Annual Evaluation Report

FFY 2023

Iowa Department of Public Safety

Governor's Traffic Safetv Bureau

The Iowa Governor's Traffic Safety Bureau maintains a strong relationship with the National Highway Traffic Safety Administration (NHTSA), Region 7 Office. Regional staff are always available to provide direction, leadership, expertise, and overall support.

Mission Statement of the Governor's Traffic Safety Bureau

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

Kim Reynolds
Governor
Adam Gregg
Lt. Governor

Department of Public Safety

Stephan K. Bayens
Commissioner

January 10, 2024

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

Dear Ms. DeCourcy,

On behalf of the Iowa Department of Public Safety Governor's Traffic Safety Bureau, please accept Iowa's Annual Report for federal fiscal year 2023. This report summarizes our efforts and activities identified in the FFY 2023 Highway Safety Plan.

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

The GTSB continues to endeavor meaningful projects, make changes to existing practices, and identify solutions for the most substantial impact in reducing serious injury and death on Iowa's roadways.

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

Sincerely,

Brett A. Tjepkes
Bureau Chief

GOVERNOR'S TRAFFIC SAFETY BUREAU

STAFF DUTIES & CONTACT INFORMATION

Name	Areas of Responsibility	Contact Information
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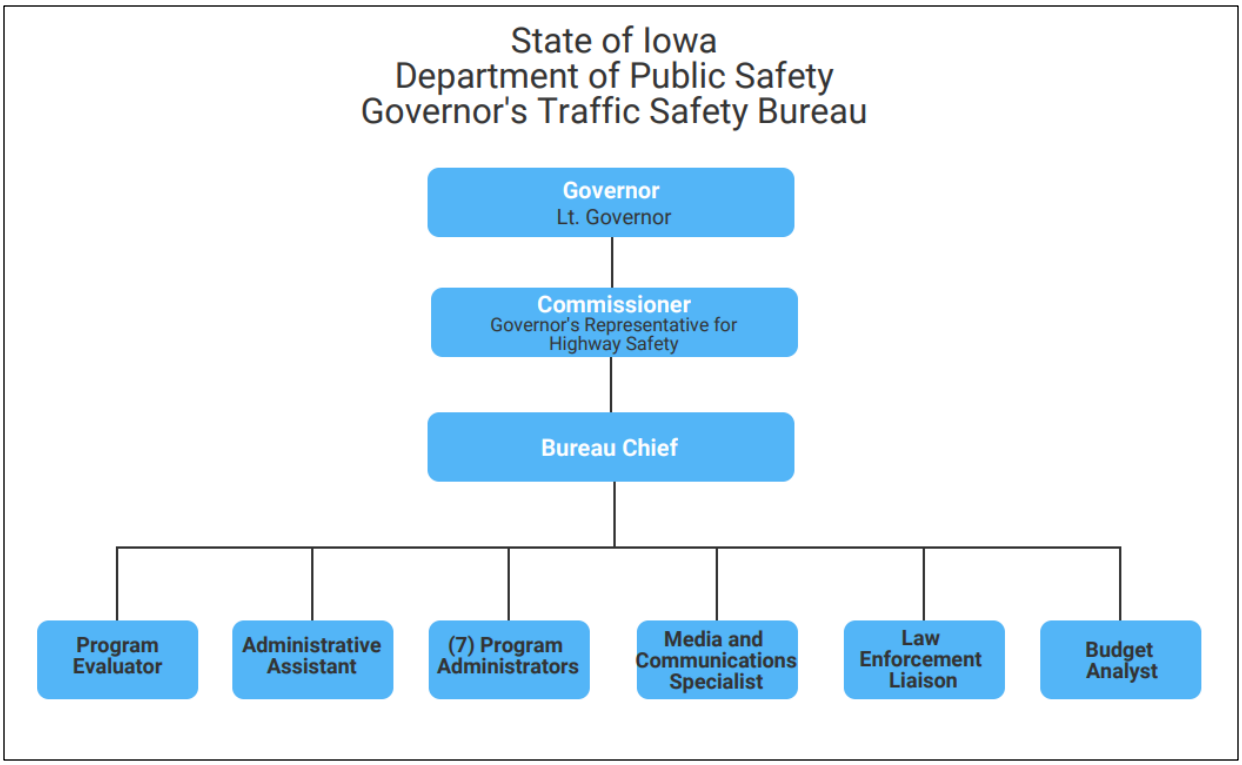
Genie Sterbenz Program Administrator Youth Programs	Contract Management	515-725-6121 **Office** 515-418-5775 **Work Cell** sterbenz@dps.state.ia.us
Brandi Thompson Program Administrator Excessive Speed	Contract Management, Multi-Disciplinary Safety Teams (MDST)	515-725-6124 **Office** 515-217-8212 **Work Cell** thompson@dps.state.ia.us
Joanne Tinker Program Evaluator	Traffic Data, Statewide Traffic Records Coordinating Committee (STRCC) Co-Chair, Problem Identification, Highway Safety Plan (HSP), Annual Report	515-725-6134 **Office** jtinker@dps.state.ia.us
Crystal Young Administrative Assistant	Grant Application/Contract Processing, Web Grant Issues, Program Reporting/Deadlines	515-725-6126 **Office** cyoung@dps.state.ia.us


State of Iowa
Department of Public Safety
Governor's Traffic Safety Bureau
Governor
Lt. Governor
Commissioner
Governor's Representative for Highway Safety
Bureau Chief
Program Evaluator
Administrative Assistant
(7) Program Administrators
Media and Communications Specialist
Law Enforcement Liaison
Budget Analyst

Assessment of Results in Achieving Performance Measure Targets
FFY 2023 Annual Report

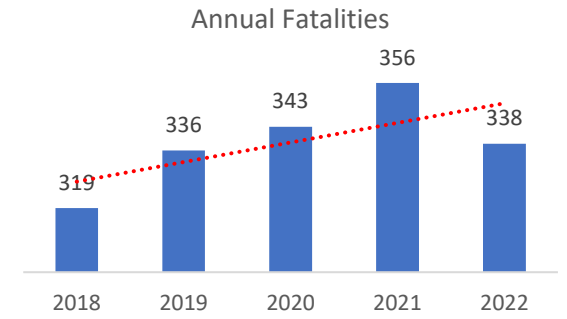
	FFY 2023					FFY 2022			
Performance Measure	Target Period	Target Year(s)	Target Value FFY 23 HSP	Data Source FFY 23 Progress Results	On Track to Meet FFY 23 Target? Y/N	Target Value FFY 22 HSP	Target Year(s)	Data Source/FFY 2022 Results	Met FFY 22 Target? Y/N
C-1) Total Traffic Fatalities	5 Year	2019-2023	351.4	2018-2021 FARS 2022 State DOT	No	337.8	2018-2022	2018-2021 FARS 2022 State DOT 338.6	No
C-2) Serious Injuries in Traffic Crashes	5 Year	2019-2023	1,398.2	2018-2022 State DOT	In Progress	1,327.2	2018-2022	2018-2022 State DOT 1,365.6	No
C-3) Fatalities/100M VMT	5 Year	2019-2023	1.073	2018-2021 FARS 2022 State DOT	In Progress	1.037	2018-2022	2018-2021 FARS 2022 State DOT 1.04	No
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FFY 2023 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2019-2023	92	2018-2021 FARS 2022 State DOT	In Progress	93	2018-2022	2018-2021 FARS 2022 State DOT 93	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2019-2023	99	2018-2021 FARS 2022 State DOT	In Progress	92	2018-2022	2018-2021 FARS 2022 State DOT 99	No
C-6) Speeding-Related Fatalities	5 Year	2019-2023	69	2018-2021 FARS 2022 State DOT	No	67	2018-2022	2018-2021 FARS 2022 State DOT 76	No
C-7) Motorcyclist Fatalities	5 Year	2019-2023	50	2018-2021 FARS 2022 State DOT	No	47	2018-2022	2018-2021 FARS 2022 State DOT 54	No
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	2019-2023	37	2018-2021 FARS 2022 State DOT	No	34	2018-2022	2018-2021 FARS 2022 State DOT 40	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 Year	2019-2023	45	2018-2021 FARS 2022 State DOT	In Progress	42	2018-2022	2018-2021 FARS 2022 State DOT 45	No
C-10) Pedestrian Fatalities	5 Year	2019-2023	22	2018-2021 FARS 2022 State DOT	No	22	2018-2022	2018-2021 FARS 2022 State DOT 24	No
C-11) Bicyclist Fatalities	5 Year	2019-2023	7	2018-2021 FARS 2022 State DOT	No	7	2018-2022	2018-2021 FARS 2022 State DOT 9	No
Additional Performance Measure #1: Rural Traffic Safety/Rural Traffic Fatalities	5 Year	2019-2023	255	2018-2021 FARS 2022 State DOT	Yes	No targets were set in 2022.			
Additional Performance Measure #2: Distracted Driving	5 Year	2019-2023	6	2018-2022 State DOT	In Progress	No targets were set in 2022.			
B-1) Observed Seat Belt Use for Passenger Vehicles	Annual	2023	92.75	State Survey	Yes 96.99%	95.6%	2022	State Survey 95.88%	Yes

NHTSA Traffic Safety Core Performance Measures

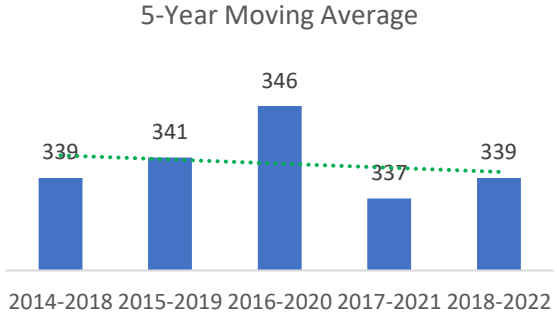
NHTSA and the Governor's Highway Safety Association (GHSA) have agreed upon a minimum set of performance measures for the development and implementation of Highway Safety Plans. This Annual Evaluation Report describes the activity that occurred in FFY 2023.

Traffic Fatalities (C-1)

FFY 2023 Target: Collaborative target consistent with the Highway Safety Improvement Program (HSIP) target = 351.4.



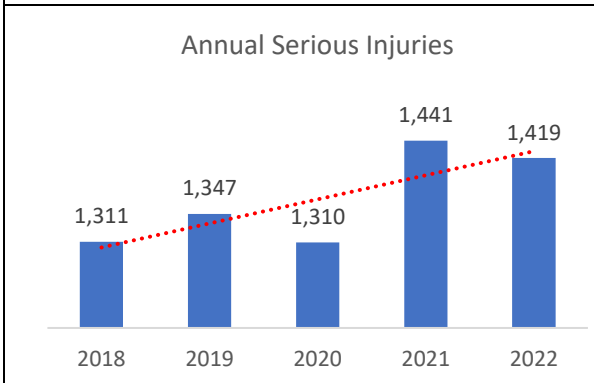
Source: 2018-2021 – FARS
2022 – Iowa Department of Transportation (Preliminary)



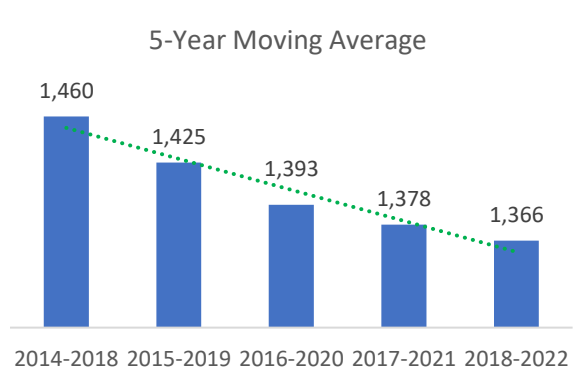
Result: There were 338 traffic fatalities in 2022. The 5-year moving average (2018-2022) was 339.

Serious Injuries (C-2)

FFY 2023 Target: Collaborative target consistent with the Highway Safety Improvement Program (HSIP) target = 1.398.2.



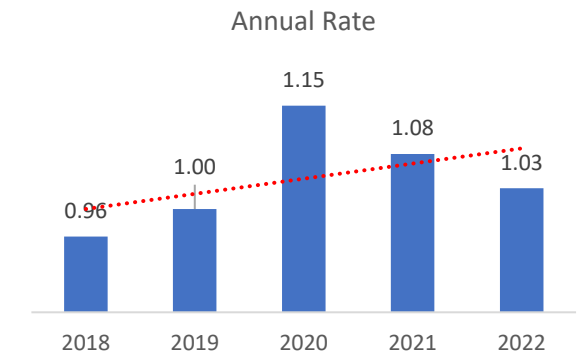
Source: Iowa Department of Transportation, Iowa Crash Analysis Tool (http://icat.iowadot.gov)

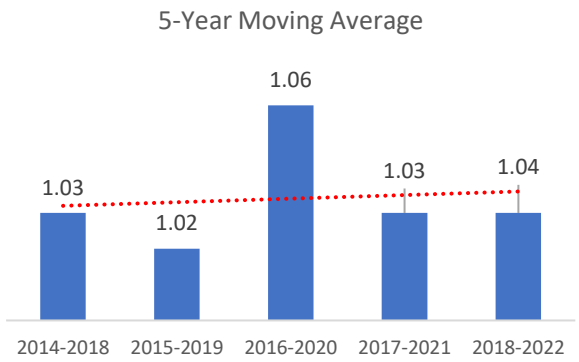


Result: There were 1,419 serious injuries recorded in 2022. The 5-year moving average (2018-2022) was 1,365.6.

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

FFY 2023 Target: Collaborative target consistent with the Highway Safety Improvement Program (HSIP) target = 1.037.

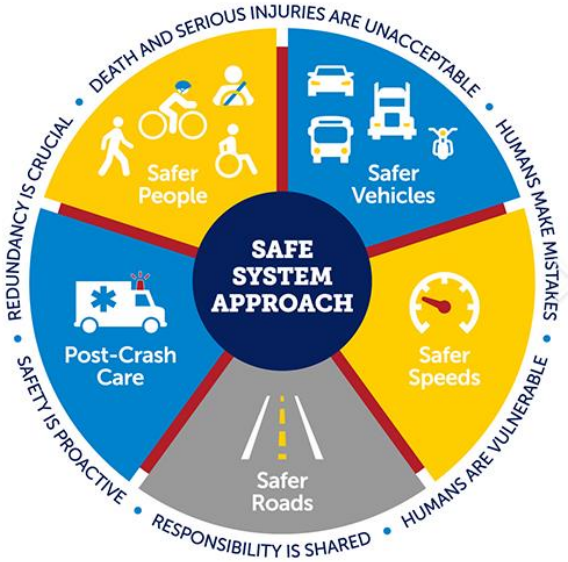




Source: 2018-2021 – FARS
2022 – Iowa Department of Transportation (Preliminary)

The 5-year moving average was 1.04.

Targets for C-1, C-2 and C-3 were set in cooperation and continuous partnerships between the Iowa Department of Transportation, Iowa Department of Public Safety/Governor's Traffic Safety Bureau, and other traffic safety professionals including FHWA and FMCSA. The safety performance targets were consistent with the Highway Safety Improvement Program and compliant with 23 CFR 490 and 1300.11.



The results of performance measures C4 through C-11 ultimately drive the overall fatality, serious injury, and VMT numbers. As the state continues to implement the Safe System Approach, the GTSB will look at ways to foster new partnerships to address upward trends.

State traffic safety partners continue to review data and work strategically to address these performance measures. The Fatality Reduction Task Force will continue their mission in 2024. Fatality Reduction Task Force efforts are focusing on road departures. Data is being analyzed to further identify and determine causation in fatal crashes. The Safe System Approach will be implemented to address road departure through engineering, education, and enforcement efforts. The GTSB continues to review the role of behavioral safety in the Safe System Approach.

Programming for FFY 2024 involves several new partners and programs including:

- Alliance County Fairs for Distracted Driving Education
- Lutheran Services of Iowa for Immigrant/Refugee Drivers Licenses Education
- Dubuque Driving Academy Alive @ 25 Program
- Alliance Motorcycle Safety Awareness
- Clinton County Substance Abuse Council
- Mothers Against Drunk Driving (MADD)

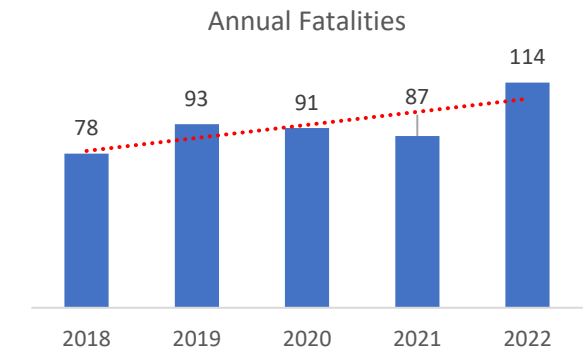
Iowa Restaurant Association for Responsible Beverage Server Training

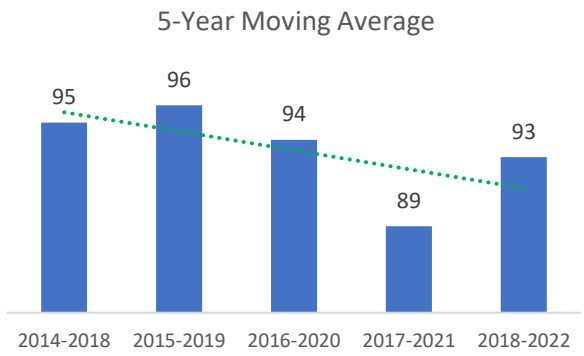
Iowa continues to work toward complying with 23 CFR 1300 .11(b)(2) regarding Public Participation and Engagements efforts.

The GTSB is in the process of hiring a full-time Traffic Records Coordinator who can prioritize data analysis, data integration, building and maintaining partnerships, identify data priorities, and facilitate Statewide Traffic Records Coordinating Committee meetings.

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

FFY 2023 Target: To reduce unrestrained passenger vehicle occupant fatalities 2.13% from the 2016-2020 average of 94 to 92 (2019-2023 average) by December 31, 2023.





Source: 2018-2021- FARS
2022- Iowa Department of Transportation – (Preliminary)

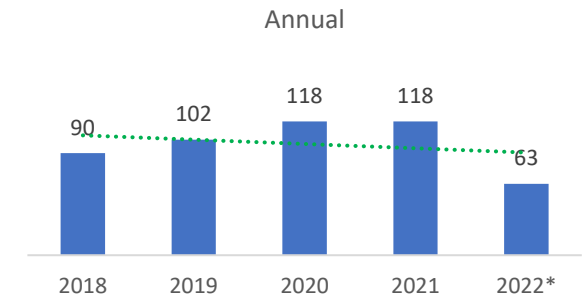
The FFY 2022 target to reduce unrestrained passenger vehicle occupant fatalities 3.16% from the 2015-2019 average of 96 to 93 (2018-2022 average) was achieved. The 5-year moving average was 93.

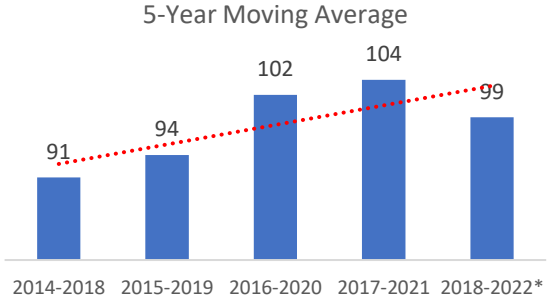
Although the FFY 2022 target was met, the GTSB does not anticipate meeting the FFY 2023 target established for C-4. The following adjustments will be made:

1. <u>High Five Rural Traffic Safety (High Five)</u>
   In FFY 2023, the High Five Rural Traffic Safety Program was reimplemented in the State with a focus on occupant protection through education and enforcement. The five counties identified for the High Five project were Appanoose, Fremont, Humboldt, Keokuk, and Mitchell. Within those five counties, the GTSB struggled to get local law enforcement participation in FFY 2023. Most enforcement activities were conducted by the Iowa State Patrol. In FFY 2024, the GTSB will continue to focus programming in the same five counties as the seat belt usage rate remains low in those counties, there is an opportunity for local law enforcement activities/enforcement, and the communities remain over-represented in fatal and serious injury crashes. The State's LEL continues to have conversations with local law enforcement about opportunities and partnerships with the GTSB.
2. <u>Unknown Seat Belt Usage in Fatal Crashes</u>
   Over the past 5 years, 10.7% of all passenger vehicle occupant fatalities were "unknown" as to belt usage. Despite efforts made by the Iowa Department of Transportation to directly contact law enforcement agencies for supplemental information to sustain the accuracy of the crash data, there is a potential opportunity for additional training to law enforcement. Training can provide information on how this data is used and why complete and accurate data is important.
3. <u>Awareness Survey Results</u>
   The GTSB will continue to review the results of the 2023 Awareness Survey specific to occupant protection and consider for programming adjustments.

Alcohol-Impaired Driving Fatalities (C-5)

FFY 2023 Target: Reduce alcohol-impaired driving fatalities 1.98% from the 2016-2020 average of 101 to 99 (2019-2023 average) by December 31, 2023.





Source: 2018-2021 – FARS
*2022 – Iowa Department of Transportation (Preliminary) – Prior to imputed BAC values.

The FFY 2022 target to reduce alcohol-impaired driving fatalities 1.08% from the 2015-2019 average of 93 to 92 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 99.

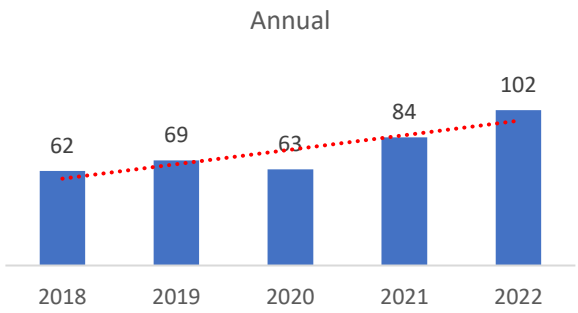
Iowa does not test all drivers for impairment in fatal crashes. As such, estimates of alcohol-impaired driving are generated using BAC values reported to NHTSA's Fatality Analysis Reporting System (FARS) and BAC values are imputed when they are not reported. Since the 2022 FARS ARF had not been released at the time of this report, state preliminary data was used for 2022 and does not include the imputation data. It should be noted the FFY 2022 target was not met even though the NHTSA imputed (final) number was not used in the calculation. The GTSB anticipates upon receipt of the NHTSA final FARS data, the imputed numbers will continue to show an upward trend. As such, the GTSB does not anticipate meeting the FFY 2023 target established for C-5. The following adjustments will be made to address impairment.

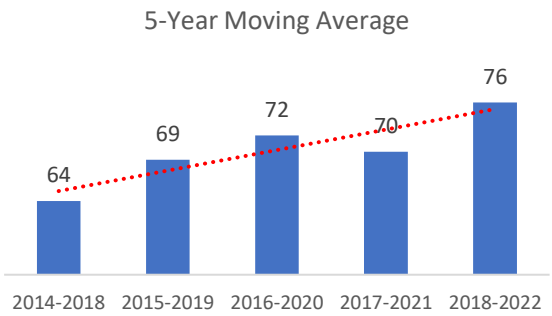
1. <u>Continue to Build Relationships with the Judicial System</u>
   The GTSB is utilizing the Regional JOL, Judge Alan Blankenship, to continue to build relationships with the Judicial System. In the past year, the Judicial Branch has established two new impaired driving specialty courts in the state.

   In the fall of 2022, the GTSB applied for and was awarded funding for a State Judicial Outreach Liaison (SJOL) for 2 years. The program is through a cooperative agreement between NHTSA and the American Bar Association (ABA) to support the creation of new SJOL positions. A SJOL was recently hired. This position will be utilized to educate judges through peer-to-peer interactions and will be an asset in the continued efforts to be relationships with the Judicial System.
2. <u>Recommendations from the Impaired Driving Assessment</u>
   The state will continue to address recommendations from the 2022 Impaired Driving Assessment. The status of the recommendations is provided in ATTACHMENT A. Two areas of focus in FFY 2024 will be to continue to support compliance-based ignition interlock removal discussions and a new project with the Iowa Restaurant Association to conduct responsible alcohol server training.
3. <u>Impaired Driving Task Force</u>
   The GTSB will plan and hold regularly scheduled Impaired Driving Task Force meetings and will create the required Impaired Driving Plan to correlate with NHTSA Uniform Guideline #8.
4. Drug Recognition Expert (DRE) Certification.
   The GTSB will continue to address the ever-growing need to increase the number of DREs in Iowa from 126 to 150 to combat the rising number of drivers under the influence of drugs other than alcohol or a combination of alcohol and another drug.
5. Awareness Survey Results
   The GTSB will continue to review the results of the 2023 Awareness Survey specific to impaired driving and will consider for programming adjustments.

Speeding-Related Fatalities (C-6)

FFY 2023 Target: Reduce speeding-related fatalities 4.17% from the 2016-2020 average of 72 to 69 (2019-2023 average) by December 31, 2023.





Source: 2018-2021 FARS
*2022 - Iowa Department of Transportation (Preliminary)
(Speeding-related defined as exceeded authorized speed, driving too fast for conditions, followed too close, operating vehicle in a reckless, erratic, careless, Negligent manner, and aggressive driving/road rage).

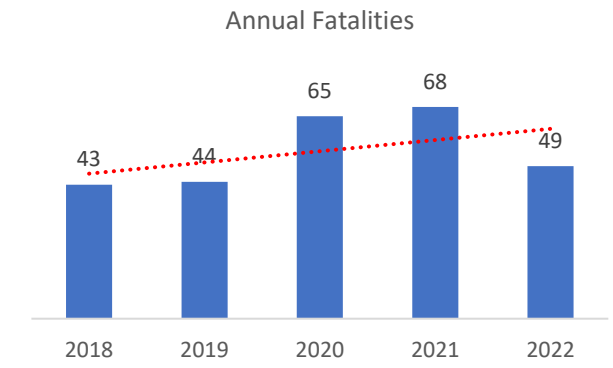
The FFY 2022 target to reduce speeding-related fatalities 2.90% from the 2015-2019 average of 69 to 67 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 76.

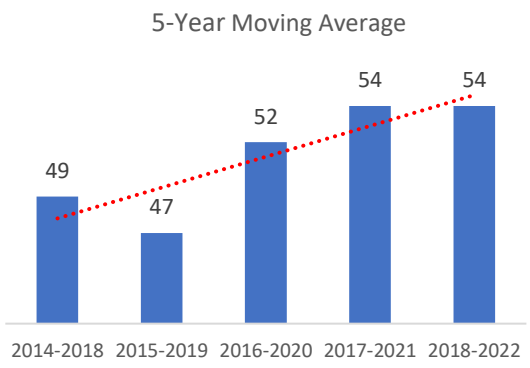
Upon reviewing preliminary 2023 data, it is unlikely the FFY 2023 target will be met. Programming efforts to mitigate the upward trend of speeding-related fatalities will include the following.

1. <u>Speed Campaign/Media Efforts</u>
   In 2024, money allocated for speed and aggressive driving messaging was increased from $55,085 in 2023 to $265,000 in 2024. The GTSB will work with the media contractor to use current content or develop new messaging to influence Iowans to slow down to reduce speed-related fatalities. A mix of tactics will be used to primarily reach the target audience of men ages 18 – 54.
1. <u>Awareness Survey Results</u>
   The GTSB will continue to review the results of the 2023 Awareness Survey specific to speed and utilize the results to direct media messaging and inform stakeholders to change risky driving behavior.
2. <u>DOT Safety Corridors</u>
   In FFY 2024, the GTSB is supporting a new safety corridor project with the DOT. GTSB funding is supporting overtime enforcement efforts centered on excessive speed.

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

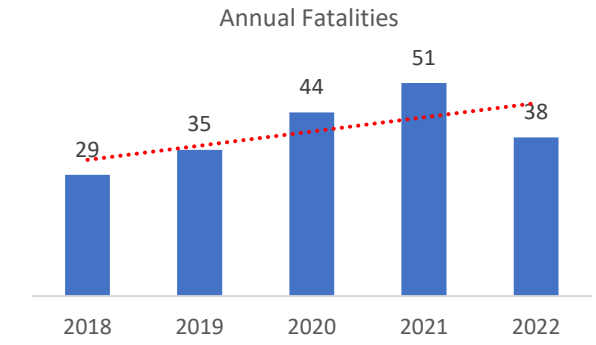
FFY 2023 Target – Motorcyclist Fatalities (C-7): Reduce motorcyclist fatalities 3.85% from the 2016-2020 average of 52 to 50 (2019-2023 average) by December 31, 2023.

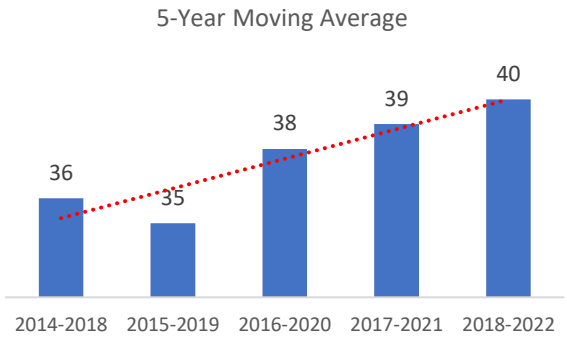




Source: 2018-2021 – FARS
2022 – Iowa Department of Transportation (Preliminary)

FFY 2023 Target- Unhelmeted Motorcyclist Fatalities (C-8): Reduce unhelmeted motorcyclist fatalities 2.63% from the 2016-2020 average of 38 to 37 (2019-2023 average) by December 31, 2023.





Source: 2018-2021 – FARS
2022 – Iowa Department of Transportation (Preliminary)

The FFY 2022 target to maintain motorcyclist fatalities to be no more than the 2015-2019 5-year average of 47 by December 31, 2022, was not achieved. The 2018-2022 5-year moving average was 54.

The FFY 2022 target to reduce unhelmeted motorcyclist fatalities 2.86% from the 2015-2019 average of 35 to 34 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 40.

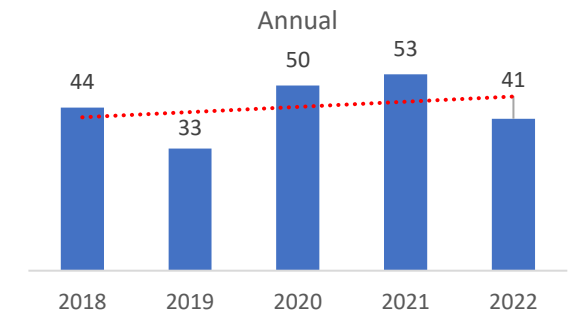
Upon reviewing preliminary 2023 data, it is unlikely the FFY 2023 targets will be met for C-7 and C-8. Programming efforts to mitigate upward trends will include the following adjustments.

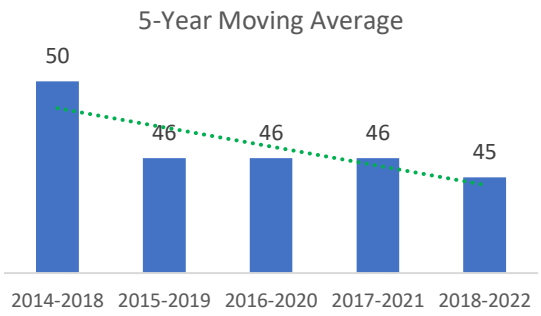
1. <u>Motorcycle Safety Awareness Programs</u>
   Programming modifications for FFY 2024 include the addition of Motorcycle Safety Awareness Programs through an agreement with Alliance Highway Safety. The project includes interactive tent displays at 10 identified motorcycle events throughout the state. Alliance will work with the GTSB to develop a survey to be conducted at the events. Survey results will be collected and tallied with the goal to measure demographic information as well as attitudes and awareness regarding motorcyclist safety. Alliance will also distribute yard signs which contain a motorcycle awareness message.

2. Motorcycle Campaigns/Media Efforts
   In 2024, we are increasing our effort by allocating additional funds for motorcycle safety messaging. The budget was increased from $42,655 in 2023 to $165,000 in 2024. The GTSB will continue to work with the media contractor to identify the target audience and to develop messaging which relates to Iowans. Messaging will be aimed at both the motorcyclist and the motoring public. Strategies will include a mix of hyper-targeted digital and outdoor billboards with the primary campaign running in May, National Motorcycle Safety Month.
3. Survey Information Gathered Through Motorcycle Awareness Programs
   The GTSB will review the results of the survey conducted during 2024 for further programming adjustments.

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

FFY 2023 Target: Reduce the number of drivers age 20 or younger involved in fatal crashes 2.17% from the 2016-2020 average of 46 to 45 (2019-2023 average) by December 31, 2023.





Source: 2018-2021 – FARS
2022 – Iowa Department of Transportation (Preliminary)

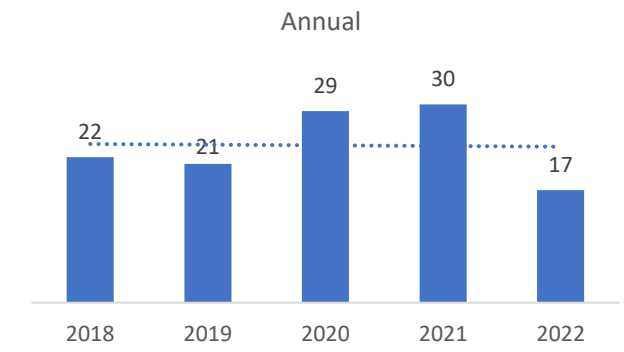
The FFY 2022 target to reduce drivers age 20 or younger involved in fatal crashes 8.70% from the 2015-2019 average of 46 to 42 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 45.

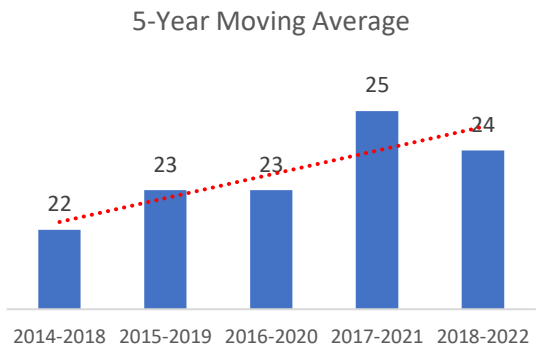
Upon reviewing preliminary 2023 data, it is unlikely the FFY 2023 target will be met. Programming efforts to mitigate the upward trend of drivers age 20 or younger involved in fatal crashes will include the following.

1. Recommendations from Drivers Education Assessment
   Continue our collaborative work with the Iowa Department of Transportation and other stakeholders to review and implement recommendations as appropriate from the Drivers Education Assessment.
2. Public Participation and Engagement
   The GTSB will continue to expand Public Participation and Engagement efforts. The GTSB conducted a data analysis and identified through NEMSIS data, drivers 15 – 19 are the most likely age group to be involved in crashes requiring emergency medical services. The trend for the number of motorist age 15-19 involved in fatal and serious injury crashes continues to rise. Further data analysis has identified counties with the highest percentage of overrepresentation of 15–19-year-olds involved in fatal and serious injury crashes. The GTSB recognizes the potential partnerships and additional programming that could evolve through public participation and engagement efforts focusing on this community.
3. Expansion of Youth Programs
   The GTSB will continue to support and encourage the expansion of youth programs throughout the state including new partnerships and opportunities with FCCLA chapters.

Pedestrian Fatalities (C-10)

FFY 2023 Target: Reduce pedestrian fatalities 4.35% from the 2016-2020 average of 23 to 22 (2019-2023 average) by December 31, 2023.





Source: 2018-2021 – FARS
2022 - Iowa Department of Transportation (Preliminary)

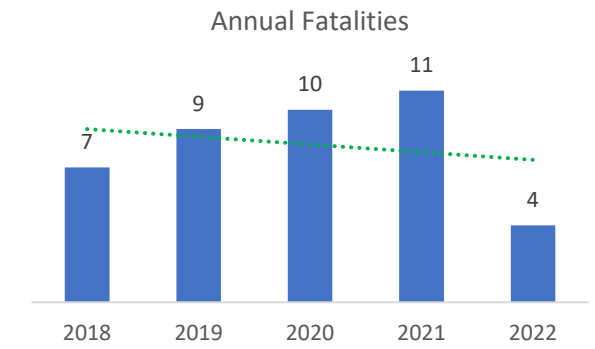
The FFY 2022 target to reduce pedestrian fatalities 4.35% from the 2015-2019 average of 23 to 22 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 24.

Upon reviewing preliminary 2023 data, it is unlikely the FFY 2023 target will be met. Programming efforts to mitigate the upward trend of pedestrian fatalities will include the following.

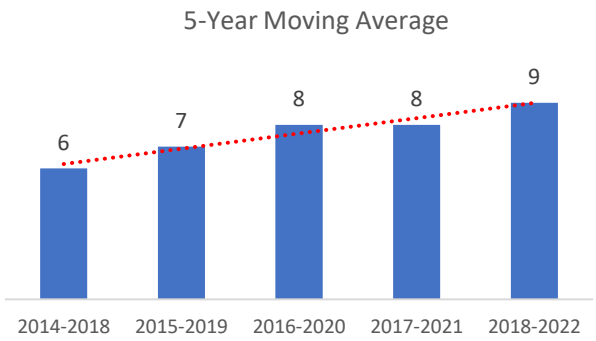
1. Traffic Engineering Assistance Program (TEAP) Studies
   Funding to support TEAP-related projects in FFY 2024 will focus on vulnerable road users.
2. Vulnerable Road User Assessment
   The GTSB will continue to partner with the Iowa Department of Transportation to build upon issues identified in the recent DOT Vulnerable Road User Assessment. New partnerships and programming opportunities may develop from additional dialog and a clearer understanding of Iowa's overall vulnerable road user issue.
3. Safe Routes to School
   A new project will be implemented in FFY 2024 in Ottumwa, Iowa around Horace-Mann Elementary School. From 2013-2023, there were 27 crashes between vehicles and non-motorists involving minors that led to 17 minor injuries and 3 serious injuries. The Ottumwa School District has been working with Iowa Safe Routes to conduct an assessment within the district. Funding for the project will support the purchase of rapid flashing beacons and two dynamic speed signs to warn drivers of their speed to influence lower speeds. The project will also include and education component through a partnership with the local FCCLA chapter. Approximately 240 elementary students will be educated in pedestrian safety and other traffic safety topics. The school district has also reached out to the Ottumwa Police Department to request and collaborate regarding traffic safety education and enforcement in the Horace Mann school area.

Bicyclist Fatalities (C-11)

FFY 2023 Target: Reduce bicyclist fatalities 12.5% from the 2016-2020 average of 8 to 7 (2019-2023 average) by December 31, 2023.



Source: 2018-2021 – FARS
2022 – Iowa Department of Transportation (Preliminary)



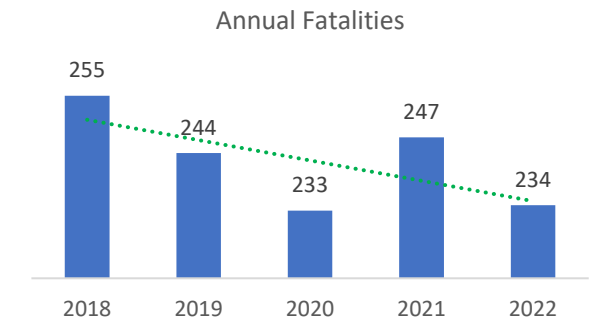
The FFY 2022 target to maintain bicyclist fatalities to be no more than the 2015-2019 5-year average of 7 by December 31, 2022, was not achieved. The 2018-2022 5-year moving average was 9.

Upon reviewing preliminary 2023 data, it is unlikely the FFY 2023 target will be met for C-11. Programming efforts to mitigate upward trends will include the following adjustments.

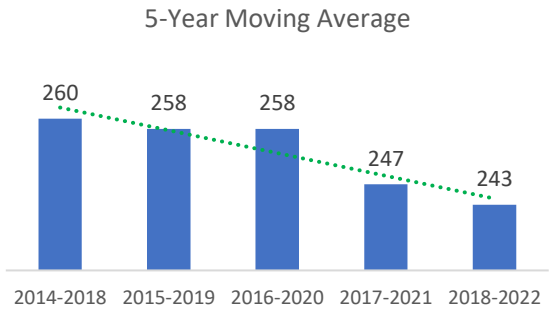
1. Traffic Engineering Assistance Program (TEAP) Studies
   Funding to support TEAP-related projects in FFY 2024 will focus on vulnerable road users.
2. Vulnerable Road User Assessment
   The GTSB will continue to partner with the Iowa Department of Transportation to build upon issues identified in the recent DOT Vulnerable Road User Assessment. New partnerships and programming opportunities may develop from additional dialog and a clearer understanding of Iowa's overall vulnerable road user issue.
3. Waterloo Bicycle Education
   A new project for FFY 2024 will be a partnership with the City of Waterloo to produce a bicycle safety awareness video and support enforcement efforts to ensure local ordinances and state laws are followed by both drivers and bicyclists.

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

FFY 2023 Target: Reduce the number of rural traffic fatalities 1.92% from the 2016-2020 average of 260 t0 255 (2019-2023 average) by December 31, 2023.



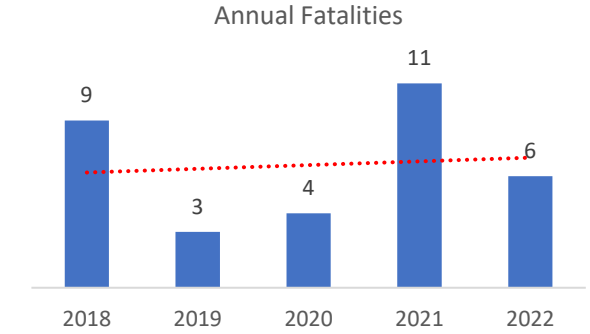
Source: 2018-2021 – FARS
2022- Iowa Department of Transportation (Preliminary)



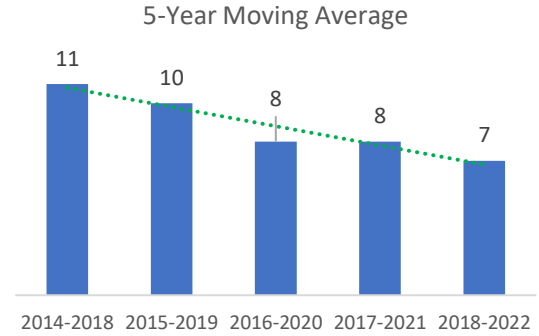
FFY 2023 was the first year the GTSB set a performance measure target for Rural Traffic Safety/Rural Traffic Fatalities. The GTSB is on track to achieve the 2023 target as the 5-year moving average for 2018-2022 was 243.

Additional Performance Measure #2: Distracted Driving

FFY 2023 Target: Reduce the number of distracted driving fatalities 18.92% from the 2017-2021 average of 7.4 to 6 (2019-2023 average) by December 31, 2023. (Drivers Distracted by Use of Cell Phone or Other Electronic Device)



Source: Iowa Department of Transportation



FFY 2023 was the first year the GTSB set a performance measure target for Distracted Driving. The GTSB is on track to achieve the 2023 target as the 5-year moving average for 2018-2022 was 7.

NHTSA Core Behavior Measures

Observational Safety Belt Use Survey (B-1)

The Iowa GTSB contracted with Iowa State University, Center for Survey Statistics & Methodology (23-405b-M1OP, Task 01-00-00) to conduct the seat belt use data collection/Annual Seat Belt Use Survey for 2023.

