Highway Safety Plan

FFY 2021

Iowa Department of Public Safety
Governor's Traffic Safety Bureau

Mission Statement of the Governor's Traffic Safety Bureau

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

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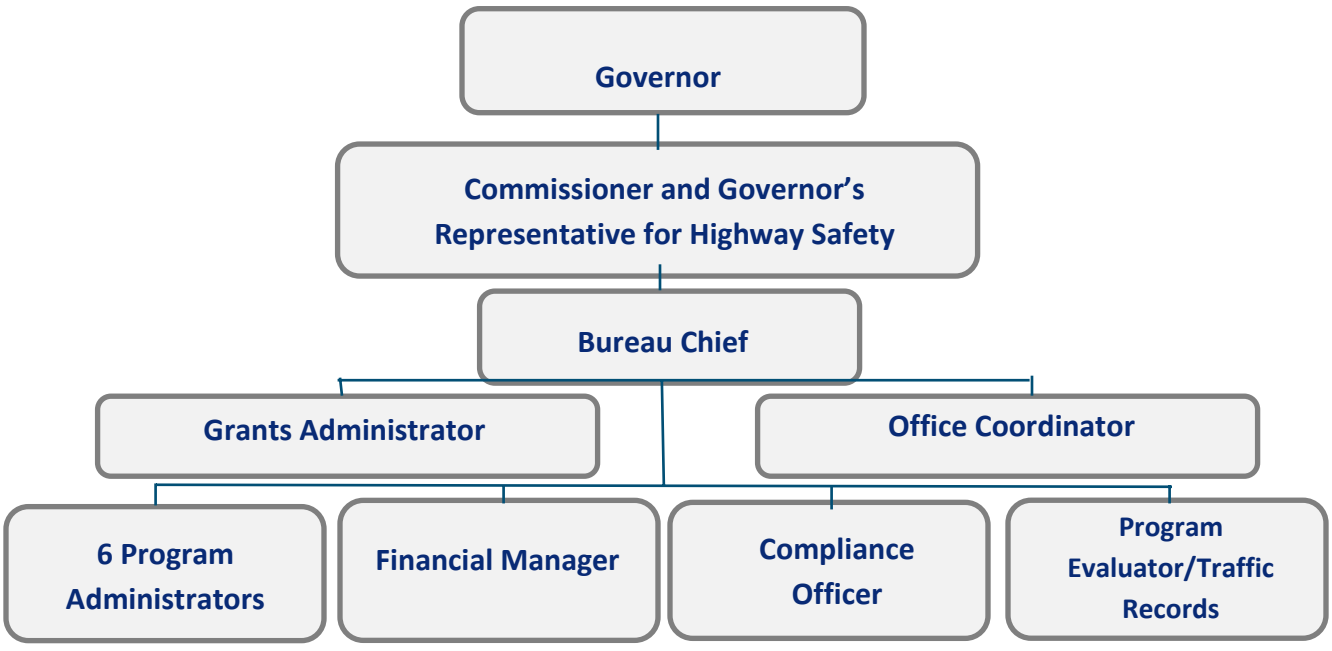

Highway Safety Planning Process

Data Sources and Processes / Data and Various Information Sources

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

Iowa's Traffic Records System

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

1. **Crash**

   The custodial agency for the crash dataset is the Iowa Department of Transportation (IDOT). Crash data is submitted to the IDOT by law enforcement agencies throughout the state. As of March 31, 2020, 377 agencies were submitting crash data electronically through Iowa Traffic and Criminal Software (TraCS). The submittals by those agencies account for over 99% of all crash submissions. For agencies who do not utilize TraCS, paper reports are submitted to the IDOT for inclusion in the overall crash data.

2. **Driver**

   The IDOT, Motor Vehicle Division, maintains driver records which include information on currently licensed drivers, records for identification only, expired licenses, suspended drivers, and licenses surrendered in other states.

3. **Vehicle**

   The IDOT, Motor Vehicle Division, maintains the vehicle data system. Vehicle registrations and title transactions are processed through the state's 99 county treasurer offices and are available in real-time. Vehicle registration and title information is linked with state driver license systems.

4. **Roadway**

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

5. **Citation/Adjudication**

   The IDOT is assigned statutory responsibility for the oversight of citations in the state. The majority of citations issued in Iowa are submitted electronically to the IDOT using TraCS Electronic Citation Component (ECCO). As of March 31, 2020, there were 333 law enforcement agencies utilizing TraCS to submit citations, complaints and affidavits to the CJIS network and to the courts. For law enforcement agencies that do not utilize TraCS ECCO, a

paper citation is issued. The goal of ECCO is to exchange citation data between law enforcement agencies and the courts. ECCO software creates electronic citation forms with each displaying a unique identifying number. Iowa data definitions meet national law enforcement and court standards including the National Crime Information Center, Uniform Crash Reporting, National Incident-Based System, National Law Enforcement Communication System, Law Enforcement Information Network and the Traffic Court Case Management System Functional Requirement Standards. Data elements are defined for court records in the National Center for the State Courts (NCSC) guidelines.

6. EMS/Injury Surveillance

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

State Survey Results

1. Annual Observational Safety Belt Usage Survey

Iowa's official seat belt usage is determined through an annual survey conducted in accordance with NHTSA's "Uniform Criteria for State Observational Surveys of Seat Belt Use". The methodology used for the survey was last approved by NHTSA on February 21, 2017. Iowa's observational survey is conducted by Iowa State University, Center for Survey Statistics and Methodology.

2. Child Passenger Restraint Usage Survey

An annual child restraint usage survey is conducted by the University of Iowa, Injury Prevention Research Center. The focus of the survey is children under the age of 18.

3. Public Awareness Survey

A public awareness survey has been conducted annually since 2010. The purpose of the survey is to measure driver attitudes and behaviors regarding speed, safety belts, distracted driving, impaired driving and drowsy driving. The objective of the survey is to focus on driving patterns and the effectiveness of media campaigns which are centered on national mobilizations and high visibility efforts. The annual public awareness survey is conducted by Iowa State University, Center for Survey Statistics and Methodology.

4. Pre- and Post-Event Safety Belt Usage Survey

Throughout a program year, law enforcement partners receiving Section 402/PTS funding are required to conduct and publicize results of two observational occupant protection surveys during March and August. Agencies participating in sTEP (special Traffic Enforcement Program) are required to conduct one pre- and post-survey during the project year.

NHTSA Data, Reports and Publications

Fatality Analysis and Reporting System (FARS)/State Traffic Safety Information (STSI)

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

NHTSA Reports and Publications

NHTSA provides and abundance of reports and publications in all topic areas. Reports summarize traffic safety issues from a national perspective but also provide state-specific information and rankings. NHTSA reports and publications used to develop Iowa's FFY 2021 Highway Safety Plan included:

1. **"Countermeasures that Work"**

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

2. **Traffic Records Assessment**

   The most recent Traffic Records Assessment was conducted between August 31 and December 1, 2015. Iowa is scheduled to have another Traffic Records Assessments in the fall of 2020. The Statewide Traffic Records Coordinating Committee (STRCC) and the STRCC Guidance Team carefully reviews and considers implementation of projects in support of recommendations which are made as a result of such assessments.

3. **NHTSA Traffic Safety Fact Sheets and State Data Books**

Processes Participants

The GTSB works with various traffic safety stakeholders including but not limited to the Iowa Department of Transportation, Iowa Department of Public Health, the University of Iowa, Iowa State University, Federal Highway Administration, Federal Motor Carrier Safety Administration, and NHTSA on a regular basis. Such partners are also represented in working groups and advisory boards to review traffic safety data, to set priorities and to establish common targets/goals. Members of STRCC also serve a vital role through efforts to improve Iowa's Traffic Records System. The membership of STRCC is diverse and represents several public agencies whose role it is to capture, store, analyze and transmit/disseminate data.

Description of Highway Safety Problems

Problem Identification

Annually, a problem identification analysis is completed to determine the comparative severity of traffic safety problems throughout Iowa's 99 counties. Results of the problem identification are used by the Governor's Traffic Safety Bureau to determine which counties within the state have the greatest traffic safety problems pursuant to identified measures, and are, therefore, eligible for federal traffic safety funding as determined by the GTSB.

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

For evaluation purposes, each of the nine data elements identified in the *Administrative Code* are given equal weight. There is no particular emphasis on the individual element; and therefore, equal consideration of each element has been adopted. Each county is ranked with the other counties in the nine identified areas from the highest number of occurrences to the lowest. After all categories have been analyzed, the problem rankings of each individual county are averaged and compared providing an overall composite ranking for each of the nine specified areas. To manage Section 402 funding, Iowa limits eligibility to agencies within counties identified by the composite rankings as the "Top 22" most problematic counties and must have a population of 3,000 or greater.

Iowa further utilizes the problem identification process to address alcohol-related traffic issues. Section 405d funds are available to agencies in counties with the highest incidents of alcohol-related fatal and personal injury crashes and serious traffic offences (OWI revocations). To manage Section 405d funding, Iowa limits eligibility to agencies within counties ranked 1-40 in regard to the three alcohol-related categories listed above. Agencies must have a jurisdictional population of 3,000.

The decision to limit funding to agencies within the "Top 22" and "Top 40" counties is an internal GTSB policy and can be addressed as needed based on data and/or funding levels or special initiatives. Law enforcement agencies not identified as being within the "Top 22" or "Top 40" counties are eligible to apply and participate in Iowa's special Traffic Enforcement Program (sTEP).

Methods for Project Selection

Once the problem identification analysis is complete, eligible Iowa agencies are identified for notification of funding eligibility. Law enforcement agency applications are completed on-line in an electronic web grant system. Eligible agencies are provided application guidelines and instruction on the web grant system.

All GTSB funding applications/proposals must include:

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

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

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

List of Information and Data Sources

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3. NHTSA Traffic Safety Fact Sheets and State Data Books

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

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

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

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

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

Evidence-Based Traffic Safety Enforcement Plan

Please see ATTACHMENT A for Iowa's FFY 2021 Evidence-Based Traffic Safety Enforcement Plan.

Performance Report

Progress towards meeting State performance targets from the previous fiscal year's HSP.

Performance Measures Name	Progress
C-1) Number of traffic fatalities (FARS)	A 3.63% decrease in traffic fatalities was recorded between 2017 (330) and 2018 (318).
C-2) Number of serious injuries in traffic crashes (State crash data files)	A 10.21% decrease in serious injuries was recorded between 2017 (1,460) and 2018 (1,311).
C-3) Fatalities/100M VMT (FARS/FHWA)	An 18.18% decrease in fatalities per 100M vehicle miles traveled was recorded between 2016 and 2017.
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Unrestrained passenger vehicle occupant fatalities decreased 24.27% from the 2012-2016 average of 103 to 78.
C-5) Number of fatalities in crashes involving a driver or motorcyclist operator with a BAC of .08 and above (FARS)	Alcohol-impaired driving fatalities decreased 9.57% from the 2012-2016 average of 94 to 85.
C-6) Number of speeding-related fatalities (FARS)	As of December 31, 2019, the number of speeding-related fatalities remained 62, which was the same as the 2012-2016 average.
C-7) Number of motorcyclist fatalities (FARS)	Motorcyclist fatalities decreased 15.68% from the 2012-2016 average of 51 to 43.
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Unhelmeted motorcyclist fatalities decreased 25.64% from the 2012-2016 average of 39 to 29.
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Drivers age 20 or younger involved in fatal crashes decreased 15.38% from the 2012-2016 average of 52 to 44.
C-10) Cumber of pedestrian fatalities (FARS)	Pedestrian fatalities increased 4.76% from the 2012-2016 average of 21 to 22.
C-11) Number of bicyclist fatalities (FARS)	Bicyclist fatalities increased 40% from the 2012-2016 average of 5 to 7.
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (Annual Survey)	The statewide safety belt use rate increased 3.50% from the 2017 observational rate of 91.4% to 94.6% for the 2019 survey.

Performance Measure: C-1) Number of Traffic Fatalities (FARS)

Progress: In Progress

Program Area Level Report:

Iowa recorded a 3.63% decrease in traffic fatalities between 2017 and 2018, and the state slightly missed the collaborative SHSP long-term target. The collaborative annual target (consistent with the HSIP target) was met.

The target goals for the number of traffic fatalities were set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor's Traffic Safety Bureau and other traffic safety professionals in accordance with FAST-Act legislation.

Performance Measure: C-2) Number of Serious Injuries in Traffic Crashes (State crash data files)

Progress: In Progress

Program Area Level Report:

Iowa recorded a 10.21% decrease in serious injuries between 2017 and 2018.

The target goals for the number of serious injuries were set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor's Traffic Safety Bureau and other traffic safety professionals in accordance with FAST-Act legislation.

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: In Progress

Program Area Level Report:

Although the collaborative annual target was met, the high rate recorded in 2016 adversely affected both the 5-year linear trend and the moving average.

The target goal for the number of fatalities per 100M vehicle miles traveled was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor's Traffic Safety Bureau and other traffic safety professionals in accordance with FAST-Act legislation.

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

Progress: In Progress

Program Area Level Report

The FFY 2019 target was met. Unrestrained passenger vehicle occupant fatalities decreased 24.27% from the 2012-2016 average of 103 to 78. Both the 5-year linear trend and the moving average are showing downward trends.
Iowa is a primary seat belt law state for all front seat passengers (all positions if under the age of 18). Over the years, Iowa has seen a tremendous increase in observed belt usage from approximately 18% in the mid-1980s to 94.6% in 2019. Despite Iowa's "high" belt use ranking, preliminary Department of Transportation crash data for 2019 identifies 38.31% of passenger vehicle occupant fatalities were unbelted with an additional 10.48% recorded as "unknown" for belt use. Although Iowa has maintained a high belt use rate for years, traffic safety partners recognize there is still work to do.

For FFY 2020, the GTSB implemented a pilot project with eight law enforcement agencies to attempt to change driver behavior towards buckling up through specific nighttime seat belt enforcement projects. Nighttime seat belt enforcement will continue in FFY 2021.

Also in FFY 2020, the GTSB purchased a seat belt convincer for the Blue Grass Police Department to be utilized in partnership with other law enforcement agencies in Scott County, Iowa and surrounding areas. Circumstances surrounding COVID-19 have prevented the planned usage for the convincer in the spring and summer of 2020 but the unit will be utilized in FFY 2021.

Performance Measure: C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and above (FARS)

Progress: In Progress

Program Area Level Report:

The FFY 2019 target was met. Alcohol-impaired driving fatalities decreased 9.57% from the 2012-2016 average of 94 to 85.

The state is starting to see a decline after the significant number of alcohol-impaired driving fatalities reported in 2016. The linear trend for 5 years, however, is remaining quite level.

The Woodbury County Sheriff's Office has currently suspended the 24-7 program in their county because of constraints with COVID-19 and social distancing issues connected to testing. No timeline has been provided as to when testing will resume. It is anticipated that additional counties will join the 24-7 program in the future.

The GTSB will continue partnerships with law enforcement agencies throughout the state support in efforts to enforce impaired driving laws. Law enforcement and media partners will also provide education and awareness in regard to impaired driving.

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

Progress: In Progress

Program Area Level Report:

The FFY 2019 target was to maintain the 2012-2016 average of 62 speeding-related fatalities. The result was 62; therefore, no notable improvement nor was the result worse than the 5-year average. However, when reviewing 2014-2018 data, the 5-year linear trend line is upward. The 5-year moving average depicts a downward trend.

In the past, the state of Iowa has relied on overall high visibility enforcement projects to address speeding but the results have not been as effective as was anticipated. The state has in the past failed to have a specific identified project for speed. Even though there have been recorded decreases in speeding-related fatalities from an annual perspective the last couple of years, the GTSB has recognized that if a specific speed project was properly planned and executed the state could possibly realize additional opportunities to help reduce fatalities and serious injuries.

The GTSB has been working with In-Trans at Iowa State University to develop a user-friending dashboard to help identify problematic areas/corridors. Preliminary analysis has identified the majority of road segments with the highest crash frequency for speeding-related crashes are in rural areas, which, too correlates with the fact that approximately 80% of Iowa fatalities are rural in nature. For FFY 2021, the GTSB is planning a specific speed project to hopefully start to reverse the linear trend.

Also, the planned FFY 2021 speed/pedestrian project well be a pedestrian project based on speed enforcement.

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

Progress: In Progress

Program Area Level Report:

The FFY 2019 target was met. Motorcyclist fatalities decreased 15.68% from the 2012-2016 average of 51 to 43, and as a result the state is now seeing a downward trend in both the linear trend line and the moving average. Despite a decrease in motorcycle fatalities between 2017 and 2018, traffic safety partners understand there is still work to be done. In FFY 2021, efforts will continue to encourage riders to take courses to improve their riding skills. Educational efforts will continue to remind motorists to share the road to be aware of motorcyclists on the roadways. Motorcycles are included in the 2019-2023 Strategic Highway Safety Plan, although not identified as a specific safety emphasis area.

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

Progress: In Progress

Program Area Level Report:

The FFY 2019 target was met. Unhelmeted motorcyclist fatalities decreased 25.64% from the 2012-2016 average of 39 to 29, and as a result the state is now seeing a downward trend in both the linear trend line and the moving average. Despite a decrease in unhelmeted motorcycle fatalities between 2017 and 2018, traffic safety partners understand there is still work to be done. In FFY 2021, efforts will continue to encourage riders to take courses to improve their riding skills and to consider safety aspects such as proper riding attire. Educational efforts will also continue to remind motorists to share the road and to be aware of motorcyclists on the roadways. Motorcycles are included in the 2019-2023 Strategic Highway Safety Plan although not identified as a specific safety emphasis area.

Iowa is eligible to elect to use up to 50% of grant funds awarded under 23 U.S.C. 405f for any eligible projection under Section 402 as the state is in the lowest 25% of all states for motorcycle deaths per 10,000 motorcycle registrations based on the most recent calendar year for which FARS data are available. The state is considering utilizing this special rule to expand upon messaging in regard to proper outfitting, to possibly include helmet usage.

Performance Measure: C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

Progress: In Progress

Program Area Level Report:

The FFY 2019 target was met. Drivers age 20 or younger involved in fatal crashes decreased 15.38% from the 2012-2016 average of 52 to 44.

In FFY 2021, the GTSB will be expanding youth programs with Alliance Highway Safety through their program entitled "Choices Matter". GTSB staff and Iowa State Patrol Public Resource Officers will also continue educational efforts toward young drivers utilizing various training techniques including through the use of desktop driving simulators and fatal vision goggles.

Performance Measure: C-10) Number of Pedestrian Fatalities (FARS)

Progress: In Progress

Program Area Level Report:

The FFY 2019 target was not met. Pedestrian fatalities increased 4.76% for the 2012-2016 average of 21 to 22.

In 2018, pedestrian fatalities represented almost 7% of all traffic fatalities in the state for the year. The state averages 22 pedestrian fatalities a year (5-year average 2014-2018). Preliminary data as maintained by the Iowa Department of Transportation indicates there were 22 pedestrian fatalities in 2019. Nationally pedestrian fatalities are on a rise. There was a more than a 3% increase in the number of pedestrians killed in traffic crashes in 2018, totally 6,283 deaths; the most since 1990 (NHTSA).

In FFY 2020, the GTSB rolled out a Pedestrian Took Kit to provide targeted law enforcement agencies and other interested parties. The tool kit provides information aimed at reducing pedestrian crashes in the state. For FFY 2020, eleven (11) agencies were identified that had a pedestrian fatality in 2017 and/or 2018. During FFY 2020, the GTSB did not provide specific funding for a pedestrian program; however, the overall goal of the tool kit was to be proactive in addressing the rising national statistics for pedestrian fatalities. Each kit includes a poster tailored to each of the eleven cities for posting in local offices and downtown areas, statistics, engineering ideas, review of state citations over the last two years for failure to yield to pedestrians and pedestrians failing to use crosswalks and other resources the agency may find useful for pedestrian-related education, engineering countermeasures and enforcement efforts. Generic posters and kits are also available electronically to other interested parties.

For FFY 2021, plans are being made to partner with the Safety Circuit Rider program through Iowa State University/Institute for Transportation to conduct a minimum of one pedestrian safety assessment and/or other multidisciplinary safety intervention effort. Also new in FFY 2021, the GTSB will partner with agencies that are interested in conducing pedestrian-related enforcement projects with a speed emphasis.

Performance Measure: C-11) Number of Bicyclist Fatalities (FARS)

Progress: In Progress

Program Area Level Report:

The FFY 2019 target was not met. Bicyclist fatalities increased 40% from the 2012-2016 average of 5 to 7.

Bicyclist fatalities represented 2% of all traffic fatalities in 2018. Preliminary Iowa Department of Transportation data indicates there were 342 crashes involving a bicyclist in 2019; 10 fatalities resulted. An additional 42 serious injuries were reported.

Performance Measure: B-1) Observational Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Annual Survey)

Progress: In Progress

Program Area Level Report:

Iowa's overall seat belt usage rate for 2019 was 94.6%, with an estimated standard error of .072% (± 1%).

Partners will continue to enforce belt use laws and educational efforts will provide awareness to the importance of belt usage.

Performance Plan

Sort Order	Performance Measure Name	Target Period	Target Start Year	Target End Year	Target Value
1.	C-1) Number of traffic fatalities (FARS)*	5 Year	2017	2021	336.8
2.	C-2) Number of serious injuries in traffic crashes (State crash data files)*	5 Year	2017	2021	1,370.8
3.	C-3) Fatalities/VMT (FARS/FHWA)*	5 Year	2017	2021	0.983
4.	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2017	2021	91.0
5.	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2017	2021	89
6.	C-6) Number of speeding-related fatalities (FARS)	5 Year	2017	2021	62
7.	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2017	2021	47
8.	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2017	2021	34
9.	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2017	2021	48
10.	C-10) Number of pedestrian fatalities (FARS)	5 Year	2017	2021	21
11.	C-11) Number of bicyclist fatalities (FARS)	5 Year	2017	2021	5
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (annual survey)	Annual	2021	2021	94.7

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

Performance Measures

C-1 – Number of Traffic Fatalities

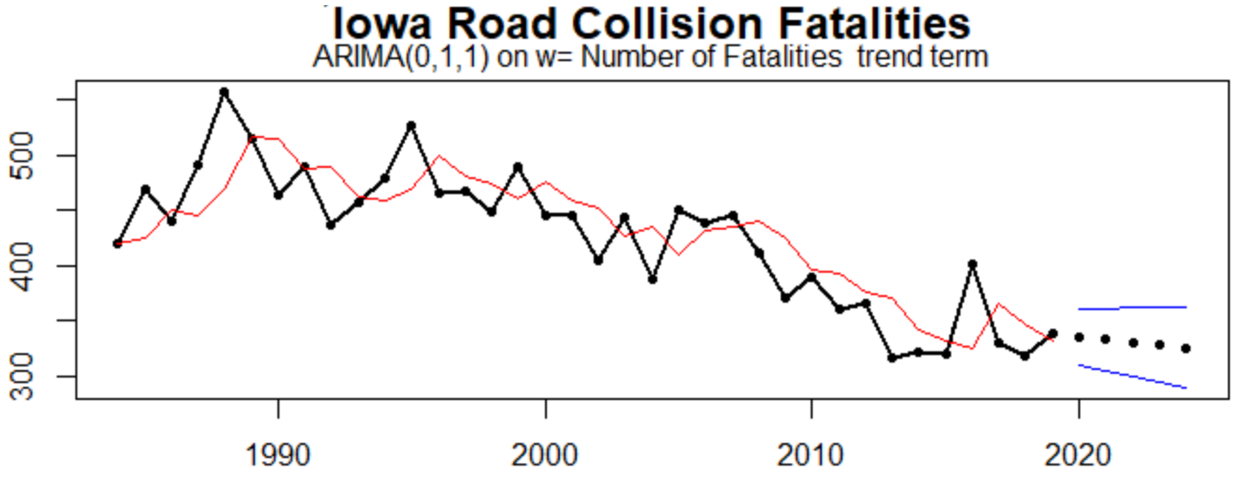
Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of Traffic Fatalities (FARS)	Numeric	336.8	5 Year	2017

Performance Target Justification

The following figure shows the historical series (black line), the integrated moving average (IMA) model (red line), the model's forecast values (black dots), and a set of prediction interval (PI) bounds (blue lines). The blue lines shown in this figure correspond to the 75% confidence level used for targets.

