Annual Evaluation Report

FFY 2015

Iowa Department of Public Safety
Governor's Traffic Safety Bureau

MONTH DAY YEAR

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

Executive Summary

The FFY 2015 Annual Evaluation Report of the Governor's Traffic Safety Bureau (GTSB) summarizes efforts implemented to improve traffic safety and driving behaviors throughout the state of Iowa. The GTSB is a subdivision of the Iowa Department of Public Safety and is responsible for the administration and management of federal funds awarded to Iowa through the National Highway Traffic Safety Administration (NHTSA) for traffic safety programs. Each year Congress allocates funds for reducing death and injuries on the nation's roadways through state allocations. During FFY 2015, the GTSB managed 307 contracts totaling $5,559,334.

Iowa Department of Public Safety Commissioner, Roxann M. Ryan, serves as the Governor's Representative for Highway Safety. Patrick Hoye serves as Bureau Chief of the GTSB and as such administers Iowa's highway safety program.

The GTSB is proud of the many accomplishments that occurred during FFY 2015 in our state. The High 5 rural traffic safety project met and exceeded our goals of increasing rural seat belt use and reducing crashes. The development and implementation of a risk assessment policy will make funding and monitoring agencies more efficient and effective. Iowa's seat belt compliance rate continues to climb even though it's already one of the highest in the nation. The GTSB was the facilitating agency for the national I-80/35 Challenge that coordinated sixteen states efforts during a 3 day period in August.

Patrick J. Hoye
Bureau Chief

GTSB Staff: Front Row (L to R) – Sandy Bennett, Joanne Tinker, Ihla Oertwig, Jennifer Parsons, Amy Cole, Cinnamon Weinman; Back Row (L-R) – Bureau Chief Patrick Hoye, Jim Meyerdirk, Randy Hunefeld, Mick Mulhern, Mark Nagel, and Denny Becker.

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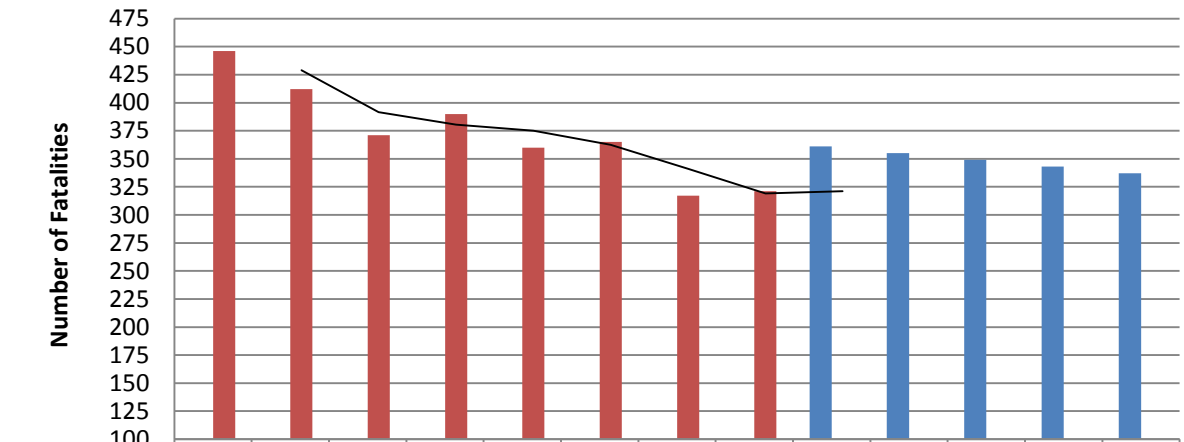
NHTSA Traffic Safety Core Performance Measures

The National Highway Traffic Safety Administration and the Governor's Highway Safety Association (GHSA) has agreed upon a minimum set of performance measures for the development and implementation of highway safety plans as indicated below.

Number of Traffic Fatalities (C-1)

Target : Reduce traffic fatalities 15% from the 2007 – 2011 average of 396 to 337 by January 1, 2020.	**Result:** Traffic fatalities decreased 18.89% from the 2007-2011 calendar base year average of 395.8 to 321.



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SHSP Target									361	355	349	343	337
Actual	446	412	371	390	360	365	317	321					

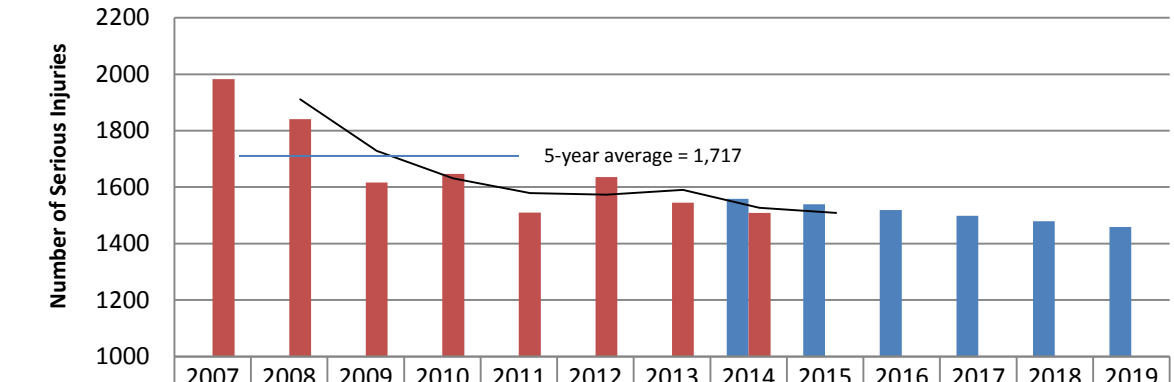
Source: NHTSA/FARS

In 2014, Iowa recorded 321 traffic fatalities which was a 1.26% increase from the 2013 low of 317. In spite of the slight increase in fatalities between 2013 and 2014, linear trend lines continue to reflect an overall decrease. Of the 321 fatalities, 254 were identified as being rural (79.12%).

The target goal for the number of traffic fatalities was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety / Governor's Traffic Safety Bureau, and other traffic safety professionals including the Federal Highway Administration and Federal Motor Carrier Safety Administration during the State Strategic Highway Safety Plan (SHSP) revision in 2013. Traffic safety partners analyzed five years of data (2007-2011) when setting the target. The target to reduce fatalities 15% by January 1, 2020 accounts for a reduction of approximately 6 fatalities per year. The target for the number of fatalities was aligned between the revised SHSP and the FFY 2015 Highway Safety Plan. Traffic safety partners in Iowa are beginning to work on a revision of the SHSP as the current plan expires December 31, 2016.

Number of Serious Injuries (C-2)

Target: Reduce serious injuries 15% from the 2007 – 2011 average of 1,717 to 1,459 by January 1, 2020.	**Result:** Serious injuries decreased 12.11% from the 2007 – 2011 calendar base year average of 1,717 to 1,509.



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
SHSP Target								1559	1539	1519	1499	1479	1459
Actual	1982	1841	1616	1647	1510	1636	1545	1509					

Source: Iowa DOT

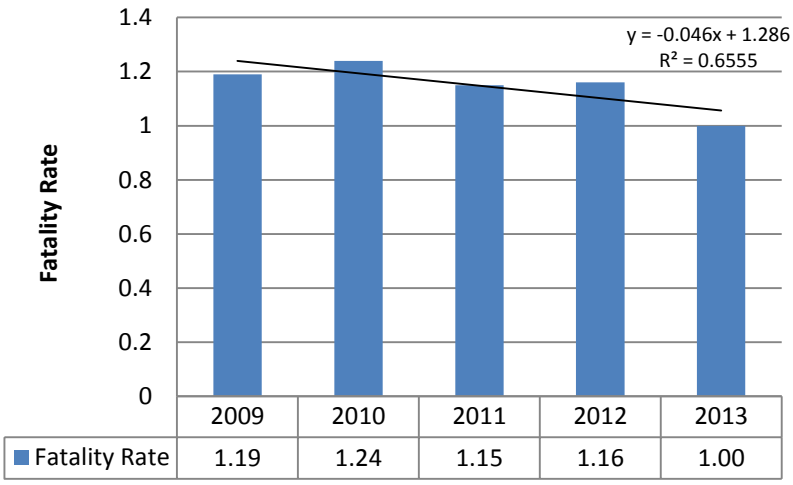
Between 2013 and 2014 there was a 2.33% decrease in the number of serious injuries which keeps Iowa in line to meet the January 1, 2020 target of 1,459.

The target goal for the number of serious injuries was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety / Governor's Traffic Safety Bureau, and other traffic safety professionals including the Federal Highway Administration and Federal Motor Carrier Safety Administration during the State Strategic Highway Safety Plan revision in 2013. Traffic safety partners analyzed five years of data (2007 – 2011) when setting the target. The target to reduce serious injuries 15% by January 1, 2020 accounts for a reduction of approximately 20 per year. The target for the number of serious injuries was aligned between the revised SHSP and the FFY 2015 Highway Safety Plan. Traffic safety partners in Iowa are beginning to work on a revision of the SHSP as the current plan expires December 31, 2016.

Fatalities per 100M Vehicle Miles Traveled (VMT) (C-3)

Overall Fatalities per 100M VMT	
Target: Reduce fatalities per 100M VMT 9.8% from the 2008 - 2012 average of 1.22 to 1.10 by December 31, 2015.	**Result:** 2014 FARS data was unavailable at the time of this report was written; therefore, 2013 data was utilized. Fatalities per 100M VMT decreased 18.03% from the 2008 – 2012 average of 1.22 to 1.00.

Fatalities Per 100M VMT



	2009	2010	2011	2012	2013
Fatality Rate	1.19	1.24	1.15	1.16	1.00

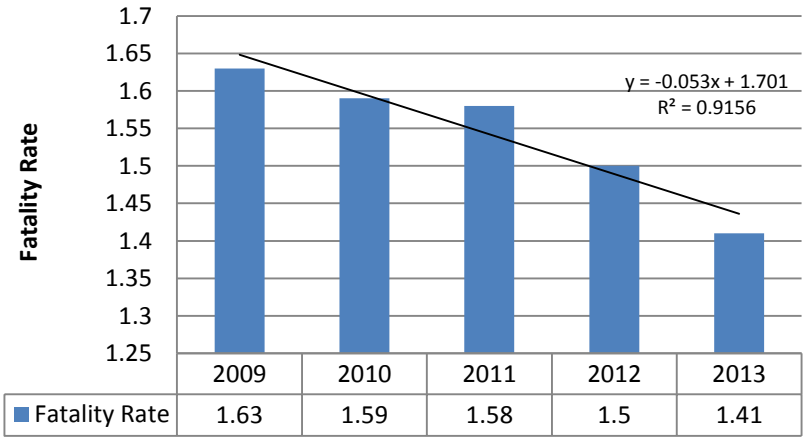
Source: NHTSA / FARS (2013 Data)

Iowa continues a downward trend in regard to fatalities per 100M VMT. Iowa's fatality rate per 100M VMT remains lower than the national average of 1.09 (2013).

Between 2012 and 2013 fatalities per 100M VMT decreased 13.79%.

Rural Fatalities per 100M VMT	
Target: Reduce rural fatalities per 100M VMT 11% from the 2008 – 2012 average of 1.63 to 1.45 by December 31, 2015.	**Result:** 2014 FARS data was unavailable at the time of this report was written; therefore, 2013 data was utilized. Rural fatalities per 100M VMT decreased 13.50% from the 2008 – 2012 average of 1.63 to 1.41.

Rural Fatalities Per 100M VMT



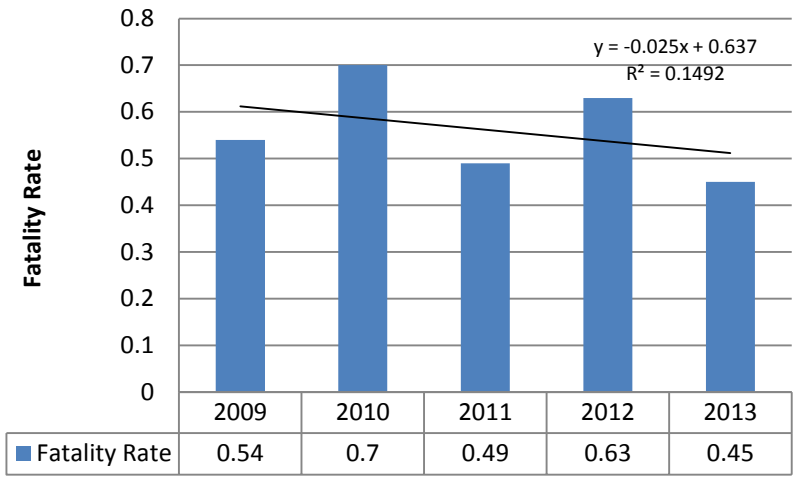
	2009	2010	2011	2012	2013
Fatality Rate	1.63	1.59	1.58	1.5	1.41

Source: NHTSA / FARS (2013 Data)

In 2013, 256 fatalities were rural. This represents 80.75% of all fatalities in the state. In spite of the high percentage rural fatalities represent, the rural fatality rate shows a significant downward trend.

Urban Fatalities per 100M VMT	
Target: Reduce urban fatalities per 100M VMT 4.44% from the 2008 – 2012 average of .586 to .56 by December 31, 2015.	**Result:** 2014 FARS data was unavailable at the time of this report was written; therefore, 2013 data was utilized. Urban fatalities per 100M VMT decreased 23.21% from the 2008 – 2012 average of .586 to .45.

Urban Fatalities Per 100M VMT



	2009	2010	2011	2012	2013
Fatality Rate	0.54	0.7	0.49	0.63	0.45

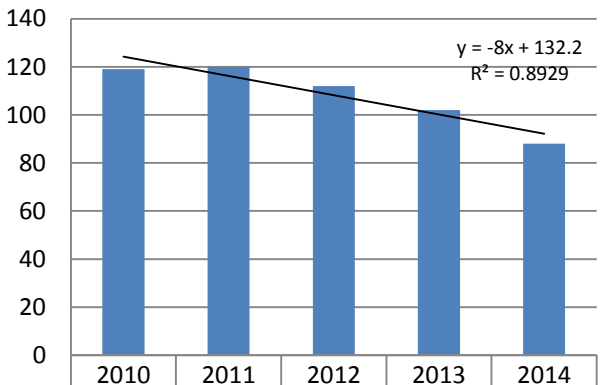
Source: NHTSA / FARS (2013 Data)

In 2013, 61 fatalities were urban. This represented 19.24% of all fatalities in the state. A 5-year linear trend line shows the urban fatality rate is decreasing at a steady rate.

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

Target: Reduce unrestrained vehicle occupant fatalities 19.2% from the 2008 - 2012 average of 123.8 to 100 by December 31, 2015.	**Result:** Unrestrained vehicle occupant fatalities decreased 28.92% from the 2008 – 2012 average of 123.8 to 88.

Unrestrained Passenger Vehicle Occupant Fatalities / All Seat Positions



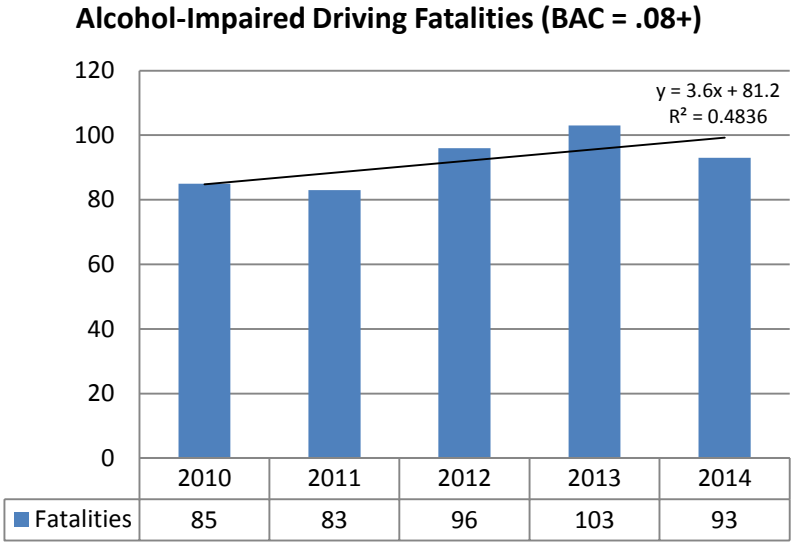
	2010	2011	2012	2013	2014
Unrestrained Fatalities	119	120	112	102	88

Source: NHTSA / FARS

In 2014 there were 219 passenger vehicle occupant fatalities; a 7.60% decrease from 237 recorded for 2013. Iowa is experiencing a very steady downward trend in regard to unrestrained passenger vehicle occupant fatalities. However, in spite of the trend, in 2014, 40% of passenger vehicle occupant fatalities were unrestrained with an additional 10% recorded as "unknown".

Alcohol-Impaired Driving Fatalities (C-5)

Target: Reduce alcohol-impaired driving fatalities 9.4% from the 2008 – 2012 average of 90.2 to 81 by December 31, 2015.	**Result:** Alcohol-impaired driving fatalities increased 3.10% from the 2008 – 2012 average of 90.2 to 93.



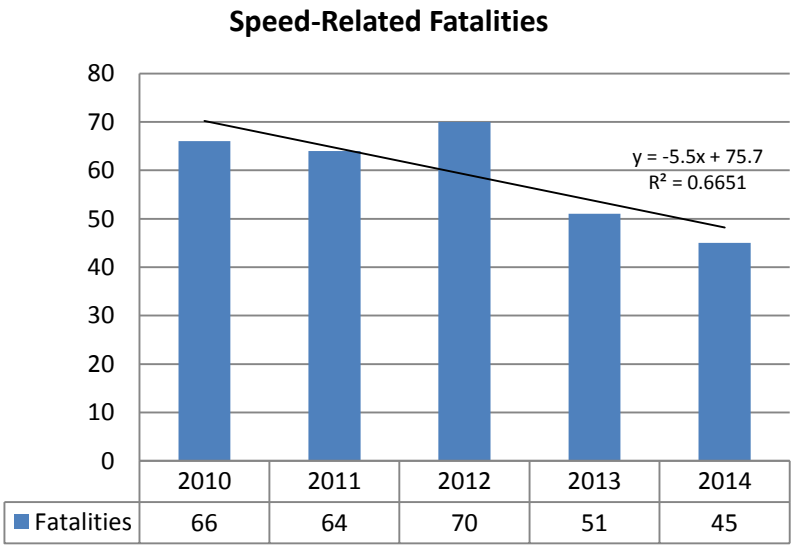
Source: NHTSA / FARS

The 5-year linear trend line continues to depict an increase in alcohol-impaired fatalities in spite of a 9.71% reduction between 2013 and 2014.

Iowa continues to increase BAC testing on driver fatalities and will be expanding the ability to conduct toxicology screens for drugs within the state crime laboratory to further understand Iowa's impaired driving issues.

Speed-Related Fatalities (C-6)

Target: Reduce speed-related fatalities 1% from the 2008 – 2012 average of 60.6 to 60 by December 31, 2015.	**Result:** Speed-related fatalities decreased 25.74% from the 2008 – 2012 average of 60.6 to 45.

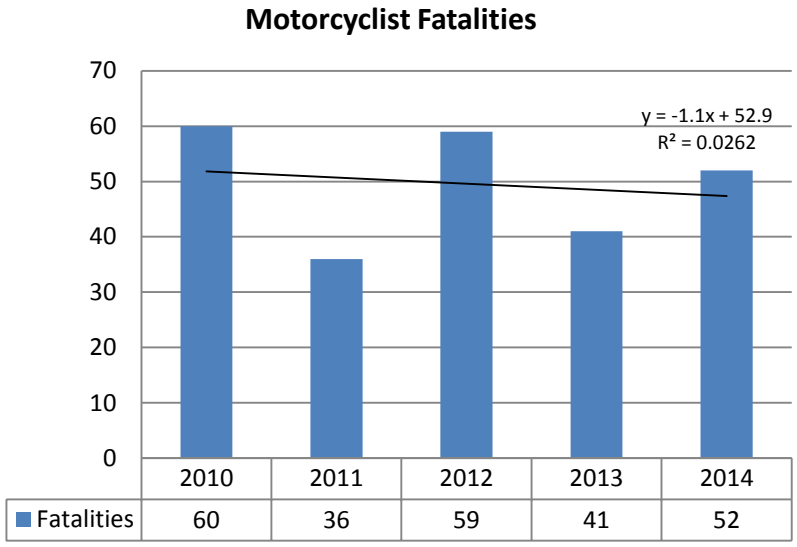


Source: NHTSA / FARS

Speed-related fatalities continue to be a concern in Iowa in spite of a downward trend. Speed continues to be one of the highest contributing factors in fatalities and serious injuries in the state.

Motorcyclist Fatalities (C-7)

Target: Reduce motorcyclist fatalities 4.9% from the 2008, 2009, 2010, and 2012 average of 55.75 to 53 by December 31, 2015.	**Result:** Motorcyclist fatalities decreased 6.73% from the 2008, 2009, 2010, and 2012 average of 55.75 to 52.



Source: NHTSA / FARS

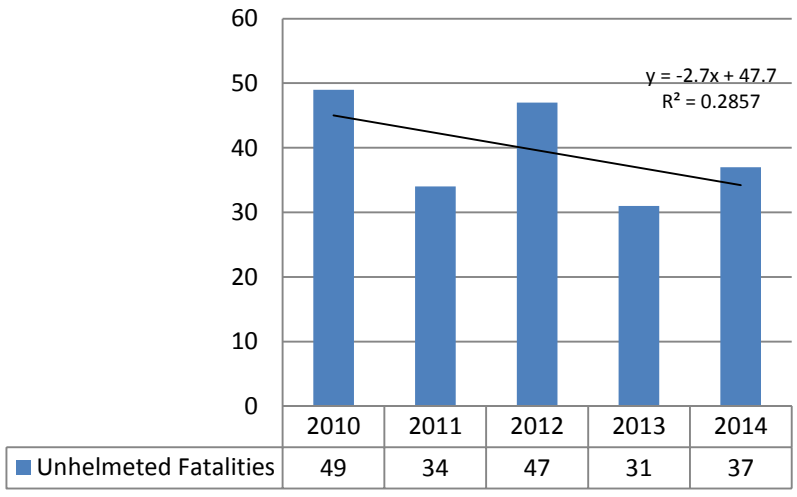
The number of motorcycle fatalities continues to fluctuate within the state of Iowa.

