

FFY 2020

Annual Evaluation Report



Governor's Traffic Safety Bureau

Iowa Department of Public Safety

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



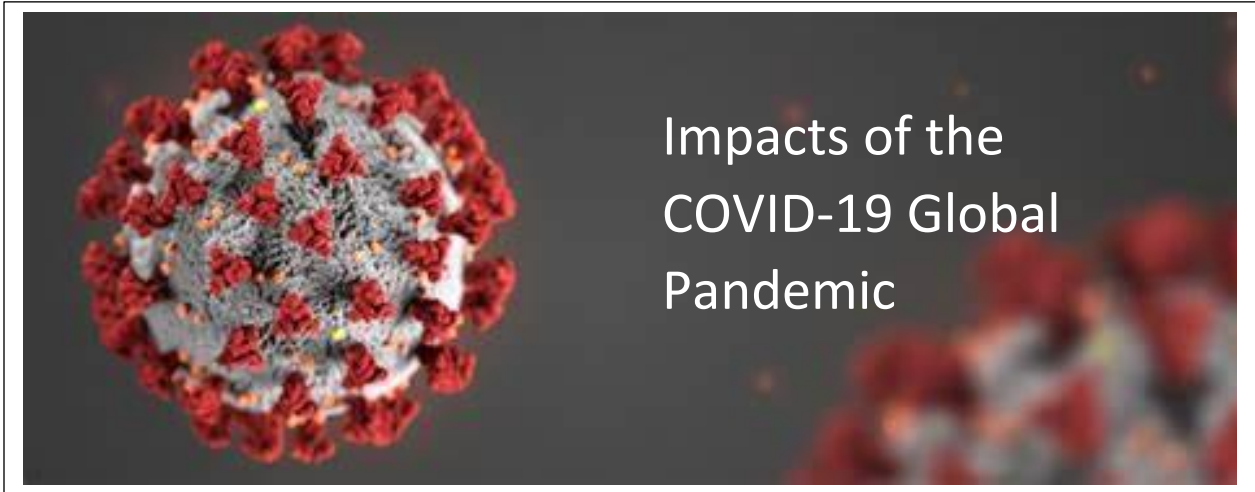
Mission Statement of the Governor's Traffic Safety Bureau

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



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In early 2020, the World Health Organization reported an outbreak of positive cases and deaths associated with the Novel Coronavirus 2019 (COVID-19) in multiple countries worldwide, thus confirming COVID-19 as a global pandemic.

On March 9, 2020, Governor Kim Reynolds first proclaimed a State of Disaster Emergency for the state of Iowa due to the pandemic. The pandemic continued throughout the remainder of the year. Governor proclamations included the closing of schools, limiting the number of individuals that could gather, closing of businesses, etc. Such proclamations varied throughout the year as the number of COVID cases and deaths occurred throughout the state.

At the close of FFY 2020, the pandemic was still ongoing.

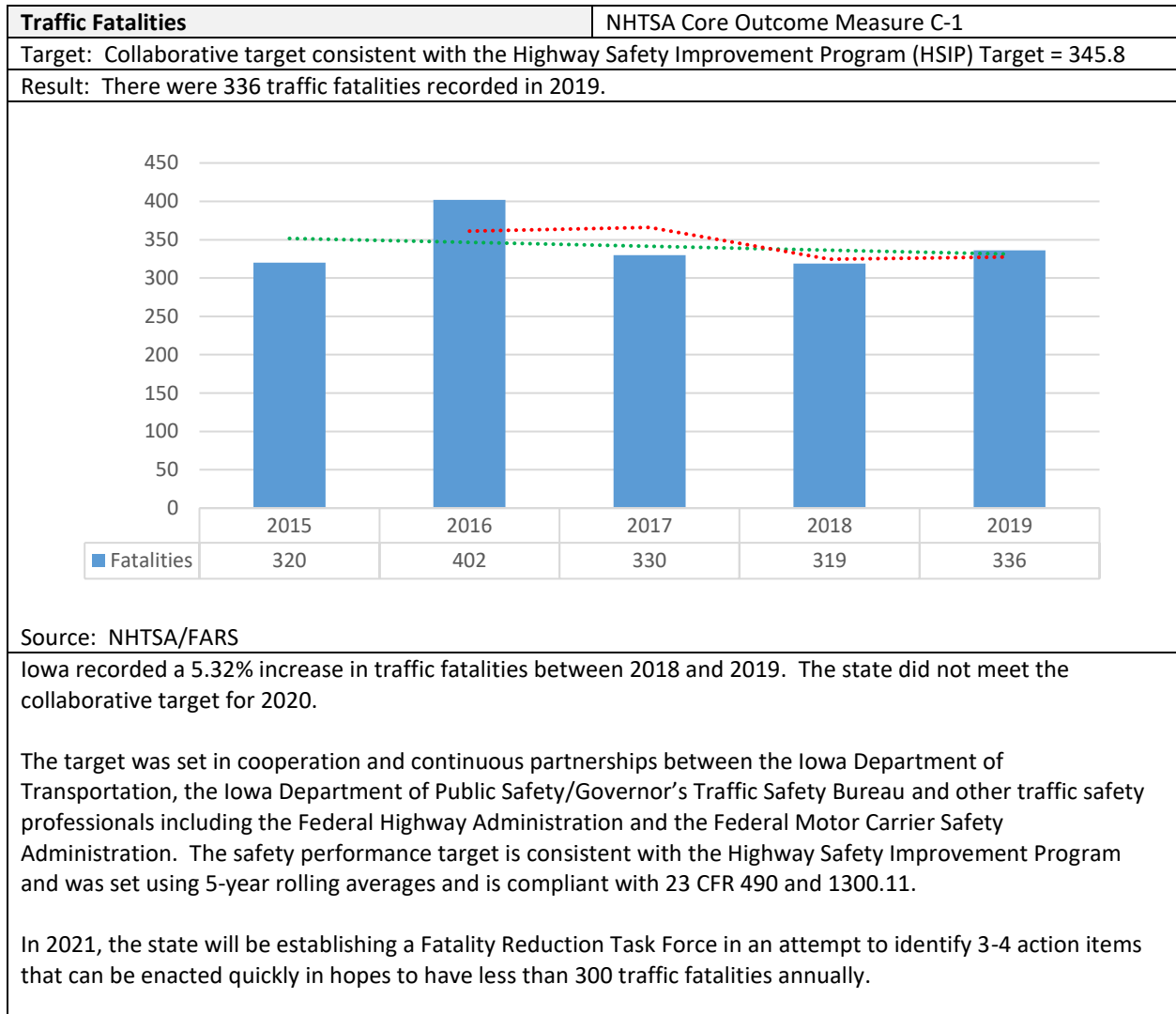
The effects of COVID-19 on GTSB planned activities are identified in respective summaries throughout this report.

It is likely that in FFY 2021, and possibly beyond, the GTSB and partnering agencies may need to continue to shift how traffic safety initiatives are planned and executed with varying COVID-19 restrictions and concerns.

Performance Measure	Assessment of Results in Achieving Performance Measure Target Chart – FFY 2020 Annual Report								
	FY 20					FY 19			
	Target Period	Target Year(s)	Target Value FY 20 HSP	Data Source/FY 20 Progress Results	On Track to Meet FY 20 Target Y/N	Target Value FY 19 HSP	Target Year(s)	Data Source/FY 19 Final Result	Met FY 19 Target Y/N
C-1) Total Traffic Fatalities	5 Year	2016-2020	345.8	FARS	In Progress	353.8	2015-2019	FARS	Yes
C-2) Serious Injuries in Traffic Crashes	5 Year	2016-2020	1396.2	State Crash Data Files	In Progress	1483.7	2015-2019	State Crash Data Files	Yes
C-3) Fatalities/VMT	5 Year	2016-2020	1.011	FARS/FHWA	In Progress	1.047	2015-2019	FARS/FHWA	Yes
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in FFY 2020 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2016-2020	97.00	FARS	In Progress	99	2015-2019	FARS	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2016-2020	93.00	FARS	In Progress	93	2015-2019	FARS	Yes
C-6) Speeding-Related Fatalities	5 Year	2016-2020	70.00	FARS	In Progress	62	2015-2019	FARS	No
C-7) Motorcyclist Fatalities	5 Year	2016-2020	48.00	FARS	In Progress	50	2015-2019	FARS	Yes
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	2016-2020	35.00	FARS	In Progress	38	2015-2019	FARS	Yes
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 Year	2016-2020	47.00	FARS	In Progress	51	2015-2019	FARS	Yes
C-10) Pedestrian Fatalities	5 Year	2016-2020	21.00	FARS	In Progress	20	2015-2019	FARS	No
C-11) Bicyclist Fatalities	5 Year	2016-2020	4.00	FARS	In Progress	4	2015-2019	FARS	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2020	93.9	State Survey 2020	In Progress	92.00	2019	State Survey	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 depicts the activity that occurred in FFY 2020. For the traffic safety areas where the state did not meet their performance measures, an explanation is provided within the specific traffic safety performance measure area describing how the state will adjust programs to better meet targets.