Actual Values, Fitted Values and Prediction with 75% Prediction Intervals



Year	Forecast	70%	75%	80%	85%	97.5%
2020	335	355	360	366	374	408
2021	333	355	361	368	376	415

To be 75% confident of the 2021 target value, the five-year rolling average target for 2017-2021 would be set by averaging the forecast value of 335 fatalities for 2020 and the 75% PI value of 361 as the 2021 value along with the actual fatalities for 2017, 2018, and 2019.

In January 2020, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State Highway Safety Plan performance measure targets in these areas are to be identical to the State DOT targets for these common performance measures. These targets must be set as five-year rolling averages for 2017-2021 and will also be submitted as part of the State's Highway Safety Improvement Program (HSIP) annual report, due August 31, 2020. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. The approach relies on the use of prediction intervals around the trend model forecast to inform a "risk-based" target setting method.

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

For each measures a time-series model was developed. An integrated moving average (IMA) mode has been used since 2017. The following pages show the model's output and predictions at various confidence levels for each measures. This helps illustrate the level of risk associated with various confidence levels, as well as the fact that higher confidence levels lead to more conservative targets.

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

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

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

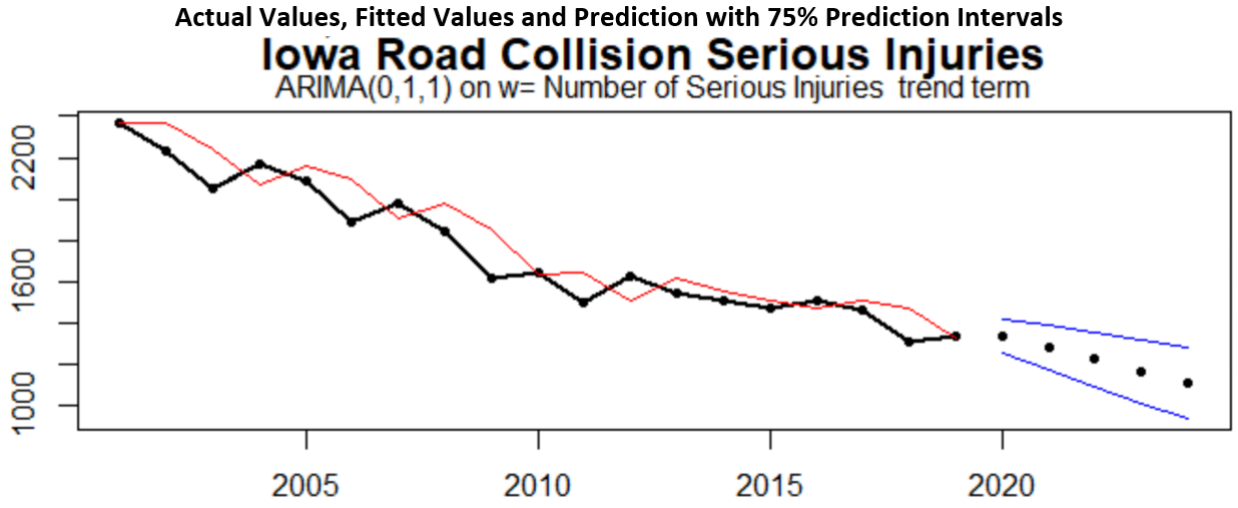
C-2 – Number of Serious Injuries in Traffic Crashes

Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of Serious Injuries in Traffic Crashes (State Crash Data Files)	Numeric	1,370.8	5 Year	2017

Performance Target Justification

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



Year	Forecast	70%	75%	80%	85%	97.5%
2020	1,340	1,403	1,422	1,442	1,466	1,578
2021	1,283	1,369	1,394	1,421	1,453	1,605

To be 75% confident of the 2021 target value, the five-year rolling average target for 2017-2021 would be set by averaging the forecast value of 1,340 for 2020 and the 75% PI value of 1,394 for 2021 along with the actual serious injuries for 2017, 2018, and 2019.

In January 2020, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State Highway Safety Plan performance measure targets in these areas are to be identical to the State DOT targets for these common performance measures. These targets must be set as five-year rolling averages for 2017-2021 and will also be submitted as part of the State's Highway Safety Improvement Program (HSIP) annual report, due August 31, 2020. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. The approach relies on the use of prediction intervals around the trend model forecast to inform a "risk-based" target setting method.

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

For each measures a time-series model was developed. An integrated moving average (IMA) mode has been used since 2017. The following pages show the model's output and predictions at various confidence levels for each measures. This helps illustrate the level of risk associated with various confidence levels, as well as the fact that higher confidence levels lead to more conservative targets.

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

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

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

C-3 – Fatalities/VMT

Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/VMT (FARS/FHWA)	Numeric	0.983	5 Year	2017

Performance Target Justification

This measure is a rate conversion, using the forecast developed for Measure 1 and the estimated VMT for the forecast period. The forecast values of VMT were provided by the Systems Planning Bureau using their preferred methodology, linear ETS, which is an exponential smoothing approach. The linear ETS method provides the most reasonable results and adjusts for seasonality or fluctuations in the data. The annual VMT forecast by this method for 2021 is expected to be 35.1 billion (35,059,220,000).

Year	VMT forecast (x100M)	Forecast fatality rate	70%	75%	80%	85%	97.5%
2020	34,685.59	0. 9658	1.0234	1.0378	1.0551	1.0782	1.1762
2021	35,059.22	0. 9498	1.0125	1.0296	1.0496	1.0724	1.1837

To be 75% confident of the 2021 target value, the five-year rolling average target for 2017-2021 would be set by averaging the forecast value of 0. 9658 fatalities per hundred million VMT for 2020 and the 75% PI value of 1.0296 for 2021 along with the actual fatality rates for 2017, 2018, and 2019.

In January 2020, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State Highway Safety Plan performance measure targets in these areas are to be identical to the State DOT targets for these common performance measures. These targets must be set as five-year rolling averages for 2017-2021 and will also be submitted as part of the State's Highway Safety Improvement Program (HSIP) annual report, due August 31, 2020. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. The approach relies on the use of prediction intervals around the trend model forecast to inform a "risk-based" target setting method.

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

For each measures a time-series model was developed. An integrated moving average (IMA) mode has been used since 2017. The following pages show the model's output and predictions at various confidence levels for each measures. This helps illustrate the level of risk associated with various confidence levels, as well as the fact that higher confidence levels lead to more conservative targets.

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

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

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

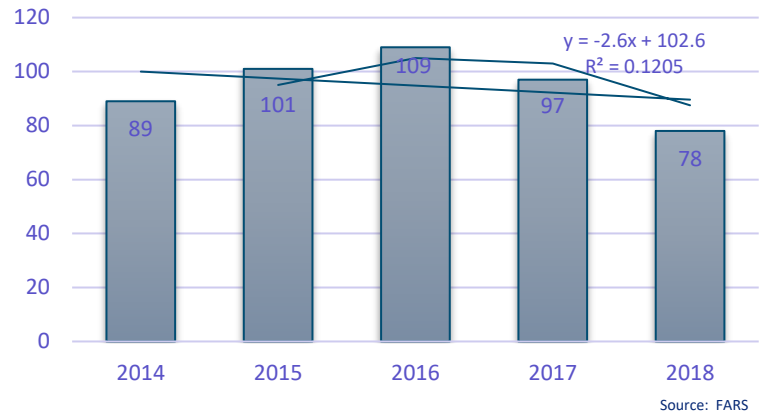
C-4 – Occupant Protection/Unrestrained Passenger Vehicle Occupant Fatalities

Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Percentage	91	5 Year	2017

2021 Target

Reduce unrestrained vehicle occupant fatalities 4.21% from the 2014-2018 average of 95 to 91 by December 31, 2021.



Baseline	Recent Year	% Change
2009-2013 Average = 116	2016 = 109	-6.03
2010-2014 Average = 109	2017 = 97	-11.01
2011-2015 Average = 105	2018 = 78	-25.71
		Average Percentage Change: -14.25

The average percentage change from the most recent three years (2016-2018) in relation to a 5-year baseline period has been a reduction of 14.25%. If a total reduction of this magnitude is realized through 2021, compared to a baseline of the average annual fatality count for 2014-2018 (95), the fatality count expected in 2021 would be about 82. The 2019 target was to reduce unrestrained passenger vehicle occupant fatalities 3.88% from the 2012-2016 average of 103 to 99 by December 31, 2019. The target was met. Unrestrained passenger vehicle occupant fatalities decreased 24.27% from the 2012-2016 average of 103 to 78.

The GTSB has set a goal to reduce unrestrained passenger vehicle occupant fatalities 4.21% from the 2014-2018 average of 95 to 91 by December 31, 2021.

Target Justification

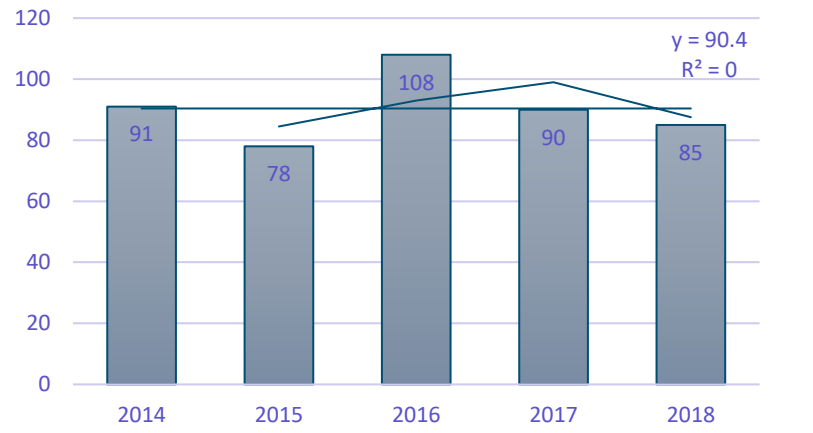
In spite of an observed seat belt usage rate of 94.6% (2019), preliminary data as maintained by the Iowa Department of Transportation for 2019 indicates 38.31% of passenger vehicle fatalities were unbelted with an additional 10.48% recorded as unknown for belt usage. Both enforcement and educational efforts will continue with partners throughout the state to promote seat belt usage with the goal to change driver behavior. Efforts will also be made to educate law enforcement partners on the importance of data in hopes to decrease the number of crash reports submitted where seat belt usage is recorded as "unknown"; thus, providing a more accurate account of seat belt usage in the state. Also, in FFY 2020, funding was provided for the Blue Grass Police Department to purchase a seat belt convincer to be utilized throughout Scott County, Iowa. Although the convincer has not been able to be utilized as planned during FFY 2020 due to COVID-19 concerns and restrictions, this effort is planned to be continued in FFY 2021. Specific nighttime seat belt enforcement projects initiated in FFY 2020 will also continue in FFY 2021.

C-5 – Alcohol-Impaired Driving Fatalities/Impaired Driving

Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above (FARS)	Percentage	89	5 Year	2017

2021 Target
Reduce alcohol-impaired fatalities 2.19% from the 2014-2018 average of 91 to 89 by December 21, 2021.



Source: FARS

Baseline	Recent Year	% Change
2009-2013 Average = 93	2016 = 108	16.13
2010-2014 Average = 92	2017 = 90	-2.17
2011-2015 Average = 90	2018 = 85	-5.56
		Average Percentage Change: 2.80

The average percentage change from the most recent three years (2016-2018) in relation to a 5-year baseline period has been an increase of 2.80%. If an increase of this magnitude is realized through 2021, compared to a baseline of the average annual fatality count for 2014-2018 (91), the fatality count expected in 2021 would be about 93. The 2019 target was to reduce alcohol-impaired driving fatalities 1.06% from the 2012-2016 average of 94 to 93 by December 31, 2019. The target was met. Alcohol-impaired driving fatalities decreased 9.57% from the 2012-2016 average of 94 to 85.

The GTSB has set a goal to reduce alcohol-impaired driving fatalities 2.19% from the 2014-2018 average of 91 to 89 by December 31, 2021.

Target Justification

GTSB funded projects for FFY 2021 will support overall efforts to combat impaired driving in Iowa through enforcement and awareness/education. The state continues to have interest by law enforcement to receive ARIDE training and DRE certification.

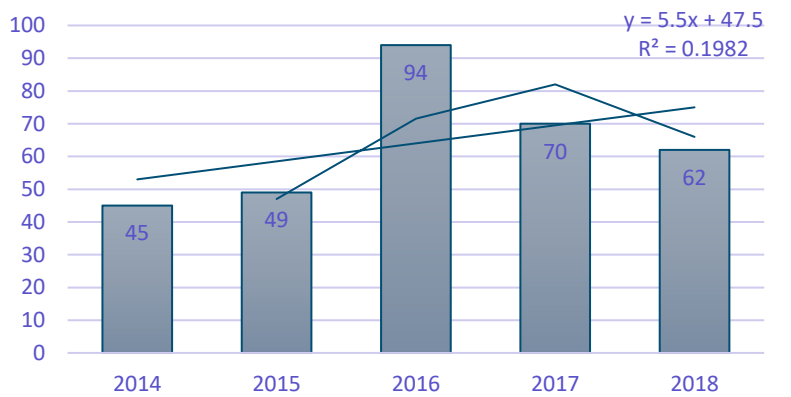
C-6 – Speeding-Related Fatalities

Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of Speeding-Related Fatalities (FARS)	Percentage	62	5 Year	2017

2021 Target

Reduce speeding-related fatalities 3.13% from the 2014-2018 average of 64 to 62 by December 31, 2021.



Baseline	Recent Year	% Change
2009-2013 Average = 63	2016 = 94	49.20
2010-2014 Average = 60	2017 = 70	16.67
2011-2015 Average = 56	2018 = 62	10.71
		Average Percentage Change: 25.53

The average percentage change from the most recent three years (2016-2018) in relation to a 5-year baseline period has been an increase of 25.53%. If an increase of this magnitude is realized through 2021 compared to a baseline of the average annual fatality count for 2014-2018 (64) the fatality count expected in 2021 would be about 80. The 2019 target was to maintain the 2012-2016 average of 62 speeding-related fatalities through December 31, 2019. Sixty-two (62) speeding-related fatalities were recorded in 2018.

The GTSB has set a goal to reduce speeding-related fatalities 3.13% from the 2014-2018 average of 64 to 62 by December 31, 2021.

Target Justification

Speeding-related fatalities continue to be a priority. Although the linear trend line continues upward, in FFY 2021, the state will be implementing a specific speed activity focusing on corridors with the highest crash density. In the past, the GTSB has relied on overall high visibility enforcement projects to address speed and never had speed specific projects in the Highway Safety Plan.

Also, amidst COVID-19, the state has been experiencing an increase in the number of drivers who are driving in excess of the posted speed limit. Educational efforts have been modified in FFY 2020 to increase awareness to the dangers of speeding through additional radio messaging and social media posts and ads. At no cost, the GTSB is also partnering with the Iowa Department of Transportation to utilize dynamic message boards to display speed-related messages Monday, Wednesday and Friday during the month of July (2020).

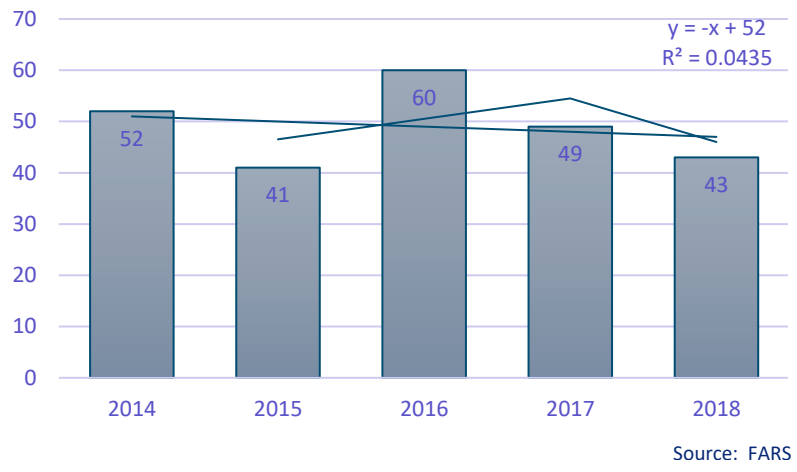
C-7 – Motorcyclist Fatalities

Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of Motorcycle Fatalities (FARS)	Percentage	47	5 Year	2017

2021 Target

Reduce motorcyclist fatalities 4.08% from the 2014-2018 average of 49 to 47 by December 31, 2021.



Source: FARS

Baseline	Recent Year	% Change
2009-2013 Average = 49	2016 = 60	22.45
2010-2014 Average = 50	2017 = 49	-2.00
2011-2015 Average = 46	2018 = 43	6.52
		Average Percentage Change: 8.99

The average percentage change from the most recent three years (2016-2018) in relation to a 5-year baseline period has been an increase of 8.99%. If a total increase of this magnitude is realized through 2021, compared to a baseline of the average annual fatality count for 2014-2018 (49), the fatality count expected in 2021 would be about 53. The FFY 2019 target was to reduce motorcyclist fatalities 1.96% from the 2012-2016 average of 51 to 50 by December 31, 2019. The target was met. Motorcyclist fatalities decreased 15.68% from the 2012-2016 average of 51 to 43.

The GTSB has set a goal to reduce motorcyclist fatalities 4.08% from the 2014-2018 average of 49 to 47 by December 31, 2021.

Target Justification

In FFY 2021, funding will support Motorcycle Rider Education courses through the state. Funding will also support media/awareness efforts to remind motorists to be on the lookout for motorcyclists. Research also continues at the University of Iowa, Injury Prevention Research Center in the area of vulnerable road users.

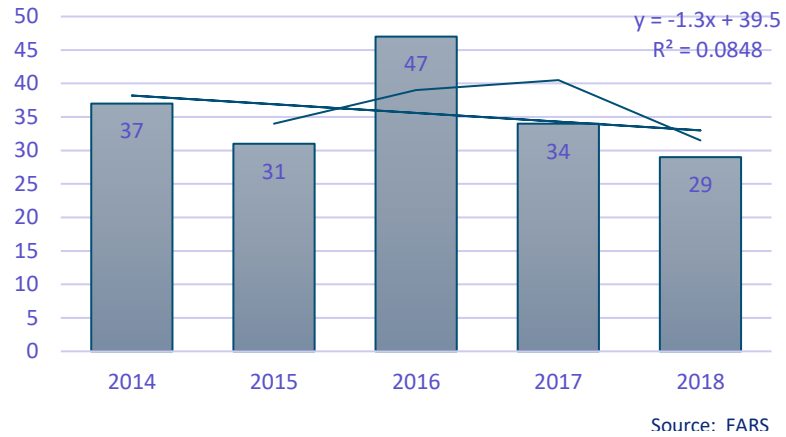
C-8 – Unhelmeted Motorcyclist Fatalities

Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of Unhelmeted Motorcyclist Fatalities (FARS)	Percentage	34	5 Year	2017

2021 Target

Reduce unhelmeted motorcyclist fatalities 5.55% from the 2014-2018 average of 36 to 34 by December 31, 2021.



Baseline	Recent Year	% Change
2009-2013 Average = 41	2016 = 47	14.63
2010-2014 Average = 40	2017 = 34	-15.00
2011-2015 Average = 36	2018 = 29	-19.44
		Average Percentage Change: -6.60

The average percent change from the most recent three years (2016-2018) in relation to a 5-year baseline period has been a decrease of 6.60%. If a decrease of this magnitude is realized through 2021 compared to a baseline of the average annual fatality count for 2014-2018 (36) the fatality count expected in 2021 would be about 34. The 2019 target was to reduce unhelmeted motorcycle fatalities 2.56% from the 2012-2016 average of 39 to 38 by December 31, 2019. The Target was met. Unhelmeted motorcyclist fatalities decreased 25.64% from the 2012-2016 average of 39 to 29

The GTSB has set a goal to reduce unhelmeted motorcyclist fatalities 5.55% from the 2014-2016 average of 36 to 3 by December 31, 2021.

Target Justification

In FFY 2021, funding will support Motorcycle Rider Education courses throughout the state. Funding will also support media/awareness efforts to remind motorists to be on the lookout for motorcyclists. Research also continues at the University of Iowa, Injury Prevention Research Center in the area of vulnerable road users.

The state is currently in the process of reviewing the motorcycle safety program and may consider additional awareness campaigns; come to possibly include messaging about proper gear including helmets.

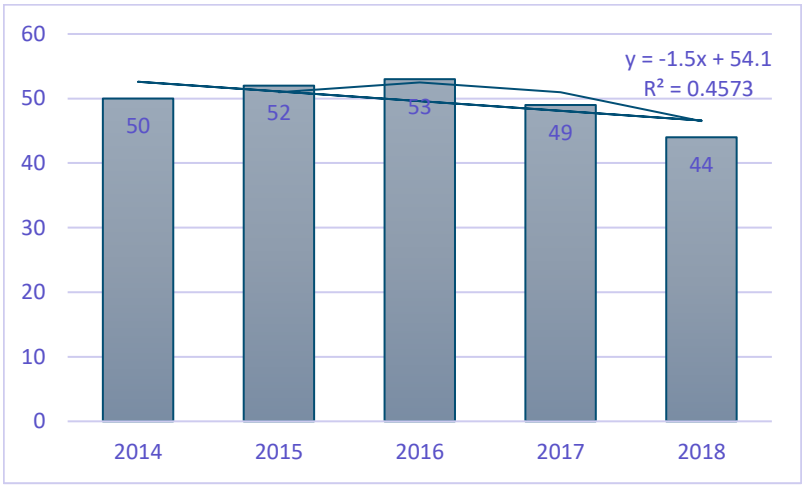
C-9 – Drivers Age 20 or Younger Involved in Fatal Crashes

Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	Percentage	48	5 Year	2017

2021 Target

Reduce drivers age 20 or younger involved in fatal crashes 4.00% from the 2014-2018 average of 50 to 48 by December 31, 2021.



Source: FARS

Baseline	Recent Year	% Change
2009-2013 Average = 53	2016 = 53	0
2010-2014 Average = 50	2017 =49	-2.00
2011-2015 Average = 48	2018 = 44	-8.33
		Average Percentage Change: -3.44

The average percentage change from the most recent three years (2016-2018) in relation to a 5-year baseline period has been a decrease of 3.44%. If a decrease of this magnitude is realized through 2021, compared to a baseline of the average annual fatality count for 2014-2018 (50), the fatality count expected in 2021 would be about 49. The 2019 target was to reduce drivers age 20 or younger involved in fatal crashes 1.92% from the 2012-2016 average of 52 to 51 by December 31, 2019. The target was met. Drivers age 20 or younger involved in fatal crashes decreased 15.38% from the 2012-2016 average of 52 to 44.

The GTSB has set a goal to reduce drivers age 20 or younger involved in fatal crashes 4.00% from the 2014-2018 average of 50 to 48 by December 31, 2021.