Excerpt from the Iowa Seat Belt Use Survey, 2023 Data Collection Methodology Report

The 2023 seat belt use data collection resulted in the observation of 13,493 passenger vehicles, with a right front seat passenger in 5,548 of those vehicles, for a total of 19,041 potential observations of belt use. Of these 19.041 potential observations, there were 12,846 drivers and 5,059 right front passengers who were observed wearing seat belts (total 17,905 seat belt users). Seat belts were not worn by 399 drivers and 261 right front passengers (total 660 unbelted). Data collectors were unable to identify the seat belt use of 248 drivers and 228 passengers (total 476 unknown use).

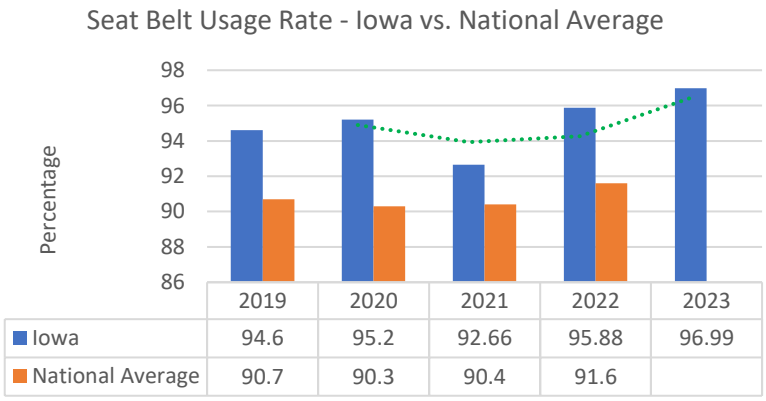
Federal regulations require a minimum of 7,500 observations, and the 2023 total of 13,493 passenger vehicles with 19,041 observed occupants far exceeds the minimum requirement.

Federal regulations require the calculation of seat belt use to be conducted with weighted data as described in the approved survey plan. Based on the weighted data, **Iowa's overall seat belt use rate for 2023 was 96.99%,** with an estimated standard error of 0.704% (± 0.7%). The standard error for the 2023 observations falls within NHTSA's established limits of ± 2.5%.

Seat Belt Use Rate – Performance Measure: B-1

FFY 2023 Target:
Increase the observed seat belt use for passenger vehicles 0.09% from the 2021 observational rate of 92.66% to 92.75% for the 2023 survey.

Result: The state's overall seat belt use rate increased 4.33% from the 2021 observational survey rate of 92.66% to 96.99%.



	2019	2020	2021	2022	2023
Iowa	94.6	95.2	92.66	95.88	96.99
National Average	90.7	90.3	90.4	91.6	

Source: 2023 Iowa Seat Belt Use Survey, Iowa State University, Center for Survey Statistics & Methodology and NHTSA/OPUS.

Public Awareness/Attitude Survey

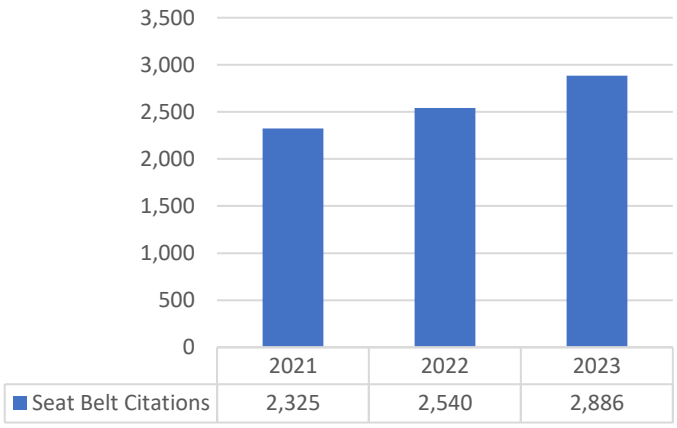
The Iowa GTSB contracted with The Vernon Group, through agreement 23-402-M0OP, Task 00-00-20 to conduct the 2023 Awareness Survey. See page 21 for details.

About the Survey

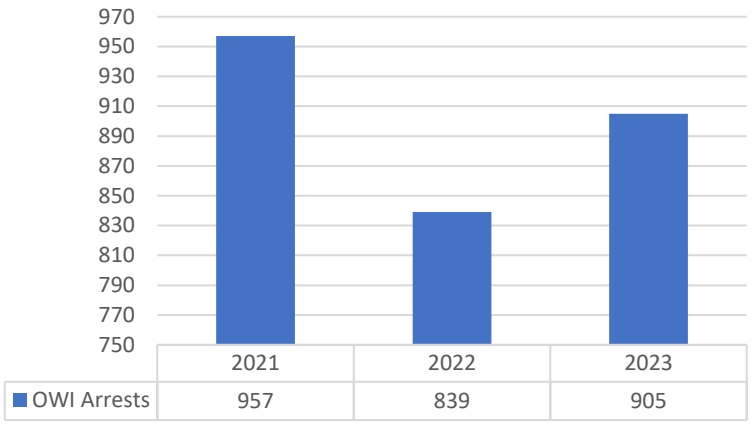
- An online survey was completed to measure and better understand current driver attitudes and behaviors of licensed Iowa drivers.
- A total of 1,439 respondents completed validated surveys between September 13 and September 20, 2023.
- Iowa residents ages 16 and older who are licensed to drive in Iowa qualified to take the survey.
- The median time to complete the survey was 6 minutes.
- To encourage truthful responses, participants were advised throughout the survey that their individual responses were not going to be shared with anyone or reported to any government agency.
- Before analysis, data was weighted for age and gender to represent the population of licensed Iowa drivers.

Activity Measures/Grant Funded Activity

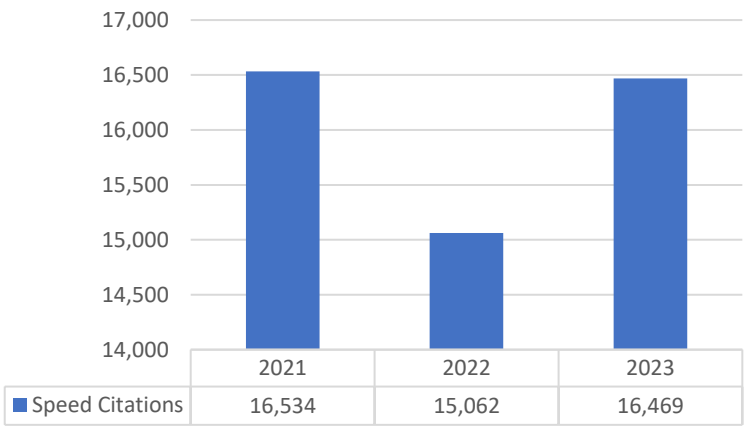
A-1
Seat Belt
Citations



A-2
OWI Arrests



A-3
Speed Citations



Federal Funds Expended on Projects

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

For Section 402, Iowa's share-to-local benefit was 50.7% for FFY 2023.

Description of State's Evidence-Based Enforcement Program Activities

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

Through the application process, all law enforcement agencies are required to submit data in support of their application for impaired driving, speeding, and occupant protection. If agencies have identified other traffic safety areas of concern, such as distracted driving, data would also be required to support their application. Agencies requesting overtime funds are required to conduct planned enforcement activities at high-risk times and locations. Agencies were encouraged to use the Iowa Crash Analysis Tool (ICAT), http://icat.iowadot.gov, as a resource for crash data. ICAT provides crash details to include drive and vehicle information, injuries, crash locations, and road/environmental information. The tool provides timely crash data. ICAT continues to be modified for user needs, including a recently released dashboard application. Law enforcement agencies requiring additional assistance with gathering and analyzing data were encouraged to contact their GTSB Program Administrator, the Iowa Department of Transportation, or In-Trans/ITSDS at Iowa State University.

The FFY 2023 Evidence-Based Traffic Enforcement plan included targets consistent with those identified in the Highway Safety Plan and correlated with the strategies withing the State Strategic Highway Safety Plan.

High Visibility Enforcement

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

The Iowa State Patrol continues to utilize and enhance a dashboard developed by In-Trans/ITSDS to overlay ISP enforcement activities and crash data. This tool for beneficial for the Iowa State Patrol for GTSB-supported overtime enforcement projects.

Special Traffic Enforcement Program (sTEP)

During FFY 2023, 10 sTEP waves were planned and executed. Please see page 58 for the FFY 2023 sTEP calendar. Waves corresponded with national mobilization periods for "Click It or Ticket" and "Drive Sober or Get Pulled Over". The additional waves coincided with special enforcement periods identified by the International Association of Chiefs of Police (IACP) Crash Awareness and Reduction Effort (CARE) initiative. CARE serves to increase officer presence on interstates and highway during high crash periods.

High Five Rural Traffic Safety Program

The High Five Rural Traffic Safety Program (High 5) was reestablished in FFY 2023 to focus efforts on rural counties with low seat belt usage rates. Counties identified through data analysis included Appanoose, Fremont, Humboldt, Keokuk, and Mitchell. The Iowa State Patrol was also part of this program. Enforcement efforts focused on occupant protection.

Central Iowa Traffic Safety Task Force (CITSTF)

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

Strategic Highway Safety Plan

Every five years the Iowa DOT is tasked with developing a Strategic Highway Safety Plan (SHSP) for the State of Iowa. This is statewide-coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads. An SHSP identifies a State's key safety needs and guides investment decisions towards strategies and countermeasure with the most potential to save lives and prevent injuries. The final SHSP will be submitted before the end of the year and will be signed by the Governor.

Program Areas

Program Area: Awareness Survey

Problem Statement and Overview:

In 2010, a NHTSA-GHSA (Governor's Highway Safety Association) working group designed a set of survey questions about seat belt use, impaired driving, and speeding for states to use for consistent survey data selection. The original intent was to have all states use the same core questions in all data collection efforts. This would allow for consistent data to be reviewed to identify trends and evaluate the efficacy of countermeasures over time. The surveys were also intended to measure behaviors, media, and enforcement efforts. An awareness survey has been conducted annually since 2010 except for 2020 due to COVID-19 pandemic restraints. Questions, however, have been revised over the years to fit the needs of the state.

Targets:

- Survey a minimum of 1,200 Iowa residents with a valid driver license who currently drive on public road; conduct a comprehensive analysis of the survey results

Strategies:

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

Outcomes/Results:

The 2023 survey was conducted by The Vernon Research Group. The survey questions and data collection methodology were modified from previous years.

A complete copy of the survey is provided in ATTACHMENT C.

Planned Activity Name: Annual Public Awareness/Attitude Survey
Subreceipient: The Vernon Group
Unique Identifier/Planned Activity Number: 23-402-M0OP, Task 00-00-20

The original project identified in the FFY 2023 HSP was with Iowa State University, CSSM, 23-402-M0OP, Task 00-00-01. This project agreement was cancelled. The planned activity was modified through an approved amendment to The Vernon Group.

The GTSB partnered with The Vernon Research Group (VRG) to create, conduct, analyze and report an online survey. The survey was completed to measure and better understand current driver attitudes and behaviors of licensed Iowa drivers. The survey focused on drivers 16-65+ with the median age being 47. More than 50% of the surveys were completed by females. All 99 counties of Iowa were represented in the completion of the survey including rural and urban settings. The questions included driver behavior such as seat belts, speeding, impaired driving, distracted driving, exposure to traffic safety messaging and knowledge of traffic safety laws.

The research was designed so that multiple state agencies/departments can utilize the analysis to make decisions regarding priorities, planning, resource allocation, communications, and education. A total of 1,439 respondents completed validated surveys.

Survey conclusions revealed that the great majority (86%) always wear seat belts while driving and 81% always wear one while riding in the front seat. Seat belt usage significantly drops for rear seat passengers (41%), however seat belt usage for all passengers increases as age increases. The top reason (52%) for not always wearing a seat belt was due to going short distances. Most of the drivers speed in all tested speed zones, but they drive most conservatively on roads with 25 mph speed limits. Respondents reported low rates of impaired driving within the last 30 days. Distracted driving was reported as somewhat common however increasing age correlates with a decrease in distracted driving behaviors. Most respondents reported having read or heard about enforcement for risky driving actions.

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

Program Area: Communication/Media

Problem Statement and Overview:

The use of media (paid, earned and social) along with various other forms of public outreach helps to raise awareness to traffic safety initiatives. Media relations are an essential tool for educating the public. The goal is to change driver behavior to reduce fatalities and injuries.

Targets:

- Use a various media mix to deliver traffic safety messages

Strategies:

- Stay engaged with social media trends
- Conduct a series of focus groups to help guide future development of communication/media strategies and programming
- Encourage partners to utilize materials readily available through Traffic Safety Marketing (https://www.trafficsafetymarketing.gov)
- Work with media partners to help identify target audiences and problematic areas to promote traffic safety messaging

Outcomes/Results:

Throughout the year, social media platforms were utilized by the GTSB to share various traffic safety messages/post, news stories, etc. Various materials from Traffic Safety Marketing were utilized.

Planned Activity Name: ZLR Ignition
Subreceipient: ZLR Ignition
Unique Identifier/Planned Activity Numbers: 23-402-M0PM, Task 01-00-00, 23-405b-M1*PM, Task 01-00-00, 23-405d-FDLPEM, Task 01-00-00

During FFY 2023, ZLR conducted live focus groups to help determine the rational and emotional status of the target audience when it comes to driver safety in Iowa. A variety of stimuli was used to help understand how the audience thinks when they are on the road. From the learnings, ZLR developed several concepts to help illustrate safety. The concepts were tested in qualitative focus groups to help determine the future direction for the traffic safety campaign.

Activities in conjunction with a specific traffic safety area are provided with each identified section.
This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging. ZLR was also responsible for the media plans which correlate with the national mobilizations.

Program Area: Community Traffic Safety Programs

Problem Statement and Overview:

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

Targets:

- Promote a multi-agency approach to traffic safety enforcement and education in central Iowa

Strategies:

- Provide funding to support a one-day conference

Outcomes/Results:

A one-day training conference was planned and held. CITSTF also coordinated numerous multi-jurisdictional traffic enforcement events throughout the year.

Planned Activity Name: Central Iowa Traffic Safety Task Force (CITSTF)
Subreceipient: West Des Moines Police Department
Unique Identifier/Planned Activity Number: 23-402-M0PT, Task 00-00-10

The CITSTF Annual Informational and Training Luncheon was held on September 26, 2023. There were 30 individuals in attendance. Agenda topics included a legal update by the Polk County Attorney's Office (Bryanna Walton and Kailey Gray-Kerns) and the Iowa Attorney General's Office (Jeremy Peterson), Child Passenger Safety (Janna Day, Blank Children's Hospital), Media and Communications (Colleen Powell, GTSB), and Law Enforcement Liaison Information (Randy Kunert, GTSB).

Every year CITSTF presents two awards to officers in the member agencies who have gone above and beyond to make a difference. This year, CITSTF awarded Trooper Dylan Hernandez, Iowa State Patrol with the 2023 CITSTF Traffic Safety Officer of the Year Award, and Officer Brian Kelley, Des Moines Police Department, with the 2023 CITSTF OWI Enforcement Officer of the Year Award.

Throughout the year, CITSTF promoted and conducted 11 projects which resulted in 795 citations, 1,048 warnings, and 59 arrests.

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

Program Area: Impaired Driving

Problem Statement and Overview:

In FFY 2023, Iowa qualified for Section 405d funding as a "low-rate" state based on a 3-year average of alcohol-impaired driving fatalities per 100M vehicle miles traveled. The state, however, will be in the "mid-range" category in FFY 2024, and will be required to maintain an Impaired Driving Task Force and submit an Impaired Driving Plan.

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

Efforts to combat impaired driving continue in Iowa with the primary focus being enforcement and education. High visibility enforcement remains and effective countermeasure. During FFY 2023, the GTSB utilized a combination of Section 402 and 405d funding to support efforts.

Targets:

- Reduce alcohol-impaired driving fatalities 1.98% from the 2016-2020 average of 101 to 99 (2019-2023 average) by December 31, 2023

Strategies:

- Through the administration of Section 402 and 405d funds, support overtime enforcement and educational efforts
- Through the administration of Section 402 and 405d funds, provide funding for the purchase of GTSB approved equipment
- Continue Advanced Roadside Impaired Driving Enforcement (ARIDE) training throughout the state
- Continue to support the certification of a minimum of 14 officers annually as Drug Recognition Experts (DREs)
- Participate in NHTSA Regional enforcement activities focused on impaired driving/420 events
- Provide funding to support the state's Traffic Safety Resource Prosecutor (TSRP)
- Provide funding to support efforts of the DCI Criminalistics Laboratory which pertain to impaired driving.
- Provide funding to support law enforcement training efforts through the Iowa Law Enforcement Academy (ILEA)
- Continue to review and implement recommendations identified from the 2022 Impaired Driving Assessment
- Maintain an Impaired Driving Task Force and create an Impaired Driving Strategic Plan

Outcomes/Results:

- The FFY 2022 target to reduce alcohol-impaired driving fatalities 1.08% from the 2015-2019 average of 93 to 92 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 99.

Planned Activity Name: DRE Program Expenses
Subreceipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 23-405d-M6OT, Task 00-00-06

Two DRE schools were conducted in FY 2023.

Spring 2023 DRE School

April 3-14	In-State Classroom
April 24-May 2	Out-of-State Field Certifications

14 students graduated and were certified as DREs.

Fall 2023 DRE School (Began in FFY 2023 and finished in FFY 2024)

September 18-29	In-State Classroom (FFY 2023)
October 10-12	In-State Field Certifications (FFY 2024)
October 22-30	Out-of-State Field Certifications (FFY 2024)

14 students graduated and were certified as DREs.

Spring DRE Instructor School

March 6-10	NHTSA/IACP DRE Instructor Development Course (IDC)

11 new DRE Instructors were added to the DRE program.

DRE Enforcement Evaluations and Training Evaluations Conducted in 2023

422 DRE Enforcement Evaluations
273 DRE Training Evaluations
700 Total DRE Evaluations (As of 10/1/2023 – DRE National Database evaluations are recorded for a calendar year.)

DRE Enforcement Evaluations by Drug Category

89	CNS Depressants
281	CNS Stimulants
2	Hallucinogens
24	Dissociative Anesthetics
137	Narcotic Analgesics
6	Inhalants
343	Cannabis
38	Alcohol
215	Poly Drug (Which equals 31% of all enforcement evaluations conducted).
42	No Impairment (Which equals 6% of all enforcement evaluations conducted).
7	Medical Impairments (Which equals 1% of all enforcement evaluations conducted).

In FFY 2023 the Iowa DREs has a 90% accuracy rate in the drug category calls they made confirmed by toxicology.

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

Planned Activity Name: Law Enforcement/HVE – 405d
Subreceipient: Law Enforcement
Unique Identifier/Planned Activity Number: 23-405d-M6OT HVE

Altoona Police Department	23-405d-M6OT, Task 00-01-00
Ames Police Department	23-405d-M6OT, Task 00-02-00
Ankeny Police Department	23-405d-M6OT, Task 00-03-00
Atlantic Police Department	23-405d-M6OT, Task 00-04-00
Bettendorf Police Department	23-405d-M6OT, Task 00-05-00
Black Hawk County Sheriff's Office	23-405d-M6OT, Task 00-06-00
Buena Vista County Sheriff's Office	23-405d-M6OT, Task 00-07-00
Buffalo Police Department	23-405d-M6OT, Task 00-08-00
Burlington Police Department	23-405d-M6OT, Task 00-09-00
Cass County Sheriff's Office	23-405d-M6OT, Task 00-10-00
Cedar Falls Police Department	23-405d-M6OT, Task 00-11-00
Cedar Rapids Police Department	23-405d-M6OT, Task 00-12-00
Cerro Gordo County Sheriff's Office	23-405d-M6OT, Task 00-13-00
Clear Lake Police Department	23-405d-M6OT, Task 00-14-00
Clinton County Sheriff's Office	23-405d-M6OT, Task 00-15-00
Clinton Police Department	23-405d-M6OT, Task 00-16-00
Clive Police Department	23-405d-M6OT, Task 00-17-00
Coralville Police Department	23-405d-M6OT, Task 00-18-00
Council Bluffs Police Department	23-405d-M6OT, Task 00-19-00
Dallas County Sheriff's Office	23-405d-M6OT, Task 00-20-00
Davenport Police Department	23-405d-M6OT, Task 00-21-00
Des Moines County Sheriff's Office	23-405d-M6OT, Task 00-22-00
Des Moines Police Department	23-405d-M6OT, Task 00-23-00
DeWitt Police Department	23-405d-M6OT, Task 00-24-00
Dubuque County Sheriff's Office	23-405d-M6OT, Task 00-25-00
Dubuque Police Department	23-405d-M6OT, Task 00-26-00
Eldridge Police Department	23-405d-M6OT, Task 00-27-00
Epworth Police Department	23-405d-M6OT, Task 00-28-00
Evansdale Police Department	23-405d-M6OT, Task 00-29-00
Fayette Police Department	23-405d-M6OT, Task 00-30-00
Fort Dodge Police Department	23-405d-M6OT, Task 00-31-00
Fort Madison Police Department	23-405d-M6OT, Task 00-32-00
Harrison County Sheriff's Office	23-405d-M6OT, Task 00-33-00
Henry County Sheriff's Office	23-405d-M6OT, Task 00-34-00
Huxley Police Department	23-405d-M6OT, Task 00-35-00
Indianola Police Department	23-405d-M6OT, Task 00-36-00
Iowa City Police Department	23-405d-M6OT, Task 00-37-00
Iowa State Patrol – Troopers	23-405d-M6OT, Task 00-38-00
Iowa State Patrol – Supervisors	23-405d-M6OT, Task 00-39-00
Iowa State University Police Department	23-405d-M6OT, Task 00-40-00
Jackson County Sheriff's Office	23-405d-M6OT, Task 00-41-00

Jasper County Sheriff's Office	23-405d-M6OT, Task 00-42-00
Johnson County Sheriff's Office	23-405d-M6OT, Task 00-43-00
Johnston County Sheriff's Office	23-405d-M6OT, Task 00-44-00
Knoxville Police Department	23-405d-M6OT, Task 00-45-00
LeMars Police Department	23-405d-M6OT, Task 00-46-00
LeClaire Police Department	23-405d-M6OT, Task 00-47-00
Lee County Sheriff's Office	23-405d-M6OT, Task 00-48-00
Louisa County Sheriff's Office	23-405d-M6OT, Task 00-49-00
Lyon County Sheriff's Office	23-405d-M6OT, Task 00-50-00
Madison County Sheriff's Office	23-405d-M6OT, Task 00-51-00
Marion County Sheriff's Office	23-405d-M6OT, Task 00-52-00
Marion Police Department	23-405d-M6OT, Task 00-53-00
Marshall County Sheriff's Office	23-405d-M6OT, Task 00-54-00
Marshalltown Police Department	23-405d-M6OT, Task 00-55-00
Mason City Police Department	23-405d-M6OT, Task 00-56-00
Mills County Sheriff's Office	23-405d-M6OT, Task 00-57-00
Missouri Valley Police Department	23-405d-M6OT, Task 00-58-00
Mount Vernon-Lisbon Police Department	23-405d-M6OT, Task 00-59-00
Muscatine County Sheriff's Office	23-405d-M6OT, Task 00-60-00
Muscatine Police Department	23-405d-M6OT, Task 00-61-00
Nevada Public Safety Department	23-405d-M6OT, Task 00-62-00
Newton Police Department	23-405d-M6OT, Task 00-63-00
North Liberty Police Department	23-405d-M6OT, Task 00-64-00
Norwalk Police Department	23-405d-M6OT, Task 00-65-00
Osceola County Sheriff' Office	23-405d-M6OT, Task 00-66-00
Oskaloosa Police Department	23-405d-M6OT, Task 00-67-00
Ottumwa Police Department	23-405d-M6OT, Task 00-68-00
Pella Police Department	23-405d-M6OT, Task 00-69-00
Perry Police Department	23-405d-M6OT, Task 00-70-00
Pleasant Hill Police Department	23-405d-M6OT, Task 00-71-00
Polk City Police Department	23-405d-M6OT, Task 00-72-00
Polk County Sheriff's Office	23-405d-M6OT, Task 00-73-00
Pottawattamie County Sheriff's Office	23-405d-M6OT, Task 00-74-00
Princeton Police Department	23-405d-M6OT, Task 00-75-00
Scott County Sheriff's Office	23-405d-M6OT, Task 00-76-00
Sioux City Police Department	23-405d-M6OT, Task 00-77-00
State Center Police Department	23-405d-M6OT, Task 00-78-00
Story County Sheriff's Office	23-405d-M6OT, Task 00-79-00
Tipton Police Department	23-405d-M6OT, Task 00-80-00
Wapello County Sheriff's Office	23-405d-M6OT, Task 00-81-00
Washington County Sheriff's Office	23-405d-M6OT, Task 00-82-00
Waterloo Police Department	23-405d-M6OT, Task 00-83-00
Waukee Police Department	23-405d-M6OT, Task 00-84-00
Webster County Sheriff's Office	23-405d-M6OT, Task 00-85-00
West Burlington Police Department	23-405d-M6OT, Task 00-86-00
West Des Moines Police Department	23-405d-M6OT, Task 00-87-00

Windsor Heights Police Department	23-405d-M6OT, Task 00-88-00
Winneshiek County Sheriff's Office	23-405d-M6OT, Task 00-89-00
Woodbury County Sheriff's Office	23-405d-M6OT, Task 00-90-00
Belle Plaine Police Department	23-405d-M6OT, Task 00-91-00
Warren County Sheriff's Office	23-405d-M6OT, Task 00-92-00
Boone County Sheriff's Office	23-405d-M6OT, Task 00-93-00
Van Meter Police Department	23-405d-M6OT, Task 00-94-00
Hiawatha Police Department	23-405d-M6OT, Task 00-95-00
Toledo Police Department	23-405d-M6OT, Task 00-96-00
Emmett County Sheriff's Office	23-405d-M6OT, Task 00-97-00

The following table provides the cumulative activity of agencies funded for this project.

Overall Activity – All Agencies			
Overtime Enforcement Hours	12,974.47	Seat Belt Citations (Nighttime)	309
Overtime Educational Hours	0	Seat Belt Warnings (Nighttime)	161
OWI Arrests – Alcohol	544	Child Restraint Citations	59
OWI Tested – No Arrests	669	Child Restraint Warnings	36
OWI Arrests – Drugs	124	Speed Citations	3,535
# DRE Call Outs (GTSB Stop Only)	See PTS activity	Speed Warnings	3,750
OWI Drug Tested – No Arrest	156	Stop Sign/Light Citations	251
.02 Violations	11	Stop Sign/Light Warnings	512
Underage Possession (Traffic Only)	80	Electronic Device Citations	50
Open Container	200	Electronic Device Warnings	85
Seat Belt Citation (Daytime)	292	Other Traffic Violation Citations	4,113
Seat Belt Warning (Daytime)	156	Other Traffic Violation Warnings	9,814

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

Planned Activity Name: Traffic Bench Book
Subreceipient: State Court Administrator's Office
Unique Identifier/Planned Activity Number: 23-405d-FDL*TC, Task 01-00-00

Throughout fiscal year 2023, the Judicial Education & Development team, along with support from the Human Resources team, maintained the traffic safety bench book on a secure internal site (Judicial Insider). The Judges Traffic Law Bench Book was continuously developed and maintained to ensure the safe administration of municipal infractions and criminal infractions related to traffic safety. The Judges Traffic Safety bench book, made accessible to all Iowa judicial officers will continue to maintain traffic and legal resources within the bench book, evaluate the usage and utility of the resource, and continually seek new strategies for making the information more accessible. During FFY 2023 the bench book had 5,155 hits and 1,062 unique users.

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

Planned Activity Name: Iowa Division of Criminal Investigation Criminalistics Laboratory
Subreceipient: Iowa Division of Criminal Investigation Criminalistics Laboratory
Unique Identifier/Planned Activity Number: 23-405d-FDLIS, Task 01-00-00

The toxicology section of the Iowa Division of Criminal Investigation Criminalistics Laboratory completed 5,147 lab reports during the fiscal year. 1,004 blood cases were closed, 1,741 urine cases were closed, and 29 cases were closed that had both blood/urine samples submitted. The average assignment turnaround time as 19.52 days.

No samples were sent from the DCI laboratory to outside agencies during the fiscal year, thus improving the timely analysis and comprehensive test offerings for drugs in blood. Blood cannabinoids and Urine d8-THCCarboxy methods were validated during the year. This added additional drugs the lab could identify.

171 DataMasters were certified during the fiscal year with approximately 293 officers being trained on the toxicology testing and certified on the DataMaster DMT.

The Breath Alcohol and Toxicology staff testified approximately 45 times during the fiscal year. Laboratory staff also participated in traffic safety training to include the Society of Forensic Toxicologists Conference, Borkenstein School on the Pharmacology of Alcohol, and the GTSB Annual Governor's Highway Traffic Safety Conference.

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

Planned Activity Name: ARIDE Program Expenses
Subrecipient: GTSB – Internal
Unique Identifier/Planned Activity Number: 23-405d-FDL*PT, Task 01-00-00

During FFY 2023, twelve (12) ARIDE classes were held with 271 officers and 7 prosecutors trained.

In November 2022, DRE officers worked with the Iowa Attorney General's Office and the State Traffic Safety Resource Prosecutor (TSRP) Jeremy Peterson to provide a one-day ARIDE class along with an alcohol workshop at the Prosecuting Attorney's Training Conference. 165 prosecutors were in attendance.

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

Planned Activity Name: TSRP/Prosecuting Attorney Training Coordinator
Subrecipient: Iowa Attorney General's Office
Unique Identifier/Planned Activity Numbers: 23-405d-FDL*PT, Task 02-00-00 and 23-405d-M6X, Task 02-00-00

Iowa's Traffic Safety Resource Prosecutor (TSRP) provided various training opportunities for prosecutors, law enforcement officers (including DREs, SFST instructors, and ARIDE instructors) and consulted regularly with law enforcement officers, prosecutors, attorneys, and state agencies. Iowa's TSRP stays closely connected to law enforcement and prosecutors and his engagements build strong, trusted relationships. The TSRP helped coordinate a one-day training *"Understanding Chemical Impairment – From Recognition through Prosecution"* at the 2022 Iowa County Attorney's Conference. This training was attended by approximately 165 prosecutors. The TSRP also helped facilitate the County Attorneys Fall and Spring Conferences and Iowa Acts of Interest to Law Enforcement Workshops which were attended by approximately 356 prosecutors.

Throughout the year, approximately 1,200 law enforcement officers received instruction provided by the TSRP at various workshops and courses focusing on impaired driver detection, apprehension, implied consent, report

writing, and testimony preparation. Various other presentations were made to law enforcement groups at the request of the GTSB and Iowa Law Enforcement Academy staff. These topics included OWI case law updates, search warrant issues, warrantless searches, distracted driving, trial preparation, courtroom testimony, defending the SFSTs, officer observations against defense attacks, the court process, constitutional issues, statutory phone call rights, independent testing, and OWI enforcement issues.

The TSRP prepared, updated, and distributed quarterly advisory bulletins which provided information on court decisions and/or legislation impacting OWI or implied consent laws. The TSRP also attended the TSRP National Conference in Phoenix, Arizona in May 2023.

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

Planned Activity Name: ZLR Ignition / Impaired Driving Communication Campaign
Subrecipient: ZLR Ignition
Unique Identifier/Planned Activity Number: 23-405d-FDLPEM, Task 01-00-00 and 23-405d-FDL*PM, Task 01-00-00

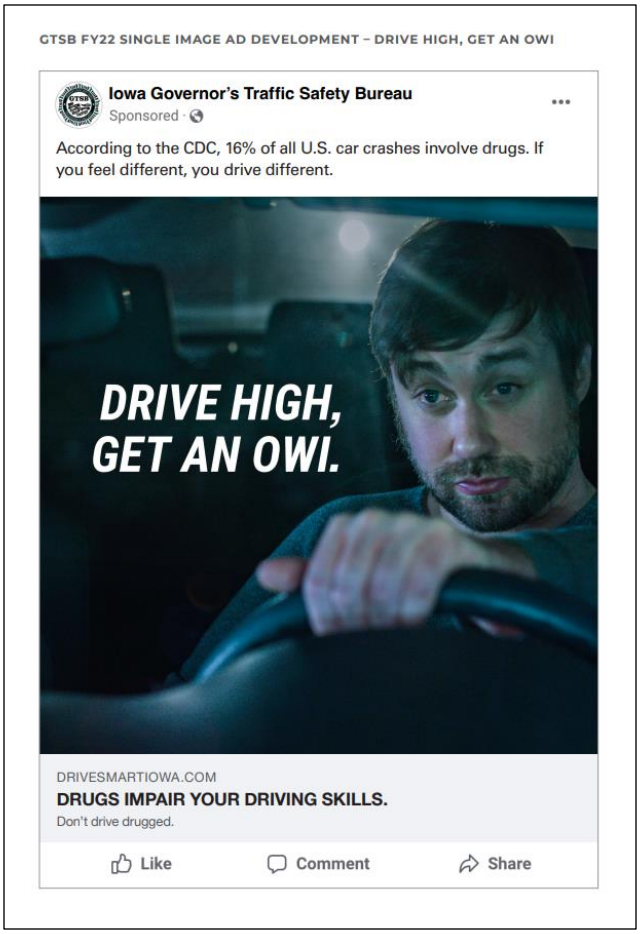
During FFY 2023, a media plan for impaired driving was developed, approved, and executed.

Drive Sober or Get Pulled Over

Campaign Flights	November 21-25, 2022
	December 19, 2022 - January 1, 2023
	March 13-19, 2023
	May 22-June 4, 2023
	June 26-July 9, 2023
	August 28-September 18, 2023
Cable TV	Spend: $156,510
	Impressions: 1,950,570
	Spots: 16,934
	Added value: 558,758 impressions for a value of $62,580
Outdoor Billboards	Spend: $42,360
	Impressions: 9,878,520
Connected TV	Spend: $117,920
	Impressions: 2,894,706
	Completed views: 2,767,022
	Completion rate: 95.59%
	Added Value: 7,132 spots on cable for a value of $178,200
Social Listening Video	Spend: $65,900
	Impressions: 2,021,777
	Clicks: 19,560
	CTR: 0.97%
Spot Radio	Spend: $136,885
	Impressions: 3,111,000
	Spots: 3,627
	Added value: 1,547,330 impressions for a value of $38,690
Pandora Radio	Spend: $52,950
	Impressions: 2,991,915
	Clicks: 546
	CTR: 0.31%
	Added value: 1,547,330 impressions for a value of $38,690
Programmatic Banners	Spend: $51,770
	Impressions: 4,858,394
	Clicks: 4,497
	CTR: 0.09%
Meta (Facebook/Instagram)	Spend: $4,822
	Clicks: 6,267
	Impressions: 843,412
	CTR: 0.74%
	Engagements: 623

Drive High, Get an OWI	
Campaign Flight	April 17-22, 2023
	July 17-22, 2023
	August 17-22, 2023
Geo-Fence Banners	Spend: $8,850
	Impressions: 1.072,040
	Clicks: 605
	CTR: 0.06%
Social Listening Banners	Spend: $11,835
	Impressions: 589,799
	Clicks: 5,564
	CTR: 0.94%
Spot Radio	Spend: $14,232
	Spots: 363
	Impressions: 384,640

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



Planned Activity Name: OWI Court Training
Subrecipient: Iowa State Court Administrator's Office
Unique Identifier/Planned Activity Number: 23-405d-FDLCS, Task 01-00-00

Region 7 Judicial Outreach Liaison assisted with the Iowa Judicial Branch to strengthen their partnership the GTSB. A priority recommendation from the 2022 Impaired Driving Assessment for the GTSB was to develop and create more problem-solving OWI Courts. Through discussions with the Judicial Branch, an opportunity to support individuals to attend OWI Foundational Training through the National Center for DWI Courts in July 2023 in Billings, Montana. The project covered all travel and expenses incurred for 16 individuals who attended the training.

The training was provided by Impaired Driving Solutions, a division of All Rise (formerly the National Association of Drug Court Professionals) and the training organization selected by NHTSA. The training was sought to allow the two Adult Drug Treatment Courts (ADTC) to add an OWI track to their existing courts. The training provided education on the Key Components of a treatment court as well as the national best practices to follow when dealing with alcohol impaired drivers.

This project contributed to the targets listed in the Highway Safety Plan as the activities supported the recommendations from the Impaired Driving Assessment to increase the number of specialty courts throughout the state.

Planned Activity Name: Iowa Law Enforcement Academy (ILEA)
Subrecipient: Iowa Law Enforcement Academy
Unique Identifier/Planned Activity Number: 23-405d-FDL*PT, Task 01-00-00

The following trainings were conducted by the Iowa Law Enforcement Academy during FFY 2023.

Name of Class	Number of Classes	Total Number of Students Receiving Training
Standardized File Sobriety Testing (Basic Academy Class)	5	205
OWI Wet Lab (Basic Academy Class)	6	252
OWI Scenarios and Report Writing (Basic Academy Class)	5	206
OWI Detection and SFST Certification	1	21
OWI Enforcement Techniques (Basic Academy Class)	12	503
SFST Instructor Certification Course	2	25
SFST Instructor Re-Certification Course	9	48
SFST and OWI Refresher Course	3	14
Drug Recognition Course (Basic Academy Class)	6	252
Traffic Law Enforcement (Basic Academy Class)	6	249
Vehicle Stops (Basic Academy Class)	19	773
Street Intoxication (Basic Academy Class)	6	252
Traffic Direction (Basic Academy Class)	6	252
Motor Vehicle Law – Seatbelts (Basic Academy Class)	4	158
Motor Vehicle Law – DOT/CDL (Basic Academy Class)	5	206
Radar/LIDAR Instructor Certification	1	9
Radar/LIDAR Instructor Re-Certification	2	11
Radar Enforcement (Basic Academy Class)	3	251
Drug Recognition Course (Basic Academy Class)	6	252

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

Planned Activity Name: GTSB – Travel (405d)
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 23-405d-M6OT, Task 00-00-03

See Final Voucher for FFY 2023 expenditures.

P***lanned Activity Name: GTSB – Travel (AL)***
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 23-402-M0AL, Task 00-00-03

See Final Voucher for FFY 2023 expenditures.

Planned Activity Name: GTSB Program Management (405d)
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 23-405d-M6OT, Task 00-00-02

See Final Voucher for FFY 2023 Expenditures.

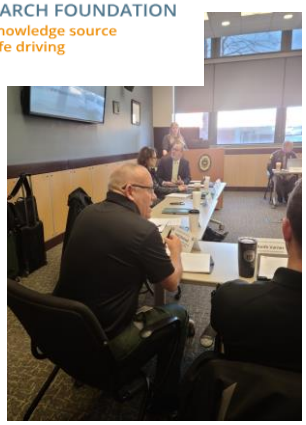
Planned Activity Name: GTSB Program Management (AL)
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 23-402-M0AL, Task 00-00-02

See Final Voucher for FFY 2023 Expenditures.

Planned Activity Name: GTSB – Printing (AL)
Subrecipient: GTSB-Internal
Unique Identifier/Planned Activity Number: 23-402-M0AL, Task 00-00-04
See Final Voucher for FFY 2023 Expenditures.

Impaired Driving Task Force

TRAFFIC INJURY RESEARCH FOUNDATION
The knowledge source for safe driving



The Impaired Driving Task Force met on December 1, 2022, in Des Moines. Through a cooperative agreement with NHTSA, GTSB requested the assistance of Traffic Injury Research Foundation (TIRF) to help facilitate the meeting. TIRF assisted by identifying task force participants, having pre-task force meeting with all participants to learn about Iowa's impaired driving issues and assisted in setting the agenda for the Impaired Driving Task Force meeting. Recommendations from the 2022 Impaired Driving Assessment were reviewed and facilitation led to setting further priorities to address impaired driving in the State of Iowa.

4/20 Regional Event

During the April 2023 "420" Enforcement Project running April 19-23, 2023, all Iowa DREs were requested to be proactive during these dates and report their activity numbers.

Regional "420" Enforcement Campaign
Enforcement Data Reporting Form
20-Apr-23

Agency:	CITSTF	
	All data reported should reflect activity within the time frame of the Regional Project.	
1	0	Total Number of Fatalities
2	6	Total Number of Crashes
3	9	Total DRE Evaluations Conducted
4	19	Total DUI Arrests
5	11	Alcohol Impaired DUIs
6	9	Suspected Marijuana DUIs
7	2	"All Other" Drugs DUIs
8	0	Total CMV DUIs
9	0	CMV Alcohol Impaired DUIs
10	0	CMV Suspected Marijuana DUIs
11	0	CMV "All Other" Drugs DUIs
12	17	Total "Non DUI" Drug-Related Arrests
13	5	Total Felony Arrests
14	456	Total Traffic Stops (Contacts)
15	326	Total Number of Traffic Citations Issued
16	177	Number of Speed Citations

On April 20th the Iowa DRE Program worked with the Central Iowa Traffic Safety Task Force (CITSTF) on a special saturation enforcement project targeting drug impaired drivers while addressing all traffic issues encountered in the Des Moines metro area. Thirty-eight officers with eight of them being DREs and eleven law enforcement agencies participated in the project which started with a briefing at the Altoona Police Department at 1500 hours and officers being deployed at 1545 hours. The project concluded at 2400 hours.

This project was highly successful with nine OWI arrests and three DRE evaluations conducted. Also, eight narcotic arrests were made along with numerous traffic violations addressed and cited.

Program Area: Speed

Problem Statement and Overview:

Excessive speed remains a leading cause of fatal crashes in Iowa. Much like impaired driving, speeding is a selfish choice with deadly consequences for drivers, passengers, and pedestrians. Tragically, Iowa experienced a dramatic 25% increase in speeding-related fatalities from 2020-2021. In 2021, speeded-related crashes killed 84 people on our roads, accounting for almost one-quarter of all fatalities.

Addressing speeding remains a priority as the state continues to see egregious speeds and behaviors.

Targets:

- Reduce speeding-related fatalities 4.17% from the 2016-2020 average of 72 to 69 (2019-2023 average) by December 31, 2023.

Strategies:

- Identify speed corridors to conduct targeted overtime speed-enforcement efforts.
- Increase speed-specific messaging and campaigns.

Outcomes/Results:

- The FY 2022 target to reduce speeding-related fatalities 2.90% from the 2015-2019 average of 69 to 67 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 76.

Planned Activity Name: Speed Corridors
Subreceipient: Boone County Sheriff's Office
Unique Identifier/Planned Activity Number: 23-402-M0SE, Task 01-00-00

No project agreement was executed for FFY 2023. Boone County was initially identified as a potential project location but was no longer considered after further data review.

Planned Activity Name: ZLR Ignition / Speed Campaign
Subreceipient: ZLR Ignition
Unique Identifier/Planned Activity Number: 23-405b-M1*PM, Task 01-00-00

During FFY 2023, a media plan for speed was developed, approved, and executed.

Campaign Flight	June 5 – 11, 2023
	June 19 – 25, 2023
Social Listening Video	Spend: $15,620
	Impressions: 304,170
	Clicks: 3,123
	Click Through Rate (CTR): 1.02%
Programmatic Banners	Spend: $11,770
	Impressions: 964,091
	Clicks: 768
	CTR: 0.08%

During FFY 2023, ZLR also produced a speed-related video. The video depicted the aftermath of an actual crash which occurred in Dubuque County, Iowa, where three teens lost their lives in a crash due to excessive speed. The images of a mangled car, lives lost, and impact statements from heartbroken loved ones are a cautionary reminder

that life can change in an instant. This project was educational effort to remind the public of the importance of safe driving.

