Office
Jasper County Sheriff Office
Lee County Sheriff Office
Marion County Sheriff Office
Pottawattamie County Sheriff Office
Woodbury County Sheriff Office*

The Iowa DOT, using a potential crash reduction tool, identified 6 corridors in the state where the risk was higher than average for a speed related crash. GTSB provided funding for high visibility enforcement, and the DOT provided additional signage and local awareness and education to reduce driver behaviors that lead to speed crashes.

Total Hours Utilized	Impaired Driving Contacts	Occupant Protection Citations	Occupant Protection Warnings	Speed Citations	Speed Warnings	Other Traffic Citations	Other Traffic Warnings
1865.25	28	125	12	1084	1130	591	1341

ZLR-Speed Media

Project Number: 402-PM-2024 09-00-50

Sub-recipient: ZLR

The GTSB FFY2024 Speed campaign ran from June 3 through July 28, 2024. The campaign used a mix of outdoor billboards, digital display, social and radio. Overall, the campaign resulted in 21,369,953 impressions and drove 18,554 clicks. Examples include The “No One’s A Good Reckless Driver video and NASCAR Race Car Driver Ross Chastain’s radio spot for speed as well as social media posts.

Hey! It's NASCAR driver Ross Chastain. While it's no secret I like to drive fast, I like to drive safely even more. That's why I save excessive speed for the track — because I know you're more likely to get hurt — or worse — when you crash at high speeds.

In fact, speed is a contributing factor in way too many Iowa traffic fatalities, and it's time it gets the red flag in Iowa.

Remember, no one's a good reckless driver. Use your melon. Slow down! — and arrive alive.

In partnership with the Iowa Governor's Traffic Safety Bureau.

Motorcycle Safety

Motorcycle Rider Education

Project Number: 405f-M9MT-2024 90-00-50

Sub-recipient: Iowa Department of Transportation

To ensure the motorcycle courses provided in Iowa are meeting all components of the evidence-based Motorcycle Safety Foundation (MSF) curriculum, all Iowans are receiving consistent motorcycle safety education regardless of location, and professional development for the RiderCoaches is timely and relevant, 19 quality assurance visits were conducted during the year. Recommendations for improvement were provided to training sponsors.

RiderCoach updates were provided on two dates, with Dr. Raymond Ochs with the Motorcycle Safety Foundation and Vania Boyd as presenters.

10 new coaches were certified to teach 2 Wheel Rider Courses.

5 new coaches were certified to teach 3 Wheel Rider Courses.

In 2024, 2783 new riders completed the Basic Rider Course. 47 riders completed the Basic Rider Course II, 18 completed the Returning Rider Course and 35 completed the Three Wheel Basic Rider Course.

ZLR-Motorcycle Campaigns

Project Number: 402-PM-2024 09-00-50

Sub-recipient: Iowa Department of Transportation

The FFY2024 Motorcycle campaign ran April 29 through May 26, 2024. The campaign used a mix of outdoor billboards, radio, digital display, digital video and social media. Billboards were placed near counties with the motorcycle training. Digital display was targeted to motorcycle dealer locations in Iowa. The rest of the campaign was targeted to the state of Iowa. Overall, the campaign resulted in 7.2 million impressions and drove 17,595 clicks.

Digital Banner Ad

Motorcycle Safety Awareness

Project Number: 402-MC-2024 13-00-50

Sub-recipient: Alliance Highway Safety

Alliance Highway Safety set up an engaging, interactive tent display at 10 motorcycle events across high-crash areas in the state, promoting the "No One's a Good Unprepared Rider" campaign. Attendees had the opportunity to experience interactive elements, such as walking a line while wearing impaired driving goggles, to emphasize the risks of riding under the influence. Many bikers shared their passionate opinions through a survey, with approximately 217 completed surveys collected, providing valuable insights into demographic data and riders' attitudes toward motorcycle safety. Personal stories of crashes and near misses were frequently shared, adding a poignant dimension to each event. In addition, yard signs featuring the "Look Twice for Motorcycles" message were distributed to raise awareness and further promote motorcycle safety.



Non-Motorized (Pedestrian)

Pedestrian Safety-Horace Mann Elementary School

Project Number: 402-PS-2024 04-00-52

Sub-recipient: Ottumwa Community School District

The project called for the purchase of two dynamic speed signs for placement near an elementary school with a curve causing visibility concerns. The district partnered with the local Family, Career, and Community Leaders of America (FCCLA) chapter and radio stations to provide student-led public service announcements about pedestrian safety in school zones. The local police department provided support through speed enforcement. Unfortunately, the school was unable to purchase the signs prior to the end of the federal fiscal year.

Pedestrian Road Safety Audits and Program Studies

Project Number: 402-RS-2024 06-00-52

Sub-recipient: Iowa Department of Transportation

Funding supported Iowa DOT's Traffic Engineering Assistance Program (TEAP) for pedestrian-related studies and projects. TEAP provided free traffic engineering expertise to cities and counties that are experiencing traffic safety or operational problems to jurisdictions where they have neither the funds nor the personnel to conduct an appropriate study on their own. The purpose of TEAP studies is to recommend cost-effective improvements that will mitigate the identified traffic safety and/or operational issues, as well as to highlight potential funding sources that could be used to implement study recommendations. TEAP completed 4 studies during the year for the cities of Montezuma, Corydon, Hartley, and Manning. In addition, the agency provided reports on past studies conducted in 2019 to determine outcome and countermeasures from original study recommendations.

Pedestrian Media Campaign

Project Number: 402-PM-2024 09-00-50

Sub-recipient: ZLR Ignition



FFY2024 Pedestrian Safety campaign ran from August 26 through September 8, 2024, to align with students going back to school. The campaign used a mix of programmatic banners (14%) and Snapchat ads (86%). Overall, the campaign resulted in 1,209,119 impressions and drove 4,357 clicks.

Non-Motorized (Bicycle)

All Heads Covered

Project Number: 402-PS-2024 04-00-50

Sub-recipient: Iowa Health Foundation, DBA Blank Children's Hospital

The All Heads Covered program through Blank seeks to increase the number of children and adults wearing properly fitted helmets to decrease injuries that may result from biking and wheeled safety sports accidents. The program will provide no-cost/low-cost bicycle helmets and education programming for agencies and organizations requesting materials. No-cost helmets will be distributed on a case-by-case basis with preference given to new agencies and underserved populations. In FFY 2024, 2686 helmets were distributed to 41 agencies across the state. 10 of the agencies were new recipients. 9 curriculum kits were distributed, and team members participated in 4 community events, bike safety education, and demonstration of proper helmet fittings.



Bike Rodeo Kits

Project Number: 402-PS-2024 04-00-51

Sub-recipient: Iowa Bike Coalition

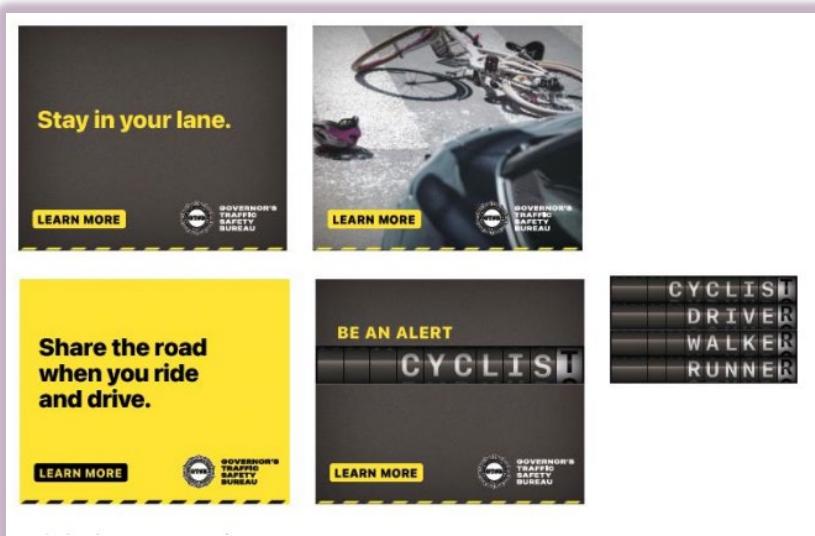
The purpose of this project was to increase the number of bike rodeos and education events in the state by engaging a network of volunteers and partners to participate with the Iowa Bicycle Coalition. A beneficial bicycle education program for children includes hands-on components so students can apply what they learned.