Target Justification

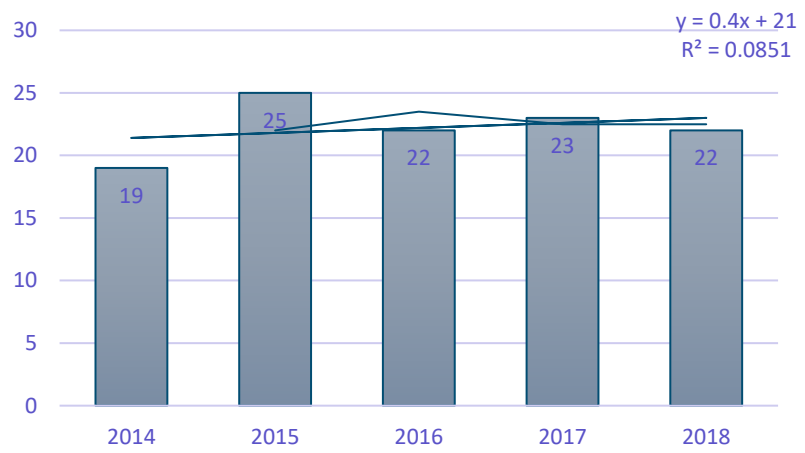
In FFY 2021, the GTSB will be expanding current youth programs with Alliance Highway Safety through their program entitled “Choices Matter”. The program will be presented at a minimum of 10 high schools through the state. GTSB staff and the Iowa State Patrol Public Resource Officers will also continue to support educational efforts toward young drivers utilizing various training techniques including through the use of desktop driving simulators.

C-10 – Pedestrian Fatalities

Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of Pedestrian Fatalities (FARS)	Percentage	21	5 Year	2017

2021 Target
Reduce pedestrian fatalities 8.69% from the 2014-2018 average of 23 to 21 by December 31, 2021.



Source: FARS

Baseline	Recent Year	% Change
2009-2013 Average = 21	2016 = 22	4.76
2010-2014 Average = 21	2017 = 23	9.52
2011-2015 Average = 22	2018 = 22	0
		Average Percentage Change: 4.76

The average percentage change from the most recent three years (2016-2018) in relation to a 5-year baseline period has been an increase of 4.76%. If an increase of this magnitude is realized through 2021, compared to a baseline of the average annual fatality count for 2014-2018 (23), the fatality count expected in 2021 would be about 24. The 2019 target was to reduce pedestrian fatalities 4.76% from the 2012-2016 average of 21 to 20 by December 31, 2019. The target was not met. Pedestrian fatalities increased 4.76% from the 2012-2016 average of 21 to 22.

Preliminary Iowa DOT crash data reveals there were 21 pedestrian fatalities in 2019.

The GTSB has set a goal to reduce pedestrian fatalities 8.69% from the 2014-2018 average of 23 to 21 by December 31, 2021.

Target Justification

In FFY 2020, the GTSB unveiled a Pedestrian Tool Kit and partnered with 11 law enforcement agencies to encourage both enforcement and educational projects focusing around pedestrians.

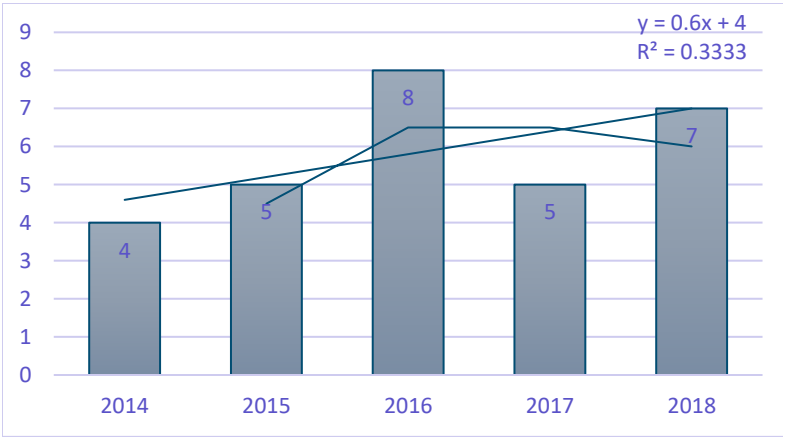
In FFY 2021 a pedestrian project will provide funding to agencies for specific pedestrian-related enforcement. Enforcement will include a speed emphasis.

C-11 – Bicyclist Fatalities

Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of Bicyclist Fatalities (FARS)	Percentage	5	5 Year	2017

2021 Target
Reduce bicyclist fatalities 16.67% from the 2014-2018 average of 6 to 5 by December 31, 2021.



Source: FARS

Baseline	Recent Year	% Change
2009-2013 Average = 5	2016 = 8	60.00
2010-2014 Average = 5	2017 = 5	0.00
2011-2015 Average = 4	2018 = 7	75.00
		Average Percentage Change: 45.00

The average percentage change from the most recent three years (2016-2018) in relation to a 5-year baseline period has been an increase of 45%. If an increase of this magnitude is realized through 2021, compared to a baseline of the average annual fatality count for 2014-2018 (6), the fatality count expected in 2021 would be about 8. The 2019 target was to reduce bicycle fatalities 20% from the 2012-2016 average of 5 to 4 by December 31, 2019. The target was not met. Bicyclist fatalities increased 40% from the 2012-2016 average of 5 to 7.

The GTSB has set a goal to reduce bicyclist fatalities 16.67% from the 2014-2018 average of 6 to 5 by December 31, 2021. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2021 target. However, when dealing with small numbers and highly variable data, neither linear models nor the alternate baseline calculations – although close in agreement – can claim strong reliability. The FFY 2021 target represents at least minimal improvement to current levels and past performance indicates improvements can be achieved.

Target Justification

Research will continue at the University of Iowa, Injury Prevention Research Center in the area of vulnerable road users.

B-1 Observed Seat Belt Use for Passenger Vehicle

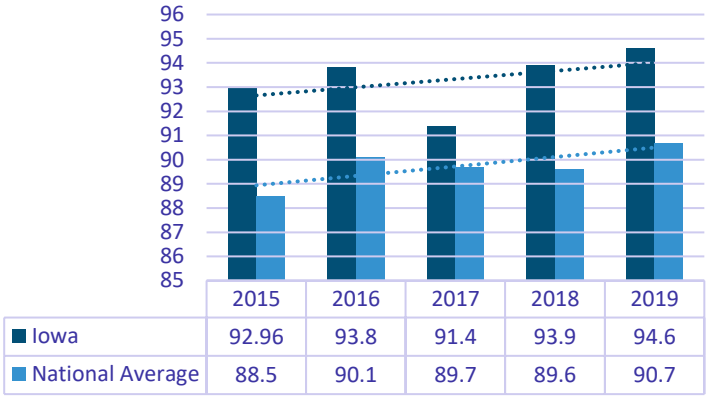
Front seat outboard occupants (Survey)

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)	Percentage	94.7	Annual	2021

Performance Target Justification

2021 Target

Increase the observed seat belt use for passenger vehicles .105% from the 2019 observational rate of 94.6% to 94.7% for the 2021 survey.



Baseline	Recent Year	% Change
2010-2014 Average = 92.72%	2017 = 91.4%	-1.42
2011-2015 Average = 92.69%	2018 = 93.9%	1.31
2012-2016 Average = 92.76%	2019 = 94.6%	1.98
		Average Percentage Change: .62

The average percent change from the most recent three years (2017-2019) in relation to a 5-year baseline period has been an increase of .62%. If an increase of this magnitude is realized through 2021 compared to a baseline of the average annual use rate for 2015-2019 (93.33%), the usage rate expected in 2021 would be about 93.9%. The 2019 target was to increase the statewide safety belt use rate .66% from the 2017 observational survey rate of 91.4% to 92.00 for the 2019 survey. The 2019 target was met. The statewide safety belt use rate increase 3.50% from the 2017 observational rate of 91.4% to 94.6% for the 2019 survey.

The GTSB has set a goal to increase the observed seat belt use for passenger vehicles .105% from the 2019 observational survey rate of 94.6% to 94.7% for the 2021 survey.

Target Justification

Both enforcement and educational efforts will continue with partners throughout the state to promote seat belt usage with the goal to change driver behavior. Special nighttime seat belt enforcement projects initiated in FFY 2020 will continue in FFY 2021.

In FFY 2020, funding was provided for the Blue Grass Police Department to purchase a seat belt convincer to be utilized throughout Scott County, Iowa. Although the convincer has not been able to be utilized as planned during FFY 2020 due to COVID-19 concerns and restrictions, this effort is planned to be continued in FFY 2021.

Grant Program Activity Reporting (FFY 2019)

A-1) Number of seat belt citations issued during grant-funded enforcement activities = 6,502

A-2) Number of impaired driving arrests made during grant-funded enforcement activities = 2,423

A-3) Number of speeding citations issued during grant-funded activities = 39,805

Program Areas

Program Area: Awareness Survey

Description of Highway Safety Problems

Traffic safety surveys seek to obtain information on the public's knowledge, opinions, or self-reported driving behavior. Patterns of driver behaviors are ongoing highway safety issues in Iowa as in every state. Speeding habits, lack of seat belt use, impaired driving, distracted driving and drowsy driving have repeatedly been demonstrated to result in injuries and fatalities among drivers and passengers involved in traffic crashes. A recent NHTSA study showed 94% of crashes are caused by human error.

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

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	1,370.8
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	5 Year	91
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5 Year	89
2021	C-6) Number of speeding-related fatalities (FARS)	2021	5 Year	62
2021	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2021	Annual	94.7

Countermeasures Strategies in Program Area

Annual Public Awareness Survey

Countermeasure Strategy: Annual Public Awareness Survey

Program Area: Awareness Survey

Project Safety Impacts

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

Linkage Between Program Area

The information is used to help assess current programs and to help guide modifications to existing programs with the overall goal to increase safe driving. The survey has been conducted since 2010, allowing for trends to be formulated. The survey includes questions in the area of occupant protection, speed, impaired driving, distracted driving, and drowsy driving.

Rationale

This survey has been conducted since 2010; therefore, historical information is available to assess changes throughout the years and to review current programs in regard to public awareness of traffic safety issues. The survey provides data to help identify where the need for improvement or modifications is the greatest.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M0OP, Task 00-00-02	**Annual Public Awareness/Attitude Survey**

Planned Activity Name: Annual Public Awareness/Attitude

Unique Identifier/Planned Activity Number: 21-402-M0OP, Task 00-00-02

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

Primary Countermeasure Strategy ID: Annual Public Awareness

Planned Description: Iowa State University Center for Survey Statistics and Methodology (CSSM) has held the contract for this annual survey for the GTSB since 2012. CSSM will conduct this survey at a minimum of five Iowa Department of Transportation Driver Licensing Offices for one day each by administering paper surveys to licensed drivers in waiting areas. Survey topics include self-reported seat belt use, speeding habits, impaired driving, distracted driving, drowsy driving and basic demographics.

In FFY 2021, CSSM will once again collect traffic safety survey data. CSSM activities will include:

1. Confirm availability of DMV Driver Licensing Offices in five or more selected communities and schedule survey dates in July or August
2. Verify the survey questions with the GTSB
3. Print paper surveys, print/procure other project materials
4. Train field interviewers
5. Travel to DOT Driver Licensing Offices and administer paper surveys to licensed drivers in the waiting area
6. Record, code, and key enter survey data from a minimum of 500 licensed drivers
7. Check data for accuracy, prepare response data tables, and prepare project report
8. Deliver project data files and report to the GTSB beforehand the end of the fiscal year (September 30)

The survey will be conducted in accordance with the recommendations set forth and agree upon by the NHTSA-GHSA (Governor's Highway Safety Association) working group. The goal of the annual survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are concentrated around national mobilizations.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Identification and Surveillance (FAST)	$7,000	$1,400	$0.00

Program Area: Communication (Media)

Description of Highway Safety Problems

The use of media and public outreach helps raise awareness and support for traffic safety initiatives. Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors. The GTSB and other traffic safety partners throughout Iowa utilize various media/marketing strategies to disseminate traffic safety information including educational messages. "Education" is included as one of the 5 Es within the State Strategic Highway Safety Plan. Education plays a key role in helping the public determine what they should and should not do when driving. When educational efforts are effective, they can lead to an overall cultural change in driving behaviors which can ultimately help in the reduction of fatalities and serious injuries on roadways.

It is sometimes hard to measure the effectiveness of media campaigns, despite the reporting of exposure, reach, etc. Reach is defined as the percentage of people seeing or hearing the message within a defined target audience. Frequency is the number of times each person saw or heard the message. Engagement describes the number of people who interacted with the campaign through behaviors such as clicking the "Like" button, leaving a comment or vising the campaign's website.

Measuring campaigns by the metrics of reach, frequency, and engagement, however, does not determine if the messaging indeed changed the public's driving behavior or had any impact. Another mechanism the state utilizes to measure the impact of messaging are surveys. Since 2010, the GTSB has conducted a public awareness/attitude survey of licensed drivers with the objective and goal to focus on driving patterns and effectiveness of media campaigns which are centered on national mobilizations and high visibility efforts.

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	5 Year	91
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5 Year	89
2021	C-6) Number of speeding-related fatalities	2021	5 Year	62
2021	C-7) Number of motorcyclist fatalities (FARS)	2021	5 Year	47
2021	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2021	5 Year	94.7

Countermeasure Strategies in Program Area

Communication Campaign

Countermeasure Strategy: Communication Campaign

Program Area: Communications (Media)

Project Safety Impacts

Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors. The state of Iowa utilizes communications campaigns by delivering traffic safety messages at different venues. This approach allows for various audiences to see and hear messaging. A wide media mix provides public awareness to traffic safety issues with the ultimate goal to change driving behaviors to reduce fatalities and serious injuries on Iowa roadways.

Different strategies will be used to deliver traffic safety messages and to educate the general public. A variety of venues will provide signage, web banners, radio spots, and other media throughout the state to provide awareness primarily in the areas of safety belt usage, impaired driving, distracted driving, motorcycles, and speed. Facebook and Twitter postings will also be used to raise awareness and change driving behaviors. Social media allows for the integration of technology, social interaction and communication in real time. Social media also allows for the "sharing" and reposting of messages, thus having the reach be virtually endless.

Previously developed public service announcements (PSAs) and print materials will be available for easy download and use of the GTSB microsite, **www.drivesmartiowa.com**. The GTSB also uses and encourages partners to utilize the materials provided by NHTSA on **www.trafficsafetymarketing.gov** for various traffic safety campaigns.

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

Paid media will be secured to support the "Click It or Ticket" and "Drive Sober or Get Pulled Over"/Impaired Driving focused national mobilizations.

Linkage Between Program Area

Education is one of the 5 Es identified within the State Strategic Highway Safety Plan (2019-2023). As provided in the Strategic Highway Safety Plan, "Education plays a key role in helping the public determine what they should and should not do when driving and how to safely navigate the transportation system. Effective education efforts can lead to a cultural change in road user behavior habits and ultimately a decline in fatalities and serious injuries on roadways. Campaigns are directed toward targeted age groups and across numerous safety issues to encourage new roadway use behaviors". In FFY 2021, a more concerted effort will be made to coordinate campaigns and messaging with safety emphasis areas identified by traffic safety partnerships which are listed in the strategic plan. This will include unified messaging and to expand upon the use of "Zero Fatalities" tagline and messaging.

To help formulate communication campaigns, the GTSB uses available traffic records and the results of statewide survey which include the Annual Observational Safety Belt Usage Surveys, Law Enforcement Safety Belt Usage Surveys/Pre- and post-event surveys, Annual Child Passenger Restraint Usage Surveys, and the Annual Public Awareness/Attitude Survey.

For FFY 2021, the state is taking a closer look at the results of the Public Awareness/Attitude Surveys to assist in planning both law enforcement and educational efforts.

Rationale

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

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name	Program Areas
21-405d-FDL*PM, Task 01-00-00	Alliance Highway Safety-Motorsports	Impaired Driving Occupant Protection
21-405d-FDL*PM Task 02-00-00	Cedar Rapids Kernels	Impaired Driving Distracted Driving
21-405d-FDL*PM, Task 06-00-00	Iowa Barnstormers	Impaired Driving
21-405d-FDL*PM, Task 03-00-00	Clinton LumberKings	Impaired Driving
21-405d-FDL*PM, Task 05-00-00	IMG-Drake	Impaired Driving

		Distracted Driving
21-405d-FDL*PM, Task 04-00-00	Iowa Cubs	Impaired Driving Occupant Protection Distracted Driving
21-405d-FDL*PM, Task 07-00-00	Iowa Public Television	Multiple Traffic Safety Areas
21-405d-FDL*PM, Task 08-00-00	Iowa Wild	Impaired Driving
21-405d-FDL*PM, Task 09-00-00	Iowa Wolves	Impaired Driving
21-405d-FDL*PM, Task 10-00-00	KDSM-Fox	Impaired Driving
21-405d-FDL*PM, Task 11-00-00	Krogman & Associates	Occupant Protection
21-405d-FDL*PM, Task 12-00-00	Learfield	Impaired Driving Occupant Protection/CPS Teen Drivers Distracted Driving Bicycle
21-405d-FDL*PM, Task 13-00-00	Radio Iowa	Multiple Traffic Safety Areas
21-405d-FDL*PM, Task 14-00-00	Screenvision Media	Impaired Driving Distracted Driving Rural Driving Occupant Protection
21-405d-FDL*PM, Task 15-00-00	Waterloo Bucks	Impaired Driving Occupant Protection Distracted Driving
21-405d-FDL*PM, Task 16-00-00 21-405d-FDLPEM	ZLR Ignition	Multiple Traffic Safety Areas

Planned Activity Name: Alliance Highway Safety - Motorsports

Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 01-00-00

Intended Subrecipient: Alliance Sport Marketing, LLC

Primary Countermeasure Strategy ID: Communication Campaign

Planned Description: Alliance Highway Safety will educate the public about traffic safety with the goal of discouraging unsafe driving behaviors to ultimately improve the traffic safety cultures. Alliance will utilize the latest data from the Problem Identification analysis to identify up to 17 motorsport sites in which to provide messaging and signage. The project will target high-risk drivers falling in the problematic age groups throughout the state in an effort to obtain the aspirational goal of "Zero Fatalities" as is set within the State Strategic Highway Safety Plan. The efforts will utilize the NHTSA taglines and logos for "Click It or Ticket" and "Drive Sober or Get Pulled Over". The motorsports campaign will consist of prominent signage in each of the venues to put the message in front of the target demographic, public address announcements will be used to educate the event attendees about highway safety, and banners promoting the venues and the message will be displayed within the communities.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$59,000	$11,800	$0.00

Planned Activity Name: Cedar Rapids Kernels					
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 02-00-00					
Intended Subrecipient: Cedar Rapids Kernels					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: The Cedar Rapids Kernels is a Midwest League Class A affiliate of the Minnesota Twins. Home games are at Perfect Game Field/Veterans Memorial Stadium in Cedar Rapids, Iowa. Funding in FFY 2021 will focus on the traffic safety areas of impaired driving, occupant protection and distracted driving. Activities will be through a combination of signage, on-line radio broadcast commercials and public service announcements on the video board during program activities. Activities will be conducted at all 70 home games scheduled for the 2021 season. In addition to the regular season, the Kernels hosts over 60 school events (elementary, high school and college). The anticipated reach is 250,000 people.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$7,500	$1,500	$0.00

Planned Activity Name: Iowa Barnstormers					
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 06-00-00					
Intended Subrecipient: Iowa Barnstormers					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: During FFY 2021, the Iowa Barnstormers plan to provide a 4' x 8 ' sideline dasher board, a :30 second PSA on the center-hung video board during all home games, two :30 second radio and to live read commercials at all home and away broadcasts aired on WHO 1040. Signage will utilize an impaired driving message.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$6,000	$1,200	$0.00

Planned Activity Name: Clinton LumberKings					
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 03-00-00					
Intended Subrecipient: Clinton LumberKings					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: The planned activities for the LumberKings will be signage within the traffic safety area of impaired driving. The signage will provide for continuous exposure to over 175,000 fans with additional exposure through television and newspaper coverage. In addition to the LumberKings regular season, the field will be used to host college and Clinton High School Baseball games in addition to a variety of other local high school teams and special events. The LumberKings are a Class A Midwest League affiliate of the Seattle Mariners. The home park for the LumberKings is Ashford University Field in Clinton, Iowa.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	405d Low Paid Advertising	$2,800	$560	$0.00

Planned Activity Name: IMG College – Drake					
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 05-00-00					
Intended Subrecipient: IMG College – Drake					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: The objective of Drake IMG Sports will be to educate Drake athletics and Drake Relays fans about the dangers of distracted and impaired driving. Public service announcements containing traffic safety messages will be aired during Drake University football, men's basketball, and women's basketball on KRNT 1350 AM radio. Radio program coverage reaches listeners in approximately 17 of Iowa's 99 counties. Additional traffic safety messages will be displayed at scorer tables and on electronic panels at athletic events. Public service announcements will also be shown on the video board during each home football game. Drake University is also home of the Drake Relays. The Drake Relays is a premiere track and field meet drawing thousands of athletes and fans from across the country. During the Drake Relays, traffic safety messaging will also include a full-page advertisement within the printed Drake Relays program.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	405d Low Paid Advertising	$33,900	$6,780	$0.00

Planned Activity Name: Iowa Cubs/Greater Des Moines Baseball Company					
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 04-00-00					
Intended Subrecipient: Greater Des Moines Baseball Company					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: During FFY 2021, the Greater Des Moines Baseball Company plans to raise awareness of traffic issues and encourage safety driving in the areas of occupant protection, impaired driving and distracted driving. Signage will be provided to promote these objectives through marquee sign, concourse backlit sign and a double outfield fence sign. The facility also is home to a popular casual restaurant, "The Cub Club". In FFY 2021, table tents or a similar concept with a traffic safety message (to be determined), will be introduced in the restaurant to further expand messaging within the facility. The Iowa Cubs are a Triple-A baseball team with their home field being Principal Park in Des Moines, Iowa. The total estimated attendance and exposure for the concourse backlit sign is estimated to be 550,000 during the baseball season. The marquee sign will have hundreds of thousands of cars driving by as it will be up all year.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$20,000	$4,000	$0.00

Planned Activity Name: Iowa Public Television					
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 07-00-00					
Intended Subrecipient: Iowa PBS Foundation					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: Iowa Public Television reaches a statewide audience of 2 million viewers per month. Primetime underwriting announcements provide an inexpensive means of reaching these viewers on a platform that is known for its quality programming. The projected use of funds is for 170 prime time messages (approximately 3.3 announcements per week) on traffic safety issues delivered statewide.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$12,000	$2,400	$0.00

Planned Activity Name: Iowa Wild					
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 08-00-00					
Intended Subrecipient: Iowa Wild					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: During FFY 2021, funding provided to the Iowa Wild is planned to impact impaired driving by providing signage, public service announcements, and scoreboard graphics both in and around the arena and on multiple social media platforms. The Wild's social media has a strong following with a reach of over 51,000 followers via Facebook, 23,000 via Twitter and 28,000 via Instagram. In addition, an alternate transportation program will be promote designated drivers and the Iowa Wild official website will aid in promoting impaired driving messages. The website platform experiences over 35,000 views per month. The grantee is the media source for the Iowa Wild American Hockey League; an affiliate of the National Hockey League's Minnesota Wild. During FFY 2021, the Iowa Wild will play 38 regular home games at Wells Fargo Arena in downtown Des Moines, Iowa. The average game attendance is 6,500 per game.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$10,000	$2,000	$0.00

Planned Activity Name: Iowa Wolves
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 09-00-00
Intended Subrecipient: Iowa Wolves
Primary Countermeasure Strategy ID: Communication Campaign
Planned Description: The partnership goals of the Iowa Wolves is to generate mass public awareness for the GTSB and to promote goals to diminish traffic safety problems specifically in the area of impaired driving through impressions using various means of communication both inside and outside of Wells Fargo Arena in Des Moines, Iowa. LED rotational signage will be utilized in FFY 2021. Messaging can easily be changed to update messaging and to support monthly campaigns. During each of the home games, one (1) public service announcement will be read at the conclusion of the game. An alternate transportation table will be up at each home game to encourage individuals to

sign up to be designated drivers for the night. In addition, six (6) e-mail blasts will occur during the season; each of which will feature a GTSB initiative.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$9,000	$1,800	$0.00

Planned Activity Name: KDSM- Fox

Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 10-00-00

Intended Subrecipient: KDSM LLC

Primary Countermeasure Strategy ID: Communication Campaign

Planned Description: The partnership with KDSM will continue "Over the Top" (OTT) within Iowa's media mix. OTT refers to the delivery of film and TV content streamed directly over the internet to a connected device bypassing the need for viewers to subscribe to a traditional cable or satellite package. Traditionally hard to reach Millennials (age 18-35) are the most active adopters of OTT technology as OTT is a personalized and convenient way to consume media. It offers consumers control over what content they watch, access whenever they want it, on whatever device they want to watch it on. This level of control leads to extremely high engagement between the viewer and the content they are watching. In the Des Moines metro area, data indicates that 51% of adults in the market use a streaming service/app to watch TV shows and videos. Traffic safety messaging will focus on impaired driving.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$12,000	$2,400	$0.00

Planned Activity Name: Iowa High School Sports Network

Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 11-00-00

Intended Subrecipient: Iowa High School Sports Network (IHSSN) – Krogman & Associates

Primary Countermeasure Strategy ID: Communication Campaign

Planned Description: During FFY 2021, IHSSN plans to bring awareness to the general public about the Governor's Traffic Safety Bureau traffic messaging and programs. Messaging will be through a variety of components during the Iowa High School Athletic Association State Championships, including but not limited to the following: 1) On-site marketing – LED display and signage, 2) PSA messages played at event arenas, 3) Television, 4) Livestream, 5) IHSSN website, 6) IHSSN social media outlets, 7) IHSSN Free Watch App, and 8) IHSSN Free archives of championship events. IHSSN provides exposure to its sponsors for a full twelve month period. Audience targets include both children/youth and adults. Messaging will focus on the "Click It or Ticket" and "Zero Fatalities".