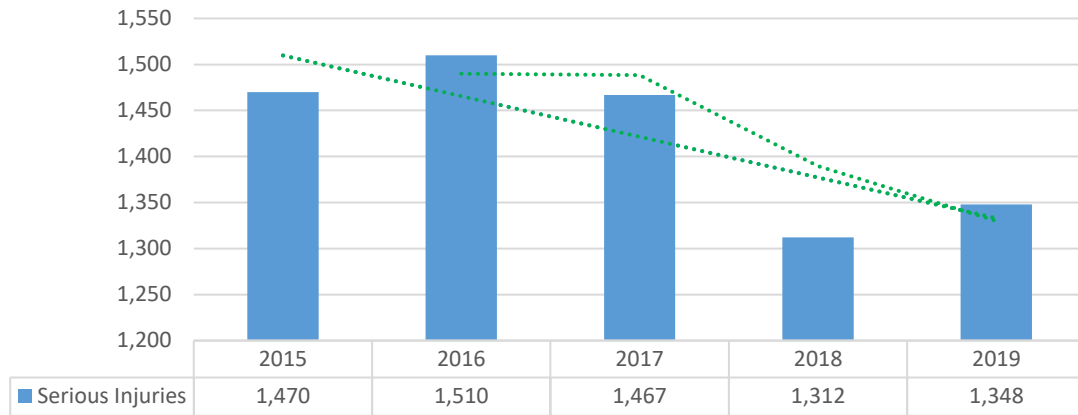


Serious Injuries

NHTSA Core Outcome Measure C-2

Target: Collaborative target consistent with the Highway Safety Improvement Program (HSIP) Target = 1,396.2

Result: There were 1,348 serious injuries in 2019.

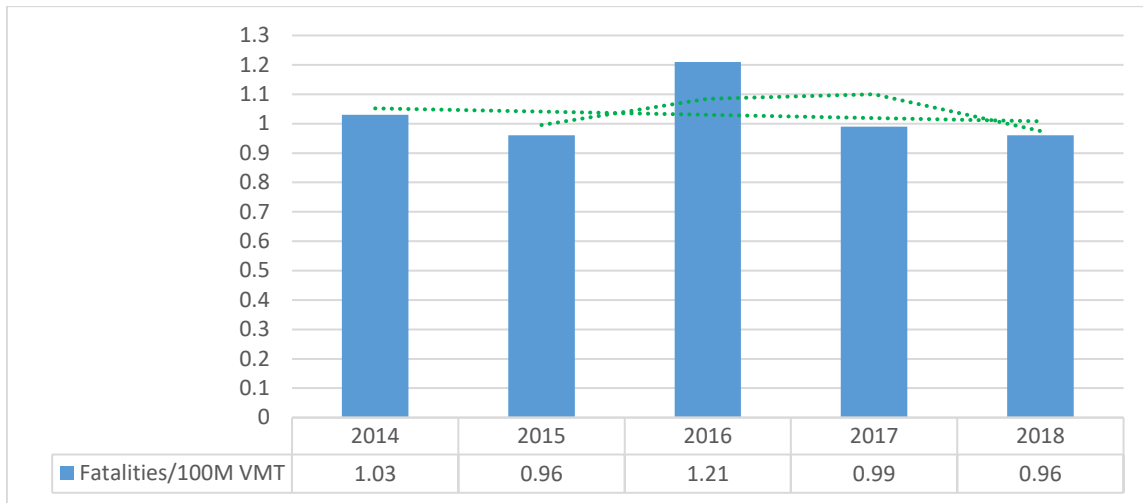


Source: Iowa Department of Transportation

Iowa recorded a 2.74% increase in serious injuries between 2018 and 2019. In spite of the increase, however, both the linear and the moving average trend lines are heading downward. The state met the collaborative target for serious injuries.

The target was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor's Traffic Safety Bureau and other traffic safety professionals including the Federal Highway Administration and the Federal Motor Carrier Safety Administration. The safety performance target is consistent with the Highway Safety Improvement Program and was set using 5-year rolling averages and is compliant with 23 CFR 490 and 1300.11.

Fatalities Per 100M Vehicle Miles Traveled	NHTSA Core Outcome Measure C-3
Target: Collaborative target consistent with the Highway Safety Improvement Program (HSIP) = 1.011	
Result: Fatalities per 100M vehicle miles traveled (2018) was 0.96. 2019 FARS data was not available at the time this report was prepared; therefore, 2018 data was used.	



Source: NHTSA/FARS

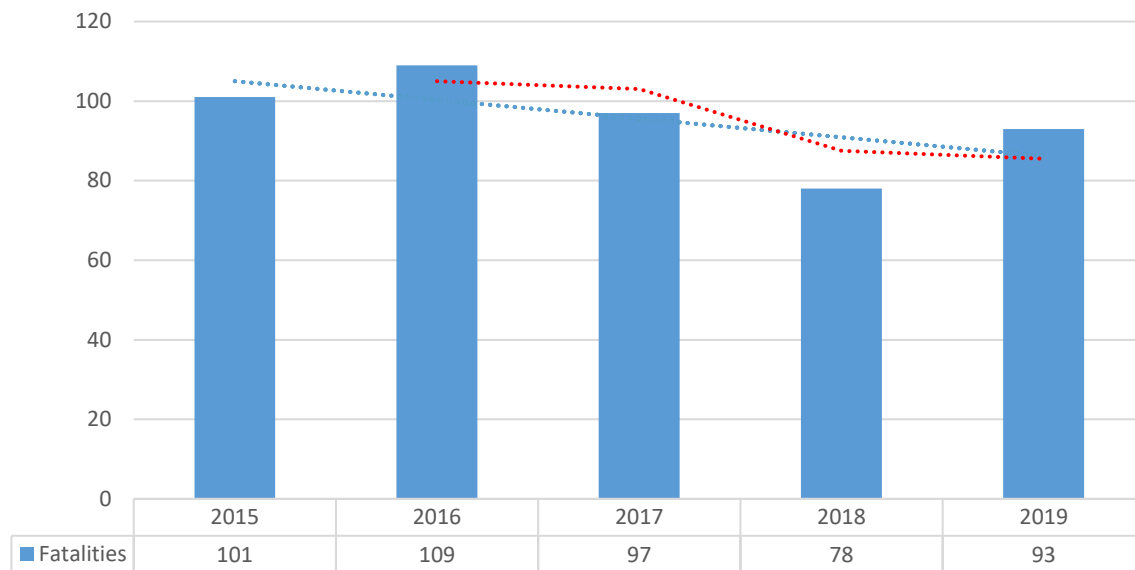
The annual collaborative target was met. In spite of a high rate in 2016, the state is starting to see a decline when reviewing 5-year linear and moving average trend lines.

The target was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor’s Traffic Safety Bureau and other traffic safety professionals including the Federal Highway Administration and the Federal Motor Carrier Safety Administration. The safety performance target is consistent with the Highway Safety Improvement Program and was set using 5-year rolling averages and is compliant with 23 CFR 490 and 1300.11.

**Unrestrained Passenger Vehicle Occupant Fatalities/
All Seat Positions**

NHTSA Core Outcome Measure C-4

Target: Reduce unrestrained passenger vehicle occupant fatalities 3% from the 2013-2017 average of 100 to 97 by December 31, 2020.



Source: NHTSA/FARS

The FFY 2019 target to reduce unrestrained passenger vehicle occupant fatalities 3.88% from the 2012-2016 average of 103 to 99 was met. The 2015-2019 5-year moving average was 96.

After two years of decreases in the number of unrestrained passenger vehicle fatalities, between 2018 and 2019 there was a 19.23% increase; thus, causing both the linear and moving average trend lines to start to flatten. In 2019, 39% of passenger vehicle occupant fatalities were unrestrained with an additional 8% being recorded as “unknown” in regard to belt usage by the reporting officer. In spite of the increase between 2018 and 2019, the state is likely to meet the FFY 2020 target.

The nighttime seat belt enforcement project that was to be implemented in 2020 was not as successful as planned as agencies were not able to do such enforcement activities due to COVID-19 concerns and restrictions. In FFY 2021, the nighttime seat belt project has been planned with 4 agencies contracted to conduct such activities.