Between 2013 and 2014, there was a 26.83% increase in the number of motorcycle fatalities from 41 in 2013 to 52 in 2014.

When setting the 2015 goal for motorcycle fatalities, Iowa considered the low number in 2011 (36) to be an anomaly.

Unhelmeted Motorcyclist Fatalities (C-8)

Target: Reduce unhelmeted motorcyclist fatalities 2.76% from the 2008, 2009, 2010, and 2012 average of 45.25 to 44 by December 31, 2015.	**Result:** Unhelmeted motorcyclist fatalities decreased 18.23% from the 2008, 2009, 2010, and 2012 average of 45.25 to 37.



Source: NHTSA / FARS

In spite of a downward trend, unhelmeted motorcyclist fatalities increased 19.35% from 2013 to 2014.

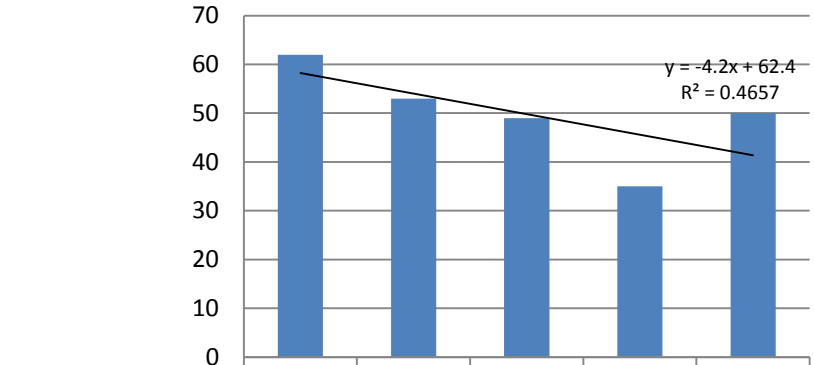
A definite correlation lies between the number of motorcyclist fatalities and unhelmeted motorcyclist fatalities.

When setting the 2015 goal for unhelmeted motorcycle fatalities, Iowa considered the low number in 2011 (34) to be an anomaly.

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

Target: Reduce drivers age 20 or younger involved in fatal crashes 31.51% from the 2008 - 2012 average of 58.4 to 40 by December 31, 2015.	**Result:** Drivers age 20 or younger involved in fatal crashes decreased 14.38% from the 2008 – 2012 average of 58.4 to 50.

Drivers Age 20 or Younger Involved in Fatal Crashes



	2010	2011	2012	2013	2014
Number of Drivers	62	53	49	35	50

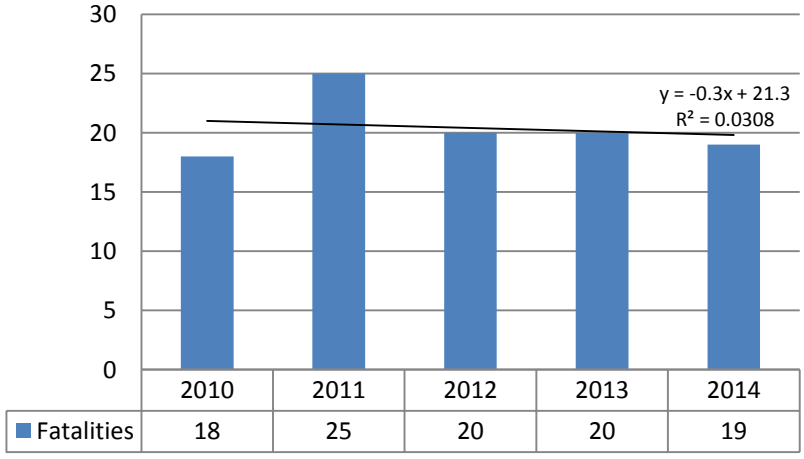
Source: NHTSA/FARS

Despite a sharp 42.86% increase in the number of young drivers involved in fatal crashes between 2013 and 2014, a 5-year linear trend line still identifies an overall decrease. Although Iowa has experienced a downward trend in young drivers involved in fatal crashes over the past five years, the state will continue to focus in this area.

Pedestrian Fatalities (C-10)

Target: Reduce pedestrian fatalities 10.89% from the 2008 – 2012 average of 20.2 to 18 by December 31, 2015.	**Result:** Pedestrian fatalities decreased 5.94% from the 2008 – 2012 average of 20.2 to 19.

Pedestrian Fatalities



	2010	2011	2012	2013	2014
Fatalities	18	25	20	20	19

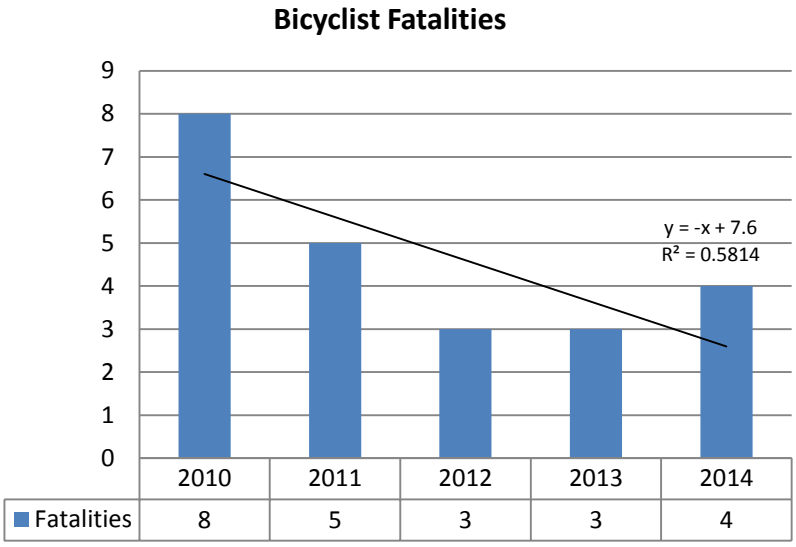
Source: NHTSA / FARS

The number of pedestrian fatalities decreased 5% between 2013 and 2014. When reviewing a 5-year linear trend line, the number of pedestrian fatalities is remaining quite consistent.

When dealing with small numbers and data which are considered variable, it is difficult to utilize baseline calculations.

Bicyclist Fatalities (C-11)

Target: Reduce bicycle fatalities 34.7% from the 2008-2012 average of 4.6 to 3 by December 31, 2015.	**Result:** Bicycle fatalities reduced 13.04% from the 2008 – 2012 average of 4.6 to 4.



Source: NHTSA / FARS

In 2014 there were 4 bicyclist fatalities which was below the 2010 – 1014 average of 4.6. When dealing with small numbers and data which is considered variable, it is difficult to utilize baseline calculations.

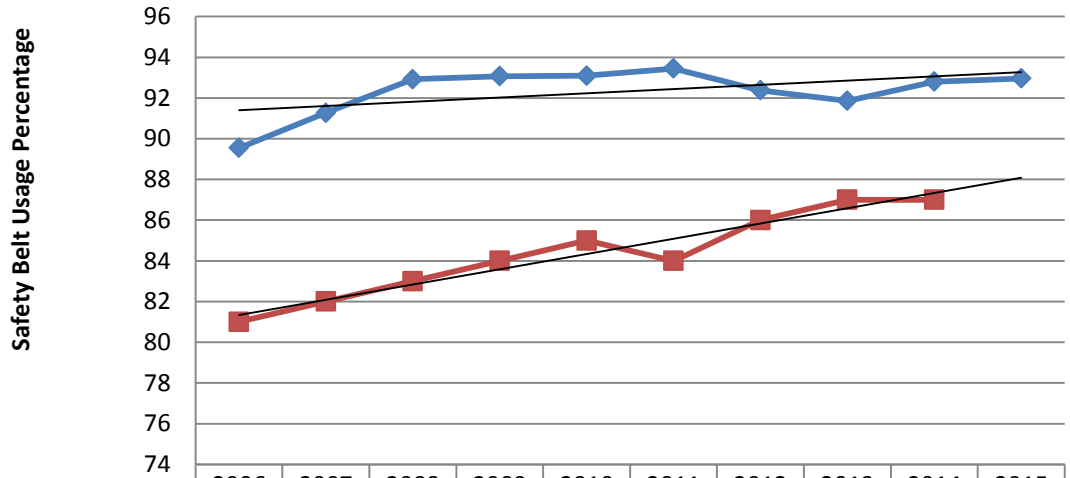
Bicyclist Fatalities was a new NHTSA core measure in 2015.

NHTSA Core Behavior Measures

Observational Safety Belt Usage Survey (B-1)

Target: Increase the statewide safety belt usage rate .588% from the 2013 rate of 91.86% to 92.4% by 2015.	**Result:** The statewide observational safety belt usage rate increased 1.97% from the 2013 rate of 91.86% to 92.96%.

Safety Belt Usage Rate
Iowa vs. Nationwide Average



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Iowa	89.55	91.27	92.92	93.07	93.09	93.45	92.38	91.86	92.8	92.96
Nationwide Average	81	82	83	84	85	84	86	87	87	

Source: Iowa State University, Survey & Behavioral Research Services Center

Annually the Governor's Traffic Safety Bureau is required to report the results of an observational safety belt usage rate survey for the state of Iowa. The survey methodology meets the approval of NHTSA and is consistent with NHTSA's "Uniform Criteria for State Observational Surveys of Seat Belt Use" (Federal Register, Vol. 76, No. 63, April 2011, Rules and Regulations, pp. 18042-18059). Iowa State University, Survey & Behavioral Research Services Center for Survey Statistics & Methodology, 15-405b-M1OP, Task 01-00-00, conducted the 2015 survey.

Iowa is divided into 99 counties. Seventy of those counties account for 87.6% of the passenger vehicle crash-related fatalities according to NHTSA's Fatality Analysis Reporting System (FARS) averages for the period of 2005 – 2009. The survey subsample was drawn from those 70 counties which resulted in 75 sites within 15 counties. Roads were identified by the U.S. Department of Transportation, Federal Highway Administration (FHWA) Federal Functional Classification as primary (interstate), secondary roads (other principal arterial and minor arterial), and local road (major collector, minor collector, and local). In addition to eligible roads were divided into road segments stratified by available descriptive information. A stratified probability proportional to size (PPS) sample was employed to select the road segments to be used as observational sites. The target population of this study included all drivers and right-front passengers of all passenger vehicles that travel on Iowa's public roadways between 7:00 a.m. to 6:00 p.m. in all days of the calendar year 2015. Passenger vehicles are defined by Criterion 1340.3 as

motor vehicles with a gross vehicle weight rating of less than 10,000 pounds. The population parameter of interest was the safety belt usage rate. The safety belt usage rate was defined as the rate of the miles that members of the target populations travel while wearing safety belts to the miles that all members in the target population traveled with or without belt use.

Iowa utilized four data collectors in 2015. All four data collectors were experienced, having worked as data collectors for the project in the past. A one-day training for collectors was conducted which included a combination of lecture, classroom and field exercises.

Data collection for 2015 occurred from June 9 through June 15, 2015. The 2015 seat belt use data collection resulted in the observation of 13,342 passenger vehicles, with right front seat passenger in 4,733 of those vehicles for a total of 18,075 potential observations of belt use. Of these 18,075 potential observations, there were 12,304 drivers and 4,286 right front passengers who were observed to be wearing seat belts (total 16,590 seat belt users). Seat belts were not worn by 672 drivers and 301 right front passengers (total 973 unbelted). Data collectors were unable to observe the seat belt use of 366 drivers and 146 passengers (total 512 unknown use). The unknown use, or "nonresponse rate" is .0283 or 2.83%. This is well within the range allowed by federal regulations, which require the nonresponse rate to be below 10%.

Federal regulations require a minimum of 7,500 observations, and the 2015 total of 13,342 passenger vehicles with 18,075 observed occupants far exceeds the minimum. Each data collector was observed by a quality control monitor at two unannounced sites to ensure compliance with project protocols. This comprises 10.7% of the sites (8 out of 75), which exceeds the minimum of 5% required by federal regulations.

Federal regulations require the calculation of seat belt use to be conducted with weighted data described in the approved survey plan. Based on weighted data**, Iowa's overall seat belt use rate for 2015 is 92.96%** with an estimated standard error of 0.0054 (± 1%). With a usage rate above 90%, Iowa maintains the position of a "high belt use state" for purposes of qualifying for MAP-21, Section 405(b) funding.

Public Awareness / Attitude Survey (B-2)

Public Awareness / Attitude Surveys of licensed drivers have been conducted since 2010 with the objective to focus on driving patterns and effectiveness of media campaigns which are centered on national mobilizations and high visibility efforts.

The 2015 Public Awareness / Attitude Survey was conducted by Iowa State University, Survey & Behavioral Research Services Center for Survey Statistics & Methodology, 15-402-M0OP, Task 04-00-00. The survey was conducted in accordance with the recommendations agreed upon by the NHTSA-GHSA (Governor's Highway Safety Association) working groups. For 2015, the state of Iowa expanded the survey to include questions in regard to drowsy driving. The survey was conducted at Iowa Department of Transportation Driver Licensing Offices in Ankeny, Carroll, Cedar Rapids, Council Bluffs, and Fort Dodge between the hours of 8:30 a.m. and 5:00 p.m. The survey locations and times have been consistent for surveys since 2010. The survey was voluntary and anonymous. The yearly goal was to survey a minimum of 500 licensed drivers. The 2015 survey collected information from 663 respondents.

The following provides the responses (by percentage of respondents) for the 2015 survey.

2015 Survey Questions and Summarized Results			
	Question:	Results (Percent of Respondents):	
1.	How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick-up?	Always	79.34%
		Nearly Always	12.37%
		Sometimes	4.98%
		Seldom	1.36%
		Never	1.66%
		No Response Provided	0.30%
2.	In the past 30 days, have you read, seen, or heard about safety belt enforcement by any law enforcement agency?	Yes	54.45%
		No	45.10%
		No Response Provided	0.45%
3.	In the past 30 days, have your read, seen, or heard about night-time traffic enforcement by any law enforcement agency?	Yes	27.15%
		No	72.25%
		No Response Provided	0.60%
4.	What do you think your chances are of getting a ticket if you don't wear your safety belt?	Very Likely	38.91%
		Somewhat Likely	41.93%
		Unlikely	12.37%
		Highly Unlikely	6.03%
		No Response Provided	0.75%
5.	Do you think the new law requiring everyone under the age of 18 to be buckled up regardless of their seating position in a vehicle is a good law? (Enacted July 1, 2010)	Yes	85.52%
		No	13.27%
		No Response Provided	1.21%
6.	On a local road with a 25 mph speed limit, how often do you drive faster than 35 mph?	Most of the Time	5.13%
		Half of the Time	13.73%
		Rarely	49.62%
		Never	30.47%
		No Response Provided	1.06%
7.	On a road with a 65 mph speed limit, how often do you drive faster than 75 mph?	Most of the Time	6.18%
		Half of the Time	14.33%
		Rarely	43.44%

		Never	35.14%
		No Response Provided	0.90%
8.	In the past 30 days, have you read, seen, or heard about speed enforcement by any law enforcement agency?	Yes	58.37%
		No	40.72%
		No Response Provided	0.90%
9.	What do you think the changes are of getting a ticket if you drive over the speed limit?	Very Likely	38.61%
		Somewhat Likely	46.46%
		Unlikely	11.46%
		Highly Unlikely	2.56%
		No Response Provided	0.90%
10.	In the past 30 days, how many times have you driven a vehicle within 2 hours after drinking alcoholic beverages?	None	76.32%
		1 Time	11.01%
		2 Times	7.24%
		3 Times	2.41%
		4 or More Times	2.41%
		No Response Provided	0.60%
11.	In the past 30 days, have you read, seen, or heard about drunk driving enforcement by any law enforcement agency?	Yes	65.76%
		No	33.18%
		No Response Provided	1.06%
12.	What do you think the changes are of someone getting arrested if they drive after drinking?	Very Likely	50.98%
		Somewhat Likely	38.01%
		Unlikely	5.43%
		Highly Unlikely	3.77%
		No Response Provided	1.81%
13.	How often do you drive on gravel roads?	Daily	14.63%
		Once a Week	18.70%
		Once a Month	27.00%
		Once a Year	20.36%
		Never	18.10%
		No Response Provided	1.21%
14.	How often do you drive on rural hard surface roads?	Daily	46.61%
		Once a Week	17.04%
		Once a Month	17.95%
		Once a Year	8.45%
		Never	8.90%
		No Response Provided	1.06%
15.	How often do you use a cell phone when you drive?	Always	7.54%
		Sometimes	30.77%
		Seldom	22.32%
		Only When Receiving a Call	15.99%
		Never	22.62%
		No Response Provided	0.75%
16.	How often do you text or email when you drive?	Always	4.37%
		Sometimes	14.48%
		Seldom	15.84%
		Only to Read Text or Email	7.69%
		Never	56.71%
		No Response Provided	0.90%
17	Gender	Male	49.47%
		Female	48.87%

		No Response Provided	4.83%
18.	Age	Under 21	12.37%
		21-25	14.18%
		26-39	26.85%
		40-59	29.86%
		60-74	10.41%
		75 or older	5.58%
		No Response Provided	0.75%
The following questions were added to the Public Awareness Survey in 2015 to gather information about drowsy driving.			
19.	Have you ever fallen asleep while driving?	Yes	18.55%
		No	76.62%
		No Response Provided	4.83%
20.	How often do you get drowsy while driving?	Daily	1.21%
		Once a Week	8.14%
		Once a Month	15.38%
		Once a Year	24.74%
		Never	45.70%
		No Response Provided	4.83%
21.	How often do you briefly doze off while driving?	Daily	1.21%
		Once a Week	1.81%
		Once a Month	7.54%
		Once a Year	13.42%
		Never	71.19%
		No Response Provided	4.83%
22.	What causes you to become drowsy while driving?	Not Enough Sleep	31.07%
	(Responses from individual questions. Not combined / accumulative.)	After Eating	9.05%
		Long Drives	37.86%
		Driving at Night	17.65%
		Nothing / Don't Get Drowsy	25.64%
		Other*	5.43%

*"Other" responses provided in written text by respondent included / frequency noted:

After running/racing event (1)
After work (2)
Busy day out of town (1)
Depends on situation (1)
Don't drive if really tired, don't drive when sleepy (3)
Eye problems (1)
Getting up early (1)
Heat (1)
If driving alone without anyone else in car (1)
Long day in the sun (1)
Long day or driving a lot (1)
Long night of work (1)
Long periods of slow traffic (1)
Long roads, no turns (1)
Long shift at work (1)
Medications (2)
Narcolepsy, sleep disorder (2)
Night shift problems, work nights, driving home after a night shift (4)
No music, no 80s music available (2)
Sunshine (1)
Traffic lane lines & night time driving (1)
Very long work hours & rotating shifts (1)
Working off shift and driving 1)
Not specified (4)

The complete report from Iowa State University, Survey and Behavioral Research Services Center for Survey Statistics and Methodology, 15- 402-M0OP, Task 04-00-00, is provided in ATTACHMENT A.

Activity Measures / Grant-Funded Activity

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

Occupant Protection

Program Overview:

Iowa's primary seat belt law was enacted in July of 1986, at which time it was recorded that approximately 18% of drivers in the state regularly wore a safety belt. The 2015 Observational Safety Belt Usage Survey concluded the state's usage rate is now 92.96%. A combination of enforcement and educational efforts are credited for the increase in belt usage.

Although Iowa maintains a high safety belt in accordance to the yearly observational survey (See "Observational Seat Belt Usage Survey" – (B-1), Page 11), at the end of calendar year 2014, 42.06% of passenger vehicle fatalities were recorded as not wearing a safety belt.

Targets:

- Increase the statewide safety belt usage rate .588% from the 2013 observational survey rate of 91.86% to 92.4% in 2015.
- Reduce unrestrained vehicle occupant fatalities 19.2% from the 2008 – 2012 average of 123.8 to 100 by December 31, 2015.
- Maintain the 29 fit stations throughout Iowa.
- Expand the number of Child Passenger Safety (CPS) Technicians throughout the state.

Strategies:

- Utilize Section 402 and 405(b) funding to support overtime for high visibility enforcement.
- Support the training and updates for the recertification of the 390 current CPS Technicians in addition to supporting the expansion of the CPS Technician program throughout the state.

Special Enforcement During Upcoming Week

May 19, 2015

by Dan Voigt, Emmetsburg News

The message is simple Buckling Down on those not buckled up Day and Night. The Palo Alto County Sheriff's Office will be joining with law enforcement agencies across the United States from May 18 through May 31 for a Special Traffic Enforcement Program to get drivers to reduce fatalities in motor vehicle accidents through the use of safety belts every day, every trip!

Crash data shows that passenger vehicle occupants are buckling up more during the day than at nighttime. This latest STEP enforcement effort across Iowa and the United States is being created to heighten seat belt enforcement, 24-7, but highly focused enforcement efforts will take place during the night time hours of 6 p.m. and 5:59 a.m. due to the significant number of violators and fatal crashes during those hours.

Over the past 10 year period, Iowa has averaged 5.3 traffic fatalities during the three-day Memorial Weekend. According to the National Highway Traffic Safety Administration, nearly half of the 21,132 passenger vehicle occupants who were killed on our nation's roadways in 2013 were not wearing seat belts. That number jumped to 67 percent form males aged 13-15. Buckling up in the back seat is just as important. Half of all front seat occupants killed in crashes in 2012 were unrestrained, but 61 percent of those killed in back seats were unrestrained.

"Keep in mind that those fatalities are just statistics, they are someone's family member or friend," noted Palo Alto County Sheriff Lynn Schultes. "We don't want any of our residents to be among these statistics ever! Buckle Up, every day, and every trip."

Results:

- Unrestrained passenger vehicle occupant fatalities decreased 28.92% from the 2008 – 2012 average of 123.8 to 88.

The statewide observational safety belt usage rate increased .17% from 92.8% in 2014 to 92.96% in 2015. The survey was conducted by Iowa State University, Survey and Behavioral Research Services, 15-405b-M1OP, Task 01-00-00.

The child restraint usage survey was conducted by the University of Iowa Injury Prevention Research Center, 15-405b-M1OP, Task 02-00-00. Child restraint usage increased .752% from 93.1 in 2014 to 93.8 in 2015. The state now has 396 certified child passenger safety technicians assist the public with child passenger safety needs.