The Iowa Bike Coalition created a turn-key program using proven safety lessons that are easy for dedicated community staff and volunteers to implement and deliver to students across Iowa. This includes updating and modernizing the curriculum to reflect data-supported traffic safety issues. Funds were used to procure and build (14) bike rodeo kits, which have been distributed across the state for communities to check out and use to help implement their own rodeos.

Bicycle Media Campaign

Project Number: 402-PM-2024 09-00-50

Sub-recipient: ZLR Ignition



The FFY2024 Bicycle campaign ran from July 2024 to align with RAGBRAI. The campaign used a mix of programmatic banners and Snapchat. Overall, the campaign resulted in 1,307,104 impressions and drove 4,085 clicks.

Waterloo Bicycle Education & Enforcement

Project Number: 402-PS-2024 04-00-53

Sub-recipient: City of Waterloo

The City of Waterloo planned and completed a [bicycle safety awareness](#) video targeting children, adults, and the community at large to enhance knowledge of bicycle safety. In addition to the bicycle safety awareness video, the Waterloo Police Department conducted high visibility enforcement for both drivers and bicyclists in the downtown near a new bicycle trails and lanes.

Occupant Protection (Adult and Child Passenger Safety)

Scott County Seat Belt Convincer Project

Project Number: 405b-MIPE-2024-22-01-00

405b-MIPE-2024 22-01-01

405b-MIPE-2024 22-01-02

405b-MIPE-2024 22-01-03

405b-MIPE-2024 22-01-04

Sub-recipient: Bettendorf Police Department

Buffalo Police Department

Davenport Police Department

Le Claire Police Department

Scott County Sheriff Office

The seat belt convincer owned by the Eldridge Police Department is used throughout Scott County to raise awareness of the importance of seat belt use every trip, every seating position every time. This year, it was deployed on multiple occasions ranging from a high school homecoming event, a farmer's market, city festival, and more. Through these events approximately 850 individuals were convinced to wear their belt after experiencing a 5-10 mph "crash", and thousands were witness to those "crashes".

Child Passenger Safety Education-Marshall County

Project Number: 405b-MICPS-2024 23-40-00

Sub-recipient: Marshall County Sheriff Office

Deputies at the Marshall County Sheriff Office supported the education and installation of child restraints both by appointment and at fit stations and community events.

Highway Safety Office Program Management

Project Number: 402-OP-2024 03-00-02

Sub-recipient: Governor's Traffic Safety Bureau

This was used to provide staff salaries for events and happenings focusing on occupant protection. Activities also include the coordination, monitoring and guidance related to occupant program grants.

Highway Safety Office Occupant Protection Travel

Project Number: 402-OP-2024 03-00-03

Sub-recipient: Governor's Traffic Safety Bureau

These funds were used to fund travel for highway safety office staff related to occupant protection.

Highway Safety Office Occupant Protection Printing

Project Number: 402-OP-2024 03-00-04

Sub-recipient: Governor's Traffic Safety Bureau

Funding used to print educational materials related to occupant protection.

Highway Safety Office Occupant Protection Travel

Project Number: 405b-M1TR-2024 21-00-03

Sub-recipient: Governor's Traffic Safety Bureau

This line item was used to fund travel for program staff related to occupant protection.

Occupant Protection Media Campaign

*Project Number: 405b-M1*PM 27-00-50*

Sub-recipient: ZLR Ignition

High Five

The FFY2024 Occupant Protection High Five campaign ran from March through April 2024. The campaign used a mix of digital out-of-home, streaming radio and Meta and was targeted to drive awareness in the High Five counties with a mix of high-impact outdoor and targeted digital. Overall, the campaign resulted in 1,184,148 impressions and drove 2,864 clicks.

Occupant Protection

The FFY2024 Occupant Protection campaign ran from April 22 through June 30, 2024. The campaign used a mix of outdoor billboards, digital display, social and streaming radio and was targeted to the state of Iowa. Overall, the campaign resulted in 16.0 million impressions and 94,563 clicks.

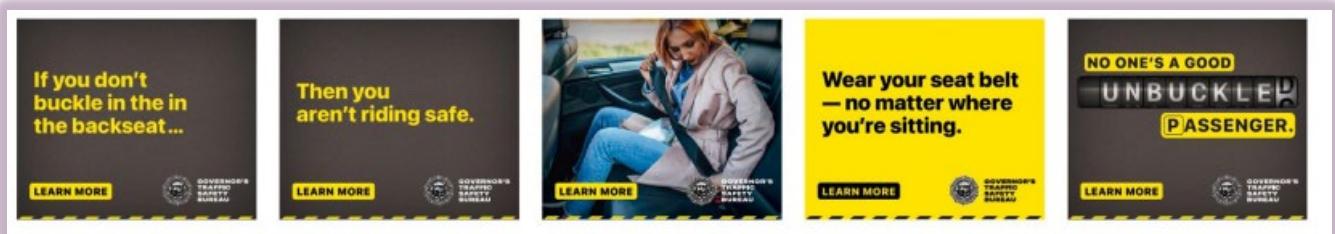
 Iowa Governor's Traffic Safety Bureau
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It takes two seconds to give a hug. Two seconds for a selfie. And two seconds to save your life by buckling your seatbelt.



Buckle for you. Buckle for them.
Stay connected. See the stats. [Learn More](#)

The occupant protection campaigns generated a large number of impressions and clicks when viewing the entire campaign numbers.



Annual Observational Seat Belt Survey

Project Number: 405b-M1OP-2024 24-00-50

Sub-recipient: Iowa State University, Center for Survey Statistics and Methodology

Iowa's seat belt survey included 84 road segments/sites throughout 15 of Iowa's 99 counties. There are 5 sites in 14 of the counties and 14 sites in Polk County. Based on the weighted data, Iowa's overall seat belt use rate for 2024 is 94.003%, with an estimated standard error of 0.913% ($\pm 0.9\%$). The standard error for 2024 observations falls within NHTSA's established limits of $\pm 2.5\%$. The report in totality can be found [here](#).

Child Restraint Survey

Project Number: 405b-M1OP-2024 24-00-51

Sub-recipient: Iowa State University, Center for Survey Statistics and Methodology

The [2024 Child Restraint Survey](#) results show that most Iowans understand the importance of child restraint, with high rates of children being properly restrained in safety seats. Specifically, 100% of children under the age of 2 were restrained in some way, with 99.6% properly secured. Among children aged 2-5, 98.8% were restrained, and 92.5% of those were properly restrained. Overall, 95.9% of children under 18 were restrained by some means, and 93.3% were properly secured. However, there is still room for improvement, as 1.3% of toddlers aged 2-5, 6.7% of teenagers aged 14-17, and 9.3% of drivers were not properly restrained.

The survey highlighted that restraint use was lower in smaller communities. The highest restraint rate (97.8%) was in larger communities ($\geq 50,000$ residents), while the lowest (92.8%) was in communities with populations between 1,000-2,499. Additionally, 90.7% of drivers were buckled up, with the rate declining in smaller communities.

Safety experts recommend placing all children in the back seat. The survey found 79.2% of children were seated in the back, with almost all in car or booster seats (99.5% and 97.2%, respectively). However, only 63.9% of children restrained by seat belts were in the back seat,

and 50.5% of unrestrained children were seated in the back seat. This underscores the need for continued education on proper child restraint use, especially in relation to back seat placement.

Statewide Child Passenger Safety (CPS) Program

Project Number: 405b-MI CPS-2024 23-00-50

Sub-recipient: Iowa Health Foundation, DBA Blank Children's Hospital

During FFY 2024, the Iowa CPS program organized nine CPST Certification courses across five counties, certifying 186 new child passenger safety technicians, bringing the total to around 500 statewide. The program also hosted the Midwest Regional CPS Conference with 269 registrants from five states, including a pre-conference Safe Travel for All Children course for 15 participants.