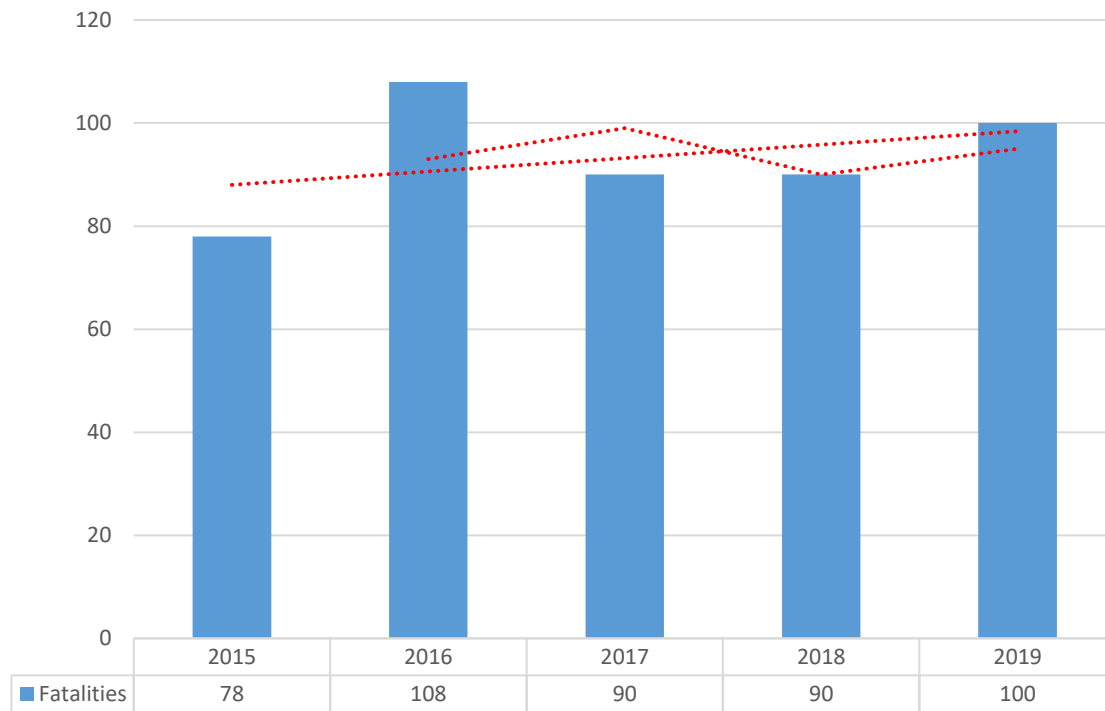
The 2020 Child Passenger Safety usage survey revealed that only 85.4% of teens ages 14-17 used a seat belt. This was a 7.47% decrease from the 92.3% recorded in 2019. The targeted young project, “Choices Matter” through Alliance Highway Safety, was not conducted in FFY 2020 as COVID-19 precautions caused Iowa’s Governor, Kim Reynolds to issue a proclamation to close Iowa schools in the spring. “Choices Matter” once again has been planned for FFY 2021 with activities to be conducted at ten Iowa high schools.

Occupant protection will be addressed by the newly formed Fatality Reduction Task Force.

Alcohol-Impaired Driving Fatalities

NHTSA Core Outcome Measure C-5

Target: Reduce alcohol-impaired driving fatalities 2.36% from the 2013-2017 average of 93.2 to 91 by December 31, 2020.



Source: NHTSA/FARS

In spite of an 11.11% increase in the number of Alcohol-impaired driving fatalities between 2018 and 2019, the FFY 2019 target was achieved. The FFY 2019 target was to reduce alcohol-impaired driving fatalities 1.06% from the 2012-2016 average of 94 to 93. The 2015-2019 5-year moving average was 93. Both linear and moving average trend lines now, however, are starting to incline. Upon reviewing preliminary 2020 data, the state does not anticipate meeting the FFY 2020 target established for C-5 but is programming efforts to mitigate the upward trends.

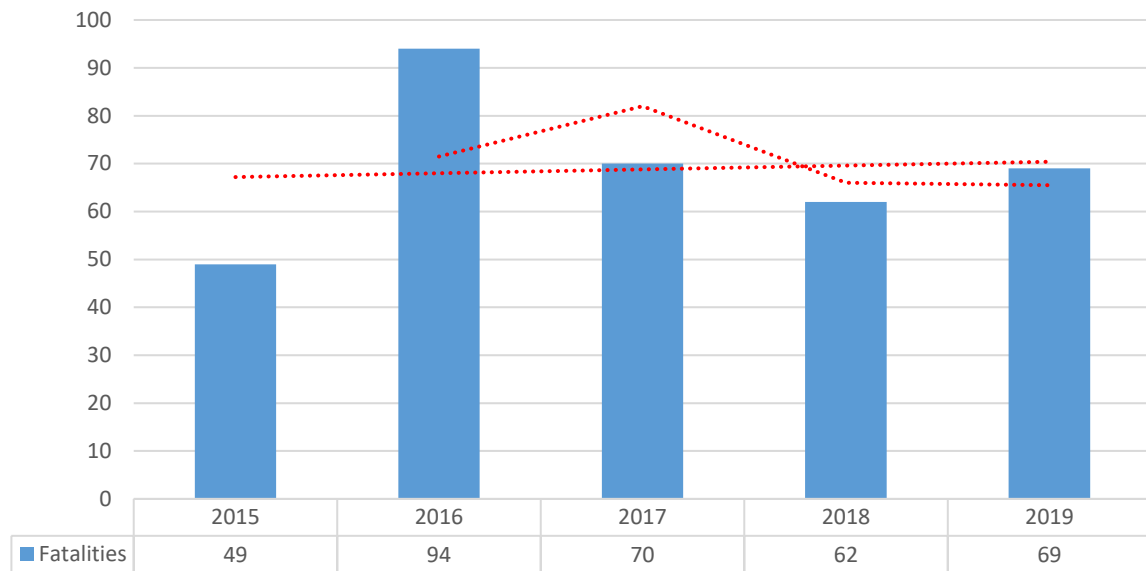
Efforts continue in the state to address impaired driving (both alcohol and drug impairments). The state continues to promote and support ARIDE and DRE certification programs. Moving forward, the state also hopes for the expansion of the 24/7 program.

Impaired driving issues will be an area addressed by the newly formed Fatality Reduction Task Force.

Speeding-Related Fatalities

NHTSA Core Outcome Measure C-6

Target: To maintain the 2017 annual number of speeding-related fatalities to no more than 70.



Source: NHTSA/FARS

The FFY 2019 target to maintain the 2012 -2016 average of 62 speeding-related fatalities was not achieved. The 2015-2019 5-year moving average was 69.

The state saw an 11.29% increase in speeding-related fatalities between 2018 and 2019. Both the linear trend line and the moving average have basically plateaued through 2019. However, preliminary data for 2020 has seen a dramatic increase in citations being issued for excessive speed and speeding-related crashes where fatalities and serious injuries have resulted. As such, the state does not anticipate meeting the FFY 2020 target established for C-6 but is programming efforts to mitigate upward trends.