Iowa's special Traffic Enforcement Program (sTEP) continues to report strong numbers during national mobilizations. Poor driving behaviors such as not buckling up, not driving the speed limit and driving impaired are targeted. In addition to the agencies contracted specifically for the sTEP waves, other law enforcement agencies are encouraged to team up and join the efforts during national mobilizations.

From both an enforcement and educational perspective, efforts by agencies funded through occupant protection helped solidify the importance of traffic safety and supported targets and strategies aligned with the Strategic Highway Safety Plan.

Grant Recipient: **Unity Point Hospital / Blank Children's Hospital**
Project Number: **15-405b-M1CSS, Task 01-00-00**

Through the contract with Unity Point Hospital / Blank Children's Hospital, a full-time State CPS (Child Passenger Safety) Coordinator and a part-time Special Needs and Expectant Parent Coordinator are funded in which the statewide CPS programs are managed. In FFY 2015, four 3-day CPS trainings were held as indicated below:

Dates	Location
03/30 – 04/02/2015	Norwalk Fire Dept.
04/13 – 16, 2015	Coralville Fire Station #1
06/15 – 17, 2015	Norwalk Fire Dept.
09/14 – 17, 2015	Norwalk Fire Dept.

Through the four CPS classes a total of 47 new technicians were certified, bring the total number of CPS technicians in the state to 396. One hundred seventy five (175) individuals attended the Annual Iowa CPS Technician Update Conference which was held April 27, 2015 in Des Moines. The car seat loaner program for children with special health care needs continues to be a resource at Blank Children's Hospital. During FFY 2015, a total of 80 special needs restraints were loaned to families. The Statewide Special Needs Distribution Program also assisted families with children who have special health care needs. During the funded year, 22 special needs restraints were permanently distributed through the program.

Throughout the state, there are 396 certified Child Passenger Safety Technicians who perform car seat inspections and are available to answer questions in regard to child safety restraints. The above image is a screenshot of a Facebook post by the Altoona Police Department promoting child passenger safety and the services available through the police department.

A total of 17 car seat safety classes were held throughout the year for new and expectant parents. The number of attendees throughout the year totaled 158.

Data submission in regard to check-up events and activity is voluntary, with the exception of those technicians who request and receive seats from the State CPS Program. For the data submitted this year, Iowa technicians inspected 1,875 seats. 221 seats were recalled, 918 seats were incorrect, 266 were uninstalled and 515 seats were distributed.

Other activity of the State CPS Program include the continuation of the CPS website through Blank (http://www.BlankChildrens.org/child-passenger-safety.aspx) as it is utilized for CPS Technician Update Registration, a way to submit data, and provides an opportunity to download information and forms. CPS educational materials were provided throughout the year through primary physicians' offices; 6,933 flyers in English and 1,495 fliers in Spanish. Funding was also utilized for four members of the Iowa CPS Instructor Team to attend the Kidz in Motion Conference August 12–15, 2015 in Orlando, FL.

Grant Recipient: **Mercy Medical Center Foundation**
Project Number: **15-405b-M1CSS, Task 02-00-00**

Throughout FFY 2015 a total of 72 child safety seats were purchased and distributed. A total of 160 safety seat installations were provided at the time of newborn discharge. A total of 205 safety seat installations were inspected and assessed. Safety seat information / Iowa Child Restraint Laws were provided in both Spanish and English to parents upon newborn discharge and were also available throughout public areas of the hospital. Other GTSB-produced CPS information was distributed at community events throughout the year.

Grant Recipient: **University of Iowa, Injury Prevention Research Center**
Project Number: **15-405b-M1OP, Task 02-00-00**

The University of Iowa, Injury Prevention Research Center conducted annual statewide observational child restraint survey utilizing the NHTSA approved guidelines. The survey results concluded Iowa's child restraint usage rate to be 93.8%; a .752% increase from 2014. The chart below provides an age-detailed breakdown of the survey results:

Age	Not Restrained Number / Percent	Restrained Number / Percent	Total
<2	3 / 1.1%	281 / 98.9%	284
2 – 5	20 / 2.4%	819 / 97.6%	839
6 – 13	78 / 5.8%	1,263 / 94.2%	1,341
14 – 17	87 / 14.8%	500 / 85.2%	587
Total	188 / 6.2%	2,863 / 93.8%	3,051

Grant Recipient: Law Enforcement Agency Grants
15-402-M0OP

Council Bluffs Police Department	**Task 01-00-00**	**Mason City Police Department**	**Task 08-00-00**
DeWitt Police Department	**Task 02-00-00**	**Ottumwa Police Department**	**Task 09-00-00**
Dubuque Police Department	**Task 03-00-00**	**Pella Police Department**	**Task 10-00-00**
Marion Co. Sheriff's Office	**Task 05-00-00**	**Wapello Co. Sheriff's Office**	**Task 12-00-00**
Marion Police Department	**Task 06-00-00**	**West Des Moines Police Dept.**	**Task 13-00-00**
Marshalltown Police Department	**Task 07-00-00**		

During FFY 2016, the 11 law enforcement agencies receiving funding through Section 402/Occupant Protection utilized 2,589.75 hours of overtime funding for high visibility enforcement and educational events. Activity from the year is indicated below:

Overtime Enforcement Hours	2,568.50
Overtime Education Hours	21.25
OWI Arrests	145
Drug-Impaired Arrests	5
.02 Violations	0
Underage Possession	6
Public Intoxication	24
Open Container	11
Seat Belt Citations (Day)	975
Seat Belt Warnings (Day)	157
Seat Belt Citations (Night)	100
Seat Belt Warnings (Night)	33
Child Restraint Citations	31
Child Restraint Warnings	28
Speed Citations	1,344
Speed Warnings	318
No Texting Law Citations	1
No Texting Law Warnings	5
No Electronic Device (Teen) Cit.	1
No Electronic Device (Teen) Warn.	0
Other Traffic Violation Citation	1,078
Other Traffic Violation Warning	1,362

Grant Recipient:	**Iowa State University, Survey and Behavioral Research Services / Public Awareness Survey**
Project Number:	**15-402-M0OP, Task 04-00-00**

Iowa State University, Survey and Behavioral Research Services (SBRS) contracted with the Governor's Traffic Safety Bureau to conduct the 2015 Public Awareness Survey. Through the survey, information was gathered on individual's driving habits and their awareness of traffic safety media campaigns. For consistency, the survey design and methodology has remained the same for the past 5 years the survey has been conducted. Information was collected from licensed drivers across the state at Iowa Department of Transportation Driver License Stations in the following cities: Ankeny, Carroll, Cedar Rapids, Council Bluffs, and Fort Dodge. In 2015, 663 individuals participated and responded to the survey. The information was collected and analyzed by the SBRS staff. See "Public Awareness / Attitude Survey – B-2" on page 13 and ATTACHMENT A for detailed information in regard to the survey results. Information gathered in the survey will be utilized when reviewing the effectiveness of current media and outreach strategies.

Grant Recipient:	**Central Iowa Traffic Safety Task Force (CITSTF) / Polk City Police Department**
Project Number:	**15-402-M0OP, Task 11-00-00**

Annually the Central Iowa Traffic Safety Task Force (CITSTF), through the Polk City Police Department, plans and hosts a 1-day training seminar for task force agencies. In 2015, the training seminar was held on August 19, 2015. During FFY 2015, the CITSTF Task Force fulfilled their mission to reduce traffic fatalities, injuries, and the economic costs related to unsafe motoring habits through multi-disciplinary collaboration with state, county, and municipal organizations and to enhanced traffic safety awareness through education and enforcement. Agencies that make up CITSTF include: Altoona Police Department, Ames Police Department, Ankeny Police Department, Clive Police Department, Dallas County Sheriff's Office, Des Moines Police Department, Iowa Department of Transportation / Motor Vehicle Enforcement, Iowa Governor's Traffic Safety Bureau, Iowa Department of Public Health / Bureau of EMS, Iowa Law Enforcement Academy, Iowa State Patrol, Johnston Police Department, Mitchellville Police Department, Norwalk Police Department, Pleasant Hill Police Department, Polk City Police Department, Polk County Sheriff's Office, Urbandale Police Department, Waukee Police Department, West Des Moines Police Department, and Windsor Heights Police Department.

Grant Recipient:	**Iowa State University, Survey and Behavioral Research Services / Observational Safety Belt Survey**
Project Number:	**15-405b-M1OP, Task 01-00-00**

Iowa State University, Survey and Behavioral Research Services conducted the 2015 statewide observational safety belt usage survey in accordance to NHTSA's uniform criteria. Preparation for the 2015 survey included verifying the usability of the sampled sites, revising materials for data collectors, and notifying appropriate local personnel prior to the data collection. The survey results concluded Iowa's 2015 safety belt usage rate to be 92.96%. See "Observational Safety Belt Usage – B-1" on page 11 for detailed information in regard to the survey methodology and results.

Grant Recipient: special Traffic Enforcement Program (sTEP)
15-402-M0OP

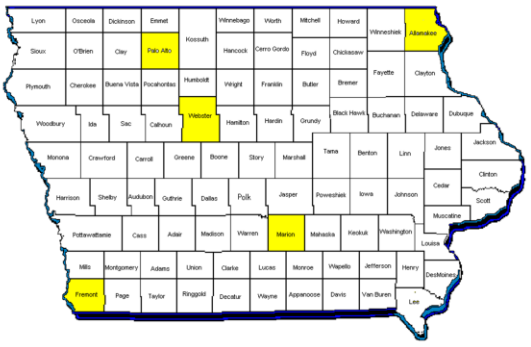
Adams Co. Sheriff's Office	Task 20-20-00
Akron Police Department	Task 20-30-00
Albia Police Department	Task 20-40-00
Algona Police Department	Task 20-50-00
Allamakee Co. Sheriff's Office	Task 20-60-00
Anamosa Police Department	Task 20-70-00
Aplington Police Department	Task 20-80-00
Armstrong Police Department	Task 20-90-00
Arnolds Park Police Department	Task 21-00-00
Atlantic Police Department	Task 21-10-00
Aurelia Police Department	Task 21-20-00
Bellevue Police Department	Task 21-40-00
Bloomfield Police Department	Task 21-50-00
Buchanan Co. Sheriff's Office	Task 21-60-00
Butler Co. Sheriff's Office	Task 21-70-00
Camanche Police Department	Task 21-80-00
Centerville Police Department	Task 21-90-00
Chariton Police Department	Task 22-00-00
Charles City Police Department	Task 22-10-00
Cherokee Co. Sheriff's Office	Task 22-20-00
Cherokee Police Department	Task 22-30-00
Chickasaw Co. Sheriff's Office	Task 22-40-00
Clarinda Police Department	Task 22-50-00
Clarke Co. Sheriff's Office	Task 22-70-00
Clarksville Police Department	Task 22-80-00
Clay Co. Sheriff's Office	Task 22-90-00
Clayton Co. Sheriff's Office	Task 23-00-00
Coon Rapids Police Department	Task 23-10-00
Correctionville – Anthon Police Department	Task 23-20-00
Cresco Police Department	Task 23-30-00
Creston Police Department	Task 23-40-00
Dallas Center Police Department	Task 23-50-00
Davis Co. Sheriff's Office	Task 23-60-00
Decorah Police Department	Task 23-70-00
Denver Police Department	Task 23-80-00
Dickinson Co. Sheriff's Office	Task 23-90-00
Department of Transportation / Motor Vehicle Division	Task 24-00-00
Dunlap Police Department	Task 24-10-00
Durant Police Department	Task 24-20-00
Eagle Grove Police Department	Task 24-30-00
Earlham Police Department	Task 24-40-00
Eldora Police Department	Task 24-50-00
Eldridge Police Department	Task 24-60-00
Elkader Police Department	Task 24-70-00
Emmet Co. Sheriff's Office	Task 24-80-00
Estherville Police Department	Task 24-90-00
Fairbank Police Department	Task 25-00-00
Fairfield Police Department	Task 25-10-00
Farnhamville Police Department	Task 25-20-00
Fayette Police Department	Task 25-30-00
Floyd Co Sheriff's Office	Task 25-40-00
Fonda Police Department	Task 25-50-00
Forest City Police Department	Task 25-60-00
Fremont Co. Sheriff's Office	Task 25-70-00
Glenwood Police Department	Task 25-80-00
Granger Police Department	Task 25-90-00
Greene Co. Sheriff's Office	Task 26-00-00
Grinnell Police Department	Task 26-10-00
Grundy Cntr. Police Department	Task 26-20-00
Grundy Co. Sheriff's Office	Task 26-30-00
Guthrie Co. Sheriff's Office	Task 26-40-00
Guttenberg Police Department	Task 26-50-00
Hampton Police Department	Task 26-60-00
Hardin Co. Sheriff's Office	Task 26-70-00
Harlan Police Department	Task 26-80-00
Hinton Police Department	Task 26-90-00
Howard Co. Sheriff's Office	Task 27-00-00
Ida Co. Sheriff's Office	Task 27-10-00
Independence Police Department	Task 27-20-00
Iowa Falls Police Department	Task 27-30-00
Jackson Co. Sheriff's Office	Task 27-40-00
Janesville Police Department	Task 27-50-00
Jefferson Co. Sheriff's Office	Task 27-60-00
Jefferson Police Department	Task 27-70-00
Jesup Police Department	Task 27-80-00
Jewell Police Department	Task 27-90-00
Jones Co. Sheriff's Office	Task 28-00-00
Lake Park Police Department	Task 28-10-00
Lake View Police Department	Task 28-20-00
Lamoni Police Department	Task 28-30-00
Laurens Police Department	Task 28-40-00
Logan Police Department	Task 28-50-00
Louisa Co. Sheriff's Office	Task 28-70-00
Lucas Co. Sheriff's Office	Task 28-80-00
Lyon Co. Sheriff's Office	Task 28-90-00
Manchester Police Department	Task 29-00-00
Manning Police Department	Task 29-10-00
Maquoketa Police Department	Task 29-20-00
Marengo Police Department	Task 29-30-00
Mar-Mac Police Department	Task 29-40-00
McCausland Police Department	Task 29-50-00
Melbourne Police Department	Task 29-60-00
Merrill Police Department	Task 29-70-00
Meskawaki Nation Police Dept.	Task 29-80-00
Milford Police Department	Task 29-90-00
Missouri Valley Police Dept.	Task 30-00-00
Mitchell Co. Sheriff's Office	Task 30-10-00
Monroe Police Department	Task 30-20-00

Montgomery Co. Sheriff's Office	**Task 30-30-00**
Monticello Police Department	**Task 30-40-00**
Mount Pleasant Police Dept.	**Task 30-50-00**
Moville Police Department	**Task 30-60-00**
Nashua Police Department	**Task 30-70-00**
Nevada Police Department	**Task 30-80-00**
New Hampton Police Department	**Task 30-90-00**
New Vienna Police Department	**Task 31-10-00**
Okoboji Police department	**Task 31-20-00**
Osage Police Department	**Task 31-30-00**
Osceola Co. Sheriff's Office	**Task 31-40-00**
Osceola Police Department	**Task 31-50-00**
Oskaloosa Police Department	**Task 31-60-00**
Otho-Duncombe Police Dept.	**Task 31-70-00**
Palo Alto Co. Sheriff's Office	**Task 31-80-00**
Paullina Police Department	**Task 31-90-00**
Peosta Police Department	**Task 32-00-00**
Pleasantville Police Department	**Task 35-40-00**
Pocahontas Police Department	**Task 32-10-00**
Postville Police Department	**Task 32-20-00**
Pottawattamie Co. Sheriff's Office	**Task 32-30-00**
Poweshiek Co. Sheriff's Office	**Task 32-40-00**
Prairie City Police Department	**Task 35-50-00**
Preston Police Department	**Task 32-60-00**
Red Oak Police Department	**Task 32-70-00**
Ringgold Co. Sheriff's Office	**Task 32-80-00**
Sabula Police Department	**Task 32-90-00**
Sac City Police Department	**Task 33-00-00**
Sac Co. Sheriff's Office	**Task 33-10-00**
Shell Rock Police Department	**Task 33-20-00**
Shellsburg Police Department	**Task 33-30-00**
Sidney Police Department	**Task 33-40-00**
Sigourney Police Department	**Task 33-50-00**
Spencer Police Department	**Task 33-60-00**
Spirit Lake Police Department	**Task 33-70-00**
Storm Lake Police Department	**Task 35-60-00**
Sumner Police Department	**Task 33-80-00**
Tama Co. Sheriff's Office	**Task 33-90-00**
Tama Police Department	**Task 34-00-00**
Union Co. Sheriff's Office	**Task 34-10-00**
Urbana Police Department	**Task 34-20-00**
Wapello Police Department	**Task 34-30-00**
Washington Co. Sheriff's Office	**Task 34-40-00**
Waukon Police Department	**Task 34-50-00**
Wayne Co. Sheriff's Office	**Task 34-60-00**
Webster City Police Department	**Task 34-70-00**
West Liberty Police Department	**Task 34-80-00**
West Union Police Department	**Task 34-90-00**
Williamsburg Police Department	**Task 35-00-00**
Wilton Police Department	**Task 35-10-00**
Winnebago Co. Sheriff's Office	**Task 35-20-00**
Winneshiek Co. Sheriff's Office	**Task 35-30-00**
Winterset Police Department	**Task 35-40-00**
Worth Co. Sheriff's Office	**Task 35-50-00**

See ATTACHMENT B for FFY 2015 sTEP activity.

Grant Recipient:	**High Five Rural Traffic Safety Project**	
Project Numbers:	**Allamakee County Sheriff's Office**	**15-405b-M1HVE, Task 01-00-00**
	Fremont County Sheriff's Office	**15-405b-M1HVE, Task 02-00-00**
	Iowa State Patrol	**15-405b-M1HVE, Task 03-00-00**
	Marion County Sheriff's Office	**15-405b-M1HVE, Task 04-00-00**
	Palo Alto County Sheriff's Office	**15-405b-M1HVE, Task 05-00-00**
	Webster County Sheriff's Office	**15-405b-M1HVE, Task 06-00-00**

In April of 2014, Iowa initiated the High Five Rural Traffic Safety Project (High Five) as 2012 data revealed that 72% of fatal crashes in Iowa occurred on secondary rural roads. Secondary rural road make up approximately 79% of roadways in the state. After the analysis of five and ten years of fatality and injury data in addition to safety belt usage rates, five rural counties were chosen to participate in the project; Allamakee, Fremont, Marion, Palo Alto, and Webster. Funding was provided to those five counties, in addition to the Iowa State Patrol, to work overtime enforcement with the primary focus being occupant protection. The High Five counties were required to conduct high visibility enforcement projects, safety belt surveys, and educational components. Law enforcement officials were also encouraged to work with county engineers and other traffic safety professionals to conduct a road safety audit within the county. The High Five project was initiated April 1, 2014 for an 18-month pilot project. Measureable goals for the High Five project included: 1) Reduction of serious injury crashes and fatalities; 2) Increase in seat belt usage, and improvement of rural roadways.



Location of "High Five" counties throughout the state.

Alcohol-Impaired Driving Fatalities / Impaired Driving

Program Overview:

In 2003, Iowa enacted .08 legislation which has strengthened Iowa's alcohol-impaired driving overall. Between 2003 and 2009 Iowa has experienced a fluctuation of alcohol-related fatalities with 103 being the highest over the past five years (2013).

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

Pursuant to the Moving Ahead for Progress in the 21st Century Act (MAP-21) legislation, for FFY 2014, Iowa qualified as a "low-range" state based on a 3-year average of alcohol-impaired fatalities per 100M vehicle miles traveled utilizing the most recent data published and maintained in NHTSA's Fatality Analysis Reporting System (FARS). MAP-21 legislation specifically identifies low-range states are those with an average impaired driving rate of 0.30 or lower. The average impaired driving rate is based on the number of fatalities in the state where the blood alcohol concentration was at least 0.08% for every million vehicle miles traveled (100M VMT). For 2014, Iowa maintained an average rate of .275 utilizing 2010 – 2012 data.

In today's environment there is the possibility drivers may be operating a motor vehicle while using impairing drugs; both legal and illegal. Iowa recognizes that impaired driving involves more than alcohol. Interest in the Advanced Roadside Impaired Driving Enforcement (ARIDE) and the Drug Recognition Expert (DRE) trainings continues to grow in Iowa. ARIDE builds upon the knowledge obtained in Standardized Field Sobriety Test (SFST) training and is a building block toward the more specialized DRE certification. The commitment of other partners has helped make ARIDE and DRE a success. The Iowa Division of Criminal Investigation (DCI) Criminalistics Laboratory conducts the toxicology testing for the DRE program. Successful prosecution of DRE cases along with other alcohol-drug cases in the state are dependent upon the teamwork of officers, the DCI Laboratory, County Attorney Offices, and the Prosecuting Attorney's Training Council.

Targets:

- Reduce alcohol-impaired fatalities 9.4% from the 2008 – 2012 average of 89.4 to 81 by December 31, 2015.
- Certify 12 officers through the Drug Recognition Expert (DRE) training program during FFY 2015.
- Train 150 law enforcement officers in the Advanced Roadside Impaired Driving Enforcement (ARIDE) training during FFY 2015.
- Increase the number of Troopers within the Iowa State Patrol trained in ARIDE 43% from 234 to 334 by July 2017.
- Increase the percentage of BAC tested with known results 58% from the 2012 level of 33% to 52% by December 31, 2015.
- Increase drug testing conducted at the state crime lab from 0 – 100%.

Strategies:

- Through the administration of federal highway safety funds, provide overtime to 66 law enforcement agencies to be used for enforcement activity with an emphasis on impaired driving.

- Continue to work with enforcement agencies to understand the importance of BAC test results and reminding them to submit a supplemental crash report when results are known.
- Continue to utilize the LC/MS/MS to conduct toxicology screens for drugs in blood.
- Train prosecutors on the impact of drug impairment.

Results:

- Alcohol-impaired fatalities increased 3.10% from the 2008 – 2012 average of 90.2 to 93.

The Iowa Division of Criminal Investigation Criminalistics Laboratory continued to support the criminal justice community through their work in the area of breath and blood alcohol. Criminologists keep the DataMaster DMTs certified and maintained throughout the state and also provide expert testimony when needed. With the recent acquisition of the second liquid chromatography tandem – mass spectrometer (LC/MS/MS), the state laboratory is now able to test in-house for THC and continues to develop validation processes for other drug categories.