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

Highway 20 Speed Enforcement Project

The "Highway 20 Speed Enforcement Project" is a collaborative effort among state police, state highway patrol and local agencies from across the country to promote traffic safety and reduces crashes on US 20.

MEDIA RELEASE

For Immediate Release: 7/18/2023
Contact: Lieutenant Brian Beenen
Phone: 319-266-2677

"12 states partner for the "Highway 20 Speed Enforcement Project"

Des Moines – On July 13, Troopers and Officers from multiple agencies joined our law enforcement partners across the country as part of the ongoing "Highway 20 Speed Enforcement Project."

The "Highway 20 Speed Enforcement Project," started by the Iowa State Patrol, has grown into a nationwide effort among state police, state highway patrol and local police agencies to promote traffic safety and reduce crashes across the 12 states that U.S. 20 runs through.

U.S. 20 spans nearly the length of the country from east to west, running from Newport, Ore. to Boston. In 1989, U.S. 20 was determined to be 3,365 miles long, making it the longest highway in the country, and as of 2020 various projects have slightly shortened its length.

The "Highway 20 Speed Enforcement Project" is a bimonthly collaborative effort, taking place on a select day with a two-hour initiative in the morning and a two-hour initiative in the evening. During the July 13th initiative, 93 officers across the country made 691 contacts with the motoring public. Of those, 389 resulted in citations, 295 warnings and 7 motorists were assisted.

Specifically, in Iowa, U.S. 20 covers 333 miles, crossing through four Iowa State Patrol Districts. Over the course of the four projects in 2023, multiple officers from over 40 agencies have issued 1965 citations, 1275 warnings and assisted 76 motorists, furthering the spirit of the overall project, not only in Iowa, but across the entire length of U.S. 20.

The public is encouraged to call 911 in Iowa or 911 to report drug activity, and dangerous or impaired drivers.

Oregon State Police - Idaho State Police - Montana Highway Patrol - Wyoming Highway Patrol
Nebraska State Patrol - Iowa State Patrol - Illinois State Police - Indiana State Police
Ohio State Highway Patrol - Pennsylvania State Police -New York State Police - Massachusetts State Police

Statewide Speed Awareness Day

IOWA DEPARTMENT OF
PUBLIC SAFETY

STATEWIDE SPEED AWARENESS DAY

Colleen Powell
GTSB Program Administrator
515.725.6033
cpowell@dps.state.ia.us

July 20, 2023

DES MOINES, IA – Iowa's 2023 daily traffic fatality count is over 20% higher than the 5-year average: an alarming trend. The Governor's Traffic Safety Bureau is teaming up with law enforcement to keep drivers and passengers safe by raising awareness about the dangers of speeding and urging drivers to obey speed limits.

On July 26, Iowa will join Minnesota, Wisconsin, Michigan, Illinois, Indiana, Ohio, Nebraska, Kansas, Missouri, and Arkansas for a Speed Awareness campaign. Law enforcement in your community will be on heightened alert for speeding vehicles and motorcycles.

Much like impaired driving, speeding is a selfish choice with deadly consequences for drivers, passengers, and pedestrians. Speeding reduces a driver's ability to steer safely around another vehicle, a hazardous object, or an unexpected curve. Even the safest cars with the newest technologies are limited in how much they can help reduce the odds of a crash.

Tragically, Iowa experienced a dramatic 25% increase in speeding-related fatalities from 2020-2021. In 2021, speeding-related crashes killed 84 people on our roads, accounting for almost one-quarter of all crash fatalities.

"We are asking drivers to please slow down," said GTSB Bureau Chief Brett Tjepkes. "Our goal is to save lives, and we're putting all drivers on alert — the posted speed limit is the law. No excuses. On July 26 drivers will notice extra law enforcement on Iowa's roads. If drivers choose to exceed the posted limit, they can expect a citation."

The Governor's Traffic Safety Bureau works with city, county, state, and local organizations to develop and implement strategies to reduce deaths and injuries on Iowa's roadways using federally funded grants.

Find graphics to support NHTSA's messaging here. Source: NHTSA, FARS, IDOT

Slow Down / Move Over Enforcement Campaign

Enforcement Data Reporting Form

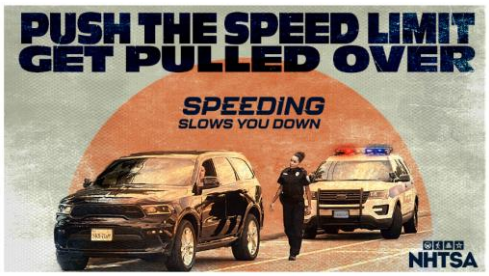
26-Jul-23

Iowa Total Enforcement Stats

All data reported should reflect activity within the time frame of the Regional Project.

1	831	Total Number of Traffic Citations Issued
2	466	Total Number of **Speeding** Citations Issued
3	4	Total Number of **Move-Over** Citations Issues
4	6	Total Number of Distracted Driving Citations Issues
5	68	Total Number of Seatbelt Citations Issues
6	11	Total DUI Arrests
7	126	Total Commercial Vehicle Citations Issued
8	392	Total Commercial Vehicle Warnings Issued
9	1038	Total Number of Traffic Warnings Issued
10	23	Total Number of Crashes
11	1	Total Number of Speeding Related Crashes
12	2	Total Number of Fatalities

28 Law Enforcement Agencies, including the Iowa State Patrol, reported activity.



Program Area: Motorcycle Safety

Problem Statement and Overview:

According to Iowa DOT preliminary data, Iowa recorded 49 motorcyclist fatalities in 2022: 14.5% of all traffic fatalities in the state. In 2023, the number of motorcyclist fatalities increased to 62; 16.4% of all traffic fatalities. As the state continues to see an increase in the number of motorcycle registrations and license holders, there continues to be a need and opportunity to deliver motorcycle safety messaging and evolve programs.

Targets:

- Reduce motorcyclist fatalities 3.85% from the 2016-2020 average of 52 to 50 (2019-2023 average) by December 31, 2023.
- Reduce unhelmeted motorcyclist fatalities 2.63% from the 2016-2020 average of 38 to 37 (2019-2023 average) by December 31, 2023.

Strategies:

- Continue to partner with the Iowa Department of Transportation to help fund Motorcycle Rider Education programs (both basic and advanced).
- Expand motorcycle messaging and campaigns.

Outcomes/Results:

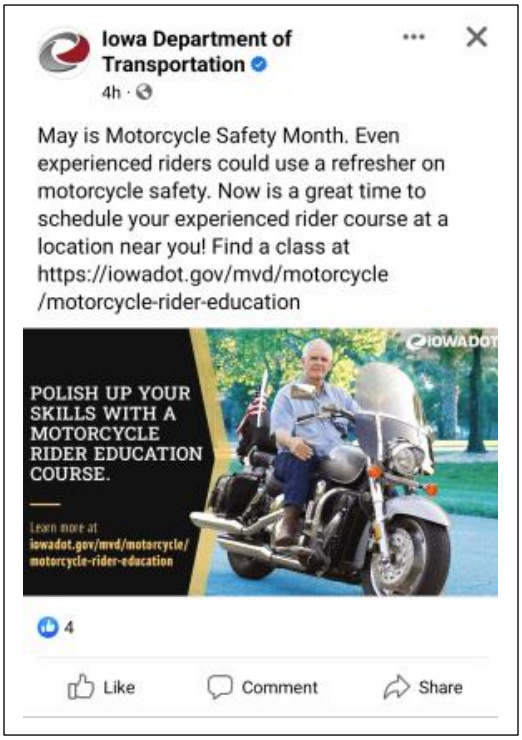
- The FFY 2022 target to maintain motorcyclist fatalities to be no more than the 2015-2019 5-year average of 47 by December 31, 2022, was not achieved. The 2018-2022 5-year moving average was 54.
- The FFY 2022 target to reduce unhelmeted motorcyclist fatalities 2.86% from the 2015-2019 average of 35 to 34 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 40.

Planned Activity Name: Motorcycle Rider Training
Subreceipient: Iowa Department of Transportation
***Unique Identifier/Planned Activity Number*:**
23-405f-M9MT, Task 01-00-00

During FFY 2023, a total of 24 quality assurance (QA) site visits were conducted. QA data results enabled Ridercoaches to improve specific areas of range exercises and using the range cards to guide the exercise. The QA team also discovered ways to conduct more QA site visits in coordination with Motorcycle Rider Education (MRE) sponsors.

The 2023 MRE Update courses were conducted on September 9 and 23 at Iowa Valley Community College. Ridercoach trainers developed an agenda based of the data from the 2023 QA site visits, to review and share the area that need improvement with all coaches in attendance. Included in the MRE Update were the following items: 1) Coaching & Exercise Transitions, 2) 3-Wheel Training, 3) EP1 x 11 Session, and 4) Ridercoach Recruitment and Retention.

In FFY 2023, a total of 2,597 riders took the BRC, 37 riders took the BRCII, 46 riders took the 3-wheel BRC, and 9 riders took the Advance Rider Course.



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

Planned Activity Name: ZLR Ignition / Motorcycle Campaign
Subreceipient: ZLR Ignition
Unique Identifier/Planned Activity Number: 23-405b-M1*PM, Task 01-00-00

During FFY 2023, a media plan for motorcycle safety was developed, approved, and executed.

Campaign Flight	May 8-28, 2023
	June 11-18, 2023
Social Listening Banners	Spend: $19,120
	Impressions: 606,867
	Clicks: 5,388
	CTR: 0.88%
Programmatic Banners	Spend: $23,535
	Impressions: 2,196,232
	Clicks: 1,957
	CTR: 0.89%

This project contributed to the targets listed in the Highway Safety Plan as the messaging for the banner ads helped Iowans remember motorcycles are present and to watch out for them. Facebook/videos also reminded motorcyclist to ride safely.

Program Area: Non-Motorist/Bicyclist

Problem Statement and Overview:

Iowa continues to see an upward trend in the number of bicyclist fatalities. Over the past 5 years (2018-2022), there have been 41 bicyclist fatalities in the state in addition to hundreds of crashes causing injuries.

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

Enforcement agencies and community organizations help share bicycle safety messages geared toward children through "bike rodeos" and helmet fitting/distribution events held throughout the state.

Targets:

- Reduce bicyclist fatalities 12.5% from the 2016-2020 average of 8 to 7 (2019-2023 average) by December 31, 2023.

Strategies:

- Continue to support the bicycle helmet distribution program through Unity Point/Blank Children's Hospital
- Increase the number of bicyclist safety messages and campaigns throughout the state.

Outcomes/Results:

- The FFY 2022 target to maintain bicyclist fatalities to be no more than the 2015-2019 5-year average of 7 by December 31, 2022, was not achieved. The 2018-2022 5-year moving average was 9.

Planned Activity Name: All Heads Covered
Subreceipient: Unity Point/Blank Children's Hospital
Unique Identifier/Planned Activity Number: 23-402-M0PS, Tsk 01-00-00

A total of 43 agencies requested bike helmets and educational materials during FFY 2023. The 43 agencies represented 27 of Iowa's 99 counties. A total of 2,214 helmets were distributed. Materials were requested for several events in low-income/underserved neighborhoods as indicated below by the requesting agency.

Major Taylor Biking Club – This is a youth bike ride that meets weekly. Many of their parents will let them be involved, but do not or would not supply the funds necessary to provide a bike or helmet. The purpose of the club is through the Major Taylor story and the club hopes to advocate for black cyclists by cultivating a supportive community of like-minded cyclists that build up, encourage equity and spark passion for the sport of cycling so it can be more accessible regardless of socioeconomic background, ethnicity, or experience level.

Paton Churdan Schools – Paton Churdan is a low socioeconomic area. Most students qualify for free/reduced lunches.

Stuart Police Department – Stuart is located in the West Central Valley Community School District. Of the approximately 800 students in the school district, 320 students (40%) are considered low income and qualify for free or reduced meals. For the Stuart residents on the low end of the socioeconomic scale, bicycle helmets would not be something many would be able to afford.

Cub Scouts(Louisa and Muscatine Counties) – There is a lower socioeconomic base point in Louisa and Muscatine Counties.

Des Moines Police Department – The target audience is those living in the city of Des Moines. According to the Des Moines Public Schools website, 77% of the students qualify for free or reduced lunch. Also, many of these residents face transportation barriers and proper bike safe education.

Fairfield Community – The school is predominantly lower socioeconomically situated and includes a lot of transient-population.

Manning Regional Healthcare Center – There are a few single parents and low-income families in the area that have difficulties affording extra things. The IKM-Manning School district reports that 39% of students or families hare needing financial assistance. Helping provide helmets to kids whose families may not be able to afford them increases safety in Manning and in Carroll County.

Decatur County Hospital – Decatur County deals with a higher than average percentage of families living below the average household income level. Up to 75% of students in the area are on free and reduced lunch programs. A bike helmet may be seen as a luxury for many families in our area due to the need to live paycheck to paycheck.

Clinton Community School – The event hosted in Clinton Park was in an area of lower socioeconomic families which include transitional housing, and homeless shelters. The location was purposely chosen to increase the chances of families of need to attend and receive the free safety gear and training for bike riding.

Wilson Middle School 6th Grade Bike Ride – A high percentage of students qualify for free meals, and as such many families are not able to provide helmets for their children. This program helped provide helmets for all children so they could participate in the bike ride.

Des Moines Parks and Rec – Programing involves low-income families through summer programming at no cost to families at five different parks throughout the summer.

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

Planned Activity Name: ZLR Ignition / Bicycle Safety Campaign
Subreceipient: ZLR Ignition
Unique Identifier/Planned Activity Number: 23-402-M0PM, Task 01-00-00

During FFY 2023, a media plan for bicycle safety was developed, approved, and executed.

Campaign Flight	July 17 – 23, 2023
Programmatic Banners	Spend: $14,320
	Impressions: 1,588,233
	Clicks: 1,422
	CTR: 0.09%

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

Program Area: Non-Motorist/Pedestrian

Problem Statement and Overview:

As is being seen across the nation, Iowa is experiencing an upward trend in pedestrian fatalities. The GTSB considers principals of the Safe System Approach to evolve pedestrian programs.

Programming in FFY 2023 included additional pedestrian safety campaigns which provided messages to both the pedestrian and the motorist. Pedestrians must be vigilant and never assume a driver will see them. Pedestrians need to be attentive and avoid possible distractions such as electronics devices. It is equally important for motorists to always be on the look-out for pedestrians, obey traffic laws at pedestrian crosswalks, and be extra careful especially when it is difficult to see.

Targets:

- Reduce pedestrian fatalities 4.35% from the 2016-2020 average of 23 to 22 (2019-2023 average) by December 31, 2023.

Strategies:

- Increase pedestrian messaging/campaigns.
- Identify communities to in which to promote awareness of pedestrian safety through enforcement and education.

Outcomes/Results:

- The FFY 2022 target to reduce pedestrian fatalities 4.35% from the 2015-2018 average of 23 to 22 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 24.

***Planned* Activity Name: ZLR Ignition / Pedestrian Campaign**
Subreceipient: ZLR Ignition
Unique Identifier/Planned Activity Numbers: 23-402-M0PM, Task 01-00-00 & 23-405b-M1*PM, Task 01-00-00

During FFY 2023, a media plan for pedestrian safety was developed, approved, and executed.

Campaign Flight	July 10-16, 2023
	July 24-30, 2023
Programmatic Banners	Spend: $15,101
	Impressions: 1,505,574
	Clicks: 1,339
	CTR: 0.09%

Meta (Facebook/Instagram)	Spend: $4,671
	Clicks: 3,461
	Impressions: 643,896
	CTR: 0.53%
	Engagements: 132

This project contributed to the targets listed in the Highway Safety Plan as the messaging is specific to pedestrian safety.

Planned Activity Name: Pedestrian Project
Subreceipient: Law Enforcement
Unique Identifier/Planned Activity Numbers: 23-402-M0PS

Altoona Police Department	23-402-M0PS, Task 00-01-00
Ames Police Department	23-402-M0PS, Task 00-02-00
Council Bluffs Police Department	23-402-M0PS, Task 00-03-00
Davenport Police Department	23-402-M0PS, Task 00-04-00
Des Moines Police Department	23-402-M0PS, Task 00-05-00
Sioux City Police Department	23-402-M0PS, Task 00-06-00
West Des Moines Police Department	23-402-M0PS., Task 00-07-00

Seven (7) law enforcement agencies were contracted to partner with the GTSB to conduct overtime focused on pedestrian safety. Enforcement activities focused on one or more of the following: driver speed, pedestrian laws, drug/alcohol impairment, electronic devise use, move-over laws, and/or visibility.

	Altoona Police Department	Ames Police Department	Council Bluffs Police Department	Davenport Police Department	Des Moines Police Department	Sioux City Police Department	West Des Moines Police Department
Pedestrian Citations	0	5	0	0	10	6	0
Pedestrian Warnings	0	4	0	0	1	14	0
Driver Citations	0	4	0	0	0	0	0
Driver Warnings	1	5	0	0	0	62	0
Speed Citations	4	1	0	0	0	0	0
Speed Warnings	4	0	0	0	0	0	0
Electronic Device Citations	0	0	0	0	1	0	0
Electronic Device Warnings	0	0	0	0	1	0	0
Move Over Citations	12	0	0	0	0	0	0
Move Over Warning	12	0	0	0	0	0	0
Other Traffic Citations	10	0	0	0	0	1	0
Other Traffic Warnings	15	0	0	0	47	0	0

The Council Bluffs Police Department, Davenport Police Department and West Des Moines Police Department did not conduct any pedestrian activities under this project in FFY 2023. The Council Bluffs Police Department indicated staffing as the reason for no activity. Davenport Police Department also indicated staffing shortages as a challenge and officers were needed to work overtime to cover normal patrol shifts.

The Davenport Police Department hopes to utilize future funding as intended. The West Des Moines Police Department indicated they had planned to use the pedestrian enforcement funds during the St. Patrick's Day activities around Irish Pub locations. The establishment, however, modified the festivities and did not have outdoor service which dramatically decreased the amount of foot traffic in the area, and hence there was no need for additional pedestrian enforcement around St. Patrick's Day.

Pedestrian Safety Project Highlights

Sioux City Police Department frequently worked with radio station KSCI on weekday morning to highlight pedestrian safety.

Altoona Police Department partnered with Mid-Iowa Towing for a "move-over" project and had an officer in an unmarked car with the tow driver set up to tow. Four officers were available to stop violators. Twelve citations and ten move-over warnings were issued during this project.

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

Program Area: Occupant Protection

Problem Statement and Overview:

When Iowa's primary safety belt law was enacted in July 1986, only 18% of drivers in the state wore a safety belt. Since that time, the state has seen a significant increase in belt usage and has been able to maintain a seat belt usage rate well above the national average for several years. The 2023 Observational Safety Belt Usage Survey was conducted by Iowa State University, Center for Survey Statistics and Methodology. The 2023 usage rate was 96.99%. (See "Observational Seat Belt Usage Survey" – B-1, Page 18). Despite the official seat belt usage rate, there are still many geographic areas throughout the state where usage rates are significantly lower. Also, in 2022, preliminary DOT data indicates 45.78% of all passenger vehicle fatalities were unbelted with an additional 8.84% recorded as "unknown" for belt usage.

Targets:

- Reduce unrestrained vehicle occupant fatalities 2.13% from the 2016-2020 average of 94 to 92 (2019-2023 average) by December 31, 2023.
- Increase the observed seat belt use for passenger vehicle occupants 0.09% from the 2021 observational survey rate of 92.66% to 92.75% for the 2023 survey.

Strategies:

- Conduct a statewide observational seat belt usage survey and a statewide observational child restraint usage survey; analyze results to develop strategies and countermeasures.
- Through the administration of Section 402 funds, support overtime to be used for high visibility enforcement of Iowa's primary seat belt law and support educational efforts.
- Utilize seat belt convincers for educational opportunities.
- Through the State's Child Passenger Safety (CPS) program, support training and certification/re-certification for CPS Technicians
- Conduct outreach at the Iowa State Fair focusing on occupant protection.
- Provide no-cost car seats from the statewide CPS program.
- Conduct an annual Awareness Survey and analyze results to adjust programming.
- Re-instate the High Five Rural Traffic Safety Program

Outcomes/Results:

The FFY 2022 target to reduce unrestrained passenger vehicle occupant fatalities was 3.16% from the 2015-2019 average of 96 to 93 (2018-2022 average) was achieved. The 5-year moving average was 93.

The observed seat belt seat belt use for passenger vehicle occupants increased 1.16% from 95.88% in 2022 to 96.99% in 2023.

Planned Activity Name: GTSB Program Management (OP)
Subreceipient: GTSB – Internal
Unique Identifier/Planned Activity Number: 23-402-M0OP, Task 00-00-02

See Final Voucher for FFY 2023 expenditures.

Planned Activity Name: GTSB Travel (OP)
Subreceipient: GTSB – Internal
Unique Identifier/Planned Activity Number: 23-402-M0OP, Task 00-00-03

See Final Voucher for FFY 2023 expenditures.

Planned Activity Name: GTSB Travel (405b)
Subreceipient: GTSB – Internal
Unique Identifier/Planned Activity Number: 23-405b-M1TR, Task 00-00-03

See Final Voucher for FFY 2023 expenditures.

Planned Activity Name: GTSB Printing (OP)
Subreceipient: GTSB – Internal
Unique Identifier/Planned Activity Number: 23-402-M0OP, Task 00-00-04
See Final Voucher for FFY 2023 expenditures.

Planned Activity Name: Seat Belt Convincer
Subreceipient: Law Enforcement
Unique Identifier/Planned Activity Number:

Bettendorf Police Department	23-405b-M1PE, Task 01-00-00
Buffalo Police Department	23-405b-M1PE, Task 03-00-00
Davenport Police Department	23-405b-M1PE, Task 04-00-00
Eldridge Police Department	23-405b-M1PE, Task 05-00-00
LeClaire Police Department	23-405b-M1PE, Task 06-00-00
Scott County Sheriff's Office	23-405b-M1PE, Task 08-00-00

Throughout the funding period, the seat belt convincer was used at 6 different events in Scott County, Iowa where was direct interaction with 560 individuals.

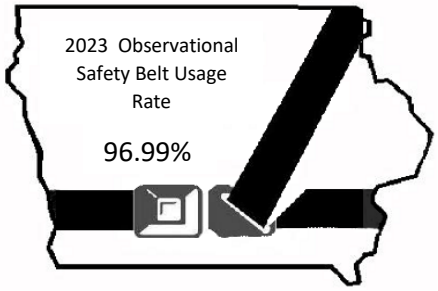
This project contributed to the targets listed in the Highway Safety Plan as the seat belt convincer is an interactive tool which can be used to help promote the importance of seat belt usage.

Planned Activity Name: ZLR Ignition / Occupant Protection
Subreceipient: ZLR Ignition
Unique Identifier/Planned Activity Number: 23-405b-M1*PM, Task 01-00-00
During FFY 2023, a media plan for occupant protection was developed, approved, and executed.

Click It or Ticket	
Campaign Flights	May 1- 23, 2023
	July 31 – August 20, 2023
Connected TV	Spend: $57,000
	Impressions: 1,239,436
	Completed rate: 95.21%
	Added value: 475 spots on cable for a value of $49,915
Spot Radio	Spend: $88,963
	Spots: 2,571
	Impressions: 2,122,000
	Added value: 187,000 impressions for a value of $8,790
Programmatic Banners	Spend: $32,209
	Impressions: 4,280,203
	Clicks: 3,698
	CTR: 0.09%
Outdoor Billboards	Spend: $9,270
	Impressions: 656,720

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

Planned Activity Name: Annual Observational Safety Belt Usage Survey
Subreceipient: Iowa State University, Center for Survey Statistics and Methodology (CSSM)
Unique Identifier/Planned Activity Number: 23-405b-M1OP, Task 01-00-00



The 2023 Annual Observational Safety Belt Usage Service was conducted by Iowa State University Center for Survey Statistics and Methodology. Iowa's seat belt survey included 84 road segments/sites throughout 15 of Iowa's 99 counties. Preparation for the survey involved several components including verifying the usability of the sample sites, revision of materials for data collectors and notification of appropriate local law enforcement agencies prior to the data collection dates. Based on the weighted data, Iowa's overall seat belt use rate for 2023 was 96.99%, with an estimated standard error of 0.704% (± 0.7%). The standard error for the 2023 observations falls within NHTSA's established limits of ± 2.5%. This was a 1.16% increase from the previous highest usage rate of 95.88% reported in 2022.

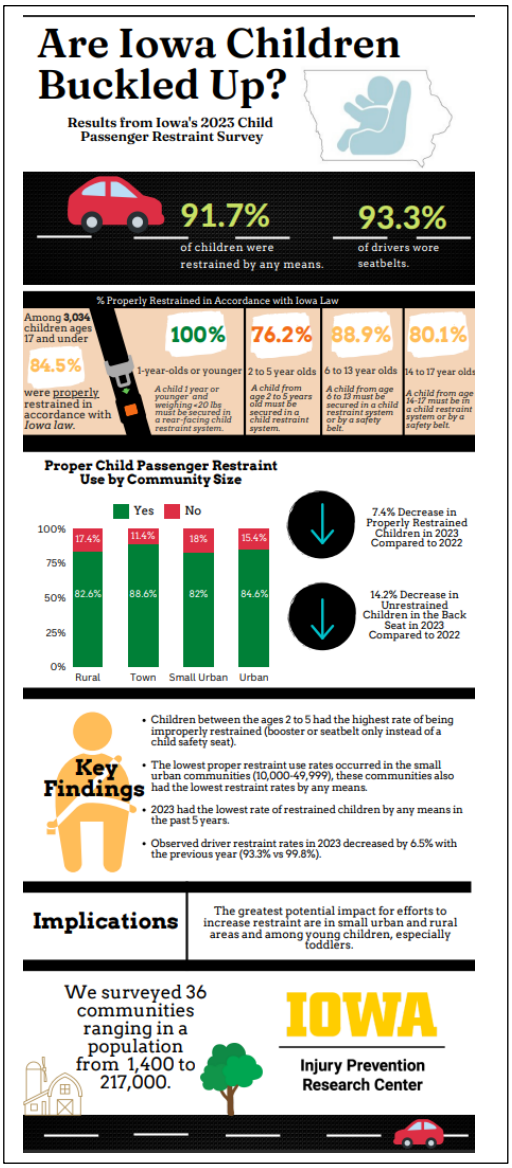
This project contributed to the targets listed in the Highway Safety Plan as the results provide the official safety belt usage rate for the state, which in turn is utilized by the GTSB to set targets and to develop projects regarding occupant protection. The official state classification of "high" or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

Planned Activity Name: Annual Child Restraint Usage Survey
Subreceipient: University of Iowa, Injury Prevention Research Center (IPRC)
Unique Identifier/Planned Activity Number: 23-405b-M1OP, Task 02-00-00

The University of Iowa, IPRC conducted the annual statewide observational child restraint usage survey in 36 communities across the state including rural, town, small urban, and urban populations. The survey was conducted at sites such as gas stations and/or fast-food restaurants where the surveyor could approach the motor vehicle and quickly collect the desired information by politely asking the driver if they would be willing to participate in a child and youth passenger safety survey.

The IPRC hired two temporary part-time surveyors and trained them in proper survey protocol. The survey was conducted from July through September 2023. All observations were of children and youth from birth through age seventeen and accompanying adult or teen (aged 16 or 17) drivers.

Results from the 2023 survey indicate that most Iowans understand the importance of restraining their children. This is especially true for infants (100%) being restrained in child safety seats. Among children aged 5 and under, 3.7% were observed to be not restrained by any means. It remains pertinent that Iowans be informed on the importance of using booster seats, child safety seats, and what type



of restraint their child needs in accordance with Iowa law. The 2023 results showed children aged 2-5 had the highest rate of being improperly restrained.

This project contributed to the targets listed in the Highway Safety Plan as the results of the 2023 survey will help Iowa assess child passenger safety projects, training, and program throughout the state.

Planned Activity Name: Statewide Child Passenger Safety (CPS) Program
Subreceipient: Unity Point/Blank Children's Hospital
Unique Identifier/Planned Activity Number: 23-405b-M1CPS, Task 01-00-00

During FFY 2023, Iowa's Statewide Child Passenger (CPS) Safety Program continued to be managed through Blank Children's Hospital in Des Moines. A full-time Statewide CPS Coordinator and a part-time Special Needs CPS Coordinator were supported through this funding. The statewide program maintains nearly 470 certified Child Passenger Safety Technicians (CPSTs), including 130 newly certified technicians during this funding period. The CPS program and instructor team taught 13 CPST Certification courses throughout the state in addition to courses to align with the GTSB High Five counties.

A Child Passenger Safety for New and Expectant Parents webinar was offered free of charge through the Unity Point Health/Blank Children's Hospital Childbirth Education program website. During the year, the webinar had 67 views. The 2023 Safe Travel for all Children Training was held April 18-19, 2023, with 25 in attendance. The Statewide CPST Update Conference was held on May 19, 2023, in West Des Moines, Iowa with nearly 200 in attendance.

The car seat loaner program for children with special healthcare needs continues to be a valued resource supported by this project funding. During FFY 2023, 81 special needs restraints were loaned to families. The program also provided restraints to families in financial need who have babies being discharged at less than 5 pounds. During FFY 2023, 22 of these car seats were distributed. The Statewide Special Needs Distribution Program is also available to assist families with children who have special health care needs. The special needs coordinator worked with local Durable Medical Equipment providers and insurance companies to get special needs car seats covered through insurance. This year, there were 38 special needs car seats approved by insurance and 41 still in processing, waiting for insurance approval.

Other resources included a website, 1-800 number, and educational materials. The website, www.blankchildrens.org/cps, was maintained and updated. The 1-800 number received multiple calls for information monthly. During the year, educational materials were distributed, including 3,175 *Is Your Child in the Right Seat* brochures and 8,061 *Iowa Law vs. Best Practice* brochures (English and Spanish versions).

Child Passenger Safety Week was September 17-23, 2023. The state program created a committee comprised of CPSTs from throughout the state to help plan CPS Week activities on a statewide level. The committee helped the state program work closely with technicians in rural areas of the state.

Ten (10) CPST Instructors attended the 2023 Lifesavers Conference in Seattle, Washington, April 1-4, 2023.

This project contributed to the targets listed in the Highway Safety Plan as it coordinates the statewide CPS programs and provides essential training to CPS Technicians throughout the state.

Planned Activity Name: Child Seat Distribution
Subreceipient: Unity Point/Blank Children's Hospital
Unique Identifier/Planned Activity Number: 23-405b-M1*CR, Task 01-00-00

Funding for this project supported the state Child Passenger Safety program through the purchase of car seats for distribution to families in financial need. The following summarized the number of seat inspections conducted during the year by Iowa's certified Child Passenger Safety Technicians (CPSTs) and the result of those inspections.

Number of seats inspected during FFY 2023 = 1,685
Of the seats inspected, the number identified as expired or recalled = 60
Of the seats inspected, the number identified as being installed incorrectly = 722
Number of rear-facing seats distributed = 67
Number of convertible seats distributed = 323
Number of combination seats distributed = 133
Number of booster seats distributed = 85

This project contributed to the targets listed in the Highway Safety Plan as it supports car seat inspections and replaces seats that have expired or been recalled.

Planned Activity Name: Marshall County/Marshalltown Police Department CPS Event
Subreceipient: Law Enforcement
Unique Identifier/Planned Activity Number:

Marshall County Sheriff's Office	23-405b-M1CPS, Task 02-00-00
Marshalltown Police Department	23-405b-M1CPS, Task 03-00-00

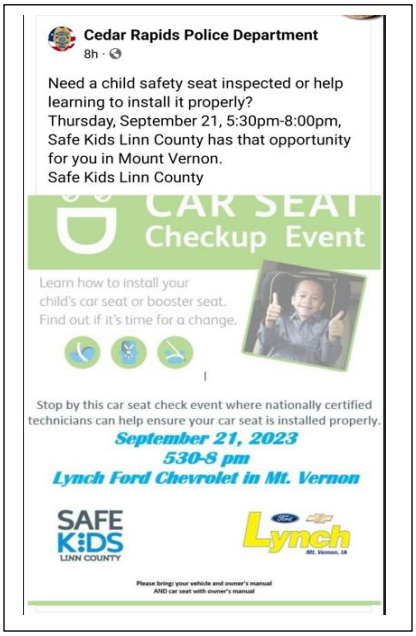
The Marshall County Sheriff's Office and Marshalltown Police department continued dedicated Child Passenger Safety programs in FFY 2023 and made efforts to provide resources to the county's diverse populations. Efforts included seat checks and car seat distribution.

This project contributed to the targets listed in the Highway Safety Plan as all activities are directly associated toward child passenger safety.

Planned Activity Name: Iowa State Fair
Subreceipient: GTSB – Internal
Unique Identifier/Planned Activity Number: 23-402-M0CR, Task 00-00-01

Funding was used to pay for exhibit to educate and engage Iowa State Fair goers about the importance of child passenger safety. The booth was staffed throughout the 11-day event by Certified Child Passenger Safety Technicians. While visiting the booth, families observed demonstrations, asked questions, and received educational materials. The booth was also an opportunity to educate caregivers about how to identify a car seat that doesn't meet U.S. Federal Standards. The booth was staffed for 121 hours by over 40 volunteers.

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



Program Area: Planning & Administration and Program Management

Problem Statement and Overview:

Traffic safety efforts managed by the GTSB support the Burau's mission "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways using federally-funded grants to improve traffic safety in the State of Iowa."

GTSB staff follow solid practices for planning, programming, implementing, and adjusting programming throughout the year.

Targets:

- Host an Annual Governor's Highway Traffic Safety Conference
- Identify new opportunities and partnerships for traffic safety initiatives.

Strategies:

- Support traffic safety professionals throughout the state regarding the implementation of strategies to support targets identified in the Highway Safety Plan and Strategic Highway Safety Plan
- Utilize date for project planning, development, and funding decisions.
- Conduct grant management activities.
- GTSB staff to serve on special projects, teams, boards and/or coalitions.
- GTSB staff to represent the Bureau by participating in meetings throughout the state.
- GTSB staff encouraged to enroll in the U.S. Department of Transportation, Traffic Safety Institute (TSI) trainings; Goal to achieve the Highway Traffic Safety Professional Certification.

Outcomes/Results

As primary stakeholders in traffic safety, the GTSB staff participated in webinars, conferences, coalitions, meetings, and other training activities to strengthen their knowledge and to network with other traffic safety partners. Staff attended and/or participated virtually in TSI courses throughout the year. GTSB staff members Crystal Young and Joanne Tinker acquired the Highway Traffic Safety Professional certification during FFY 2023.

Annually the GTSB plans and hosts the Annual Governor's Highway Traffic Safety Conference. The 2023 conference was held June 14-15 in Des Moines with 263 individuals in attendance.

A highlight of the conference is the Awards Banquet. Those receiving an award at the 2023 conference are listed below.

2023 Commissioner's Special Award for Excellence in Traffic Safety

Recipient:	*Category:*	*Agency:*
Deputy Dylan Forkner	*Impaired Enforcement*	*Marion County Sheriff's Office*
Chris Sandy	*Community Engagement*	*Choices Matter*
Dawn C. Marshall	*Education, Programming, Research*	*Driving Safety Research Institute*
Lt. Brian Beenen	*Speed Enforcement*	*Iowa State Patrol*
Trp. Travis Dake	*Occupant Protection*	*Iowa State Patrol*
Sgt. Shawn Zeimet	*Occupant Protection*	*DeWitt Police Department*

Farrell/Puente-Morales Award

Cass County Sheriff's Office

Drug Recognition Expert Acknowledgments (2022 Activity)

Top Regional DREs

Recipient:	*Region:*	*Agency:*
Trooper Rose Ives	*Statewide*	*Iowa State Patrol*
Officer Dylan Rasmussen	*Central*	*Iowa DOT Motor Vehicle Enforcement*
Officer Bob Rohmiller	*Northwest*	*LeMars Police Department*
Officer Brandon French	*Northeast*	*Jesup Police Department*
Officer Jeff McVey	*Southwest*	*North Liberty Police Department*
Officer Dale Dellimore	*Sourtheast*	*Iowa City Police Department*

2023 Jim Meyerdirk Award for Academic Excellence

Recipient:	*Agency:*
Officer Joseph Weppler	*Knoxville Police Department*

Kipton Hayward Award

Recipient:	*Agency:*
Captain Matt Bruner	*Iowa Department of Natural Resources – Law Enforcement Bureau*

Planned Activity Name: GTSB Planning and Administration
Subreceipient: GTSB – Internal
Unique Identifier/Planned Activity Number: 23-402-M0PA, Task 00-00-01

See Final Voucher for the FFY 2023 expenditures.

Planned Activity Name: GTSB Policy & Procedure Manual
Subreceipient: GHSA – Consulting Services Initiatives
Unique Identifier/Planned Activity Number: 23-402-M0PA, Task 00-00-02

The GTSB contracted with the Governors Highway Safety Association (GHSA) Consulting Services Initiative (CSI) to update the bureau's Policies and Procedures Manual. CSI conducted meetings, both virtually and in person, to gather and collect pertinent information regarding current policies and procedures as well as discuss potential changes and address guidance from NHTSA and 2 CFR 1300 (Final Rule). CSI created a draft manual which includes planning, subrecipient project development process, grant administration, rant monitoring, fiscal procedures, matching funds, grant tracking systems, annual evaluation reporting and manual updating and management. CSI provided the GTSB with a first draft for staff review and editing. The second draft and final product is scheduled to be completed in January 2024.

This project contributed to the targets listed in the Highway Safety Plan as the updated Policy and Procedure Manual will be compliant with all federal and state grant policies and procedures.

Planned Activity Name: Iowa Grants Highway Safety Office Dashboard
Subreceipient: Iowa State University, Institute for Transportation
Unique Identifier/Planned Activity Number: 23-405b-M1*TR, Task 01-00-00

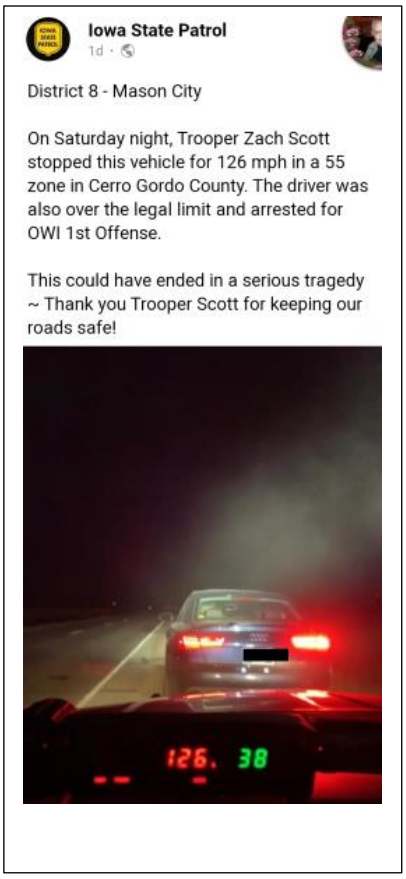
The research team worked with GTSB on resolving any issues identified in the dashboard including the modification of the contract types based on the changes in grant names in 2023. In addition to those changes, the research team worked with GTSB to resolve the issue where "accomplishment data" would not be provided consistently. After the change, the research team was able to automate the process so that the data in the dashboard are updated nightly, based on the data input into Iowa Grants from the previous day.

This project contributed to the targets listed in the Highway Safety Plan as the intention of the project is to assist with grant management and help agencies understand where they are regarding targets and expenditures.

Program Area: Police Traffic Services

Problem Statement and Overview:

Enforcement and education efforts are critical to promote traffic safety and to promote positive and safe driving behaviors. Such efforts work toward the overarching goal to reduce fatalities and serious injuries throughout the state. Efforts support principles of the Safe System Approach specifically in the areas of "safe road users" and "safe speeds".



Targets:

- Reduce unrestrained vehicle occupant fatalities 2.13% from the 2016-2020 average of 94 to 92 (2019-2023 average) by December 31, 2023.
- Reduce alcohol-impaired fatalities 1.98% from the 2016-2020 average of 101 to 99 (2019-2023 average) by December 31, 2023.
- Reduce speeding-related fatalities 4.17% from the 2016-2020 average of 72 to 69 (2019-2023 average) by December 31, 2023.

Strategies:

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

Outcomes/Results:

- The FFY 2022 target to reduce unrestrained vehicle occupant fatalities 3.16% from the 2015-2019 average of 96 to 93 (2018-2022 average) was achieved. The 2018-2022 5-year moving average was 93.
- The FFY 2022 target to reduce alcohol-impaired driving fatalities 1.08% from the 2015-2019 average of 93 to 92 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 99.
- The FFY 2022 target to reduce speeding-related fatalities 2.9% from the 2015-2019 average of 69 to 67 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 76.