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$10,150	$2,030	$0.00

Planned Activity Name: Learfield
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 12-00-00
Intended Subrecipient: Learfield
Primary Countermeasure Strategy ID: Communication Campaign
Planned Description: Learfield will work with the GTSB to help reach and educate nearly two million Iowans who follow college athletics about the highway safety problems in the state. The highway safety problem areas to be addressed include but are not limited to impaired driving, occupant protection (to include child passenger safety), teen drivers, distracted driving and bicycle. The Learfield project will include Iowa State University, the University of Iowa and the University of Northern Iowa. Learfield will provide network radio exposure, internet campaigns, signage and production and creative development for the above mentioned inventory. Over one million unique radio listeners, 850,000 unique monthly website visitors, and in-person for individuals attending collegiate events.
Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$189,000	$37,800	$0.00

Planned Activity Name: Radio Iowa
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM. Task 13-00-00
Intended Subrecipient: Radio Iowa
Primary Countermeasure Strategy ID: Communication Campaign
Planned Description: The GTSB statewide public education campaign, distributed through Radio Iowa, promotes roadway safety to Iowans in an effort to decrease motor-vehicle crashes and fatalities. Campaigns will be determined based on FARS data as well as Nielsen survey data. Radio messages are an integral part of the GTSB strategy. GTSB :30 and :10 messages will be delivered with during news content across Learfield's News and Ag Network covering Iowans in key audience demographics, those prone to vehicular crashes due to age, and rural driving issues. Target audiences will be based on crash data.
Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$121,200	$24,240	$0.00

Planned Activity Name: Screenvision Media
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 14-00-00
Intended Subrecipient: Screenvision Media
Primary Countermeasure Strategy ID: Communication Campaign
Planned Description: Through Screenvision Media, GTSB public service announcements (PSAs) will run at selected movie theatres in the state. PSAs will be seen by a diverse and captivated audience. The PSAs to run during FFY 2021 will include messages on impaired driving, distracted driving, rural driving, and a special "Click It or Ticket" messaging during the national mobilization period. In FFY 2021, Screenvision will increase the number of theatres where messaging will be run, thus offering a wider geographical target market. New in FFY 2021, a "billboard" will sponsor the GTSB (logo and website) during a :05 seconds at the end of the cinema pre-show on all screens in addition to the messaging specified above.
Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	405d Low Paid Advertising	$86,922	$17,384	$0.00

Planned Activity Name: Waterloo Bucks

Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 15-00-00

Intended Subrecipient: Waterloo Bucks

Primary Countermeasure Strategy ID: Communication Campaign

Planned Description: The Waterloo Bucks will use the funds to advertise and address traffic safety issues in the areas of impaired driving, occupant protection, and distracted driving. At all 36 Waterloo Bucks home games, two public service announcements will be read along with a traffic safety graphic displayed on the LED video board during a full inning. Additional signage will be on the outfield fence at Riverfront Stadium during the 2021 season in addition to 72 commercials during Bucks online broadcasts at www.waterloobucks.com and a full-page a featured in the Bucks souvenir program. During the season, Riverfront Stadium hosts college, high school and elementary school events. The stadium is also a popular venue for area business outings; thus drawing crowds of various ages and backgrounds. It is anticipated the traffic safety messages exposure will be to over 100,000 individuals over the course of the season.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act NHTSA 402	405d Low Paid Advertising	$7,000	$1,400	$0.00

Planned Activity Name: ZLR Ignition

Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 16-00-00 & 21-405d-FDLPEM

Intended Subrecipient: ZLR Ignition

Primary Countermeasure Strategy ID: Communication Campaign

Planned Description: ZLR Ignition is the GTSB's main media grantee and is utilized for the development of media materials to be used statewide including traditional methods such as television, radio and print ads. Paid media will be secured in support of national mobilizations and will use NHTSA's PSAs and/or taglines. ZLR will create awareness of the individual GTSB campaigns, enhance the impact of specific NHTSA initiatives, and will update and improve current campaign elements. Strategies used by ZLR will be the utilized of a mix of traditional and digital media to reach the audience, align GTSB media flights to coincide with specific NHTSA initiatives, and will optimize the placement of the media mix. Activities will cover media tactics in the traffic safety areas of distracted driving, impaired driving, and occupant protection. ZLR will develop PSAs and other materials as requested by the GTSB. ZLR will work with the GTSB to update and redistribute previously produced materials and will continue to update the GTSB microsite, www.drivesmartiowa.com.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$163,000	$0.00	$0.00
2017	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	$150,000	$0.00	$0.00

Program Area: Community Traffic Safety Programs

Description of Highway Safety Problems

The Central Iowa Traffic Safety Task Force (CITSTF) is made up of law enforcement agencies from Polk, Dallas and Warren counties. These three counties are part of Iowa's "Top 22", as a result of the analysis of 3 years of crash data through the annual Problem Identification process.

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (state crash data files)	2021	5 Year	1,370.8
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	5 Year	91
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5 Year	89
2021	C-6) Number of speeding-related fatalities (FARS)	2021	5 Year	62
2021	C-7) Number of motorcyclist fatalities (FARS)	2021	5 Year	47

Countermeasure Strategies in Program Area

Supporting Enforcement

Countermeasure Strategy: Supporting Enforcement

Program Area: Community Traffic Safety Program

Project Safety Impacts:

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

Linkage Between Program Areas:

Funding for CITSTF supports a one day traffic safety conference for task force agency members and prosecutors and to purchase educational materials. The training supports the statewide efforts in countermeasure strategies for law enforcement training.

Rationale:

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

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M0PT, Task 00-00-10	Central Iowa Traffic Safety Task Force (CITSTF)

Planned Activity Name: Central Iowa Traffic Safety Task Force (CITSTF)					
Unique Identifier/Planned Activity Number: 21-402-M0PT, Task 00-00-10					
Intended Subrecipient: Mitchellville Police Department					
Primary Countermeasure Strategy ID: Supporting Enforcement					
Planned Description: The Central Iowa Traffic Safety Task Force (CITSTF) is comprised of law enforcement agencies in the central Iowa counties of Polk, Dallas, and Warren. All three counties are included in Iowa's "Top 22" problematic counties as determined annually through the Problem Identification analysis. Funding awarded to CITSTF will support a one-day traffic safety related conference for task force member agencies. Conference topics will focus on traffic safety and enforcement issues. Funding will also support the purchase of educational materials and blood draw kits.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	$8,500	$1,700	$8,500

Program Area: Impaired Driving (Drug and Alcohol)

Description of Highway Safety Problems

Impaired driving remains a major contributing factor in overall traffic crashes. From a national perspective, in 2018, there were 10,511 fatalities in motor vehicle traffic crashes in which at least one driver had a BAC of .08 g/dL or higher. Nationally, on an average, one alcohol-impaired fatality occurs every 50 minutes.[1] Alcohol-impaired driving accounts for 29 percent of all traffic fatalities throughout the United States. In 2018, 27% of fatalities in the state of Iowa were alcohol-impaired. Preliminary data for 2019 (as maintained by the Iowa Department of Transportation), is provided below:

Highest BAC involving a fatality: 0.379
Average BAC of alcohol-related fatalities: 0.162
Number of alcohol-impaired fatalities: 59 (BAC of 0.080 or higher)
Number of alcohol-related fatalities: 74 (BAC of 0.010 or higher)

In additional to alcohol-impairment, the state records drug-related crash information also.

Impaired-involved driving is also listed as a safety emphasis area in the State Strategic Highway Safety Plan (2019-2023).

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (state crash data files)	2021	5 Year	1,370.8
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5 Year	89

Countermeasure Strategies in Program Area

Drug Recognition Expert (DRE) Training
High Visibility Enforcement
Highway Safety Office Program Management
Judicial Education
Laboratory Drug Testing Equipment
Law Enforcement Training
Prosecutor Training
Communication Campaign (See Pages 35-43)

[1] Traffic Safety Facts, 2018 Data, U.S. Department of Transportation, National Highway Traffic Safety Administration, December 2019, DOT HS 812 864.

Countermeasure Strategy: Drug Recognition Expert (DRE) Training
Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

As in other states, Iowa is seeing an increase in drug-related fatalities throughout the state. The DRE program allows for officers to receive specialized training to better recognize the signs and symptoms of possible drug use.

The DRE training is intensive. The officer is selected for the program after an extensive application process. The training includes both classroom and a week-long hands-on experience in Phoenix, Arizona.

DRE-certified officers must re-certify and keep their certification current.

Linkage Between Program Area

Iowa continues to see an uptick in the number of drug-related incidents, including traffic crashes and fatalities. With the ever-changing drug culture, it is critical that training is offered to better recognize possible drug usage. To maintain a strong DRE program, it is also critical that other traffic safety partners, including but not limited to laboratory personnel and judicial/prosecution, are also on the forefront of the ever-changing drug world.

Rationale

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

"Enforcement of Drug-Impaired Driving" is listed within the Alcohol- and Drug-Impaired Driving chapter of NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 9th Edition, 2017 as having a 3-star effectiveness.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405d-M6OT, Task 00-00-06	DRE Program Expenses

Planned Activity Name: DRE Program Expenses					
Unique Identifier/Planned Activity Number: 21-405d-M6OT, Task 00-00-06					
Intended Subrecipient: GTSB - Internal					
Primary Countermeasure Strategy ID: Drug Recognition Expert (DRE) Training					
Planned Description: Funding in FFY 2021 is allocated to support the DRE program to include DRE training/certification binders and supplies, travel to Arizona for training and certification purposes, and to attend the DRE National Conference.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	$110,000	$0.00	$0.00

Countermeasure Strategy: High Visibility Enforcement
Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

High Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors. HVE combines highly visible and proactive law enforcement targeting a specific traffic safety issue.

According to NHTSA's Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 9th Edition, 2017, high visibility saturation patrols have been proven effective as a countermeasure against impaired driving with integrated enforcement identified as likely to be effective.

Linkage Between Program Area

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

Impairment-involved is listed as a safety emphasis area within the State Strategic Highway Safety Plan (2019-2023). High visibility enforcement also support the national mobilization efforts such as "Click It or Ticket" and "Drive Sober or Get Pulled Over".

Rationale

According to NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 9th Edition, 2017, high visibility saturation patrols have been proven effective as a countermeasure against impaired driving with integrated enforcement being identified as likely to be effective. Enforcement efforts provide for deterrence, prevention and communication/outreach. Through deterrence, enforcement enacts, publicizes, enforces and adjudicates laws prohibiting impaired driving. Prevention is a tactic in which to reduce drinking and keeping drinkers from driving. Communication and outreach is a way to inform the public of the dangers of impaired driving and establish social norms that make driving while impaired unacceptable.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M0AL HVE	Law Enforcement/HVE – 402 AL
21-405d-M6OT HVE	Law Enforcement/HVE – 405d

Planned Activity Name: Law Enforcement/HVE – 402 AL

Unique Identifier/Planned Activity Number: 21-402-M0AL HVE

Intended Subrecipients:

Cerro Gordo County Sheriff's Office	21-402-M0AL, Task 01-00-00	$20,650
Clear Lake Police Department	21-402-M0AL, Task 02-00-00	$12,500
Dallas County Sheriff's Office	21-402-M0AL, Task 03-00-00	$40,000
Des Moines County Sheriff's Office	21-402-M0AL, Task 04-00-00	$11,500
Dubuque Police Department	21-402-M0AL, Task 05-00-00	$34,350
Eldridge Police Department	21-402-M0AL, Task 06-00-00	$10,500
Jasper County Sheriff's Office	21-402-M0AL, Task 07-00-00	$15,450
Ottumwa Police Department	21-402-M0AL, Task 08-00-00	$21,000
Waukee Police Department	21-402-M0AL, Task 09-00-00	$10,350

Primary Countermeasure Strategy ID: High Visibility Enforcement

Planned Description: In FFY 2021, 9 law enforcement agencies will receive Section 402 funding to support overtime enforcement efforts with an emphasis on impaired driving during times and at locations that have been identified through data as high-risk. Grantees will be required to conduct at least 12 traffic related public information and/or educational activities and two special enforcement events; one of which will be at night and one a multi-jurisdictional project. Funding will also support the purchase of equipment (preliminary breath testers, in-car video cameras, and/or fatal vision goggle kits). Funding may also be used for officers to attend approved traffic safety trainings. Some grantees will receive funding for GTSB approved educational materials and for overtime to conduct educational presentations on impaired driving prevention at schools and/or for other interested parties.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Alcohol (FAST)	$176,300	$0.00	$176,300

Planned Activity Name: Law Enforcement/HVE – 405d		
Unique Identifier/Planned Activity Number: 21-405d-M6OT HVE		
Intended Subrecipients:		
Asbury Police Department	21-405d-M6OT, Task 01-00-00	$6,000
Blue Grass Police Department	21-405d-M6OT, Task 02-00-00	$12,895
	Combo with 21-402-M0PT, Task 00-01-00	
Boone Police Department	21-405d-M6OT, Task 03-00-00	$14,500
Buffalo Police Department	21-405d-M6OT, Task 04-00-00	$5,000
	Combo with 21-402-M0PT, Task 00-02-00	
Carroll County Sheriff's Office	21-405d-M6OT, Task 05-00-00	$9,500
Cass County Sheriff's Office	21-405d-M6OT, Task 06-00-00	$20,000
Cedar County Sheriff's Office	21-405d-M6OT, Task 07-00-00	$14,500
Cedar Falls Public Safety	21-405d-M6OT, Task 08-00-00	$4,000
Clinton County Sheriff's Office	21-405d-M6OT, Task 09-00-00	$27,000
Colfax Police Department	21-405d-M6OT, Task 10-00-00	$7,000
Donnellson/West Point Police Department	21-405d-M6OT, Task 11-00-00	$6,750
Epworth Police Department	21-405d-M6OT, Task 12-00-00	$11,500
Evansdale Police Department	21-405d-M6OT, Task 13-00-00	$8,200
Huxley Police Department	21-405d-M6OT, Task 14-00-00	$13,000
Iowa State Patrol	21-405d-M6OT, Task 00-06-00	$173,200
Knoxville Police Department	21-405d-M6OT, Task 15-00-00	$9,350
Linn County Sheriff's Office	21-405d-M6OT, Task 16-00-00	$32,500
Mitchellville Police Department	21-405d-M6OT, Task 17-00-00	$4,000
Mount Vernon Police Department	21-405d-M6OT, Task 18-00-00	$11,150
Princeton Police Department	21-405d-M6OT, Task 19-00-00	$7,000
	Combo with 21-405b-M1PE, Task 08-00-00	
Spirit Lake Police Department	21-405d-M6OT, Task 20-00-00	$9,500
State Center Police Department	21-405d-M6OT, Task 21-00-00	$17,800
Storm Lake Police Department	21-405d-M6OT, Task 22-00-00	$17,000
Vinton Police Department	21-405d-M6OT, Task 23-00-00	$4,450
Walcott Police Department	21-405d-M6OT, Task 24-00-00	$3,500
	Combo with 21-405b-M1PE, Task 09-00-00	
Washington County Sheriff's Office	21-405d-M6OT, Task 25-00-00	$17,400
Waukon Police Department	21-405d-M6OT, Task 26-00-00	$8,000
West Burlington Police Department	21-405d-M6OT, Task 27-00-00	$6,250
Winneshiek County Sheriff's Office	21-405d-M6OT, Task 28-00-00	$21,000
Altoona Police Department	21-405d-M6OT, Task 00-00-01	$2,250
	Combo with 21-402-M0PT, Task 01-00-00	
Ankeny Police Department	21-405d-M6OT, Task 00-00-02	$4,500
	Combo with 21-402-M0PT, Task 03-00-00	
Des Moines Police Department	21-405d-M6OT, Task 00-00-03	$95,000
	Combo with 21-402-M0PT, Task 13-00-00	
Urbandale Police Department	21-405d-M6OT, Task 00-00-04	$8,800
	Combo with 21-402-M0PT, Task 45-00-00	
West Des Moines Police Department	21-405d-M6OT, Task 00-00-05	$10,500
	Combo with 21-402-M0PT, Task 49-00-00	
Primary Countermeasure Strategy ID: High Visibility Enforcement		

Planned Description: High visibility enforcement is included in NHTSA's "Countermeasures That Work", 9th Edition, 2017, as an effective strategy to combat impaired driving. Enforcement grantees under Section 405d will receive funding to support overtime efforts, education events and/or equipment purchases. Enforcement efforts will be directed at impaired driving during times and at locations that have been identified by the agency, the Iowa DOT, or the DPS/GTSB as high risk. Strong consideration should be given to weekends and project hours between 6:00 p.m. and 3:00 a.m. Section 405d funded agencies will be required to conduct two special traffic enforcement projects at night; one of which will be a multi-jurisdictional project. Section 405d funding will allow for Iowa to maintain strong initiative focusing on impaired driving.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Alcohol	$622,995	$173,000	$449,795

Countermeasure Strategy: Highway Safety Office Program Management
Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

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

Linkage Between Program Area

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

Rationale

Program management involves ensuring the federal highway safety program for the state of Iowa is run effectively. GTSB Program Administrators are involved in program oversight through the evaluation of risk, monitoring, evaluation and technical support. Program Administrators ensure timely and accurate submission and processing of sub-grantee claims and ensure expenditures conform to the approved budget. Throughout the program year, projects are monitored which allows for evaluation of progress and if a problem does arise it can be detected and addressed early. At the end of the funded year, the project is evaluated to determine how well intended goals were achieved.

In order to stay conversant of traffic safety issues and federal legislation, members of the GTSB staff participate in meetings, conferences and trainings. Such activities also strengthen the professional relationships between traffic safety stakeholders throughout the state NHTSA region.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M0AL, Task 00-00-03	GTSB Travel (AL)
21-402-M0AL, Task 00-00-04	GTSB Printing (AL)
21-402-M0AL, Task 00-00-07	GTSB Program Management (AL)

Planned Activity Name: GTSB Travel (AL)					
Unique Identifier/Planned Activity Number: 21-402-M0AL, Task 00-00-03					
Intended Subrecipient: GTSB - Internal					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding in FFY 2021 is allocated for impaired-related travel/training for GTSB Program Administrators and for staff to attend the GHSA Annual Conference.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$2,500	$0.00	$0.00

Planned Activity Name: GTSB Printing (AL)					
Unique Identifier/Planned Activity Number: 21-402-M0AL, Task 00-00-04					
Intended Subrecipient: GTSB - Internal					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding in FFY 2021 is allocated for impaired-related printing.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$5,000	$0.00	$0.00

Planned Activity Name: GTSB Program Management (AL)					
Unique Identifier/Planned Activity Number: 21-402-M0AL, Task 00-00-07					
Intended Subrecipient: GTSB - Internal					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Split proportions of GTSB staff salaries for activities focused on impaired driving. This project will provide for technical assistance with on-going public information and educational activities supporting impaired driving issues and to coordinate, monitor, and audit impaired driving area grants and activities.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$392,000	$0.00	$0.00

Countermeasure Strategy: Judicial Education

Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

Judges and magistrates lack user friendly materials that can be easily accessed to answer questions that arise as they are hearing cases. The project is to give judicial officers digital access to a suite of written legal materials through a bench book on traffic and other topics. Special efforts are made to provide resources and links to current case law and data related to traffic safety relevant to judicial officers.

Linkage Between Program Area

The purpose of this strategy and collaboration began as an effort to give judicial officers digital access to a suite of written legal materials on traffic and other topics, which enable them to make real-time decisions while administering judicial proceedings. The bench book is constantly evolving, both to improve accessibility and provide relevant content.

Rationale

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

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405d-FDLIS, Task 02-00-00	Traffic Bench book

Planned Activity Name: Traffic Bench Book					
Unique Identifier/Planned Activity Number: 21-405d-FDLIS, Task 02-00-00					
Intended Subrecipient: Iowa State Court Administrator's Office					
Primary Countermeasure Strategy ID: Judicial Education					
Planned Description: The goal of the traffic bench book is to provide for digital access for judicial officers which includes a suite of written legal materials on traffic and other topics, which enable them to make real-time decisions while administrating judicial proceedings. The bench book is constantly evolving, both to improve accessibility and provide relevant content. Specific efforts are made to provide resources and links to current case law and data related to traffic safety which is relevant to judicial officers. In FFY 2021, funding will be used to maintain the traffic and legal resources within the bench book, and make detailed quarterly reports evaluating the usage and utility of the resource. New for FFY 2021, the Court Administrator's Office will also use funding for travel expenditures to bring in regional and national level speakers on topics related to traffic safety to educate judges, magistrates, and judicial officers.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 40d Impaired Driving Low	405d Low Alcohol	$20,000	$4,000	$0.00

Countermeasure Strategy: Laboratory Drug Testing Equipment

Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

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

Toxicology cases submitted to the lab by law enforcement have increased by about 40% over the course of the past five years. From 2018 to 2019 alone, cases increased by about 10%. Most of the past year's increase was due to receiving about 300 more blood samples than in the prior calendar year, with the number of urine same holding steady. It is expected that the number of blood samples submitted to the laboratory will continue to increase going forward. Turnaround times have averaged about 33 days, which is up significantly from 23 days the same time last year, however, remains very good compared to most similar crime laboratories. The turnaround of impaired driving cases is very important to law enforcement in our state. The funding provides for a forensic science technician in the laboratory's toxicology section the past couple of years which has allowed us to maintain very good turnaround times despite the increase in caseload.

Newer "DUID" drug screening kits cost approximately 45% more than their older non-DUID counterparts, however, expands the panel from 13 to 20 drug/drug classes.