During the last 2 ½ years all road troopers within Iowa State Patrol have been trained in Advanced Roadside Impaired Driving Enforcement (ARIDE) shifting the agency from 43% to over 90% ARIDE certified. Additionally the SHSO has led the effort to increase reporting of Blood Alcohol Content (BAC) results of drivers killed from 33% tested with known results in 2012 to 59% tested with known results in 2014. The GTSB believes this may be impacting the increase in the number of alcohol-impaired driving fatalities because of the more accurate data and a better understanding of those actually impaired.

To further educate the judicial system, in the beginning of FFY 2015, the GTSB sponsored a training for county prosecutors in the area of Advanced Roadside Impaired Driving Enforcement (ARIDE).

The Iowa Law Enforcement Academy continues to be a hub in which officers from throughout the state are trained and certified in impaired-driving related courses.

Utilizing both Section 402 and 405d funding, officers throughout the state were able to devote additional efforts to battle impaired driving.

Grant Recipient:	**Law Enforcement Agency Grants (Section 405d)**		
15-405d-M6OT			
Benton Co. Sheriff's Office	**Task 01-00-00**	**Dubuque Co. Sheriff's Office**	**Task 17-00-00**
Black Hawk Co. Sheriff's Office	**Task 03-00-00**	**Dunkerton Police Department**	**Task 18-00-00**
Blue Grass Police Department	**Task 04-00-00**	**Dyersville Police Department**	**Task 19-00-00**
Boone Co. Sheriff's Office	**Task 05-00-00**	**Epworth Police Department**	**Task 20-00-00**
Boone Police Department	**Task 06-00-00**	**Fayette Co. Sheriff's Office**	**Task 21-00-00**
Bremer Co. Sheriff's Office	**Task 07-00-00**	**Fort Madison Police Department**	**Task 22-00-00**
Buffalo Police Department	**Task 08-00-00**	**Gilbertville Police Department**	**Task 23-00-00**
Carlisle Police Department	**Task 09-00-00**	**Hamilton Co. Sheriff's Office**	**Task 24-00-00**
Carter Lake Police Department	**Task 10-00-00**	**Henry Co. Sheriff's Office**	**Task 25-00-00**
Cass Co. Sheriff's Office	**Task 11-00-00**	**Huxley Police Department**	**Task 26-00-00**
Cedar Rapids Police Department	**Task 12-00-00**	**Iowa City Police Department**	**Task 27-00-00**
Clinton Co. Sheriff's Office	**Task 13-00-00**	**Iowa State Patrol (Combo 402)**	**Task 29-00-00**
Dallas Co. Sheriff's Office	**Task 14-00-00**	**Iowa State University Police**	**Task 30-00-00**
Donnellson Police Department	**Task 16-00-00**	**Knoxville Police Department**	**Task 31-00-00**

LaPorte City Police Department	**Task 32-00-00**
LeMars Police Department	**Task 33-00-00**
Le Claire Police Department	**Task 34-00-00**
Linn Co. Sheriff's Office	**Task 35-00-00**
Mitchellville Police Department	**Task 37-00-00**
Mount Vernon Police Department	**Task 38-00-00**
Muscatine Co. Sheriff's Office	**Task 39-00-00**
Muscatine Police Department	**Task 40-00-00**
North Liberty Police Department	**Task 41-00-00**
Oelwein Police Department	**Task 42-00-00**
Perry Police Department	**Task 43-00-00**
Plymouth Co. Sheriff's Office	**Task 44-00-00**
Polk City Police Department	**Task 45-00-00**

Princeton Police Department	**Task 46-00-00**
Robins Police Department	**Task 47-00-00**
Sergeant Bluff Police Dept.	**Task 50-00-00**
Sioux Center Police Department	**Task 51-00-00**
Sioux City Police Department	**Task 52-00-00**
University of Northern Iowa Police Department	**Task 54-00-00**
University Heights Police Dept.	**Task 55-00-00**
Walcott Police Department	**Task 56-00-00**
Waterloo Police Department	**Task 57-00-00**
Waverly Police Department	**Task 58-00-00**
West Burlington Police Dept.	**Task 59-00-00**
Woodward Police Department	**Task 61-00-00**

During FFY 2016, the 53 law enforcement agencies receiving funding through Section 405d utilized 17,845 hours of overtime funding for high visibility enforcement and educational events. Activity from the year is indicated below:

Overtime Enforcement Hours	17,489.63
Overtime Education Hours	355.80
OWI Arrests	677
Drug-Impaired Arrests	58
.02 Violations	31
Underage Possession	200
Public Intoxication	235
Open Container	159

DRIVE SOBER OR
GET PULLED OVER

Grant Recipient: **Law Enforcement Agency Grants (Section 402)**
15-402-M0AL

Ames Police Department	**Task 01-00-00**	**Indianola Police Department**	**Task 06-00-00**
Cedar Falls Police Department	**Task 02-00-00**	**Johnston Police Department**	**Task 07-00-00**
Davenport Police Department	**Task 03-00-00**	**Polk County Sheriff's Office**	**Task 08-00-00**
Evansdale Police Department	**Task 04-00-00**	**Story County Sheriff's Office**	**Task 10-00-00**
Harrison Co. Sheriff's Office	**Task 05-00-00**	**University of Iowa Public Safety**	**Task 11-00-00**

During FFY 2016, the 10 law enforcement agencies receiving funding through Section 402/Alcohol utilized 2,184.55 hours of overtime funding for high visibility enforcement and educational events. Activity from the year is indicated below:

Overtime Enforcement Hours	2184.55
Overtime Education Hours	0
OWI Arrests	129
Drug-Impaired Arrests	47
.02 Violations	1
Underage Possession	67
Public Intoxication	90
Open Container	31
Seat Belt Citations (Day)	161
Seat Belt Warnings (Day)	108
Seat Belt Citations (Night)	35
Seat Belt Warnings (Night)	31
Child Restraint Citations	19
Child Restraint Warnings	3
Speed Citations	936
Speed Warnings	508
No Texting Law Citations	0
No Texting Law Warnings	3
No Electronic Device (Teen) Cit.	2
No Electronic Device (Teen) Warn.	0
Other Traffic Violation Citation	1,005
Other Traffic Violation Warning	1,324

Grant Recipient: **Iowa Department of Public Safety**
Division of Criminal Investigation
Criminalistics Laboratory
Project Numbers: **15-405d-M60T, Task 15-00-00**
15-405d-M60T, Task 00-00-08

During FFY 2015, 443 blood alcohol and 358 urine alcohol samples were analyzed with 1,454 urine samples screened for the presence of drugs, of which 1,331 urine samples were confirmed for the presence of drugs. For analytical assignments in Analytical methods for toxicology, turnaround time averaged slightly less than 20 days, which was well below the laboratory target of 45 days. Analytical methods for toxicology analysis for THC and associated metabolites in blood have been developed and the validation process was completed during this reporting period. A formal technical procedure has also been approved and is in use. The state laboratory is currently analyzing all blood alcohol samples for THC related components. The new method for analysis of marijuana cannabinoids in blood samples

was brought on-line in July of 2015. Over 100 samples have been analyzed since the implementation with 21% positive for marijuana metabolites. The laboratory's breath alcohol section certifies and maintains approximately 160 instruments covering all 99 counties in the state of Iowa. Again, this year's effort was largely to maintain, repair and recertify this instrumentation. The DataMaster DMT continues to function at a high level and has held up to court challenges. Overtime funding by this contract has been invaluable in allowing the staff of the breath alcohol section to travel across the state and perform their certification duties of the DMT. During FFY 2015, 259 hours of overtime was used for work on DMT units. During the funding year, 216 DataMaster DMTs were certified, in addition to 60.25 hours of overtime was used for working impaired driving case confirmations in toxicology. No additional instruments were purchased during this contract year as the current inventory of instruments met the state's needs. DMT replacement parts, dry gas tanks and other forensic toxicology supplies in regard to breath alcohol were purchased. The website application, https://breathalcohol.iowa.gov remains available and up-to-date in regard to records of breath test results, instrument certification and maintenance data, officer training records, and county statistics. Statistics are easily generated from this website for media and governmental agencies to evaluate the number or tests being performed and average testing results statewide or within a designated county. This allows agencies instant access in monitoring effectiveness of their impaired driving programs. In January 2015, a new forensic science technician was hired to assist in the work flow and turnaround time of cases processed by the crime laboratory.

Grant Recipient: **Mercy Medical Center**
Project Number: **15-405d-M60T, Task 36-00-00**

A series of 62 classes were presented to over 1,765 students on impaired driving including "Smashed: Toxic Tales of Teens and Alcohol", "Your Choice", "Dying High: Teens in the ER", "Sudden Impact" and "Marijuana: Legal but Safe" as well as Fatal Vision Demonstrations. There was over 134 hours of educational presentations. The schools where information was presented included Western Iowa Tech, North, East, West, Sgt. Bluff, LeMars, Dakota Valley, Akron, Rock Valley, Rock Rapids, Boyden Hull, Sloan Kingsley, Moville, Lawton, Mapleton, Holstein and Hawarden. Information was presented with goggle demonstrations at the city wide "Red Ribbon" event. Quarterly meetings were held with representation from community leaders from Police Department, Judicial System, Department of Corrections, County Attorney, Court Administrator, Jackson Recovery, Juvenile Court Services, Siouxland Cares and Mercy Medical Center. A media campaign was developed and implemented during Drugged and Drunk Driving Prevention Month. Press releases were sent to all media with information about a formal press conference. A press conference was held with information about the "ARIDE" program with representation from Sioux City Police Department, the Highway Patrol, DRE instructor was held at Mercy. This was covered by 2 local TV stations and the Sioux City Journal. Information also went out on the radio. Articles with front page coverage were in the Sioux City Journal about the distribution of 36,000 napkins with the message "Friends do whatever it takes to stop friends from driving drunk" to local bars. Digital billboards with a sober driving message were secured and played on several occasions. Flyers with a message about designated drivers were distributed to local bars on St. Patrick's day.

Iowa State Patrol Trooper Marc Griggs Hits First-Ever Milestone

Iowa Department of Public Safety Commissioner Roxann Ryan recognizes Iowa State Patrol Trooper Marc Griggs.

Trooper Marc Griggs, one of 125 certified Drug Recognition Experts(DRE) in Iowa, recently completed his 500th Drug Recognition Expert evaluation – the first ever to accomplish this in Iowa. Griggs has been a certified DRE since 2001 and is a 22 year veteran of the Iowa State Patrol.

The latest trends show that impaired driving is not just drunk driving in the U.S. Impaired drivers are under the influence of illegal and sometimes even legal drugs that pose just as much a threat to motorists as drunk drivers.

In Iowa, approximately 30% of fatalities are impaired driving related. One of the issues for law enforcement is determining impairment for a driver that is under the influence of drugs. The indicators for impairment are different for alcohol and certain drugs. This is where the DREs and the DRE program has had a positive impact. Officers receive specialized training that allows them to assess a driver's condition and then take appropriate action.

The DRE program is sponsored by the Iowa Department of Public Safety's (DPS) Iowa Governor's Traffic Safety Bureau (GTSB). The GTSB works closely with many law enforcement agencies across Iowa with the ultimate goal of reducing fatality and serious injury crashes.

Grant Recipient: **Iowa Law Enforcement Academy**
Project Number: **15-405d-M60T, Task 28-00-00**

During FFY 2015, the Iowa Law Enforcement Academy (ILEA) proved to be an ideal location in which to provide continuous training to officers from throughout the state of Iowa. Section 405d funding helped support training opportunities throughout the year. The following table summarizes the classes and the number of students receiving training.

Name of Class	# of Students	# of Classes
Certification Thru Examination/OWI	10	1
Community Policing	274	7
Drinkers – Live	212	6
Drinkers – Taped	212	6
Drug Recognition for Street Officers	222	7
Field Training Officer	40	1
Motor Vehicle Law	1,043	28
Occupant Protection (Op-Kids/TOPS)	223	6
Officer Discretion	253	7
OWI Detection	756	21
OWI/Implied Consent & SFST Update	122	9
OWI Scenarios	212	6
Peace Officer Bill of Rights	212	6
Principles of Protection	54	1
Radar Enforcement	494	13
Radar / Lidar Instructor	16	1
Radar / Lidar Instructor Recertification	25	1
Report Writing	109	3
Street Intoxication	177	5
SFST Instructor	30	2
SFST Instructor Recertification	48	7
Stress Management	70	2
Surviving and Thriving in Public Safety	922	20
5-Star Leadership	258	6
TOTAL	5,994	172

Grant Recipient: **Prosecuting Attorney's Training Council (PATC)**
Project Number: **15-405d-M60T, Task 48-00-00**

This fiscal year featured the regular travel and workshops around the state (including DRE and ARIDE workshops, as well as OWI and SFST workshops), consultations with Iowa prosecutors and Traffic Safety Resource Prosecutors (TSRPs) around the country, and speaking appearances at

conferences. In addition, five newsletters were published and two editions of the OWI and Major Traffic Offenses Manual were published. Other noteworthy items from the year: (1) the staff attorney spoke with judges visiting from Kosovo about prosecution and traffic safety issues in Iowa, (2) presentations at the Fall and Spring Conferences of ICAA, as well as presentations at the New Legislation for Law Enforcement and the GTSB conference, (3) a day long workshop on drugged driving held at the DCI Lab in Ankeny, (4) multiple presentations at the Basic Training for Iowa Prosecutors, an intensive week long training program held once every four years, to coincide with the election of new county attorneys, and (5) presentation of a national webinar on state to state enforcement issues on the TSRP webinar series, as well as a presentation at the TSRP conference.

Grant Recipient: **Office of the State Court Administrator**
Project Number: **15-402-M0AL, Task 09-00-00**

The primary project within the FFY 2015 funding was to create and make available to all Iowa judges, magistrates and judicial officers a judicial traffic bench book. The contract attorney organized working groups for each section of the bench book. All levels of judges worked on each section. Throughout the year numerous presentations were made to both the Judicial Council and Iowa Judges Association. After seeing presentations about how to access the bench book site, what is currently included and what is yet to be done, judges and magistrates were enthusiastic about the project. The site went live to all judges during the summer of 2015.

Press Release – Iowa Department of Public Safety, July 2, 2015

Drugged Driving a Growing Problem in Iowa

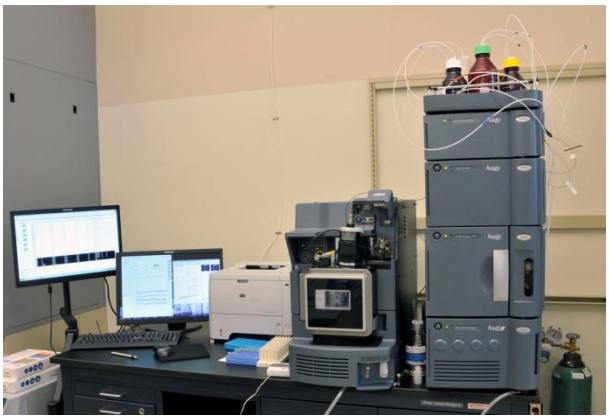
DES MOINES, Iowa - Recent trends across the U.S. show that impaired driving is not just drunk driving. Impaired drivers are under the influence of illegal and sometimes even legal drugs that pose serious threats to motorists, just like drunk driving.

In 2014, there were 47 drug-related traffic fatalities in Iowa. Iowa Department of Public Safety's (DPS) Iowa Division of Narcotics Enforcement (DNE) agents seized nearly 203,000g of heroin and nearly 203,000du of controlled prescription drugs (prescription pain relievers, such as hydrocodone and oxycodone) in 2014.

In 2014, 20 people died due to heroin overdoses and 77 died from pain reliever (such as hydrocodone and oxycodone) overdoses.

The Iowa Department of Public Safety's (DPS) Governor's Traffic Safety Bureau (GTSB) and the National Highway Traffic Safety Administration (NHTSA) have helped fund a second Liquid Chromatography Tandem Mass Spectrometer (LSMSMS) at the DPS's Iowa Division of Criminal Investigation (DCI) Crime Lab. This second machine at the Lab will allow for more instrument capacity to conduct the toxicology methods development and validation studies used for the analysis of drugs in blood.

The DCI Crime Lab currently has the capability to analyze for drugs in urine, but not blood. For blood analysis, agencies are referred to private laboratories, but with the second machine, DCI Crime Lab administrators hope to be able to offer that in house in the near future. The Lab has recently completed validation studies on analysis methods for cannabinoids in blood. Next, the Lab will be working on blood method development for other drug analytes.



In 2014 Section 405c funding helped the Iowa Division of Criminalistics Laboratory secure a second Liquid Chromatography Tandem Mass Spectrometer. The instrument will allow for toxicology methods development and validation for the analysis of drugs in blood.

Grant Recipient: **Iowa State University, Conference Planning and Management (Split)**
Project Number: **15-402-MOAL, Task 00-00-29**

Iowa State University (ISU) Conference Planning and Management (CPM) was vital in the planning and success of the 2015 Governor's Highway Traffic Safety Conference which was held April 28-29, 2015 in Altoona, Iowa. ISU CPM designed and developed a website and electronic communications to distribute to previous year's conference attendees as well as through the GTSB list serve to promote the event. A total of 290 individuals registered (included vendors) for the conference. During the conference, ISU CPM also provided on-site registration services and helped coordinate services and activities during the conference. At the conclusion of the conference, evaluations were tallied and presented to GTSB.

Grant Recipient: **Black Hawk Consolidated Communications**
Project Number: **15-405d-M60T, Task 02-00-00**

Black Hawk Consolidated Communications participated in a multi-agency traffic event on March 17, 2015. The agency provided a designated dispatcher with a designated channel for the event. Dispatch services included handing radio traffic, logging events, and querying vehicles and persons for vehicle registration records, driver license records, and stolen/wanted records.

Grant Recipient: **Scott County Communications Center**
Project Number: **15-405d-M60T, Task 50-00-00**

Scott County Communications Center utilized overtime dispatch services to support special traffic safety enforcement efforts. Dispatch services included handling traffic and requests, logging events, and querying vehicles and persons for vehicle registration records, driver license records, and stolen/wanted records.

Grant Recipient: **Westcom Communications Center**
Project Number: **15-405d-M60T, Task 60-00-00**

Dispatch services for Westcom Communication Center support West Des Moines, Clive, Urbandale, and Norwalk Police Departments. During FFY 2015, Westcom provided 31 hours of overtime dispatch services. Services included handling radio traffic and requests, logging events, and querying vehicles and persons for vehicle registration records, driver license records, and stolen/wanted records.

Speed

Program Overview:

The National Highway Traffic Safety Administration considers a crash to be speeding-related if the driver was charged with a speeding–related offense or if an officer indicated that racing, driving too fast for conditions, or exceeding the posted speed limit was a contributing factor in the crash (Traffic Safety Facts, 2013 Data, July 2015, DOT HS 812 181).

Traffic records continue to identify that speed is a prevalent contributing factor in regard to fatal and serious injury crashes.

Targets:

- Reduce speed-related fatalities 1% from the 2008 – 2012 average of 60.6 to 60 by December 31, 2015.

Strategies:

- Through Section 402 and 405c funding, support law enforcement overtime efforts.

Results:

- Speed-related fatalities reduced 25.74 % from the 2008 – 2012 average of 60.6 to 45.

The 2015 Public Awareness Survey conducted by Iowa State University, Survey and Behavioral Research Services Center for Survey Statistics and Methodology, 15-402-M0OP, Task 04-00-00, revealed 38.61% of respondents indicated that chances are “very likely” of getting a ticket if you drive over the speed limit with an additional 46.46% indicating chances as “somewhat likely”. When asked “In the past 30 days, have you read, seen, or heard about speed enforcement by any law enforcement agency?”, 58.37% of respondents indicated they had heard/seen such messages.

Section 402 and 405 funding is utilized by law enforcement to provide high-visibility enforcement and education in regard to speed. During FFY 2015, funded enforcement agencies reported 39,121 speed citations during the program year. Although Iowa does not have projects targeted only at speed, enforcement efforts conducted through Section 402 and 405 funds, including sTEP agencies, support the efforts to lower speed-related fatalities and serious injuries.

Law enforcement can be credited for their efforts in the area of enforcement and education to help combat speed-related fatalities and injuries.

Police Traffic Services

Program Overview:

Enforcement and educational efforts conducted by law enforcement agencies are key elements to promote traffic safety and work toward the common goal to reduce fatalities and serious injuries. Agencies funded through Section 402 Police Traffic Services funding include agencies within Iowa's most problematic counties (Top 22).

Agencies funded through Police Traffic Services cover all areas traffic safety laws.

Targets:

- Reduce traffic fatalities 15% from the 2007 – 2011 average of 396 to 337 by January 1, 2020.
- Reduce serious injuries 15% from the 2007 – 2011 average of 1,717 to 1,459 by January 1, 2020.
- Reduce unrestrained vehicle occupant fatalities 19.2% from the 2008 – 2012 average of 123.8 to 100 by December 31, 2015.
- Reduce alcohol-impaired driving fatalities 9.4% from the 2008 – 2012 average of 89.4 to 81 by December 31, 2015.
- Reduce speed-related fatalities 1% from the 2008 – 2012 average of 60.6 to 60 by December 31, 2015.
- Reduce drivers age 20 or younger involved in fatal crashes 6.25% from the 2008 – 2012 average of 58.4 to 40 by December 31, 2015.
- Reduce fatalities per 100M vehicle miles traveled 9.8% from the 2008 – 2012 average of 1.22 to 110 by December 31, 2015.

Strategies:

- Provide funding through Section 402 to law enforcement agencies to conduct high-visibility overtime enforcement efforts in areas and during times which are supported by data.
- Through presentations, special community projects, and other educational efforts provide information which promote safe driving habits.
- Provide funding through Section 402 to support law enforcement agencies to purchase equipment (hand-held radar, moving radar, lidar, TruCam lidar, speed trailers, in-car video cameras, preliminary breath testers, and fatal vision goggle kits) to be utilized during enforcement efforts.

Results:

- Traffic fatalities decreased 18.89%% from the 2007 – 2011 average of 396 to 321.
- Serious injuries decreased 12.11% from the 2007 – 2011 average of 1,717 to 1,509.
- Unrestrained vehicle occupant fatalities decreased 28.92% from the 2008 – 2012 average of 123.8 to 88.
- Alcohol-impaired driving fatalities increased 3.10% from the 2008 – 2012 average of 90.2 to 93.
- Speed-related fatalities decreased 25.74% from the 2008 – 2012 average of 60.6 to 45.
- Drivers age 20 or younger involved in fatal crashes decreased 14.28% from the 2008 – 2012 average of 58.4 to 50.
- Fatalities per 100M vehicle miles traveled decreased 18.03% from the 2008 – 2012 average of 1.22 to 1.00.