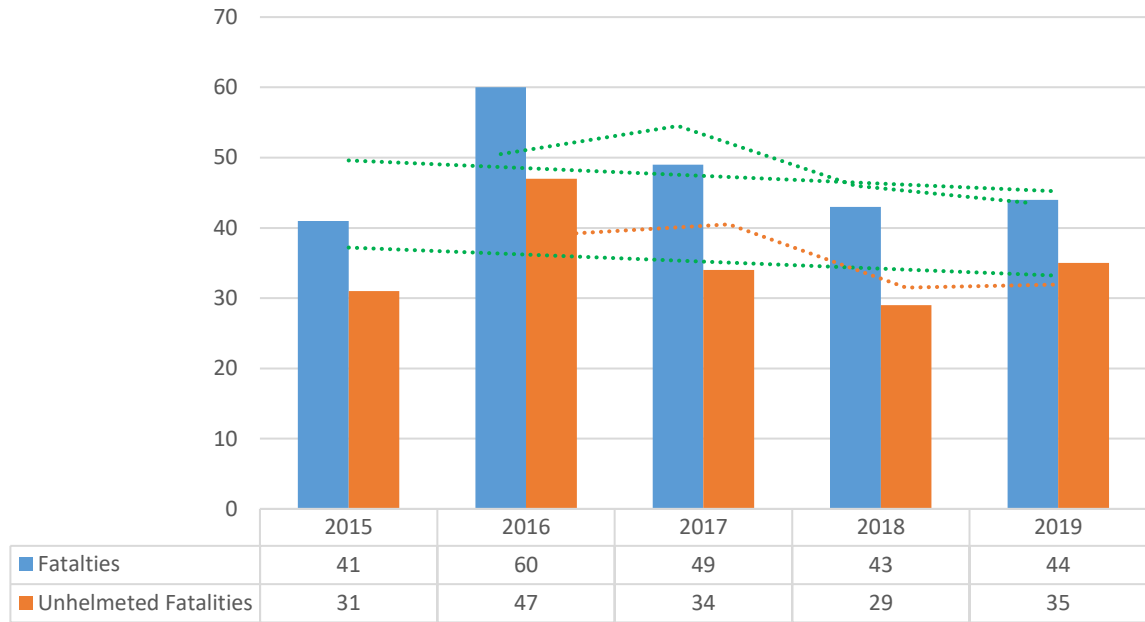
In the past, Iowa relied on overall high visibility enforcement projects to address speeding but the results have not really addressed the issues surrounding speed. Iowa has realized that we have failed to have a specific identified project for speed. Even though that state has seen some decreases in speeding-related fatalities from an annual perspective the last couple of years, it is recognized that if a project was properly planned and executed, additional opportunities to help reduce fatalities and serious injuries as a result of speed could be realized. In planning for specific speed projects in FFY 2021, the GTSB asked for the assistance of Iowa State University's In-Trans/Iowa Traffic Safety Data Service to help identify road segments with the highest crash frequency for speeding-related crashes. For FFY 2021, the GTSB will be identifying agencies within these high frequency areas for specific speed corridor projects.

Speed issues will also be addressed in FFY 2021 by the newly formed Fatality Reduction Task Force.

Motorcyclist Fatalities & Unhelmeted Motorcyclist Fatalities | NHTSA Core Outcome Measures C-7 & C-8

Targets: Reduce motorcyclist fatalities 2.04% from the 2013-2017 average of 49 to 48 by December 31, 2020.

Reduce unhelmeted motorcyclist fatalities 2.77% from the 2013-2017 average of 36 to 35 by December 31, 2020.



Source: NHTSA/FARS

The FFY 2019 target to reduce motorcyclist fatalities 1.96% from the 2012-2016 average of 51 to 50 was achieved. The 2015-2019 5-year moving average was 47.

The FFY 2019 target to reduce unhelmeted motorcyclist fatalities 2.56% from the 2012-2016 average of 39 to 38 was also achieved. The 2015-2019 5-year moving average was 35.

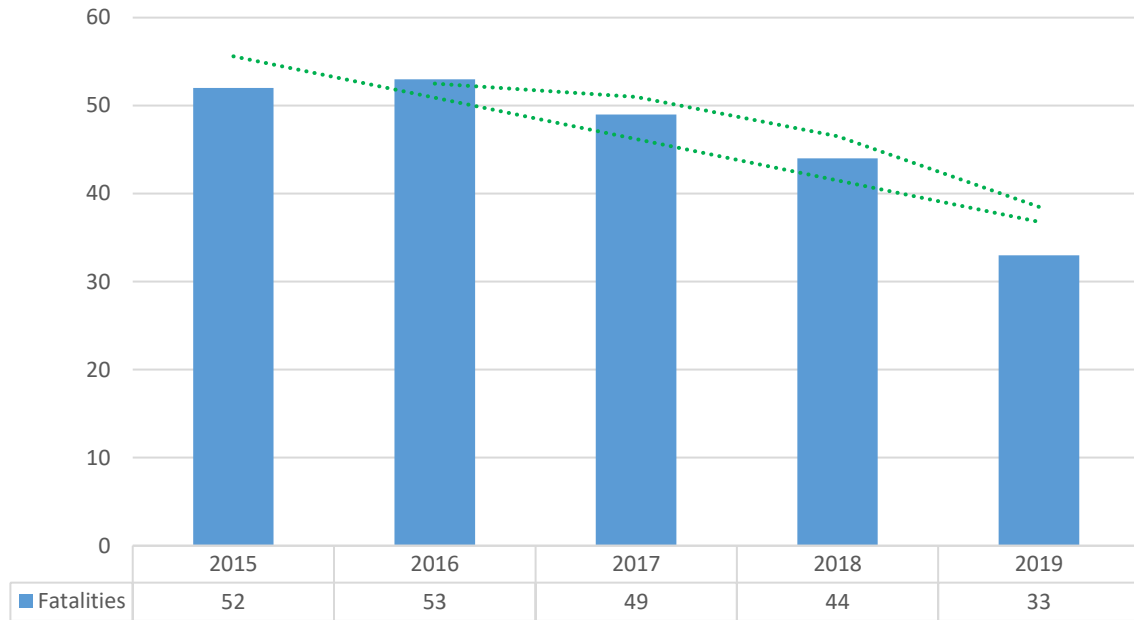
Five-year trend lines have basically plateaued for both motorcyclist fatalities and unhelmeted motorcyclist fatalities and traffic safety partners recognize there is still work to do in this area. Motorcycles are included in the 2019-2023 Strategic Highway Safety Plan, although not identified as a specific safety emphasis area.

In FFY 2021, efforts will continue to encourage riders to enroll in courses to help improve their riding skills. Educational efforts will continue to remind motorists to be aware of motorcyclists and to share the road.

Drivers Age 20 or Younger Involved in Fatal Crashes

NHTSA Core Outcome Measure C-9

Target: Reduce drivers age 20 or younger involved in fatal crashes 2.08% from the 2013-2017 average of 48 to 47 by December 31, 2020.



Source: NHTSA/FARS

The FFY 2019 target to reduce drivers age 20 or younger involved in fatal crashes 1.92% from the 2012-2016 average of 52 to 51 was achieved. The 2015-2019 5-year moving average was 46. Both the 5-year linear and moving average trend lines are continuing to head downward and the state is likely to meet the FFY 2020 target.

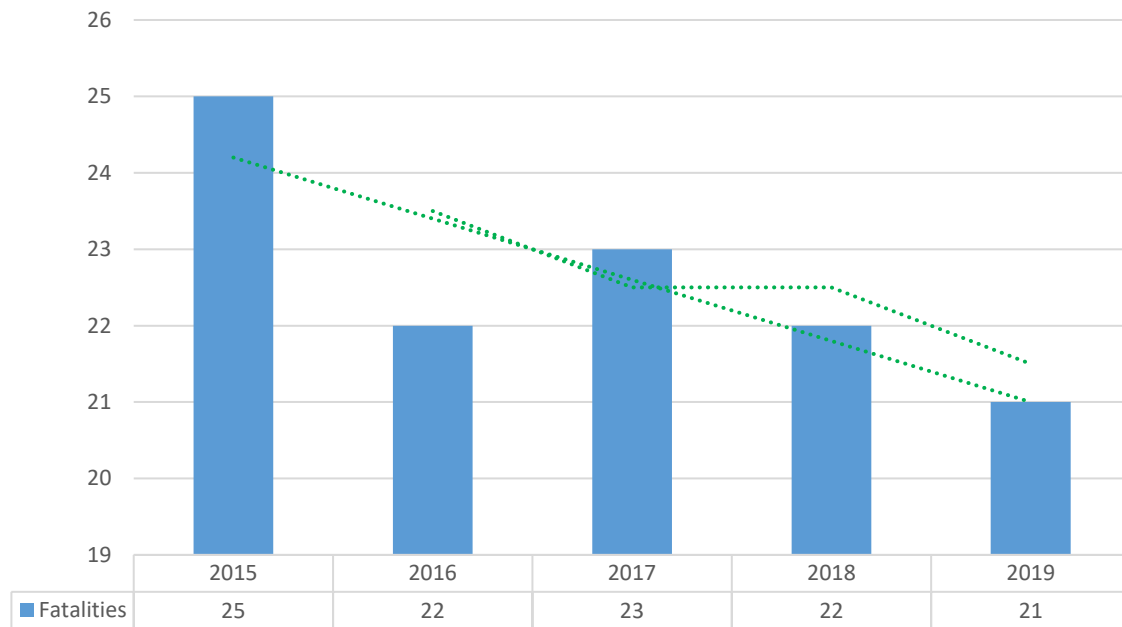
The primary planned activity for the area of young drivers, “Choices Matter”, was unable to be carried out due to COVID-19 and the closing of Iowa schools through a Governor’s proclamation in the spring of 2020. Going into the fall of 2020, some schools were back to in-person yet some were holding classes virtually. School “return to learn” plans have varied with the changing positivity rates of the COVID-19 virus. School programs will be reinstated when COVID restrictions are eased.