Planned Activity Name: Law Enforcement/HVE-402 (PTS)
Subreceipient: Law Enforcement
Unique Identifier/Planned Activity Number:

Boone Police Department	23-402-M0PT, Task 00-01-00
Palo Alto County Sheriff's Office	23-402-M0PT, Task 00-02-00
Plymouth County Sheriff's Office	23-402-M0PT, Task 00-03-00
Pocahontas County Sheriff's Office	23-402-M0PT, Task 00-04-00
Sergeant Bluff Police Department	23-402-M0PT, Task 00-05-00
Sheldon Police Department	23-402-M0PT, Task 00-06-00
Sac County Sheriff's Office	23-402-M0PT, Task 00-07-00
Altoona Police Department	23-402-M0PT. Task 01-00-00
Ames Police Department	23-402-M0PT, Task 02-00-00
Ankeny Police Department	23-402-M0PT, Task 03-00-00
Atlantic Police Department	23-402-M0PT, Task 04-00-00
Bettendorf Police Department	23-402-M0PT, Task 05-00-00
Black Hawk County Sheriff's Office	23-402-M0PT, Task 06-00-00

Buena Vista County Sheriff's Office	23-402-M0PT, Task 07-00-00
Buffalo Police Department	23-402-M0PT, Task 08-00-00
Burlington Police Department	23-402-M0PT, Task 09-00-00
Cass County Sheriff's Office	23-402-M0PT, Task 10-00-00
Cedar Falls Police Department	23-402-M0PT, Task 11-00-00
Cedar Rapids Police Department	23-402-M0PT, Task 12-00-00
Cerro Gordo County Sheriff's Office	23-402-M0PT, Task 13-00-00
Clear Lake Police Department	23-402-M0PT, Task 14-00-00
Clinton County Sheriff's Office	23-402-M0PT, Task 15-00-00
Clinton Police Department	23-402-M0PT, Task 16-00-00
Clive Police Department	23-402-M0PT, Task 17-00-00
Coralville Police Department	23-402-M0PT, Task 18-00-00
Council Bluffs Police Department	23-402-M0PT, Task 19-00-00
Dallas County Sheriff's Office	23-402-M0PT, Task 20-00-00
Davenport Police Department	23-402-M0PT, Task 21-00-00
Des Moines County Sheriff's Office	23-402-M0PT, Task 22-00-00
Des Moines Police Department	23-402-M0PT, Task 23-00-00
DeWitt Police Department	23-402-M0PT, Task 24-00-00
Dubuque County Sheriff's Office	23-402-M0PT, Task 25-00-00
Dubuque Police Department	23-402-M0PT, Task 26-00-00
Eldridge Police Department	23-402-M0PT, Task 27-00-00
Epworth Police Department	23-402-M0PT, Task 28-00-00
Evansdale Police Department	23-402-M0PT, Task 29-00-00
Fayette County Sheriff's Office	23-402-M0PT, Task 30-00-00
Fort Dodge Police Department	23-402-M0PT, Task 31-00-00
Fort Madison Police Department	23-402-M0PT, Task 32-00-00
Harrison County Sheriff's Office	23-402-M0PT, Task 33-00-00
Henry County Sheriff's Office	23-402-M0PT, Task 34-00-00
Huxley Police Department	23-402-M0PT, Task 35-00-00
Indianola Police Department	23-402-M0PT, Task 36-00-00
Iowa City Police Department	23-402-M0PT, Task 37-00-00
Iowa State Patrol - Troopers	23-402-M0PT, Task 38-00-00
Iowa State Patrol – Supervisors	23-402-M0PT, Task 39-00-00
Iowa State University Police Department	23-402-M0PT, Task 40-00-00
Jackson County Sheriff's Office	23-402-M0PT, Task 41-00-00
Jasper County Sheriff's Office	23-402-M0PT, Task 42-00-00
Johnson County Sheriff's Office	23-402-M0PT, Task 43-00-00
Johnston Police Department	23-402-M0PT, Task 44-00-00
Knoxville Police Department	23-402-M0PT, Task 45-00-00
LeMars Police Department	23-402-M0PT, Task 46-00-00
LeClaire Police Department	23-402-M0PT, Task 47-00-00
Lee County Sheriff's Office	23-402-M0PT, Task 48-00-00
Louisa County Sheriff's Office	23-402-M0PT, Task 49-00-00
Lyon County Sheriff's Office	23-402-M0PT, Task 50-00-00
Madison County Sheriff's Office	23-402-M0PT, Task 51-00-00
Marion County Sheriff's Office	23-402-M0PT, Task 52-00-00
Marion Police Department	23-402-M0PT, Task 53-00-00
Marshall County Sheriff's Office	23-402-M0PT, Task 54-00-00
Marshalltown Police Department	23-402-M0PT, Task 55-00-00
Mason City Police Department	23-402-M0PT, Task 56-00-00

Mills County Sheriff's Office	23-402-M0PT, Task 57-00-00
Missouri Valley Police Department	23-402-M0PT, Task 58-00-00
Mount Vernon-Lisbon Police Department	23-402-M0PT, Task 59-00-00
Muscatine County Sheriff's Office	23-402-M0PT, Task 60-00-00
Muscatine Police Department	23-402-M0PT, Task 61-00-00
Nevada Public Safety Department	23-402-M0PT, Task 62-00-00
Newton Police Department	23-402-M0PT, Task 63-00-00
North Liberty Police Department	23-402-M0PT, Task 64-00-00
Norwalk Police Department	23-402-M0PT, Task 65-00-00
Osceola County Sheriff's Office	23-402-M0PT, Task 66-00-00
Oskaloosa Police Department	23-402-M0PT, Task 67-00-00
Ottumwa Police Department	23-402-M0PT, Task 68-00-00
Pella Police Department	23-402-M0PT, Task 69-00-00
Perry Police Department	23-402-M0PT, Task 70-00-00
Pleasant Hill Police Department	23-402-M0PT, Task 71-00-00
Polk City Police Department	23-402-M0PT, Task 72-00-00
Polk County Sheriff's Office	23-402-M0PT, Task 73-00-00
Pottawattamie County Sheriff's Office	23-402-M0PT, Task 74-00-00
Princeton Police Department	23-402-M0PT, Task 75-00-00
Scott County Sheriff's Office	23-402-M0PT, Task 76-00-00
Sioux City Police Department	23-402-M0PT, Task 77-00-00
State Center Police Department	23-402-M0PT, Task 78-00-00
Story County Sheriff's Office	23-402-M0PT, Task 79-00-00
Tipton Police Department	23-402-M0PT, Task 80-00-00
Wapello County Sheriff's Office	23-402-M0PT, Task 81-00-00
Washington County Sheriff's Office	23-402-M0PT, Task 82-00-00
Waterloo Police Department	23-402-M0PT, Task 83-00-00
Waukee Police Department	23-402-M0PT, Task 84-00-00
Webster County Sheriff's Office	23-402-M0PT, Task 85-00-00
West Burlington Police Department	23-402-M0PT, Task 86-00-00
West Des Moines Police Department	23-402-M0PT, Task 87-00-00
Windsor Heights Police Department	23-402-M0PT, Task 88-00-00
Winneshiek County Sheriff's Office	23-402-M0PT, Task 89-00-00
Woodbury County Sheriff's Office	23-402-M0PT, Task 90-00-00
Belle Plaine Police Department	23-402-M0PT, Task 00-00-91
Warren County Sheriff's Office	23-402-M0PT, Task 00-00-92
Boone County Sheriff's Office	23-402-M0PT, Task 00-00-93
Van Meter Police Department	23-402-M0PT, Task 00-00-94
Hiawatha Police Department	23-402-M0PT, Task 00-00-95
Toledo Police Department	23-402-M0PT, Task 00-00-96
Emmet County Sheriff's Office	23-402-M0PT, Task 00-00-97

The following table provides the cumulative activity of agencies funded for this project.

Overall Activity – All Agencies			
Overtime Enforcement Hours	20,929.64	Seat Belt Citations (Nighttime)	189
Overtime Educational Hours	272	Seat Belt Warnings (Nighttime)	134
OWI Arrests – Alcohol	102	Child Restraint Citations	99
OWI Tested – No Arrests	174	Child Restraint Warnings	83
OWI Arrests – Drugs	48	Speed Citations	10,144
# DRE Call Outs (GTSB Stop Only)	122	Speed Warnings	9,396
OWI Drug Tested – No Arrest	66	Stop Sign/Light Citations	408
.02 Violations	3	Stop Sign/Light Warnings	741
Underage Possession (Traffic Only)	40	Electronic Device Citations	117
Open Container	79	Electronic Device Warnings	203
Seat Belt Citation (Daytime)	1,553	Other Traffic Violation Citations	6,804
Seat Belt Warning (Daytime)	1,165	Other Traffic Violation Warnings	14,752

Outreach	
TV	111
Radio	508
Print	218
Social Media	2,693
In-Person	218
Total	3,748

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

In May of 2023, the Burlington Police Department in conjunction with the Burlington High School and the Notre Dame High school put together a mock fatal crash involving an intoxicated driver. At this event, high school students from each school were dress so they looked like they were in a crash. One student was life flighted out, one was taken by ambulance, the third was transported by the funeral home and the 4th was arrested. Field sobriety tests were completed in front of approximately 300 students and the jaws of life was used to cut one student out of the car. After the demonstration, students walked by a casket with a mirror in it so they could see themselves before sitting down. A mock trial was done where the students heard of the fines and incarceration time for OWI and drugged driving. At the end of the assembly Principal Meyers spoke to the students about being responsible and making sure they were not put into this position.

Planned Activity Name: special Traffic Enforcement Program (sTEP)
Subreceipient: Law Enforcement Agencies
Unique Identifier/Planned Activity Number:

Adair County Sheriff's Office	23-402-M0PT, Task 92-00-00
Adams County Sheriff's Office	23-402-M0PT, Task 92-10-00
Algona Police Department	23-402-M0PT, Task 92-20-00
Asbury Police Department	23-402-M0PT, Task 92-30-00
Bellevue Police Department	23-402-M0PT, Task 92-40-00
Bloomfield Police Department	23-402-M0PT, Task 92-50-00
Buchanan County Sheriff's Office	23-402-M0PT, Task 92-60-00
Camanche Police Department	23-402-M0PT, Task 92-70-00
Carter Lake Police Department	23-402-M0PT, Task 92-80-00
Charles City Police Department	23-402-M0PT, Task 92-90-00
Cherokee County Sheriff's Office	23-402-M0PT, Task 93-00-00
Cherokee Police Department	23-402-M0PT, Task 93-10-00
Chickasaw County Sheriff's Office	23-402-M0PT, Task 93-20-00
Clarke County Sheriff's Office	23-402-M0PT, Task 93-30-00
Clayton County Sheriff's Office	23-402-M0PT, Task 93-40-00
Colfax Police Department	23-402-M0PT, Task 93-50-00
Columbus Junction Police Department	23-402-M0PT, Task 93-60-00
Davis County Sheriff's Office	23-402-M0PT, Task 93-70-00
Decorah Police Department	23-402-M0PT, Task 93-80-00
Denver Police Department	23-402-M0PT, Task 93-90-00
Dunlap Police Department	23-402-M0PT, Task 94-00-00
Durant Police Department	23-402-M0PT, Task 94-10-00
Dyersville Police Department	23-402-M0PT, Task 94-20-00
Eagle Grove Police Department	23-402-M0PT, Task 94-30-00
Emmet County Sheriff's Office	23-402-M0PT, Task 94-40-00
Emmetsburg Police Department	23-402-M0PT, Task 94-50-00
Estherville Police Department	23-402-M0PT, Task 94-60-00
Farley Police Department	23-402-M0PT, Task 94-70-00
Floyd County Sheriff's Office	23-402-M0PT, Task 94-80-00
Forest City Police Department	23-402-M0PT, Task 94-90-00
Franklin County Sheriff's Office	23-402-M0PT, Task 95-00-00
Glenwood Police Department	23-402-M0PT, Task 95-10-00
Gowrie Police Department	23-402-M0PT, Task 95-20-00
Grinnell Police Department	23-402-M0PT, Task 95-30-00
Hamilton County Sheriff's Office	23-402-M0PT, Task 95-40-00
Hampton Police Department	23-402-M0PT, Task 95-50-00
Hardin County Sheriff's Office	23-402-M0PT, Task 95-60-00
Harlan Police Department	23-402-M0PT, Task 95-70-00
Howard County Sheriff's Office	23-402-M0PT, Task 95-80-00
Hudson Police Department	23-402-M0PT, Task 95-90-00
Ida County Sheriff's Office	23-402-M0PT, Task 96-00-00
Independence Police Department	23-402-M0PT, Task 96-10-00
Iowa State Patrol – Troopers	23-402-M0PT, Task 96-20-00
Iowa State Patrol – Supervisors	23-402-M0PT, Task 96-30-00
Janesville Police Department	23-402-M0PT, Task 96-40-00
Lake City Police Department	23-402-M0PT, Task 96-50-00
Lucas County Sheriff's Office	23-402-M0PT, Task 96-60-00

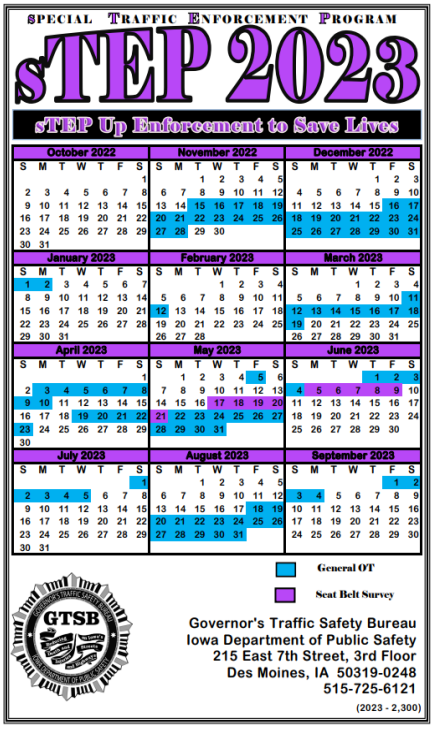
Madrid Police Department	23-402-M0PT, Task 96-70-00
Mahaska County Sheriff's Office	23-402-M0PT, Task 96-80-00
Mapleton Police Department	23-402-M0PT, Task 96-90-00
Marcus Police Department	23-402-M0PT, Task 97-00-00
Marengo Police Department	23-402-M0PT, Task 97-10-00
Mitchellville Police Department	23-402-M0PT, Task 97-20-00
Monona Police Department	23-402-M0PT, Task 97-30-00
Monroe Police Department	23-402-M0PT, Task 97-40-00
Montgomery County Sheriff's Office	23-402-M0PT, Task 97-50-00
Monticello Police Department	23-402-M0PT, Task 97-60-00
Montrose Police Department	23-402-M0PT, Task 97-70-00
Mount Pleasant Police Department	23-402-M0PT, Task 97-80-00
Moville Police Department	23-402-M0PT, Task 97-90-00
New Hampton Police Department	23-402-M0PT, Task 98-00-00
Osceola Police Department	23-402-M0PT, Task 98-10-00
Peosta Police Department	23-402-M0PT, Task 98-20-00
Pocahontas Police Department	23-402-M0PT, Task 98-30-00
Prairie City Police Department	23-402-M0PT, Task 98-40-00
Preston Police Department	23-402-M0PT, Task 98-50-00
Red Oak Police Department	23-402-M0PT, Task 98-60-00
Sabula Police Department	23-402-M0PT, Task 98-70-00
Sac City Police Department	23-402-M0PT, Task 98-80-00
Sac County Sheriff's Office	23-402-M0PT, Task 98-90-00
Spirit Lake Police Department	23-402-M0PT, Task 99-00-00
Stuart Police Department	23-402-M0PT, Task 99-10-00
Tama County Sheriff's Office	23-402-M0PT, Task 99-20-00
Urbandale Police Department	23-402-M0PT, Task 99-30-00
Vinton Police Department	23-402-M0PT, Task 99-40-00
West Union Police Department	23-402-M0PT, Task 99-50-00
Winterset Police Department	23-402-M0PT, Task 99-60-00
Woodward Police Department	23-402-M0PT, Task 99-70-00
Hinton Police Department	23-402-M0PT, Task 99-80-00

During FFY 2023, 10 sTEP waves were planned and executed as identified on the calendar below. Waves corresponded with national mobilization periods for "Click It or Ticket" and "Drive Sober or Get Pulled Over". The additional waves coincided with special enforcement periods identified by the International Association of Chiefs of Police (IACP) Crash Awareness and Reduction Effort (CARE) initiative. CARE serves to increase officer presence on interstates and highway during high crash periods.

The following table provides the cumulative activity reported by sTEP agencies working the 10 sTEP waves during FFY 2023 (both citations and warnings).

TOTALS FOR FFY2023 sTEP WAVES

	Nov 15 - 28, 2022		Dec 16 - Jan 2, 2023		02/12/23		March 11 - 19, 2023		April 3 - 10, 2023		April 19 - 23, 2023		05/05/23		May 22 - June 4, 2023		July 1 - 5, 2023		Aug 18 - Sept 4, 2023		Subtotals		FFY 2023 GRAND TOTALS
	C	W	C	W	C	W	C	W	C	W	C	W	C	W	C	W	C	W	C	W	C	W	
OWI - Alcohol	5	7	13	10	1	4	10	13	3	4	8	9	0	2	6	7	3	5	12	14	61	75	136
OWI - Drugs	3	2	5	1	0	4	3	3	1	2	4	2	0	0	7	2	0	0	3	3	26	19	45
.02 Violations	0		0		0		0		0		2		0		0		0		1		3		3
Open Container	3		6		1		4		3		5		0		7		2		9		40		40
Seat Belts	31	32	15	9	29	11	33	20	35	31	13	19	2	9	114	56	29	7	66	66	367	260	627
Child Restraints	2	4	0	2	1	2	2	2	0	1	3	4	0	0	9	19	0	0	1	2	18	36	54
Speed	233	395	101	165	98	125	238	275	174	208	125	156	20	46	230	353	72	160	510	907	1,801	2,790	4,591
Stop Sign/Light	18	38	6	33	20	9	19	26	9	22	8	16	3	5	13	47	3	15	17	91	116	302	418
Electronic Device	4	37	1	3	4	0	7	5	19	14	1	2	0	1	5	17	2	0	4	6	47	85	132
Other Traffic	170	435	152	233	85	194	206	504	123	274	104	299	13	73	203	382	76	148	282	806	1,414	3,348	4,762
Total Violations	469	950	299	456	239	349	522	848	367	556	273	507	38	136	594	883	187	335	905	1,895	3,893	6,915	10,808
Total Violations Per Wave	1,419		755		588		1,370		923		780		174		1,477		522		2,800				
Media Contacts:																							1,156
TV	2		2		3		3		2		2		2		2		4		6				28
Radio	19		18		19		19		22		16		16		36		38		28				231
Print	37		35		36		32		30		22		27		34		29		30				312
Digital	70		0		59		80		61		52		40		57		61		55				535
In Person	4		0		0		3		4		1		1		31		2		4				50
Seat belt Surveys:																							
Pre-Wave Survey					88.20%																		
Post-Wave Survey					91.16%																		
GTSB Hours	771.86		540		244		774		519		468		92.6		871.45		272		1540.93		Total		6093.69



Efforts by these agencies contributed to the targets listed in the Highway Safety Plan through the enforcement and education of laws related to traffic safety which helps to promote positive driving behaviors. Overtime efforts focused on impaired driving. This project fulfilled the requirement to participate in a minimum of three (3) NHTSA National Mobilizations.

CLICK IT OR TICKET DAY & NIGHT

DRIVE SOBER OR GET PULLED OVER

Planned Activity Name: GTSB Conference
Subreceipient: Iowa State University Conference Planning
Unique Identifier/Planned Activity Number: 23-402-M0PT, Task 00-20-00

Iowa State University Conference Planning and Management was fundamental in the coordination, planning and execution of the 2023 Governor's Highway Traffic Safety Conference. The 2023 conference was held June 14-15 at the Holiday Inn Des Moines Airport with 263 in attendance. In addition to the main conference, there was a pre-conference option covering the topic of Traffic Incident Management Training. The pre-conference offering was

attended by 33 individuals. During the conference, Iowa State Conference Planning personnel provided registration services and helped coordinate activities.

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

Planned Activity Name: Law Enforcement Liaison (LEL)
Subreceipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 23-402-M0PT, Task 00-00-01

Iowa's LEL was tasked to work with law enforcement agencies in the state addressing behavioral safety issues, specifically speeding, impairment, distracted driving, and lack of seat belt use. Throughout the year the state's LEL helped promote and enhance state and national safety programs, initiatives, and campaigns, and perform a myriad of functions, including planning, organizing, networking, promoting, recruiting, implementing, reporting, and evaluating law enforcement's activities in support of the state's highway safety program. The state's LEL conducted the following activities:

- Attended numerous meetings throughout the state and NHTSA Region
- Participated in several traffic safety webinars hosted by NHTSA and GHSA
- Facilitated meeting with over 40 Iowa law enforcement agencies, discussing the importance of traffic safety, recruiting new law enforcement contract holder, and promoting state and national traffic safety campaigns.
- Conducted traffic safety presentations for the Iowa State Patrol Command Staff and Traffic Safety Advisory Team, Central Iowa Traffic Safety Task Force, Police Law Enforcement Executive Association, and the Iowa State Sheriffs' & Deputies' Association Annual Conference
- Developed and continually updated a comprehensive email contact list of all police chiefs and sheriffs in Iowa.
- Sent out periodic GTSB updates to all Chief of Police and Sheriff's in Iowa, highlighting traffic safety campaigns and educational topics.

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

Planned Activity Name: GTSB Program Management (PT)
Subreceipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 23-402-M0PT, Task 00-00-02

See Final Voucher for FFY 2023 expenditures.

Planned Activity Name: GTSB Travel (PT)
Subreceipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 23-402-M0PT, Task 00-00-03

See Final Voucher for FFY 2023 expenditures.

Planned Activity Name: GTSB – Printing
Subreceipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 23-402-M0PT, Task 00-00-04

See Final Voucher for FFY 2023 expenditures.

Program Area: Teen Traffic Safety Program

Problem Statement and Overview:

Motor vehicle crashes remain the leading cause of death for 14–18-year-olds throughout the nation. In comparison to adult drivers, young drivers are substantially over-represented in crashes. Immaturity, lack of skills, and lack of experience are contributing factors in teen-involved crashes. Teens are also more likely to be involved in risky driving, including speeding, and being distracted. Between 2017 and 2021, there was an average of 46 drivers age 20 or younger involved in fatal crashes.

Iowa has a GDL law which allows a learner's permit to be obtained at age 14. The state continues to see a slight increase in the number of licensed drivers age 14-20, therefore, there is opportunity to expand programming in this area.

Targets:

- Reduce the number of drivers age 20 or younger involved in fatal crashes 2.17% from the 2016-2020 average of 46 to 45 (2019-2023 average) by December 31, 2023

Strategies:

- Continue to expand S.A.F.E. throughout Iowa
- Work with the Iowa Department of Transportation to conduct a NHTSA Driver Education Assessment
- Continue to expand teen-related educational programs

Outcomes/Results:

- The FFY 2022 target to reduce the number of drivers age 20 or younger involve in fatal crashes 8.70% from the 2015-2019 average of 46 to 42 (2018-2022 average) was not achieved. The 2018-2022 5-year moving average was 45.

Planned Activity Name: Seatbelts Are For Everyone (S.A.F.E)
Subreceipient: DCCCA, Inc.
Unique Identifier/Planned Activity Number: 23-402-M0TSP, Task 01-00-00

S.A.F.E. is a teen-run, peer-to peer program that focuses on increasing seat belt compliance through education, positive rewards, and enforcement. During FFY 2023, the S.A.F.E. program expanded into 35 schools within 26 of Iowa's 99 counties. The ThinkFast program was conducted at 15 locations throughout the funding period. The DCCCA/S.A.F.E. Traffic Safety Specialist provided guidance, education, and training to recruit and implement the program. This included recruiting school sponsors and student S.A.F.E. teams in the targeted communities. Additional activities included providing training to S.A.F.E. Teams to perform seat belt observational surveys at their schools and helped to establish baseline usage rates. The specialist also solicited funding for prizes for the S.A.F.E. program.

This project contributed to the targets listed in the Highway Safety Plan as the S.A.F.E. program provides a greater awareness regarding traffic laws and the consequences of their violation/actions (both in legal and real-life terms), encouraging public discussion of traffic-related issues among teens, increased observable seat belt use by students and school staff, and elevated traffic safety as an important issue for teen drivers amidst competing issues.

Activity Name: Altoona Police Department Driver's Education Program
Subreceipient: Altoona Police Department
Unique Identifier/Planned Activity Number: 23-402-M0TSP, Task 02-00-00

During the funding period, the Altoona Police Department conducted 78.75 hours of overtime directed towards youth education. A total of 534 individuals attended the 10 different events planned and/or worked during the year. Events included teaching at driver's education classes, pedal car/impaired vision goggle presentations, drugged driving presentations, and working with Mothers Against Drunk Driving.

This project contributed to the targets listed in the Highway Safety Plan as activities were specifically directed toward drivers age 20 and younger.

Planned Activity Name: Alliance "Choices Matters"
Subreceipient: Alliance Sport Marketing, LLC
Unique Identifier/Planned Activity Number: 23-402-M0TSP, Task 03-00-00

The "Choices Matter" program was presented at the following Iowa school districts between December 2022 and March 2023:

North Iowa Christian School	Ottumwa Christian School
Newman Catholic High School	Glenwood Community High School
Spirit Lake High School	Treynor High School
Harris-Lake Park High School	East Mills Jr/Sr High School
Eddyville-Blakesburg-Fremont Jr/Sr High	Red Oak Jr/Sr High School

At each school, the program included a speaker (Chris Sandy), an interactive display, and a social media component.

This project contributed to the targets listed in the Highway Safety Plan as the goal is focused on high school students. Choices Matter uses personal stories and interactive materials to inspire students to make the right choices both behind the wheel and in life.

Planned Activity Name: Driver's Education Assessment
Subrecipient: GTSB - Internal
Unique Identifier/Planned Activity Number: 23-402-MODE, Task 11-00-01

During August and September 2023, a technical assessment was conducted of the Iowa Driver Education Program by NHTSA Technical Assistance Team. GTSB provided the funding for the assessment while the Iowa DOT Driver Education Division provided information and coordinated experts for the assessment. The driver education program state assessment is based on the information included in the Novice Teen Driver Education and Training Administrative Standards (NTDETAS). The five major sections in the standards include:

- Program Administration

- Education/Training
- Instructor, Mentor, and Instructor Trainer Qualifications
- Coordination, Collaboration, and Communication with Driver Licensing
- Parent/Guardian Involvement

The NHTSA Technical Assistance Team was composed of six non-federal subject matter experts who have expertise in at least one of the five key NTDETAS sections.

The progress in meeting each of the five sections in the Novice Teen Driver Education and Training Administrative Standards (NTDETAS) below:

- ***Program administration:*** Iowa is underway in the Program Administration section. For the six standards and 31 strategies in this section, 39 percent are considered complete or show substantial progress, 16 percent are underway, and 45 percent have shown early progress or are not started.
- ***Education/Training:*** Iowa is in early progress in meeting standards in the Education/Training section. For the eight standards and 25 strategies, 8 percent are considered complete or show substantial progress, 20 percent are underway, and 72 percent have shown early progress or are not started.
- ***Instructor, Mentor, and Instructor Trainer Qualifications:*** Iowa is underway in this section. For the four standards and 22 strategies, 50 percent are considered complete or show substantial progress, 9 percent are underway and 41 percent are in early progress or are not started.
- ***Coordination, Collaboration, and Communication with Driver Licensing:*** Iowa is in early progress in meeting standards in Coordination, Collaboration, and Communication with Driver Licensing section. For the five standards and 19 strategies, 16 percent are considered complete or show substantial progress, 21 percent are underway, and 63 percent are in early progress or not started.
- ***Parent/Guardian Involvement:*** Iowa is underway in this section. For the three standards and 12 strategies, 33 percent are underway, and 33 percent have shown early progress or are not started.

The assessment was concluded in October (FFY 2024); Unique Identifier/Planned Activity Number: 402-DE-2024, Task 11-00-05.

This project contributed to the targets listed in the Highway Safety Plan as the assessment provided for an in-depth review of Iowa's overall drivers education program and identified deficiencies within current programming. NHTSA's Assessment Program provides support to State Highway Safety Offices and stakeholders through a team of non-federal, subject matter experts who conduct a comprehensive review of a highway safety program area using an organized, objective approach and well-defined procedure that provides an overview of the program's status, noting the program's strengths and weaknesses, and provides recommendations for improvement.

Program Area: Roadway Safety /Traffic Engineering

Problem Statement and Overview:

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

Targets:

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

Strategies:

- Support training programs designed to enhance the traffic safety expertise of engineers, traffic technicians, and maintenance personnel at the city, county, and state levels.
- Support existing MDSTs and support the development of new MDSTs.
- Conduct road safety audits when appropriate of requested.
- Consideration of objectives and principles of the Safe System Approach.

Outcomes/Results:

During FFY 2023, Section 402/Roadway Safety funding helped support engineering and multidisciplinary efforts and strengthen collaboration to focus on the goal to reduce fatal and serious injury crashes throughout the state.

Planned Activity Name: Traffic Engineering Assistance Program (TEAP)
Subreceipient: Iowa Department of Transportation
Unique Identifier/Planned Activity Number: 23-402-M0RS, Task 03-00-00

TEAP provides traffic and safety expertise to counties and smaller cities in Iowa that do not have the resources to justify a full-time traffic engineering staff. TEAP allows for traffic engineering analyses to be conducted on high crash locations. Corrective measures are identified to reduce the number and severity of traffic crashes. Five (5) TEAP studies were initiated and six (6) studies were completed during FFY 2023.

Initiated studies during FFY 2023

Type of Study/Review (Corridor, Intersection, etc.)	*City/County*	*Roadway Name(s)*
Intersection	City of Tama	US 63 at 16th/17th Street
School Routes	City of Denver	2 schools (various)
School	Cardinal Community Schools	IA 16
Corridor	City of McCausland	F33 and Z30
Corridor	City of Bondurant	Grant Street

Completed studies during FFY 2023

Type of Study/Review (Corridor, Intersection, etc.)	*City/County*	*Roadway Name(s)*
Corridor	City of Afton	US 169
Intersection	City of Tama	US 63 at 16th/17th Str
School Routes	City of Denver	2 schools (various)
School	Cardinal Community Schools	IA 16
Corridor	City of McCausland	F33 and Z30
Corridor	City of Bondurant	Grant Street

This project contributed to the targets listed in the Highway Safety Plan by analyzing road systems in communities throughout the state for engineering-related improvements. The TEAP project also supports the Safe System Approach objective of "Safer Roads".

Planned Activity Name: Multi-Discipline Safety Teams (MDSTs)
Subreceipient: Iowa State University – Institute for Transportation
Unique Identifier/Planned Activity Number: 23-402-M0RS, Task 02-00-00

There are 15 MDST teams in the state of Iowa including two (2) that were previously formed but became in-active for a time (Linn County and Black Hawk County) and two (2) that have been newly formed (Lee County and Jasper/Poweshiek County). These teams met on a regular basis to discuss safety topics, transportation problems, projects, and improvements along local roadways within their region. During FFY 2023, there were a total of 58 MDST meetings held throughout the state.

Location of MDSTs in Iowa

During FFY 2023, the MDST statewide facilitator attended meetings for every active MDST group. The facilitator communicated with each MDST chair and group members to explore ways to continue to evolve their efforts and worked to offer support where needed and/or requested. Support was provided in the form of technical, coordination of attendees, information sharing, and offering materials for presentations.

This project contributed to the targets listed in the Highway Safety Plan through a joint effort between the Iowa Local Technical Assistance Program, Iowa Department of Transportation, and the Iowa Governor's Traffic Safety Bureau by supporting the opportunity to help facilitate the development and operation of MDSTs. The collaboration which occurs through MDSTs is key to identify and resolve local crash causes and enhance response practices. These teams are represented by a variety of local and state safety partners from varying backgrounds. MDSTs also support the Safe System Approach principle that "Responsibility is Shared".

Planned Activity Name: Safety Circuit Rider
Subreceipient: Iowa State University – Institute or Transportation
Unique Identifier/Planned Activity Number: 23-402-M0RS, Task 01-00-00

A total of 36 work zone and flagger trainings were held at various shop/offices throughout the state for counties and cities. A total of 1,102 agency personal received work zone and flagger training at these on-call workshops. The Circuit Rider presented work zone statistics at the seven Iowa DOT Work Zone Safety Workshops held throughout the state during February and March 2023. This information was presented to 603 participants. Additionally, the Circuit Rider provided instruction for the county breakout sessions at these seven workshops to a total of 93 participants.

A total of 114 agency staff were trained at six multidisciplinary roadway safety series workshops in October 2022 with a total attendance of 114 individuals.

Five High Five program assessments were completed during the year, along with two on-call assessments. High Five assessments were completed for Appanoose County (June 20), Humboldt County (June 27), Fremont County (July 27), Keokuk County (August 7), and Mitchell County (August 10).

An on-call RSA requested by Lee County was conducted on April 28. An On-Call RSA for the City of Asbury was completed on August 16.

Approximately 29 individual questions or equipment loan requests were completed during the fiscal year. This included 13 equipment loans to local agencies. Additionally, questions on topics including roadway signing, safety

effects of treatments, and roadway operations were answered for various agencies. Aside from these technical requests, the circuit rider also provided crash data and analysis as needed.

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

Program Area: Rural Traffic Safety Program

Problem Statement and Overview:

Contributing factors in rural crashes include losing control, driving too fast, failing to yield, lane departures, hitting stational objects, impairment, and driver inexperience. Iowa data indicates most rural crashes are single vehicle. One major factor regarding the severity of the crash circles back to whether a safety belt was worn.

Targets:

- Reduce the number of rural traffic fatalities 1.92% from the 2016-2020 average of 260 to 255 (2019-2023 average) by December 31, 2023.

Strategies:

- Reinstate the High Five Rural Traffic Safety Program in five rural counties. Consider additional ways to evolve the High Five program.

Outcomes/Results:

FFY 2023 was the first year the GTSB set a performance measure target for Rural Traffic Safety/Rural Traffic Fatalities. The state is on track to achieve the 2023 target as the 5-year moving average for 2018-2022 was 243.

Planned Activity Name: High Five Rural Traffic Safety Program
Subreceipient: Law Enforcement Agencies
Unique Identifier/Planned Activity Number: 23-405b-M1HVE High Five

Iowa State Patrol	23-405b-M1HVE, Task 01-00-00
Keokuk County Sheriff's Office	23-405b-M1HVE, Task 04-00-00
Humboldt County Sheriff's Office	23-405b-M1HVE, Task 06-00-00
Fremont County Sheriff's Office	23-405b-M1HVE, Task 08-00-00

The goal of the High Five Rural Traffic Safety Program (High Five) was to increase seat belt use and reduce serious injury and fatal crashes on rural roads. The High Five counties for FFY 2023 were Appanoose, Fremont, Humboldt, Keokuk, and Mitchell. The Iowa State Patro also participated in the High Five Program. The GTSB was unable to execute project agreements with law enforcement within Appanoose and Mitchell counties. The enforcement agencies that we had project agreements with conducted the following activity throughout the year.

SEATBELT VIOLATIONS	CITATIONS	WARNINGS
Fremont County Sheriff's Office	0	0
Iowa State Patrol	123	5
Humboldt Police Department	0	0
Iowa State Patrol	83	3
Keokuk County Sheriff's Office	0	0
Iowa State Patrol	73	2
Iowa State Patrol (Appanoose County)	84	1
Iowa State Patrol (Mitchell County)	146	4
TOTALS	**509**	**15**

Although enforcement efforts were not strong with the local agencies, the Iowa State Patrol high visibility enforcement made an impact within the High Five communities.

Educational efforts were conducted throughout the year and included the following activity.

Appanoose County	Appanoose County Fair – Seatbelt Convincer	450 attendees
Fremont County	Sydney Junior High Seatbelt Presentation	75 attendees
Humboldt County	Multiple Radio Interviews with KHBT 97.7 The Bolt	
	Humboldt High School Seatbelt Presentation	75 attendees
	Humboldt High School Driver's Education	25 attendees
Keokuk County	Keokuk County Fair Seatbelt Message Booth	250 attendees
Mitchell County	Mitchell County Fair – Seatbelt Convincer	122 riders

This project contributed to the targets listed in the Highway Safety Plan as the project was specifically designed to target rural counties around occupant protection. The activity was specific to enforcement efforts. The High Five also included road safety assessment where low-cost recommendations were provided to the respective communities. CPS programs were also provided, or in some cases introduced into the community.

Planned Activity Name: ZLR Ignition/Rural Driving Campaign
Subreceipient: ZLR Ignition
Unique Identifier/Planned Activity Number: 23-405b-M1*PM, Task 01-00-00

During FFY 2023, a media plan for the High Five Rural Traffic Safety Program was developed, approved, and executed.

Campaign Flight:	December 1, 2022 -January 30, 2023
Outdoor Billboards	Spend: $3,530
	Impressions: 706,000
Meta (Facebook/Instagram)	Spend: $2,000
	Clicks: 1,414
	Impressions: 351,406
	CTR: 0.40%
	Engagements: 26
	Engagement Rate: 0.09%
Programmatic Banners	Spend: $7,060
	Impressions: 651
	Clicks: 717,673
	CTR: 0.09%
Learfield Radio	Spend: $17,882

	Impressions: 541,200
	Added value: 42,720 impressions for a value of $1,410
You Tube	Spend: $5,490
	Clicks: 193
	Impressions: 388,713

This project contributed to the targets listed in the Highway Safety Plan by providing messaging in the identified High Five counties focusing on occupant protection.

Program Area: Distracted Driving

FFY 2023 was the first year the GTSB set a performance measure target for Distracted Driving. While the GTSB is on track to achieve the 2023 target, there are on-going efforts to curb this behavior.
Iowa has a primary distracted driving law. Current law authorizes law enforcement to stop any driver who is texting or using a portable electronic device, unless the motor vehicle is at a complete stop and off the traveled portion of the roadway. Drivers under the age of 18 years are prohibited from using electronic devices entirely unless the vehicle is stopped and off the traveled portion of the roadway or the device is permanently installed in the vehicle.

In 2023 the Department of Public Safety supported Senate File 547 which would require drivers to use electronic devices in hands free or voice activated mode unless their vehicle is at a complete stop off the road. The Department provided victim impact statements and data to traffic safety partners to educate legislators. Unfortunately, Senate File 547 failed to pass and was not enacted.

Targets:

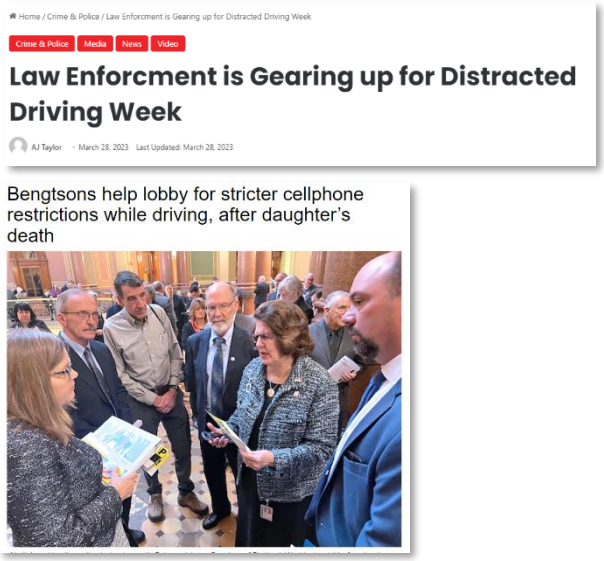
- Reduce the number of distracted driving fatalities 18.92% from the 2017-2021 average of 7.4 to 6 (2019-2023 average) by December 31, 2023. (Drivers Distracted by Use of Cell Phone or Other Electronic Device)

Strategies:

- Educate the public about the dangers of distracted driving through media campaigns and organic social media posts.
- Educate young drivers about the dangers of distracted driving through peer-to-peer programming in Iowa High Schools through the Seatbelts Are for Everyone (SAFE) Program.
- Encourage and support high visibility enforcement.
- Coordinate law enforcement participation in April's sTEP wave by supplying media and education materials for social media.

Outcomes/Results

The target to reduce the number of distracted driving fatalities 18.92% from the 2017-2021 average of 7.4 to 6 (2019-2023 average) by December 31, 2023 was achieved.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Law Enforcment is Gearing up for Distracted Driving Week

AJ Taylor · March 28, 2023 Last Updated: March 28, 2023

Bengtsons help lobby for stricter cellphone restrictions while driving, after daughter's death

Planned Activity Name: ZLR Ignition / Distracted Driving Campaign
Subrecipient: ZLR Ignition
Unique Id3entifier / Planned Activity Number: 23-402-M0PM, Task 01-00-00

During FFY 2023, a media plan for Distracted Driving was developed, approved, and executed.

Campaign Flight	April 10 – 23, 2023
Programmatic Banners	Spend: $5,885
	Impressions: 596,226
	Clicks: 542
	CTR: 0.09%
Social Listening Video	Spend: $9,415
	Impressions: 279,713
	Clicks: 3,255
	CTR: 1.16%

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

During the 2023 Iowa State Fair, the Governor's Traffic Safety Bureau partnered with the Iowa State Patrol to survey fair goers about mobile device usage in vehicles. Iowans from nearly every county were polled and represented in the data. Results from the survey of 1,459 Iowans show cell phone use behind the wheel is prevalent with 51% of drivers admitting to always or sometimes having a mobile device in hand. Despite high usage, 85% survey support hands-free legislations. Bills limiting cell phone use by mandating hands-free technology have been introduced in the Iowa Legislature since 2019. All of attempts of passage, thus far, have been unsuccessful.

Program Area: Traffic Records

Problem Statement and Overview:

Traffic safety professionals in Iowa recognize quality traffic records are vital in planning, managing, and evaluating traffic safety programs. The Statewide Traffic Records Coordinating Committee (STRCC) helps promote the continuous improvement of 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 representatives understand traffic records are the foundation for overall traffic safety projects and that data is used to help identify problems and countermeasures. Data is also used to evaluate effectiveness in addition to 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 (MIRE).

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

Targets:

- Hold a minimum of three (3) STRCC meetings throughout the year and make efforts to re-engage the STRCC Guidance Team
- Continue to review and consider recommendations from the 2020 Traffic Records Assessment
- Continue to support the Crash Data User's Group; Encourage the formation of additional sub-committees/working groups as needed
- Make known and promote the use of data including resources such as analysis tools

Strategies:

- Utilize STRCC as a mechanism to continue strong networking for overall enhancement of Iowa's Traffic Records System
- Continue to support research efforts utilizing Iowa traffic safety data to focus on behavioral issues.
- Continue to support the development of analysis tools
- Consider technological advances to evolve Iowa's Traffic Records System

Outcomes/Results:

STRCC membership continues to grow and includes representation from numerous traffic safety disciplines. Members represent various departments throughout the state where traffic records data is captured, stored, analyzed, transmitted, and disseminated.

During FFY 2023, three (3) virtual STRCC meeting were held. Although meetings were well attended, it continues to be difficult to identify agenda topics for STRCC meetings and have a clear understanding of state traffic records priorities. STRCC members will continue to improve the facilitation of meetings to have discussions for planning and implementing priority data advancements/improvements for the state's overall traffic records system. It remains difficult to convene the STRCC Guidance Team, which ultimately could assist in identifying topics for discussions and priority projects.

In addition to the regular STRCC meeting, the Crash Data User Group (CDUG) subcommittee met 4 times and the CDUG small group met 10 times during the fiscal year to work on the crash data dictionary and overall data quality. STRCC will continue to identify opportunities where additional subcommittees could be beneficial.

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

The last Traffic Records Assessment was conducted in the fall of 2020. The assessment consisted of 328 questions assigned to and answered by Iowa's subject matter experts. The NHTSA Traffic Records Assessment Team provided an in-depth peer review of Iowa's overall traffic records system. The state's responses were rated against an "Ideal System" and were categorized as "Meeting Ideal", "Partially Meeting the Ideal", and "Does Not Meet the Ideal". Overall, Iowa met or partially met the advisory Ideal 66% of the time. The following chart

identifies the status of implementation of recommendation provided from the assessment, as of September 30, 2023.

Crash	
Recommendation	**Status**
1. Improve the applicable guidelines for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	The Iowa Department of Transportation is in the early stages of updating Iowa's Crash Report form. It is anticipated the MMUCC 6th Edition will be utilized for this. The DOT uses the ANSI D16.1 currently and will use it for the next version also. The current crash form also used FARS manuals for some fields and definitions in the officer's guide. There will also be added validations to help improve the data received. DOT employees that have access to personal information take training in DPPA.
2. Improve the data dictionary for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	The Iowa Department of Transportation continues to work with the University of Iowa to create a data dictionary for crash data.
3. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Assessment Advisory.	The Iowa Department of Transportation is constantly reviewing crash reports to determine what new validations can be added to TraCS to improve the quality of the data being received. The DOT plans on adding several additional data validations later this year after a thorough review. The DOT is reviewing the timeliness of all reports by each submitting agency and plans to expand this further with a website that agencies can access to view how they are doing.
4. Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	The crash system currently interfaces with the driver system and vehicle system. Due to budget and personnel constraints, Iowa does not anticipate any further interfaces in the immediate future.
5. Improve the procedures/process flows for the Crash data system to reflect best practices identified in Traffic Records Program Assessment Advisory.	Iowa is exploring creating some crash flow diagrams to possibly be used as a training aid internally. Any other documentation will probably not happen at this time due to budget and personnel constraints.
Vehicle	
Recommendations	**Status**
6. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	In 2021, the Iowa Department of Transportation Motor Vehicle Division went through a reorganization which included the creation of a new System and Administration Bureau to house and consolidate the back-office functions support business programs, including support for ARTS, NMVTIS, and VINTelligence contract and other related systems. Iowa DOT is hoping that this reorganization can provide more concentrated efforts to ensure the data integrity of all systems. The Bureau also works to address data issues with the VINTelligence feed that has required manual fixes.