During FFY 2015, 25 law enforcement agencies received Section 402/Police Traffic Services funding. From both an enforcement and educational perspective, efforts by agencies funded through Police Traffic Services helped solidify the importance of traffic safety and supported targets and strategies identified in the State Strategic Highway Safety Plan.

Grant Recipient: Law Enforcement Agencies
15-402-M0PT

Altoona Police Department	**Task 01-00-00**	**Keokuk Police Department**	**Task 14-00-00**
Ankeny Police Department	**Task 02-00-00**	**Lee Co. Sheriff's Office**	**Task 15-00-00**
Bettendorf Police Department	**Task 03-00-00**	**Marshall Co. Sheriff's Office**	**Task 16-00-00**
Burlington Police Department	**Task 04-00-00**	**Newton Police Department**	**Task 17-00-00**
Cerro Gordo Co. Sheriff's Office	**Task 05-00-00**	**Norwalk Police Department**	**Task 18-00-00**
Clear Lake Police Department	**Task 06-00-00**	**Pleasant Hill Police Department**	**Task 19-00-00**
Clive Police Department	**Task 07-00-00**	**Scott Co. Sheriff's Office**	**Task 20-00-00**
Coralville Police Department	**Task 08-00-00**	**Urbandale Police Department**	**Task 21-00-00**
Des Moines Co. Sheriff's Office	**Task 09-00-00**	**Warren Co. Sheriff's Office**	**Task 22-00-00**
Des Moines Police Department	**Task 10-00-00**	**Waukee Police Department**	**Task 23-00-00**
Fort Dodge Police Department	**Task 11-00-00**	**Windsor Heights Police Dept.**	**Task 24-00-00**
Jasper County Sheriff's Office	**Task 12-00-00**	**Woodbury Co. Sheriff's Office**	**Task 25-00-00**
Johnson Co. Sheriff's Office	**Task 13-00-00**		

During FFY 2016, the 25 law enforcement agencies receiving funding through Section 402/Police Traffic Services utilized 8,429 hours of overtime funding for high visibility enforcement and educational events. Activity for the year is indicated below:

Overtime Enforcement Hours	8,398.50
Overtime Education Hours	30.5
OWI Arrests	356
Drug-Impaired Arrests	12
.02 Violations	5
Underage Possession	39
Public Intoxication	96
Open Container	52
Seat Belt Citations (Day)	1,014
Seat Belt Warnings (Day)	631
Seat Belt Citations (Night)	166
Seat Belt Warnings (Night)	194
Child Restraint Citations	87
Child Restraint Warnings	62
Speed Citations	5,768
Speed Warnings	2,499
No Texting Law Citations	0
No Texting Law Warnings	20
No Electronic Device (Teen) Cit.	3
No Electronic Device (Teen) Warn.	14
Other Traffic Violation Citation	3,478
Other Traffic Violation Warning	4,272

Grant Recipient:	**Iowa State University, Conference Planning and Management (Split)**
Project Numbers:	**15-402-M0PT, Task 00-00-29**

Iowa State University (ISU) Conference Planning and Management (CPM) was vital in the planning and success of the 2015 Governor's Highway Traffic Safety Conference which was held April 28-29, 2015 in Altoona, Iowa. ISU CPM designed and developed a website and electronic communications to distribute to previous year's conference attendees as well as through the GTSB list serve to promote the event. A total of 290 individuals registered (included vendors) for the conference. During the conference, ISU CPM also provided on-site registration services and helped coordinate services and activities during the conference. At the conclusion of the conference, evaluations were tallied and presented to GTSB.

Planning and Administration / Program Management

Program Overview:

The GTSB staff follows solid practices and policies for planning, programming, implementation, monitoring/review, follow-up and adjustment throughout the year. Staff is aware of crash data that is available to help develop data-driven / evidence-based programs which can be easily quantified and measured. Staff is familiar with the Problem Identification process in addition to information and goals within the Highway Safety Plan and the State Strategic Highway Safety Plan (SHSP). Staff is cognizant of the importance of partnerships and collaborative goals.

GTSB staff work closely with grantees throughout the program year through general oversight and monitoring. In addition to management of contracts, GTSB Program Administrators have specialized assignments and expertise assigned to them which include alcohol / impaired driving, ARIDE/DRE, distracted driving, youth, occupant protection, special Traffic Enforcement Program (sTEP), and social media.

Targets:

- Monitor and evaluate the effectiveness of projects toward the common goal to reduce fatalities and serious injuries on Iowa roadways.
- Provide expertise, data, and analytical knowledge and support to grantees to conduct effective and efficient highway safety project which can be quantified.
- Host an annual traffic safety conference.
- Represent the GTSB at meetings and amongst various boards and committees throughout the state.
- Ensure the coordination of the Highway Safety Plan with the SHSP.
- Support traffic safety professionals throughout the state in regard to the implementation of safety strategies within the SHSP.

Strategies:

- Actively participate in various meetings and boards throughout the state.
- Identify opportunities for highway safety initiatives through the state.

Results:

During FFY 2015, the GTSB staff effectively managed 307 contracts utilizing Section 402, 405b, 405c, 405d, and 405f funding sources. Contracts were managed through the following steps: planning, programming, implementation, monitoring/review, follow-up, and adjustments. Staff titles and job descriptions are provided on page 2.

The year 2015 marked the 25th year of Governor's Highway Traffic Safety Conferences hosted by the GTSB. The 2015 conference was held April 28 - 29, 2015 in Altoona, Iowa, with 290 individuals (including vendors) in attendance. During the 2015 conference all law enforcement agencies were provided with crash maps and data to assist them in coordinating enforcement activities. The Iowa Traffic Safety Data Service (ITSDS) at Iowa State University prepared the data maps and summary tables. The conference provided a venue for not only great speakers and information but also for the opportunity to network with other traffic safety professionals and to recognize individuals and/or agencies for outstanding traffic safety efforts. Those recognized at the 2015 conference are listed below:

2015 Award Winners

Commissioner's Special Award for Traffic Safety

Dorothea Trotter, Iowa Department of Transportation
Deputy Director John A. Lundell, University of Iowa, Injury Prevention Research Center
Senior Police Officer Jon Dallman, Des Moines Police Department
Officer Eric Davis, Sioux City Police Department
Trooper David Driesen, Iowa State Patrol – District 6
Sergeant Alex Gries, Buffalo Police Department
Trooper Jason Halverson, Iowa State Patrol – District 4
Trooper Michael Kober, Iowa State Patrol – District 15
Trooper Carlos Lopez, Iowa State Patrol –District 8
Officer Emory Ochoa, Iowa State University Police
Deputy Tony Ong, Jasper County Sheriff's Office
Senior Police Officer Dan Plueger, LeMars Police Department
Deputy Ben Veren, Marshall County Sheriff's Office
Bremer County Sheriff's Office
Hinton Police Department
Ida County Sheriff's Office
Indianola Police Department

Drug Recognition Expert Acknowledgments and Kip Hayward Award

Top Regional DREs

Deputy Benjamin Bartholomew, Cass County Sheriff's Office (Southwest)
Trooper Marc Griggs, Iowa State Patrol – District 1 (State)
Officer Ryan Hague, Ames Police Department (Central)
Senior Police Officer Dan Plueger, LeMars Police Department (Northwest)
Officer Brad Reinhard, Iowa City Police Department (Southeast)
Officer Brad Walter, Waterloo Police Department (Northeast)

DRE Class Valedictorian

Conservation Officer Mat Bruner, Iowa Department of Natural Resources

Kip Hayward Award

Officer Allen Ludeking, Decorah Police Department (Retired)

Sioux City Picked to Try Out New Traffic Safety Campaign

By - Associated Press - Saturday, May 2, 2015

SIOUX CITY, Iowa (AP) - Sioux City will try out a new Iowa traffic safety campaign before the program is rolled out through the rest of the state.

The goal of the program is to reduce the number of pedestrian injuries and fatalities in Iowa, the Sioux City Journal reported. The program is a partnership between the Sioux City Police Department, Iowa Governor's Traffic Safety Bureau and the National Highway Traffic Safety Administration.

The results in Sioux City will determine where the program is implemented next, said Traffic Safety Bureau Chief Pat Hoye.

The campaign will focus on three areas: police enforcement, safety education and communication with roads engineers to determine potential changes to crosswalks or traffic lights.

Police Chief Doug Young said Sioux City was picked because of its high number of pedestrian-related traffic accidents - 132 from 2009 to 2013, including eight pedestrian deaths.

Sioux City officers will receive overtime pay to monitor high pedestrian areas and take action if necessary, which includes enforcing traffic laws, Young said.

Pedestrian

Program Overview:

Pedestrians are becoming more at-risk for vehicle crashes, making up around 14% of all traffic fatalities nationwide. In 2014, Iowa lost 20 individuals to pedestrian fatalities; 6.23% of all fatalities for the year.

The goal to reduce pedestrian fatalities and serious injuries is two-fold. Pedestrians should never assume that a driver will see them. Pedestrians need to be attentive, avoid possible distractions such as electronic devices and know the traffic mix. Motorists need to be aware of pedestrians at all times, observe the laws of pedestrian crosswalks, and be extra careful during times when it is hard to see, such as nighttime or during bad weather. Walking and running are activities which are gaining in popularity in Iowa; therefore, it is especially important for pedestrians and motorists to be vigilant of one another.

Targets:

- Reduce pedestrian fatalities 10.89% from the 2008 – 2012 average of 20.2 to 18 by December 31, 2015.

Strategies:

- Initiate specific pedestrian safety projects in the two cities within Iowa that recorded the most pedestrian fatalities over the past 5 years.

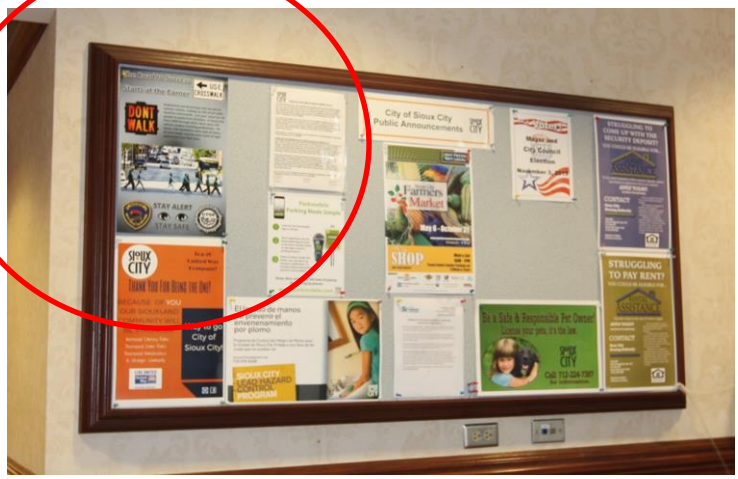
Results:

- Pedestrian fatalities decreased 5.94% from the 2008 – 2012 average of 20.2 to 19.

Specific pedestrian safety programs were initiated in Des Moines and Sioux City, Iowa. Both of these communities were chosen because they had the highest number of pedestrian-vehicle crashes when analyzing 5 years of crash data (2009 – 2013). In Sioux City, from 2009 through 2013, there were 132 vehicle crashes involving pedestrians. Of those, 116 resulted in some type of injury, 22 were major injuries and a total of 8 pedestrians lost their lives. On May 1, 2015, a press conference was held in Sioux City in regard to the enhanced enforcement and education focusing on pedestrian safety.

During the year enforcement and educational efforts were made within both communities to bring awareness to pedestrian safety. In Des Moines alone, 2,448 crosswalk advisals were made, with an additional 27 crosswalk citations being issued. In Sioux City, in addition to enforcement and education, informational posters were displayed in public areas around the city.

On May 1, 2015, a press conference was held at the Sioux City Police Department in regard to the enhanced enforcement and education focusing on pedestrian safety.



This is an example of a pedestrian safety informational poster displayed at the Woodbury County Courthouse.

Motorcycle

Program Overview:

Motorcyclist fatalities continue to be a major concern in the state of Iowa especially as motorcycle riding continues to grow in popularity. In 2014, there were 270,285 licensed motorcycle operators. This reflects a 1.04% increase from 267,515 in 2013. In 2014 there were 187,405 registered motorcycles in the state of Iowa which reflects a 1.54% increase from 184,565 in 2013.

Targets:

- Reduce motorcycle fatalities 4.9% from 55.75 (the average of 2008, 2009, 2010, and 2012) to 53 by December 31, 2015.
- Reduce unhelmeted motorcycle fatalities 2.76% from 45.25 (the average of 2008, 2009, 2010 and 2012) to 44 by December 31, 2015.
- Support 120 rider coaches to be trained on new motorcycle rider education curriculum.

Strategies:

- Provide funding to support 120 rider coaches to be trained on new motorcycle rider education curriculum.
- Motorcycle safety information provided through a PSA entitled "Dying Bike" which will be utilized by other grantees for educational purposes and also posted on the GTSB "You Tube" site and microsite www.drivesmartiowa.com.
- Utilize social media sites to provide motorcycle safety information.

Results:

- Motorcycle fatalities decreased 6.73% from the 2008, 2009, 2010 and 2012 average of 55.75 to 52.
- Unhelmeted motorcycle fatalities decreased 18.23% from the 2008, 2009, 2010, and 2012 average of 45.25 to 37.

Efforts continue in Iowa to remind motorcyclists to be responsible riders, continue to improve driving skills, and to wear appropriate gear. Although Iowa does not have a helmet law, motorcyclists are encouraged to wear helmets, other protective gear and visible clothing.

Grant Recipient:	**Iowa Department of Transportation, Office of Driver Services**
Project Number:	**15-405b-M1*MC, Task 01-00-00**

During FFY 22015, 101 rider coaches were updated on the new MRE curriculum with an additional 16 new rider coaches completing the Rider Coach Preparation Class. During the year a total of 450 classes were held where 2,948 individuals were trained.

Bicycle

Program Overview:

The popularity of bicycling continues to increase throughout the state be it for an economic form of transportation or a fun, popular form of leisure. There are numerous cities that have incorporated bicycle lanes into their roadway designs. The state also boasts well over 2,000 miles of well-constructed bicycle trails.

Under Iowa law, a bicyclist has to follow the same rules and laws as do motorists. It is important, however, for motorists to be extra vigilant when bicyclists are in the traffic mix. Bicyclists must obey traffic signs and signals to help motorists know of their intentions.

Targets:

- Reduce bicycle fatalities 34.7% from the 2008 – 2012 average of 4.6 to 3 by December 31, 2015.
- Purchase and distribute 600 bicycle helmets at community events as requested throughout the state.

Strategies:

- Work with The Iowa Bicycle Coalition to develop a bicycle safety brochure.

Results:

- Bicycle fatalities reduced 13.04% from the 2008 – 2012 average of 4.6 to 4.

During FFY 2015 a bicycle safety brochure was created with the primary focus to remind motorists to be vigilant of bicyclists.

Grant Recipient: **Blank Children's Hospital**
Project Number: **15-402-M0PS, Task 01-00-00**

During FFY 2015, Blank Children's Hospital distributed the following materials and information: 651 free bicycle helmets to 12 agencies throughout Iowa, 242 low-cost helmets to 4 agencies, 725 bicycle reflectors, 630 educational handouts, and 7 Bike Safety Kits. Nine agencies completed and returned their pre-and post- observational surveys of bicycle helmet use forms. Six of the nine agencies reported an increase in helmet usage after programs and distributions throughout their communities.

Roadway Safety

Program Overview:

Iowa recognizes engineering as an important component to an effective traffic safety program. Section 402/Roadway Safety funding allows for partnerships with other disciplines as part of the collaborative statewide efforts for traffic safety. Projects within this area include stakeholders in engineering, enforcement, education, emergency medical services and "everyone else". Projects funded through Roadway Safety are all coordinated through the Iowa Department of Transportation, Office of Traffic and Safety.

Targets:

- Continue to develop and support the concept of Multidisciplinary Safety Teams (MDSTs) throughout the state.
- To participate in training programs designed to enhance the traffic safety expertise of engineers, traffic technicians and maintenance personnel at the state, county and city levels.
- To provide the contractual services necessary to complete traffic engineering studies at the city and county levels where such expertise is not necessarily available.

Strategies:

- Initiate the High Five Rural Traffic Safety program in a minimum of five counties.
- Continue to support the 11 established MDSTs throughout the state and consider establishing new MDSTs if appropriate.
- Continue to support MDST Advisory Team meetings.

Results:

Section 402 / Roadway Safety funding help support engineering and multi-disciplinary efforts and strengthened collaboration toward the ultimate goal to reduce fatalities and serious injuries. Efforts stemmed from an engineering viewpoint but had a focus on traffic safety and education. Funding aided in the continuous multi-disciplinary collaboration recognized as necessary for the overall objective to reduce fatalities and serious injuries on Iowa roadways.

Grant Recipient:	**Iowa Department of Transportation, Office of Traffic and Safety**
	Safety Circuit Rider / Multi-Disciplinary Safety Teams (MDST)
Project Number:	**15-402-M0RS, Task 01-00-00**

This engineering and city/county agency staff training contract supports the Local Technical Assistance Program (LTAP) Safety Circuit Rider program managed through Iowa State University, Institute for Transportation. The LTAP Safety Circuit Rider program develops, leads, and instructs transportation-related training and workshop events as well as conducts outreach for city, county, and other agencies throughout the state. During FFY 2015, 444 local entities were trained in Work Zone Safety and Flagger Training sessions, 11 students were trained in traffic safety, 162 individuals trained through Iowa DOT Local Road Safety Workshops, 840 trained through Iowa DOT Work Zone Training Workshops, and 165 individuals were trained in MUTCD Signing. Throughout the year there were 43 different trainings with 1,622 individuals in attendance.

Grant Recipient:	**Iowa Department of Transportation, Office of Traffic and Safety** **Traffic Engineering Assistance Program (TEAP)**
Project Number:	**15-402-M0RS, Task 02-00-00**

Work was conducted on a total of 33 different studies. Of those, 12 were completed during the contract year and 21 studies are being carried forward. For the 9 TEAP studies completed in FFY 2015, each study analyzed current conditions, identified and recommended improvements, and also identified potential funding sources to guide the local government toward implementation. Many of the studies utilized community involvement, with the school studies typically considering public input through differing communications techniques. The initiation of TEAP studies typically started with community input meetings so that all interested parties has their concerns addressed. Engineers directed the studies and coordinated efforts that included traditional engineering coupled with community involvement and a multidisciplinary approach to solving safety issues. School studies often considered populations of higher risk children and those whose situation lead to more walking and pedaling to school. Several of the on-going studies have already provided useful results, and some have follow-up activities pending. National expertise was once again made available to review the planning and design of new roundabouts in Iowa.

Drivers Age 20 or Younger Involved in Fatal Crashes / Teen Traffic Safety Program

Program Overview:

Today's youth are busier and more engaged than ever. Unfortunately, this also means they have more things to distract them, especially when driving. Iowa's young drivers travel many miles for school, sporting events and work and in all kinds of weather.

Motor vehicle crashes remain the leading cause of death for 14-18 year olds in Iowa and throughout the United States. Although over the past 5 years Iowa has seen a decrease in the number of Drivers Age 20 and Younger Involved in Fatal Crashes, the Governor's Traffic Safety Bureau believes it is important to continue to be vigilant in promoting teen driving safety. Parents, teachers, mentors, and other adult influencers are encouraged to help keep our teen drivers safe by setting a positive example while driving.

During FFY 2015 a "selfie" board was utilized in some high school driving simulator programs as a way to expand traffic safety messages through the use of social media.

Target:

- Reduce drivers age 20 or younger involved in fatal crashes by 31.51% from the 2008 – 2012 average of 58.4 to 40 by December 31, 2015.

Strategies:

- Expand teen driver safety programs in the state by a minimum of one school district.
- Continue the desk-top driving simulator program throughout the state.
- Continue to use social media as a venue to provide traffic safety information.

Results:

- Drivers age 20 or younger involved in fatal crashes reduced 14.38% from the 2008 – 2012 average of 58.4 to 50.

Despite a dramatic jump in the number of drivers age 20 or younger involved in fatal crashes of 35 in 2013 to 50 in 2014, a five year trend still shows a decrease. Youth programs were conducted throughout the state during FFY 2015 to bring traffic safety issues to that vulnerable age group. The GTSB takes an active role in providing education to younger drivers through a desk-top simulator program. The simulator provides a hands-on approach which allows participants to understand how driving behaviors affect senses and reaction times. Cellular phone calls, text messages, and fatal vision goggles are incorporated during the driving experience.

Grant Recipient: **Creative Visions**
Project Number: **15-402-M0TSP, Task 01-00-00**

During the contract period, Creative Visions conducted fifteen (15) traffic safety workshops and seventeen (17) display tables for teens and adults on distracted driving prevention and safety belt use. Attendance for these workshops and display tables at various community events was approximately 2,700. While the overall traffic safety messages is aimed at all drivers, the program through Creative Visions places emphasis on minority youth and young adult drivers in urban areas. Creative Visions continues to connect with school and various community groups that have an interest in teen traffic safety to develop partnerships and to discuss detailed plans of action and strategies.

Grant Recipient: **Seatbelts Are For Everyone (S.A.F.E.)**
Project Numbers: **Davis County Sheriff's Office 15-402-M0TSP, Task 02-00-00**
Sac County Sheriff's Office 15-402-M0TSP, Task 03-00-00

Davis Co. SO – No activities / reports submitted.
Sac Co. SO – As reported by East Sac County Community Schools, a seat belt survey was conducted at the beginning of the 2014 – 2015 school year. T-shirts were ordered and distributed to some students. Communication has been lacking between the sheriff's office, school, and GTSB. No other activities have been reported.