The 2020 Child Passenger Safety survey revealed that only 85.4% of teens ages 14-17 used a seat belt. This was a 7.47% decrease from the 92.3% recorded in 2019. The state needs to take a closer look at the implementation of other projects aimed at young drivers and passengers.

Pedestrian Fatalities

NHTSA Core Outcome Measure C-10

Target: Reduce pedestrian fatalities 4.55% from the 2013-2017 average of 22 to 21 by December 31, 2020.



Source: NHTSA/FARS

The FFY 2019 target to reduce pedestrian fatalities 4.76% from the 2012-2016 average of 21 to 20 was not met. In spite of downward trend lines, the 2015-2019 5-year moving average was 23. Upon reviewing preliminary 2020 data, the state does not anticipate meeting the FFY 2020 target established for C-10 but is programming efforts to mitigate upward trends.

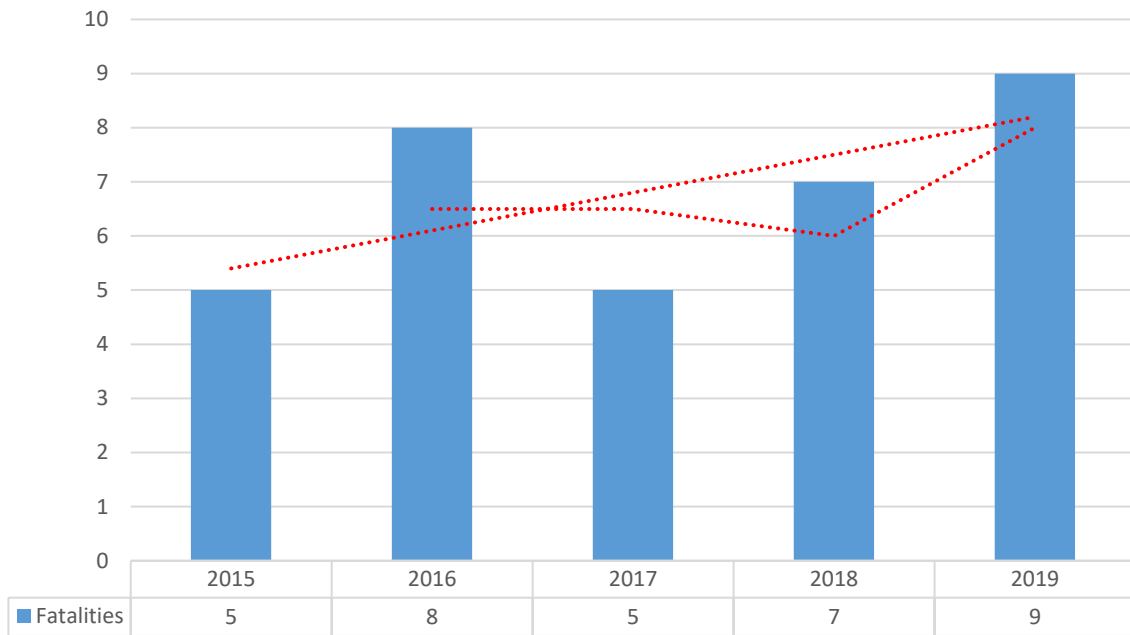
In FFY 2020, 11 agencies were identified that GTSB staff specifically worked with in regard to pedestrian safety issues. The 11 agencies were identified because they had a pedestrian fatality in 2017 and/or 2018. In FFY 2020 there was not any specific funding provided to those agencies for any pedestrian projects. The overall goal was for the agencies to be proactive and to utilize the previously developed Pedestrian Tool Kit to address the rising national statistics in regard to pedestrian fatalities. Some of these efforts were not able to be conducted in FFY 2020 due to the interruptions faced by enforcement agencies due to the COVID-19 pandemic and a summer of civil unrest.

For FFY 2021, eleven agencies have been identified to partner in a year-long speed-pedestrian project. Agencies will conduct high visibility enforcement with a pedestrian/speed emphasis at locations and times identified as high risk by the agency and supported by data. Agencies will also be required to conduct a minimum of two media contacts and six social media public information activities aimed at improving driver safety behaviors related to pedestrian safety. Agencies have also been requested to consider a “move-over” component to their enforcement and educational efforts.

Bicyclist Fatalities

NHTSA Core Outcome Measure C-11

Target: Reduce bicyclist fatalities 20% from the 2013-2017 average of 5 to 4 by December 31, 2020.



Source: NHTSA/FARS

The FFY 2019 target to reduce bicyclist fatalities 20% from the 2012-2016 average of 5 to 4 was not met. The 2015-2019 5-year moving average was 7.

Two more bicyclist fatalities were recorded in 2019 compared to 2018. Although bicyclist fatalities accounted for less than 3% of all traffic fatalities in the state of Iowa 2019, both the linear and moving average trend lines are showing an upward trend. As such, the state does not anticipate meeting the FFY 2020 target established for C-11 but is programming efforts to mitigate upward trends.

Bicycles are listed within the 2019 – 2023 State Strategic Highway Safety Plan. The Iowa Department of Transportation also has a Bicyclist and Pedestrian Long-Range Plan. Moving forward, a partnership should be developed with the DOT and bicyclist stakeholders involved in the long-range plan to garner possible strategies to be incorporated within the Highway Safety Plan.

NHTSA Core Behavior Measures

Observational Safety Belt Usage Survey/B-1

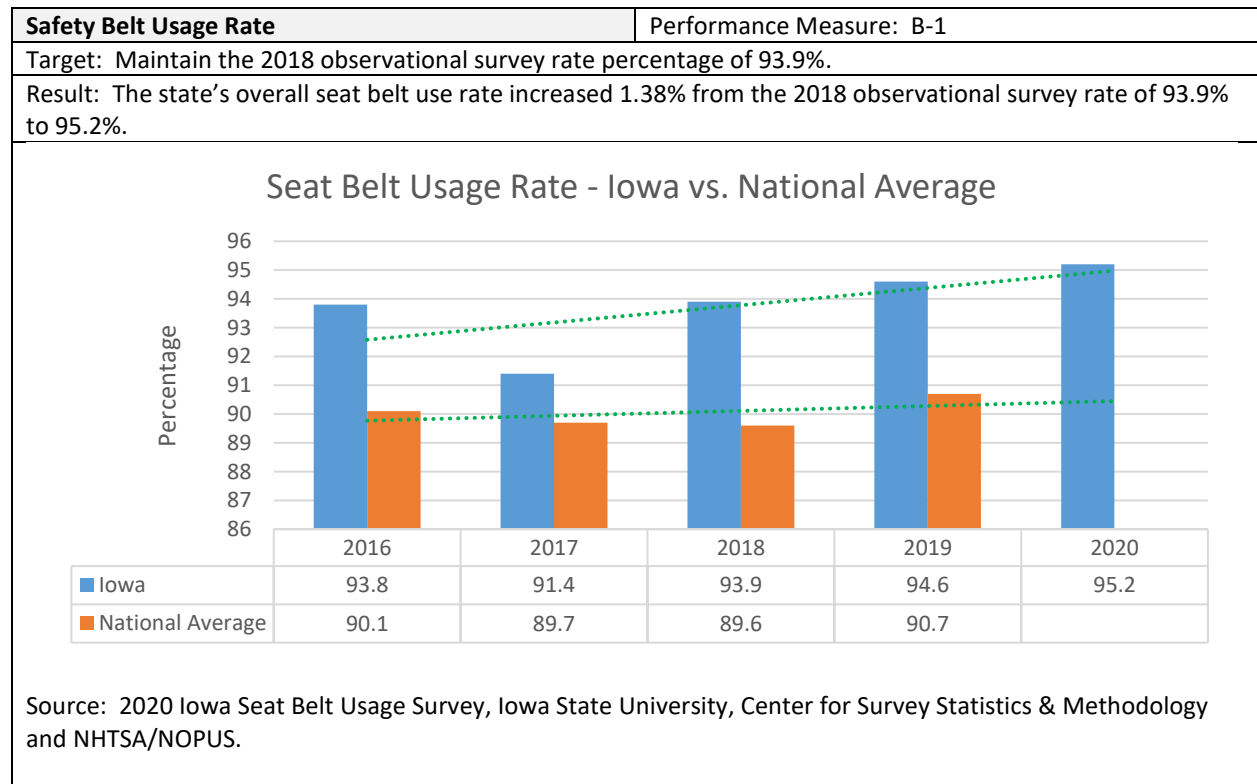
Excerpt from the ISU/CSSM Survey Report

The Iowa GTSB contracted with Iowa State University Center for Survey Statistics & Methodology (20-405b-M10P, Task 01) to conduct the seat belt use data collection/Annual Safety Belt Usage Survey for 2020.