7. Improve the procedures/process flows for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	In 2021, the Iowa Department of Transportation Motor Vehicle Division went through a reorganization which included the creation of a new System and Administration Bureau to house and consolidate the back-office functions support business programs, including support for ARTS, NMVTIS, and VINTelligence contract and other related systems. Iowa DOT is hoping this reorganization can provide more concentrated efforts to develop a specific process flow diagram as recommended in the assessment. The DOT continues to review AAMVA information as it becomes available to attempt to support the full set of NMVTIS title brands, but the final determination on brands in Iowa requires legislative action either for new laws or to approve administrative rules. In 2021, the Iowa Legislature passed a law to change the salvage threshold for Iowa vehicle from 50% to 70% which brings this standard closer to alignment with AAMVA, which recommends a 75% threshold. Iowa DOT is also examining possible administrative rule changes to better align with NMVTIS.
Driver	
Recommendation	**Status**
8. Improve the data dictionary for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	The Iowa DOT will not be implementing this recommendation during FFY 2024 due to IT resources and low priority.
9. Improve the data quality control program for the Driver system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	The Iowa DOT will not be implementing this recommendation during FFY 2024 due to IT resources and low priority.
Roadway	
Recommendation	**Status**
10. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	A working group continues to make progress related to developing performance measures for the roadway data. Identifying new potential performance measures, baselines, and measures ongoing. Fundamental data quality and completeness checks have been created, documented, and implemented. The goal for the future is to expand these checks to more data items, create more comprehensive checks, and use these as components of performance measures. The Iowa Department of Transportation is working towards the goal of allowing local agencies a means to provide updates to their system and to retrieve data from the DOT system. This effort has pivoted from working with a contractor to create an interface, to working with more widely available and supported off the shelf tools. It is hoped to have things in place this year to begin testing. Following that would be an effort to train locals on the tools, measure progress based on the number of participating agencies, and measure the accuracy of the data they are providing.

	Additionally, the Iowa Department of Transportation is exploring and implementing emerging technologies to automate and expedite the physical count of vehicles. Recently implemented traffic monitoring video collection has increased efficiency, accuracy, and analytical flexibility. Further research and testing of artificial intelligence and machine learning as it can be applied to traffic analysis is an ongoing goal.
Citation and Adjudication	
Recommendation	**Status**
11. Improve the data quality control program for the Citation and Adjudication system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	CJJP conducted a quality assessment in September 2021 regarding data quality of traffic citations within the Judicial Branch Case Management System (CMS). The assessment revealed the CMS data exceeded expectations and was deemed timely, accurate, and complete. The CMS is regularly utilized for a variety of data reports and analysis. The development of reports that help identify data quality issues have been developed and shared with Judicial Branch staff, so modifications can be made to correct the data.
12. Improve the interfaces with the Citation and Adjudication system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	Iowa utilizes Criminal Justice Information System (CJIS) exchanges to transfer data in real time from various criminal justice entities. There are currently five exchanges in production and another two in development. A summary of those exchanges in production: • **Criminal Complaints and Electronic Citations (ECCO**). (Law Enforcement à Judicial Branch IT (JBIT) and/or County Attorney) These crucial exchanges automate delivery of Criminal Complaints and Citations from law enforcement via Iowa's Traffic and Criminal Software (TraCS) system, to the Courts' JBIT system for review and further processing. For certain charges, the complaints are also delivered directly to the County Attorney's office. Every month, approximately 13,700 Criminal Complaints and 28,100 Citations are sent through these two (2) exchanges. • **Convictions and Driver's License Suspensions**. (JBIT à DOT) When a defendant is found guilty of a traffic violation or select criminal offenses, the disposition is sent to the Dept. of Transportation's driver license system. Court-ordered suspensions and withdrawals of suspensions are sent through this exchange, keeping the Drivers' Records synchronized with orders that affect Driver's License status. These automatic updates at DOT ensure that the appropriate actions relating to driving privileges are enforced immediately. Approximately 40,000 of these notifications are delivered to the DOT every month through this exchange. • **Court Disposition & Payments.** (JBIT à Polk Co. Sheriff) Dramatically increases collections from convicted criminals by sending of disposition and collection information from the Polk County Court to the Polk County Sheriff's Office 8,200 times per month.

	• **Disposition-Matching in Real Time.** (JBIT à DPS) This exchange replaced a weekly, flat-file transfer from the Courts to the State's official Computerized Criminal History (CCH) housed at DPS. The exchange sends real-time updates every time a court clerk enters a disposition into JBIT, keeping the state's CCH accurate and up-to-date, around 25,000 times per month. • **Citation Disposition to Law Enforcement.** (JBIT à TraCS/Law Enforcement) This exchange sends valuable traffic citation disposition information back to the originating law enforcement agency that filed the original citation. CJIS transmits these dispositions from the Courts back to TraCS, which, in turn, makes the dispositions available to individual agencies with 23,800 notifications per month. A summary of those exchanges in development: • **Complaint Disposition to Law Enforcement.** (JBIT à TraCS) This exchange will provide valuable criminal complaint disposition information back to the originating law enforcement agency that filed it. CJIS will transmit these dispositions from the court back to TraCS, which will in turn make the dispositions available to individual agencies. This will assist law enforcement with training and effectiveness. • **Juvenile Green sheets**. (JBIT à DPS) This exchange from Juvenile Court Services to DPS would fill a current gap in the system of matching fingerprint records to case dispositions. Currently, juvenile cases that are informally adjusted are not being sent to DPS, leaving case files open when they should be closed and expunged when appropriate.
Injury Surveillance	
Recommendation	**Status**
13. Improve the data quality control program for the Injury Surveillance system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	With the 2020 NHTSA Assessment, Iowa did not meet advisory requirements for tracking the frequency, severity, and nature of injuries sustained in motor vehicle crashes. This deficiency has been ongoing with the previous assessment finding of only partially meeting the requirement. The main activity supporting this requirement is that the Iowa Department of Health and Human Services will develop periodic reports generated from the state's EMS incident registry and trauma registry that provide detailed injury data for all MVCs in the state. These reports will include information on the frequency, severity, and nature of injuries sustained, as well as some county-level demographic information where the crash occurred. Of particular importance to tracking MVC injuries in Iowa is the completeness performance measure. Under this measure, the elements Glasgow Coma Scale (GCS), Trauma Triage and Cause of Injury will be tracked for improvement over fiscal year 2024. The following is a snapshot of the first quarter of fiscal year 2023 in which the EMS provider documented 'possible injury' in 2,843 incidents out of 6,298 traffic

	incidents statewide. The following provides the value of each performance element and the improvement goal. 1. In the first quarter of fiscal year 2023, 314 incidents had a blank Glasgow Coma Scale (GCS) value. The statewide goal is to improve documenting the GCS element from 89% to 93%. 2. In the first quarter of fiscal year 2023 there were 141 incidents with GCS values <= 13 which is indicative of serious injury. Of these incidents, 74 had documented Trauma Triage with 'Not Recorded' or 'Not Applicable'. The statewide goal is to improve documenting Trauma Triage from 48% to 60%. 3. In the first quarter of fiscal year 2023 there were 76 blank or Not Applicable/Not Recorded Cause of Injury values which is 2.6% of incidents. The statewide goal is to improve documenting Cause of Injury from 97.4% to 98%. As the EMS incident registry employs automated validation rules that apply to direct-entry users as well as registries provided by third-party vendors, the bureau will add new or modify existing validation rules in such a manner we believe will improve the capture of these noted elements.
14. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	While the recommendation for improving the interfaces with Injury Surveillance systems is a worthy goal, at this time the bureau believes our limited resources are better spent on improvement in the quality of data that undergirds projects such as that noted previously.

Planned Activity Name: Iowa Traffic and Criminal Software (TraCS) Program
Subreceipient: Iowa Department of Transportation
Unique Identifier/Planned Activity Number: 23-405c-M3DA, Task 01-00-00

Funding supported onsite and remote services and training for law enforcement agencies which utilize TraCS. Specific activities for FFY 2023 included the following:

- During the performance periods, 76 paper reports were received by the DOT and 60,393 electronic TraCS reports resulting in 99.87% of all crashes reports being received electronically. 367 agencies are now submitting citations and complaints via TraCS. This was an increase of 3 over the previous grant period and is believed to be primarily due to several agencies dissolving and contracting with the county Sheriff's Office
- A total of 394 agencies now have access to the crash report form in TraCS. This is an increase of 1 over the previous grant period. The small increase was again due to several police departments in the state dissolving and their jurisdictions contracting with the county Sheriff's Office.
- The DRE form has been developed and deployed to all agencies that have requested access.
- The TraCS Team hosted a Statewide TraCS User Group meeting in October of 2022 with 170 in attendance. Information provided to attendees included updates to TraCS and MACH as well as presentations on crash data and how to access and use date collected through the system.

This project contributed to the targets listed in the Highway Safety Plan as TraCS in an initiative of the Iowa Department of Transportation to collect data from law enforcement at the scene of a motor vehicle crash and from other roadside enforcement efforts. Enhancements in TraCS, plus the addition of new agencies, continues to

provide accurate, complete, and timely data. This project also supports recommendations from the 2020 Traffic Records Assessment.

Planned Activity Name: Data Quality Improvement & Analysis Tool Enhancement
Subreceipient: Iowa Department of Transportation, Traffic and Safety
Unique Identifier/Planned Activity Numbers: 23-405c-M3DA, Task 02-00-00 and 23-405d-F24*IS, Task 00-03-00

During the funding period, the crash data automation process was finalized. Extensive efforts were devoted to conduct QA/QC on the process and the deliverables of automatically downloading the data from the Motor Vehicles APS server into final output tables that can be utilized by ICAT and various entities utilizing the crash data in research or daily usage.

The key emphasis area dashboards have been evolved and completed. The preliminary dashboards were demonstrated to various users including MPOs, RPAs, DOT districts, county engineers, and various meetings. Utilized feedback from various entities to add and update some of the developed charts and created new tables and charts that will be a great supplement to ICAT as a visualization tool as well as filtering the person-level data in much finer detail that is not a possibility in ICAT. The person-level filter in ICAT is based on the crash key and the person-level data in dashboards are made based on the person key which helps to improve the ICAT inability for such filtering.

The integration of the developed intersection database into developing Intersection Manager (IM) software is not finalized due to the software issues developed by the vendor. Various correspondence has been made with the research analytics to seek the status of the tool and interface needed to update the existing intersection data and collect business data on the new intersections that have been added to the network since the development of the database.

Safety Performance Functions development continued on various roadway facilities. As a result, the Potential for Crash Reductions (PCRs) were calculated for all intersections, primary road segments, and high-speed secondary road segments. The intersections and segments have been ranked from the highest to lowest PCR with two categories for all (KABCO) crashes and severe (KAB) crashes. The statewide ranking and the category rankings can help practitioners screen their networks and prioritize sites with the highest potential for safety improvements. The PCR website was developed to provide fast and one-stop access to decision-makers and safety practitioners to utilize all the developed PCRs in a map-based GIS environment. The PCR website was introduced to the safety practitioners inside and outside the organization in various meetings and conferences.

Crash distribution dashboards have been developed to supplement the PCRs as a great tool to find the nature of the safety issues after the sites with the highest potential have been identified. We need to know the exact nature of the problem to come up with an appropriate remedy for the safety problem. These dashboards provide various crash characteristics for the desired site(s) and provide a comparison of the desired site with all similar sites in the same category to examine how a certain type of crash compares with all similar sites.

This project contributed to the targets listed in the Highway Safety Plan as the project improve crash data and promotes the use of data through the State's on-line analytical tool, ICAT. Several recommendations from the 2020 Traffic Records Assessment are also addressed through this project.

Planned Activity Name: Crash Linkage
Subreceipient: Iowa Department of Human Rights, Criminal and Juvenile Justice Planning (CJJP)
Unique Identifier/Planned Activity Number: 23-405c-M3DA, Task 03-00-00

During the funding period, CJJP staff determined necessary resources, developed an outline, timeline, project plan, and complied and analyzed data. The data included citations and convictions for the five most recent calendar years for the following offenses: speeding, OWI/impaired driving, and seat blet violations. All data was compiled using the Justice Data Warehouse, a central repository of key criminal and juvenile justice data, maintained by CJJP. Various traffic-related data was provided throughout the funding period to GTSB, State Patrol, the University of Iowa, and In-Trans/ISU for various initiatives.

A basic dashboard was developed which allows for various visualizations to be maintained in the same location, with the ability to interact and drill down data as needed. During the grant cycle, CJJP was re-aligned under the Department of Health and Human Services, and future alignment efforts may change the options for the dashboard tool.

CJJP staff presented at the GTSB Annual Highway Traffic Safety Conference in June 2023 through a breakout session regarding criminal data availability. Approximately 50 individuals attended the session.

This project contributed to the targets listed in the Highway Safety Plan as it addresses recommendations of the 2020 Traffic Records Assessment. The project manager also worked to encourage the use of court data for overall traffic safety funding and deployment decisions.

Planned Activity Name: Iowa Traffic Safety Data Service
Subreceipient: Iowa State University, Institute for Transportation - Iowa Traffic Safety Data Services (ITSDS)
Unique Identifier/Planned Activity Numbers: 23-405c-M3DA, Task 04-00-00 and 23-405d-F24*IS, Task 00-01-00

During the funding period, InTrans provided support for nearly 90 activities related to crash and safety-related data improvements and requests. These requests were from a variety of agencies, bureaus, organizations, and individuals.

In-Trans representatives also participated in STRCC, Fatality Reduction Task Force, and MCSAP Working Group throughout the funding period.

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

Planned Activity Name: Driver Behavior and Medical Outcomes Data Improvement and Linkage
Subreceipient: University of Iowa, Injury Prevention Research Center (IPRC)
Unique Identifier/Planned Activity Number: 23-405c-M3DA, Task 07-00-00 and 23-405d-F24*IS, Task 00-02-00

In FFY 2023, the MOU between the Iowa DOT and IPRC was renewed. Work throughout the funding period included the examination of various crash data elements to assess crash data quality.

Specifically, regarding CODES data, the external cause of injury codes (e-codes) for 2014-2021 hospital data was assessed. In Iowa, e-codes are mandatory to report. The proportion of diagnoses accounted for by external causes is stable both in emergency department records and hospitalization records. Hospital names in crash data were identified to check the quality of data linkages. Further analysis of data linkages assessed the uniqueness of the combination of linking variables in emergency department data and hospital inpatient data. There is a desire to start a CIDES working group in the future with other states to explore opportunities for parallel analyses to maximize the impact the work conducted in Iowa.

The EMREMS project continued with the development of coding to categorize free text data elements to standardize reporting and characterization of the data. A comparison of EMREMS to crash data was started to assess accuracy in data collection. The data delivery process of the EMREMS data was streamlined. A descriptive analysis was also performed to begin the development of standardized coding for fields with several related responses.

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

Planned Activity Name: Data Integration and ISP Support
Subreceipient: Iowa State University, Institute for Transportation
Unique Identifier/Planned Activity Number: 23-405c-M3DA, Task 06-00-00

During FFY 2023, the research team continued coordination with ISP on receiving updated data for the enforcement activities. ISP has provided multiple updates for the EWC, Complaint and ECCO throughout FFY23. As part of this, early in FFY23 the research team coordinated with ISP to provide a consistent file format for the three datasets so dashboard updates are automated. The research team did modify the previous data process to include the new EWC and complaint data. The dashboard now has complete data back to 2018 for the enforcement data. The research has also improved the analysis process by improving the system which conflates the enforcement data to the Iowa DOT RAMS network for easier integration and association with crash data. As part of this process additional roadway information are also assigned to the enforcement data such as roadway type.

In addition to the enforcement data, static files were also updated along with identifying the corresponding process to continue updating these in the future. This includes the badge number and violation master list. Both files are included in the automated process and will be updated the day after the files are updated on CyBox by ISP.

In addition to the enforcement data, the crash data has continued to be updated daily based on the data provided by Iowa DOT through a SQL server connection.

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

Planned Activity Name: EMS Data Improvements and Utilization
Subrecipient: Iowa Department of Health and Human Services, Bureau of Emergency Medical and Trauma Services
Unique Identifier/Planned Activity Numbers: 23-405c-M3DA, Task 05-00-00 and 23-405d-F24*EM, Task 00-01-00

The objective was to provide a perspective on EMS crash documentation as it compares to Iowa DOT crash documentation that may lead to enhanced accuracy and completeness of data, increased relevance of information provided to EMSAC, and support for evaluation of program effectiveness. The bureau worked closely with Iowa EMS services to make their incident registry compliant with current policies and regulations, which was a significant undertaking in time and effort. This is in large part due to many services who either use a paid version of Elite (which is different from the state provided version of Elite) or they use another vendor entirely. Substantial progress was made regarding the number of EMS services that are NEMSIS 3.5 compliant. As of 10/30/2023 there are 438 EMS services submitting V3.5 compliant incidents, for 28,900 incidents YTD.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations from the 2020 Traffic Records Assessment regarding EMS data.

Annually an Interim Progress Report is submitted by the State which provides detail on a particular project and its demonstration of quantitative improvement of a core database through a specific data attribute.

The project used for interim progress reporting for FFY 2023 identified efforts of the Iowa Department of Health and Human Services, Bureau of Emergency Medical and Trauma Services. Through this project, improvement was shown through an increase in the number of EMS agencies submitting National Emergency Service Information (NEMSIS) v3 compliant incidents and the number of incidents that are NEMSIS v3 compliant.

Planned Activity Name: Enforcement Dashboard to Support Local Agencies
Subreceipient: Iowa State University – Institute for Transportation
Unique Identifier/Planned Activity Number: 23-405c-M3DA, Task 08-00-00

During the FFY 2023, the research team is continued to use the method of delivery developed in the last quarter which is based on CSV files uploaded to CyBox. The current data includes ECCO as well as the location information. No additional modifications to the conflation code were made and the process is not currently scheduled for daily updates yet until more frequent data updates would be available. The research team completed the initial development of the dashboard. The dashboard builds on concepts previously developed in the ISP dashboard but simplifies the data views and provides easier navigation through icons along the left side of the dashboard. The dashboard is dynamic which will allow it to scale depending on the size of the screen of the user. All components of the dashboard are interactive allowing users to filter either the crash or ECCO data.

The research team had initial discussions on the data accessibility. A few alternatives discussed included providing user management through the ISU tableau server but minimizing the workload of the ISU team in managing users. To do this, access to the user management could be provided to the TraCS team or users could be bulk uploaded to the server. Another alternative discussed was randomly generated UUIDs which was recently developed as part of the GTSB contract dashboards. This would simplify user management, allow easier sharing of data across an agency but does reduce security as no login information is required. A process could be developed for frequent updates of the UUID to avoid any larger sharing of data outside of the organization.

Noteworthy Events/Projects to Promote Traffic Safety and Enhance Partnerships

Fatality Reduction Task Force

Iowa's multi-discipline Traffic Fatality Reduction Task Force was created in 2021 to implement educational, enforcement and legislative initiatives to help Iowa achieve the target of less than 300 traffic fatalities annually, with the goal of zero fatalities. The Fatality Reduction Task Force met quarterly during FFY 2023 to review data and work strategically to address and improve core traffic safety performance measures. Utilizing a Safe System Approach, the Fatality Reduction Task Force consists of members from the Iowa Department of Transportation, Iowa State University Institute for Transportation, the Iowa State Patrol, and the Governor's Traffic Safety Bureau.

Iowa State Fair

In addition to the Child Passenger Safety Booth, the GTSB also partnered with Iowa Farm Bureau Financial Services to host an interactive exhibit at the Iowa State Fair. The GTSB staff demonstrated the importance of seat belt use by encouraging fair goers to ride the seat belt convincer. Over 4,000 individuals experienced a 5-10 mph crash and were reminded to buckle up: Every Trip, Every Time, Everywhere! GTSB also gained valuable insight from 1,450 Iowans who took a traffic safety survey. In addition to basic demographics, respondents shared seat belt use, reasons for not buckling up, and whether they would support hands-free legislation.

2022 Impaired Driving Program Assessment –Recommendations	
I. Program Management and Strategic Planning	**Status**
• Priority - Reestablish a statewide impaired driving task force ○ The Iowa Impaired Driving Task Force was formed and an in-person meeting was conducted in December 2022 with the assistance of the Traffic Injury Research Foundation (TIRF). A list of tasks were developed and assigned to task force members.	Complete
• Priority - Establish a dedicated staff position within the Governor's Traffic Safety Bureau to serve as the Impaired Driving Program Coordinator ○ A realignment of tasks assigned to the Impaired Driving Program Coordinator is needed to allow the capacity to lead new and emerging projects and initiatives.	Complete
• Priority - Procure the Traffic and Criminal Software (TraCS) electronic crash reporting software for law enforcement academies to uniformly train law enforcement officers on how to properly complete the electronic crash report. ○ The Iowa DOT has provided TraCs software to the ILEA, but laptop computers were needed to effectively utilize the crash reporting software in training situations at the basic academy. The GTSB has awarded the ILEA $50,000 for the purchase of laptop computers in FFY24. The ILEA, in collaboration with the Iowa State Patrol Crash Investigation instructors are revising crash investigation curriculum that will devote more time to properly completing the electronic crash report.	Complete
• Priority -Make Iowa's ignition interlock law compliance-based, only allowing for removal of an ignition interlock device after successful completion of the required term without test failures. ○ The Iowa DOT drafted a bill that was filed by the Coalition for Ignition Interlock Manufacturers (led by Intoxalock) for the adoption of a compliance-based removal ignition interlock device (IID) program for OWI offenders. The bill did not pass out of the Iowa House. https://www.legis.iowa.gov/legislation/BillBook?ga=90&ba=HF%20624	In Progress
• Develop a comprehensive strategic impaired driving plan to address impaired driving injuries and fatalities once the task force is established.	
• Continue the Strategic Highway Safety Plan (SHSP) process, assuring the engagement of partners to provide a continued ownership stake in traffic safety, specifically the very complex issue of impaired driving. ○ The Iowa DOT is responsible for the development of the SHSP and convene a broad group of stakeholders that form the Iowa SHSP Advisory Team.	Complete
• Align the development of the Highway Safety Plan (HSP) within the SHSP process, utilizing as much of the problem identification process and strategies that overlap with the HSP. ○ The GTSB Bureau Chief and Program Evaluator are integral members of the Iowa DOT's Strategic Highway Safety Plan Advisory Team contributing to the development process and strategies. Overlapping countermeasures are carried over to the HSP.	Complete

• Strengthen the pursuit of Zero Fatalities and the development of the Zero Fatalities network to be a driving force in the efforts to eliminate impaired driving fatalities in Iowa.	
• Build a more detailed plan for behavioral highway safety countermeasures in the State each year using the problems identified and strategies developed during the most recent Strategic Highway Safety Plan process.	
• Provide training to Governor's Traffic Safety Bureau staff members in impaired driving programming and traffic safety program management as appropriate.	
• Finalize and implement the problem identification process using traffic records data to prioritize funding for impaired driving countermeasures and ensuring funded activities are in problem areas that can have the most impact on reducing impaired driving.	
• Expand the audience for the annual Governor's Traffic Safety Bureau Conference to better engage non-traditional partners in impaired driving efforts statewide.	In Progress
• Identify data-driven impaired driving countermeasures that need funding and support with Section 405d carryover funds.	Completed Annually
• Use a data-driven approach to identify other agencies that would benefit from replicating the successful Alcohol Safety Action Program	
• Research the development of offender-based funding for impaired driving prevention efforts, identifying potential fees or fines that can support these efforts.	
II. Prevention	
• **Priority** - Increase the age for Social Host Law violations from under 18 to under 21.	
• Restore the requirement to post signage referring to operating while intoxicated (OWI) laws, in all locations that sell alcoholic beverages.	
• Mandate alcohol compliance training as a condition of liquor licensure	
• Require container seals with impaired driving prevention messages on Cocktails-to-go purchases	
• Raise the State excise tax on beer and use funds for substance abuse prevention and treatment.	
• Investigate and adopt Learning Standards that specify evidence-based alcohol and other drug prevention programs for all grades, Pre-K to 12.	
• Establish a college substance misuse and impaired driving prevention consortium	
• Implement Drug Impairment Training for Educational Professionals (DITEP) training for school personnel to identify students who may be under the influence of substances.	In Progress
• Provide law enforcement with age-appropriate, evidence-based information and/or programming that they can provide to students, parents and community groups	
• Provide the Distracted Reckless Impaired Visibility Enforcement (DRIVE) program to employers throughout the State	
• Increase capacity of agencies to make evidence-based family and caregiver support programs available to employees and their families	
• Identify additional funding opportunities to support community coalitions that focus on substance misuse and impaired driving prevention. o The GTSB has awarded funding to the Clinton County Substance Abuse Coalition and the newly formed Story County Early Treatment and Impaired Driving Prevention Coalition for FFY24	In Progress

• Ensure that both designated driver and safe ride messaging discourages consumption of alcohol by underage individuals and do not unintentionally promote over-consumption	
III. Criminal Justice System	
• Priority - Adopt statewide use of electronic search warrants.	Complete
• Priority - Eliminate unsupervised agricultural and education-related driver license eligibility for 14.5-year-olds.	
• Priority - Develop and create more problem-solving operating while intoxicated (OWI) Courts. o The Iowa Judicial Branch has identified Linn County and Webster County as viable court systems to introduce OWI Specialty Courts. With the support of funding by the GTSB, 12 staff members from these court systems will be attaining OWI Foundational Training through the National Drug Court Institute in Billings, MT July 31 – August 4, 2023. o January 8, 2024 update. Linn and Webster Counties have established OWI Treatment Court teams and are actively searching for candidates to enroll.	Complete & On-going
• Priority -Develop and implement a year-round impaired driving law enforcement plan that is supported by a strategic communication plan which includes: o periods of heightened enforcement, e.g., three consecutive weekends over a period of 16 days, and frequent sustained coverage throughout the year o high levels of participation and coordination among state, county, municipal, tribal, and liquor enforcement agencies, such as through law enforcement task forces	
• Priority - Procure the Traffic and Criminal Software (TraCS) electronic crash reporting software for law enforcement academies to uniformly train law enforcement officers on how to properly complete the electronic crash report. o The Iowa DOT has provided TraCs software to the ILEA, but laptop computers were needed to effectively utilize the crash reporting software in training situations at the basic academy. The GTSB has awarded the ILEA $50,000 for the purchase of laptop computers in FFY24. The ILEA, in collaboration with the Iowa State Patrol Crash Investigation instructors are revising crash investigation curriculum that will devote more time to properly completing the electronic crash report.	In Progress
• Priority - Hire additional Law Enforcement Liaisons with law enforcement experience and use them strategically to promote traffic safety enforcement throughout the State.	
• Priority - Make Iowa's ignition interlock law compliance-based, only allowing for removal of an ignition interlock device after successful completion of a required term without test failures. o The Iowa DOT drafted a bill that was filed by the Coalition for Ignition Interlock Manufacturers (led by Intoxalock) for the adoption of a compliance-based removal ignition interlock device (IID) program for OWI offenders. The bill did not pass out of the Iowa House. https://www.legis.iowa.gov/legislation/BillBook?ga=90&ba=HF%20624 o Senate Study Bill 3015 has been introduced in the 2024 Legislative Session allowing for compliance based IID https://www.legis.iowa.gov/legislation/BillBook?ba=SSB3015&ga=90	In Progress

• Conduct additional Drug Recognition Expert (DRE) schools each year to certify more DREs ○ The GTSB has budgeted and has plans to conduct 2 DRE Certification Courses each year with the ultimate goal to increase the total number of DRE certified officers from 120 to 150.	In Progress
• Provide training for law enforcement officers on how to detect drivers who are required to have ignition interlock devices installed and those who may be trying to circumvent the proper use of a device.	
• Establish performance measures by which Governor's Traffic Safety Bureau contracting agencies will be measured. Use these measures to guide expenditure reimbursement and future funding allocations.	
• Enact an OWI enhanced blood alcohol concentration offense.	
• Amend the statutory phone call requirement so that its application is tied to arrest and not to implied consent warning.	
• Organize statewide uniform multi-discipline interpretation of medical data sharing exceptions	
• Expand social host liability to service of alcohol to visibly intoxicated adults	

• Develop and implement a year-round impaired driving law enforcement plan that is supported by a strategic communication plan which includes:
  ○ periods of heightened enforcement, e.g., three consecutive weekends over a period of 16 days, and frequent sustained coverage throughout the year
  ○ high levels of participation and coordination among state, county, municipal, tribal, and liquor enforcement agencies, such as through law enforcement task forces	

• Hire additional Law Enforcement Liaisons	
• Make Iowa's ignition interlock law compliance-based ○ The Iowa DOT drafted a bill that was filed by the Coalition for Ignition Interlock Manufacturers (led by Intoxalock) for the adoption of a compliance-based removal ignition interlock device (IID) program for OWI offenders. The bill did not pass out of the Iowa House. https://www.legis.iowa.gov/legislation/BillBook?ga=90&ba=HF%20624	In Progress
• Amend the statutory phone call requirement so that its application is tied to arrest and not to implied consent warning	
• Repeal the implied consent impediment to chemical test for intoxication refusal search warrants	
• Incentivize experienced assistant county attorneys to remain involved in operating while intoxicated (OWI) prosecutions	
• Eliminate paper only disposition of misdemeanor operating while intoxicated (OWI) cases	
• Create a statewide Judicial Outreach Liaison position ○ The GTSB was awarded 2 years funding through a cooperative agreement between the American Bar Association and the National Highway Traffic Safety Administration for a State Judicial Outreach Liaison. Retired Judge Gary McKenrick was selected and began performing SJOL duties in October 2023.	Complete

• Include operating while intoxicated (OWI) traffic safety curricula on a periodic rotation for statewide judicial education	
• Create uniform statewide probation supervision for misdemeanor operating while intoxicated (OWI) offenders.	
IV. Communication Program	
• Establish a Public Information Officer/Social Media Specialist staff position within the Governor's Traffic Safety Bureau that can develop creative materials for a variety of media platforms to communicate impaired driving messages in a data-driven targeted fashion supporting education, enforcement, and legal issues regarding impaired driving. o The GTSB reclassified an open FTE and hired a Media & Communications Specialist in December 2022.	Complete
• Establish a public information network to coordinate media plans and the distribution of impaired driving information and media materials to strengthen the reach of messaging to all areas of the State. o The GTSB Media & Communications Specialist regularly networks with the Des Moines Metro Media group and Iowa State Patrol's Public Resource Officers during regular meetings.	Complete
V. Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation	
• Priority - Adopt the use of screening and assessment tools designed specifically to assess risk and needs of impaired drivers (American Probation and Parole Association Impaired Driving Assessment).	
• Extend probation services to uniformly supervise misdemeanor evaluation treatment sentence conditions statewide	
• Provide evaluation and treatment services and supervision tailored to the cultural and linguistic needs of minority populations	
• Provide funding to expand Screening, Brief Intervention and Referral to Treatment in Level 3 and 4 trauma centers	
• Implement Screening, Brief Intervention and Referral to Treatment in all healthcare settings, as well as on college and high school campuses and through Employee Assistance Programs	
• Repeal alcohol exclusion statutes	
• Maintain funding for a full array of treatment programs that meet the needs of an increasingly diverse population, and of persons with myriad and multiple substances of misuse	
• Improve communication between criminal and civil jurisdictions to facilitate entry to treatment	
VI. Program Evaluation and Data	
• Priority - Procure the Traffic and Criminal Software (TraCS) electronic crash reporting software for law enforcement academies to uniformly train law enforcement officers on how to properly complete the electronic crash report. o The Iowa DOT has provided TraCs software to the Iowa Law Enforcement Academy (ILEA), but laptop computers were needed to effectively utilize the	In Progress

crash reporting software in training situations at the basic academy. The GTSB awarded ILEA $50,000 for the purchase of laptop computers in FFY24. The ILEA, in collaboration with Iowa State Patrol Crash Investigation instructors are revising crash investigation curriculum that will devote more time to properly completing the electronic crash report.	
• Priority - Develop a functioning impaired driving tracking system using data from the Traffic and Criminal Software (TraCS), Archon Registration and Title Solution, and the Iowa Behavioral Health Reporting System.	
• Establish a plan to update the Traffic and Criminal Software (TraCS) to the upcoming Model Minimum Uniform Crash Criteria (MMUCC) Version 6	
• Work with the State's Level 1 trauma centers to provide toxicology test results to the Iowa Fatality Analysis Reporting System (FARS) analyst using the National Highway Traffic Safety Administration's designation as a public health agency to alleviate HIPAA concerns	
• Empower the State's Traffic Records Coordinator to serve as the State Traffic Records Coordinating Committee (STRCC) facilitator and engage STRCC membership to rotate through the co-chair positions in one- to two-year terms. Engaging STRCC partners as co-chairs will provide fresh perspectives to the State's traffic records projects and activities	
• Engage the University of Iowa's Crash Outcome Data Evaluation System (CODES) team to develop small scale projects to demonstrate the use of available traffic records data to supplement the information provided by the Traffic and Criminal Software (TraCS) system	
• Ensure regular snapshots of the driver record data are maintained for use in retrospective studies and other research efforts. Ensuring expunged records are preserved for highway safety studies will reduce bias and strengthen any evaluation efforts	

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Iowa
Matching Rate: 20%
P&A Matching Rate: 50%

VOU Match Review

2023-FINAL

Posted: 01/16/2024

Report Date: 01/17/2024

Program Area	Project	Federal Amount	State Match	State Match Percentage	Share to Local	Share to Local Percentage
NHTSA						
FAST Act NHTSA 402						
Planning and Administration						
	PA-2023-00-00-01	$134,064.36	$134,064.37	50.00%	$.00	.00%
	Planning and Administration Total	**$134,064.36**	**$134,064.37**	**50.00%**	**$.00**	**.00%**
Alcohol						
	AL-2023-00-00-02	$160,319.12	$.00	.00%	$.00	.00%
	Alcohol Total	**$160,319.12**	**$.00**	**.00%**	**$.00**	**.00%**
Occupant Protection						
	OP-2023-00-00-04	$14,764.97	$.00	.00%	$.00	.00%
	OP-2023-00-00-02	$220,547.33	$.00	.00%	$.00	.00%
	Occupant Protection Total	**$235,312.30**	**$.00**	**.00%**	**$.00**	**.00%**
Pedestrian/Bicycle Safety						
	PS-2023-01-00-00	$10,780.55	$.00	.00%	$10,780.55	100.00%
	PS-2023-00-01-00	$778.26	$.00	.00%	$778.26	100.00%
	PS-2023-00-06-00	$122.41	$.00	.00%	$122.41	100.00%
	Pedestrian/Bicycle Safety Total	**$11,681.22**	**$.00**	**.00%**	**$11,681.22**	**100.00%**
Police Traffic Services						
	PT-2023-99-20-00	$8,059.00	$.00	.00%	$8,059.00	100.00%
	PT-2023-99-30-00	$12,369.13	$.00	.00%	$12,369.13	100.00%
	PT-2023-99-40-00	$1,139.05	$.00	.00%	$1,139.05	100.00%
	PT-2023-99-50-00	$1,394.62	$.00	.00%	$1,394.62	100.00%
	PT-2023-99-60-00	$2,023.80	$.00	.00%	$2,023.80	100.00%
	PT-2023-00-00-06	$220,981.39	$.00	.00%	$220,981.39	100.00%
	PT-2023-00-00-91	$3,772.96	$.00	.00%	$3,772.96	100.00%
	PT-2023-00-00-92	$450.14	$.00	.00%	$450.14	100.00%
	PT-2023-00-00-94	$2,695.00	$.00	.00%	$2,695.00	100.00%
	PT-2023-00-00-95	$4,883.65	$.00	.00%	$4,883.65	100.00%
	PT-2023-00-00-96	$2,010.07	$.00	.00%	$2,010.07	100.00%
	PT-2023-00-01-00	$6,000.00	$.00	.00%	$6,000.00	100.00%
	PT-2023-00-02-00	$4,432.43	$.00	.00%	$4,432.43	100.00%
	PT-2023-00-03-00	$6,533.20	$.00	.00%	$6,533.20	100.00%
	PT-2023-00-07-00	$709.81	$.00	.00%	$709.81	100.00%
	PT-2023-01-00-00	$5,242.98	$.00	.00%	$4,942.98	94.28%
	PT-2023-02-00-00	$10,660.95	$.00	.00%	$10,660.95	100.00%

ATTACHMENT B

PT-2023-03-00-00	$16,792.78	$.00	.00%	$16,792.78	100.00%
PT-2023-05-00-00	$13,675.24	$.00	.00%	$13,675.24	100.00%
PT-2023-06-00-00	$2,952.38	$.00	.00%	$2,952.38	100.00%
PT-2023-08-00-00	$4,567.71	$.00	.00%	$4,567.71	100.00%
PT-2023-09-00-00	$2,387.52	$.00	.00%	$2,387.52	100.00%
PT-2023-10-00-00	$10,462.50	$.00	.00%	$10,462.50	100.00%
PT-2023-11-00-00	$1,567.86	$.00	.00%	$1,567.86	100.00%
PT-2023-12-00-00	$1,254.39	$.00	.00%	$1,254.39	100.00%
PT-2023-13-00-00	$437.40	$.00	.00%	$437.40	100.00%
PT-2023-14-00-00	$1,655.70	$.00	.00%	$1,655.70	100.00%
PT-2023-15-00-00	$6,196.38	$.00	.00%	$6,196.38	100.00%
PT-2023-73-00-00	$13,451.78	$.00	.00%	$13,451.78	100.00%
PT-2023-76-00-00	$14,262.42	$.00	.00%	$14,262.42	100.00%
PT-2023-77-00-00	$20,157.55	$.00	.00%	$20,157.55	100.00%
PT-2023-78-00-00	$8,836.43	$.00	.00%	$8,836.43	100.00%
PT-2023-79-00-00	$9,796.01	$.00	.00%	$9,796.01	100.00%
PT-2023-81-00-00	$816.19	$.00	.00%	$816.19	100.00%
PT-2023-82-00-00	$402.18	$.00	.00%	$402.18	100.00%
PT-2023-83-00-00	$15,773.95	$.00	.00%	$15,773.95	100.00%
PT-2023-84-00-00	$299.88	$.00	.00%	$299.88	100.00%
PT-2023-85-00-00	$3,244.23	$.00	.00%	$3,244.23	100.00%
PT-2023-86-00-00	$1,314.15	$.00	.00%	$1,314.15	100.00%
PT-2023-87-00-00	$23,691.85	$.00	.00%	$23,691.85	100.00%
PT-2023-88-00-00	$3,406.14	$.00	.00%	$3,406.14	100.00%
PT-2023-89-00-00	$5,286.33	$.00	.00%	$5,286.33	100.00%
PT-2023-90-00-00	$6,308.83	$.00	.00%	$6,308.83	100.00%
PT-2023-92-00-00	$1,484.03	$.00	.00%	$1,484.03	100.00%
PT-2023-92-30-00	$2,103.57	$.00	.00%	$2,103.57	100.00%
PT-2023-92-40-00	$1,328.20	$.00	.00%	$1,328.20	100.00%
PT-2023-92-50-00	$477.72	$.00	.00%	$477.72	100.00%
PT-2023-92-60-00	$3,607.69	$.00	.00%	$3,607.69	100.00%
PT-2023-92-80-00	$7,712.92	$.00	.00%	$7,712.92	100.00%
PT-2023-92-90-00	$1,856.22	$.00	.00%	$1,856.22	100.00%
PT-2023-93-20-00	$4,042.33	$.00	.00%	$4,042.33	100.00%
PT-2023-93-40-00	$1,178.94	$.00	.00%	$1,178.94	100.00%
PT-2023-93-50-00	$255.00	$.00	.00%	$255.00	100.00%
PT-2023-93-60-00	$6,725.92	$.00	.00%	$6,725.92	100.00%
PT-2023-93-90-00	$648.00	$.00	.00%	$648.00	100.00%
PT-2023-94-00-00	$3,000.00	$.00	.00%	$3,000.00	100.00%
PT-2023-94-10-00	$390.37	$.00	.00%	$390.37	100.00%
PT-2023-94-30-00	$1,629.96	$.00	.00%	$1,629.96	100.00%
PT-2023-94-50-00	$2,437.53	$.00	.00%	$2,437.53	100.00%
PT-2023-94-80-00	$3,933.42	$.00	.00%	$3,933.42	100.00%
PT-2023-94-90-00	$4,040.00	$.00	.00%	$4,040.00	100.00%
PT-2023-95-00-00	$187.15	$.00	.00%	$187.15	100.00%
PT-2023-95-20-00	$1,895.50	$.00	.00%	$1,895.50	100.00%

PT-2023-95-30-00	$1,148.41	$.00	.00%	$1,148.41	100.00%
PT-2023-95-40-00	$559.18	$.00	.00%	$559.18	100.00%
PT-2023-95-60-00	$2,326.26	$.00	.00%	$2,326.26	100.00%
PT-2023-95-80-00	$5,868.88	$.00	.00%	$5,868.88	100.00%
PT-2023-95-90-00	$1,853.85	$.00	.00%	$1,853.85	100.00%
PT-2023-96-00-00	$5,248.41	$.00	.00%	$5,248.41	100.00%
PT-2023-96-10-00	$5,799.68	$.00	.00%	$5,799.68	100.00%
PT-2023-96-20-00	$32,186.45	$.00	.00%	$.00	.00%
PT-2023-96-30-00	$6,817.75	$.00	.00%	$.00	.00%
PT-2023-96-50-00	$10,010.27	$.00	.00%	$10,010.27	100.00%
PT-2023-96-60-00	$1,202.25	$.00	.00%	$1,202.25	100.00%
PT-2023-96-70-00	$289.08	$.00	.00%	$289.08	100.00%
PT-2023-96-80-00	$3,613.00	$.00	.00%	$3,613.00	100.00%
PT-2023-00-00-01	$33,255.19	$.00	.00%	$.00	.00%
PT-2023-00-00-02	$263,619.99	$.00	.00%	$.00	.00%
PT-2023-00-00-03	$8,245.86	$.00	.00%	$.00	.00%
PT-2023-00-00-04	$3,780.00	$.00	.00%	$.00	.00%
PT-2023-96-90-00	$69.24	$.00	.00%	$69.24	100.00%
PT-2023-97-10-00	$305.24	$.00	.00%	$305.24	100.00%
PT-2023-97-20-00	$90.00	$.00	.00%	$90.00	100.00%
PT-2023-97-30-00	$644.96	$.00	.00%	$644.96	100.00%
PT-2023-97-40-00	$250.32	$.00	.00%	$250.32	100.00%
PT-2023-97-70-00	$857.72	$.00	.00%	$857.72	100.00%
PT-2023-97-80-00	$3,681.22	$.00	.00%	$3,681.22	100.00%
PT-2023-98-00-00	$2,829.84	$.00	.00%	$2,829.84	100.00%
PT-2023-98-20-00	$1,800.00	$.00	.00%	$1,800.00	100.00%
PT-2023-98-40-00	$1,777.50	$.00	.00%	$1,777.50	100.00%
PT-2023-98-60-00	$4,022.13	$.00	.00%	$4,022.13	100.00%
PT-2023-98-70-00	$991.96	$.00	.00%	$991.96	100.00%
PT-2023-16-00-00	$769.40	$.00	.00%	$769.40	100.00%
PT-2023-17-00-00	$1,235.28	$.00	.00%	$1,235.28	100.00%
PT-2023-18-00-00	$141.21	$.00	.00%	$141.21	100.00%
PT-2023-19-00-00	$10,648.19	$.00	.00%	$9,648.19	90.61%
PT-2023-20-00-00	$10,002.59	$.00	.00%	$10,002.59	100.00%
PT-2023-21-00-00	$6,916.01	$.00	.00%	$6,916.01	100.00%
PT-2023-22-00-00	$4,100.96	$.00	.00%	$4,100.96	100.00%
PT-2023-23-00-00	$63,965.00	$.00	.00%	$63,965.00	100.00%
PT-2023-24-00-00	$1,011.78	$.00	.00%	$1,011.78	100.00%
PT-2023-25-00-00	$12,431.90	$.00	.00%	$12,431.90	100.00%
PT-2023-26-00-00	$5,632.40	$.00	.00%	$5,632.40	100.00%
PT-2023-27-00-00	$1,140.97	$.00	.00%	$1,140.97	100.00%
PT-2023-28-00-00	$1,620.00	$.00	.00%	$1,620.00	100.00%
PT-2023-29-00-00	$3,525.82	$.00	.00%	$3,525.82	100.00%
PT-2023-30-00-00	$738.48	$.00	.00%	$738.48	100.00%
PT-2023-31-00-00	$10,165.58	$.00	.00%	$10,165.58	100.00%
PT-2023-32-00-00	$433.70	$.00	.00%	$433.70	100.00%