Linkage Between Program Area

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

Rationale

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

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405d-FDLIS, Task 01-00-00	Iowa DCI Crime Laboratory

Planned Activity Name: Iowa DCI Crime Laboratory
Unique Identifier/Planned Activity Number: 21-405d-FDLIS, Task 01-00-00
Intended Subrecipient: Iowa Division of Criminal Investigation (DCI), Criminalistics Laboratory
Primary Countermeasure Strategy ID: Laboratory Drug Testing Equipment
Planned Description: For FFY 2021, grant funding will help support a full-time Forensic Science Technician to assist in conducting alcohol and drug tests. Funding will also allow for other laboratory staff to set up, install, certify and repair DataMaster DMT units, and recertify officers on DMT use and work impaired driving case confirmations. Specific contract activities include the following:

a. Conduct testing for alcohol and drugs of abuse in both blood and urine matrices and report the number of tests conducted and test results including details on the drug levels per test (where applicable)
b. Provide staff overtime to set up, install, certify and repair DataMaster DMT units for Iowa users recertify officers on DMT operation, and work impaired driving case confirmations as needed
c. Decrease the number of samples sent outside the lab for drug testing
d. Provide expert testimony in operating while impaired (OWI) court cases
e. Purchase, receive and distribute DataMaster DMT units, simulators, thermometers and barometers as needed
f. Purchase consumable forensic toxicology supplies, DataMaster replacement parts, dry gas tanks, simulator parts, and DMT operational software and manuals as needed
g. Participate in contract-related training and travel that improves the laboratory's knowledge and ability relating to toxicology testing, breath alcohol program operations and expert testimony on these subjects

During FFY 2021, funding will be allocated for salary and benefits for one FTE and staff overtime to assist in conducting alcohol and drug tests and for overtime to set up, install, certify and repair DataMaster DMT units, recertify officers on DMT use and work impaired driving case confirmations. Funding will also be utilized for the purchase of consumable laboratory supplies, DataMaster DMT units and parts, and contract-related travel.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low BAC Testing/Reporting	$182,000	$36,400	$0.00

Countermeasure Strategy: Law Enforcement Training
Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

Training for law enforcement officers is critical and on-going. Specialized trainings in the state in the area of impairment include Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE).

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

Drugs are being identified in more traffic related incidents every year. The following three drugs were the most frequently identified in fatal crashes in 2019 according to Iowa DOT preliminary data.

1. Marijuana
2. Stimulants (type unknown)
3. Fentanyl

Linkage Between Program Area

It is vital that officers have the proper training to recognize signs and symptoms of suspected drug-impairment and ARIDE is a mechanism in which to receive such training. There are direct linkages between the officer's initial observations of a suspected drug-impaired person, to the toxicological report from the Iowa Division of Criminal Investigation Crime Laboratory, to the judicial aspects in regard to ARIDE training.

Rationale

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

"Enforcement of Drug-Impaired Driving" is also identified as a 3-star effective countermeasure in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Officers", 9th Edition, 2017.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405d-M6OT, Task 00-00-07	ARIDE Program Expenses

Planned Activity Name: ARIDE Program Expenses					
Unique Identifier/Planned Activity Number: 21-405d-M6OT, Task 00-00-07					
Intended Subrecipients: GTSB - Internal					
Primary Countermeasure Strategy ID: Law Enforcement Training					
Planned Description: Funding in FFY 2021 is allocated for travel, supplies, training sites, and printing associated with the ARIDE program. In FFY 2021, the goal is to train 300 officers statewide in ARIDE.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	$15,000	$0.00	$0.00

Countermeasure Strategy: Prosecutor Training
Program Area: Impaired Driving (Drug and Alcohol)

Project Safety Impacts

The GTSB's partnership with the Prosecuting Attorney's Training Council is to develop and improve overall safety capabilities through training of law enforcement, prosecutors, and other professionals/stakeholders involved in enforcement of traffic laws and improving program management and decision-making. The emphasis of prosecutor training as a countermeasure strategy is for not only training purposes but also to address special problems and/or opportunities, and to provide a coordination mechanism for the purpose of reducing traffic-related property damage, personal injury, and fatal crashes. The attorney identified in this project will serve as Iowa's Traffic Safety Resource Prosecutor (TSRP).

Linkage Between Program Area

It is imperative to have coordinated efforts in the area of impairment to support enforcement efforts, judicial proceedings and legislative issues.

Rationale

TSRPs facilitate a coordinated, multidisciplinary approach to the prosecution of impaired driving and other traffic crimes. Each TSRP assesses the needs and demands unique to the state and works in conjunction with many agencies to meet these needs.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405d-FDL*PT, Task 02-00-00	TSRP/Prosecuting Attorney Training Coordinator

Planned Activity Name: TSRP/Prosecuting Attorney Training Coordinator					
Unique Identifier/Planned Activity Number: 21-405d-FDL*PT, Task 02-00-00					
Intended Subrecipient: Prosecuting Attorneys Training Coordinator					
Primary Countermeasure Strategy ID: Prosecutor Training					
Planned Description: In FFY 2021, funding will support Iowa's Traffic Safety Resource Prosecutor (TSRP). As a liaison between prosecutors, law enforcement officers, and other governmental agencies and personal, Iowa's TSPR will facilitate better working relationships and promote uniform enforcement and prosecution of Iowa's impaired driving laws, provide skills trainings workshops for prosecutors in OWI and drug-impaired driving offenses, provide law enforcement workshops on impaired driver detection, apprehension, implied consent, report writing and testimony preparation. In addition, the TSRP will provide additional impaired driver training at DRE, SFST, ARIDE and other specialized courses. Research assistance, consultation and advice for prosecutors, law enforcement officers, hearing officers and other governmental personnel will be provided in the areas of detection, apprehension, charging, trial and punishment or treatment of impaired drivers, and Iowa implied consent laws. The TSRP will also assist the Iowa Law Enforcement Academy with the identification and design of training for OWI, drug-impaired driving offenses and implied consent laws. The TSRP will present a case law update at the Annual Governor's Highway Traffic Safety Conference and will prepare and distribute quarterly advisory bulletins with information on court decisions or legislations impacting OWI or implied consent laws. The TSRP will also participate in safety trainings as it relates to his role with DPS/GTSB approval.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405 Low Alcohol	$199,500	$0.00	$0.00

Program Area: Speed

Description of Highway Safety Problems

Speeding-related crashes have accounted for about 51% of the total fatal and serious injury crashes over the past 5 years in Iowa. In 2019, there were 12,691 crashes involving speed, with 351 fatalities and serious injuries. However, overall, the state recorded an 11% decrease in the speeding convictions between 2015 and 2019.

In the past, the GTSB has relied on overall high visibility enforcement projects to address speeding and never had speed specific projects identified in the Highway Safety Plan. Even though the state has seen some decreases in speeding-related fatalities from an annual perspective the last couple of years, it has been realized if a project was properly planned and executed, the state could potentially realize additional opportunities to reduce fatalities and serious injuries.

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	1,370.8
2021	C-6) Speeding-Related Fatalities	2021	5 Year	62
2021	C-10) Pedestrian Fatalities	2021	5 Year	21

Countermeasure Strategies in Program Area

Speed Corridors
Speed Pedestrian Project
Communication Campaign (See Page 35-43)

Countermeasure Strategy: Speed Corridors

Program Area: Speed

Project Safety Impacts

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

Linkage Between Program Area

Data dashboards will help identify corridors with the highest crash frequency. With a specific speed project, the goal is to reverse the upward linear trend in speeding-related fatalities.

Rationale

Over the past 5 years, over 60% of speed-related crashes occurred in rural areas. Around 80% of Iowa's traffic fatalities are rural in nature. Identifying rural corridors with the highest crash frequency for speeding-related crashes could ultimately have a significant impact in the reduction of fatalities and help the state reach the overall collaborative safety performance measures.

Speed-related is a safety emphasis area included in Iowa's Strategic Highway Safety Plan. One of the strategies in this emphasis area is to "identify corridors with a high frequency of speed-related crashes and implement high visibility enforcement campaigns".

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405d-F24*SE	Speed Corridors

Planned Activity Name: Speed Corridors					
Unique Identifier/Planned Activity Number: 21-405d-F24*SE					
Intended Subrecipient: To Be Determined					
Primary Countermeasure Strategy ID: Speed Corridors					
Planned Description: Speed data will be analyzed to identify road segments showing the highest crash frequency area for speeding-related crashes. Up to 5 corridors will be identified in which to partner with local agencies to conduct overtime shifts focused on speed enforcement. Projects can occur at the department's discretion; either daytime or nighttime. Multi-jurisdictional events are encouraged. Areas of concentration should include high traffic pedestrian areas and other high risk areas such as school zones and construction zones. Grantees will be required to do at least two media contacts and to post a minimum of six social media posts during the grant period. Some grantees will also receive funding to provide education and outreach to local schools, driving education classes and other local organizations.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d 24-7 Sobriety	Speed Enforcement	$50,000	$0.00	$50,000

Program Area: Motorcycle Safety

Description of Highway Safety Problems

Motorcycle crashes comprised almost 15% of the total annual motor vehicle crashes in Iowa for 2016, 2017, and 2018 (Iowa DOT preliminary). Nationally, 4.985 motorists were killed in 2018. The latest data on vehicle miles traveled shows that motorcyclists are about 28 times as likely as passenger car occupants to die in a motor vehicle traffic crash.

Motorcycle safety, however, is two-fold. To reduce motorcyclist fatalities and serious injuries, both the drivers and motorcyclists need to share the road and be alert. It is also important for motorcyclists to remember to make themselves, wear proper protective gear and to always ride sober.

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	1,370.8
2021	C-7) Number of motorcyclist fatalities (FARS)	2021	5 Year	47
2021	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2021	5 Year	34

Countermeasure Strategies in Program Area

Motorcycle Rider Training
Communication Campaign (405f)
Communication Campaign (See Page 35-43)

Countermeasure Strategy: Motorcycle Rider Training

Program Area: Motorcycle Safety

Project Safety Impacts

Section 405f funding will be utilized to support efforts to provide training to riders to sharpen riding skills especially in the spring after not riding for several months due to Iowa's winter season. Motorcycle Rider Training is identified in NHTSA's "Countermeasures that Work – A Highway Safety Countermeasure Guide for State Highway Safety Offices", 9th Edition, 2017, but the effectiveness is still undetermined as the guide indicated different methods of implementing this countermeasures produce different results. In Iowa there are numerous rider training opportunities throughout the state. Both beginner and experience rider training is provided.

Linkage Between Program Area

The primary goal of the motorcycle rider training courses is to improve the overall rider abilities for both novice and experienced riders. In Iowa motorcycle safety also recognizes that efforts need to be made through communication/media and research. Motorcycles were not identified as a priority area within the State Strategic Highway Safety Plan (2019-2023) but is still considered very important to traffic safety in Iowa. In the area of communication, the GTSB will continue to educate the public to be aware of motorcycles. Research efforts are also being conducted at the University of Iowa Injury Prevention Research Center in the area of vulnerable road users.

Rationale

Iowa believes the most effective ways to improve motorcycle safety is through rider education. A motorcycle is inherently more difficult to operate than a passenger vehicle because it requires more physical skill. A motorcycle also offers the rider little protection in a crash. Iowa continues to see an increase in the number of licensed drivers and motorcycle registrations throughout the state. Over the past 5 years (2014-2018), Iowa recorded 245 motorcycle fatalities, which accounted for 15% of overall traffic fatalities in the state over the same period of time.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405f-M9MT, Task 01-00-00	Motorcycle Rider Training Courses

Planned Activity Name: Motorcycle Training Courses

Unique Identifier/Planned Activity Number: 21-405f-M9MT, Task 01-00-00

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

Primary Countermeasure Strategy ID: Motorcycle Rider Training

Planned Description: The Iowa Department of Transportation, Office of Driver and Identification Services will administer a quality Motorcycle Rider Education (MRE) program. An essential part of the program includes instruction for Basic Rider Courses provided by licensed Rider Coach Trainers (RCTs) certified by the Motorcycle Safety Foundation (MSF). RCTs provide training to new rider coach candidates to help with training needs at training sites across the state. RCTs also participate in trainings offered by the MSF. A Quality Assurance Program is needed to monitor both quality and consistency of Iowa's motorcycle riding public. Additionally, Iowa DOT staff have a need to attend annual conferences and training to stay current on administration of the motorcycle rider education program.

Specific planned activities for FFY 2021 include:

1. Implement MRE Quality Assurance Program
2. Educate new motorcycle riders about the benefits of taking the Beginning Rider Course(s) prior to receiving their motorcycle license endorsement
3. Promote participation in MRE courses beyond the Basic Rider Course
4. Improve access to 3-Wheel Motorcycle Course offerings.
5. Ensure an adequate number of MSF MRE RiderCoaches
6. Professional development for RiderCoach Trainers and Iowa DOT MRE staff members

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405f Motorcycle Programs	405f Motorcyclist Training (FAST)	$74,000	$0.00	$0.00

Countermeasure Strategy: Motorcycle Awareness Campaign

Program Area: Motorcycle Safety

Project Safety Impact

In 2018, 9 of the 42 motorcyclist fatalities (21.43%) were recorded as the other vehicle, not the motorcyclist, being at fault for the crash. In 2019, preliminary Iowa DOT data indicates that of the 43 motorcyclist fatalities, almost 28% (12 fatalities) were recorded the other driver being of fault. Many of these crashes and resulting fatalities may have been preventable if the motorist was being vigilant to look for motorcyclists

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

Linkage Between Program Area

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

Rationale

With over 20% of motorcyclist fatalities being the motorists' fault, it is critical to continue awareness and educational activities in an effort to mitigate motorcyclist fatalities.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405f-M9MA, Task 02-00-00	Adsposure

Planned Activity Name: Motorcycle Awareness Campaign					
Unique Identifier/Planned Activity Number: 21-405f-M9MA, Task 02-00-00					
Intended Subrecipient: Adsposure					
Primary Countermeasure Strategy ID: Motorcyclist Awareness					
Planned Description: Adsposure will partner with the GTSB to develop artwork focusing on motorcycle awareness to be placed on Des Moines Regional Transit (DART) buses in the Des Moines metro area. Various sizes will be developed for different placement options on the buses to include 5 portraits, 1 supertail and 7 full backs. This messaging will be on the buses from May through June. Motorcycle awareness interior cards will be placed in 12 busses from July through August. The goal of the interior cards is to be able to expand the messaging audience as DART busses are used to shuttle Iowa State Fairgoers, this having a broader reach.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405f Motorcycle Programs	Motorcyclist Awareness	$19,159	$0.00	$0.00

Program Area: Non-Motorized (Bicyclist)

Description of Highway Safety Problems

Over the past five years (2014-2018) there have been 1,799 crashes involving bicycle which resulted in 29 fatalities and 1,750 injuries.

Bicycling is a proven way to improve the quality of life for Iowa's citizens, providing an essential option for people to get to work, school, and other destinations. Iowa maintains extensive of bicycle trails; however, bicyclists can and do utilize the state's roadways. Under Iowa law, a bicyclist has to follow the same rules and laws as motorists. Bicycle lanes are also being regularly included in municipal street designs as a means to incorporate bicycling on the roadways.

The motoring public also has also has the responsibility to be extra vigilant of bicyclists. If a motorcyclist is in doubt, they must yield to the bicyclist.

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	1,370.8
2021	C-11) Number of bicyclists fatalities (FARS)	2021	5 Year	21

Countermeasure Strategies in Program Area

Bicycle Safety Education

Countermeasure Strategy: Bicycle Safety Education

Program Area: Non-motorized (Bicyclist)

Project Safety Impacts

At Unity Point/Blank Children's Hospital, the main focus in regard to bicycle safety is expanding school-based and community-based bicycle safety programs that include increasing access to affordable or free helmets for both children and adults. The specific project funded under Bicycle Safety includes the following initiatives:

1. Providing access to no-cost and low-cost bicycle helmets
2. Developing and shipping wheeled sports safety curriculum kits to educators and community members interested in facilitating bicycle and wheeled sports safety presentations in their community, agency or school
3. Participating in community events to provide helmets, reflectors and education
4. Demonstrating proper helmet fit and offering fitting helmets at community events
5. Distributing reflectors at community events as needed

Linkage Between Program Area

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

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

Rationale

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

"Promote Bicycle Helmet Use With Education" is listed in the Bicycle Safety changer of NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 9th Edition, 2017, however, the effectiveness of such programs is listed as "undetermined" indicating that different methods of implementing may reduce different results. The effectiveness will be analyzed through the results of Observational Surveys of Helmet Use (pre- and post- surveys) in communities where helmets are distributed.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M0PS, Task 01-00-00	Bicycle Education and Usage Surveys

Planned Activity Name: All Heads Covered					
Unique Identifier/Planned Activity Number: 21-402-M0PS, Task 01-00-00					
Intended Subrecipient: Unity Point Hospital/Blank Children's Hospital					
Primary Countermeasure Strategy ID: Bicycle Safety Education					
Planned Description: In FFY 2021, the "All Heads Covered" program will continue their helmet and bike safety program focused on education and helmeting on a statewide level. The program aligns with NHTSA's recommendations for bike safety including community-based bike safety programs that include increasing access to helmets for both children and adults. Funding will support the purchase (with prior DPS/GTSB approval), and distribution of bicycle helmets and safety materials in support of Iowa bicycle safety programs and local groups. In each of the selected areas where bile helmets are given, observational surveys of helmet usage will be requested and reported. In FFY 2021 the All Heads Covered program would like to expand their outreach to more communities and agencies than in previous years by marketing through nonprofit organizations, Safe Kids coalitions, hospitals and clinics.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	$12,000	$2,400	$0.00

Program Area: Non-Motorized (Pedestrian)

Description of Highway Safety Problems

In 2018, there were 6,283 pedestrians killed nationally in traffic crashes; a 3.4% increase from the 6,075 pedestrian fatalities in 2017. Pedestrian deaths accounted for 17% of all traffic fatalities nationwide in 2018.[2] Iowa recorded 22 pedestrian fatalities in 2018 which accounted for 6.9% of all traffic fatalities. Over the past 5 years, Iowa has averaged 23 pedestrian fatalities per year. However, the 5-lear linear trend line and the 5-year moving average both are starting to show slight upward movement.

In 2020, Iowa rolled out a Pedestrian Tool Kit to targeted law enforcement agencies and other interested parties. The tool kit provided information aimed at reducing pedestrian crashes in the state. In 2020, eleven (11) agencies were identified to provide the tool kit to. Each of those agencies had a pedestrian fatality in 2017 and/or 2018. The GTSB did not provide specific funding for pedestrian-related projects; however, the overall goal of the tool kit was to be proactive in addressing the rising national statistics for pedestrian fatalities. Each kit include a poster tailored to each of the 11 cities for posting in local offices and downtown areas, statistics, engineering ideas, review of state citations over the last two years for failure to yield to pedestrians and pedestrians failing to use crosswalk and other resources the agency may find useful for pedestrian-related education, engineering countermeasures and enforcement efforts. Generic posters and kits were also available to other interested parties.

In the past, Iowa has failed to have a specific pedestrian project. In an attempt to mitigate the trends that are starting to shift upward, a specific project is planned for FFY 2021 which will also incorporate speed as an element.

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	1,370.8
2021	C-6) Speeding-Related Fatalities	2021	5 Year	62
2021	C-10) Number of pedestrian fatalities (FARS)	2021	5 Year	21

Countermeasure Strategies in Program Area

Pedestrian Safety

[2] Traffic Safety Facts, 2018 Data, U.S. Department of Transportation, National Highway Traffic Safety Administration, March 2020, DOT HS 812 850.

Countermeasures Strategy: Pedestrian Safety

Program Area: Non-Motorized (Pedestrian)

Project Safety Impacts

Iowa has never had a specific funded pedestrian project. The goal of the project is to provide awareness in pedestrian safety through both enforcement and education. Enforcement will have a speed emphasis and will be in non-traditional area for speed enforcement efforts. This effort will remind motorists to drive the posted speed limit especially in areas with a higher concentration of pedestrian and bicycle traffic. The project will also have a "move-over" component to remind motorists to be extra vigilant when approaching vehicles along the side of the roadway, maintenance worker and/or work zone areas.

Linkage Between Program Area

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

In addition, Section 402/Roadway Safety funding will support highway and pedestrian safety efforts through roadway and pedestrian safety assessments and other multidisciplinary safety intervention efforts, as well as coordinate with local agency engineers when necessary.

Rationale

Nationally pedestrian fatalities are on the rise. Iowa's pedestrian fatalities occur in both the urban and rural area. Iowa has not had specific pedestrian projects in the past as an effort to mitigate fatalities and serious injuries.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405d-F24*PS	Speed Pedestrian Project

Planned Activity Name: Speed Pedestrian Project					
Unique Identifier/Planned Activity Number: 21-405d-F24*PS					
Intended Subrecipient(s): To Be Determined					
Primary Countermeasure Strategy ID: Pedestrian Safety					
Planned Description: Larger cities within Iowa which had a pedestrian fatality in 2019 will be asked to partner with the GTSB to conduct a minimum of 28 hours of overtime specified for a planned high visibility traffic enforcement project with a pedestrian/speed emphasis at locations and at times identified as high risk by the agency and supported by specific jurisdictional data. Agencies will also be required to conduct a minimum of two media contacts and six social media public information activities aimed at improving driver safety behaviors related to pedestrian. Agencies will also be asked to consider a "move-over" component to their enforcement and educational efforts.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d 24-7 Sobriety	Pedestrian/Bicycle Safety	$33,000	$0.00	$0.00

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

Description of Highway Safety Problems

Both enforcement and educational components have strengthened Iowa's seat belt usage over the years. Iowa's primary seat belt law was enacted in July 1986. At that time only about 18% of drivers in the state regularly wore a safety belt. Since that time, Iowa's usage rate has increased significantly yet there is still work to do. In 2019, Iowa's Observational Safety Belt Usage Survey was conducted by Iowa State University, Center for Survey Statistics and Methodology. The survey concluded a usage rate of 94.6%. To help assess belt usage law enforcement agencies funded under Section 402 conduct seat belt surveys during funded periods.

Enforcement partners play a significant role in enforcing belt use laws. There is an emphasis in seat belt enforcement through the state during the national mobilization "Click It or Ticket"; however, there has been a significant decrease in the number of seat belt convictions over the past 5 – 7 years.

Iowa maintains a strong Child Passenger Safety Program through Blank Children's Hospital in Des Moines, Iowa.

It is imperative that efforts continue in the area of occupant protection. Seat belts dramatically reduce risk of death and serious injury among drivers and front seat passengers. Seat belts reduce the risk of death by 45% and cut the risk of serious injury by 50% (CDC). Similarly, the use of a restraint is also effective in reducing the number of ejections from a vehicle, which are the most injurious events that can happen during a crash.