The 2020 seat belt use data collection resulted in the observation of 15,688 passenger vehicles with a right front seat passenger in 5,467 of those vehicle, for a total of 21,155 potential observations of belt use. Of these 21,155 potential observations, there were 14,925 drivers and 5,070 right front passengers who were observed to be wearing seat belts (total 19,995 seat belt users). Data collectors were unable to observe the seat belt use of 240 drivers and 73 passengers (total 313 unknown use). The unknown use, or “nonresponse rate,” is .0148 or 1.48%. This is well within the range allowed by federal regular regulations, which require the nonresponse rate to be below 10%.

The number of observations in 2020 was 2,670 more than in 2019; the number of vehicles observed increased by 2,129 and the number of passengers increased by 631. The number of observations varies from year to year in part because sites are intentionally observed on different days of the week and times of the day as much as is practical. As well, the 2020 observations were bumped to 60 minutes rather than 45 minutes. Federal regulations require a minimum of 7,500 observations, and the 2020 total of 15,688 passenger vehicles with 21,155 observed occupants far exceeds the minimum requirement. Ten quality control checks were completed in 2020. Each of the five primary data collectors was observed by a quality control monitor at two unannounced sites to ensure compliance with project protocols. This comprises 12% of the sites (10 of 84), which exceeds the minimum of 5% required by federal regulations. No problems were identified through these quality control checks.

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 2020 was 95.2%, with an estimated standard error of .97% (± 1%).**



Public Awareness/Attitude Survey/B-2

Due to the COVID-19 pandemic, the Annual Public Awareness/Attitude Survey was not completed in 2020.

Iowa State University, Center for Survey Statistics and Methodology held the contract to complete the survey (20-402-MOOP, Task 13-00-00). The survey was planned to be conducted at five different Iowa Department of Transportation Driver's License Stations throughout the state. Due to the pandemic, the DOT Driver's License Stations were closed, and, therefore, the survey could not be conducted as originally planned.

Activity Measures/Grant Funded Activity

A-1	Safety Belt Citations	2,369
A-2	OWI Arrests	1,375
A-3	Speed Citations	16,085

Federal Funds Expended on Projects

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

For Section 402, Iowa's share to local benefit was 50.52% for FFY 2020.

Description of State's Evidence-Based Enforcement Program Activities

The state of Iowa utilizes crash data as the foundation for highway safety countermeasures. In the area of enforcement, accurate and complete data are vital to target problematic areas, identify potential causations and to help determine the most effective deployment of personnel. Improvements in the performance areas of accuracy, completeness, timeliness, uniformity, accessibility and integration are continuous goals for the overall traffic records system. Iowa has made significant strides to make data timely, readily available and useful.

On-going enforcement programs are implemented throughout the state with the common goal to reduce fatalities and serious injuries. Goals include modifying unsafe driving behavior to ultimately change traffic safety culture.

Iowa's Evidence-Based Traffic Safety Enforcement Plan included goals consistent with those identified within the Highway Safety Plan and correlated with the strategies within the State Strategic Highway Safety Plan.

High Visibility Enforcement/Section 402 and 405d

Section 402 and 405d funding help support high visibility enforcement efforts through the year. Agencies were encouraged to utilize data to help identify problematic times and locations for their deployment of efforts.

special Traffic Enforcement Program (sSTEP)

The sSTEP agencies in 2020 conducted special traffic enforcement efforts during 4 different waves. The fifth wave, the May national mobilization – "Click It or Ticket" was cancelled due to COVID concerns but was rescheduled for November (FFY 2021). The Iowa sSTEP waves support the national mobilization periods of "Click It or Ticket" and "Drive Sober or Get Pulled Over". In addition to enforcement, agencies were asked to work with the local media. Pre- and post-wave observational safety belt surveys were conducted and reported.

Nighttime Seat Belt Enforcement

FFY 2020 was the first year for a specific nighttime seat belt enforcement project. Eight law enforcement agencies were contracted to conduct the projects. However, due to COVID-19 concerns and restrictions, only five of the eight agencies were able to conduct any activities in this area.

Central Iowa Traffic Safety Task Force (CITSTF)

CITSTF involves law enforcement agencies from the central Iowa area. Throughout the year the task force conducted six multi-jurisdictional enforcement projects. In addition to the benefits of the high visibility enforcement, the local media provides coverage and helps promote traffic safety during these special enforcement projects.

NHTSA Region 7 Excessive Speed Reduction Project

The five state patrols within NHTSA Region 7 collaborated for a regional speed enforcement initiative on July 17-18, 2020. The initiative was aimed at reducing high speeds and encouraging personal responsibility in keeping roadways safe.

Regional 420 Enforcement Mobilization

The Regional 420 Enforcement Mobilization planned for April 2020 was cancelled due to COVID-19 restrictions and concerns.

Mobilization Participation Information

Please see ATTACHMENT B in regard to Iowa's participation in the designated NHTSA National Mobilizations.

Project Contribution in Meeting Highway Safety Targets

Each project summary listing within this report provides a paragraph which specifies how the project contributed to the targets set forth within the FFY 2020 Highway Safety Plan.

Planned Activities Not Implemented/Target Not Met

For those planned activities were not implemented or that overall targets were not met as of a result of the COVID-19 pandemic, comments are provided within the specific activity area report.

Agencies that did not implement planned activities or in which targets were not met that were not related to the COVID-19 pandemic are listed below and identify the specific page in which an explanation is provided.

Program Areas

Highway safety funds are made available annually through the National Highway Traffic Safety Administration (NHTSA). Highway program grants are designed to help state agencies, counties and communities to initiate programs to address traffic safety related problems and to promote traffic safety.

Occupant Protection

Problem Statement and Overview:

Iowa's primary seat belt law was enacted in July 1986. At that time only 18% of drivers were recorded as wearing a seat belt. Throughout the years, enforcement and educational countermeasures and activities have helped promote the importance of belt usage. The 2020 state observational survey concluded Iowa's belt usage rate as 95.2%. Although the state has a high observational use rate, traffic safety officials still understand there is work to be done in the area of occupant protection.

Targets:

- Reduce unrestrained passenger vehicle occupant fatalities 3% from the 2013-2017 average of 100 to 97 by December 31, 2020.
- Maintain the statewide safety belt usage rate at the 2018 observational survey rate of 93.9%.

Strategies:

- Conduct a statewide observational seat belt usage survey and a statewide observational child restraint usage survey.
- 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 partnerships and educational efforts with the goal to ultimately change driving behaviors.
- Conduct public awareness campaign focused on generating awareness of the risks associated with being an unprotected person.
- Through the state's Child Passenger Safety program, support the proper training/and certifications for technicians.
- Through the state's Child Passenger Safety program, support the inspection stations through the state and the car seat distribution programs.
- Implement additional educational efforts through the use of a seat belt convincer program in the Scott County, Iowa area.
- Implement nighttime seat belt enforcement program.

Outcomes/Results:

- The FFY 2019 target to reduce unrestrained passenger vehicle occupant fatalities 3.88% from the 2012-2016 average of 103 to 99 was met. The 2015-2019 5-year moving average was 96.
- The statewide safety belt usage rate increased 1.38% from the 2018 rate of 93.9% to 95.2% in 2020.

The state continues to hover around 44% of passenger vehicle fatalities being unbelted with an additional 13% being recorded by the reporting officer as "unknown" for belt usage.

Iowa's law enforcement partners are continuously enforcing the state's primary seat belt law. Educational efforts were conducted in various ways including educational presentations by law enforcement, paid media, and social media. Some efforts were hampered in FFY 2020 due to COVID-19 restrictions and concerns.

A new project in Iowa in FFY 2020 was nighttime seat belt enforcement. Eight agencies were contracted to perform nighttime enforcement efforts but efforts were greatly affected by COVID-19 safety concerns. Four agencies have been contracted in FFY 2021 in hopes to further ignite the nighttime seat belt enforcement efforts.

Another new project for FFY 2020 was the purchase of a seat belt convincer by the Blue Grass Police Department. The plan was to share the unit with law enforcement agencies in the Scott County, Iowa area. Again, due to COVID-19 restrictions and concerns, community activities and school events were cancelled and the unit was not utilized as planned. Educational events utilizing the convincer are again planned for FFY 2021 if the pandemic restrictions are eased.