Grant Recipient: **Farm Safety 4 Just Kids / Buckle Up or Eat Glass (BUEG)**
Project Number: **15-405b-M1*TSP, Task 01-0-00**

The *Buckle Up or Eat Glass . . . tough choice, huh?* project completed it's 16th year in Iowa with the assistance of Farm Safety for Just Kids and the GTSB. BUEG programs were implemented in 14 communities in Iowa including Akron, Alleman, Anita, Cascade, Clarinda, Fairbank, Guthrie Center, Harlan, Humboldt, Lamoni, Manchester, Nevada, New Sharon, and Shenandoah. BUEG programs began in May and continued through the end of September. Each program consisted of a media campaign utilizing posters, radio and print PSAs, an educational program for youth with the target age of 7th – 10th graders, and a safety belt check held at an undisclosed location in the community. At the safety belt checks, a total of 2,171 safety belts were checked in pre- and post-observational surveys, 1,663 of those checked were youth under the age of 20. During the post-checks, 1,045 youth under the age of 20 were reported wearing their safety belts out of the 1,100 youth safety belts checked for a rate of 95%. Youth groups collaborated with local law enforcement, Iowa State Patrol troopers, media, schools, and businesses to advocate safety belt usage to youth in rural areas. 704 youth participated in local educational programs.

Grant Recipient: **Unity Point / One Second**
Project Number: **15-405b-M1*TSP, Task 02-00-00**

During FFY 2015, there were 25 "One Second" presentations conducted. These presentations reached 2,173 teens and 96 adults in total. Early in the year a focus group for "One Second" was held to show focus group teens the new "One Second" presentation for feedback before taking it to schools for active presentations. During the year, two new infographics for "One Second" were developed and promoted. These infographics were posted on the Blank Children's Facebook page which reached a total of 66,736 people. A media campaign was conducted in March, June and July as well around the Iowa Girls High School State Basketball Championships. This included awareness messages from "One Second" on Iowa Public Television. Also during the grant year, a "One Second" Teen Poster Contest was held. The

contest winner's awareness message was shared throughout the remaining of the program year and through media outlets. A billboard was placed in West Des Moines, Iowa highlighting the winner's poster message. The winner's awareness message was also placed in the West Des Moines Living Magazine and in the West Des Moines Register to help raise awareness.

Traffic Records

Program Overview:

Iowa recognizes that quality traffic records are important for planning, managing, and evaluating traffic safety programs. Through the Statewide Traffic Records Coordinating Committee (STRCC), Iowa strives to continually improve the overall traffic records system. STRCC is comprised of professionals from various traffic safety disciplines. Iowa's traffic records system includes six core datasets: crash, vehicle, driver, roadway, citation/adjudication, and EMS/Injury Surveillance. STRCC understands that traffic records data is the foundation for overall traffic safety project as the data is used to identify problems and countermeasures and to evaluate effectiveness while complying with national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS) and Model Inventory Roadway Elements. The GTSB manages Section 405c funding to support projects that improve the state's traffic records system datasets for performance attributes in the area of timeliness, accuracy, completeness, uniformity, integration, and/or accessibility.

Targets:

- Hold a minimum of three (3) Statewide Traffic Records Coordinating Committee (STRCC) meeting throughout the year.
- Begin to collect horizontal curve MIRE elements to improve the Roadway System.
- Begin to collect unpaved rural road intersection MIRE elements to improve the Roadway System.
- Create a web-based analytical tool.
- Continue to develop and launch information for the data portal.
- Deploy a revised crash form throughout the state.

Strategies:

- With the assistance of the Iowa Department of Transportation Web Team, continue to enhance the data portal.
- Finish revision of the crash report; release on January 1, 2015.
- Continue to enhance linkage capabilities
- Complete the 2015 Traffic Records Assessment.

Results:

During FFY 2015, three STRCC meetings were held:

Date	Location
January 22, 2015	In-Trans / Iowa State University, Ames, Iowa
May 21, 2015	In-Trans / Iowa State University, Ames, Iowa
November 19, 2015	University of Iowa, BioVentures Center, Coralville, Iowa

STRCC meetings throughout the year are well-attended by a vast representation of traffic safety disciplines. Various departments throughout the state capture, store, analyze, transmit, and disseminate traffic safety data; therefore, the STRCC venue is ideal for the discussion of data-improvement and uses in additional to overall networking.

A minimum of three STRCC meetings are held throughout the year. The above picture was taken at the May 21, 2015 meeting held in Ames, Iowa. Those participating in STRCC include representatives from each of the core datasets of crash, roadway, driver, vehicle, citation/adjudication and EMS/injury surveillance. Federal liaisons actively represent NHTSA, FHWA, and FMCSA. STRCC meetings are designed for membership involvement. Throughout the year the status of projects and other reports are routinely provided and discussed.

The GTSB hosted a kick-off meeting/webinar for the 2015 Traffic Records Assessment on August 31, 2015, in Des Moines, Iowa.

In late FFY 2014, the state of Iowa unveiled a traffic data portal, www.iowadot.gov/tsda.index.html. The site contains information about the six core data sets, various reports, information about STRCC, a data request for and contact information. During FFY 2015, additional reports and enhancements were added for the core data set categories and members of STRCC helped to promote the site to other stakeholders. The development of the portal was a result of a major recommendation from the 2011 Traffic Records Assessment.

A major milestone met in traffic records during FFY 2015 involved the crash form. The Iowa Department of Transportation successfully implemented, tested, and deployed a new/revised crash report form to all 245 TraCS agencies and in paper format to all non-TraCS agencies. The revised crash form will improve the completeness, accuracy, and timeliness of the crash system.

Every five years a Traffic Records Assessment is conducted under the advisory of the National Highway Traffic Safety Administration. NHTSA's assessments are peer evaluations of state traffic records system capabilities. An assessment kickoff meeting/webinar was conducted on August 31, 2015. State subject matter experts responded to a uniform set of questions with assessor responses provided against the ideal traffic records system advisory between August 31, 2015 through November 30, 2015. A report-out webinar is scheduled to be conducted December 7, 2015, and a final report will be prepared which will include ratings, recommendations, and consideration the state may consider to improve traffic records systems.

Grant Recipient: Iowa Department of Transportation / Office of Driver Services
Project Number: 15-405c-M3DA, Task 01-00-00

Overall this contract year was extremely productive and successful in terms of the multidisciplinary research projects that the University of Iowa Injury Prevention Research Center (IPRC) conducted in collaboration with the Iowa Department of Transportation. Multiple research discipline meetings were conducted and partnerships were developed. Throughout the year the IPRC researchers and affiliated partners continued to

represent the IPRC at local, national, and international meetings highlighting the research being done with Iowa traffic data. Several high-priority crash research projects continue to be conducted including "Epidemiology of Farm Equipment/Vehicle Roadway Crashes", "Analysis of Young Teens Who Crash: Characteristics of 14 & 15 Year Old Drivers" and ATV research. A newer research project is focusing on bicycling safety which will include the examination of charges and convictions related to bicycle-motor vehicle and pedestrian-motor vehicle crashes, pedal portal naturalistic bicycling study, and SaferSim research study examining driver response to bicycles and pedestrians.

Grant Recipient: **Iowa Department of Transportation / Motor Vehicle Enforcement**
Project Number: **15-405c-M3DA, Task 02-00-00**

During FFY 2015, the TraCS team successfully implemented, tested and deployed a new crash report form to all 245 TraCS agencies. The rollout occurred on January 1, 2015. Prior to the rollout, information pertaining to the new crash report form was conveyed at the TraCS User Group Meeting held in October 2014. Through TraCS, there continues to be monitoring of the status of the integrated crash/citation database maintained in the Division of Criminal and Juvenile Justice Planning (CJJP) as CJJP plans to update the database with additional crash and citation data. The TraCS team continues to deploy TraCS to increase the percentage of reports submitted electronically instead of by paper and the number of citations being submitted electronically. During FFY 2015, 5 new agencies were added to TraCS Web. At the end of 4th Quarter FFY 2015, the percentage of agencies submitting reports electronically was 97%.

Grant Recipient: **Iowa Department of Transportation / Office of Traffic and Safety**
Project Number: **15-405c-M3DA, Task 03-00-00**

During FFY 2015, the collection of unpaved rural intersection was completed. Municipal, secondary and primary road intersection data was also completed. Currently the data are undergoing final, extensive QA/QC processes. During these processes, the various datasets are being combined and standardized. Importation into the Oracle Spatial dataset will follow. These data have been used for various analytical purposes already with additional plans for further analyses in the works. Development of risk factors using the dataset has been initiated. The objective of this project is to identify risk factors that are associated with traffic crashes, with particular emphases on those crashes resulting in fatal or serious injuries. Given the relative infrequency of such crashes, traditional methods for identifying high-risk locations (such as considering short-term crash counts at a given location) are generally less effective. As a part of this project, a systemic safety evaluation is being conducted. The emphasis during the current initiative is on rural intersections and horizontal curves. The initial phases of this research have involved the integration of various data sets, which include traffic volume, roadway geometry, and traffic crash information. Using these datasets, risk factors will be identified, which may include geometric and traffic control characteristics. Various behavioral patterns and other contributing circumstances are also being considered.

Grant Recipient: **Iowa Department of Human Rights / Criminal and Juvenile Justice Planning (CJJP)**
Project Number: **15-405c-M3DA, Task 04-00-00**

The integration between the citation and crash data sets is complete and during FFY 2015, the CJJP has been working with the University of Iowa to transfer various data sets for crash and citation research and analysis. Additional collaboration with University of Iowa Injury Prevention Research Center was conducted on various projects and utilized the linked datasets. Additional research was conducted on young drivers and looked at rural versus urban environments. The integrated dataset has been beneficial but the population to utilize it is still very limited. CJJP will continue to provide data to interested parties for research and continue to research other states that have done this type of integration as to what benefits have been found.

Grant Recipient: **Iowa State Patrol**
Project Number: **15-405c-M3DA, Task 05-00-00**

It is vital that key members of the Iowa State Patrol are actively involved with other traffic safety partners including the Iowa Department of Transportation on matters of mutual interest and concern such as TraCS (Traffic and Criminal Software), MACH (Mobile Architecture for Communications Handling) interface, and the National Model. Funding through this grant supports members of the Iowa State Patrol to attend specialized meetings and conferences directly related to data. During FFY 2015, representatives of the Iowa State Patrol attended the following: Association of Transportation Safety Information Professionals Annual Traffic Records Forum, 10/26 – 30, 2014, St. Louis, MO; National Model Steering Committee Meeting, February 19 – 20, 2015, Tempe, AZ; International Association of Chiefs of Police (IACP) Law Enforcement Information Management (LEIM) Annual Conference and Technology Exposition, May 18 – 20, 2015, San Diego, CA; and the National Model Steering Committee Meeting, August 19 – 21, 2015, Indianapolis, IN.

Grant Recipient: **Iowa Traffic Safety Data Services (ITSDS) / Iowa State University, Institute for Transportation (In-Trans)**
Project Number: **15-405c-M3DA, Task 06-00-00**

In-Trans and the Iowa Traffic Data Service (ITSDS) provided traffic safety data-related analysis and presentation materials as requested for decision-making, effective presentation of information, and education. During FFY 2015, ITSDS addressed over 160 requests from or on behalf of more than 60 different agencies / individuals. Request frequency and agencies served during this contract period increased from the previous period. Requests covered a wide range of areas and topics, including older drivers, impairment, motorcyclists, non-motorists, site/project specific analysis/trends/history, agency-specific crash experience, speed, heavy truck, occupant protection, and enforcement impacts. Several requests simply entailed connecting individuals with the appropriate resources; while other requests required creating multiple products, in different formats, for multiple agencies. Other requests resulted in follow-up analyses. Several of the more extensive projects included the Fall Safety Workshops, Safety Improvement Candidate Location (SICL) reports and providing collision diagrams to requesting agencies. Specifically the Fall Safety Workshops required providing multi-year VMT and crash summaries by roadway functional classification as well as providing annual Interstate GIMS snapshots. ITSDS also provided ongoing support for several Department of Transportation, Office of Traffic and Safety, efforts in addition to requests that were multidisciplinary in nature. Funding also allowed for In-Trans staff to attend the International Traffic Records Forum in St. Louis, Missouri in October 2014 and the GTSB Annual Conference in April 2015.

Grant Recipient: **Iowa Department of Public Health / EMS**
Project Number: **15-405c-M3DA, Task 07-00-00**

Over the course of FFY 2015, 446 out of 733 transport and non-transport services submitted EMS run data. While some services have failed to submit data for a variety of reasons, it is possible some services have not had any calls in this time period. The bureau is implementing a training plan to ultimately boost the number of services submitting reports as the bureau rolls out the Elite NEMSIS 3 product. During FFY 2015, the Department of Public Health has been working on the release of the new ImageTrend product, Elite, which is NEMSIS 3 compliant. Services that will be using 3rd party software will be responsible for ensuring their software is NEMSIS 3 compliant for a successful submission to ImageTrend's Elite product once it is released within Iowa. During FFY 2015, a data-sharing agreement was also completed and data provided to researchers at the Iowa Department of Transportation (DOT) as the DOT is working on adding some personal information to their crash data to allow for better linkage to EMS data.

Grant Recipient: **Iowa Department of Public Health / CODES**
Project Number: **15-405c-M3DA, Task 08-00-00**

During FFY 2015, all CODES data was enhanced through data linkage with data through 2013. Numerous data was produced and utilized for a wide-ranging request for 2009 – 2013 data from the Injury Control Program at the Iowa Department of Public Health. The request included alcohol impairment by safety device used and traumatic brain injury by helmet use in motorcyclists. FFY 2015 funding also supported the CODES manager to attend the ATSIP Traffic Records Forum in St. Louis in October of 2014.

Media (Paid/Earned/Social) and Public Outreach

Program Overview:

The use of media (paid, earned, and social) and public outreach can help raise awareness and support for traffic safety initiatives. Media relations are invaluable toward the overall objective 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.

Paid Media

Paid media is the mechanism the GTSB uses to deliver specific messages for a particular target audience. Through the purchasing of advertising, there is a guarantee the message/public service announcement will be aired at specific times and on specific stations. Media models created by NHTSA are used by the GTSB during the national mobilization events such as "Click It or Ticket" and "Drive Sober or Get Pulled Over". Paid media plans are coordinated with national mobilization times with messages starting approximately a week prior to the enforcement events.

Grant Recipient: **Alliance Sport Marketing**
Project Numbers: **15-402-M0PM, Task 01-00-00**
15-405b-PM1PE, Task 01-00-00

During FFY 2015, Alliance Sport Marketing used the results of the GTSB's Problem Identification analysis to identify motorsport venues within Iowa's "Top 22" problematic counties in which to provide traffic safety message. Within the "Top 22" counties, 17 motorsport venues were identified. Traffic safety messages were coordinated with these locations and included premium signage and public address announcements. Announcements were made at each event. Within all of the surrounding communities, race schedule posters were also distributed which included the tagline of "Drive Sober or Get Pulled Over". In each community a total of 2,500 posters were produced and distributed. The target audience for the efforts conducted by Alliance Sport Marketing focused around males ages 18 – 24; a demographic category identified as "at risk" by NHTSA.

Sioux City Journal / Siouxcityjournal.com

June 18, 2015

SIOUX CITY – Law enforcements officers issued 118 citations and 105 warnings during a recent traffic enforcement project.

With the assistance of the Iowa State Patrol and Woodbury County Sheriff's Office, the Sioux City Police Department conducted a 24-hour saturation patrol Friday to remind citizens of four critical safety issues: speeding, seat belt use, pedestrian safety and impaired. Overtime was paid by the Governor's Traffic Safety Bureau.

In the 24 hours, 152 vehicles were stopped. Citations or warning were issued for 61 speeding violations, 43 seat belt violations and two for pedestrian safety violations. Also four drunk or drugged drivers were arrested.

Police remind the public that everyone's help is needed to ensure safety, especially with upcoming community events such as Awesome Biker Nights, The Big Parade, Saturday in the Park and numerous sporting events approaching.

Grant Recipient: **Des Moines Buccaneers Hockey Club**
Project Number: **15-402-M0PM, Task 02-00-00**

During the 2015 Des Moines Buccaneers season, a distracted driving video was shown at all 30 home games with and estimated exposure of 80,000 fans. The video was also posted on the Des Moines Buccaneers website, www.bucshockey.com which resulted in 265,000 unique views between October 1, 2014 and April 15, 2015. Radio messages were also aired during each game broadcast 940am, Bucs

Broadcast Network, and simulcast at praise940.com. During the 2015 season, a "Designated Driver Booth" was also featured at all 30 home games with one designated driver per game receiving an autographed Buc's puck. Signage depicting "One Text or Call Could Wreck it All" was also displayed at all home games.

Grant Recipient: **IMG College – Drake**
Project Number: **15-402-M0PM, Task 04-00-00**

Athletic events at Drake University provide for an ideal venue in which to provide traffic safety messages during FFY 2015. Public service announcements were aired during 11 football game broadcasts on 1350 KRNT radio which included a total of 33 PSA :30 spots broadcasted in addition to 22 PSA announcement read live on the air. Also during the football season, a safe driving message was displayed at 6 football games with a total attendance of 16,934. Drake men's and women's basketball games were also broadcast on 1350 KRNT radio. A total of 33 PSA :30 spots were broadcast along with 22 PSA announcements read live on the air. During the basketball season, anti-texting messages were displayed at each of the men's 15 home games and each of the women's 16 home games. Total attendance for all home basketball games was 92,250. The 2015 Drake Relays were attended by 40,737. A full-page traffic safety message was printed in the Drake Relays Program, of which 2,800 were distributed.

Grant Recipient: **Iowa Barnstormers**
Project Number: **15-402-M0PM, Task 05-00-00**

The Iowa Barnstormers is Iowa's arena football team. Wells Fargo Arena in Des Moines is the team's home. The objective of this contract was to provide traffic safety messages during each home game. The 2015 season had 7 home games with an attendance totaling 45,948. During 2015, the public address messages focused on buckling up and driving home safely. 4x8 sideline dasher board signs were displayed at each of the home games. All home games were also broadcast live on Mediacom and were available to approximately 450,000 customers throughout the state of Iowa. Each game was also replayed multiple times during the week following the game. The DPS/GTSB logo and website were provided throughout the year on the Barnstormer website (http://www.theiowabarnstormers.com/). The website received approximately 7,000 visits per week.

Grant Recipient: **Learfield Sports**
Project Numbers: **15-402-M0PM, Task 35-00-00**
15-405d-M60T, Task 35-00-00

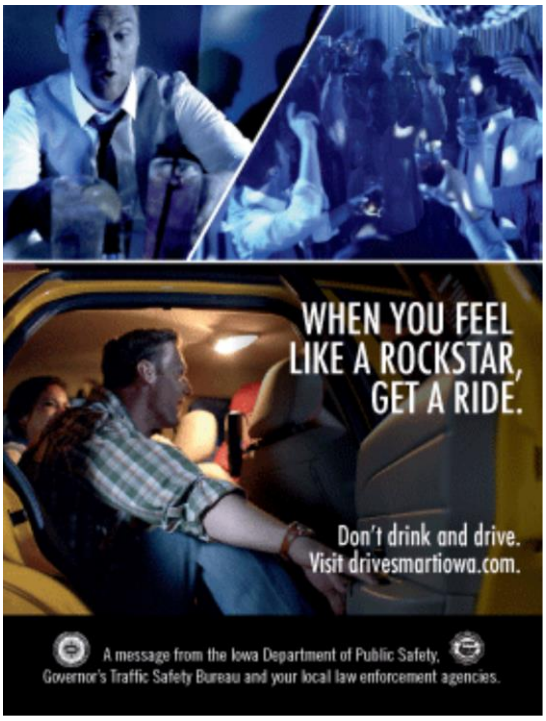
Throughout FFY 2015, safety belt use and impaired/distracted driving prevention public service announcements were developed, approved, and aired during Hawkeye (University of Iowa) and Cyclone (Iowa State University) football and basketball games. 30-second public service announcements were aired on the Hawkeye and Cyclone networks between April and August. Approved web banners and ads also ran on hawkeyesports.com and cyclones.com with GTSB links. Throughout 2015, web impressions for Hawkeye and Cyclone official university websites were reported at 2,598,471 impressions with an additional 1,695 hits for web ads.

Grant Recipient: **Screenvision Direct**
Project Number: **15-402-M0PM, Task 09-00-00**

A variety of public service announcements were provided through effected campaigns managed by Screenvision Direct. Such campaigns were based upon "geographical targeting" of consumers throughout Iowa. Screenvision Direct is a sole source provider of cinema advertising in the state of Iowa with a 90% cinema market share. Theatre locations chosen for all early pre-show (EPS) advertising was based upon high incident rates for the following cinema campaigns: driver impairment, "Click It or Ticket", and distracted driving. Theatre locations chosen for the late pre-show (LPS) rural driver safety cinema campaign were rural based theatre locations in the state of Iowa. Overall throughout the year, impaired driver PSAs were aired on 125 screens in urban communities for 3-weeks, distracted driving PSAs were aired on 107 screens in urban communities for 4-weeks, rural driver PSAs were aired on 100 screens in rural communities for 2-weeks, and a safety belt use PSAs aired on 107 screens in urban communities for 4-weeks.

Grant Recipient: **The Integer Group**
Project Numbers: **15-402-M0PM, Task 10-00-00**
15-405b-M1PE, Task 03-00-00
15-405b-M60T, Task 53-00-00
15-405f-M9MA, Task 02-00-00

The Integer Group is the GTSB's main media source. Through The Integer Group, media is purchased in support of national mobilizations and other campaigns. Media plans for "Click It or Ticket" and distracted driving campaigns were developed and approved. Seat belt related media primarily focused on a target audience of adults age 18-54 with an estimated audience of 921,000 with additional donated media resulting in additional audience exposure. The media plan for "Drive Sober or Get Pulled Over" campaign was targeted at men between the age of 18 and 34. Estimated audience was 267,000 with additional donated media resulting in additional audience exposure. "Rockstar" PSA, newspaper ads, and digital banners were developed and sent to media vendors. During FFY 2015, The Integer Group also maintained the GTSB's microsite www.drivesmartiowa.com.



Grant Recipient: **Iowa Sports Spotlight**
Project Number: **15-402-M0PM, Task 06-00-00**

Iowa Sports Spotlight targeted their efforts primarily with teen drivers. Section 402 funding supported efforts for Iowa Sports Spotlight to provide traffic safety messages with the potential to reach thousands of individuals through a variety of means including a statewide monthly sport magazine that focuses on high school athletics, a digital sports magazine, weekly radio, and e-letters. The distribution of the statewide sport magazine alone had a circulation to over 900 locations throughout the state of Iowa with an estimated 75,000 readers each month. The magazine featured a full-page dedicated to a

"Student Athlete of the Month" and included the GTSB logo and website information. Each featured page also included a "Click It or Ticket" logo.