The Special Needs CPS coordinator provided seating evaluations for 126 families, facilitating the loan of specialized restraints and processing insurance approvals for 38 special needs car seats. Additionally, Riley Maher, CPS State Coordinator, raised awareness about counterfeit car seats on a local TV show during CPS Week.



Statewide Car Seat Distribution Program

Project Number: 405b-MI*CR-2024 26-00-50

Sub-recipient: Iowa Health Foundation, DBA Blank Children's Hospital

The Iowa Child Passenger Safety Program employs a referral-based model to identify underserved families in the state. Human service agencies that assist low-income families refer eligible caregivers for car seat grants. Since the referral system was established in late February, 99 referrals have been made by various agencies, including nonprofit organizations, WIC, state health and human services, and public schools. These referrals have helped families in need across Iowa counties such as Boone, Dallas, Des Moines, Jasper, Lucas, Madison, Montgomery, Polk, Scott, Story, and Warren. For caregivers outside local areas, the State Coordinator connects them with a nearby Child Passenger Safety Technician (CPST) to provide a grant-funded car seat.

In the 2024 fiscal year, CPSTs in Iowa had the opportunity to order a small inventory of car seats for their programs. A total of 64 orders were placed, covering 40 counties, resulting in the shipment of 489 car seats. This inventory allowed CPSTs statewide to provide grant-funded

car seats to low-income and underserved families referred by human services agencies. Technicians report their inventory and distribution monthly. This year, CPSTs inspected 1,689 car seats, finding 618 installed incorrectly and 74 expired or recalled. Additionally, 460 new car seats were given to qualifying families.

Certified Child Passenger Safety Technicians at Blank Children's Hospital also conducted 473 one-on-one curbside car seat inspections this fiscal year. During 207 of these inspections, it was determined that low-income and underserved families required one or more grant-funded car seats. As a result, 280 car seats were distributed to these families during the 2024 federal fiscal year.

In the 2024 federal fiscal year, over 10% of Iowa's \$695,779.68 in 405B funding was allocated to support low-income and underserved communities. \$60,000 was designated for grant-funded car seats distributed by technicians to families in need. Additionally, approximately \$17,955 has been used to certify CPSTs, strengthening the resources available for underserved communities across Iowa.

Iowa State Fair

Project Number: 402-CR-2024 08-00-05

Sub-recipient: Governor's Traffic Safety Bureau

GTSB successfully secured a booth at the Iowa State Fair, drawing over 1,000,000 visitors over the course of its 10-day run. The booth was open daily from 9 a.m. to 8 p.m., staffed by certified child passenger safety technicians. Throughout the fair, the booth highlighted important child passenger safety information, offering demonstrations and expert advice on child restraints. A diverse range of fairgoers visited the booth, engaging with volunteers to ask questions about Iowa's child safety laws and best practices for keeping children safe in vehicles.

Planning & Administration

Highway Safety Office Program Management

Project Number: 402-PA-2024 01-00-02

Sub-recipient: Governor's Traffic Safety Bureau

Funding supported staff salaries, benefits, and resources to effectively manage the highway safety office. Specific positions covered included the Bureau Chief, Finance Manager, and Program Coordinator (formerly the Grants Administrator).

GTSB Policy and Procedure Review

Project Number: 402-PA-2024 01-00-05

Sub-recipient: Governor's Traffic Safety Bureau

The GTSB partnered with the Governor's Highway Safety Association Consulting Services Initiative to review current policy and procedure. The policy manual was reviewed and updated to ensure compliance with federal and state grant requirements.

GTSB Regional Meeting

Project Number: 402-PA-2024 01-00-06

Sub-recipient: Governor's Traffic Safety Bureau

The GTSB hosted the NHTSA Region 7 meeting in May 2024. Expenses associated with the meeting such as meeting room space and equipment rental were included in this project.

Program Management

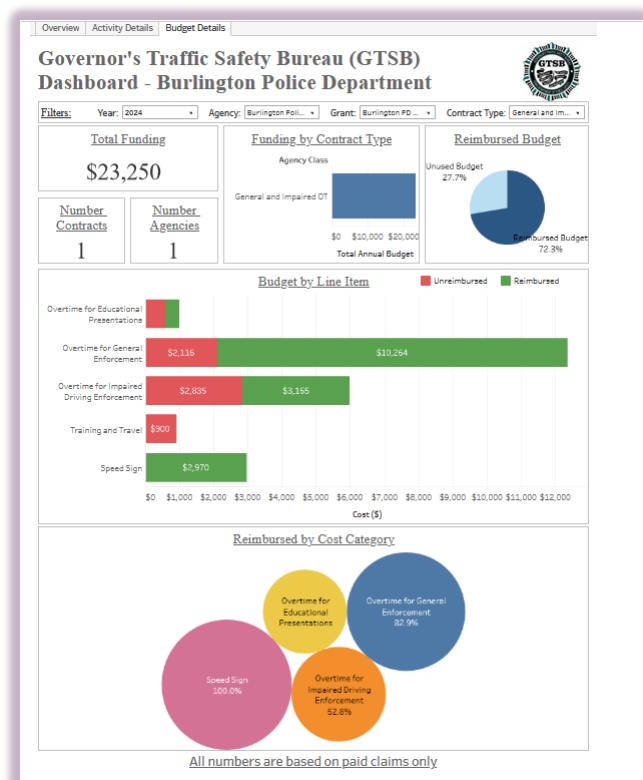
Iowa Grants Dashboard

*Project Number: 405b-MI*TR-2024 25-00-50*

Sub-recipient: ISU Institute for Transportation (InTrans)

The Iowa Grants Dashboard is a comprehensive tool designed for both GTSB staff and law enforcement agencies to track grant fund usage, set goals, and measure accomplishments. GTSB staff can view data for all agencies collectively or select individual agencies for more detailed insights. The system is updated daily and accessible 24/7, providing real-time monitoring capabilities. Program Administrators will utilize the dashboard for ongoing oversight and during site visits, while agency leadership can regularly check in to track grant progress throughout the year.

In FFY 2024, several programming updates and enhancements were implemented. Future expansion plans include integrating all partners with program agreements into the system.



Police Traffic Services

High Visibility Enforcement

Project Number: See list below.

Sub-recipient: See list below.

The agencies listed below completed high visibility enforcement for impaired driving, occupant protection, and speed violations throughout the federal fiscal year. In addition to the enforcement numbers below, 361.8 hours of educational overtime were utilized for public traffic safety education. Law enforcement agencies are asked to complete two targeted traffic projects throughout the year, one at night, and one multi-jurisdictional project. They also complete a minimum of 12 public information activities throughout the year and 2 occupant protection surveys. 4010 public information contacts were made throughout the year (includes 402-AL contacts as well). The number of hours and number of contacts are detailed in the table below.

Several agencies requested additional dollars for high visibility enforcement and public education throughout the year. These agencies included Ankeny Police Department, Cedar Rapids Police Department, Cerro Gordo County Sheriff Office, DeWitt Police Department, and the Des Moines Police Department.

Total Hours Utilized	Impaired Driving Contacts*	Occupant Protection Citations	Occupant Protection Warnings	Speed Citations	Speed Warnings	Other Traffic Citations	Other Traffic Warnings
22,519.99	601	586	1687	11,293	10,779	7992	16,774

* Impaired driving contacts include OWI arrests, OWI tested, but not arrested, DRE Call-out (on GTSB OT only), .02 violations, underage possession (traffic only), and open container violators.