	PT-2023-34-00-00	$7,609.97	$.00	.00%	$7,609.97	100.00%
	PT-2023-35-00-00	$1,462.36	$.00	.00%	$1,462.36	100.00%
	PT-2023-36-00-00	$1,662.98	$.00	.00%	$1,662.98	100.00%
	PT-2023-37-00-00	$10,891.53	$.00	.00%	$10,891.53	100.00%
	PT-2023-38-00-00	$141,140.68	$.00	.00%	$.00	.00%
	PT-2023-39-00-00	$7,120.02	$.00	.00%	$.00	.00%
	PT-2023-40-00-00	$770.75	$.00	.00%	$.00	.00%
	PT-2023-41-00-00	$3,022.09	$.00	.00%	$3,022.09	100.00%
	PT-2023-42-00-00	$729.89	$.00	.00%	$729.89	100.00%
	PT-2023-43-00-00	$7,586.90	$.00	.00%	$7,586.90	100.00%
	PT-2023-44-00-00	$5,639.57	$.00	.00%	$2,639.57	46.80%
	PT-2023-45-00-00	$244.30	$.00	.00%	$244.30	100.00%
	PT-2023-46-00-00	$5,982.03	$.00	.00%	$5,982.03	100.00%
	PT-2023-47-00-00	$775.76	$.00	.00%	$775.76	100.00%
	PT-2023-48-00-00	$1,629.09	$.00	.00%	$1,629.09	100.00%
	PT-2023-49-00-00	$517.03	$.00	.00%	$517.03	100.00%
	PT-2023-50-00-00	$5,298.88	$.00	.00%	$5,298.88	100.00%
	PT-2023-52-00-00	$378.54	$.00	.00%	$378.54	100.00%
	PT-2023-53-00-00	$2,861.98	$.00	.00%	$2,861.98	100.00%
	PT-2023-54-00-00	$765.72	$.00	.00%	$765.72	100.00%
	PT-2023-55-00-00	$3,719.01	$.00	.00%	$3,719.01	100.00%
	PT-2023-56-00-00	$4,736.00	$.00	.00%	$4,736.00	100.00%
	PT-2023-57-00-00	$2,304.78	$.00	.00%	$2,304.78	100.00%
	PT-2023-59-00-00	$1,269.78	$.00	.00%	$1,269.78	100.00%
	PT-2023-60-00-00	$5,242.41	$.00	.00%	$5,242.41	100.00%
	PT-2023-61-00-00	$10,389.30	$.00	.00%	$10,389.30	100.00%
	PT-2023-62-00-00	$1,366.35	$.00	.00%	$1,366.35	100.00%
	PT-2023-63-00-00	$929.95	$.00	.00%	$929.95	100.00%
	PT-2023-64-00-00	$495.53	$.00	.00%	$495.53	100.00%
	PT-2023-65-00-00	$1,147.88	$.00	.00%	$1,147.88	100.00%
	PT-2023-66-00-00	$3,378.16	$.00	.00%	$3,378.16	100.00%
	PT-2023-67-00-00	$2,722.60	$.00	.00%	$2,722.60	100.00%
	PT-2023-69-00-00	$374.76	$.00	.00%	$374.76	100.00%
	PT-2023-70-00-00	$2,979.57	$.00	.00%	$2,979.57	100.00%
	PT-2023-71-00-00	$2,460.86	$.00	.00%	$2,460.86	100.00%
	PT-2023-72-00-00	$1,777.77	$.00	.00%	$1,777.77	100.00%
	Police Traffic Services Total	**$1,320,299.12**	**$.00**	**.00%**	**$819,062.43**	**62.04%**
Roadway Safety						
	RS-2023-01-00-00	$41,529.69	$.00	.00%	$.00	.00%
	RS-2023-02-00-00	$22,395.07	$.00	.00%	$.00	.00%
	Roadway Safety Total	**$63,924.76**	**$.00**	**.00%**	**$.00**	**.00%**
Child Restraint						
	CR-2023-00-00-01	$2,300.00	$.00	.00%	$.00	.00%
	Child Restraint Total	**$2,300.00**	**$.00**	**.00%**	**$.00**	**.00%**
Teen Safety Program						
	TSP-2023-01-00-00	$65,440.45	$.00	.00%	$.00	.00%

TSP-2023-02-00-00	$1,549.38	$.00	.00%	$1,549.38	100.00%
Teen Safety Program Total	**$66,989.83**	**$.00**	**.00%**	**$1,549.38**	**2.31%**
NHTSA 402 Match					
MATCH-2023-00-00-07	$.00	$2,325,792.00	100.00%	$.00	.00%
NHTSA 402 Match Total	**$.00**	**$2,325,792.00**	**100.00%**	**$.00**	**.00%**
FAST Act NHTSA 402 Total	***$1,994,890.71***	***$2,459,856.37***	***55.22%***	***$832,293.03***	***41.72%***
FAST Act 405b OP High					
405b High HVE					
M1HVE-2023-01-00-00	$12,609.65	$.00	.00%	$.00	.00%
M1HVE-2023-00-00-01	$259,509.58	$.00	.00%	$.00	.00%
405b High HVE Total	**$272,119.23**	**$.00**	**.00%**	**$.00**	**.00%**
405b High Public Education					
M1PE-2023-06-00-00	$105.12	$.00	.00%	$105.12	100.00%
405b High Public Education Total	**$105.12**	**$.00**	**.00%**	**$105.12**	**100.00%**
405b High Community CPS Services					
M1CPS-2023-01-00-00	$37,188.90	$.00	.00%	$.00	.00%
M1CPS-2023-02-00-00	$47.14	$.00	.00%	$47.14	100.00%
405b High Community CPS Services Total	**$37,236.04**	**$.00**	**.00%**	**$47.14**	**.13%**
405b High Traffic Records					
M1*TR-2023-01-00-00	$1,206.51	$.00	.00%	$.00	.00%
405b High Traffic Records Total	**$1,206.51**	**$.00**	**.00%**	**$.00**	**.00%**
405b High Child Restraint					
M1*CR-2023-01-00-00	$16,345.56	$.00	.00%	$.00	.00%
405b High Child Restraint Total	**$16,345.56**	**$.00**	**.00%**	**$.00**	**.00%**
FAST Act 405b OP High Total	***$327,012.46***	***$.00***	***.00%***	***$152.26***	***.05%***
FAST Act 405c Data Program					
405c Data Program					
M3DA-2023-00-00-01	$65,810.62	$.00	.00%	$.00	.00%
M3DA-2023-03-00-00	$5,626.44	$.00	.00%	$.00	.00%
M3DA-2023-04-00-00	$48,204.95	$.00	.00%	$.00	.00%
M3DA-2023-05-00-00	$24,303.03	$.00	.00%	$.00	.00%
M3DA-2023-06-00-00	$2,893.41	$.00	.00%	$.00	.00%
M3DA-2023-08-00-00	$4,449.43	$.00	.00%	$.00	.00%
M3DA-2023-07-00-00	$91,178.87	$.00	.00%	$.00	.00%
405c Data Program Total	**$242,466.75**	**$.00**	**.00%**	**$.00**	**.00%**
FAST Act 405c Data Program Total	***$242,466.75***	***$.00***	***.00%***	***$.00***	***.00%***
FAST Act 405d Impaired Driving Low					
405d Low Other Based on Problem ID					
M6OT-2023-00-00-01	$1,547,060.99	$.00	.00%	$1,211,451.68	78.31%
M6OT-2023-00-00-02	$83,236.67	$.00	.00%	$.00	.00%
M6OT-2023-00-00-03	$773.03	$.00	.00%	$.00	.00%
M6OT-2023-00-00-06	$162,420.30	$.00	.00%	$.00	.00%
M6OT-2023-00-00-07	$35,909.47	$.00	.00%	$.00	.00%
M6OT-2023-00-01-00	$1,523.22	$.00	.00%	$1,523.22	100.00%
M6OT-2023-00-02-00	$7,344.03	$.00	.00%	$7,344.03	100.00%

M6OT-2023-00-03-00	$6,326.29	$.00	.00%	$6,326.29	100.00%
M6OT-2023-00-05-00	$15,774.61	$.00	.00%	$15,774.61	100.00%
M6OT-2023-00-06-00	$227.34	$.00	.00%	$227.34	100.00%
M6OT-2023-00-10-00	$8,350.00	$.00	.00%	$8,350.00	100.00%
M6OT-2023-00-11-00	$2,168.18	$.00	.00%	$2,168.18	100.00%
M6OT-2023-00-12-00	$1,137.40	$.00	.00%	$1,137.40	100.00%
M6OT-2023-00-13-00	$378.00	$.00	.00%	$378.00	100.00%
M6OT-2023-00-14-00	$376.89	$.00	.00%	$376.89	100.00%
M6OT-2023-00-15-00	$1,524.21	$.00	.00%	$1,524.21	100.00%
M6OT-2023-00-16-00	$1,195.40	$.00	.00%	$1,195.40	100.00%
M6OT-2023-00-17-00	$1,518.68	$.00	.00%	$1,518.68	100.00%
M6OT-2023-00-18-00	$1,701.83	$.00	.00%	$1,701.83	100.00%
M6OT-2023-00-19-00	$3,942.96	$.00	.00%	$3,942.96	100.00%
M6OT-2023-00-20-00	$1,174.26	$.00	.00%	$1,174.26	100.00%
M6OT-2023-00-21-00	$3,569.60	$.00	.00%	$3,569.60	100.00%
M6OT-2023-00-22-00	$4,829.67	$.00	.00%	$4,829.67	100.00%
M6OT-2023-00-23-00	$8,497.40	$.00	.00%	$8,497.40	100.00%
M6OT-2023-00-24-00	$338.94	$.00	.00%	$338.94	100.00%
M6OT-2023-00-25-00	$2,655.13	$.00	.00%	$2,655.13	100.00%
M6OT-2023-00-26-00	$486.35	$.00	.00%	$486.35	100.00%
M6OT-2023-00-27-00	$788.67	$.00	.00%	$788.67	100.00%
M6OT-2023-00-28-00	$1,890.00	$.00	.00%	$1,890.00	100.00%
M6OT-2023-00-29-00	$77.02	$.00	.00%	$77.02	100.00%
M6OT-2023-00-30-00	$3,440.55	$.00	.00%	$3,440.55	100.00%
M6OT-2023-00-31-00	$3,160.62	$.00	.00%	$3,160.62	100.00%
M6OT-2023-00-32-00	$478.44	$.00	.00%	$478.44	100.00%
M6OT-2023-00-34-00	$3,960.13	$.00	.00%	$3,960.13	100.00%
M6OT-2023-00-35-00	$4,492.15	$.00	.00%	$4,492.15	100.00%
M6OT-2023-00-36-00	$623.47	$.00	.00%	$623.47	100.00%
M6OT-2023-00-37-00	$9,823.59	$.00	.00%	$9,823.59	100.00%
M6OT-2023-00-38-00	$72,786.66	$.00	.00%	$.00	.00%
M6OT-2023-00-39-00	$2,391.25	$.00	.00%	$.00	.00%
M6OT-2023-00-40-00	$227.22	$.00	.00%	$.00	.00%
M6OT-2023-00-41-00	$888.02	$.00	.00%	$888.02	100.00%
M6OT-2023-00-42-00	$1,854.86	$.00	.00%	$1,854.86	100.00%
M6OT-2023-00-43-00	$3,223.45	$.00	.00%	$3,223.45	100.00%
M6OT-2023-00-44-00	$1,891.33	$.00	.00%	$1,891.33	100.00%
M6OT-2023-00-45-00	$932.17	$.00	.00%	$932.17	100.00%
M6OT-2023-00-46-00	$8,136.77	$.00	.00%	$8,136.77	100.00%
M6OT-2023-00-47-00	$613.93	$.00	.00%	$613.93	100.00%
M6OT-2023-00-48-00	$361.44	$.00	.00%	$361.44	100.00%
M6OT-2023-00-49-00	$1,044.47	$.00	.00%	$1,044.47	100.00%
M6OT-2023-00-50-00	$2,582.10	$.00	.00%	$2,582.10	100.00%
M6OT-2023-00-52-00	$9,999.68	$.00	.00%	$9,999.68	100.00%
M6OT-2023-00-53-00	$4,778.12	$.00	.00%	$4,778.12	100.00%
M6OT-2023-00-54-00	$623.88	$.00	.00%	$623.88	100.00%

M6OT-2023-00-55-00	$363.59	$.00	.00%	$363.59	100.00%
M6OT-2023-00-56-00	$659.58	$.00	.00%	$659.58	100.00%
M6OT-2023-00-57-00	$445.30	$.00	.00%	$445.30	100.00%
M6OT-2023-00-58-00	$235.15	$.00	.00%	$235.15	100.00%
M6OT-2023-00-59-00	$2,555.70	$.00	.00%	$2,555.70	100.00%
M6OT-2023-00-60-00	$7,306.17	$.00	.00%	$7,306.17	100.00%
M6OT-2023-00-61-00	$2,799.55	$.00	.00%	$2,799.55	100.00%
M6OT-2023-00-62-00	$1,887.68	$.00	.00%	$1,887.68	100.00%
M6OT-2023-00-63-00	$2,646.17	$.00	.00%	$2,646.17	100.00%
M6OT-2023-00-64-00	$449.40	$.00	.00%	$449.40	100.00%
M6OT-2023-00-65-00	$2,396.72	$.00	.00%	$2,396.72	100.00%
M6OT-2023-00-66-00	$913.82	$.00	.00%	$913.82	100.00%
M6OT-2023-00-67-00	$2,346.55	$.00	.00%	$2,346.55	100.00%
M6OT-2023-00-68-00	$368.48	$.00	.00%	$368.48	100.00%
M6OT-2023-00-69-00	$245.98	$.00	.00%	$245.98	100.00%
M6OT-2023-00-70-00	$834.40	$.00	.00%	$834.40	100.00%
M6OT-2023-00-72-00	$1,110.98	$.00	.00%	$1,110.98	100.00%
M6OT-2023-00-73-00	$1,776.87	$.00	.00%	$1,776.87	100.00%
M6OT-2023-00-74-00	$983.80	$.00	.00%	$983.80	100.00%
M6OT-2023-00-76-00	$11,664.13	$.00	.00%	$11,664.13	100.00%
M6OT-2023-00-77-00	$18,975.72	$.00	.00%	$18,975.72	100.00%
M6OT-2023-00-78-00	$5,544.22	$.00	.00%	$5,544.22	100.00%
M6OT-2023-00-79-00	$4,198.45	$.00	.00%	$4,198.45	100.00%
M6OT-2023-00-80-00	$1,368.24	$.00	.00%	$1,368.24	100.00%
M6OT-2023-00-81-00	$366.39	$.00	.00%	$366.39	100.00%
M6OT-2023-00-82-00	$631.12	$.00	.00%	$631.12	100.00%
M6OT-2023-00-83-00	$11,468.56	$.00	.00%	$11,468.56	100.00%
M6OT-2023-00-85-00	$351.84	$.00	.00%	$351.84	100.00%
M6OT-2023-00-86-00	$2,326.50	$.00	.00%	$2,326.50	100.00%
M6OT-2023-00-87-00	$3,792.97	$.00	.00%	$3,792.97	100.00%
M6OT-2023-00-88-00	$242.85	$.00	.00%	$242.85	100.00%
M6OT-2023-00-89-00	$6,166.09	$.00	.00%	$6,166.09	100.00%
M6OT-2023-00-90-00	$5,000.44	$.00	.00%	$5,000.44	100.00%
M6OT-2023-00-91-00	$864.09	$.00	.00%	$864.09	100.00%
M6OT-2023-00-92-00	$2,093.62	$.00	.00%	$2,093.62	100.00%
M6OT-2023-00-95-00	$1,239.09	$.00	.00%	$1,239.09	100.00%
M6OT-2023-00-96-00	$900.08	$.00	.00%	$900.08	100.00%
405d Low Other Based on Problem ID Total	**$2,153,031.13**	**$.00**	**.00%**	**$1,459,677.22**	**67.80%**
405d Impaired Driving Low					
M6X-2023-02-00-00	$49,538.76	$.00	.00%	$.00	.00%
405d Impaired Driving Low Total	**$49,538.76**	**$.00**	**.00%**	**$.00**	**.00%**
405d Low Paid/Earned Media					
FDLPEM-2023-01-00-00	$50,673.74	$.00	.00%	$.00	.00%
405d Low Paid/Earned Media Total	**$50,673.74**	**$.00**	**.00%**	**$.00**	**.00%**
405d Low Information System					
FDLIS-2023-01-00-00	$96,495.28	$.00	.00%	$.00	.00%

405d Low Information System Total	**$96,495.28**	**$.00**	**.00%**	**$.00**	**.00%**
405d Low Police Traffic Services					
FDL*PT-2023-01-00-00	$99,665.50	$.00	.00%	$.00	.00%
405d Low Police Traffic Services Total	**$99,665.50**	**$.00**	**.00%**	**$.00**	**.00%**
FAST Act 405d Impaired Driving Low Total	***$2,449,404.41***	***$.00***	***.00%***	***$1,459,677.22***	***59.59%***
FAST Act 405f Motorcycle Programs					
405f Motorcyclist Awareness					
M9MA-2023-00-00-01	$32,873.39	$.00	.00%	$.00	.00%
405f Motorcyclist Awareness Total	**$32,873.39**	**$.00**	**.00%**	**$.00**	**.00%**
FAST Act 405f Motorcycle Programs Total	***$32,873.39***	***$.00***	***.00%***	***$.00***	***.00%***
BIL NHTSA 402					
Traffic Enforcement Services					
PT-2023-00-00-01	$924,521.64	$.00	.00%	$450,341.56	48.71%
Traffic Enforcement Services Total	**$924,521.64**	**$.00**	**.00%**	**$450,341.56**	**48.71%**
NHTSA 402 Match					
MATCH-2023-00-00-00	$.00	$2,546,256.00	100.00%	$.00	.00%
NHTSA 402 Match Total	**$.00**	**$2,546,256.00**	**100.00%**	**$.00**	**.00%**
BIL NHTSA 402 Total	***$924,521.64***	***$2,546,256.00***	***73.36%***	***$450,341.56***	***48.71%***
BIL 405b OP High					
405b High HVE					
M1HVE-2023-00-00-01	$425,411.62	$.00	.00%	$.00	.00%
405b High HVE Total	**$425,411.62**	**$.00**	**.00%**	**$.00**	**.00%**
BIL 405b OP High Total	***$425,411.62***	***$.00***	***.00%***	***$.00***	***.00%***
BIL 405c Data Program					
405c Data Program					
M3DA-2023-00-00-01	$306,256.97	$.00	.00%	$.00	.00%
405c Data Program Total	**$306,256.97**	**$.00**	**.00%**	**$.00**	**.00%**
BIL 405c Data Program Total	***$306,256.97***	***$.00***	***.00%***	***$.00***	***.00%***
BIL 405d Impaired Driving Low					
405d Low Other Based on Problem ID					
M6OT-2023-00-00-01	$168,267.59	$.00	.00%	$.00	.00%
405d Low Other Based on Problem ID Total	**$168,267.59**	**$.00**	**.00%**	**$.00**	**.00%**
BIL 405d Impaired Driving Low Total	***$168,267.59***	***$.00***	***.00%***	***$.00***	***.00%***
BIL 405d 24-7 Sobriety					
405d 24-7 Sobriety Uncommitted					
F24X-2023-00-00-01	$11,365.01	$.00	.00%	$.00	.00%
405d 24-7 Sobriety Uncommitted Total	**$11,365.01**	**$.00**	**.00%**	**$.00**	**.00%**
405d 24-7 Paid Advertising					
F24*PM-2023-00-01-00	$24,303.06	$.00	.00%	$.00	.00%
405d 24-7 Paid Advertising Total	**$24,303.06**	**$.00**	**.00%**	**$.00**	**.00%**
BIL 405d 24-7 Sobriety Total	***$35,668.07***	***$.00***	***.00%***	***$.00***	***.00%***
SUPPLEMENTAL BIL NHTSA 402					
Traffic Enforcement Services					
PT-2023-00-00-01	$559,304.09	$.00	.00%	$481,394.74	86.07%
Traffic Enforcement Services Total	**$559,304.09**	**$.00**	**.00%**	**$481,394.74**	**86.07%**

SUPPLEMENTAL BIL NHTSA 402 Total	***$559,304.09***	***$.00***	***.00%***	***$481,394.74***	***86.07%***
SUPPLEMENTAL BIL 405b OP High					
405b High HVE					
M1HVE-2023-00-00-01	$81,740.10	$.00	.00%	$.00	.00%
405b High HVE Total	**$81,740.10**	**$.00**	**.00%**	**$.00**	**.00%**
SUPPLEMENTAL BIL 405b OP High Total	***$81,740.10***	***$.00***	***.00%***	***$.00***	***.00%***
SUPPLEMENTAL BIL 405c Data Program					
405c Data Program					
M3DA-2023-00-00-01	$92,543.95	$.00	.00%	$.00	.00%
405c Data Program Total	**$92,543.95**	**$.00**	**.00%**	**$.00**	**.00%**
SUPPLEMENTAL BIL 405c Data Program Total	***$92,543.95***	***$.00***	***.00%***	***$.00***	***.00%***
SUPPLEMENTAL BIL 405d Impaired Driving Low					
405d Low Other Based on Problem ID					
M6OT-2023-00-00-01	$162,292.91	$.00	.00%	$.00	.00%
405d Low Other Based on Problem ID Total	**$162,292.91**	**$.00**	**.00%**	**$.00**	**.00%**
SUPPLEMENTAL BIL 405d Impaired Driving Low Total	***$162,292.91***	***$.00***	***.00%***	***$.00***	***.00%***
SUPPLEMENTAL BIL 405d 24-7 Sobriety					
405d 24-7 Sobriety Uncommitted					
F24X-2023-00-00-01	$4,888.40	$.00	.00%	$.00	.00%
405d 24-7 Sobriety Uncommitted Total	**$4,888.40**	**$.00**	**.00%**	**$.00**	**.00%**
SUPPLEMENTAL BIL 405d 24-7 Sobriety Total	***$4,888.40***	***$.00***	***.00%***	***$.00***	***.00%***
SUPPLEMENTAL BIL 405f Motorcycle Programs (lowest 25%)					
405f Motorcyclist Awareness (lowest 25%)					
M9MA-2023-00-00-01	$1,773.12	$.00	.00%	$.00	.00%
405f Motorcyclist Awareness (lowest 25%) Total	**$1,773.12**	**$.00**	**.00%**	**$.00**	**.00%**
SUPPLEMENTAL BIL 405f Motorcycle Programs (lowest 25%) Total	***$1,773.12***	***$.00***	***.00%***	***$.00***	***.00%***
NHTSA Total	***$7,809,316.18***	***$5,006,112.37***	***39.06%***	***$3,223,858.81***	***50.71%***
Total	***$7,809,316.18***	***$5,006,112.37***	***39.06%***	***$3,223,858.81***	***50.71%***

Note: Program match includes P&A match. Match calculation formula: (state match / (federal amount + state match)).

VERNON
RESEARCH GROUP

Iowa Governor's Traffic Safety Bureau

Iowa Driver Study

1

Presentation Outline

- Purpose & Methodology
- Overall Results
- Segmentations
  - Gender
  - Urbanity
  - Region
  - Age
- Conclusions & Recommendations

2

Purpose & Methodology

- An online survey was completed to measure and better understand current driver attitudes and behaviors of licensed Iowa drivers.
- The research was designed so that multiple state agencies/departments can utilize the analysis to make decisions regarding priorities, planning, resource allocation, communications, and education.
- A total of 1,439 respondents completed validated surveys between September 13 and September 20, 2023.
- The median time to complete a survey was 6 minutes.
- To encourage truthful responses, participants were advised throughout the survey that their individual responses were not going to be shared with anyone or reported to any government agency.

3

Notes on Viewing the Report

- The question respondents were shown is on the bottom of each slide.
- Questions are not necessarily shown in the order they were asked to respondents but are presented in a way that makes the most sense for the narrative of the data.
- Be sure to pay attention to sample sizes (N or n). *N* is used only when the entire sample's results are shown, while *n* is used when a question was not answered by the entire sample or only a subgroup's results are being shown.
- Scales of the charts will change in relation to the results being shown to help focus on showing any differences.
- Data was weighted to census data for age and gender.

4

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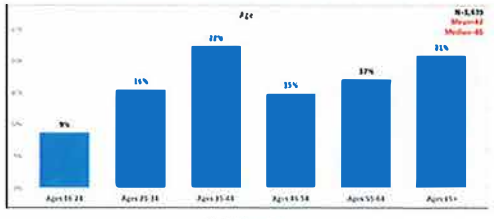
Overall Results

5

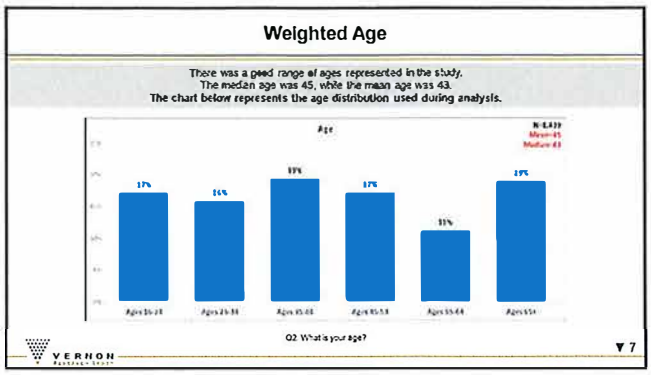
Unweighted Age

There was a good range of ages represented in the study.
The median age was 47, while the mean age was 46.
To create more usable results, age was weighted to census data for analysis.

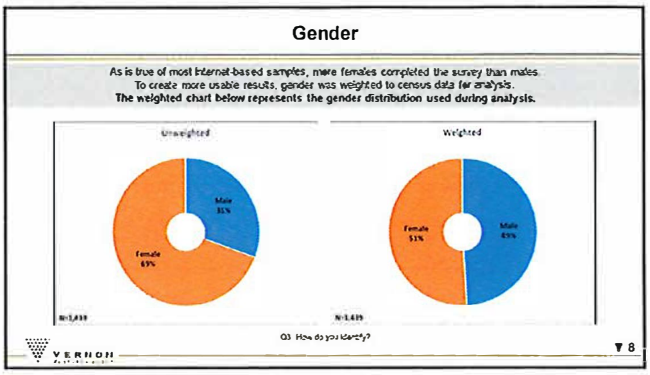


Q2 What is your age?

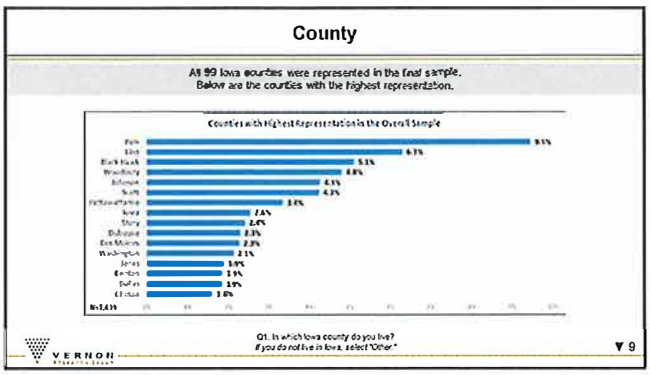
6


Weighted Age
There was a good range of ages represented in the study.
The median age was 45, while the mean age was 43.
The chart below represents the age distribution used during analysis.
Age
Q2 What is your age?
▼ 7

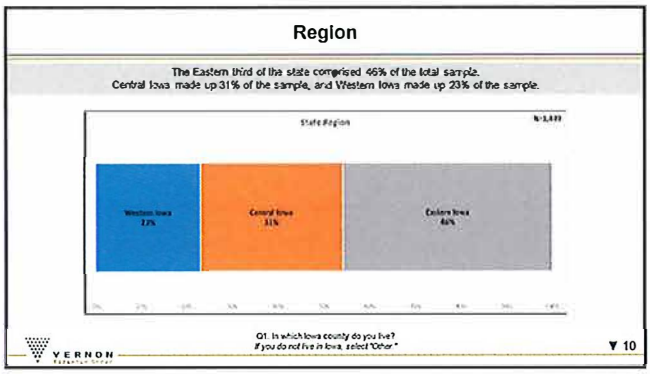
7


Gender
As is true of most Internet-based samples, more females completed the survey than males.
To create more usable results, gender was weighted to census data for analysis.
The weighted chart below represents the gender distribution used during analysis.
Unweighted
Weighted
Male
Female
Q3 How do you identify?
▼ 8

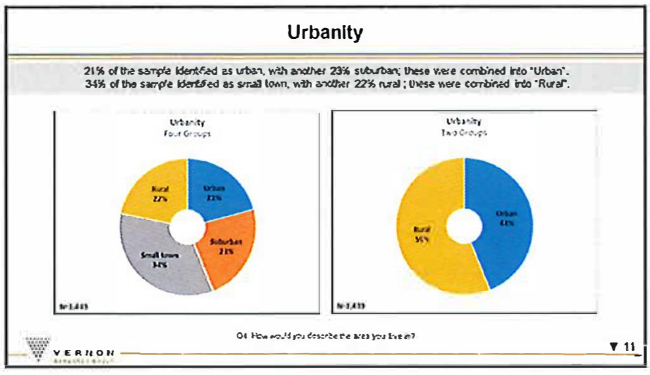
8


County
All 99 Iowa counties were represented in the final sample.
Below are the counties with the highest representation.
Counties with Highest Representation in the Overall Sample
Q1. In which Iowa county do you live?
If you do not live in Iowa, select "Other."
▼ 9

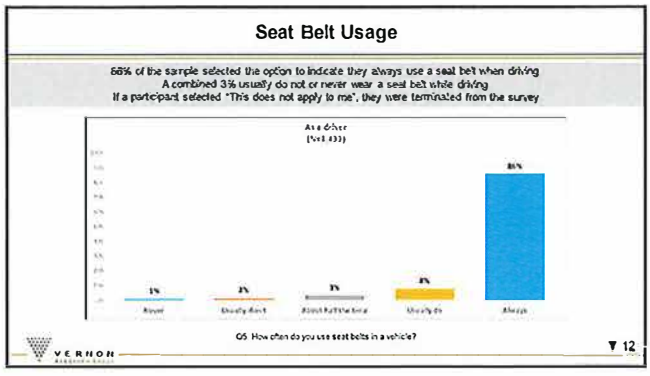
9


Region
The Eastern third of the state comprised 46% of the total sample.
Central Iowa made up 31% of the sample, and Western Iowa made up 23% of the sample.
State Region
Q1. In which Iowa county do you live?
If you do not live in Iowa, select "Other."
▼ 10

10


Urbanity
21% of the sample identified as urban, with another 23% suburban; these were combined into "Urban".
34% of the sample identified as small town, with another 22% rural; these were combined into "Rural".
Urbanity
Four Groups
Urbanity
Two Groups
Q4 How would you describe the area you live in?
▼ 11

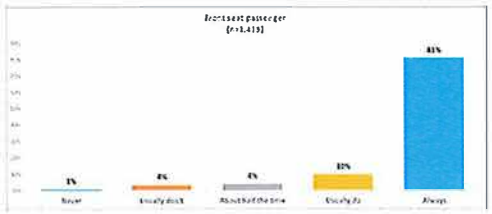
11


Seat Belt Usage
88% of the sample selected the option to indicate they always use a seat belt when driving.
A combined 3% usually do not or never wear a seat belt while driving.
If a participant selected "This does not apply to me", they were terminated from the survey
Q5 How often do you use seat belts in a vehicle?
▼ 12

12

Seat Belt Usage (cont.)

81% of the applicable sample selected the option to indicate they always use a seat belt when a front seat passenger.
A combined 5% do not or never wear a seat belt when a front seat passenger.
Participants were allowed to select "This does not apply to me."



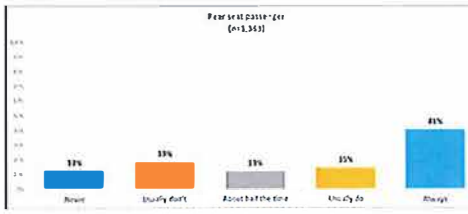
Q5 How often do you use seat belts in a vehicle?

▼ 13

13

Seat Belt Usage (cont.)

41% of the applicable sample selected the option to indicate they always use a seat belt when a back seat passenger.
A combined 32% usually do not or never wear a seat belt when a back seat passenger.
Participants were allowed to select "This does not apply to me."



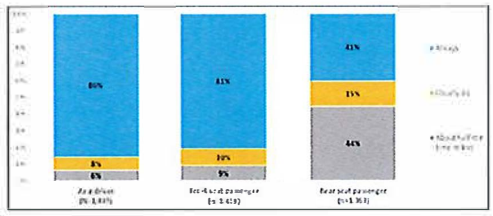
Q5 How often do you use seat belts in a vehicle?

▼ 14

14

Seat Belt Usage Comparison

Seat belt usage as a driver was significantly higher than as a front seat passenger.
Seat belt usage as a front seat driver was significantly higher than as a back seat passenger.



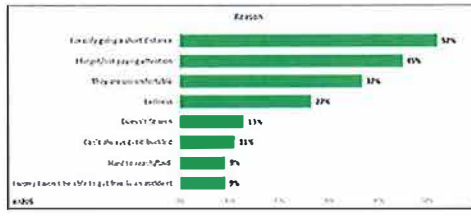
Q5 How often do you use seat belts in a vehicle?

▼ 15

15

Reason for Not Wearing Seat Belts

The most common reasons for not wearing seat belts were going short distances, forgetting/not paying attention, and considering seat belts uncomfortable.



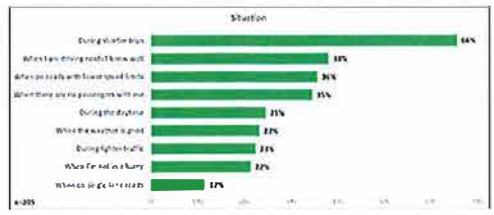
Q6 For what reason(s) do you choose to not always wear a seat belt when driving?
Select all that apply

▼ 16

16

Situations When Wearing a Seat Belt Is Less Likely

The situations when wearing a seat belt was least likely was during shorter trips.
Driving on well-known roads, roads with lower speed limits, and without passengers were all situations selected by more than a third of the applicable sample.



Q7 In what situation(s) are you less likely to choose to wear a seat belt when driving?
Select all that apply

▼ 17

17

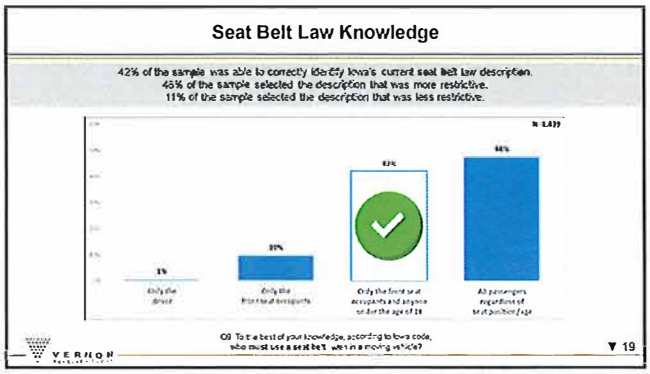
Insistence on Passenger Seat Belt Use

70% of the applicable drivers selected the option to indicate they always insist their passengers use their seat belts.
A combined 10% usually do not or never insist their passengers use their seat belts.
Participants were allowed to select "This does not apply to me."

Q5 When you are driving, how often do you insist that your passengers use their seat belts?

▼ 18

18



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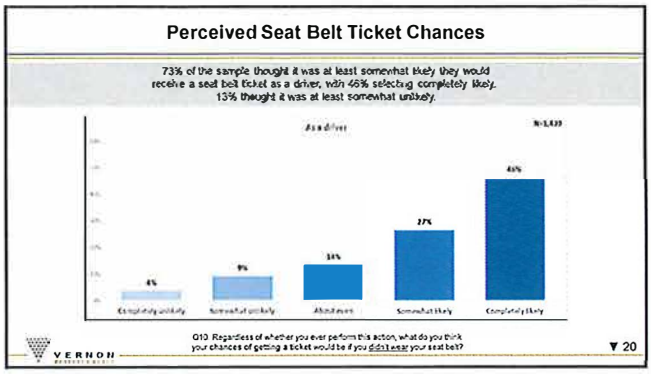

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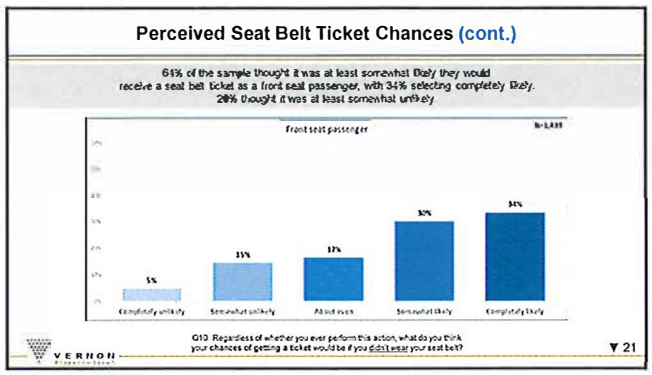

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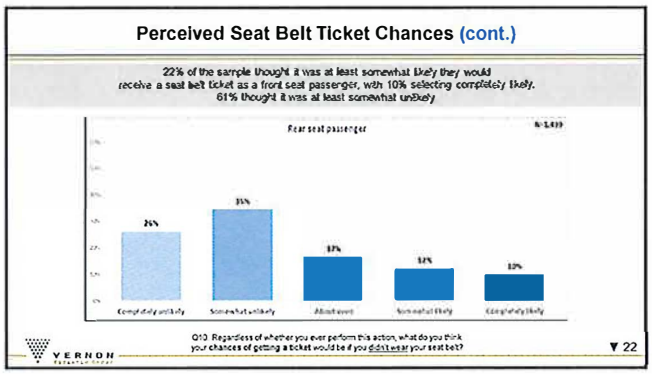

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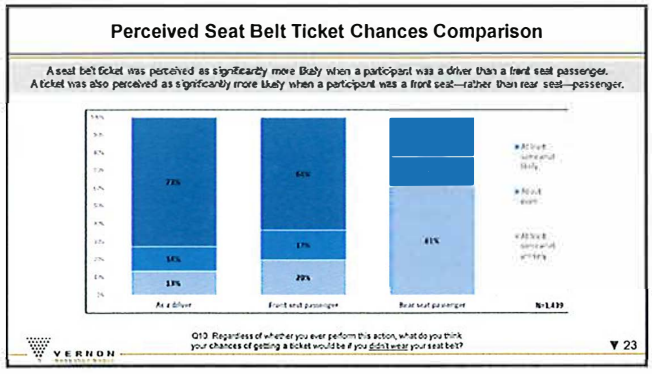

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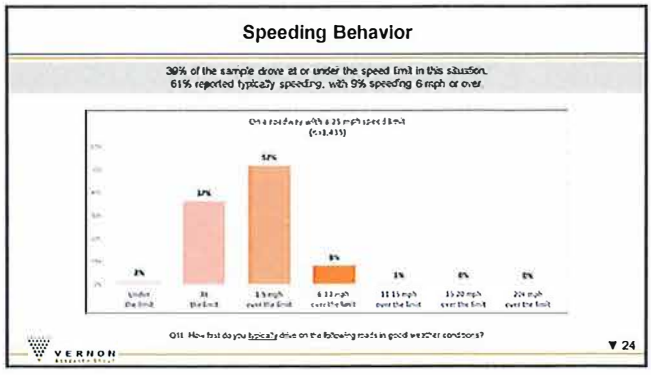

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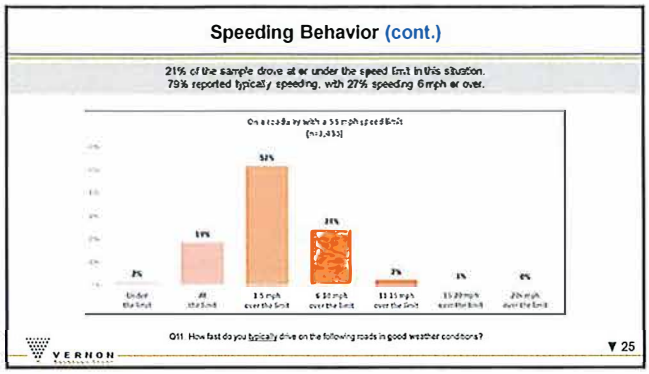

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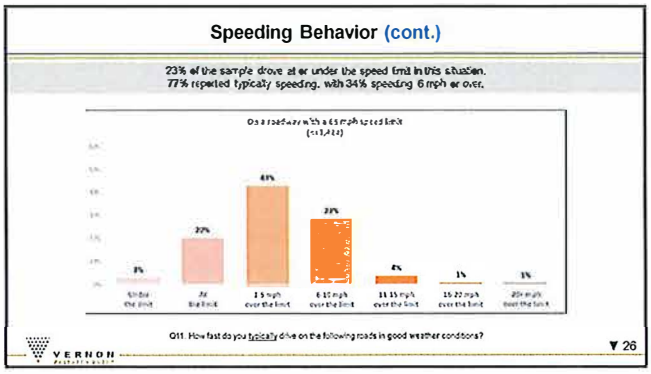

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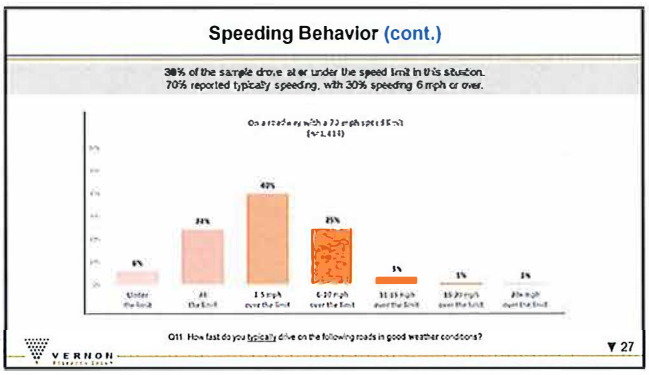

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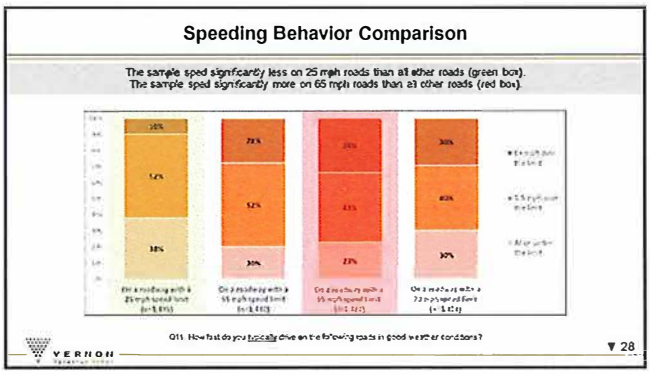