Grant Recipient: **Krogman & Associates, L.L.C.**
Project Number: **15-402-M0PM, Task 07-00-00**

During FFY 2015, the GTSB partnered with Krogman & Associates to provide radio announcements and signage at state high school championship tournaments for football, basketball, cheerleading, wrestling, track, and volleyball. These events draw large crowds annually to the venue cities. For example, the Iowa High School State Wrestling Tournament claims the largest high school wrestling crowd in the nation with the final championship night alone having a sellout crowd of over 77,000 spectators plus up to 400 credentialed members of the media. A variety of signage was used during 2015 including rotating electronic signs, rotating scorer's table signs and banners. Additional internet streaming and radio commercials were part of the media mix for state baseball, volleyball, basketball and wrestling events. Wrestling, football and basketball events were also televised increasing exposure. Krogman & Associates worked through the Iowa High School Sports Network (IHSSN) and their website, www.ihssn.com, to have traffic safety messages and the GTSB logo provided at the championship events. Through IHSSN, an estimated 400,000 individuals are reached annually.

Grant Recipient: **Greater Des Moines Baseball**
Project Number: **15-402-M0PM, Task 03-00-00**

Through Greater Des Moines Baseball, the 2015 season of the Iowa Cubs provided a great venue in which to provide traffic safety messages. Signage was provided at Principal Park in Des Moines, Iowa, which is the home of Iowa's Triple-A baseball team, the Iowa Cubs. Traffic safety signage included a marquee message board, concourse backlit, and an outfield fence sign with the message "One Text or Call Could Wreck it All". The outfield fence sign provided exposure to not only the baseball fans within the complex but could also be seen during television broadcasts and sport reports on news stations. The Iowa Cubs attendance for the 2015 season was 504,577. This was up 12,517 (2.54%) from 2014. In addition to this, Principal Park welcomed 26,311 for the Iowa High School Baseball Tournament.

Grant Recipient: **Radio Iowa News / Learfield (Combo)**
Project Number: **15-402-M0PM, Task 08-00-00**
15-405f-M9MA, Task 08-00-00

Radio Iowa provided a year of safety messages across Iowa's rural radio stations. A variety of new messages were developed and geared toward target audiences. All goals for the airing of traffic safety messages were met and/or exceeded. A total of 24,958 local market radio messages over the grant period were fulfilled.

Earned Media

Relationships formed with the media are invaluable. The media can be a strong asset in regard to raising awareness and to generate support for traffic safety education and efforts with the overall goal being to change driver behavior. Funded agencies are encouraged to provide press releases and work with the media to gain support, which strengthens credibility.

April 10, 2015

Record Setting Media

The Integer Group under a highway safety grant with the Iowa Governor's Traffic Safety Bureau had a record-setting quarter for donated media. Between January and March of 2015, over $75,000 worth of media placement was garnered. This was accomplished with 143 distracted driving, impaired driving, seat belt and motorcycle safety public service announcement placed free of charge in newspapers across Iowa. Those 143 ads are valued at $23,537. Over 1,000 TV messages were aired free of charge with a value of $18,353.00. Over 300 radio ads were aired with a value of $5,960. And, lastly outdoor ads on distracted driving were placed in three locations which have a value of $17,550.00. Together, the GTSB received $75,028.86 worth of ads.

Social Media

Social media continues to be a means of interaction where people create, share, and exchange information virtually. Social media captures a diverse audience which is connected through such networking. Social media allows for information to be posted and then re-posted indefinitely so it is impossible to estimate how far-reaching social media can be. The GTSB utilized both Twitter and Facebook as sites where traffic safety information was posted on a regular basis. Information shared included but was not limited to news articles, press releases, and high visibility enforcement efforts.

Additional Public Outreach-

Iowa State Fair

During 2015, the GTSB continued the tradition of an educational display booth at the Iowa State Fair. The purpose of the booth is to provide traffic safety information to fairgoers. The Iowa State fair was the largest outreach project conducted by the GTSB during the year as approximately one-million individuals attend the fair annually over the 10-day event. Due to the size of the attendance at the Iowa State Fair, the venue provides a great opportunity to reach a diverse group of people.

WHO – Radio / iHeart Radio

A unique partnership has been developed between the Iowa Department of Public Safety / Governor's Traffic Safety Bureau and WHO / iHeart Radio. What began as a somewhat casual meeting with the radio "traffic guy" had expanded into a means in which to providing traffic safety related messages totally through earned media and PSA spots recorded by the station.

Special Areas and Projects / Noteworthy Practices

New in 2015

I-80 – I-35 Border to Border Traffic Safety Initiative

The Iowa State Patrol, in partnership with the Governor's Traffic Safety Bureau, the National Highway Traffic Safety Administration (NHTSA), and the International Association of Chiefs of Police (IACP) headed up a 16-state, I-80 / I-35 Border to Border Traffic Safety Challenge, August 28 – 30, 2015. The I-80 – I-35 Border to Border Traffic Safety Challenge coincided with the National "Drive Sober or Get Pulled Over" campaign.

The main focus of this special traffic safety challenge was to reduce the number of fatalities and serious injury crashes on I-80 and I-35 by high visibility and enforcing all traffic laws such as speeding, seatbelt usage, and impaired driving. The initiative involved all 16 state highway patrol agencies where I-80 and I-35 pass through. Interstate 80 is 2,909 miles long from border to border with Interstate 35 being 1,694 miles from border to border.

The dates of the project were selected after a review of five years of crash data, which showed the month of August being of the deadliest months for motorists on these interstates.

In the 16 participating States, there were 8,582 traffic citations issued and 166 impaired drivers removed from the interstates. There were also 168 drug arrests made and 1,113 seatbelt citations issued. In Iowa a total of 1,549 traffic citations were issued and 18 impaired drivers were taken off the road. In Iowa an additional 9 individuals were arrested for drugs and 41 seatbelt citations were issued.

Participating States

California
Illinois
Indiana
Iowa
Kansas
Minnesota
Missouri
Nebraska
Nevada
New Jersey
Ohio
Oklahoma
Pennsylvania
Texas
Utah
Wyoming

Total Enforcement Efforts (All 16 States)	
Total Number of Crashes	349
Total Number of Fatal Crashes	**0**
Total Number of Fatalities	**0**
Total Number of Speed Citations Issued	5,903
Total Number of Seat Belt Citations Issued	1,113
Total Number of Traffic Citations Issued	8,582
Total Number of Traffic Warnings Issued	11,034
Total DWI Arrests and Citations	166
Total Drug Arrests Made	168
Commercial Motor Vehicle Inspections Reported	461

Highway 71 – "Drive Sober or Get Pulled Over" Campaign

September 4 – 7, 2015, local, county and state law enforcement officers patrolled U.S. Highway 71 from the northern to the southern border of Iowa, passing through 9 Iowa counties: Dickinson, Clay, Buena Vista, Sac, Carroll, Audubon, Cass, Montgomery and Page. This effort was part of the Highway 71 Impaired Driving Enforcement Project to reduce drunk and drugged driving. The mobilization, which included high-visibility enforcement along Highway 71, coincided with the national enforcement campaign, "Drive Sober or Get Pulled Over" (August 21 – September 7, 2015). Highway 71 was chosen after analysis of crash data. Crash data from 2004 – 2014 preliminary data identified that impaired drivers caused 109 traffic crashes of the corridor of U.S. Highway 71 that goes through Iowa. The 4-day enforcement project produced:

1,407	Citations / warnings
8	OWIs
46	Motorist Assist
7	Narcotics Possession Arrests
19	Personal Injury Crashes

Annual Events

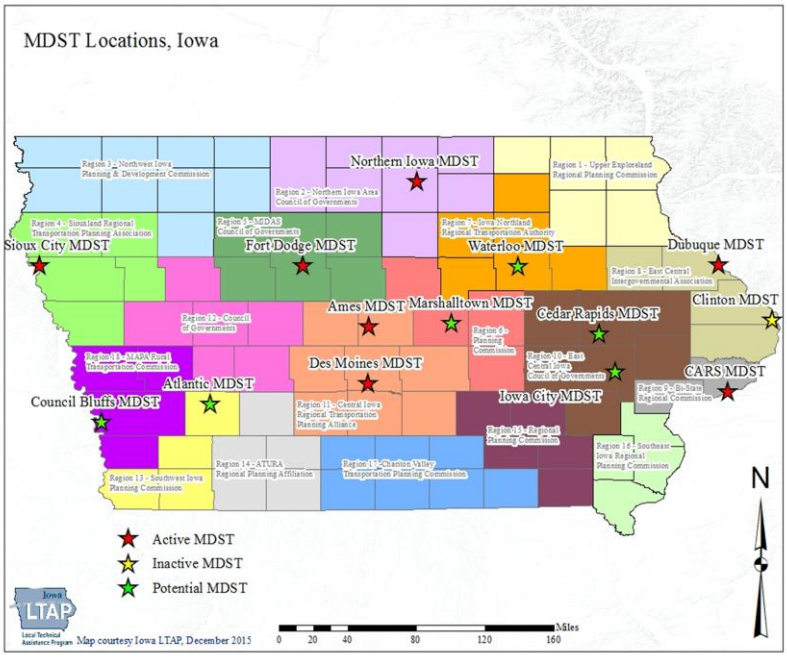
Fall Safety Workshops

Through the Fall Safety Workshop series, interested professionals from planning agencies, law enforcement, engineering, consulting, and other disciplines from all levels of government are provided an opportunity to meet, learn, interact, and share experiences, provide opinions and/or suggestions for strengthening and expanding the overall safety program for local roads and streets in Iowa, which often result in addressing identified safety concerns in an effective multi-disciplinary manner.

In FFY 2014, the workshops were held in 6 different locations throughout the state. The workshop series was funded by the Iowa Department of Transportation (DOT), Office of Traffic and Safety. Planning and presentations for the workshop are provided by several co-sponsors, including the Iowa DOT Systems and Planning and Local Systems Offices, Federal Highway Administration (FHWA)-Iowa Division, Governor's Traffic Safety Bureau, and the Iowa Local Technical Assistance Program (LTAP).

Multi-Disciplinary Safety Teams (MDSTs)

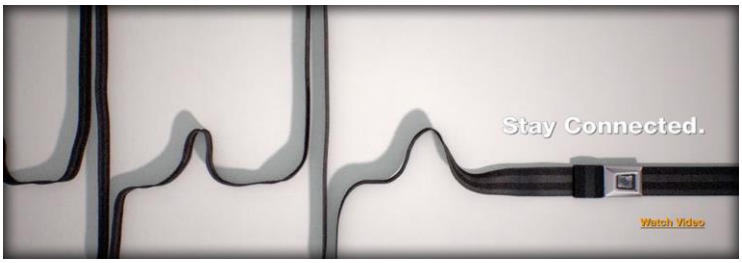
MDSTs provide for a collaborative approach to bring together engineering, law enforcement, emergency services, fire prevention, Iowa DOT, the GTSB, traffic data, and Federal Highway Safety Administration (FHWA) together to discuss traffic safety issues that are specific to their local area. The collaboration establishes a forum where participants understand how their part of traffic safety coordinates with other areas represented on the team. The networking increases communication and cooperative which in turn provides support for traffic safety projects and improvements. The locations of MDSTs are depicted on the map.



Miscellaneous Highlights / Special Events / Recognition

Integer Wins Addy for Stay Connected Campaign

The American Advertising Awards Program is the advertising industry's largest and most representative creative competition, recognizing creative excellence in the art of advertising. More than 40,000 total entries are entered and judged annually. GTSB's PSA "Stay Connected", which was created by The Integer Group, won an Addy in the spring of 2015.



Parsons Elected Secretary for NAWHSL

GTSB Program Administrator Jennifer Parsons was elected Secretary of the National Association of Women Highway Safety Leaders, Inc. (NAWHSL). NAWHSL, founded in 1967, is a non-profit organization of leaders working nationwide to prevent and reduce deaths and injuries on our nation's roadways.

NHTSA Administrator Visits Iowa Department of Public Safety

On August 26, 2015, Commissioner Ryan and the staff of the Governor's Traffic Safety Bureau were honored to have a meeting with National Highway Traffic Safety Administration (NHTSA) Administrator Dr. Mark Rosekind. NHTSA Region 7 Administrator Susan DeCourcy and Iowa's Regional Program Manager Dean Scott were also in attendance.

Left to Right: NHTSA Regional Program Manager Dean Scott, NHTSA Region 7 Administrator Susan DeCourcy, NHTSA Administrator Mark Rosekind, Iowa Department of Public Safety Commissioner Roxann Ryan, Iowa Governor's Traffic Safety Bureau Chief Patrick Hoye, and Iowa State Patrol Colonel Michael J. Van Berkum.

NHTSA Management Review

A NHTSA Management Review was conducted in the spring of 2015. Commendations resulted as indicated below from an excerpt of the NHTSA report:

> ***Commendation B-1, Implementation of Practices to Improve Program & Project Management***
> *During the last three years, the Iowa GTSB implemented a number of practices to significantly improve the management of their program and projects. Many of these practices have been in response to the new requirements of MAP-21 and the Supercircular, 2 CFR part 200. The proactive Iowa GTSB developed and implemented new practices and several had been recognized at the national and regional level as best practices. One best practice includes the development of a thorough template to report Maintenance of Effort (MOE) program requirements. The Governor's Highway Safety Association recognized their MOE template as a best practice and shared the GTSB model template with their partner states for possible adoption.*

Additionally, the GTSB quickly developed a "risk assessment" checklist and added it as part of their Program Selection Guidelines dated March 15, 2015. The GTSB is the first state in Region 7 to develop this model "risk assessment" checklist that addresses the requirements outlined in the Supercircular, 2 CFR §200.331(b). This checklist directs office personnel to review/document items such as: agency type, prior grantee, submitted timely reports, site visit reports, review findings/problems, past grant success, fiscal practices, organizational structure, staffing experience, audit findings and reviews, department/suspensions, funding amount and proposal approval. The NHTSA Regional Office reviewed the checklist and felt it would assist the other Region 7 states with their project management. This tool was shared with other Region 7 states as a best practice.

Another innovative management tool the GTSB Director has established to improve project management is the newly developed "Vision Wall." This project management tool highlights office project goals, facilitates office action when needed, and keeps Program Administrators (PAs) focused on their mission for the year. This "Vision Wall" highlights project goals of Iowa's GTSB traffic safety initiatives. For the second straight year, each PA sets one project goal with the GTSB Bureaus Chief in their respective program area. Creative framed posters display the projects and goals on the "Vision Wall" for everyone to see. This tool has proven effective because the PAs remain focused on their goals and provide updates of the progress made at staff meetings and during a mid-year status report out.

With the development and implementation of these three tools, the management of the program has been streamlined and established staff accountability.

Commendation B-2, Development and Implementation of Iowa Impaired Driving Blueprint
During 2013, the GTSB developed the Iowa Impaired Driving Blueprint (IIDB) utilizing the NHTSA (R7) Drug Impaired Driving Blueprint. The IIDB contains many areas of concentration including legislation, enforcement, toxicology, prosecution, judicial, public awareness and education, data, traffic records, and research. Each of the areas has documented objectives and strategies. Prior to this, the GTSB implemented various impaired driving projects, but it was not in a coordinated manner and as comprehensive in scope.

The GTSB took immediate action to implement many of the objectives from the IIDB. They introduced legislation that positively addressed prescription drug affirmation defenses. During the last 2 ½ years all road troopers within Iowa State Patrol have been trained in Advanced Roadside Impaired Driving Enforcement (ARIDE) shifting the agency from 43% to over 90% ARIDE certified. The GTSB began providing Drug Recognition Expert (DRE) case training to county prosecutors. Additionally the SHSO has led the effort to increase reporting of Blood Alcohol Content (BAC) results of drivers killed moving them from 33% in 2012 to 59% in 2014.

Revised Crash Report
On January 1, 2015, the Iowa Department of Transportation released a revised crash report. The additional fields will allow for more accurate data to be collected throughout the state. Specifically, additional fields were added in regard to impaired driving to capture data on the seven nationally recognized drug categories.

Federal Funds Expended on Projects

The Governor's Traffic Safety Bureau enters data at the project level in the Federal Grant Tracking System (GTS). The amount of federal funds expended and share to local benefit on each project is identified in the final voucher and is provided as ATTACHMENT C. For Section 402, Iowa's share to local benefit was _____ in FFY 2015.

Partnerships for Success / Training, Technical Assistance, and other Expertise

As key stakeholders in traffic safety, the staff of the GTSB actively participates in webinars, conferences, meetings and other training activities to bolster their knowledge and partake in networking with other traffic safety partners. Staff will continue to be encouraged to attend trainings in NHTSA's core areas of program management, financial management, data analysis, and instructor development.

Iowa maintains a strong relationship with NHTSA Region 7. Region 7 staff is available to provide direction, leadership, and support. Iowa will continue to work with NHTSA through collaborative efforts and goals to reduce deaths and serious injuries associated with traffic crashes.

The Future

Iowa will continue to be cognizant of traffic safety laws and initiatives for which to build upon through partnerships Programs will be data driven and Iowa will utilize materials such as NHTSA's "Countermeasures that Work" to help set strategies for program implementation and success. The GTSB will continue its strong partnerships with other traffic safety stakeholders and will be actively involved and supportive of collaborative efforts identified in the State Strategic Highway Safety Plan (SHSP). The SHSP will be modified in the coming year, and the unified discussions will provide for the implementation of strategies which support the state's goal to reduce fatalities and serious injuries on Iowa's roadways.

Data will continue to be a fundamental part of traffic safety initiatives. Through the collection, analysis and dissemination of data, traffic safety partners will have the ability to develop countermeasures and strategies. Through the Statewide Traffic Records Coordinating Committee (STRCC), projects will continue which will enhance Iowa's overall traffic records system.

The state recognizes that impairment continues to be an issue, and the GTSB will continue to support DRE and ARIDE trainings. Such specialized trainings increase the number of officers familiar with drug impairment symptoms to help combat impaired driving and support the state's highway safety initiatives.

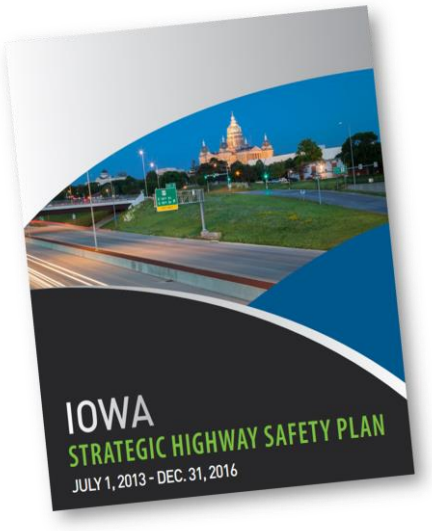
Rural fatalities continue to remain high. The GTSB will continue to develop and support ways to bring law enforcement, education, and general awareness to rural road safety issues.

The GTSB will continue to utilize social media and will explore current trends.

State Strategic Highway Safety Plan Implementation

The Governor's Traffic Safety Bureau is committed to the coordination of efforts conducted through the state highway safety office to be aligned with those within the State Strategic Highway Safety Plan (SHSP). Collaboration continues to take place between traffic safety stakeholders throughout the state in regard to targets and strategies identified in the 2013. Stakeholder representatives commence quarterly to discuss and report on projects supporting the implementation of the SHSP. ATTACHMENT D contains the safety strategies identified in Iowa's SHSP.

The current SHSP expires on December 31, 2016. Stakeholders are in the early stages of working on a plan revision.



The success of efforts in Iowa can be credited to strong partnerships and collaboration.