402-PT-2024 05-01-00	Adair County Sheriff Office
402-PT-2024 05-01-01	Boone Police Department
402-PT-2024 05-01-02	Carter Lake Police Department
402-PT-2024 05-01-03	Emmet County Sheriff
402-PT-2024 05-01-04	Emmetsburg Police Department
402-PT-2024 05-01-05	Fremont County Sheriff Office
402-PT-2024 05-01-06	Glenwood Police Department
402-PT-2024 05-01-07	Hinton Police Department
402-PT-2024 05-01-08	Ida County Sheriff Office
402-PT-2024 05-01-09	Palo Alto County Sheriff Office
402-PT-2024 05-01-10	Plymouth County Sheriff Office
402-PT-2024 05-01-11	Sac County Sheriff Office
402-PT-2024 05-01-12	Sheldon Police Department
402-PT-2024 05-40-00	Altoona Police Department
402-PT-2024 05-40-01	Ames Police Department
402-PT-2024 05-40-02	Ankeny Police Department
402-PT-2024 05-40-03	Atlantic Police Department
402-PT-2024 05-40-04	Belle Plaine Police Department
402-PT-2024 05-40-05	Bettendorf Police Department
402-PT-2024 05-40-06	Black Hawk County Sheriff Office

402-PT-2024 05-40-07	Blue Grass PD
402-PT-2024 05-40-08	Buena Vista County Sheriff Office
402-PT-2024 05-40-09	Buffalo Police Department
402-PT-2024 05-40-10	Burlington Police Department
402-PT-2024 05-40-11	Carlisle Police Department
402-PT-2024 05-40-12	Cass County Sheriff Office
402-PT-2024 05-40-13	Cedar Falls Police Department
402-PT-2024 05-40-14	Cedar Rapids Police Department
402-PT-2024 05-40-15	Cerro Gordo County Sheriff Office
402-PT-2024 05-40-16	Clear Lake Police Department
402-PT-2024 05-40-17	Clinton County Sheriff Office
402-PT-2024 05-40-18	Clinton Police Department
402-PT-2024 05-40-19	Clive Police Department
402-PT-2024 05-40-20	Coralville Police Department
402-PT-2024 05-40-21	Council Bluffs Police Department
402-PT-2024 05-40-22	Dallas County Sheriff Office
402-PT-2024 05-40-23	Davenport Police Department
402-PT-2024 05-40-24	Des Moines County Sheriff Office
402-PT-2024 05-40-25	Des Moines Police Department
402-PT-2024 05-40-26	DeWitt Police Department
402-PT-2024 05-40-27	Dubuque County Sheriff Office
402-PT-2024 05-40-28	Dubuque Police Department
402-PT-2024 05-40-29	Eldridge Police Department
402-PT-2024 05-40-30	Epworth Police Department
402-PT-2024 05-40-31	Evansdale Police Department
402-PT-2024 05-40-32	Fayette County Sheriff Office
402-PT-2024 05-40-33	Fort Dodge Police Department
402-PT-2024 05-40-34	Fort Madison Police Department
402-PT-2024 05-40-35	Harrison Co Sheriff Office
402-PT-2024 05-40-36	Henry County Sheriff Office
402-PT-2024 05-40-37	Hiawatha Police Department
402-PT-2024 05-40-38	Huxley Police Department
402-PT-2024 05-40-39	Indianola Police Department
402-PT-2024 05-40-40	Iowa City Police Department
402-PT-2024 05-40-41	Iowa State Patrol Troopers
402-PT-2024 05-40-43	Iowa State University Police Department
402-PT-2024 05-40-44	Jackson County Sheriff Office
402-PT-2024 05-40-45	Jasper County Sheriff Office
402-PT-2024 05-40-46	Johnson County Sheriff Office
402-PT-2024 05-40-47	Johnston Police Department
402-PT-2024 05-40-48	Keokuk Police Department

402-PT-2024 05-40-49	Knoxville Police Department
402-PT-2024 05-40-50	Le Mars Police Department
402-PT-2024 05-40-51	LeClaire Police Department
402-PT-2024 05-40-52	Lee County Sheriff Office
402-PT-2024 05-40-53	Louisa County Sheriff Office
402-PT-2024 05-40-54	Lyon County Sheriff's Office
402-PT-2024 05-40-55	Mahaska County Conservation Board
402-PT-2024 05-40-56	Marion County Sheriff Office
402-PT-2024 05-40-57	Marion Police Department
402-PT-2024 05-40-58	Marshall County Sheriff Office
402-PT-2024 05-40-59	Marshalltown Police Department
402-PT-2024 05-40-60	Mason City Police Department
402-PT-2024 05-40-61	Mills County Sheriff Office
402-PT-2024 05-40-62	Missouri Valley Police Department
402-PT-2024 05-40-63	Mount Vernon-Lisbon Police Department
402-PT-2024 05-40-64	Muscatine County Sheriff Office
402-PT-2024 05-40-65	Muscatine Police Department
402-PT-2024 05-40-66	Nevada Public Safety Department
402-PT-2024 05-40-67	Newton Police Department
402-PT-2024 05-40-68	North Liberty Police Department
402-PT-2024 05-40-69	Norwalk Police Department
402-PT-2024 05-40-70	Osceola County Sheriff Office
402-PT-2024 05-40-71	Oskaloosa Police Department
402-PT-2024 05-40-72	Ottumwa Police Department
402-PT-2024 05-40-73	Pella Police Department
402-PT-2024 05-40-74	Pleasant Hill Police Department
402-PT-2024 05-40-75	Pocahontas County Sheriff Office
402-PT-2024 05-40-76	Polk City Police Department
402-PT-2024 05-40-77	Polk County Sheriff Office
402-PT-2024 05-40-78	Pottawattamie County Sheriff Office
402-PT-2024 05-40-79	Scott County Sheriff Office
402-PT-2024 05-40-80	Sioux City Police Department
402-PT-2024 05-40-81	State Center Police Department
402-PT-2024 05-40-82	Story County Sheriff Office
402-PT-2024 05-40-83	Tipton Police Department
402-PT-2024 05-40-84	Toledo Police Department
402-PT-2024 05-40-85	Wapello County Sheriff Office
402-PT-2024 05-40-86	Warren County Sheriff Office
402-PT-2024 05-40-87	Warren County Sheriff Office
402-PT-2024 05-40-88	Waterloo Police Department
402-PT-2024 05-40-89	Waukee Police Department

402-PT-2024 05-40-90	Webster County Sheriff Office
402-PT-2024 05-40-91	West Burlington Police Department
402-PT-2024 05-40-92	West Des Moines Police Department
402-PT-2024 05-40-93	Windsor Heights Police Department
402-PT-2024 05-40-94	Woodbury County Sheriff Office

Special Traffic Enforcement Program (sSTEP)

Project Number: See list below.

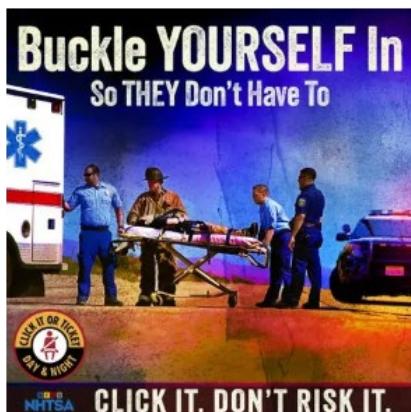
Sub-recipient: Governor's Traffic Safety Bureau

During FFY 2024, ten sSTEP waves were strategically planned and executed, as outlined in the calendar below. These waves aligned with national mobilization periods for campaigns such as "Click It or Ticket," "Drive Sober or Get Pulled Over," and "If You Feel Different, You Drive Different." As required, this project supported three national mobilizations. Additionally, they coincided with special enforcement periods designated by the International Association of Chiefs of Police (IACP) under the Crash Awareness and Reduction Effort (CARE) initiative. The CARE initiative aims to increase officer presence on interstates and highways during peak crash periods.

Ackley Police Department did not participate because the agency was disbanded. The city will work with Hardin County Sheriff Office.

Lakeview Police Department and Colfax Police Department terminated their agreement in FFY24 due to personnel issues.

The following agencies expended their grant funds and requested additional funds during FFY 2024 for high visibility enforcement: Prairie City Police Department, Peosta Police Department, and Sergeant Bluff Police Department. The following table provides the cumulative activity reported by sSTEP agencies working the 10 sSTEP waves during FFY 2024 (both citations and warnings).