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	1,370.8
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	5 Year	91
2021	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupant (survey)	2021	Annual	94.7

Countermeasure Strategy: Highway Safety Office Program Management
Program Area: Occupant Protection (Adult and Child Passenger Safety)

Project Safety Impacts

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

Linkage Between Program Area

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

Rationale

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

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M0OP, Task 00-00-07	GTSB Program Management (OP)
21-402-M0OP, Task 00-00-02	GTSB Printing (OP)
21-402-M0OP, Task 00-00-01	GTSB Travel (OP)
21-405b-M1TR, Task 00-00-05	GTSB Printing (405b)
21-405b-M1TR, Task 00-00-03	GTSB-Travel (405b)

Planned Activity Name: GTSB Program Management (OP)

Unique Identifier/Planned Activity Number: 21-402-M0OP, Task 00-00-07

Intended Subrecipient: GTSB - Internal

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

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

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$317,500	$0,00	$0.00

Planned Activity Name: GTSB Printing (OP)

Unique Identifier/Planned Activity Number: 21-402-M0OP, Task 00-00-02

Intended Subrecipient: GTSB - Internal

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

Planned Description: Funding in FFY 2021 is allocated for occupant protection related brochures and printing.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$10,000	$0.00	$0.00

Planned Activity Name: GTSB Travel (OP)					
Unique Identifier/Planned Activity Number: 21-402-M0OP, Task 00-00-01					
Intended Subrecipients: GTSB - Internal					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding in FFY 2021 is allocated for staff travel including attendance at trainings and the GHSA Annual Conference.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$7,000	$0.00	$0.00

Planned Activity Name: GTSB Printing (405b)					
Unique Identifier/Planned Activity Number: 21-405b-M1TR, Task 00-00-05					
Intended Subrecipients: GTSB - Internal					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding in FFY 2021 is allocated for occupant protection related brochures and sTEP calendars.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP High	405b OP High (FAST)	$10,000	$0.00	$0.00

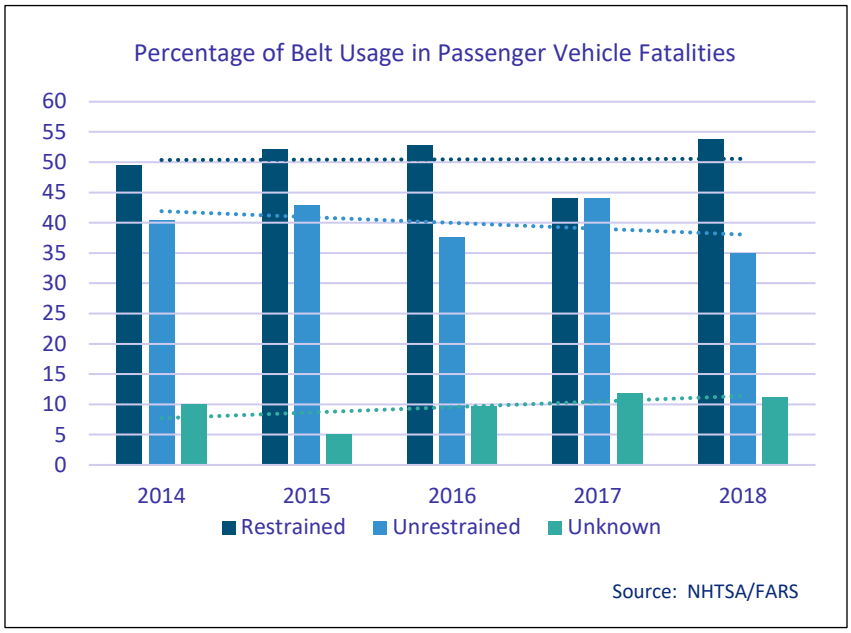
Planned Activity Name: GTSB- Travel (405b)					
Unique Identifier/Planned Activity Number: 21-405b-M1TR, Task 00-00-03					
Intended Subrecipients: GTSB - Internal					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding in FFY 2021 is allocated for GTSB staff travel which is specific to occupant protection.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP High	405b OP High (FAST)	$1,500	$0.00	$0.00

Countermeasure Strategy: School Programs (Seat Belt Convincer)

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

Project Safety Impacts

According to the Iowa Department of Transportation's preliminary data for 2019, 38.31% of occupant passenger fatalities in the state were unbelted with an additional 10.48% recorded as "unknown" by the responding officer.



Iowa has not seen any significant decreases in the number and/or percentage of unrestrained passenger vehicle fatalities. The state is also starting to see an upward trend in the number of crash reports submitted by law enforcement that are indicating "unknown" as to belt usage.

In FFY 2020 funding was provided for the Blue Grass Police Department to purchase a seat belt convincer to be utilized in partnership with other Scott County Iowa law enforcement agencies to provide education programs to focus on occupant protection. With the onset of COVID-19, the convincer has not been able to be utilized as planned in FFY 2020 but will be reinstated in FFY 2021 as social distancing measures become less restrictive.

Linkage Between Program Area

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

Such educational efforts will also support other educational activities such as statewide occupant protection messaging, social media posts, and specific "Click It or Ticket" messaging and national mobilization efforts.

Rationale

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

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405b Seat Belt Convincer	Seat Belt Convincer Education

Planned Activity Name: Seat Belt Convincer Education

Unique Identifier/Planned Activity Number: 21-405b Seat Belt Convincer

Intended Subrecipients:

Bettendorf Police Department	21-405b-M1PE, Task 01-00-00	$1,000
Blue Grass Police Department	21-405b-M1PE, Task 02-00-00	$1,000
Buffalo Police Department	21-405b-M1PE, Task 03-00-00	$1,000
Davenport Police Department	21-405b-M1PE, Task 04-00-00	$1,000
Eldridge Police Department	21-405b-M1PE, Task 05-00-00	$1,000
LeClaire Police Department	21-405b-M1PE, Task 06-00-00	$1,000
Princeton Police Department	21-405b-M1PE, Task 07-00-00	$1,000
Scott County Sheriff's Office	21-405b-M1PE, Task 08-00-00	$1,000
Walcott Police Department	21-405b-M1PE, Task 09-00-00	$1,000

Primary Countermeasure Strategy ID: School Program

Planned Description: The seat belt convincer, which was purchased in FFY 2020 by the Blue Grass Police Department (20-402-M0OP, Task 02) will be utilized by the above-mentioned agencies to participate in safety programs and community programs to educate drivers, schools, teachers and community organizations on the importance of safe driving and other issues throughout the year. The focus of this program is to reduce vehicular fatalities and serious injury crashes by modifying dangerous driving behaviors through education on seat belt compliance. Agencies will be required to submit reports for each program in which the seat belt convincer is utilized.

Funding Sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP High	Occupant Protection (FAST)	$9,000	$0.00	$9,000

Countermeasure Strategy: Short-Term, High Visibility Seat Belt Law Enforcement
Program Area: Occupant Protection (Adult and Child Passenger Safety)

Project Safety Impacts

To attempt to change driver behavior towards buckling up by focusing on nighttime seat belt enforcement.

Linkage Between Program Area

Although Iowa's seat belt usage rate was recorded as 94.6% in 2019, work still needs to be done. Preliminary Iowa DOT data indicates that in 2019 38.31% of Iowa passenger vehicle occupant fatalities were unbuckled with an additional 10.48% of fatalities were recorded as "unknown" as to belt usage by the reporting officer.

Rationale

This project will focus specifically on belt usage at night as a NHTSA 10-year study of crash data indicated that nighttime seat belt usage percentages were 18% lower than daytime compliance rates, highlighting the need for stronger nighttime enforcement efforts.

NHTSA's "Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 9th Edition, 2017, identifies Integrated Nighttime Seat Belt Enforcement to be effective in certain situations.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405b-M1HVE	Nighttime Seat Belt Enforcement

Planned Activities in Countermeasure Strategy

Planned Activity Name: Nighttime Seat Belt Enforcement					
Unique Identifier/Planned Activity Number: 21-405b-M1HVE					
Intended Subrecipients: To Be Determined					
Primary Countermeasure Strategy ID: Short-Term, High Visibility Seat Belt Law Enforcement					
Planned Description: Agencies will conduct directed overtime enforcement directed toward nighttime seat belt usage. Activities will be conducted after sunset and before sunrise at locations identified as high risk. Agencies will also be required to conduct at least one public information activity aimed at improving driver safety behaviors related to the nighttime seat belt enforcement project.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP High	405(b) Fact Act Occupant Protection High	$40,000	$0.00	$40,000

Program Area: Occupant Protection (Adult)

Description of Highway Safety Problems

Preliminary Iowa Department of Transportation data for 2019 indicates that 38.31% of passenger vehicle occupant fatalities in the state of Iowa were unbelted with an additional 10.48% reported by law enforcement as "unknown".

Seat belt use among drivers is an ongoing highway safety issue in Iowa as in every state. The use of seat bels has repeatedly demonstrated a result of reduced injuries and fatalities among both drivers and passengers involved in traffic crashes.

NHTSA requires an annual report of seat belt use from each state, following specific prescribed statistical and operational protocols.

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (State crash date files)	2021	5 Year	1,370.8
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	5 Year	91
2021	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2021	Annual	94.7

Countermeasure Strategies in Program Area

Annual Observational Safety Belt Use Survey

Countermeasure Strategy: Annual Observational Safety Belt Use Survey
Program Area: Occupant Protection (Adult)

Project Safety Impacts

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

Linkage Between Program Area

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

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

Rationale

Conducting an annual safety belt usage survey is a NHTSA requirement and is used as the official reporting tool for the state's usage rate. The data, however, is also reviewed and is used to help identify problematic areas in which increased enforcement would be appropriate and for education efforts as applicable.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405b-M1OP, Task 01-00-00	Annual Observational Safety Belt Usage Survey

Planned Activity Name: Annual Observational Safety Belt Usage Survey					
Unique Identifier/Planned Activity Number: 21-405b-M1OP, Task 01-00-00					
Intended Subrecipient: Iowa State University, Center for Survey Statistic and Methodology (CSSM)					
Primary Countermeasure Strategy ID: Annual Observational Safety Belt Use Survey					
Planned Description: Iowa's annual observational seat belt usage survey will be conducted by Iowa State University Center for Survey Statistics and Methodology. In FFY 2021, CSSM will collect and weigh seat belt use data as required and approved by NHTSA. CSSM specific activities will include: (1) check 84 sampled road segments for road segments for road construction and their observation sites for visibility and safety, (2) update and prepare project materials, (3) train field observers in safety, observation techniques, and recording procedures, (4) assign day/time/direction of road segment site observations, (5) notify local officials of the observation schedule and assign sites to field staff, (6) observe and record seat belt use by approximately 12,000-15,000 drivers and right front passengers in specified vehicle types in June, (7) conduct NHTSA-required quality control checks on field staff, (8) tabulate observations and complete data tables rested by the GTSB, calculate selection probability and weights, and complete the Iowa State Belt Use Survey Report, (9) deliver weighted data files and report to GTSB.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP High	405b High Occupant Protection (FAST)	$35,000	$7,000	$0.00

Program Area: Occupant Protection (Child Passenger Safety)

Description of Highway Safety Problems

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

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

Iowa's Child Passenger Safety (CPS) Program supports the distribution of nearly 400 child safety seats through certified child passenger safety technicians throughout the state. The seats are invaluable resources to families with little means to obtain their own. Programming provides services to a diverse population around the state of Iowa. Services are utilized by multiple races and ethnicities.

Expectant parents and caregivers with children facing special healthcare needs have access through specialized programming that targets their specific needs. CPS efforts also educate caregivers on the proper use and assist with proper installation of the seats through inspection stations.

CPS efforts are coordinated through Blank Children's Hospital in Des Moines, Iowa, but are a statewide resource for CPS education and information.

Iowa conducts an annual observational child restraint usage survey. The survey helps to accurately determine compliance with Iowa's child passenger safety laws. Results help to direct educational efforts. The survey is conducted by the University of Iowa, Injury Prevention Research Center.

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	1,370.8
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	5 Year	91

Countermeasure Strategies in Program Area

Annual Child Passenger Safety Survey
Inspection Stations

Countermeasure Strategy: Annual Child Passenger Safety Survey
Program Area: Occupant Protection (Child Passenger Safety)

Project Safety Impacts

The overall goal of this project is to monitor compliance with Iowa's child restraint laws to help assess education and policy-related efforts to reduce child injuries and death.

Linkage Between Program Area

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

Rationale

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

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M1OP, Task 02-00-00	Annual Child Passenger Safety Survey

Planned Activity Name: Annual Child Passenger Safety Survey

Unique Identifier/Planned Activity Number: 21-402-M1OP, Task 02-00-00

Intended Subrecipient: University of Iowa, Injury Prevention Research Center

Primary Countermeasure Strategy ID: Annual Child Passenger Safety Survey

Planned Description: The University of Iowa, Injury Prevention Research Center (IPRC) will conduct Iowa's annual statewide observational child restraint usage survey utilizing guidelines approved by NHTSA. The purpose of the project is to measure compliance with Iowa's child restraint law to direct education and policy. The data gathered will be analyzed by IPRC and a written report will be provided to the GTSB. The survey provides valuable information as to the compliance of Iowa's child restraint law of vehicle passengers under the age of 18. The finalized report will be shared with the GTSB and other traffic stakeholders and interested parties.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP High	405b OP High (FAST)	$30,000	$6,000	$0.00

Countermeasure Strategy: Inspection Stations
Program Area: Occupant Protection (Child Passenger Safety)

Project Safety Impacts

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

Linkage Between Program Area

Inspection stations are held through the state and cover both urban and rural communities and are a positive way to promote traffic safety, specifically child passenger safety. There is also a special effort to provide inspection stations to high-risk populations.

Rationale

With the number of inspection stations and other educational events held throughout the state, there is a vast opportunity to utilize the expertise of nearly 400 certified child passenger safety technicians across the state. These events provide for invaluable resources and provide education to parents and caregivers on the proper use and installation of child restraint systems. When appropriate, a new child restrain may be provided to a parent/caregiver when safety issues have been identified as a concern and/or if the restraint system is expired. Statewide resources for CPS education and information are provided through multiple channels which also include website and the support of a toll-free number. Printed educational material is also distributed statewide. Some educational material is available in Spanish.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405b-M1CPS, Task 01-00-00	Statewide Child Passenger (CPS) Program
21-402-M0CR, Task 01-00-00	Child Seat Distribution

Planned Activity Name: Statewide Child Passenger Safety (CPS) Program					
Unique Identifier/Planned Activity Number: 21-405b-M1CPS, Task 01-00-00					
Intended Subrecipient: Unity Point Hospital/Blank Children's Hospital					
Primary Countermeasure Strategy ID: Child Restraint System Inspection Station(s)					
Planned Description: Iowa's Child Passenger Safety (CPS) program is managed through Unity Point Health, Blank Children's Hospital, Des Moines, Iowa. The coordinator works with the CPS instructors throughout the state to train new CPS Technicians, organize updates and trainings that assist Technicians in earnings continuing education units (CEU's) and organizes renewal/recertification courses. During the year there are at least four 3-day CPS Tech classes. The coordinator also implements training and certification of CPS instructors. There are approximately 400 CPS Technicians throughout the state.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP High	Community CPS Services	$209,000	$0.00	$0.00

Planned Activity Name: Child Seat Distribution					
Unique Identifier/Planned Activity Number: 21-405b-M1CSS, Task 00-01-00					
Intended Subrecipient: Unity Point Hospital/Blank Children's Hospital					
Primary Countermeasure Strategy ID: Child Restraint System Inspection Station(s)					
Planned Description: Funding will support the purchase and distribution of child safety seats for CPS Technicians to use during outreach programs, inspection stations, and for distribution of safety seats to low-income families throughout the state.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Child Restraint	$37,000	$0.00	$0.00

Program Area: Planning & Administration

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

Planned Activity Name: GTSB Planning and Administration					
Unique Identifier/Planned Activity Number: 21-402-M0PA, Task 00-00-01					
Intended Subrecipient: GTSB - Internal					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding will support staff and resources to efficiently implement and manage the highway safety office to meet the goals to reduce crashes, injuries, and fatalities on Iowa roadways. Funding will cover administrative costs including salaries and related personnel benefits. Positions funded through Planning and Administration will include the GTSB Bureau Chief, Financial Manager and Grants Administrator.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$190,000	$0.00	$0.00

Program Area: Police Traffic Services

Description of Highway Safety Problems

The state of Iowa recorded decreases in the number of unrestrained, alcohol-impaired, and speeding-related fatalities between 2017 and 2018. In regard to unrestrained passenger vehicle fatalities, the 5-year trend line is starting to reflect a downward trend. The 5-year trend for alcohol-impaired fatalities is remaining level; whereas speeding-related fatalities is seeing a strong upward trend. Part of this is in part to the large number of fatalities recorded in 2016 which is still adversely affecting trends. The state is also aware of the emerging upward trend in drug-impaired crashes and the resulting fatalities and injuries.

Iowa does have a strong force of law enforcement partners who play a significant role in traffic safety. There is a unified goal to change driving behaviors to ultimately reduce the number of deaths, serious injuries and property damage on the state's roadways. In spite of efforts in the areas of enforcement and education, law enforcement partners know there is still significant work to be done in the area of traffic safety throughout the state.

Enforcement agencies funded through Section 402 Police Traffic Services will direct efforts in all areas of traffic safety to include occupant protection, impaired driving, and speed. Agencies will be encouraged to determine enforcement deployment based on data in regard to problematic times and locations. All agencies funded through Section 402-Police Traffic Services were determined based on the annual Problem Identification analysis and the composite ranking score in which they were identified as one of the "Top 22" problematic counties.

Grantees will be required to conduct a minimum of two special traffic enforcement projects with one being conducted at night and one will be a multi-jurisdictional project. A minimum of twelve (12) public information /education activities will be conducted and will be aimed at improving driving behaviors. Grantee will also be required to conduct observational seat belt surveys in March and August. In addition to supporting overtime enforcement efforts, funding will be allowed for grantees to purchase GTSB-approved equipment including DPS-approved preliminary breath testers (PBTs), LIDAR, speed trailers and in-car video cameras. Some grantees will also receive funding for educational materials and to support officer educational opportunities. Grantees are to implement enforcement and education activities based upon data and in a manner that best fits the resources and needs within their jurisdiction.

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

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	1,370.8
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	5 Year	91
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5 Year	89
2021	C-6) Number of speeding-related fatalities (FARS)	2021	5 Year	62
2021	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2021	5 Year	48
2021	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2021	Annual	94.7

Countermeasure Strategies in Program Area

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

Countermeasure Strategy: Highway Safety Office Program Management

Program Area: Police Traffic Services

Project Safety Impacts

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

Linkage Between Program Area

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

Rationale

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

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M0PT, Task 00-00-05	GTSB Enforcement Projects (PT)
21-402-M0PT, Task 00-00-07	GTSB Program Management (PT)
21-402-M0PT, Task 00-00-03	GTSB Travel (PT)

Planned Activity Name: GTSB Enforcement Projects (PT)					
Unique Identifier/Planned Activity Number: 21-402-M0PT, Task 00-00-05					
Intended Subrecipients: GTSB - Internal					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding for FFY 2021 is allocated for expenses incurred for law enforcement meetings.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$3,000	$0.00	$0.00

Planned Activity Name: GTSB Program Management (PT)					
Unique Identifier/Planned Activity Number: 21-402-M0PT, Task 00-00-07					
Intended Subrecipients: GTSB - Internal					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Split proportions of GTSB staff salaries for police traffic service related projects including coordinating, monitoring, and auditing of grants and activities.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$445,000	$0.00	$0.00

Planned Activity Name: GTSB Travel (PT)					
Unique Identifier/Planned Activity Number: 21-402-M0PT, Task 00-00-03					
Intended Subrecipients: GTSB - Internal					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding allocated for travel to the GHSA Annual Meeting and NAWHSL Conference and GTSB Program Administrator's site visit expenses and travel to related conferences and trainings.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	$25,000	$0.00	$0.00

Countermeasure Strategy: Short-Term, High Visibility Law Enforcement
Program Area: Police Traffic Services

Project Safety Impacts

Law enforcement plays an essential role in traffic safety. Agencies supported through Police Traffic Services funding use enforcement and education to work toward the common goal to reduce traffic fatalities and serious injuries.

Linkage Between Program Area

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

Rationale

Providing traffic enforcement services and the enforcement of traffic laws and ordinances is a responsibility shared by all law enforcement agencies.

Short-term high visibility enforcement is identified as an effective strategy within NHTSA's "Countermeasures that Work", 9th Edition, 2017.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-HVE PTS	Law Enforcement/HVE – 402 (PTS)
21-402-sTEP	sTEP

Planned Activity Name: Law Enforcement/HVE – 402 (PTS)		
Unique Identifier/Planned Activity Number: 21-402-HVE PTS		
Altoona Police Department	21-402-M0PT, Task 01-00-00 Combo with 21-405d-M6OT, Task 00-00-01	$22,600
Ames Police Department	21-402-M0PT, Task 02-00-00	$36,450
Ankeny Police Department	21-402-M0PT, Task 03-00-00 Combo with 21-405d-M6OT, Task 00-00-03	$37,000
Bettendorf Police Department	21-402-M0PT, Task 04-00-00	$67,500
Black Hawk County Sheriff's Office	21-402-M0PT, Task 05-00-00	$7,000
Burlington Police Department	21-402-M0PT, Task 06-00-00	$16,790
Cedar Rapids Police Department	21-402-M0PT, Task 07-00-00	$44,500
Clinton Police Department	21-402-M0PT, Task 08-00-00	$18,250
Clive Police Department	21-402-M0PT, Task 09-00-00	$14,000
Coralville Police Department	21-402-M0PT, Task 10-00-00	$24,950
Council Bluffs Police Department	21-402-M0PT, Task 11-00-00	$46,900
Davenport Police Department	21-402-M0PT, Task 12-00-00	$52,600
Des Moines Police Department	21-402-M0PT, Task 13-00-00 Combo with 21-405d-M6OT, Task 00-00-03	$104,900
DeWitt Police Department	21-402-M0PT, Task 14-00-00	$20,000
Dubuque Police Department	21-402-M0PT, Task 15-00-00	$25,950
Fort Dodge Police Department	21-402-M0PT, Task 16-00-00	$27,450
Fort Madison Police Department	21-402-M0PT, Task 17-00-00	$10,000
Indianola Police Department	21-402-M0PT, Task 18-00-00	$15,650
Iowa City Police Department	21-402-M0PT, Task 19-00-00	$47,350
Iowa State Patrol	21-402-M0PT, Task 20-00-00 Combo with 21-405d-M6OT, Task 00-06-00	$225,800
Johnson County Sheriff's Office	21-402-M0PT, Task 21-00-00	$25,000
Johnston Police Department	21-402-M0PT, Task 22-00-00	$13,000
LeClaire Police Department	21-402-M0PT, Task 23-00-00	$18,500
Lee County Sheriff's Office	21-402-M0PT, Task 24-00-00	$22,400
Marion County Sheriff's Office	21-402-M0PT, Task 25-00-00	$18,650
Marion Police Department	21-402-M0PT, Task 26-00-00	$27,850
Marshall County Sheriff's Office	21-402-M0PT, Task 27-00-00	$23,150
Marshalltown Police Department	21-402-M0PT, Task 28-00-00	$14,000
Mason City Police Department	21-402-M0PT, Task 29-00-00	$7,750
Muscatine County Sheriff's Office	21-402-M0PT, Task 30-00-00	$44,450
Muscatine Police Department	21-402-M0PT, Task 31-00-00	$22,950
Nevada Public Safety Department	21-402-M0PT, Task 32-00-00	$21,360
Newton Police Department	21-402-M0PT, Task 33-00-00	$8,750
North Liberty Police Department	21-402-M0PT, Task 34-00-00	$17,450
Norwalk Police Department	21-402-M0PT, Task 35-00-00	$18,000
Pella Police Department	21-402-M0PT, Task 36-00-00	$6,300
Perry Police Department	21-402-M0PT, Task 37-00-00	$11,500
Pleasant Hill Police Department	21-402-M0PT, Task 38-00-00	$15,300

Polk City Police Department	21-402-M0PT, Task 39-00-00	$6,900
Polk County Sheriff's Office	21-402-M0PT, Task 40-00-00	$34,500
Scott County Sheriff's Office	21-402-M0PT, Task 41-00-00 Combo with 21-405b-M1PE, Task 08-00-00	$64,850
Sergeant Bluff Police Department	21-402-M0PT, Task 42-00-00	$10,050
Sioux City Police Department	21-402-M0PT, Task 43-00-00	$53,000
Story County Sheriff's Office	21-402-M0PT, Task 44-00-00	$21,050
University of Northern Iowa Police Department	21-402-M0PT, Task 45-00-00	$7,500
Urbandale Police Department	21-402-M0PT, Task 46-00-00 Combo with 21-405d-M6OT, Task 00-00-04	$19,000
Wapello County Sheriff's Office	21-402-M0PT, Task 47-00-00	$14,000
Warren County Sheriff's Office	21-402-M0PT, Task 48-00-00	$9,500
Waterloo Police Department	21-402-M0PT, Task 49-00-00	$51,400
West Des Moines Police Department	21-402-M0PT, Task 50-00-00 Combo with 21-405d-M6OT, Task 00-00-05	$37,500
Windsor Heights Police Department	21-402-M0PT, Task 51-00-00	$12,500
Woodbury County Sheriff's Office	21-402-M0PT, Task 52-00-00	$30,850
Blue Grass Police Department	21-402-M0PT, Task 00-01-00 Combo with 21-405d-M6OT, Task 02-00-00	$250
Buffalo Police Department	21-402-M0PT, Task 00-02-00 Combo with 21-405d-M6OT, Task 04-00-00	$250
Cedar Falls Public Safety	21-402-M0PT, Task 00-03-00 Combo with 21-405d-M6OT, Task 08-00-00	$500
Clinton County Sheriff's Office	21-402-M0PT, Task 00-04-00 Combo with 21-405d-M6OT, Task 09-00-00	$500
Epworth Police Department	21-402-M0PT, Task 00-05-00 Combo with 21-405d-M6OT, Task 12-00-00	$200
Evansdale Police Department	21-402-M0PT, Task 00-06-00 Combo with 21-405d-M6OT, Task 13-00-00	$500
Mount Vernon Police Department	21-402-M0PT, Task 00-07-00 Combo with 21-405d-M6OT, Task 18-00-00	$500
Princeton Police Department	21-402-M0PT, Task 00-08-00 Combo with 21-405d-M6OT, Task 19-00-00	$500
Vinton Police Department	21-402-M0PT, Task 00-09-00 Combo with 21-405d-M6OT, Task 23-00-00	$200
Washington County Sheriff's Office	21-402-M0PT, Task 00-10-00 Combo with 21-405d-M6OT, Task 25-00-00	$100
West Burlington Police Department	21-402-M0PT, Task 00-11-00 Combo with 21-405d-M6OT, Task 27-00-00	$500