For Additional Information Please Contact:

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Iowa Department of Public Safety
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www.iowagtsb.org

DMV Traffic Safety Survey 2015

Attachment A

Response Frequency Tables

City				
City	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Ankeny	287	43.29	287	43.29
Carroll	54	8.14	341	51.43
Cedar Rapids	248	37.41	589	88.84
Council Bluffs	28	4.22	617	93.06
Fort Dodge	46	6.94	663	100.00

Q1: How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick-up?				
Q1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Always	526	79.34	526	79.34
2 Nearly always	82	12.37	608	91.70
3 Sometimes	33	4.98	641	96.68
4 Seldom	9	1.36	650	98.04
5 Never	11	1.66	661	99.70
8 Missing	2	0.30	663	100.00

Q2: In the past 30 days, have you read, seen, or heard about safety belt enforcement by any law enforcement agency?				
Q2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes	361	54.45	361	54.45
2 No	299	45.10	660	99.55
8 Missing	3	0.45	663	100.00

Q3: In the past 30 days, have you read, seen, or heard about night-time traffic enforcement by any law enforcement agency?				
Q3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes	180	27.15	180	27.15
2 No	479	72.25	659	99.40
8 Missing	4	0.60	663	100.00

DMV Traffic Safety Survey 2015

Response Frequency Tables

Q4: What do you think your chances are of getting a ticket if you don't wear your safety belt?				
Q4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Very likely	258	38.91	258	38.91
2 Somewhat likely	278	41.93	536	80.84
3 Unlikely	82	12.37	618	93.21
4 Highly unlikely	40	6.03	658	99.25
8 Missing	5	0.75	663	100.00

Q5: Do you think the new law requiring everyone under the age of 18 to be buckled up regardless of their seating position in a vehicle is a good law?				
Q5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes	567	85.52	567	85.52
2 No	88	13.27	655	98.79
8 Missing	8	1.21	663	100.00

Q6: On a local road with a 25 mph speed limit, how often do you drive faster than 35 mph?				
Q6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Most of the time	34	5.13	34	5.13
2 Half of the time	91	13.73	125	18.85
3 Rarely	329	49.62	454	68.48
4 Never	202	30.47	656	98.94
8 Missing	7	1.06	663	100.00

DMV Traffic Safety Survey 2015

Response Frequency Tables

Q7: On a road with a 65 mph speed limit, how often do you drive faster than 75 mph?				
Q7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Most of the time	41	6.18	41	6.18
2 Half of the time	95	14.33	136	20.51
3 Rarely	288	43.44	424	63.95
4 Never	233	35.14	657	99.10
8 Missing	6	0.90	663	100.00

Q8: In the past 30 days, have you read, seen, or heard about speed enforcement by any law enforcement agency?				
Q8	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes	387	58.37	387	58.37
2 No	270	40.72	657	99.10
8 Missing	6	0.90	663	100.00

Q9: What do you think the chances are of getting a ticket if you drive over the speed limit?				
Q9	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Very likely	256	38.61	256	38.61
2 Somewhat likely	308	46.46	564	85.07
3 Unlikely	76	11.46	640	96.53
4 Highly unlikely	17	2.56	657	99.10
8 Missing	6	0.90	663	100.00

DMV Traffic Safety Survey 2015

Response Frequency Tables

Q10: In the past 30 days, how many times have you driven a vehicle within 2 hours after drinking alcoholic beverages?				
Q10	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0 None	506	76.32	506	76.32
1 1 time	73	11.01	579	87.33
2 2 times	48	7.24	627	94.57
3 3 times	16	2.41	643	96.98
4 4 or more	16	2.41	659	99.40
8 Missing	4	0.60	663	100.00

Q11: In the past 30 days, have you read, seen, or heard about drunk driving enforcement by any law enforcement agency?				
Q11	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes	436	65.76	436	65.76
2 No	220	33.18	656	98.94
8 Missing	7	1.06	663	100.00

Q12: What do you think the chances are of someone getting arrested if they drive after drinking?				
Q12	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Very likely	338	50.98	338	50.98
2 Somewhat likely	252	38.01	590	88.99
3 Unlikely	36	5.43	626	94.42
4 Highly unlikely	25	3.77	651	98.19
8 Missing	12	1.81	663	100.00

DMV Traffic Safety Survey 2015

Response Frequency Tables

Q13: How often do you drive on gravel roads?				
Q13	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Daily	97	14.63	97	14.63
2 Once a week	124	18.70	221	33.33
3 Once a month	179	27.00	400	60.33
4 Once a year	135	20.36	535	80.69
5 Never	120	18.10	655	98.79
8 Missing	8	1.21	663	100.00

Q14: How often do you drive on rural hard surface roads?				
Q14	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Daily	309	46.61	309	46.61
2 Once a week	113	17.04	422	63.65
3 Once a month	119	17.95	541	81.60
4 Once a year	56	8.45	597	90.05
5 Never	59	8.90	656	98.94
8 Missing	7	1.06	663	100.00

Q15: How often do you use a cell phone when you drive?				
Q15	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Always	50	7.54	50	7.54
2 Sometimes	204	30.77	254	38.31
3 Seldom	148	22.32	402	60.63
4 Only when receiving a call	106	15.99	508	76.62
5 Never	150	22.62	658	99.25
8 Missing	5	0.75	663	100.00

DMV Traffic Safety Survey 2015

Response Frequency Tables

Q16: How often do you text or use email when you drive?				
Q16	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Always	29	4.37	29	4.37
2 Sometimes	96	14.48	125	18.85
3 Seldom	105	15.84	230	34.69
4 Only to read text or email	51	7.69	281	42.38
5 Never	376	56.71	657	99.10
8 Missing	6	0.90	663	100.00

Q17: Your gender				
Q17	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Male	328	49.47	328	49.47
2 Female	324	48.87	652	98.34
8 Missing	11	1.66	663	100.00

Q18: Your age				
Q18	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Under 21	82	12.37	82	12.37
2 21-25	94	14.18	176	26.55
3 26-39	178	26.85	354	53.39
4 40-59	198	29.86	552	83.26
5 60-74	69	10.41	621	93.67
6 75 or older	37	5.58	658	99.25
8 Missing	5	0.75	663	100.00

Q19: Have you ever fallen asleep while driving?				
Q19	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes	123	18.55	123	18.55
2 No	508	76.62	631	95.17
8 Missing	32	4.83	663	100.00

DMV Traffic Safety Survey 2015

Response Frequency Tables

Q20: How often do you get drowsy while driving?				
Q20	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Daily	8	1.21	8	1.21
2 Once a week	54	8.14	62	9.35
3 Once a month	102	15.38	164	24.74
4 Once a year	164	24.74	328	49.47
5 Never	303	45.70	631	95.17
8 Missing	32	4.83	663	100.00

Q21: How often do you briefly doze off while driving?				
Q21	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Daily	8	1.21	8	1.21
2 Once a week	12	1.81	20	3.02
3 Once a month	50	7.54	70	10.56
4 Once a year	89	13.42	159	23.98
5 Never	472	71.19	631	95.17
8 Missing	32	4.83	663	100.00

Q22_1: What causes you to become drowsy while driving? Not enough sleep				
Q22_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes, response circled	206	31.07	206	31.07
2 No, response not circled	411	61.99	617	93.06
8 Missing	46	6.94	663	100.00

DMV Traffic Safety Survey 2015

Response Frequency Tables

Q22_2: What causes you to become drowsy while driving? After eating				
Q22_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes, response circled	60	9.05	60	9.05
2 No, response not circled	557	84.01	617	93.06
8 Missing	46	6.94	663	100.00

Q22_3: What causes you to become drowsy while driving? Long drive				
Q22_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes, response circled	251	37.86	251	37.86
2 No, response not circled	366	55.20	617	93.06
8 Missing	46	6.94	663	100.00

Q22_4: What causes you to become drowsy while driving? Driving at night				
Q22_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes, response circled	117	17.65	117	17.65
2 No, response not circled	500	75.41	617	93.06
8 Missing	46	6.94	663	100.00

Q22_5: What causes you to become drowsy while driving? Nothing/Don't get drowsy				
Q22_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes, response circled	170	25.64	170	25.64
2 No, response not circled	447	67.42	617	93.06
8 Missing	46	6.94	663	100.00

DMV Traffic Safety Survey 2015

Response Frequency Tables

Q22_6: What causes you to become drowsy while driving? Other				
Q22_6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Yes, response circled	36	5.43	36	5.43
2 No, response not circled	581	87.63	617	93.06
8 Missing	46	6.94	663	100.00

Q22 Combined: What causes you to become drowsy while driving?				
	Yes (circled)		No (not circled)	
Q22	Number	Percent	Number	Percent
22_1 Not enough sleep	206	31.07	411	61.99
22_2 After eating	60	9.05	557	84.01
22_3 Long drive	251	37.86	366	55.20
22_4 Driving at night	117	17.65	500	75.41
22_5 Nothing/Don't get drowsy	170	25.64	447	67.42
22_6 Other (see Q22_6text)	36	5.43	581	87.63

DMV Traffic Safety Survey 2015

Response Frequency Tables

Q22_6text: Other things that cause you to become drowsy while driving	
Q22_6text	**Frequency**
[not specified]	4
after running/racing events	1
after work	2
busy day out of town	1
depends on situation	1
don't drive if really tired, don't drive when sleepy	3
eye problems	1
getting up early	1
heat	1
if driving alone without anyone else in car	1
long day in the sun	1
long day or driving a lot	1
long night of work	1
long periods of slow traffic	1
long road, no turns	1
long shift at work	1
medications	2
Narcolepsy, sleep disorder	2
night shift problems, work nights, driving home after a night shift	4
no music (loud), no 80s music available	2
sunshine	1
the traffic lane lines and night time driving	1
very long work hours and rotating shifts	1
working off shift and driving	1

Q23: Have you ever crossed the centerline or dropped off onto the shoulder of the road because you were driving drowsy?				
Q23	**Frequency**	**Percent**	**Cumulative Frequency**	**Cumulative Percent**
1 Yes	128	19.31	128	19.31
2 No	495	74.66	623	93.97
8 Missing	40	6.03	663	100.00

DMV Traffic Safety Survey
Governor's Traffic Safety Bureau
August 2015
Coding Manual

	Variable Name
Case ID	CASE ID
City	CITY

Safety Belts.

1. How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick-up? — Q1

   1 = Always
   2 = Nearly always
   3 = Sometimes
   4 = Seldom
   5 = Never
   8 = MISSING

2. In the past 30 days, have you read, seen, or heard about safety belt law enforcement by any law enforcement agency? — Q2

   1 = Yes
   2 = No
   8 = MISSING

3. In the past 30 days, have you read, seen, or heard about **night-time** traffic enforcement by any law enforcement agency? — Q3

   1 = Yes
   2 = No
   8 = MISSING

4. What do you think your chances are of getting a ticket if you don't wear your safety belt? — Q4

   1 = Very likely
   2 = Somewhat likely
   3 = Unlikely
   4 = Highly unlikely
   8 = MISSING

5. Do you think the new law requiring everyone under the age of 18 to be buckled up regardless of their seating position in a vehicle is a good law? — Q5

   1 = Yes
   2 = No
   8 = MISSING

Variable Name

Speeding.

6. On a local road with a 25 mph speed limit, how often do you drive faster than 35 mph? Q6

   1 = Most of the time
   2 = Half of the time
   3 = Rarely
   4 = Never
   8 = MISSING

7. On a road with a speed limit of 65 mph, how often do you drive faster than 75 mph? Q7

   1 = Most of the time
   2 = Half of the time
   3 = Rarely
   4 = Never
   8 = MISSING

8. In the past 30 days, have you read, seen, or heard about speed enforcement by any law enforcement agency? Q8

   1 = Yes
   2 = No
   8 = MISSING

9. What do you think the chances are of getting a ticket if you drive over the speed limit? Q9

   1 = Very likely
   2 = Somewhat likely
   3 = Unlikely
   4 = Highly unlikely
   8 = MISSING

Impaired Driving.

10. In the past 30 days, how many times have you driven a vehicle within 2 hours after drinking alcoholic beverages? Q10

    0 = None
    1 = 1 time
    2 = 2 times
    3 = 3 times
    4 = 4 or more times
    8 = MISSING

Variable Name

11. In the past 30 days, have you read, seen, or heard about drunk driving enforcement by any law enforcement agency? Q11

    1 = Yes
    2 = No
    8 = MISSING

12. What do you think the chances are of someone getting arrested if they drive after drinking? Q12

    1 = Very likely
    2 = Somewhat likely
    3 = Unlikely
    4 = Highly unlikely
    8 = MISSING

General Information.

13. How often do you drive on gravel roads? Q13

    1 = Daily
    2 = Once a week
    3 = Once a month
    4 = Once a year
    5 = Never
    8 = MISSING

14. How often do you drive on rural hard surface roads? Q14

    1 = Daily
    2 = Once a week
    3 = Once a month
    4 = Once a year
    5 = Never
    8 = MISSING

15. How often do you use a cell phone when you drive? Q15

    1 = Always
    2 = Sometimes
    3 = Seldom
    4 = Only when **receiving** a call
    5 = Never
    8 = MISSING

Variable Name

16. How often do you text or use email when you drive? Q16

1 = Always
2 = Sometimes
3 = Seldom
4 = Only to **read** text or email
5 = Never
8 = MISSING

17. Your gender: Q17

1 = Male
2 = Female
8 = MISSING

18. Your age: Q18

1 = Under 21
2 = 21-25
3 = 26-39
4 = 40-59
5 = 60-74
6 = 75 or older
8 = MISSING

Drowsy Driving.

19. Have you ever fallen asleep while driving? Q19

1 = Yes
2 = No
8 = MISSING

20. How often do you get drowsy while driving? Q20

1 = Daily
2 = Once a week
3 = Once a month
4 = Once a year
5 = Never
8 = MISSING

21. How often do you briefly doze off while driving? Q21

1 = Daily
2 = Once a week
3 = Once a month
4 = Once a year
5 = Never
8 = MISSING

Variable Name

22. What causes you to become drowsy while driving? *(Circle all that apply.)*

    1 = Circled/selected (Yes)
    2 = Not circled/selected (No)
    8 = MISSING (ENTIRE QUESTION)

1. Not enough sleep	Q22_1
2. After eating	Q22_2
3. Long drive	Q22_3
4. Driving at night	Q22_4
5. Nothing/Don't get drowsy	Q22_5
6. Other	Q22_6
"OTHER" TEXT DESCRIPTION	Q22_6text

23. Have you ever crossed the centerline or dropped off onto the shoulder of the road because you were driving drowsy? Q23

    1 = Yes
    2 = No
    8 = MISSING

Several Driver Licensing Offices in Iowa are participating in a traffic safety study. *Please circle one answer for* each of the following questions. Your answers are voluntary and anonymous. Thank you!

Safety Belts.

1. How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick-up?

   1 = Always
   2 = Nearly always
   3 = Sometimes
   4 = Seldom
   5 = Never

2. In the past 30 days, have you read, seen, or heard about safety belt law enforcement by any law enforcement agency?

   1 = Yes
   2 = No

3. In the past 30 days, have you read, seen, or heard about **night-time** traffic enforcement by any enforcement agency?

   1 = Yes
   2 = No

4. What do you think your chances are of getting a ticket if you don't wear your safety belt?

   1 = Very likely
   2 = Somewhat likely
   3 = Unlikely
   4 = Highly unlikely

5. Do you think the new law requiring everyone under the age of 18 to be buckled up regardless of their seating position in a vehicle is a good law?

   1 = Yes
   2 = No

Speeding.

6. On a local road with a 25 mph speed limit, how often do you drive faster than 35 mph?

   1 = Most of the time
   2 = Half of the time
   3 = Rarely
   4 = Never

7. On a road with a speed limit of 65 mph, how often do you drive faster than 75 mph?

   1 = Most of the time
   2 = Half of the time
   3 = Rarely
   4 = Never

8. In the past 30 days, have you read, seen, or heard about speed enforcement by any law enforcement agency?

   1 = Yes
   2 = No

9. What do you think the chances are of getting a ticket if you drive over the speed limit?

   1 = Very likely
   2 = Somewhat likely
   3 = Unlikely
   4 = Highly unlikely

Impaired Driving.

10. In the past 30 days, how many times have you driven a vehicle within 2 hours after drinking alcoholic beverages?

    0 = None
    1 = 1 time
    2 = 2 times
    3 = 3 times
    4 = 4 or more times

11. In the past 30 days, have you read, seen, or heard about drunk driving enforcement by any law enforcement agency?

    1 = Yes
    2 = No

12. What do you think the chances are of someone getting arrested if they drive after drinking?

    1 = Very likely
    2 = Somewhat likely
    3 = Unlikely
    4 = Highly unlikely

General Information.

13. How often do you drive on gravel roads?

    1 = Daily
    2 = Once a week
    3 = Once a month
    4 = Once a year
    5 = Never

14. How often do you drive on rural hard surface roads?

    1 = Daily
    2 = Once a week
    3 = Once a month
    4 = Once a year
    5 = Never

15. How often do you use a cell phone when you drive?

    1 = Always
    2 = Sometimes
    3 = Seldom
    4 = Only when **receiving** a call
    5 = Never

16. How often do you text or use email when you drive?

    1 = Always
    2 = Sometimes
    3 = Seldom
    4 = Only to **read** text or email
    5 = Never

17. Your Gender:
    1 = Male
    2 = Female

18. Your Age:
    1 = Under 21
    2 = 21 to 25
    3 = 26 to 39
    4 = 40 to 59
    5 = 60 to 74
    6 = 75 or older

Please continue to back

Drowsy Driving.

19. Have you ever fallen asleep while driving?

    1 = Yes 2 = No

20. How often do you get drowsy while driving?

    1 = Daily
    2 = Once a week
    3 = Once a month
    4 = Once a year
    5 = Never

21. How often do you briefly doze off while driving?

    1 = Daily
    2 = Once a week
    3 = Once a month
    4 = Once a year
    5 = Never

22. What causes you to become drowsy while driving?
    (Circle all that apply)

    1 = Not enough sleep
    2 = After eating
    3 = Long drive
    4 = Driving at night
    5 = Nothing/don't get drowsy
    6 = Other: _____

23. Have you ever crossed the centerline or dropped off onto the shoulder of the road because you were driving drowsy?

    1 = Yes 2 = No

Thank You

Totals for FFY 2015 sTEP Waves

Attachment B

	Nov 25 -30 2014		Mar 13-17 2015		May 18-31 2015		Jul 1-7 2015		Aug 25-Sept 7 2015		FFY 2015
	SUB TOTALS		SUB TOTALS		SUB TOTALS		SUB TOTALS		SUB TOTALS		TOTALS
	c	w	c	w	c	w	c	w	c	w	
OWI	174	145	157	170	268	327	208	113	260	152	1,974
SEAT BELTS	301	393	524	448	858	829	589	596	1,099	855	6,492
CHILD RESTRAINT	29	72	33	56	66	76	60	62	86	70	610
SPEED	3,322	3,469	2,730	9,342	5,624	6,649	4,517	4,321	7,800	7,711	55,485
IMPROPER PASSING	9	24	13	35	19	66	11	38	25	68	308
STOP SIGN/LIGHT VIOLATION	176	359	150	266	260	522	145	306	366	538	3,088
DRIVING W/OUT LICENSE	244	148	291	124	404	284	330	192	617	313	2,947
SUSPENDED OR REVOKED	285	11	291	18	395	13	288	14	528	82	1,925
REGISTRATION	442	674	430	835	633	1,446	474	879	841	1,545	8,199
OPEN CONTAINER	59	14	62	20	120	19	79	26	112	11	522
.02 VIOLATION	5	1	5	2	11	3	2	3	3	10	45
DARK WINDOWS	118	84	117	159	315	381	196	258	312	303	2,243
NO TEXTING LAW	1	12	2	8	4	6	5	6	3	10	57
NO ELEC DEVICE (GDL)	0	1	1	1	1	5	0	2	0	2	13
OTHER TRAFFIC VIOLATION	664	1,270	488	916	784	1,914	621	1,186	1,427	2,413	11,683
EQUIPMENT	94	2,581	94	2,280	128	4,479	66	1,277	189	4,760	15,948
PROOF OF INSURANCE	442	1,233	454	1,182	703	2,371	486	1,565	998	2,043	11,477
MOVE OVER VIOLATION	7	13	9	26	145	165	15	29	62	72	543
TOTAL # OF VIOLATIONS PER WAVE	16,876		21,739		30,293		18,965		35,686		123,559
OTHER CONTACTS											
ACCIDENTS											3,327
PD	1,020		395		881		509		0		2,805
PI	139		72		165		119		0		495
F	4		4		11		8		0		27
ARRESTS											
Felony	75		72		123		75		159		504
Narcotics	183		166		267		234		309		1,159
MOTORIST ASSIST	1,707		982		2,083		1,370		3,357		9,499
INTERDICTION/CANINE SEARCH	100		110		133		100		131		574
MCSAP INSPECTION	118		94		190		202		485		1,089
VEHICLES OUT OF SERVICE	678		13		4		13		26		734
DRIVERS OUT OF SERVICE	406		9		40		34		75		564
WARRANT SERVED	157		218		339		237		522		1,473
DNR VIOLATIONS	5		4		12		16		11		48
TOTAL # OFFICERS	1,653		1,828		1,322		1,440		2,013		8,256
TOTAL # PARTICIPATING AGENCIES	194		#REF!		169		#REF!		#REF!		#REF!
Police Departments	132		140		#REF!		0		116		#REF!
Sheriff's Offices	57		65		#REF!		0		45		#REF!
Iowa State Patrol	1		#REF!		#REF!		#REF!		#REF!		#REF!
University DPS	0		0		0		0		0		0
Department of Transportation MVE	1		1		1		1				4
TOTAL # REPORTING AGENCIES	195		#REF!		#REF!		#REF!		180		#REF!
MEDIA CONTACTS											
TV	49		54		49						152
Radio	267		131		120						518
Print	162		256		219						637
TOTAL # OF MEDIA CONTACTS	478		441		406						1,325
SEAT BELT SURVEYS											
Pre-Survey	88.35%		90.89%		86.11%		92.26%				89.40%
Post-Survey	90.60%		93.03%		91.86%		94.48%		as of 12/17/2015		92.39%

Attachment D

Iowa Strategic Highway Safety Plan

July 1, 2013 to December 31, 2016

15% ↓ by 2020

Summary of Goals & Output Measures

Area	*Effort*	*Goals*
Education Safety Area	Multi-Media Education Campaign	Launch multimedia Zero Fatalities campaign.
	Enhance Driver Education	Enhance driver education programs in five school districts per year.
Enforcement Safety Area	High Visibility Enforcement	Deploy 1000 hours of high visibility, targeted enforcement activities per year with state enforcement officers.
	Deploy State-of-the-Art Technology	Equip all Iowa State Patrol and Iowa DOT Motor Vehicle Enforcement vehicles with LIDAR for speed enforcement.
		Sustain the GTSB equipment upgrade program for cities and counties.
		Strengthen public perception of traffic safety by adding messages to all existing full-size dynamic message signs along primary highways.
	Expand Impaired Enforcement Programs	Provide drug recognition expert training to 36 additional officers over the plan period.
		Provide advanced roadside impaired driving enforcement training to 450 additional officers over the plan period.
		Construct a training program for recognition of drowsy or inattentive drivers and schedule training sessions during the plan period.
Engineering Safety Area	Prevent Lane Departure Crashes	Add rumble strips to 350 miles of primary system per year.
		Add rumble strips to 30 miles of local system per year.
		Complete 200 miles of shoulder treatments on primary system per year.
		Delineate 200 curves on the primary system in the plan period.
		Delineate 100 curves on the local system in the plan period.
		Install 20 miles of median cable barrier per year.
		Write 15 local safety plans over the plan period to identify opportunity areas on county roads.
	Improve Intersections	Complete two rural expressway intersection improvements on the primary system per year
		Complete two multilane, urban intersection improvements on the primary system per year.
		Complete 10 local system intersections improved with destination lighting per year.
		Improve two signalized, urban intersections on the local system per year.

Zero Fatalities®

A Goal We Can All Live With

Iowa Strategic Highway Safety Plan

15% ↓ by 2020

July 1, 2013 to December 31, 2016

Summary of Goals & Output Measures

Area	*Effort*	*Goals*
Policy Safety Area	Enhance Multiagency Collaborative Efforts	Explore funding an EMS Assessment by NHTSA.
		Form an interdisciplinary advisory team for the Zero Fatalities program
		Increase agency coordination and partnerships by organinzing and conducting an annual statewide conference focused on Zero Fatalities.
	Strengthen Legislative Policies	Provide two safety issue reports to legislators per year. Papers will be developed by an interagency team to provide key information related to public policies.
Research and Data - Safety Area	Safety Data Improvement	Launch a traffic records web portal to provide access to all six safety data sets by the end of the plan period.
		Create a web-based analytical tool by the end of the plan period.

Zero Fatalities®

A Goal We Can All Live With