[GTSB Press Release-Click It or Ticket](#)

TOTALS FOR FFY2024 STEP WAVES

	Nov 14 - 27, 2023		Dec 15 - Jan 1, 2024		March 13 - 21, 2024		April 1 - 8, 2024		April 18 - 22, 2024		May 5, 2024		May 20 - June 2, 2024		July 3 - 7, 2024		Aug 16 - Sept 2, 2024		Subtotals		FFY 2024 GRAND TOTALS		
	C	W	C	W	C	W	C	W	C	W	C	W	C	W	C	W	C	W	C	W			
OWI - Alcohol	10	19	15	24	0	3	6	10	3	3	0	3	3	0	3	8	3	8	9	11	52	89	141
OWI - Drugs	5	5	2	3	0	0	2	1	1	0	0	1	0	1	0	1	0	2	0	12	10	26	36
02 Violations	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2		2	
Open Container	6	5	0	0	1	1	2	0	0	0	0	0	0	0	1	1	5		20		20		
Seat Belts	91	15	55	12	2	4	8	24	6	17	2	5	0	5	43	54	26	39	58	82	291	257	548
Child Restraints	4	3	1	0	0	0	3	0	1	0	0	0	0	0	0	2	1	1	2	2	12	8	20
Speed	809	480	222	226	29	46	99	315	79	173	34	102	21	25	120	314	117	205	293	702	1,823	2,588	4,411
Stop Sign/Light	16	23	6	35	0	5	11	33	7	21	3	10	0	2	3	28	6	28	16	76	68	261	329
Electronic Device	10	9	3	3	0	3	1	1	2	3	0	0	0	0	1	8	2	5	2	7	21	39	60
Other Traffic	313	826	188	483	14	61	87	302	52	133	34	136	13	39	111	326	96	251	282	647	1,190	3,204	4,394
Total Violations	1,265	1,380	497	786	45	122	218	686	153	350	73	257	37	72	281	741	252	539	668	1,539	3,489	6,472	9,961
Total Violations Per Wave	2,645	1,283	167	904			503		330		109		1,022		791		2,207						
Media Contacts:																						448	
TV	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
Radio	9	29	20	29	8	4	2	12	9	11												95	
Print	14	28	16	25	15	8	7	20	18	23												98	
Digital	67	0	53	65	41	34	38	63	64	64												226	
In Person	6	0	0	4	1	0	0	1	3	11												26	
Seat belt Surveys:					89.05%																		
Pre-Wave Survey					91.48%																		
GTSB Hours	1285.85	730	79	574	317	189.75	61	600	451.5	1270	Total	5557.55											



402-PT-2024 05-90-00	Ackley Police Department - Cancelled
402-PT-2024 05-90-01	Algona Police Department
402-PT-2024 05-90-02	Asbury Police Department
402-PT-2024 05-90-03	Bloomfield Police Department
402-PT-2024 05-90-04	Buchanan County Sheriff Office
402-PT-2024 05-90-05	Charles City Police Department
402-PT-2024 05-90-06	Chickasaw County Sheriff Office
402-PT-2024 05-90-07	Clayton County Sheriff Office
402-PT-2024 05-90-08	Colfax Police Department
402-PT-2024 05-90-09	Columbus Junction Police Department
402-PT-2024 05-90-10	Davis County Sheriff Office
402-PT-2024 05-90-11	Decorah Police Department
402-PT-2024 05-90-12	Denison Police Department
402-PT-2024 05-90-13	Dunlap Police Department
402-PT-2024 05-90-14	Durant Police Department
402-PT-2024 05-90-15	Earlham Police Department
402-PT-2024 05-90-16	Estherville Police Department
402-PT-2024 05-90-17	Farley Police Department
402-PT-2024 05-90-18	Floyd County Sheriff Office
402-PT-2024 05-90-19	Franklin County Sheriff Office
402-PT-2024 05-90-20	Garner Police Department
402-PT-2024 05-90-21	Gowrie Police Department

402-PT-2024 05-90-22	Grinnell PD Police Department
402-PT-2024 05-90-23	Grundy Center Police Department
402-PT-2024 05-90-24	Hamilton County Sheriff Office
402-PT-2024 05-90-25	Hampton Police Department
402-PT-2024 05-90-26	Hardin County Sheriff Office
402-PT-2024 05-90-27	Howard County Sheriff Office
402-PT-2024 05-90-28	Hudson Police Department
402-PT-2024 05-90-29	Independence Police Department
402-PT-2024 05-90-30	Iowa State Patrol - sTEP
402-PT-2024 05-90-32	Lake City Police Department
402-PT-2024 05-90-33	Lake View Police Department
402-PT-2024 05-90-34	Lucas County Sheriff Office
402-PT-2024 05-90-35	Madrid Police Department
402-PT-2024 05-90-36	Mahaska County Sheriff Office
402-PT-2024 05-90-37	Mitchellville Police Department
402-PT-2024 05-90-38	Monroe Police Department
402-PT-2024 05-90-39	Monticello Police Department
402-PT-2024 05-90-40	Montrose Police Department
402-PT-2024 05-90-41	Mount Pleasant Police Department
402-PT-2024 05-90-42	Moville Police Department
402-PT-2024 05-90-43	New Hampton Police Department
402-PT-2024 05-90-44	Peosta Police Department
402-PT-2024 05-90-45	Perry Police Department
402-PT-2024 05-90-46	Pocahontas Police Department
402-PT-2024 05-90-47	Postville Police Department
402-PT-2024 05-90-48	Prairie City Police Department
402-PT-2024 05-90-49	Red Oak Police Department
402-PT-2024 05-90-50	Sabula Police Department
402-PT-2024 05-90-51	Sergeant Bluff Police Department
402-PT-2024 05-90-52	Sioux Center Police Department
402-PT-2024 05-90-53	Tama County Sheriff Office
402-PT-2024 05-90-54	Urbandale Police Department
402-PT-2024 05-90-55	Vinton Police Department
402-PT-2024 05-90-56	Webster City Police Department
402-PT-2024 05-90-57	West Union Police Department
402-PT-2024 05-90-58	Woodward Police Department
402-PT-2024 05-90-59	Eagle Grove Police Department

GTSB Conference Planning

Project Number: 402-PT-2024 05-00-50

Sub-recipient: Iowa State University-Conference Planning & Management

The 2024 GTSB Traffic Safety Conference took place from June 6-7, 2024, with pre-conference events on June 5, 2024. The conference was a resounding success, featuring a new venue and caterer, and offering ample opportunities for partners to engage in training, networking, and attending the annual award luncheon. Iowa State University's Conference Planning and Management team played a pivotal role in the event's coordination, planning, and execution, providing essential services such as registration and audio-visual support. The agenda covered a broad range of traffic safety topics, and attendee feedback was collected to inform the planning of future conferences.



Law Enforcement Liaison

Project Number: 402-PT-2024 05-00-05

Sub-recipient: Governor's Traffic Safety Bureau

Iowa's Law Enforcement Liaison (LEL) played a crucial role in supporting law enforcement agencies across the state in addressing key behavioral safety issues, such as speeding, impaired driving, distracted driving, and seat belt non-use. Throughout the year, the LEL actively contributed to the advancement of state and national safety programs, initiatives, and campaigns. His efforts encompassed a broad range of activities, including planning, organizing, networking, promoting, recruiting, implementing, reporting, and evaluating law enforcement activities aligned with Iowa's highway safety program.

In FFY 2024, Iowa's Law Enforcement Liaison completed the following activities:

- Attended multiple traffic safety meetings across Iowa and within NHTSA Region 7
- Participated in webinars hosted by NHTSA, the Governors Highway Safety Association (GHSA), and the International Association of Chiefs of Police (IACP)
- Facilitated meetings with law enforcement agencies in Iowa's High Five Counties, emphasizing the importance of occupant protection and promoting educational programs like SAFE and MADD
- Conducted seat belt surveys in the High Five Counties
- Led discussions with law enforcement agencies on traffic safety priorities, recruiting new contract holders, and promoting state and national traffic safety campaigns

- Delivered traffic safety presentations to the Iowa State Patrol Command Staff, the Traffic Safety Advisory Team, the Central Iowa Traffic Safety Task Force, the Police Law Enforcement Executive Association, and served as the keynote speaker at the Iowa State Sheriffs' & Deputies' Association Annual Winter School
- Developed and regularly updated a comprehensive email contact list of all police chiefs and sheriffs in Iowa
- Contributed to the GTSB Conference Planning Committee and coordinated the keynote speaker for the event
- Assisted GTSB staff with the Iowa State Fair booth setup, tear-down, and worked six shifts using a seat belt convincer to promote occupant protection
- Distributed periodic GTSB updates to all Iowa Chiefs of Police and Sheriffs, highlighting key traffic safety campaigns and educational initiatives
- Actively participated in monthly GTSB Communications meetings focused on public traffic safety messaging
- Facilitated meetings with non-law enforcement agencies, including the Iowa Restaurant Association and the Iowa Bike Coalition

Through effective outreach, communication, and the promotion of enforcement and education, along with the successful recruitment of new traffic safety partners, the Iowa Law Enforcement Liaison contributed to the targets outlined in the Highway Safety Plan.