Project: Law Enforcement/HVE – Section 402 Occupant Protection

Agency	Project Number
Dubuque Police Department	20-402-M00P, Task 01-00-00
Marion Police Department	20-402-M00P, Task 02-00-00

The following table provides the overtime activity reported by agencies funded through Section 402/Occupant Protection. Please note enforcement efforts were affected due to COVID-19 restrictions and concerns in addition to civil unrest which occurred during FFY 2020. Many agencies reduced overtime worked to minimize possible exposure to the virus.

Overall Activity – All Agencies			
Overtime Enforcement Hours	721.5	Seat Belt Warnings (Nighttime)	1
Overtime Educational Hours	0	Child Restraint Citations	0
OWI Arrests – Alcohol	8	Child Restraint Warnings	3
OWI Tested – No Arrests	16	Speed Citations	653
OWI Arrests – Drugs	2	Speed Warnings	75
# DRE Call Outs (GTSB Stop Only)	0	Stop Sign/Light Citation	76
OWI Drug Tested – No Arrest	8	Stop Sign/Light Warnings	23
.02 Violations	0	No Texting Law Citation	0
Underage Possession (Traffic Only)	2	No Texting Law Warnings	0
Open Container	2	No Electronic Device Citation	2
Public Intoxication	0	No Electronic Device Warning	13
Seat Belt Citations (Daytime)	284	Other Traffic Violation Citation	188
Seat Belt Warnings (Daytime)	69	Other Traffic Violation Warning	569
Seat Belt Citations (Nighttime)	5		

This project contributed to the targets listed in the Highway Safety Plan by enforcing and promoting laws which in turn contributed to the increase in belt usage.

Project: Seat Belt Convincer
Agency: Blue Grass Police Department
Project Number: 20-402-M00P, Task 00-02-00

The Blue Grass Police Department purchased a seatbelt convincer with the intention to have the unit utilized by all Scott County law enforcement partners



to help promote the importance of seat belt usage. The unit was to be used at the county fair, summer festivals and other miscellaneous events but all planned events were cancelled in FFY 2020 due to the COVID-19 pandemic. The unit will be utilized as planned in FFY 2021 if the pandemic restrictions are lifted.



Project: Seat Belt Convincer Educational Presentations

Agency	Project Number
Bettendorf Police Department	20-402-MOOP, Task 00-01-00
Blue Grass Police Department	20-402-MOOP, Task 00-02-00
Buffalo Police Department	20-402-MOOP, Task 00-03-00
Davenport Police Department	20-402-MOOP, Task 00-04-00
Eldridge Police Department	20-402-MOOP, Task 00-05-00
LeClaire Police Department	20-402-MOOP, Task 00-06-00
Princeton Police Department	20-402-MOOP, Task 00-07-00
Scott County Sheriff's Office	20-402-MOOP, Task 00-08-00
Walcott Police Department	20-402-MOOP, Task 00-09-00

None of the 10 agencies with seat belt convincer training dollars were able to use the funds due to the COVID-19 pandemic. All of the county fairs, summer festivals and events slated to use the seat belt convincer were cancelled for the year. National Night Out was moved to October 6, 2020 (FFY 2021), but many of those have been cancelled or are not being planned as well. Educational presentations are planned in FFY 2021 if the pandemic restrictions are lifted.

Project: Annual Governor's Highway Traffic Safety Conference
Agency: Iowa State University Conference and Planning (Split)
Project Number: 20-402-MOOP, Task 00-29-00
(Combo with 20-402-MOAL, Task 00-29-00 and 20-402-MOPT, Task 00-29-00)

The 2020 Annual Governor's Highway Traffic Safety Conference was scheduled for April 21-22, 2020. Due to COVID-19, the conference ended up being cancelled. The Award's Ceremony portion of the conference was rescheduled for July 30, 2020 (Please see page 63.) A conference is being planned for 2021 but may need to be changes from the typical in-person format to a virtual format depending on the status of the COVID-19 pandemic.

Project: Annual Public Awareness/Attitude Survey
Agency: Iowa State University, Center for Survey Statistics and Methodology
Project Number: 20-402-MOOP, Task 13-00-00

This Annual Public Awareness/Attitude Survey was not conducted in FFY 20 due to the COVID pandemic. The data collection portion of the survey was planned to be conducted at five Iowa Department of Transportation Driver's License Stations. As a result of COVID, these offices were closed, and therefore the survey could not be conducted. The survey is planned to be conducted in FFY 2021 if pandemic concerns and restrictions are lifted.

Project: Nighttime Seat Belt Enforcement

Agency	Project Number
Ames Police Department	20-405b-M1HVE, Task 00-01-00
Clear Lake Police Department	20-405b-M1HVE, Task 00-02-00
Council Bluffs Police Department	20-405b-M1HVE, Task 00-03-00
Davenport Police Department	20-405b-M1HVE, Task 00-04-00
Des Moines Police Department	20-405b-M1HVE, Task 00-05-00
Iowa City Police Department	20-405b-M1HVE, Task 00-06-00
Marshalltown Police Department	20-405b-M1HVE, Task 00-07-00
Sioux City Police Department	20-405b-M1HVE, Task 00-08-00

The cities of Marshalltown, Des Moines, Ames, Iowa City and Sioux City participated in the FFY 2020 nighttime seat belt enforcement project. Unfortunately, most projects were slated to start just as the COVID virus struck Iowa and with civil unrest that also occurred in the contracted cities, enforcement efforts were greatly reduced. Clear Lake, Davenport, and Council Bluffs did not conduct any projects.

A total of 7 projects were conducted using 22 hours of overtime. Although the emphasis was on seat belt enforcement, numerous other traffic violations were addressed including removing impaired drivers off the streets. The project activity is listed below.

Overall Activity – All Agencies	
Overtime Enforcement Hours	22
Seat Belt Citations	47
Seat Belt Warnings	7
Child Restraint Contacts	5
OWI Arrests	6
Other Citations	137
Other Warnings	358

This project contributed to the targets within the Highway Safety Plan as it enforced seat belt use laws and promoted the importance of wearing a seat belt.

Project: Statewide Child Passenger Safety (CPS Program)

Agency: Blank Children’s Hospital

**Project Number(s): 20-405b-M1CSS, Task 00-01-00
20-405b-M1CPS, Task 01-00-00**

Blank Children’s Hospital coordinated the Statewide CPS program in Iowa. Funding received in FFY 2020 helped support a full-time CPS Coordinator and a part-time Special Needs Coordinator.

In FFY 2020, a statewide strategic plan was created for programmatic growth and sustainability. An Iowa Child Passenger Safety Advisory Committee convened and met four times during the year to discuss areas of programmatic growth.

Three CPS Technician classes were held in FFY 2020. A total of 30 individuals successfully completed the technician class. The CPS Technician Conference was scheduled for May 4, 2020. The conference was cancelled due to the COVID-19 pandemic. In lieu of the in-person conference, an 8-part webinar series was held. Also for the Technician Conference, a new award was developed called the “Iowa Child Passenger Safety Technician of the Year”. The winner was announced during the Iowa CPS and NHTSA Region 7 webinar. In addition, funds that were

originally allocated to the conference expenses were shifted to provide a digital marking campaign aimed at reducing maternal death in Motor Vehicle Crashes.

The car seat loaner program for children with special healthcare needs continued to be a resource in FFY 2020. During the year, 77 special needs restrained were loaned to families. This program also provides a giveaway restraint program to families in financial need who have babies being discharged at less than 5 pounds.

The car seat safety class for new and expectant parents was offered 6 times in FFY 2020 prior to the COVID pandemic. Sixty-nine couples attended.