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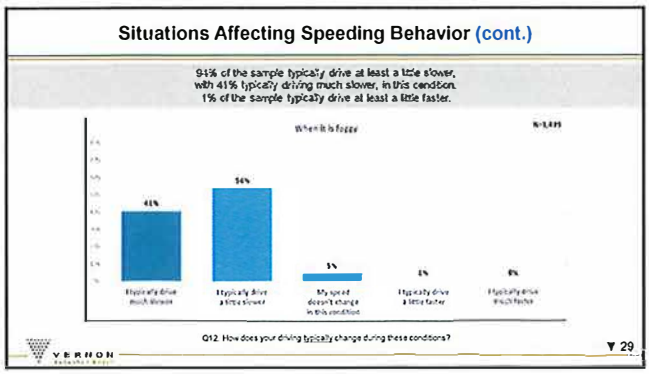

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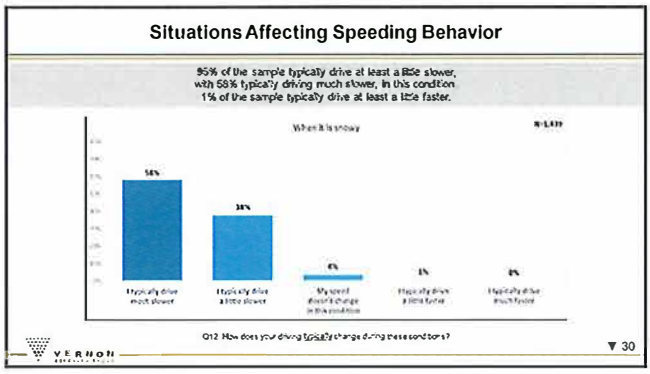

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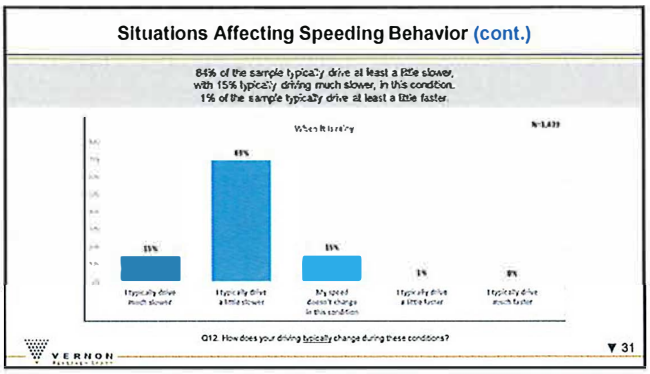

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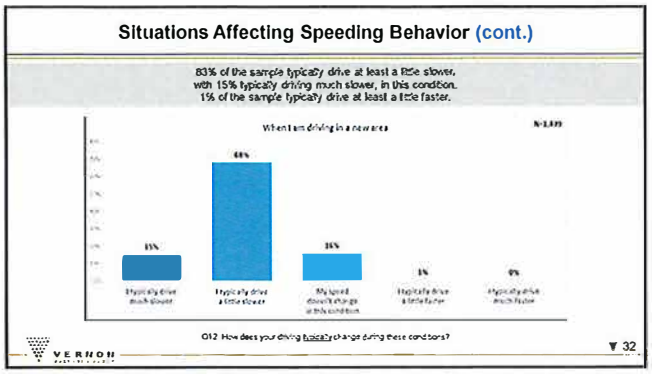

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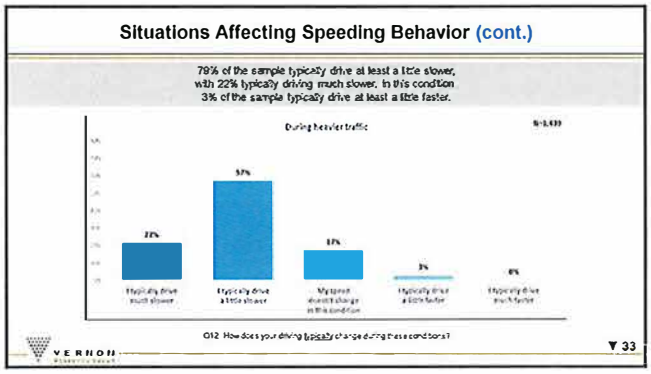

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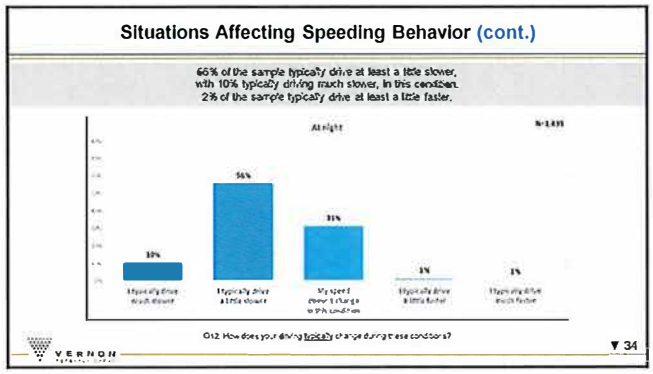

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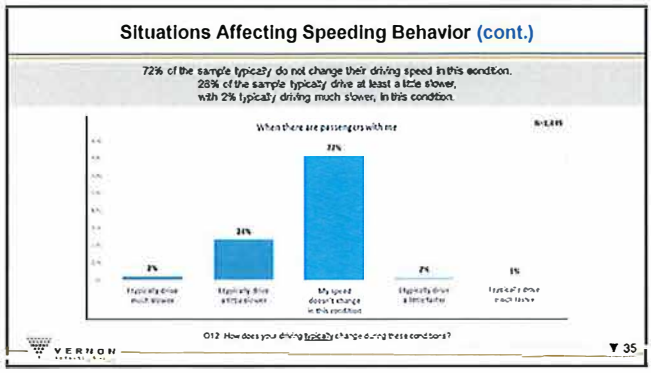

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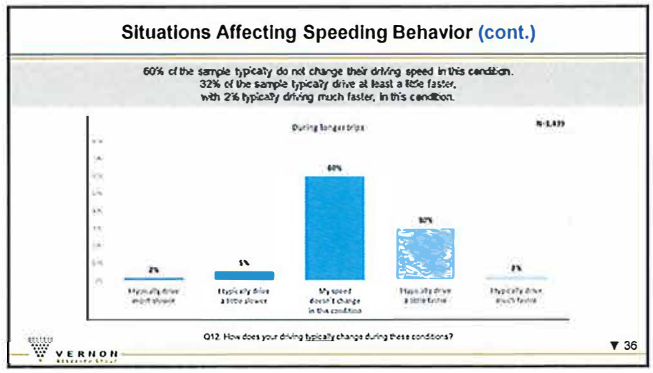

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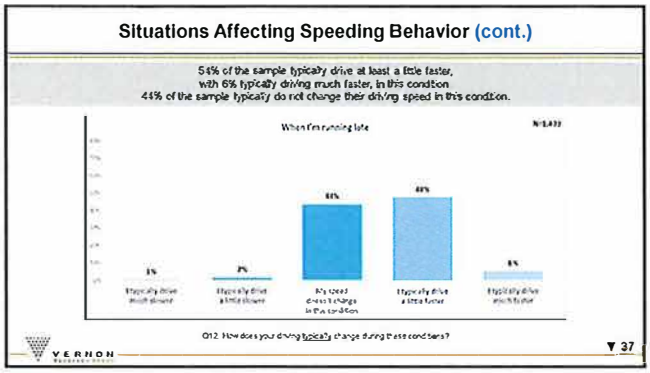

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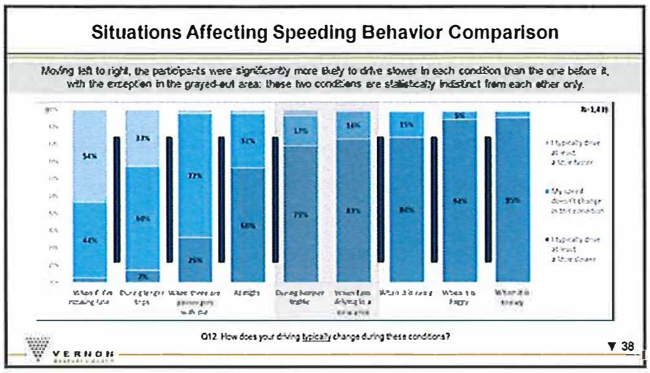

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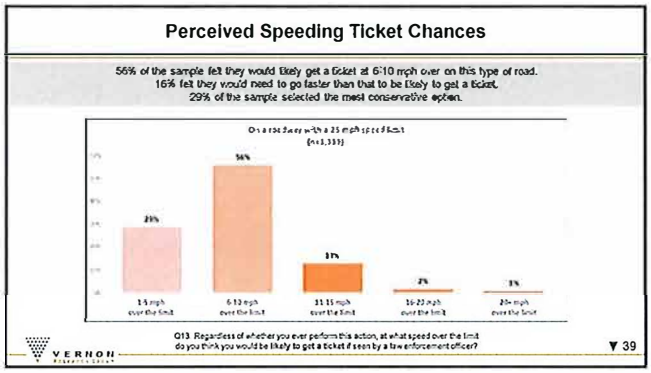

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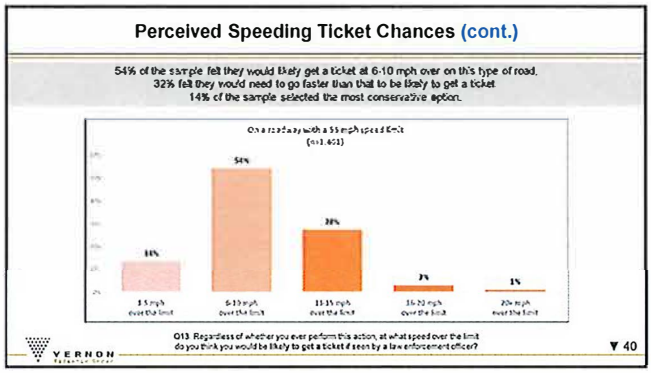

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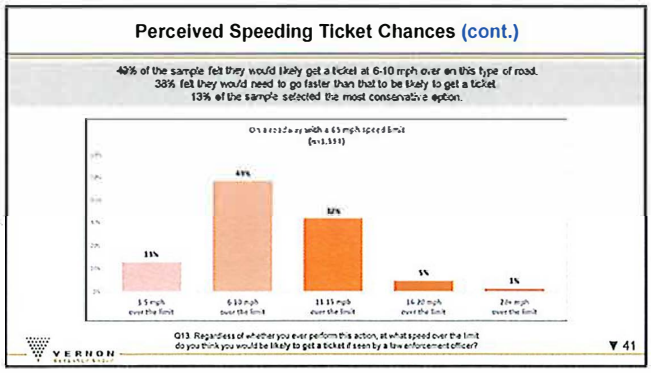

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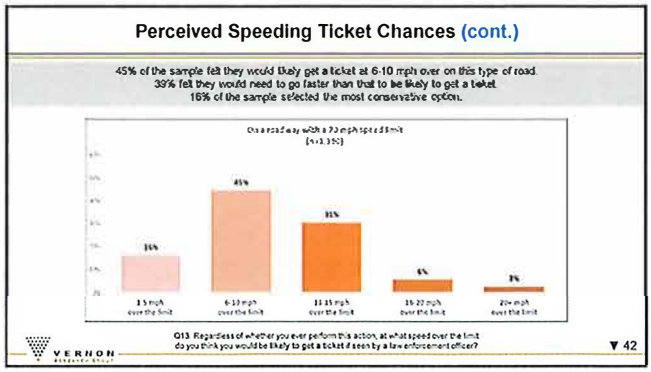

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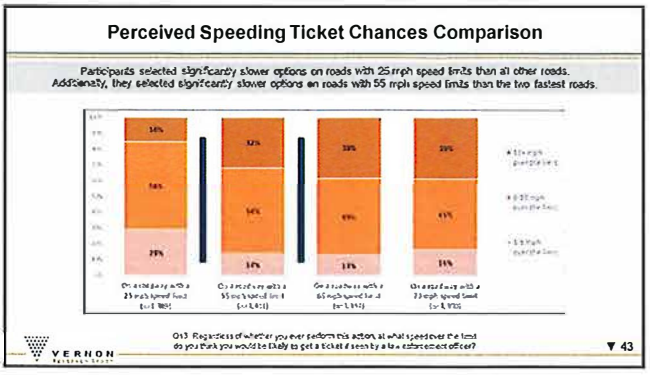

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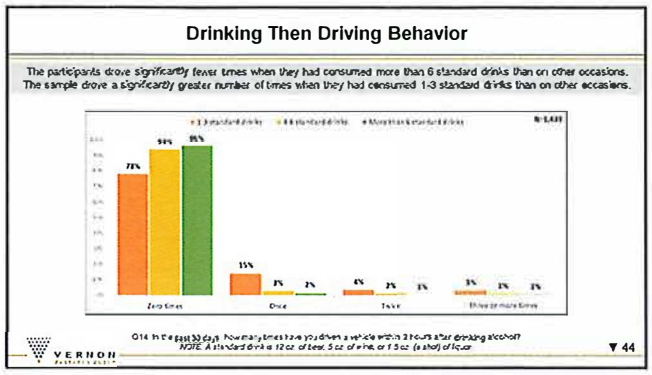

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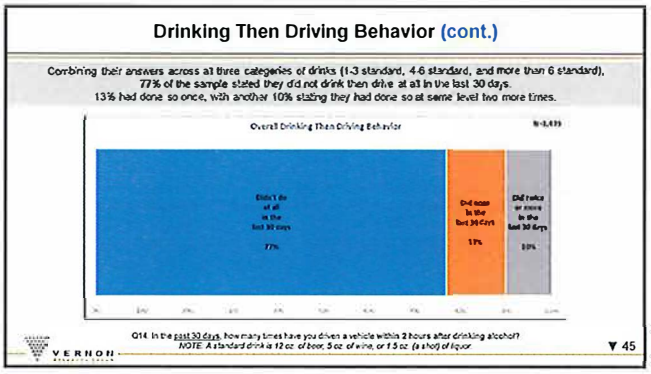

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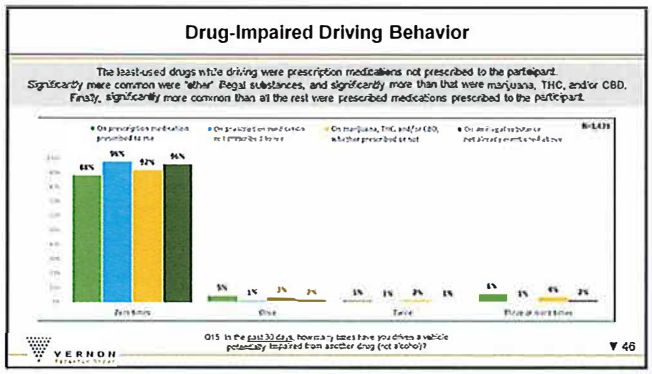

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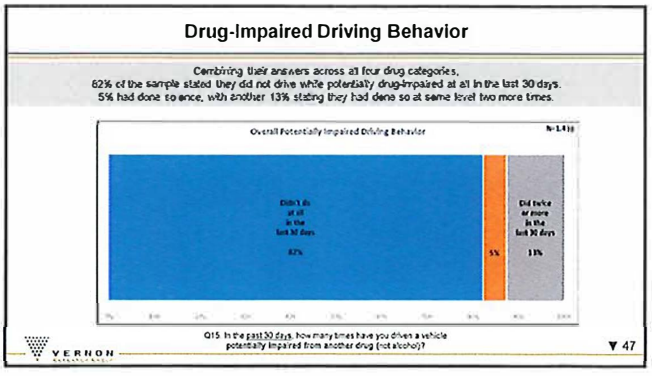

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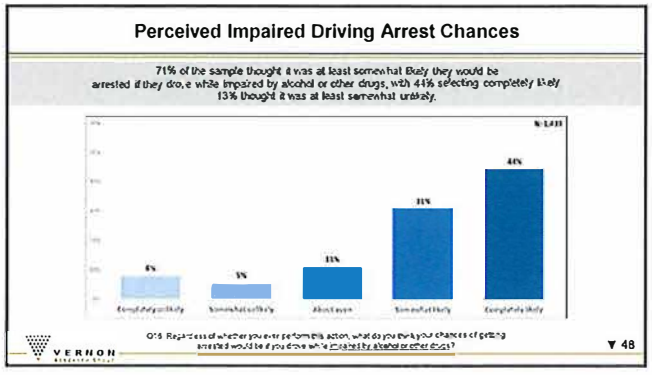

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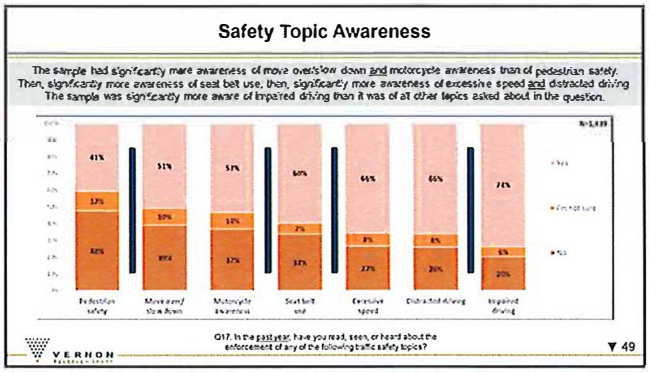

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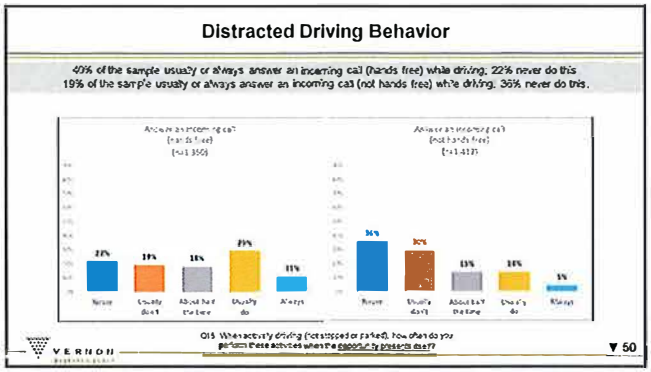

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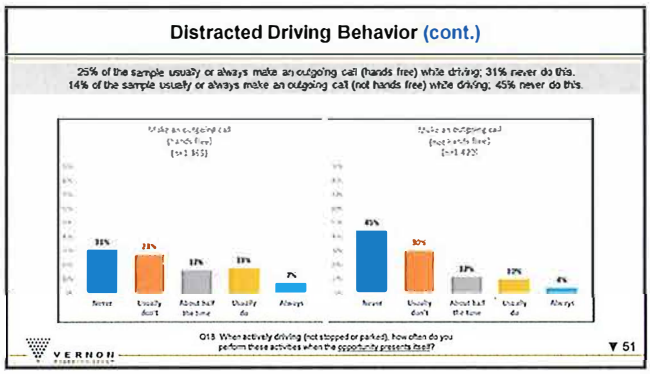

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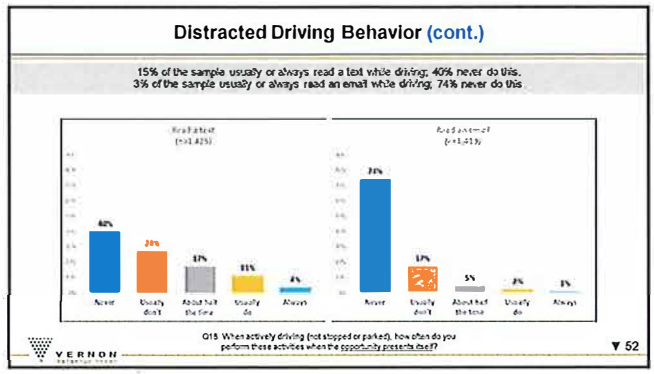

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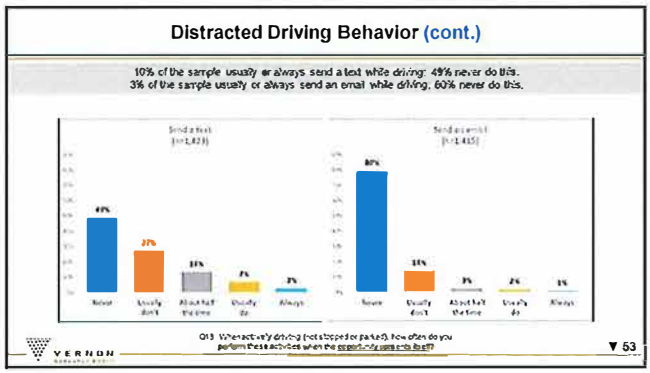

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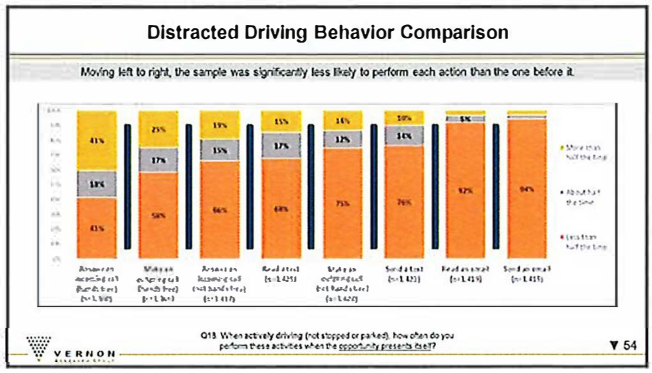
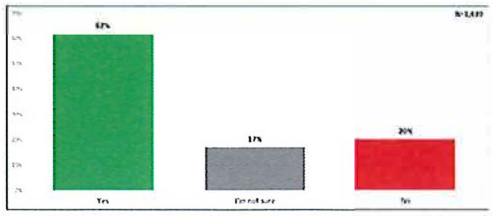


54

Opinion on Law Banning Holding Cell Phone While Driving

62% of the sample would be in favor of a law that banned holding a cell phone while driving, with 20% against. The remaining 17% said they were unsure.



Q19 Assuming it is not already the case, would you support an Iowa law that banned holding a cellphone while driving?

VERNON

▼ 55

55

VERNON
RESEARCH GROUP

Segmentations

56

Notes on Segmentations

- All differences pointed out are statistically significant.
- All questions were analyzed.
- If a specific question is missing from a segmentation, it means it contained zero statistically significant differences between groups.
- Sometimes differences look significant but are not statistically significant because of variability and small sample sizes.
- In questions where it makes sense to do so for the sake of relevancy of findings, significant results may appear alongside non-significant results. In these cases, the non-significant results have been grayed out.

VERNON

▼ 57

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RESEARCH GROUP

Gender Segmentation

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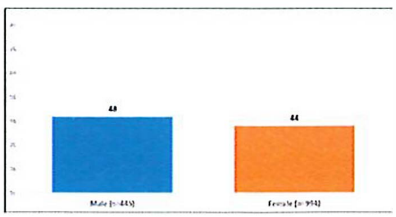
Age

Note: the gender segmentation was weighted for age, but not gender.
The males in the study were older than the females in the study—roughly 4 years on average.



Q2 What is your age?

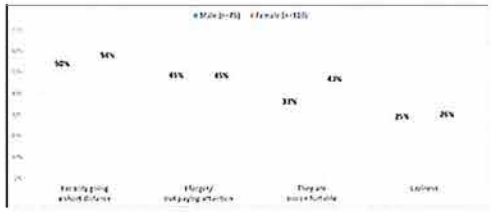
VERNON

▼ 59

59

Reason for Not Wearing Seat Belts

Reasons are provided on this slide and the next by overall selection rate in the sample, highest to lowest.
There was a gender difference for two of the eight reasons given in the survey.
The four highest-selected reasons did not show any gender differences.

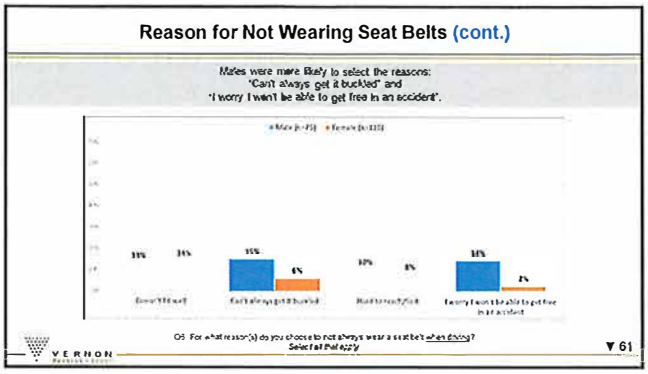


Q5 For what reason(s) do you choose to not always wear a seat belt when driving?
Select all that apply

VERNON

▼ 60

60



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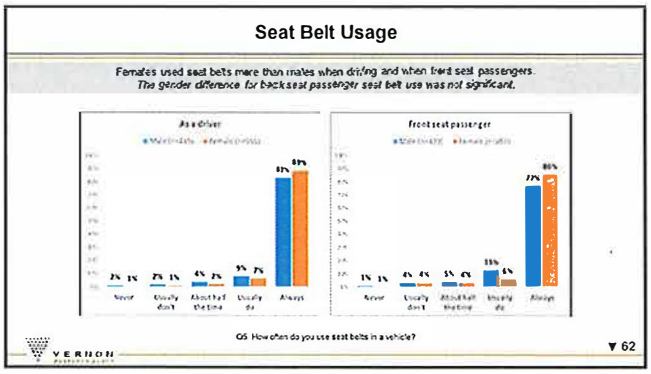

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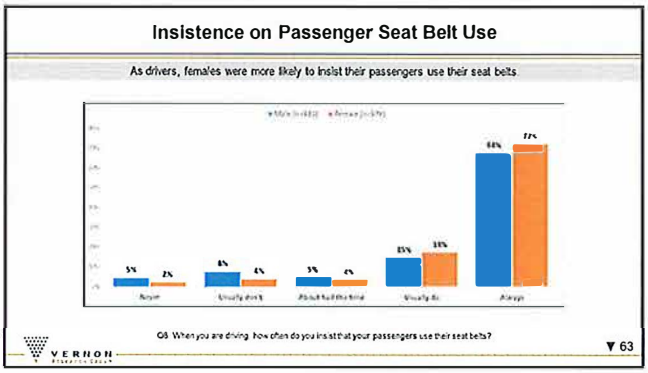

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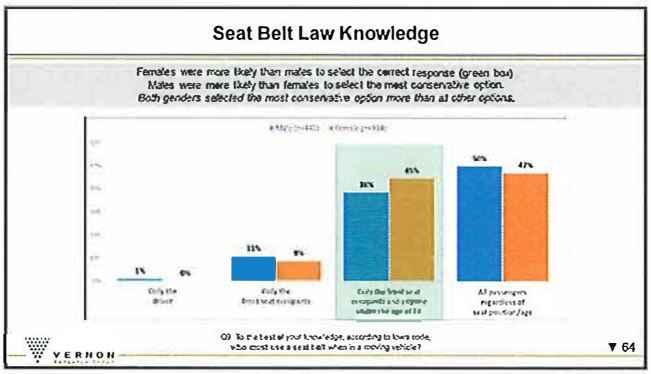

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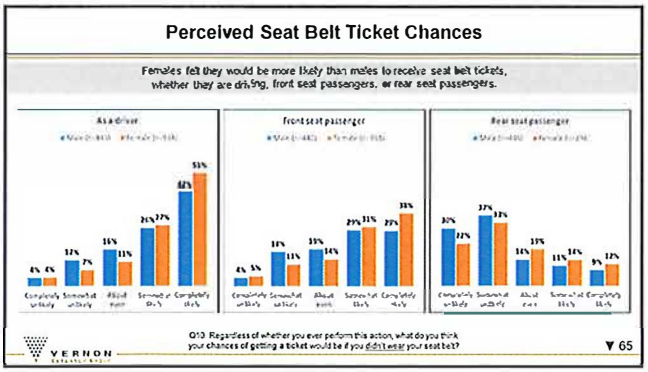

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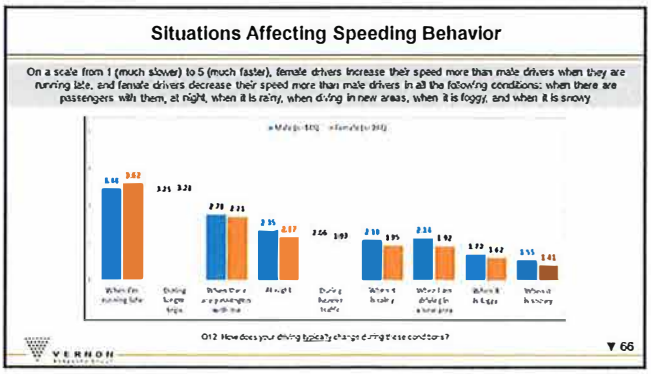

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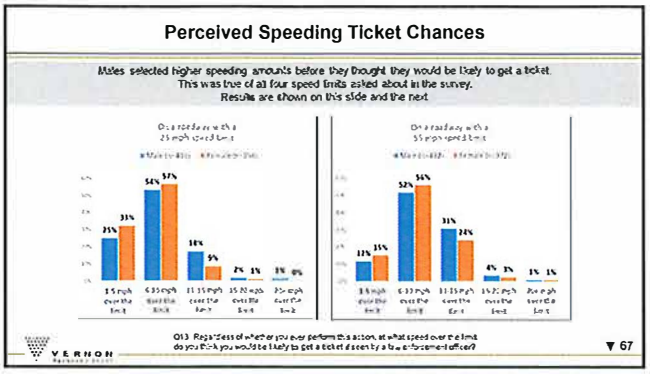

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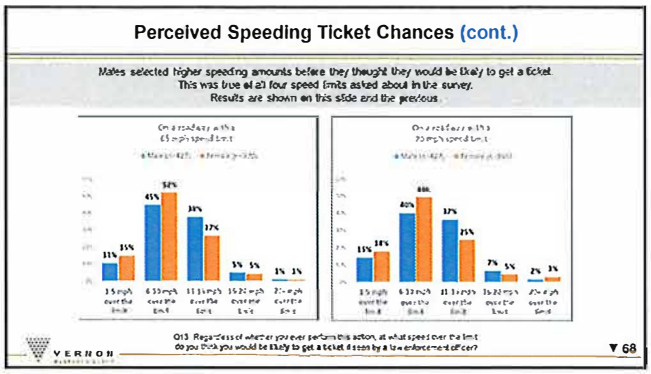

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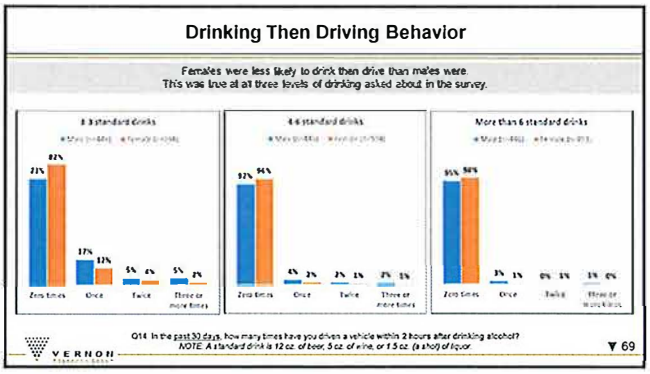

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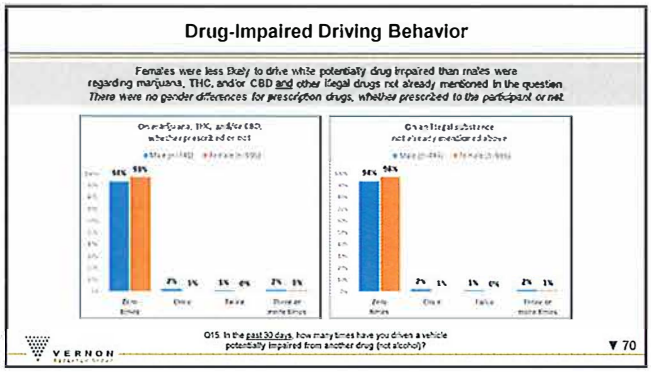

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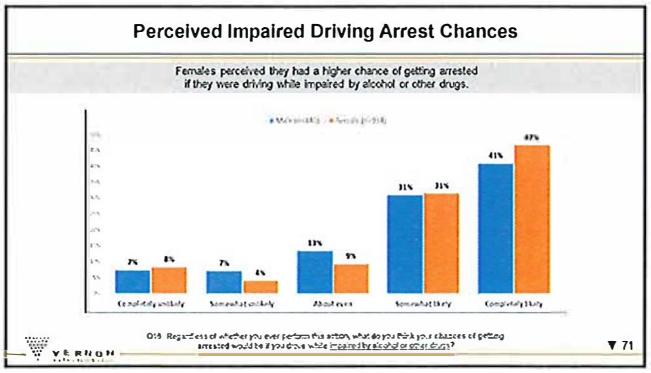

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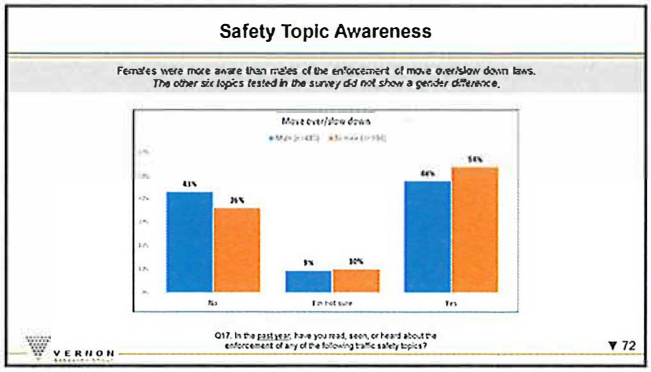

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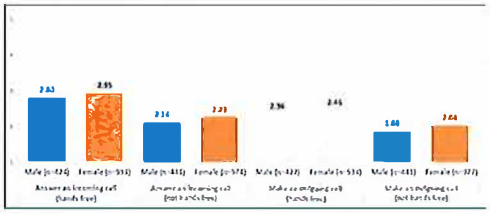
Distracted Driving Behavior

On a scale from 1 (never) to 5 (always), female drivers were more likely than male drivers to answer incoming calls—both hands free and not hands free—and make outgoing calls (not hands free)



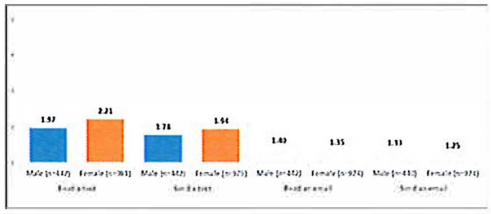
Q13 When actively driving (not stopped or parked), how often do you perform these activities when the opportunity presents itself?

▼ 73

73

Distracted Driving Behavior (cont.)

On a scale from 1 (never) to 5 (always), female drivers were more likely than male drivers to read and send text messages



Q13 When actively driving (not stopped or parked), how often do you perform these activities when the opportunity presents itself?

▼ 74

74

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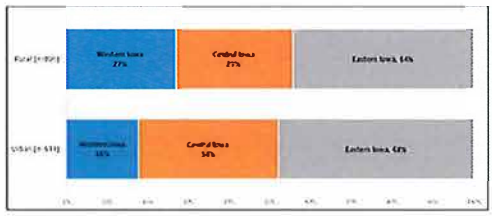
Urbanity Segmentation

75

Region

Rural participants had a larger segment in Western Iowa and a smaller segment in Central Iowa.
As such, urban participants had a smaller segment in Western Iowa and a larger segment in Central Iowa.



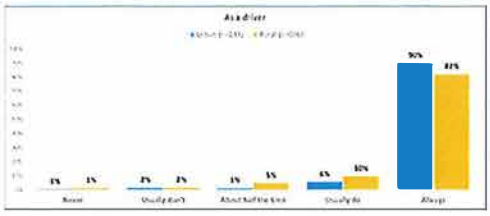
Q1 In which Iowa county do you live?
If you do not live in Iowa, select "Other."

▼ 76

76

Seat Belt Usage

Urban participants were more likely to wear their seat belts when driving



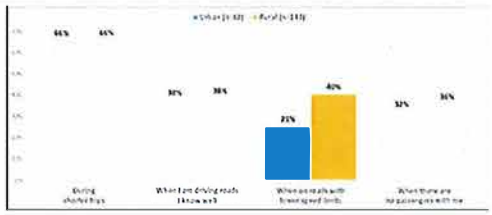
Q5 How often do you use seat belts in a vehicle?

▼ 77

77

Situations When Wearing a Seat Belt Is Less Likely

Situations are provided on this slide and the next by overall selection rate in the sample, highest to lowest.
There was an urbanity difference for two of the eight situations given in the survey.
Rural drivers were less likely than urban drivers to wear a seat belt when on roads with lower speed limits.



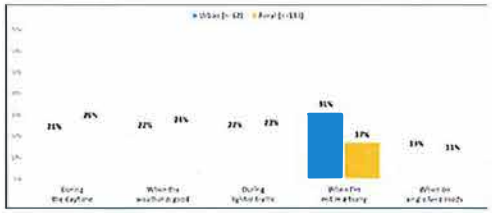
Q7 In what situation(s) are you less likely to choose to wear a seat belt when driving?
Select all that apply

▼ 78

78

Situations When Wearing a Seat Belt Is Less Likely (cont.)

Urban drivers were less likely than rural drivers to wear a seat belt when they are not in a hurry.



Q7. In what situation(s) are you less likely to choose to wear a seat belt when driving? Select all that apply.

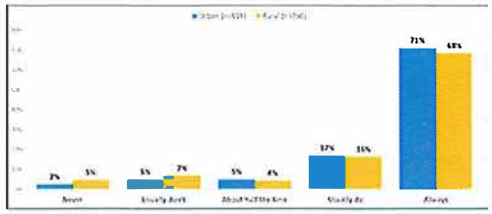
VERNON

▼ 79

79

Insistence on Passenger Seat Belt Use

As drivers, urban participants were more likely to insist their passengers use their seat belts.



Q8. When you are driving, how often do you insist that your passengers use their seat belts?

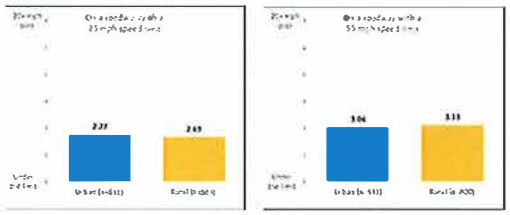
VERNON

▼ 80

80

Speeding Behavior

Urban participants sped to a higher degree than rural participants on the slowest road tested in the survey.
Urban participants sped to a lower degree than rural participants on the three fastest roads tested in the survey.
Results are shown on this side and the next.



Q11. How fast do you typically drive on the following roads in good weather conditions?

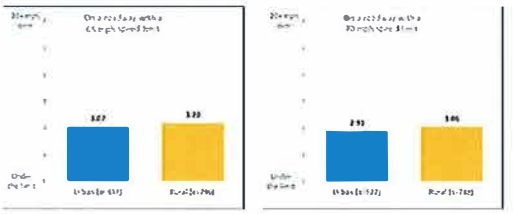
VERNON

▼ 81

81

Speeding Behavior (cont.)

Urban participants sped to a higher degree than rural participants on the slowest road tested in the survey.
Urban participants sped to a lower degree than rural participants on the three fastest roads tested in the survey.
Results are shown on this side and the previous.



Q11. How fast do you typically drive on the following roads in good weather conditions?

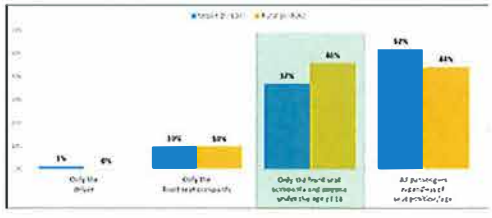
VERNON

▼ 82

82

Seat Belt Law Knowledge

Rural participants were more likely than urban participants to select the correct response (green box).
Urban participants were more likely than rural participants to select the most conservative option.



Q9. To the best of your knowledge, according to Iowa code, who must use a seat belt when in a moving vehicle?

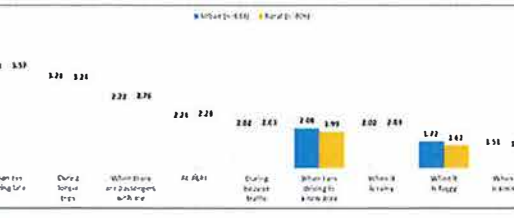
VERNON

▼ 83

83

Situations Affecting Speeding Behavior

On a scale from 1 (much slower) to 5 (much faster), rural drivers decrease their speed more than urban drivers when they are driving in new areas and when it is foggy.



Q12. How does your driving typically change during these conditions?

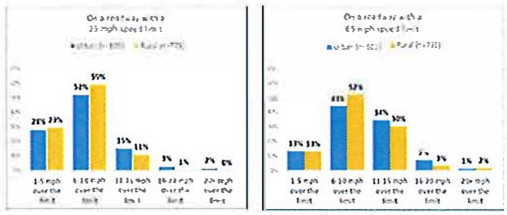
VERNON

▼ 84

84

Perceived Speeding Ticket Chances

Urban drivers selected higher speeding amounts before they thought they would be likely to get a ticket for roadways where the speed limits were 25 mph and 65 mph.
There were no group differences for roadways where the speed limits were 55 mph and 75 mph



Q13. Regardless of whether you ever perform this action, at what speed over the limit do you think you would be likely to get a ticket if seen by a law enforcement officer?

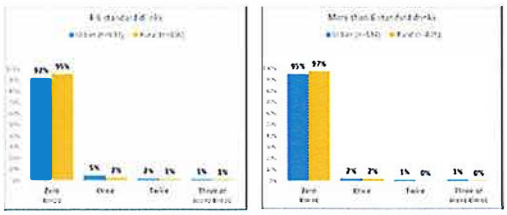
VERNON

▼ 85

85

Drinking Then Driving Behavior

Rural participants were less likely to drink then drive than urban participants were, but only at the two highest consumption levels (4-6 standard drinks and more than 6 standard drinks) tested in the survey
There was no group difference at the 1-3 standard drinks level



Q14. In the past 30 days, how many times have you driven a vehicle within 2 hours after drinking alcohol?
NOTE: A standard drink is 12 oz. of beer, 5 oz. of wine, or 1.5 oz. (a shot) of liquor

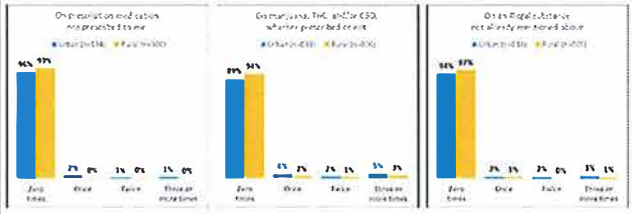
VERNON

▼ 86

86

Drug-Impaired Driving Behavior

Rural participants were less likely to drive while potentially drug impaired than urban participants were regarding prescribed medication not prescribed to them; marijuana, THC, and/or CBD; and other illegal drugs not already mentioned in the question.
There was no group difference for prescription drugs prescribed to the participant



Q15. In the past 30 days, how many times have you driven a vehicle potentially impaired from another drug (not alcohol)?