Roadway Safety/Traffic Engineering

Safety Circuit Rider

Project Number: 402-RS-2024 06-00-51

Sub-recipient: ISU Local Technical Assistance Program (LTAP)

The Safety Circuit Rider program enhances traffic safety through specialized training and workshops across the state. In 2024, 1,073 agency personnel participated in 37 work zone and flagger training sessions, covering 45 cities and counties. A total of 568 State Department of Transportation (DOT) workers received work zone safety training. Additionally, Local Road Safety Workshops were conducted in five locations statewide, attracting 80 attendees. Various other training sessions and presentations throughout the year reached 238 individuals.

In 2024, three Road Safety Assessments were completed in Cedar Rapids, Davenport, and Quasqueton (Buchanan County). The program also addressed traffic safety inquiries year-round. Radar data collectors and speed feedback signs were loaned and deployed on multiple occasions to support safety efforts.

Multi-Discipline Safety Teams

Project Number: 402-RS-2024 06-00-50
 Sub-recipient: ISU Institute for Transportation

The Iowa Statewide Multi-Discipline Safety Team (MDST) Program is a collaborative initiative involving the Iowa Local Technical Assistance Program, the Iowa Department of Transportation, and the Iowa Governor's Traffic Safety Bureau. This partnership aims to facilitate the development and operation of local multi-disciplinary safety teams dedicated to identifying and addressing the causes of crashes, as well as improving crash response practices. These teams bring together a diverse group of local and state safety professionals who meet regularly to discuss safety issues, projects, and improvements along Iowa's regional roadways.

Support for the program includes technical assistance with data analysis, coordination of meeting participants, sharing information about ongoing statewide projects, and providing ideas and materials for presentations. Temporary chair and leadership roles have been filled as teams

renew their efforts following leadership changes. MDST programming is consistently presented to both local and statewide professionals.

Additionally, statewide groups are working together to develop an online geographic information dashboard that integrates crash data, agency-specific data, traffic incident clearance times, geocoded Traffic Incident Management (TIM) training data, and other key resources. This

dashboard will serve as a valuable tool for identifying and addressing traffic safety concerns across the region.

Rural Traffic Safety Program

High Five Occupant Protection
 Project Number: 405b-MIHVE-2024 20-01-00
 405b-MIHVE-2024 20-01-01
 Sub-recipient: Iowa State Patrol
 Fremont County Sheriff Office

The High Five Rural Traffic Safety Program continued the goal of increasing seat belt use and reducing serious injury and fatal crashes on rural roadways. Despite multiple meetings to gain



law enforcement partners in each of the five counties, Humboldt, Keokuk, Appanoose, and Mitchell, GTSB was successful in working with Fremont County only. In effort to obtain the goal, the Iowa State Patrol again agreed to provide law enforcement in those counties.

Results of the project are below:

Total OT Hours Utilized	Total Hours for Education	Impaired Driving Contacts*	Occupant Protection Citations	Occupant Protection Warnings	Speed Citations	Speed Warnings	Other Traffic Citations	Other Traffic Warnings
832.50	102.7	5	489	26	348	376	305	615

For educational purposes, the agencies attended events and/or provided presentations at high schools, county fairs, and community events and reached approximately 1150 people. At least 2 radio interviews were also completed.

To pivot in 2025, GTSB will again partner with the Iowa State Patrol, and in lieu of law enforcement agencies, will work with our Child Passenger Safety State Coordinator to provide additional CPS inspection stations and classes to educate CPS technicians in these counties. GTSB will also increase media in each of the counties.

Teen Traffic Safety Program

Seat Belts Are For Everyone (SAFE)
 Project Number: 402-TSP-2024 10-00-51
 Sub-recipient: DCCCA, Inc.

The SAFE program aims to enhance teen traffic safety by focusing on key issues: seat belt use, distracted driving, and impaired driving. The program uses education, positive reinforcement, and enforcement to help reduce motor vehicle injuries and fatalities among teens.

Seat Belt Compliance: Schools conduct baseline seat belt surveys in the fall and again in the spring to track improvements in seat belt usage. The goal is to increase the percentage of teens wearing seat belts consistently.

Awareness Activities: Schools organize monthly activities to engage students in traffic safety education. Examples include:

- Relay scooter races with impaired goggles to simulate the effects of impaired driving.
- Heart-shaped candies with messages like “Don’t be a Heartbreaker! Wear Your Seat Belt!” distributed in February.

- A Seat Belt Convincer event in partnership with the Iowa State Patrol to demonstrate the importance of wearing a seat belt.
- QR codes placed around the school leading to surveys with prize drawings to encourage participation.

ThinkFast Interactive Program:

Held in 15 schools with approximately 4,075 students participating.

The program provides fun, interactive sessions designed for different age groups, aligning with state and national safety guidelines. Students engage through peer interaction, rewards, and recognition to reinforce the importance of safety behaviors. Positive feedback and evaluative findings show that the program shifts peer norms and encourages teens to prioritize safety measures.

The program successfully reached many students and prompted positive changes in student behaviors, including greater awareness of the risks of not wearing a seat belt, distracted and impaired driving. Rewards and prizes motivated students, fostering a culture of safety through peer recognition and the incentive of tangible rewards.

In 2024, 34 schools participated in the SAFE program, working towards reducing traffic-related injuries and fatalities by cultivating a culture of safety and responsibility among teen drivers.



Altoona Police Department-Youth Education

Project Number: 402-TSP-2024 10-01-00

Sub-recipient: Altoona Police Department

The Department first requested funds to interact with a local school where traffic officers regularly instructed young drivers regarding traffic safety and Iowa traffic laws regarding impaired driving through the driver education program. However, when the driver education program moved to online classes, the Altoona Police Department utilized the funds in the community at the following events:

Trunk or Treat
Bike Rodeo and a Bike Ride

Car Seat Installation Station National Night Out

These events were a prime opportunity for promoting traffic safety education in the city along with community collaboration.

Choices Matter

Project Number: 402-TSP-2024 10-00-50

Sub-recipient: Alliance Highway Safety

"Choices Matter" is a transformative program designed to inspire high school students to make responsible decisions both on the road and in life. This program plays a crucial role in education, equipping students with the essential knowledge and skills to become safer, more conscientious drivers. Through impactful presentations, including a guest speaker who shares



their personal traffic safety story, students can connect with real-life experiences. The program also features an interactive display that deeply engages students and reinforces its important message. This year, "Choices Matter" reached 10 schools across the state, impacting approximately 3,100 students.

Youth Programming-Dubuque

Project Number: 402-TSP-2024 10-01-01

Sub-recipient: Dubuque Police Department

The Dubuque Police Department supported the DARE program and instruction in driver education classes with education on the dangers and risks of drug and alcohol use and impaired driving. The project funded 2 pedal carts, impaired simulation goggles and 2 safety helmets for youth educational presentations.

Alive @ 25

Project Number: 402-DE-2024 11-00-51

Sub-recipient: Dubuque Driving Academy, LLC

The Dubuque Driving Academy completed 9 classes with 35 young adults during FFY 2204, its first year. This highly interactive program teaches first time offenders between the ages of 15-24 to make safe, respectful, and legal driving decisions. A database of 900 prior offenders was analyzed and it was determined that 25% are repeat offenders.

Driver Education Assessment

Project Number: 402-DE-2024 11-00-05

Sub-recipient: Governor's Traffic Safety Bureau

In August and September 2023, the NHTSA Technical Assistance Team assessed the Iowa Driver Education Program. The funding for the assessment was provided by GTSB, while the Iowa DOT Driver Education Division coordinated the experts and supplied relevant information. This state-level evaluation was based on the Novice Teen Driver Education and Training Administrative Standards (NTDETAS).