Primary Countermeasure Strategy ID: Short-Term, High Visibility Enforcement

Planned Description: Funding through Section 402 Police Traffic Services will support overtime for high visibility and multi-jurisdictional enforcement efforts. Speed, impaired driving, safety belt violations, and other traffic violations will be addressed through these enforcement efforts. Enforcement presence helps to deter unsafe driving behaviors. Some agencies will also receive funding for educational overtime, travel and to help support the purchase of approved equipment.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit

2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	$1,578,500	$0.00	$1,578,500

Planned Activity Name: sTEP (special Traffic Enforcement Program)		
Unique Identifier/Planned Activity Number: 21-402-sTEP		
Intended Subrecipients:		
Adair County Sheriff's Office	21-402-M0PT, Task 60-00-00	$4,200
Adams County Sheriff's Office	21-402-M0PT, Task 60-10-00	$4,200
Afton Police Department	21-402-M0PT, Task 60-20-00	$3,000
Albia Police Department	21-402-M0PT, Task 60-30-00	$4,200
Algona Police Department	21-402-M0PT, Task 60-40-00	$4,200
Anamosa Police Department	21-402-M0PT, Task 60-50-00	$4,300
Armstrong Police Department	21-402-M0PT, Task 60-60-00	$4,200
Arnolds Park Police Department	21-402-M0PT, Task 60-70-00	$4,200
Atlantic Police Department	21-402-M0PT, Task 60-80-00	$4,200
Aurelia Police Department	21-402-M0PT, Task 60-90-00	$2,350
Avoca Police Department	21-402-M0PT, Task 61-00-00	$3,000
Belle Plaine Police Department	21-402-M0PT, Task 61-10-00	$4,300
Bellevue Police Department	21-402-M0PT, Task 61-20-00	$4,300
Bremer County Sheriff's Office	21-402-M0PT, Task 61-30-00	$4,200
Buchanan County Sheriff's Office	21-402-M0PT, Task 61-40-00	$4,200
Buena Vista County Sheriff's Office	21-402-M0PT, Task 61-50-00	$4,200
Butler County Sheriff's Office	21-402-M0PT, Task 61-60-00	$4,300
Carlisle Police Department	21-402-M0PT, Task 61-70-00	$3,910
Carroll Police Department	21-402-M0PT, Task 61-80-00	$3,100
Carter Lake Police Department	21-402-M0PT, Task 61-90-00	$3,050
Centerville Police Department	21-402-M0PT, Task 62-00-00	$4,200
Chariton Police Department	21-402-M0PT, Task 62-10-00	$3,895
Charles City Police Department	21-402-M0PT, Task 62-20-00	$4,200
Cherokee County Sheriff's Office	21-402-M0PT, Task 62-30-00	$4,300
Cherokee Police Department	21-402-M0PT, Task 62-40-00	$3,000
Chickasaw County Sheriff's Office	21-402-M0PT, Task 62-50-00	$4,200
Clarion Police Department	21-402-M0PT, Task 62-60-00	$4,200
Clarke County Sheriff's Office	21-402-M0PT, Task 62-70-00	$4,300
Clay County Sheriff's Office	21-402-M0PT, Task 62-80-00	$4,300
Clayton County Sheriff's Office	21-402-M0PT, Task 62-90-00	$4,200
Columbus Junction Police Dept.	21-402-M0PT, Task 63-00-00	$4,200
Crawford County Sheriff's Office	21-402-M0PT, Task 63-10-00	$4,200
Cresco Police Department	21-402-M0PT, Task 63-20-00	$3,500
Davis County Sheriff's Office	21-402-M0PT, Task 63-30-00	$4,100
Decatur County Sheriff's Office	21-402-M0PT, Task 63-40-00	$4,200
Decorah Police Department	21-402-M0PT, Task 63-50-00	$3,000
Denver Police Department	21-402-M0PT, Task 63-60-00	$3,000
Dickinson County Sheriff's Office	21-402-M0PT, Task 63-70-00	$4,200
Dunlap Police Department	21-402-M0PT, Task 63-80-00	$2,500
Durant Police Department	21-402-M0PT, Task 63-90-00	$4,300
Dyersville Police Department	21-402-M0PT, Task 64-00-00	$4,200
Dysart Police Department	21-402-M0PT, Task 64-10-00	$4,200
Eagle Grove Police Department	21-402-M0PT, Task 64-20-00	$4,200
Elkader Police Department	21-402-M0PT, Task 64-30-00	$3,000

Emmet County Sheriff's Office	21-402-M0PT, Task 64-40-00	$4,200
Emmetsburg Police Department	21-402-M0PT, Task 64-50-00	$4,200
Estherville Police Department	21-402-M0PT, Task 64-60-00	$4,200
Fairbank Police Department	21-402-M0PT, Task 64-70-00	$3,600
Farley Police Department	21-402-M0PT, Task 64-80-00	$3,800
Fayette Police Department	21-402-M0PT, Task 64-90-00	$4,300
Floyd County Sheriff's Office	21-402-M0PT, Task 65-00-00	$4,200
Forest City Police Department	21-402-M0PT, Task 65-10-00	$4,200
Franklin County Sheriff's Office	21-402-M0PT, Task 65-20-00	$4,200
Fremont County Sheriff's Office	21-402-M0PT, Task 65-30-00	$4,200
Gilbertville Police Department	21-402-M0PT, Task 65-40-00	$2,100
Glenwood Police Department	21-402-M0PT, Task 65-50-00	$4,000
Gowrie Police Department	21-402-M0PT, Task 65-60-00	$1,600
Grinnell Police Department	21-402-M0PT, Task 65-70-00	$4,300
Grundy Center Police Department	21-402-M0PT, Task 65-80-00	$1,700
Grundy County Sheriff's Office	21-402-M0PT, Task 65-90-00	$4,200
Guttenberg Police Department	21-402-M0PT, Task 66-00-00	$3,000
Hamilton County Sheriff's Office	21-402-M0PT, Task 66-10-00	$2,500
Hampton Police Department	21-402-M0PT, Task 66-20-00	$4,300
Hardin County Sheriff's Office	21-402-M0PT, Task 66-30-00	$4,200
Harrison County Sheriff's Office	21-402-M0PT, Task 66-40-00	$4,200
Hawarden Police Department	21-402-M0PT, Task 66-50-00	$2,450
Hinton Police Department	21-402-M0PT, Task 66-60-00	$4,200
Howard County Sheriff's Office	21-402-M0PT, Task 66-70-00	$4,200
Humboldt County Sheriff's Office	21-402-M0PT, Task 66-80-00	$4,200
Humboldt Police Department	21-402-M0PT, Task 66-90-00	$4,200
Ida County Sheriff's Office	21-402-M0PT, Task 67-00-00	$4,200
Independence Police Department	21-402-M0PT, Task 67-10-00	$4,300
Janesville Police Department	21-402-M0PT, Task 67-20-00	$1,500
Jefferson Police Department	21-402-M0PT, Task 67-30-00	$4,000
Jesup Police Department	21-402-M0PT, Task 67-40-00	$4,300
Jewell Police Department	21-402-M0PT, Task 67-50-00	$4,193
Jones County Sheriff's Office	21-402-M0PT, Task 67-60-00	$3,000
Keokuk County Sheriff's Office	21-402-M0PT, Task 67-70-00	$4,200
Kingsley Police Department	21-402-M0PT, Task 67-80-00	$4,300
LaPorte City Police Department	21-402-M0PT, Task 67-90-00	$3,100
Lansing Police Department	21-402-M0PT, Task 68-00-00	$4,200
LeMars Police Department	21-402-M0PT, Task 68-10-00	$4,300
Leon Police Department	21-402-M0PT, Task 68-20-00	$4,300
Lisbon Police Department	21-402-M0PT, Task 68-30-00	$4,200
Logan Police Department	21-402-M0PT, Task 68-40-00	$3,100
Louisa County Sheriff's Office	21-402-M0PT, Task 68-50-00	$4,300
Lucas County Sheriff's Office	21-402-M0PT, Task 68-60-00	$4,200
Lyon County Sheriff's Office	21-402-M0PT, Task 68-70-00	$4,300
Madison County Sheriff's Office	21-402-M0PT, Task 68-80-00	$4,300
Mahaska County Sheriff's Office	21-402-M0PT, Task 68-90-00	$4,280
Manchester Police Department	21-402-M0PT, Task 69-00-00	$2,399
Manning Police Department	21-402-M0PT, Task 69-10-00	$4,200
Manson Police Department	21-402-M0PT, Task 69-20-00	$4,300
Maquoketa Police Department	21-402-M0PT, Task 69-30-00	$2,400
Marcus Police Department	21-402-M0PT, Task 69-40-00	$3,100
Marengo Police Department	21-402-M0PT, Task 69-50-00	$4,300

Mar-Mac Police Department	21-402-M0PT, Task 69-60-00	$4,300
McCausland Police Department	21-402-M0PT, Task 69-70-00	$2,600
Melcher-Dallas Police Department	21-402-M0PT, Task 69-80-00	$4,300
Merrill Police Department	21-402-M0PT, Task 69-90-00	$4,200
Milford Police Department	21-402-M0PT, Task 70-00-00	$4,200
Mills County Sheriff's Office	21-402-M0PT, Task 70-10-00	$4,300
Missouri Valley Police Department	21-402-M0PT, Task 70-20-00	$4,300
Monona County Sheriff's Office	21-402-M0PT, Task 70-30-00	$4,200
Monroe Police Department	21-402-M0PT, Task 70-40-00	$4,300
Montgomery County Sheriff's Office	21-402-M0PT, Task 70-50-00	$4,200
Monticello Police Department	21-402-M0PT, Task 70-60-00	$1,950
Montrose Police Department	21-402-M0PT, Task 70-70-00	$3,100
Mount Pleasant Police Department	21-402-M0PT, Task 70-80-00	$4,200
Moville Police Department	21-402-M0PT, Task 70-90-00	$4,100
New Hampton Police Department	21-402-M0PT, Task 71-00-00	$4,200
Okoboji Police Department	21-402-M0PT, Task 71-10-00	$4,200
Osage Police Department	21-402-M0PT, Task 71-20-00	$4,200
Osceola County Sheriff's Office	21-402-M0PT, Task 71-30-00	$4,300
Osceola Police Department	21-402-M0PT, Task 71-40-00	$4,300
Oskaloosa Police Department	21-402-M0PT, Task 71-50-00	$4,280
Page County Sheriff's Office	21-402-M0PT, Task 71-60-00	$4,200
Palo Alto County Sheriff's Office	21-402-M0PT, Task 71-70-00	$4,200
Panora Police Department	21-402-M0PT, Task 71-80-00	$4,200
Peosta Police Department	21-402-M0PT, Task 71-90-00	$4,300
Pleasantville Police Department	21-402-M0PT, Task 72-00-00	$2,000
Plymouth County Sheriff's Office	21-402-M0PT, Task 72-10-00	$4,200
Pocahontas Police Department	21-402-M0PT, Task 72-20-00	$4,200
Poweshiek County Sheriff's Office	21-402-M0PT, Task 72-30-00	$4,200
Prairie City Police Department	21-402-M0PT, Task 72-40-00	$4,300
Red Oak Police Department	21-402-M0PT, Task 72-50-00	$4,200
Sac City Police Department	21-402-M0PT, Task 72-60-00	$3,000
Sac County Sheriff's Office	21-402-M0PT, Task 72-70-00	$4,200
Shenandoah Police Department	21-402-M0PT, Task 72-80-00	$3,000
Sioux Center Police Department	21-402-M0PT, Task 72-90-00	$4,200
Spencer Police Department	21-402-M0PT, Task 73-00-00	$4,200
Story City Police Department	21-402-M0PT, Task 73-10-00	$2,020
Strawberry Point Police Department	21-402-M0PT, Task 73-20-00	$2,000
Tama County Sheriff's Office	21-402-M0PT, Task 73-30-00	$4,300
Taylor County Sheriff's Office	21-402-M0PT, Task 73-40-00	$4,300
Tipton Police Department	21-402-M0PT, Task 73-50-00	$4,255
Toledo Police Department	21-402-M0PT, Task 73-60-00	$4,300
Tripoli Police Department	21-402-M0PT, Task 73-70-00	$4,192.05
Wapello Police Department	21-402-M0PT, Task 73-80-00	$4,300
Washington Police Department	21-402-M0PT, Task 73-90-00	$4,300
Wayne County Sheriff's Office	21-402-M0PT, Task 74-00-00	$4,200
Webster County Sheriff's Office	21-402-M0PT, Task 74-10-00	$4,300
West Union Police Department	21-402-M0PT, Task 74-20-00	$4,300
Williamsburg Police Department	21-402-M0PT, Task 74-30-00	$4,200
Winnebago County Sheriff's Office	21-402-M0PT, Task 74-40-00	$3,150
Winterset Police Department	21-402-M0PT, Task 74-50-00	$4,200
Woodbine Police Department	21-402-M0PT, Task 74-60-00	$3,000
Woodward Police Department	21-402-M0PT, Task 74-70-00	$4,150

Worth County Sheriff's Office	21-402-M0PT, Task 74-80-00	$4,200

Primary Countermeasure Strategy ID: Short-Term, High Visibility Enforcement

Planned Description: Iowa's sTEP program is an enforcement and educational effort to increase safety belt and child restraint use and reduce impaired driving to ultimately bring a reduction to collisions, injuries and fatalities on Iowa's roadways. The design of the program allows for the smaller, rural community enforcement agencies to receive overtime funding to work five specific enforcement waves; three of which coincide with the national mobilizations. Grantees receiving funding under the sTEP program will be required to work the five scheduled enforcement waves and during the funded year, conduct a minimum of one pre- and one post-wave observational seat belt usage survey. Agencies are encouraged to work with media to help spread awareness to traffic safety issues.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services	$576,124.05	$0.00	$0.00

Countermeasure Strategy: Traffic Safety Training

Program Area: Police Traffic Services

Project Safety Impacts

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

Linkage Between Program Area

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

Rationale

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

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402 Conference	GTSB Conference

Planned Activity Name: GTSB Conference

Unique Identifier/Planned Activity Number: 21-402 Conference

Intended Subrecipients: Iowa State University, Conference Planning and Management

Primary Countermeasure Strategy ID: Traffic Safety Training

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

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

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

1. As part of the above process, an overall structure will be developed including concept development, identification of priorities and training, the appropriate formats for sessions, budget development and pricing structures for the event.
2. CPM will develop a timeline for all project deliverables and manage the execution of those items.
3. CPM will host and populate a conference website, coordinate all registration functions for the conference and handle all registrant payment and processing.
4. The two agencies will jointly collaborate to market the conference to attendees and exhibitors.
5. CPM secures lodging options, and acts as a housing bureau for the conference-saving costs by rooming attendees together for cost share and eliminating risk by managing blocks to minimize attrition.
6. CPM will identify venues, negotiate contracts and manage facility logistics.
7. To ensure a successful conference, we coordinate speaker arrangements including travel and audio-visual needs. In addition, will work to develop and produce all participant materials.

The university oversees the design, collection and tabulation of evaluations to ensure that conference programming is on point with the needs of its constituents. This feedback is folded into future planning to ensure that the conference provides relevance and value. Grant funds are used to support the above activities, and the related costs for deliverables-room rental, speak travel/fees, registration materials, lodging stipends as per established guidelines, are supported by grant funds, with attendees and exhibitors providing complementary revenue streams to support food and beverage expenses.

Metrics to measure the conference success outside of the fiscal performance, attendance and evaluation reviews, are managed by the GTSB office. An annual review of the services for efficiency, performance and measure as to the success of GTSB goals is held post conference. Conference attendance has been a great indicator of the need for this conference. Attendance has maintained an average of 262 attendees over the past 5 years.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	$23,334	$0.00	$11,667
2019	FAST Act NHTSA 402	Alcohol (FAST)	$23,332	$0.00	$11,666
2019	FAST Act NHTSA 402	Occupant Protection (FAST)	$23,334	$0.00	$11,667

Program Area: Roadway Safety/Traffic Engineering

Description of Highway Safety Problems

Iowa recognizes engineering as an important component to an effective traffic safety program. Section 402/Roadway Safety funding allows for collaborative highway safety activities related to the roadway environment to develop and implement systems and procedures for carrying out safety construction and operation improvements. Iowa's traffic records system supports such efforts through strong data systems which allow for the identification of crash locations and for maintaining surveillance of those locations having high crash rates. Data supports the corrective actions and recommendations made in engineering and enforcement efforts.

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	1,370.8
2021	C-3) Fatalities/100 M VMT (FARS, FHWA)	2021	5 Year	0.983

Countermeasure Strategies in Program Area

MDST
Safety Circuit Rider
TEAP

Countermeasure Strategy: Multiple Disciplinary Safety Teams

Program Area: Roadway Safety/Traffic Engineering

Project Safety Impacts

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

Linkage Between Program Area

Due to the variety of disciplines represented and involved in MDSTs, there is an opportunity for networking. The statewide MDST program can also assist with a number of technical services that can further develop existing safety groups, establish new relationships, and foster growth of innovative and effective safety practices within the transportation community and the state of Iowa. One of the program's main goals is the interagency collaboration and information exchange. This approach will improve communication on technical transportation issues among professionals from local governments, cities, counties, metropolitan planning organizations and regional entities, and the DOT statewide. Some of the services the MDST program assists with include the following:

1. Provide technical brief, technical reports and research documentation
2. Provisions for technical and safety workshops
3. Outreach and technical services
4. Traffic safety assessments

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

Rationale

By coordinating communication and collaborating with other stakeholders, MDST participants gain a broader perspective on safety issues and learn best practices from professionals outside their area of expertise. This ultimately leads to the development of solutions that may not have been considered otherwise. MDSTs should be considered as a proactive roadway safety outreach program which establish strong communication channels amongst participants.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M0RS, Task 02-00-00	Multiple Disciplinary Safety Teams

Planned Activity Name: Multiple Disciplinary Safety Teams

Unique Identifier/Planned Activity Number: 21-402-M0RS, Task 02-00-00

Intended Subrecipient: Iowa State University, Institute for Transportation

Primary Countermeasure Strategy ID: Multiple Disciplinary Safety Teams

Planned Description: One of the program's main goals is interagency collaboration and information exchange. This approach will improve communication on technical transportation issues among professionals from local government, cities, counties, metropolitan planning organizations and regional entities and the DOT statewide. The program also assists MDSTs by providing technical brief, technical reports, and research documents; technical and safety workshops; outreach and technology services and traffic safety assessments.

The statewide MDST program facilitator will continue with the following initiatives with existing and new MDSTs:

a. Promotion of the ongoing growth of a traffic safety culture in Iowa.
b. Work with GTSB, DOT and other agencies to provide appropriate topics, presentations, crash maps, GIS data, workshops, contacts, and requested safety analysis for MDST meetings.
c. Attendance and involvement with meetings to keep current on safety related information and issues, as well as current research projects and studies to share with safety partners and MDST attendees.
d. Facilitation of multi-disciplinary processes to identify safety issues and improvements.
e. Provide assistance, information, and support to promote and enhance the formation and active participation of area agencies in MDSTs.
f. Ongoing development and/or evolution of each MDST.
g. Update MDST website (to be used as a tool and resource for MDSTs and their members).
h. Develop marketing material to promote MDST program.
i. Participate in association meetings and conferences and provide safety presentations, demonstrations, and moderator services when requested.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Roadway Safety	$20,000	$4,000	$20,000

Countermeasure Strategy: Safety Circuit Rider
Program Area: Roadway Safety/Traffic Engineering

Project Safety Impacts

The Safety Circuit Rider program provides multidisciplinary training, outreach, and evaluation across Iowa through a variety of activities. The circuit rider provides training in transportation safety to local agencies across the State of Iowa in such topics as roadway and roadside safety, work zones and flagging, and permanent signing and pavement markings from the Manual on Uniform Traffic Control Devices (MUTCD). The program also provides information and advice on engineering problems and concerns related to traffic safety and operation al issues. The circuit rider also organizes multidisciplinary workshops and safety assessments that facilitate collaboration between the engineering and law enforcement communities. Such activities promote traffic safety throughout the state and provide local agencies with outreach and support.

Linkage Between Program Area

The Safety Circuit Rider program helps to improve the safety knowledge of the local government employees and workshop participants which allows for connectivity between stakeholders.

In FFY 2021, the Safety Circuit Rider program will provide support for the GTSB highway and pedestrian safety efforts through roadway and pedestrian safety assessments.

Rationale

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

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M0RS, Task 01-00-00	Safety Circuit Rider

Planned Activity Name: Safety Circuit Rider
Unique Identifier/Planned Activity Number: 21-402-M0RS, Task 01-00-00
Intended Subrecipient: Iowa State University
Primary Countermeasure Strategy ID: Safety Circuit Rider
Planned Description: In FFY 2021, funds will be utilized to train approximately 360 local transportation staff annually through a safety circuit rider program under an LTAP-approved work plan from FHWA and the Iowa DOT. This includes provision of training courses, workshops and presentations for state and local transportation staff on safety-related topics (e.g. work zone flagger, Local Road Safety Workshops, safety countermeasures, etc.) Organize and coordinate up to ten multidisciplinary Road Safety Assessments (RSA) efforts for GTSB and local agencies on request. Provide multidisciplinary technical assistance to and feedback on safety-related questions received from local transportation staff and manage safety-related equipment loan program. Provide support for the GTSB highway and pedestrian safety efforts, through safety assessments and other multidisciplinary safety intervention efforts, and coordinate with local agency engineers when necessary. Participate in association meetings and conferences and provide safety

presentations, demonstrations, and moderator services when requested. Print and provide necessary training materials.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Roadway Safety	$60,000	$12,000	$60,000

Countermeasure Strategy: Traffic Engineering Assistance Program

Program Area: Roadway Safety/Traffic Engineering

Project Safety Impacts

The Traffic Engineering Assistance Program (TEAP) provides traffic and safety expertise to counties and smaller cities in Iowa that do not have the resources to justify a fill-time traffic engineering staff. Through TEAP, traffic engineering analyses are conducted on high crash locations and corrective measures are developed to reduce the number and severity of traffic crashes. The analysis of roadway-related crash information applies engineering principles in identifying highway design and/or safety operations improvements that will address the crash problem. The studies foster an ongoing dialogue among all disciplines of traffic safety including engineers, enforcement, and traffic data professionals, which in turn promotes a multi-disciplinary approach to addressing highway safety issues which focus on comprehensive solutions to identified problems. Operational improvements include the coordination and consideration of law enforcement such as detour routes and law enforcement cross-overs. Studies and recommendations also consider statewide quick clearance policies. This program will allow the Iowa DOT to have two consultants on-call to do traffic engineering studies as well as a consultant to perform roundabout reviews for all sized communities. Traffic engineer consultants will conduct interviews with local stakeholders, gather roadway, crash, and enforcement data, analyze information, and identify cost-effective traffic safety and operational improvements. Each TEAP study involves the community and all interested parties, analysis of current conditions, identification and recommendations of improvements, and identification of potential funding sources to help guide local governments toward implementation. TEAP studies may be request by unites of government based on input from elected officials, enforcement personnel, engineering staff and/or citizens.