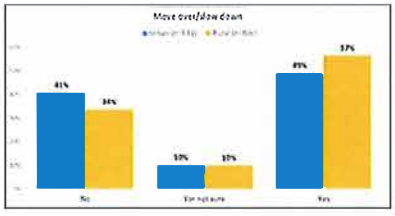
VERNON

▼ 87

87

Safety Topic Awareness

Rural drivers were more aware than urban drivers of the enforcement of move over/slow down laws.
The other six topics tested in the survey did not show a group difference.



Q17. In the past year, have you read, seen, or heard about the enforcement of any of the following traffic safety topics?

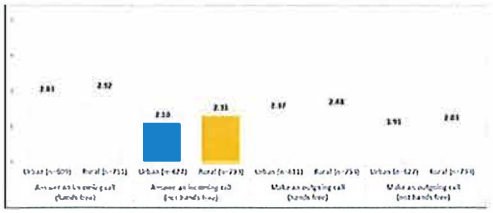
VERNON

▼ 88

88

Distracted Driving Behavior

On a scale from 1 (never) to 5 (always), rural drivers were more likely than urban drivers to answer incoming calls (not hands free)
Rural drivers had higher averages on all eight activities, which is also a significant finding



Q18. When actively driving (not stopped or parked), how often do you perform these activities when the opportunity presents itself?

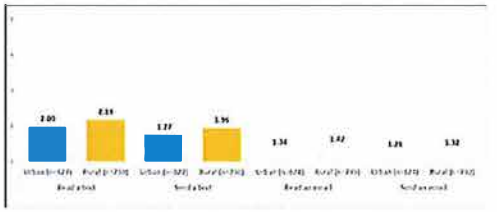
VERNON

▼ 89

89

Distracted Driving Behavior (cont.)

On a scale from 1 (never) to 5 (always), rural drivers were more likely than urban drivers to both read and send texts
Rural drivers had higher averages on all eight activities, which is also a significant finding



Q18. When actively driving (not stopped or parked), how often do you perform these activities when the opportunity presents itself?

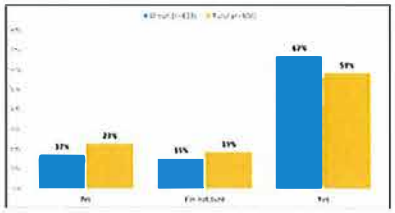
VERNON

▼ 90

90

Opinion on Law Banning Holding Cell Phone While Driving

Urban participants were more in favor of the proposed law than rural participants.



Q19 Assuming it is not already the case, would you support an Iowa law that banned holding a cell phone while driving?

▼ 91

91

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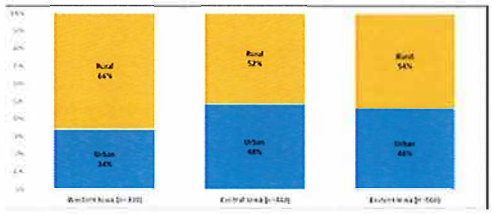
RESEARCH GROUP

Region Segmentation

92

Urbanity

Western Iowa had more rural participants than the other two regions.



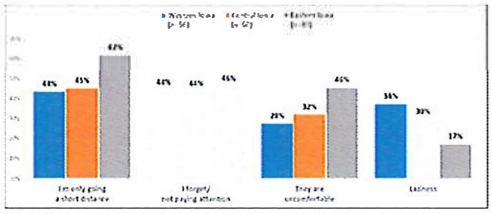
Q4 How would you describe the area you live in?

▼ 93

93

Reason for Not Wearing Seat Belts

Reasons are provided on this side and the next by overall selection rate in the sample, highest to lowest.
Eastern Iowa drivers were more likely than other regions to select "I'm only going a short distance" and "They are uncomfortable".
Western Iowa drivers were more likely to select "Laziness" compared to Eastern Iowa drivers.



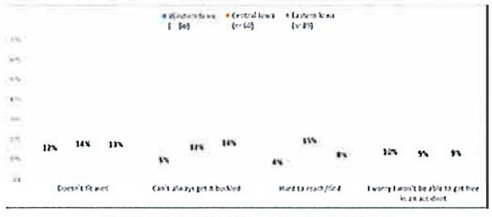
Q6 For what reason(s) do you choose to not always wear a seat belt when driving? Select all that apply

▼ 94

94

Reason for Not Wearing Seat Belts (cont.)

Reasons are provided on this side and the previous by overall selection rate in the sample, highest to lowest.
There were group difference for three of the eight reasons given in the survey.
The four lowest-selected reasons did not show any regional differences.



Q6 For what reason(s) do you choose to not always wear a seat belt when driving? Select all that apply

▼ 95

95

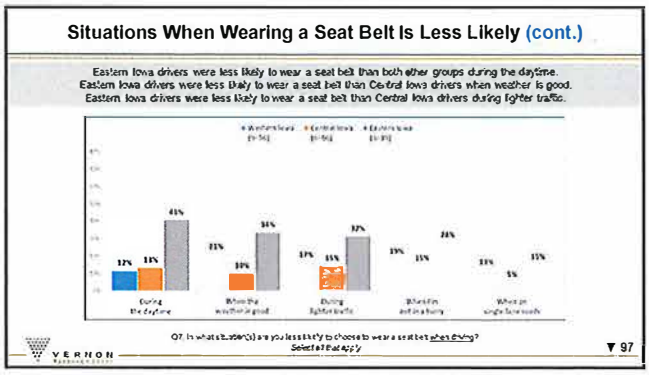
Situations When Wearing a Seat Belt Is Less Likely

Situations are provided on this side and the next by overall selection rate in the sample, highest to lowest.
There was a regional difference for three of the eight situations given in the survey.
The four highest-selected situations did not show any regional differences.

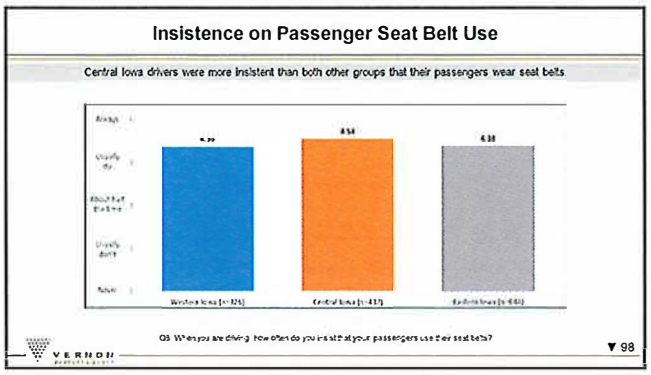
Q7 In what situation(s) are you less likely to choose to wear a seat belt when driving? Select all that apply

▼ 96

96



97



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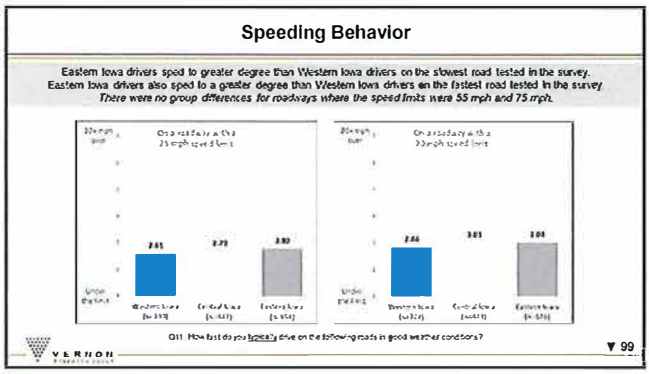

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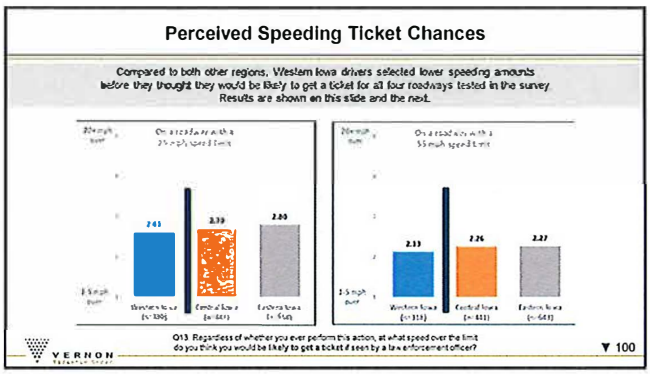

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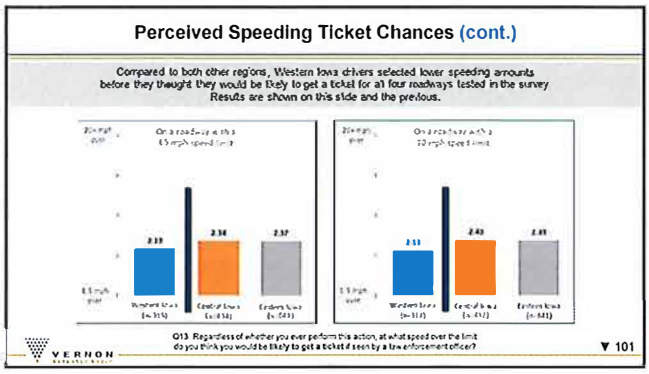
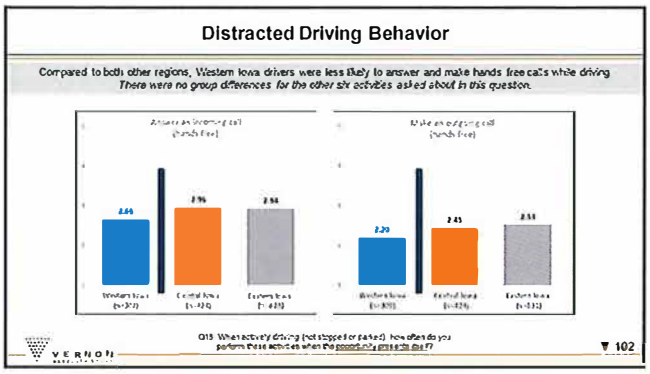


101



102

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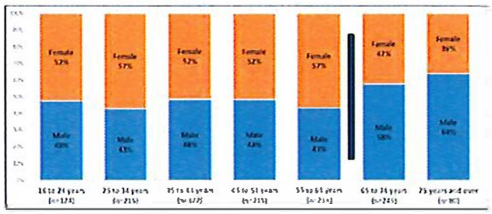
Age Segmentation

103

Gender

Note: the age segmentation was weighted for gender, but not age.
Participants 65+ were more likely to be male, participants 18-64 were more likely to be female.



Q3 How do you identify?

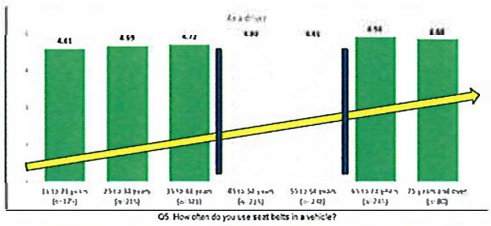
VERNON

▼ 104

104

Seat Belt Usage

On a scale from 1 (never) to 5 (always), increasing age correlated with increasing seat belt usage when driving
Participants 65+ were more likely to wear seat belts than participants 16-44.



Q5 How often do you use seat belts in a vehicle?

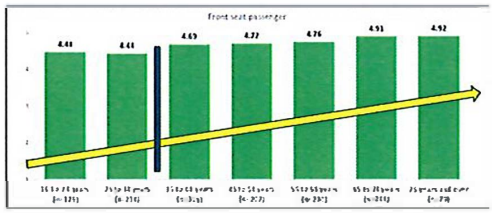
VERNON

▼ 105

105

Seat Belt Usage (cont.)

On a scale from 1 (never) to 5 (always), increasing age correlated with increasing seat belt usage when a front seat passenger.
Participants 35+ were more likely to wear seat belts than participants 16-34.



Q5 How often do you use seat belts in a vehicle?

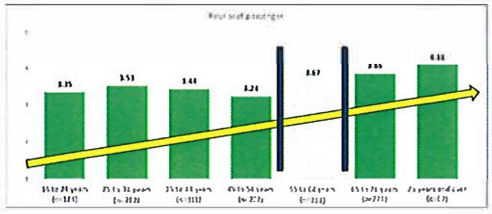
VERNON

▼ 106

106

Seat Belt Usage (cont.)

On a scale from 1 (never) to 5 (always), increasing age correlated with increasing seat belt usage when a rear seat passenger.
Participants 65+ were more likely to wear seat belts than participants 16-54.



Q5 How often do you use seat belts in a vehicle?

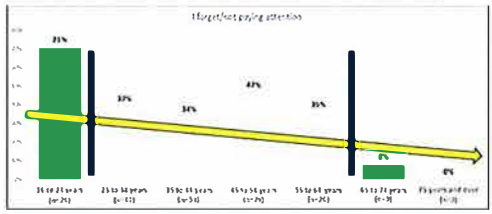
VERNON

▼ 107

107

Reason for Not Wearing Seat Belts

This is the only one of the eight reasons asked about in the question that showed a difference by age.
Increasing age correlated with decreasing likelihood to not wear a seat belt due to forgetfulness/not paying attention.
Participants 65+ who did not always wear seat belts were less likely to select this reason than participants 16-24.

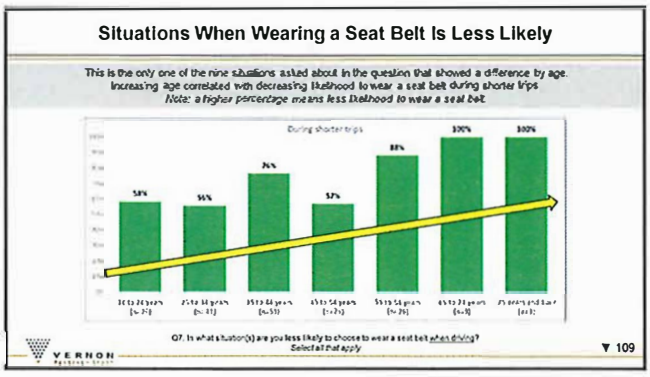


Q6 For what reason(s) do you choose to not always wear a seat belt when driving?
Select as many as apply

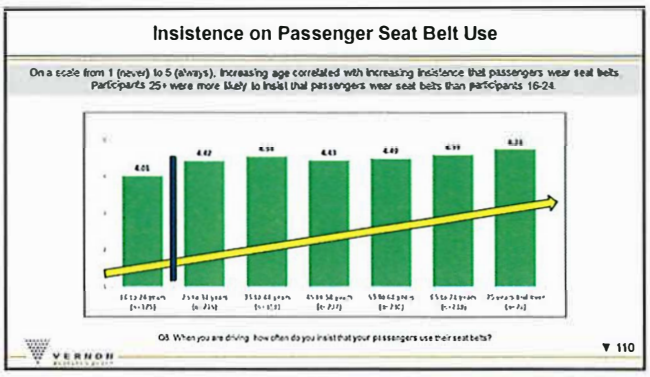
VERNON

▼ 108

108



109



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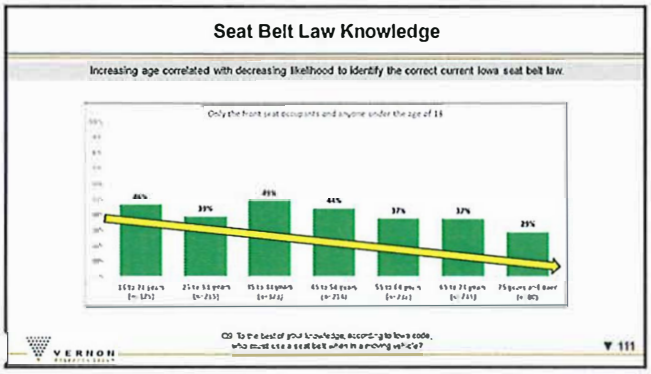

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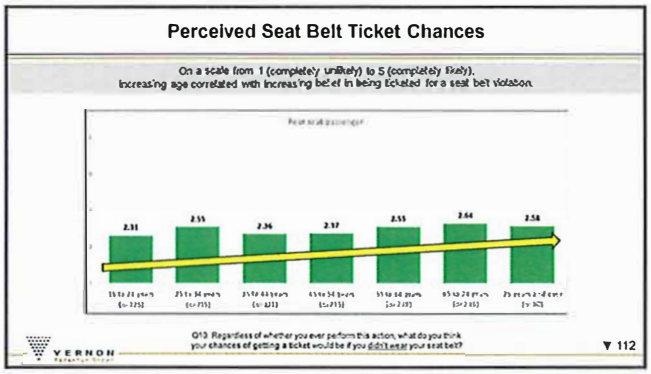

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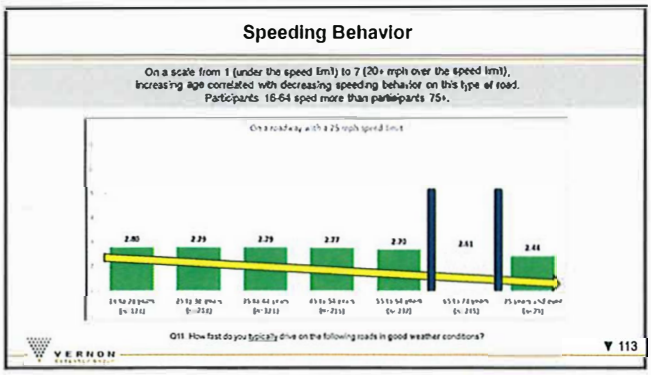

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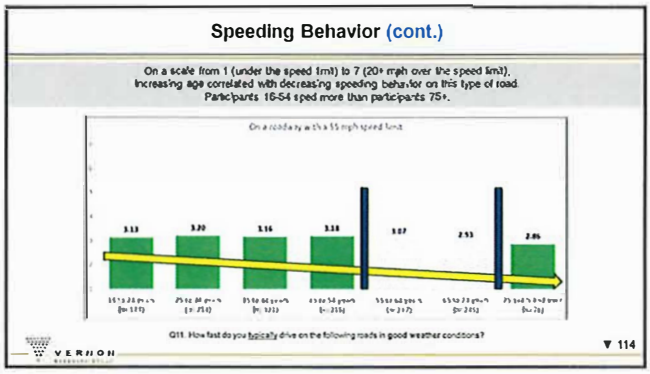

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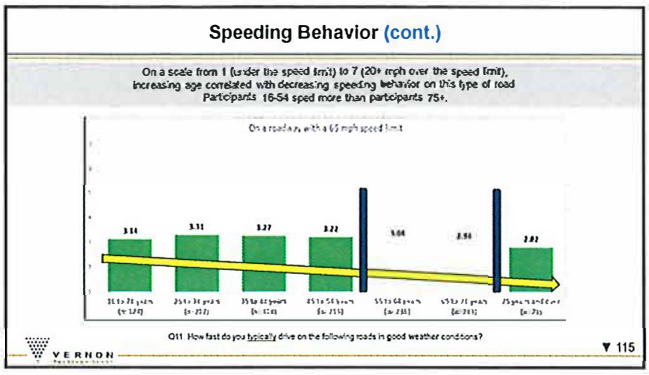

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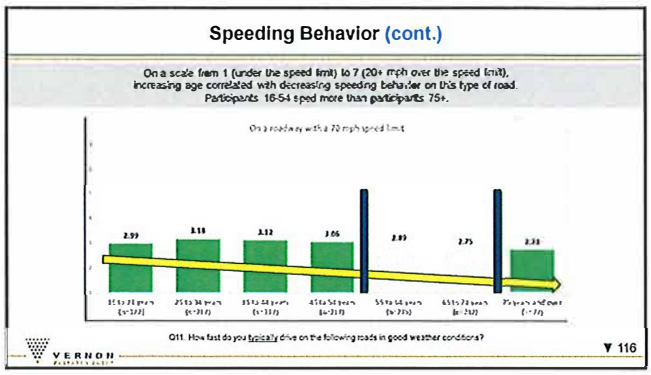

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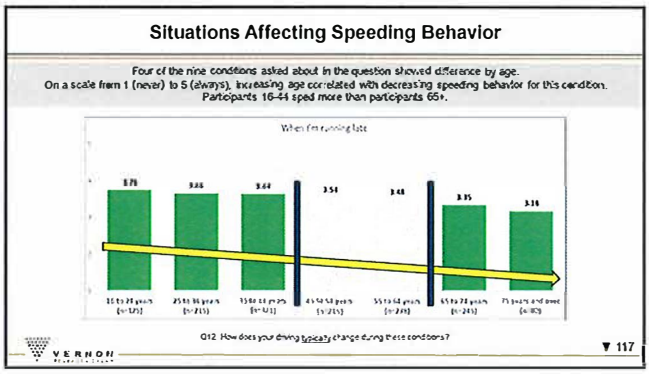

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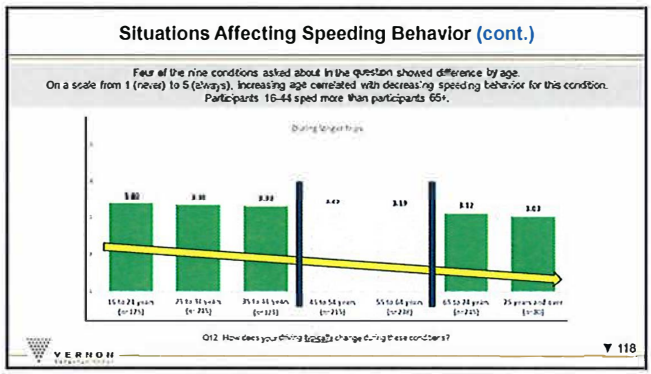

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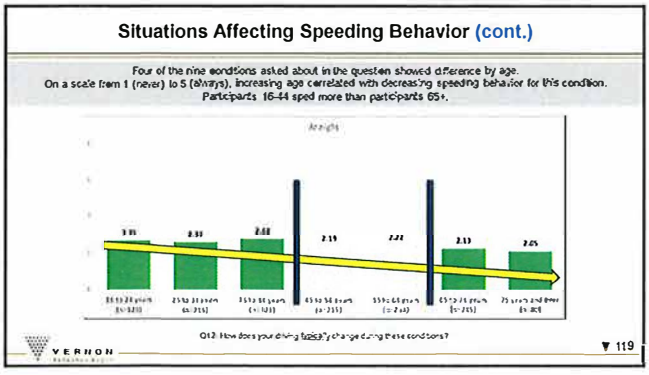

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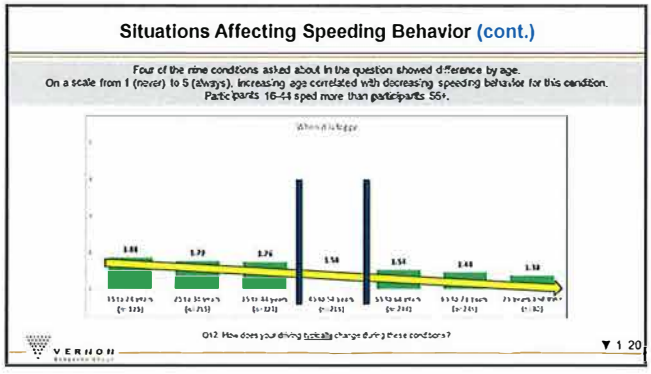

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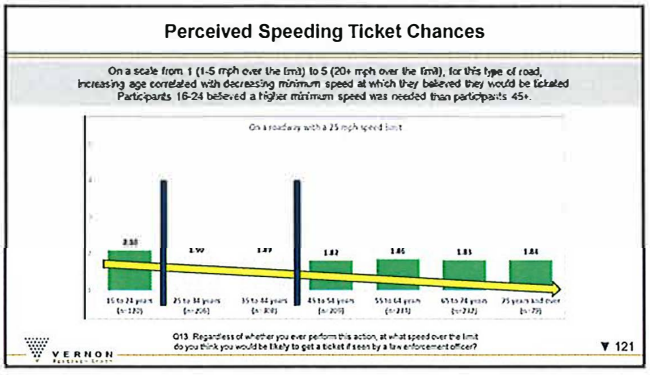

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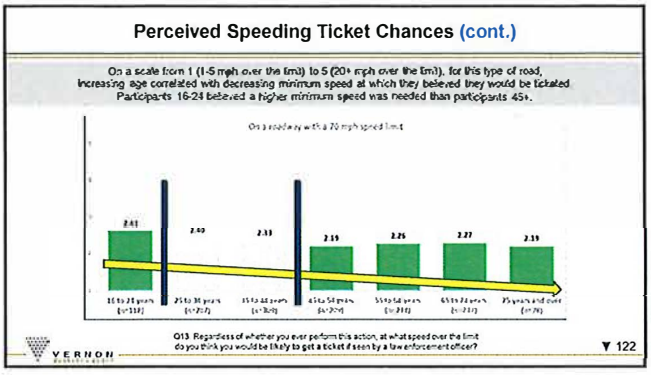

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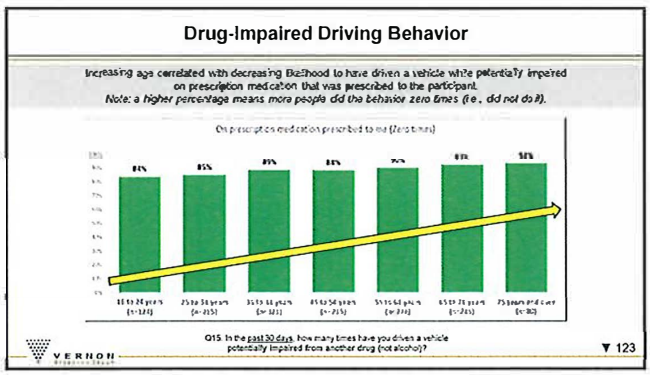

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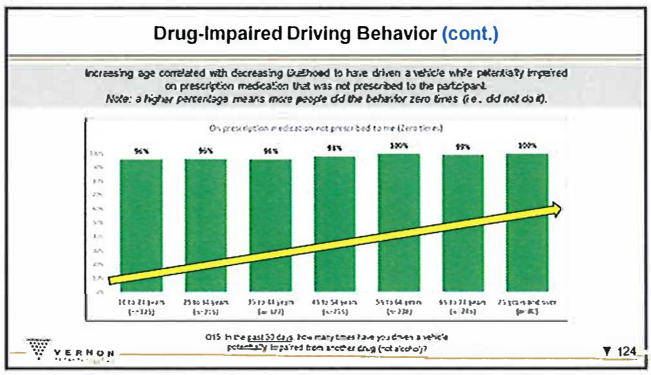

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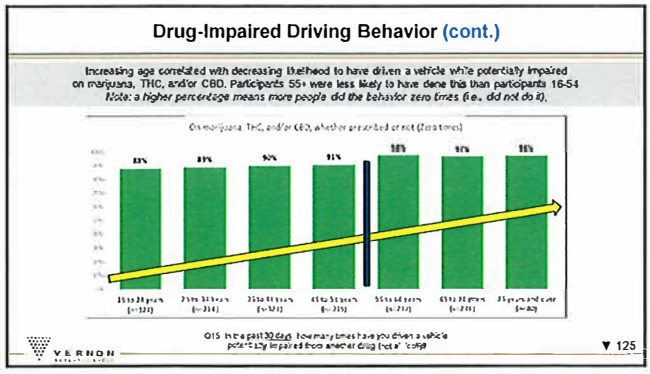

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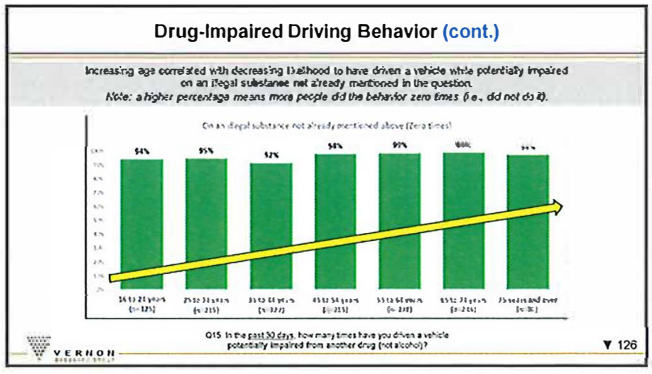

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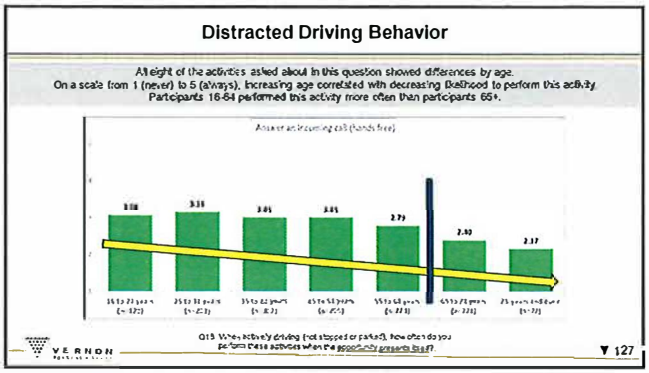

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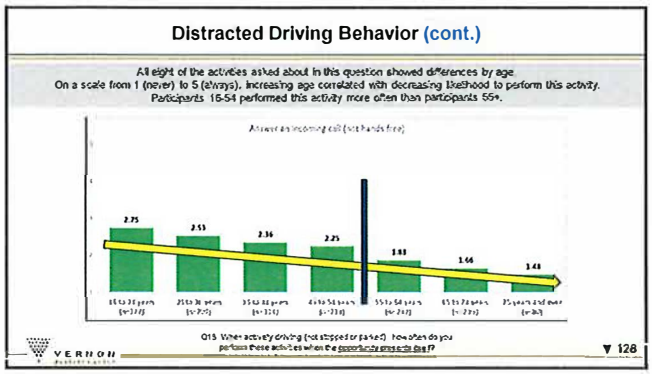

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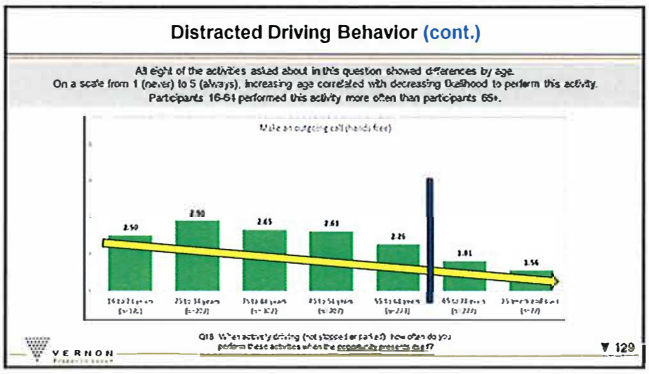

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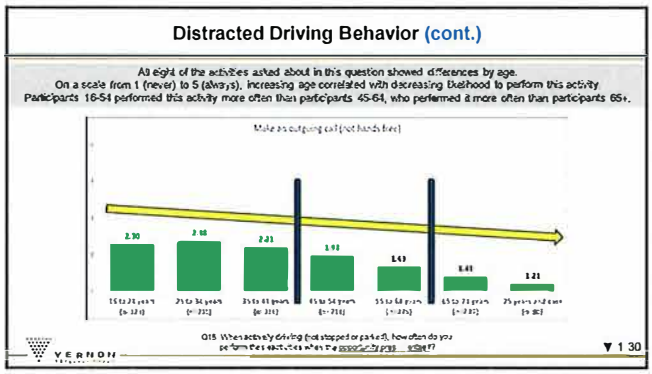

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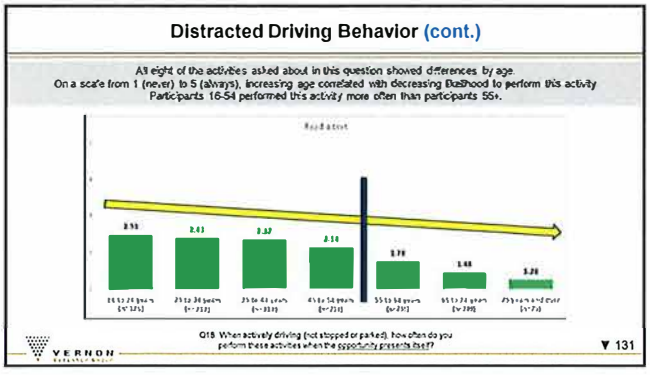

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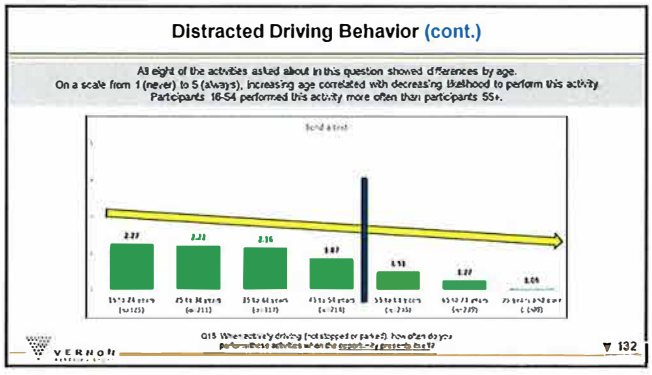

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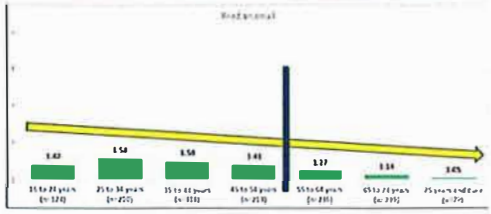
Distracted Driving Behavior (cont.)

All eight of the activities asked about in this question showed differences by age.
On a scale from 1 (never) to 5 (always), increasing age correlated with decreasing likelihood to perform this activity.
Participants 16-54 performed this activity more often than participants 55+.



Q15 When actively driving (not stopped or parked), how often do you perform these activities when the [redacted]?

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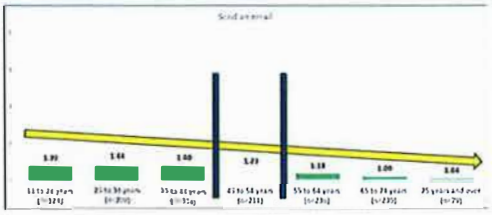
Distracted Driving Behavior (cont.)

All eight of the activities asked about in this question showed differences by age.
On a scale from 1 (never) to 5 (always), increasing age correlated with decreasing likelihood to perform this activity.
Participants 16-44 performed this activity more often than participants 55+.



Q15 When actively driving (not stopped or parked), how often do you perform these activities when the [redacted]?

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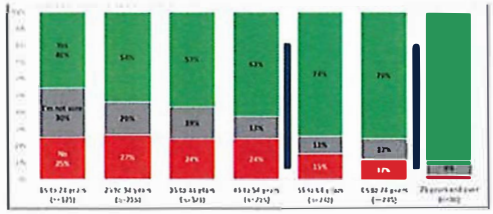
Opinion on Law Banning Holding Cell Phone While Driving

Increasing age correlated with support for an Iowa law that banned holding a cell phone while driving.
Participants 75+ supported the law more often than participants 55-74, who supported it more than participants 16-24.



Q12 Assuming it is not already the case, would you support an Iowa law that banned holding a cell phone while driving?

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Conclusions & Recommendations

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Conclusions & Recommendations

The Great Majority of Drivers Report Always Wearing Seat Belts

- 86% always wear a seat belt when driving; 81% always wear one while sitting in the front seat
- Usage drops off significantly for rear seat passengers – only 41% said they always wear a seat belt, and 15% said they usually do
- Seat belt usage for all types of passengers increases as age increases
  - Those younger than 35 are less likely to wear seat belts as front seat passengers
  - Those younger than 55 are less likely to wear seat belts as back seat passengers

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Conclusions & Recommendations

The Great Majority of Drivers Report Always Wearing Seat Belts (cont.)

- Most drivers always (70%) or usually (17%) insist passengers buckle up
- Urban drivers are:
  - more likely to wear a seat belt when driving
  - more likely to insist on passengers wearing seat belts
  - more likely to wear a seat belt on roads with lower speed limits
  - more likely to not wear a seat belt when not in a hurry

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Conclusions & Recommendations

Some Drivers Treat Shorter Trips Differently

- Of drivers that don't always wear their seat belt, the top reason (52%) selected for not doing so was going a short distance
- Of drivers that don't always wear their seat belt, "during shorter trips" was the most common (66%) situation selected for when they are less likely to buckle up

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Conclusions & Recommendations

Other Times Drivers Are Not Wearing Seat Belts

- The other top reasons drivers who don't always wear their seat belts selected most were forgetting about it (45%) and the seat belt being uncomfortable (37%)
- The other situations when at least a third of drivers who don't always wear their seat belts selected being less likely to wear a seat belt were when driving familiar roads (38%), when driving at lower speed limits (36%), and when they do not have passengers (35%)
- The youngest drivers (16 to 24) have poorer-formed seat belt habits; 71% of this age group who don't always wear a seat belt said it was because they forgot; only 8% of the analogous group aged 65 to 74 indicated the same

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Conclusions & Recommendations

The Majority of Drivers Speed in All Tested Speed Zones, but They Drive Most Conservatively on Roads with 25 MPH Limits

- 38% reported they drive at or below the speed limit on 25 mph roads
  - 21% said they drive at or below the speed limit on 55 mph roads
  - 23% said they drive at or below the speed limit on 65 mph roads
  - 30% said they drive at or below the speed limit on 70 mph roads
- Another 52% drive only 1-5 mph over the speed limit on 25 mph roads
- Urban drivers speed to a lesser degree than rural drivers on 25 mph roads, but to a higher degree on roads with 55 mph, 65 mph, and 70 mph limits
- Decreasing age correlates to increasing likelihood to speed
  - Those younger than 55 speed to a higher degree on 55, 65, and 70 mph roads
  - Those younger than 65 speed to a higher degree on 25 mph roads

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Conclusions & Recommendations

Some Conditions and Situations Cause Drivers to Slow Down or Speed Up

- Snow is the condition that causes the most drivers to slow down (and slow down the most)
- Drivers are most likely to speed when they are running late or when they are on a longer trip

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Conclusions & Recommendations

Drivers Report Low Rates of Impaired Driving

- Within the last 30 days:
  - 96% of drivers had not driven after consuming 6+ drinks
  - 94% of drivers had not driven after consuming 4-6 drinks
  - 77% of drivers had not driven after 1-3 drinks
- Within the last 30 days:
  - 98% had not driven while using prescription drugs not prescribed to them
  - 96% had not driven while using illegal substances
  - 92% had not driven while using marijuana, THC, or CBD
  - 88% had not driven while using prescription drugs prescribed to them

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Conclusions & Recommendations

Drivers Report Low Rates of Impaired Driving (cont.)

- As age increases, driving while potentially impaired from all four substances tested decreased
- Urban residents were more likely to drive impaired from prescription drugs not prescribed to them, marijuana/THC, and other illegal substances
- Males were more likely to drive impaired from alcohol, marijuana/THC, and illegal substances
- Drivers are mostly aware of the enforcement of impaired driving (74%) and believe it is either completely likely (31%) or somewhat likely (44%) they will get arrested if they engage in the behavior

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Conclusions & Recommendations

Expectations for Traffic Citations Vary by Behavior, Speed Zone, and Demographics

- About half of drivers (46%) expect to be ticketed for not wearing a seat belt, with another 27% believing it is somewhat likely
- Expectation of a ticket drops off a little for the front seat passenger, with 34% expecting it and 30% believing it is somewhat likely
- Drivers do not expect a ticket for back seat passengers not wearing belts – 61% believed it was somewhat to completely unlikely.
- On 25 mph roads, most expect to get a ticket for going 1-10 mph over
- At highway speeds, they expect more leniency for driving 1-5 mph over the limit, especially in 65 mph and 70 mph zones

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Conclusions & Recommendations

Expectations for Traffic Citations Vary by Behavior, Speed Zone, and Demographics (cont.)

- Males have lower expectations for getting ticketed for non-usage of seat belts and exceeding speed limits in all zones tested
- As age increases, expectations for a ticket for speeding on a 70 mph road increases
- Urban drivers thought there was more lenience for speeding than rural drivers did on 25 mph roads and 65 mph roads
- Drivers in the western region expected to receive a ticket at a lower degree of speeding than the other two regions did for all four mph limits tested

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Conclusions & Recommendations

Drivers Either Know or Overestimate The Current Seat Belt Law, and They Support a Distracted Driving Law

- 42% correctly identified the current seat belt law, and another 48% thought everyone in a vehicle was required to use a seat belt
  - Rural drivers and female drivers had more accurate knowledge of law
- 62% indicated they support a ban on holding a phone while driving, while 20% oppose the ban
  - Urban residents were more supportive of a ban
  - Support for a ban increases with age
    - Drivers ages 16-24 were 30% unsure, so there may be opportunity to move them to the "support" side
  - Males showed more support for a ban than females

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Conclusions & Recommendations

Distracted Driving Is Somewhat Common

- 34% answer an incoming call (not hands free) at least half the time
  - Only 36% never do this
- 26% make outgoing calls (not hands free) at least half the time
  - 45% never do this
- 32% read a text at least half the time
  - 40% never do this
- 24% send a text at least half the time
  - 49% never do this

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Conclusions & Recommendations

Distracted Driving Is Somewhat Common (cont.)

- Reading or sending emails is not common; 74% never read them while driving, and 80% never send them while driving
- Increasing age correlates with a decrease in distracted driving behaviors
  - For most of the behaviors, the statistical significance break is between those younger than 55 compared to those 55 and older
- Rural residents had higher rates of all distracted driving behaviors, and the difference for answering a call not hands free was statistically significant

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Conclusions & Recommendations

Females Practice Safer Driving at Higher Rates Than Males With One Large Exception

- Females use seat belts more often as drivers and front seat passengers
- Females are more likely to insist their passengers wear seat belts
- Females decrease their speed more than men do in inclement weather, when driving in a new area, at night, and when passengers are with them
  - Females increase their speed more than men do when running late
- Females are less likely to drink then drive, drive while using marijuana/THC, and drive while using illegal substances

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Conclusions & Recommendations

Females Practice Safe Driving at Higher Rates Than Males With One Large Exception (cont.)

- Females have a higher expectation of getting arrested while driving impaired
- Females also expect to get ticketed at lower degrees of speeding
- The **one large exception** is that females report more distracted driving; females are more likely to answer a call (hands-free and not), make a call (hands free and not), send a text, and read a text

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Conclusions & Recommendations

Drivers Reported Exposure to Information on Safety Enforcement

- More than half of drivers said they had read or heard about enforcement for:
  - Impaired driving (74%)
  - Distracted driving (66%)
  - Excessive speed (66%)
  - Seat belt usage (60%)
  - Motorcycle awareness (53%)
  - Move over/slow down in construction zones (51%)
    - Rural drivers and females had even greater awareness of this
- The lowest familiarity was for pedestrian safety with 41% saying they had read/heard

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Conclusions & Recommendations

Implications for Education and Messaging

- All safety topics will benefit from more communication—especially move over/slow down situations, motorcycle awareness, and pedestrian safety
- Seat belt usage drops off for short trips and when drivers are on familiar roads—yet, according to the NHTSA, more than half of auto accidents that cause serious injury or death occur within 25 miles of home, and 52% of all accidents occur within five miles of home
- Seat belt messaging is needed more for younger drivers, who are less likely to wear seat belts during short drives
- Distracted driving is a concern; messaging should especially target females, drivers younger than 55, and rural drivers

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Conclusions & Recommendations

Implications for Education and Messaging (cont.)

- Excessive speed is more of an issue at highway speeds, and drivers do not expect tickets until they are at least 6 miles over the limit
  - Focus more on those younger than 55 and urban drivers
  - Drivers are more likely to speed when running late or on a longer trip – build these scenarios into messaging
- Messaging on impaired driving should focus on those driving after a few drinks (1-3), after using marijuana/THC, and under influence of prescribed medications: males, urban, and younger drivers
- To increase support on a cell phone in hand ban, target those who are currently unsure about their stance on the issue (younger drivers) and provide information about accidents where distracted driving was the cause

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