The NHTSA Technical Assistance Team consisted of six non-federal subject matter experts, each specializing in one or more of the five key NTDETAS sections.

Results of the amendment included priority recommendations, which focused on updates and improvements to five major sections of the program. This assessment proved highly valuable to both the State of Iowa and its young drivers. GTSB looks forward to collaborating with the Iowa DOT Motor Vehicle Division, the Department of Education, and the Iowa State Patrol to further enhance the driver education program.

Youth Outreach-Power of You(th)

Project Number: 405d-M6OT-2024 60-00-51

Sub-Recipient: Mothers Against Drunk Driving (MADD)

This project increased collaboration with local community and state coalitions, community-based youth service departments, schools and parent support groups, PTA and sports groups, guidance departments and school resource officers, driver education schools, and law enforcement officials and agencies to present Power of Parents and Power of You(th)



presentations and workshops, and coordinate community-based material distribution events during orientations, community and school event forums, community sponsored events and conferences, and trainings throughout Iowa.

Eight Power of Parents presentations were completed, reaching 200 parents and caregivers of middle and high school aged youth.

Ten Power of You(th) presentations were made, involving 1135 students in the state. Fourteen community events were attended, ranging from Winter Games to Youth Day on the Hill to Cruise-In for a Cause.

Distracted Driving

Media-Distracted Driving

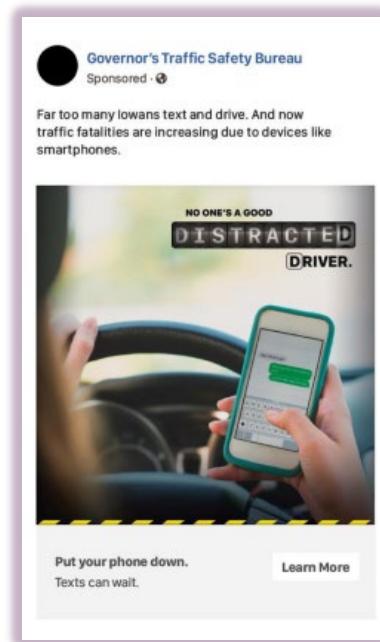
Project Number: 402-PM-2024 09-00-50

Sub-recipient: ZLR

The FFY2024 General – Distracted Driving campaign launched in March and was flighted throughout September. The campaign used Meta, programmatic banners, outdoor billboards, connected TV, cable TV, Learfield Fan365 banners, Learfield Radio and Total Traffic and Weather. Overall, the campaign resulted in 17,045,282 impressions and drove 50,191 clicks.



[Distracted Driving Video](#)



Traffic Records

Iowa Traffic Safety Data Service (ITSDS)

Project Number: 405c-M3DA-2024 40-00-53

Sub-recipient: Iowa State University-Institute for Transportation (InTrans)

InTrans provided support for more than 80 activities related to crash and safety-related data improvements and requests.

Support was provided to several Iowa departments, federal agencies, consultants, academic institutions, other public agencies and the private sector.

Topic areas included some of the following:

- Reporting inaccuracies
- Farm Vehicles
- Work Zones
- Local Road Crashes
- Impaired Crashes
- Motorcycle Crashes
- Fatal and Serious Injury Crashes
- ATV/UTV
- Overrepresented Communities
- Enforcement Impacts
- Safety Corridors
- Speed-related Crashes
- Wrong Way Driving

InTrans also participated in STRCC, Fatality Reduction Task Force and MCSAP Working Group.

Identified crashes with selected attributes reported as “Other” (explain in narrative) and/or possible inconsistencies in sequence of events/most harmful event/first harmful event and shared these crashes with the Iowa DOT for possible outreach to the reporting law enforcement agencies.

Identified crashes reported as part of the Iowa DOT traffic incident management emergency incident notification (EIN) records process with no apparent, corresponding crash report based on several metrics and shared these incidents with the Iowa DOT for possible outreach.

Identified crashes with a reported alcohol or drug test but no test results and shared these incidents with the Iowa DOT for possible outreach, prioritized by crash severity.

Improvement of Data/Analysis

Project Number: 405c-M3DA-2024 40-00-51

Sub-recipient: Iowa Department of Transportation

Significant progress was made in enhancing the integrity and usability of crash data through a series of initiatives focused on automation, data validation, and stakeholder collaboration.

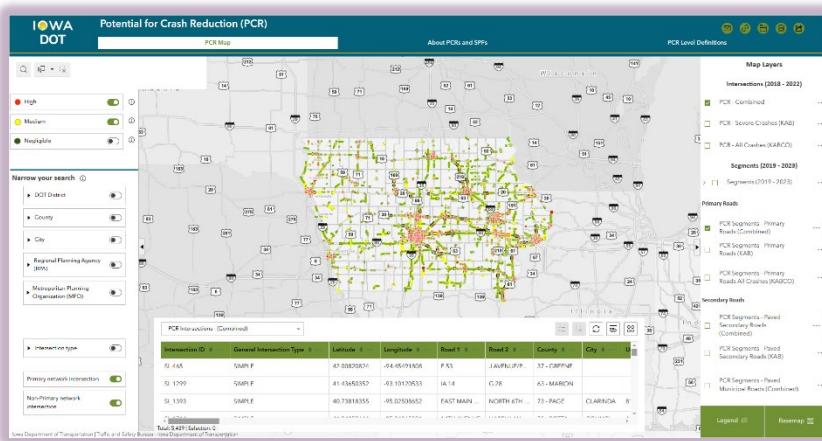
- The crash data automation process and its integration with vehicle, driver, and roadway information was continuously validated by conducting quality assurance and quality control (QA/QC) on relational fields. This effort ensured accurate and reliable data for analysis.

- The extent of missing data categorized as "Unknown" or "Not Reported" by various agencies and officers was investigated, identifying areas for improvement. To further enhance transparency and accessibility, a comprehensive dashboard was developed that displays key crash data elements, including the proportion of "Unknown" and "Not Reported" entries, segmented by reporting agency and individual officers.
- Weekly meetings were held with Highway IT and InTrans to address issues identified through the QA/QC process, enabling us to collaboratively determine necessary resolutions.

User engagement and functionality for dashboards in the Iowa Crash Analysis Tool (ICAT) were enhanced.

Advancements have been made in the development and implementation of the new ESRI Experience Builder PCR website, enhancing accessibility and functionality for various jurisdictions. The development of the website was completed, and the integrated the 2018-2022 paved road intersection PCR predictive models with supplementary descriptive data was integrated, making this information available on the newly developed website. A PCR calculator specifically for newly constructed roadway segments was developed, applying data from 2019 to 2023.

The development of the 2019-2023 Paved Intersections Predictive Crash Risk (PCR) Supplemental Crash Distribution Dashboard is complete. This dashboard integrates various crash, vehicle, roadway, environmental, and personal characteristics to provide comprehensive information essential for identifying contributing factors to safety issues at targeted intersections with potential for crash reduction. The dashboard empowers safety practitioners by allowing comparison of an intersection with similar intersections, enabling the identification and assessment of predominant safety issues that may be over-represented relative to peers.



Quality and completeness of crash data was a focus for FFY 2024 through documentation reviews, process improvements, and targeted outreach. Discussions were also initiated on developing a more efficient process to flag crash reports missing critical information and return them to the submitting agency for completion. Currently, this manual process is applied to fatal

crash reports, with potential for expansion. In addition, agencies and officers with a higher proportion of "Not Reported" or "Unknown" entries in their reports were identified as candidates for targeted training on the importance of providing complete and accurate information. These efforts aim to improve data quality, ensuring reliable insights for safety analysis and decision-making.

Dynamic Speed Feedback Signs (DSFS) were evaluated for effectiveness on driver behavior. A meeting was held in July to review initial steps, gather feedback from the Technical Advisory Committee (TAC), and discuss recommendations for future approaches. Additional data was collected for most DSFS installations, and connected vehicle data was accessed to identify key locations for speed data collection. Speed data was gathered from segments adjacent to DSFS installations to analyze driver behavior changes. This analysis provided insights into speed patterns at specified distances before and after DSFS installation. Comparison group profiles were evaluated to identify any initial differences in speed behavior between locations with and without DSFS, helping to enhance the accuracy of the final analysis by accounting for pre-existing differences in speed profiles.