Linkage Between Program Area

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

Rationale

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

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M0RS, Task 03-00-00	TEAP

Planned Activity Name: Traffic Engineering Assistance Program (TEAP)
Unique Identifier/Planned Activity Number: 21-402-M0RS, Task 03-00-00
Intended Subrecipient: Iowa Department of Transportation, Office of Traffic and Safety
Primary Countermeasure Strategy ID: Traffic Engineering Assistance Program
Planned Description: The Traffic Engineering Assistance Program (TEAP) provides traffic and safety expertise to counties and smaller cities in Iowa that do not have the resources to justify a fill-time traffic engineering staff. Through TEAP, traffic engineering analyses are conducted on high crash locations and corrective measures are developed to reduce the number and severity of traffic crashes. The analysis of roadway-related crash information applies engineering principles in identifying highway design and/or safety operations improvements that will address the crash problem. The studies foster an ongoing dialogue among all disciplines of traffic safety including engineers, enforcement, and traffic data professionals, which in turn promotes a multi-disciplinary approach to addressing highway safety issues which focus on comprehensive solutions to identified problems. Operational improvements include the coordination and consideration of law enforcement such as detour routes and law enforcement cross-overs. Studies and recommendations also consider statewide quick clearance policies. This program will allow the Iowa DOT to have two consultants on-call to do traffic engineering studies as well as a consultant to perform roundabout reviews for all sized communities. Traffic engineer consultants will conduct interviews with local stakeholders, gather roadway, crash, and enforcement data, analyze information, and identify cost-effective traffic safety and operational improvements. Each TEAP study involves the community and all interested parties, analysis of current conditions, identification and recommendations of improvements, and identification of potential funding sources to help guide local governments toward implementation. TEAP studies may be request by unites of government based on input from elected officials, enforcement personnel, engineering staff and/or citizens. The results to be attained though this project are to provide as many counties and towns/cities as possible with traffic engineering studies to help identify solutions to their traffic operations and safety problems. The results will be measured by the number of studies completed.
Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Roadway Safety	$130,000	$26,000	$130,000

Program Area: Teen Traffic Safety Program

Description of Highway Safety Problems

In 2018, 44 drivers age 20 or younger were involved in fatal crashes. Over the past five years (2014-2018), a linear trend is showing a decrease in the number of drivers age 20 or younger involved in fatal crashes. Despite a downward trend, motor vehicle crashes remain the leading cause of death for 14-18 year olds in Iowa and throughout the United States.

Young drivers are at a high crash risk for two main reasons. First, they are inexperienced as they are just learning to drive. The mechanics of driving require much of their attention, so safety considerations sometimes become secondary. They do not have experience in recognizing potentially risky situations or in controlling their vehicles in these situations. Second, normal adolescent development involves an increase in novelty seeking and risk-taking behaviors. Inexperience makes certain circumstances more dangerous for younger drivers. They struggle judging gaps in traffic, driving the right speed for conditions and turning safely. In addition, immaturity increases the likelihood of young drivers putting themselves in risky circumstances that can often result in fatal or serious injury crashes, such as speeding, impairment, or distraction.

Iowa has a graduated driver's license (GDL) system for drivers under age 18. Iowa's GDL program was implemented in 1999. The GDL program is designed to provide experience to young drivers as they improve skills and confidence behind the wheel. Iowa's GDL includes three steps that provide experience to improve driving skills. These steps include:

Step 1 – Instruction Permit
Optional – Minor School License
Step 2 – Intermediate License
Step 3 – Full License

In 2018, there were 221,842 licensed drivers between the ages of 14 and 20.

Young Drivers is listed as a Safety Emphasis Area within the State Strategic Highway Safety Plan (2019-2023).

Associated Performance Measures

Fiscal Year	Performance Measure Name	Target End year	Target Period	Target Value
2021	C-1) Number of traffic fatalities (FARS)	2021	5 Year	336.8
2021	C-2) Number of serious injuries in traffic crashes (State crash data files)	2021	5 Year	1370.8
2021	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2021	5 Year	91
2021	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2021	5 Year	89
2021	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2021	5 Year	48
2021	B-1)Observed seat belt use for passenger vehicle, front seat outboard occupant (survey)	2021	Annual	94.7

Countermeasure Strategies in Program Area

School and Community Programs Focusing on Teen Drivers

Countermeasure Strategy: School and Community Programs Focusing on Teen Drivers

Program Area: Teen Traffic Safety Program

Project Safety Impacts

Using methods such as music, rap and social media, traffic safety education can be provided to teens. Programs will include the development of school administration approved traffic safety based curriculum for students to apply themselves to during in-school sessions, engaging student grades 9-12. Utilizing tools such as impaired vision goggles, sobriety field testing and in particular the desktop driving simulation enhances student participation.

Linkage Between Program Area

Educating the public about traffic safety is an emphasis area in the State Strategic Highway Safety Plan. Though educational and awareness efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture.

Rationale

In 2018, drivers age 20 and under involved in fatal crashes, represented 14% of all traffic fatalities in the state for the year. As traffic fatalities continue to be the number one cause of death among teens, it is critical that we remain vigilant in providing education to this vulnerable age group in hopes they develop positive driving behaviors that they can carry forward for the rest of their lives.

Young Drivers is listed as a Safety Emphasis Area within the State Strategic Highway Safety Plan (2019-2023).

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-402-M0TSP, Task 01-00-00	Choices Matter

Planned Activity Name: Choices Matter					
Unique Identifier/Planned Activity Number: 21-402-M0TSP, Task 01-00-00					
Intended Subrecipient: Alliance Highway Safety					
Primary Countermeasure Strategy ID:					
In FFY 2021, Alliance Highway Safety will provide a youth program entitled “Choices Matter”. The “Choices Matter” initiative is a life-changing program using personal stories and interactive materials to inspire students to make the right choices while behind the wheel. “Choices Matter” will be presented at a minimum of 10 high schools in the state of Iowa. Each program includes a guest speaker that shares their story of personal involvement in a tragic traffic crash that ultimately changed their life. The program will incorporate hand-on activities that include the utilization of fatal vision goggles and driving simulators. The program will also provide the schools participating in the program/campaign with materials such as posters, banners, and digital media so the message can continue to influence and remind students. The digital media includes sample morning announcements that can be utilized by the school, sample school newspaper op-ed, parent-teen driving contract, and letter to the parents. Students will also be asked to participate in a survey.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Teen Safety Program	$40,000	$0.00	$0.00

Program Area: Traffic Records

Description of Highway Safety Problems

Since the creation of the Statewide Traffic Records Coordinating Committee (STRCC) in 1994, Iowa has been unified in promoting traffic records data improvement. STRCC membership is comprised of a diverse group of traffic safety professionals, who understand the need for quality traffic safety data. The need for quality records analysis/accessibility is even more pronounced in light of the FAST-Act legislation which repress projects to be data driven.

Traffic records systems are a complex network of programs and systems involving numerous agencies that collect, report, maintain, an analyze data involving many highway safety related processes, methods and component systems. Iowa's traffic records system is comprised of six core data systems: Crash, Driver, Vehicle, Roadway, Citation/Adjudication, and EMS/Injury Surveillance. The data systems are managed by a variety of agencies so it is critical that systems integrate and link for effectiveness. Performance attributes of timeliness, accuracy, completeness, uniformity, integration, and accessibility are tied to the six core systems and are core to data-related projects. Section 405c projects will comply with national data standards when appropriate, such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), Crash Outcome Data Evaluation System (CODES), and Model Inventory of Roadway Elements (MIRE).

The most recent Traffic Records Assessment was conducted in 2015 by the NHTSA Technical Assessment Team. The assessment consisted of 391 questions which were answered by Iowa's subject matter experts. The analysis provided by NHTSA Traffic Records experts provided for an in-depth peer review of Iowa's Traffic Records System. The state's responses were rated again the assessment's "ideal system" and were categorized as "Meeting the Ideal", "Partially Meeting the Ideal", and "Not Meeting the Ideal". The following recommendations were made by the assessment team:

- Crash
  - Improve the data quality control program for the crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Vehicle
  - Improve the procedures/process flows for the vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Improve the data quality control program for the vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Driver
  - Improve the data dictionary for the driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
  - Improve the data quality control program for the driver data system to reflect best prates identified in the Traffic Records Program Assessment Advisory.
- Roadway
  - Improve the data dictionary for the roadway data system to reflect best practices identified in the traffic records Program Assessment Advisory.
  - Improve the data quality control program for the roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Citation/Adjudication
  - Improve the data quality control program for the citation and adjudication system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- EMS/Injury Surveillance

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

- Data Use and Integration
  - Improve the traffic records system capacity to integrate data to reflect best practices identified in the Traffic Records Program Assessment Advisory.

STRCC membership continues to struggle with what is believed to be "vague" recommendations from the 2015 Traffic Records Assessment. Some partners continue to struggle with how to move forward with several of the recommendations for the most overall improvement of traffic records in the state. Initial movement has been made to have the STRCC Guidance Team become more engaged to help guide projects and select recommendations that should be further reviewed for possible implementation. The state's next Traffic Records Assessment is scheduled to convene in August 2020.

During FFY 2021, the STRCC Guidance Team needs to be reformed to help guide projects and discuss recommendations for possible implementation.

NHTSA Region 7 is currently in the process of further developing peer-to-peer relationships with other Traffic Records Coordinators in the Region. The state is looking forward to participating in meetings and conferences as they are planned to further improve traffic records programs and projects.

Countermeasure Strategies in Program Area

State Traffic Safety Information System Improvement Grants

Countermeasure Strategy: State Traffic Safety Information System Improvement Grants

Program Area: Traffic Records

Project Safety Impacts

The State of Iowa's crash and roadway databases are considered quite comprehensive. Concerted efforts will continue to be made to make the associated data more readily available to a wide audience and potential users.

Projects funded through Section 405c focus on continuous improvements in the performance attributes of timeliness, accuracy completeness, uniformity, integration, and accessibility and support the recommendations from the 2015 Traffic Records Assessment.

Linkage Between Program Area

The GTSB manages Section 405c money for projects that have a specific focus to improve Iowa's overall traffic records system. Funding supports improvements within the core datasets of Crash, Roadway, Driver, Citation/Adjudication, Vehicle, and EMS/Injury Surveillance. Goals for projects must address a minimum of one performance attribute in the area of accuracy. Completeness, integration, timeliness, uniformity, and accessibility for quantifiable improvements.

Comprehensive data is utilized for highway safety decisions in Iowa. Therefore, data must be accurate and complete. Analysis of data provides for a starting point to understand factors that may have contributed to traffic crashes. Iowa continues to improve the overall traffic records system through the support of the Statewide Traffic Records Coordinating Committee (STRCC) and with the development of the Traffic Records Strategic Plan. Data is also the foundation for the development of the Highway Safety Plan and the State Strategic Highway Safety Plan.

Rationale

Comprehensive data is utilized for highway safety decisions in Iowa. Therefore, data must be accurate and complete. Analysis of data provides for a starting point to understand factors that may have contributed to traffic crashes. Iowa continues to improve the overall traffic records system through the support of the Statewide Traffic Records Coordinating Committee and with the development of the Highway Safety Plan, State Strategic Highway Safety Plan and the Traffic Records Strategic Plan. The projects that are supported through Section 405c funding will steadily increase Iowa's Traffic Records System. Strategies will focus around the recommendations of the most recent Traffic Records Assessments. It should be noted, however, that improvements to data systems may be on-going over a period of time. One of the primary goals in regard to data is accessibility of useful data for the end-user.

Planned Activities in Countermeasure Strategy

Unique Identifier	Planned Activity Name
21-405c-M3DA, Task 02-00-00	Iowa Traffic and Criminal Software (TraCS)
21-405c-M3DA, Task 03-00-00	Roadway Safety Data, Collection, Maintenance, Analysis Tools, Training
21-405c-M3DA, Task 01-00-00	Driver Behavior and Medical Outcomes Data Improvement Grant
21-405c-M#DA, Task 04-00-00	CJJP – Data Linkage
21-405c-M3DA, Task 05-00-00	Iowa Traffic Safety Data Services
21-405c-M3DA, Task 06-00-00	EMS Data Improvement
21-405d-FDL*IS, Task 01-00-00	Data Integration and Quality Monitoring for High-Risk and Vulnerable Road Users
21-405d-FDL*IS, Task 02-00-00	Text Analysis of Crash Report Narratives to Evaluate Crash Data Quality

Planned Activity Name: Iowa Traffic and Criminal Software (TraCS)
Unique Identifier/Planned Activity Number: 21-405c-M3DA, Task 02-00-00
Intended Subrecipient: Iowa Department of Transportation, Office of Motor Vehicle Enforcement
Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants
Planned Description: TraCS is a data collection, reporting and records management system (RMS) for the public safety community to use to streamline and automate the capture and transmission of critical information from local agencies to other members of the criminal justice enterprise. Among other things, the Iowa TraCS package includes components for crash reporting, citation issuance, issuing of warning tickets, operating while intoxicated reporting, commercial motor vehicle inspections, field investigative reports, complaint and affidavit reporting, and more. Section 405c funding will be used to maintain a remote support capacity for the TraCS team which increases efficiency as less travel time is required to support and maintain the TraCS software. This will enhance their capability to provide installation, training, and support as efficiently as possible. Additionally, these funds will be used to subcontract for technical support from service providers who will develop, maintain, and provide overall software maintenance for the TraCS program in Iowa. These subcontractor activities will provide Iowa with adequate programming and support to carry out essential TraCS activities throughout the state. Project activities in FFY 2021 to include: 1. Providing a remote staff support capability which will allow for staff to provide installation, training, and support activities more efficiently. 2. Electronic crash reporting will be expanded and enhanced by providing technical and field support for TraCS through training events, workshops and meetings. 3. In-field crash location improvements and enhancement will be provided through modifications to the crash location software. 4. Research modifications to the crash report to enable the collection of Traffic Incident Management (TIM) data. 5. Continue to develop, test, and deploy a Drug Recognition Expert (DRE) evaluation form in TraCS. 6. The number of agencies utilizing TraCS to complete and submit traffic citations electronically through the State's CJIS network to the State's court system will be increased.

7. The number of agencies submitting crash reports electronically through TraCS will be expanded.
8. The number of agencies utilizing TraCS Web Services for reporting crashes, citations, and complaint and affidavits will be expanded.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	$100,000	$20,000	$0.00

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

Unique Identifier/Planned Activity Number: 21-405c-M3DA, Task 03-00-00

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

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

Planned Description: Through a partnership with the Iowa Department of Transportation, three projects are planned which will be supported with Section 405c funds. Specific project activities to include:

1. Iowa Crash Analysis Tool (ICAT) Enhancements and Training – This proposed project will address the need for more fast and friendly data review and analysis by adding data dashboards to the ICAT webpage. The data dashboards will visually track analyze, and display common data filters, such as: crash severity, non-motorists, seat-belt use, driver impairment/distraction, and vehicle configuration. Training will need to be provided to potential users and will be customized for various audiences.
2. Database Completion, Maintenance, and Use – The proposed projects will fulfill the following activities: Complete and maintain the intersection, interchange, and horizontal curve databases, expand identification of roadway safety countermeasures, improve accessibility and utilization of roadway safety data, and conduct research studies.
3. Improvement of Data Documentation and Quality Assurances – This project aims to maintain and improve upon the transparency, accessibility, documentation, and quality assurance process of Iowa DOT crash data. These improvements will help to improve efficiency of data requests for roadway safety studies. Specifically this project will focus on updating/maintaining crash data dictionaries and improving crash data request workflows.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	$158,000	$31,600	$0.00

Planned Activity Name: CJJP – Data Linkage

Unique Identifier/Planned Activity Number: 21-405c-M3DA, Task 04-00-00

Intended Subrecipient: Iowa Department of Human Rights, Criminal and Juvenile Justice Planning

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

Planned Description: CJJP will continue to utilize a software tool (Universe Platter) to help extract the table/field elements that would establish a data dictionary for availability to outside entities. CJJP has developed the "shell" for both adult charges and convictions, and will continue working with the Judicial Branch to complete these data dictionaries.

CJJP will continue to work with collecting additional years of BAC data from DOT into the Justice Data Warehouse (JDW) and update existing reports or develop new as data becomes available. This could provide for futuristic research and analysis capabilities that utilize court citation and crash data, and may provide for other research opportunities. It

is important to note, the activities proposed for this specific project continue to enhance the collection and integration of BAC data into the JDW.

CJJP will continue to look at record completeness and accuracy. This is considered to be an on-going and sustained effort. The development of reports and queries, as well as research will be a way to review accuracy, develop metrics, and work with the Judicial Branch and law enforcement to ensure correct and valid data is being entered into the Case Management System.

CJJP will also conduct research on traffic-related citation data, will research performance measures, and will work with partners in making connections to assist with issues related to missing or incomplete data so that accuracy of data can be improved.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	$35,000	$7,000	$0.00

Planned Activity Name: Iowa Traffic Safety Data Services (ITSDS)

Unique Identifier/Planned Activity Numbers: 21-405c-M3DA, Task 05-00-00 & 21-405d-FDL*IS, Task 00-04-00

Intended Subrecipient: Iowa State University, ITSDS

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

Planned Description: ITSDS supplements and facilities crash data accessibility and data integration, providing agencies, organizations and individuals with crash data expertise and resources. ITSDS serves the gap between what safety data users can gather for themselves, and what they can obtain from experts. It also serves as a resource to those lacking the necessary knowledge and experience to effectively assimilate and present crash data. ITSDS provides guidance using existing tools, such as the Iowa Crash Analysis Tool (https://icat.iowadot.gov/), and accessing datasets which may help satisfy their needs. ITSDS will provide support to an "on demand" basis for ad hoc requests. ITSDS will also support semi-regular and special projects for various agencies. Through ITSDS support, agencies may identify strategies to help reduce crash frequency and severity. ITSDS supports anyone needing to use crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations or increasing traffic safety awareness. The expected impact of this project is increased use of safety data in decision making and resource allocation, particularly in the areas of engineering, law enforcement, education and public health.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	$100,000	$20,000	$0.00
2017	FAST Act 405d Impaired Driving Low	405d Low Identification and Surveillance	$5,000	$0.00	$0.00

Planned Activity Name: EMS Data Improvement

Unique Identifier/Planned Activity Numbers: 21-405c-M3DA, Task 06-00-00 & 21-405d-FDL*EM, Task 00-01-00

Intended Subrecipient: Iowa Department of Public Health, Bureau of Emergency and Trauma Services

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

Planned Description: The Iowa Department of Public Health, Bureau of Emergency and Trauma Services (BETS) will continue to emphasize and provide Quality Assurance/Quality Improvements (QA/QI) and Continuous Quality Improvement (CQI) guidance and report analysis to local EMS programs, services areas and statewide offices. Some of the performance measure improvements include an emphasis on completeness of data and the resulting issues affecting data accessibility and timeliness.

Specific project activities for FFY 2021 will include:

1. Continue to develop and distribute EMS program CQI training with an emphasis on performance measures of completeness, timeliness, and accessibility. This includes providing EMS registry training on CQI setup, creating state templates services can use for their own CQI, and instruction on CQI Report and CQI Review.
2. Provide custom performance measure reports to individual services as they learn and develop their own QA/QI projects. These reports will provide the services with a starting point on how to complete their data is and how they compare against similar sized services and counties.
3. Provide aggregate reports to Iowa's "Service Areas" which are formal bodies of EMS services within a multi-county area that share information resources. The reports will reflect performance measure summaries of each service within the Service Area.
4. Using myriad tools available in the EMS incident registry, modify state incident forms to auto-fill where possible with an emphasis on mandatory fields as well as others that are relevant to QA/QI.

Funding in FFY 2021 is specified for one full-time coordinator to complete the above mentioned activities.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	$64,161	$0.00	$0.00
2017	FAST Act 405d Impaired Driving Low	405d Low Emergency Medical Services	$65,561	$0.00	$0.00

Planned Activity Name: Data Integration and Quality Monitoring for High-Risk and Vulnerable Road Users

Unique Identifier/Planned Activity Number: 21-405d-FDL*IS, Task 01-00-00

Intended Subrecipient: University of Iowa, Injury Prevention Research Center (IPRC)

Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement

Planned Description: This project will focus on the crash and justice data related to the adjudication process (rates, sentences, and by jurisdiction/spatial distribution) of drivers involved in speeding-related and distraction-related crashes. This will involve the refinement of methodology to follow a charge data through to conviction and sentencing data, to better understand how data are connected and how this can inform outcomes. IPRC will also investigate the data related to charges that are dismissed. IPRC will specifically focus on data that involve speeding and distraction-related citations and crashes. The data integration and processing methods developed from this study will be useful to study the adjudication process of other driver populations and other specific offense types or crash types. All data will be assessed for completeness and uniformity and the overall process will be assessed for completeness and uniformity and the overall process will be assessed for timeliness and accessibility.

Another separate part of this project will involve evaluation of accessibility, completeness, and uniformity of warnings and citations data, specifically for assessing the impact of issuing warnings versus citations on subsequent citations and crashes. IPRC will prospectively examine data to follow drivers issued warnings, using data from the State Patrol, and compare time to next contact with police officers to drivers who receive a charge.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Identification and Surveillance	$40,000	$0.00	$0.00

Planned Activity Name: Text Analysis of Crash Report Narratives to Evaluate Crash Data Quality

Unique Identifier/Planned Activity Number: 21-405d-FDL*IS, Task 02-00-00

Intended Subrecipient: University of Iowa, National Driving Simulator

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

Planned Description: The 2015 Traffic Records Assessment recommended improvements in the data quality control program for the crash data system. This project will investigate different approaches to extracting information from the crash narratives in order to propose performance metrics and additions to the quality control program to improve the accuracy and completeness of crash system data, potentially in an automatic way with minimal human intervention. Text analysis refers to techniques for automatically processing unstructured text and is a promising approach for improving the quality of crash data, for example, by flagging crash reports that have incorrect or missing coded fields relative to information included in narrative text.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405d Impaired Driving Low	405d Low Identification and Surveillance	$30,000	$0.00	$0.00

Planned Activity Name: Driver Behavior and Medical Outcomes Data Improvement

Unique Identifier/Planned Activity Number: 21-405c-M3DA, Task 01-00-00

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

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

Planned Description: The Iowa Department of Transportation will subcontract with the University of Iowa Injury Prevention Research Center (IPRC) to complete this project. IPRC will address the need for continued and increased integration of Iowa DOT crash data and medical data for supporting new and innovation collaborations between researchers and practitioners, as well as well as more data on the cost and nature of injury than is available in the crash records alone. This project will also address the need for continuing data linkages for the Iowa Crash Outcome Data Systems (CODES), which links crash, hospital (inpatient and outpatient), and death data. Finally, the project will monitor and provide feedback on the data quality, for the Iowa DOT Enhanced Medical Referral and Evaluation Management System (EMREMS), which is a system that tracks driving licensure decisions (e.g., restrictions, denial) following a request for a driving performance evaluation. Specific project activities for FFY 2021 will include:

1. The IPRC will expand accessibility of the crash data for the examination of high priority crash topics and behavioral and medical outcomes.
2. The IPRC will maintain and identify new data sources for integration with crash data for in-depth research on behavioral and medical outcomes.
3. The IPRC will update and maintain the Crash Outcomes Medical Data System (CODES) data linkages.
4. The IPRC will assess data performance (completeness, timeliness, uniformity, accessibility, accuracy) of the EMREMS data, create a data dictionary, and integrate it with Iowa DOT crash data for use in licensure and crash related analyses.

Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	$52,500	$0.00	$0.00
2017	FAST Act 405d Impaired Driving Low	405d Low Identification and Surveillance	$54,500	$0.00	$0.00

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