Justice Data Warehouse

Project Number: 405c-M3DA-2024 40-00-52

Sub-recipient: Iowa Department of Human Rights, Criminal and Juvenile Justice Planning

In January 2023, Governor Reynolds announced her intent to realign state government to improve efficiency and effectiveness. This resulted in reducing the number of cabinet-level departments from 37 to 16, consolidating agencies with similar functions and services, on July 1, 2023.

Within CJJP, the administrator, research, and IT staff were moved to the Department of Management (DOM), Performance Results Office, and the remainder of CJJP staff remained in various units within Health and Human Services (HHS). This change allowed the data and research staff to continue to conduct high-quality, objective research and analysis. The move also allows for the increased promotion and utilization of data assets and analytics to improve decision-making.

CJJP staff generated two reports within this grant cycle and a dashboard for GTSB use. The reports are 1) the ability to look at traffic violations as moving and non-moving violations and 2) an analysis of vehicle crashes. The dashboard developed includes five traffic citations that are most frequently requested from GTSB.

CJJP staff attended the STRCC meetings and the 2024 Traffic Safety Conference.

Law Enforcement Dashboard

Project Number: 405c-M3DA-2024 40-00-54

Sub-recipient: Iowa State University Institute for Transportation

The Iowa State Patrol and TraCS dashboards continue to be updated; crash data is updated daily; enforcement data was updated once during the year. No additional significant enhancements were made to the dashboards or data processing during the last fiscal year. Minor updates were made only when modifications to the crash data were made.

No additional views or dashboards were created which is driven based on the needs of law enforcement agencies. The team will continue to coordinate with law enforcement and add additional views or dashboards as needed.

Over the last year, the ISP dashboard has received 147 total views. The TraCS dashboard has received 26 views over the last year.

TraCS

Project Number: 405c-M3DA-2024 40-00-50

Sub-recipient: Iowa Department of Transportation

The TraCS Team continues to leverage remote software capabilities to improve efficiency and minimize the need for travel to various agencies.

In collaboration with the Crash Data User Group (CDUG), 43 items have been identified and will be updated in the crash report to enhance data accuracy in an upcoming release. A new feature will be implemented in TraCS that alerts users when a form is incomplete and requires attention. The goal of this enhancement is to improve the timeliness of all TraCS form submissions. All agencies in the state have been upgraded. Currently, 396 agencies are utilizing TraCS in some capacity.

Additionally, an updated version of TraCS has enabled the electronic submission of driver re-exam forms to a DOT server. These forms are now fully submitted to the DOT's Motor Vehicle Division.

The TraCS Team has also received a new version of the commercial vehicle inspection form. The updated form has been implemented at ISP, and it will be rolled out to ISP CMVU in FFY 2025.

EMS Data Improvement and Utilization

Project Number: 405c-M3DA-2024 40-00-55/405d-FDL*EM-2024 67-00-50

Sub-recipient: Iowa Department of Health and Human Services

A series of crash-related incident reports have been developed as a foundational baseline to measure performance. One report, like NEMSIS's "Rate of Motor Vehicle Crashes to All Activations by Incident County," has been created. This report effectively highlights counties where crash-related injuries occur at a higher rate than others, helping to identify whether these trends are anomalies or part of a historical pattern.

Additional crash-injury data is provided in the "2023 Iowa Trauma Registry Report," which offers detailed analysis and insights into crash-related injuries and fatalities documented in Iowa's Trauma Registry.

Further progress has been made in data uniformity with the mapping of the 'Cause of Injury' element to the standardized values defined by the National EMS Information System (NEMSIS). This mapping will enhance both traffic-related reporting and overall trauma reporting from the EMS incident registry.

A new report compares weekly crash incidents recorded by EMS with those reported in the Iowa DOT crash database. By cross-referencing EMS incident data and Iowa DOT crash data, the report shows that the number of crashes reported by EMS closely aligns with the DOT figures. However, a discrepancy of approximately 200 to 300 incidents persists. The DOT data includes all suspected injuries and fatalities, while the EMS data focuses on dispatch categories such as "Traffic Incident" or "Automated Crash Notification." While these comparisons are now available, the need for additional validation continues.

Injury Prevention Research Center
Project Number: 405c-M3DA-2024 40-00-56
Sub-recipient: University of Iowa-Injury Prevention Research Center

The IPRC transportation research team held bi-weekly meetings throughout FY2024, fostering ongoing collaboration and problem-solving. Regular input on DOT and GTSB priorities has been incorporated into the research team's work through these meetings and ongoing engagement with STRCC.

CODES (Crash, Hospital, and Death) data linkages have been updated with current data and the new integration of charge/conviction information.

IOWA

Injury Prevention Research Center

KEEPING TEEN DRIVERS & ROADS SAFER

Policy Brief | February 28, 2024

Motor vehicle crashes involving teen drivers accounted for 15% of all deaths and serious injuries in Iowa from 2017-2021. A new 2024 bill (SF 2463) weakens Iowa's Graduated Driver Licensing (GDL) by authorizing the Iowa Department of Transportation (DOT) to issue a special minor's restricted work license for student drivers (ages 14-18) to drive to and from their place of employment without adult supervision. Currently, a minor school license (MSL) only allows student drivers to drive to and from school, school activities, and farm work.

➤ Expanding driving privileges to young and inexperienced drivers increases their exposure, putting them at greater risk for crashes and making Iowa roads less safe.

Last year Iowa passed a law (SF 542) that both increased the total work hours and expanded the early morning/late hours teenagers can work. HF 2463 replaces the permitted minor school license hours to drive to and from school/school activities (currently 8am to 10pm) with less restricted hours. Under the bill, student drivers can drive one hour before and after school/school activities and work shifts.

➤ Increasing early/late driving hours increases exposure of young and inexperienced drivers to known crash risk factors, such as driving at night on rural roads.

Our teen driving safety research

In 2023, researchers at the Iowa Injury Prevention Research Center and the Driving Safety Research Institute summarized their research for the IDOT relevant to an interim study committee charged by the new youth employment law to examine teen driving in Iowa.

We found that the youngest Iowa drivers (ages 14 and 15) had a crash rate of 8 per 1000 teens from 2001-2013. In addition, teen crashes and injuries from crashes increased as roads became more rural.¹

Iowa teen drivers with the least experience are more likely to be at fault for crashes, including fatal crashes.

We linked crash data from the IDOT and traffic-related data from Iowa Courts for years 2016-2019. We found that the chances of being at fault for a crash were 32% higher for minor school license (MSL) drivers (ages 14.5-16) and 15% higher for intermediate license drivers relative to drivers with unrestricted (full) licenses. The youngest drivers (age 14) involved in crashes were the most often at fault (73%), followed by age 15 (71%), age 16 (70%) and age 17 (66%). MSL drivers accounted for a greater proportion of teen crashes resulting in fatal and non-fatal serious injuries than experienced drivers. The proportion of teen drivers involved in fatal crashes was 28%.

¹Iowa's 5-Year Strategic Highway Plan 2024-2028; "Characteristics of crashes and fatalities among 14- and 15-year-old drivers, by rurality, 2020; "Rates and predictors of teen driver crash culpability, 2023; "Direct medical charges of all parties in teen-involved crashes by culpability, 2023.

1

Additionally, the year-end CODES report was completed, along with the EMREMS data quality assessments and the data cleaning report.

The team also collaborated on efforts in the following areas:

- Bicycling Safety
- Pedestrian Safety
- ATVs, ROVs, and Side-by-Sides (UTVs)
- Farm Vehicles
- Teen Driver Safety
- Older Drivers
- Commercial Drivers
- Warnings Data
- General Crash Data Analysis and Other Topics

Looking ahead, plans for launching a CODES working group with partners from Ohio, Minnesota, Utah, and Kentucky are underway. This group will explore opportunities for parallel analyses to enhance the impact of our work. However, this initiative has been temporarily paused to focus on improving and assessing the quality of our linkages to ensure readiness for collaboration beyond Iowa.