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

Project: Annual Statewide Observational Child Restraint Usage Survey
Agency: University of Iowa, Injury Prevention Research Center (IPRC)
Project Number: 20-405b-M1OP, Task 02-00-00

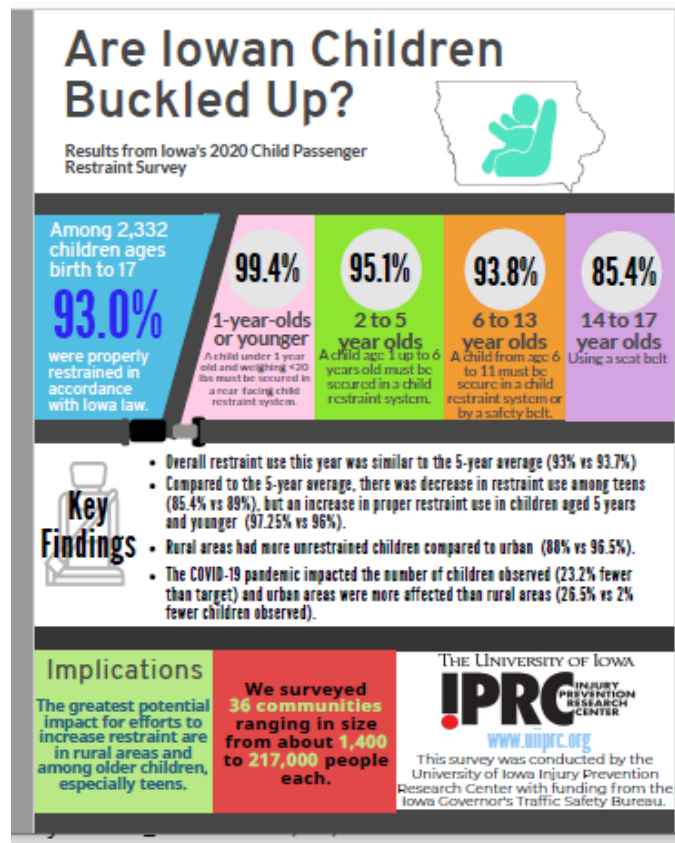
The University of Iowa, Injury Prevention Research Center conducted the annual statewide observational child restraint usage survey in accordance with NHTSA approved guidelines. The survey concluded that among the 2,332 children ages birth to 17, 93.0% were properly restrained in accordance with Iowa law.

The start of this year's survey was delayed due to the COVID-19 pandemic but the IPRC was able to get University of Iowa approval on a research ramp-up safety plan, as well as equip surveyors with proper personal protective equipment (PPE) and COVID-19 safety training via an online course provided by the university.

The IPRC is also continuing work on two manuscripts, using data from the past 30 years of this survey. The research questions IPRC is trying to answer include:

1. What is the influence of a driver's seat belt use on child passenger restraint use?
 - a. What is the influence of a teen driver's seat belt use on passenger restraint use?
2. What is the influence of rurality on restraint use and how does this vary over time?

This project contributed to the targets listed in the Highway Safety Plan as the results of the 2020 child restraint survey will help Iowa assess child passenger safety projects, trainings and programs throughout the state.



Project: Annual Statewide Observational Safety Belt Usage Survey
Agency: Iowa State University, Center for Survey Statistics and Methodology (CSSM)
Project Number: 20-405b-M1OP, Task 01-00-00

The Iowa GTSB partnered with Iowa State University, Center for Survey Statistics & Methodology to conduct the 2020 Annual Statewide Observational Safety Belt Usage Survey in accordance with NHTSA's uniform criteria. There were 84 observational sites in the 2020 survey. Preparation for the survey involved several components including verifying the usability of the sample sites, revision materials for data collectors, and notifying appropriate local law enforcement personnel prior to data collection. Based on the weighted data, Iowa's overall seat belt usage for 2020 was 95.2%. For detailed information as to the survey methodology and results, see "Observational Safety Belt Usage – B-1" on page 16.

This project contributed to the targets listed in the Highway Safety Plan as the results provide the official safety belt usage rate for the state, which in turn is utilized by the state to set targets for occupant protection-related projects. The official rate also determines the state's eligibility for Section 405b funding.

Project: CarFit Programs
Agency: AARP
Project Number 20-402-M0OP, Task 13-00-00

On September 20, 2019, it was determined there would not be a CarFit contract with AARP for FFY 2020.

The GTSB continues to review possible countermeasures to address older driver issues.

Alcohol-Impaired Driving Fatalities/Impaired Driving

Problem Statement and Overview

In 2019, alcohol-impaired driving fatalities accounted for almost 30% of all traffic fatalities in the state.

Back in 2003, Iowa enacted .08 legislation which has been a major part of the state's efforts to combat impaired driving. Iowa has experienced a fluctuation in the number of alcohol-impaired fatalities despite strong law enforcement efforts. Law enforcement can be credited for utilizing federal funding to continue efforts to combat impaired driving through high-visibility enforcement and education. In addition to regular overtime efforts, agencies are encouraged to participate and support high visibility enforcement efforts during national mobilizations such as "Driver Sober or Get Pulled Over".

Pursuant to federal legislation, the state of Iowa qualified for Section 405d funding as a "low range" state based on a 3-year average of alcohol-impaired fatalities per 100M vehicle miles traveled utilizing the most recent data published and maintained in NHTSA's Fatality Analysis System (FARS). Legislation specifically identifies low-range states as those with an average impaired driving rate of 0.30 or lower.

Targets

- Reduce alcohol-impaired driving fatalities 2.36% from the 2013-2017 average of 93.2 to 91 by December 31, 2020.

Strategies

- Through the administration of Section 402 and 405d funds, support overtime for enforcement and educational purposes and to help provide funding for the purchase of GTSB approved equipment.
- Promote and support the expansion of the 24/7 program in Iowa.
- Conduct public awareness campaigns focused on generating awareness of the different types of impairments and their effects on driving.
- Encourage the continued efforts to train additional officers in Advanced Roadside Impaired Driving Enforcement (ARIDE).
- Support the training required to certify an additional 12 officers as a Drug Recognition Expert (DREs).
- Participate in any special NHTSA Regional activities focused on impaired driving.

Outcomes/Results

- The FFY 2019 target to reduce alcohol-impaired driving fatalities 1.06% from the 2012 to 2016 average of 94 to 93 was met. The 2013-2019 5-year moving average was 93.

During FFY 2020, the GTSB utilized a combination of Section 402 and 405d to support efforts to combat impaired driving. Funding supported overtime enforcement and educational efforts, purchased approved equipment, training opportunities, and media exposures. Funding also supported specialized training efforts throughout the state as provided by the Iowa Law Enforcement Academy, the State Court Administrator's Office, and the Prosecuting Attorney's Training Council/Traffic Safety Resource Prosecutor (TSRP). The Iowa Division of Criminal Investigation Criminalistics Laboratory also provided essential in the area of impaired driving.

Law enforcement continue to be a critical component in the state to combat impaired driving. NHTSA funding continues to support specialized trainings in the areas of Advanced Roadside Impaired Driving (ARIDE) and Drug Recognition Expert (DRE) programs.



However, in 2020, COVID greatly impacted both ARIDE and DRE trainings. A total of three (3) A.R.I.D.E. classes were conducted in FY 2020 prior to the COVID-19 pandemic concerns. A total of 77 officers received A.R.I.D.E. training. (20-405d-M6OT, Task 00-00-07 GTSB Internal-A.R.I.D.E. Program Expenses)



The 2019 DRE completed the certification portion in October 2019 with hands-on training in Phoenix, Arizona. Thirteen (13) new DREs were certified in calendar year 2019.

The 2020 DRE Certification School, which was to begin in September, was also cancelled due to COVID. The six planned DRE Recertification Classes had to be re-scheduled due to the pandemic. A total of four classes were held in FFY 2020; in which 25 DREs were recertified. The remaining two recertification classes were held in October 2020 (FFY 2021). (20-405d-M6OT, Task 00-00-06 GTSB-DRE Program Expenses).

As we are in the early months of FFY 2021, globally the COVID-19 pandemic continues to have a significant impact on daily life. In November 2020, the state of Iowa was in the middle of a surge of COVID-19 cases. As a result, it has been decided to suspend all ARIDE trainings until further notice. Moving forward we will continue to monitor and evaluate the pandemic situation on a month to month basis.

The 24/7 Program was conducted in Woodbury County in FFY 2020. At its peak, 17 individuals were enrolled into the testing program. In February, the 24/7 Program was suspended because of COVID concerns for participants and jail staff. In July, House File 2411 was enacted that removed the Temporary Restricted License (TRL) restriction from the 24/7 Program in hopes more people could be enrolled.

Project: Law Enforcement/HVE – 402 AL

Agency:	Project Number:
Ames Police Department	20-402-MOAL, Task 01-00-00
Cerro Gordo County Sheriff's Office	20-402-MOAL, Task 02-00-00
Clear Lake Police Department	20-402-MOAL, Task 03-00-00
Des Moines County Sheriff's Office	20-402-MOAL, Task 04-00-00
Eldridge Police Department	20-402-MOAL, Task 05-00-00
Marshalltown Police Department	20-402-MOAL, Task 06-00-00
Windsor Heights Police Department	20-402-MOAL, Task 07-00-00

The following table provides the overtime activity reported by agencies funded through Section 402/Alcohol. Please note enforcement efforts were affected due to COVID-19 restrictions and concerns in addition to civil unrest which occurred during FFY 2020. Many agencies reduced overtime worked to minimize possible exposure to the virus.

Overall Activity – All Agencies			
Overtime Enforcement Hours	974.75	Seat Belt Warnings (Nighttime)	9
Overtime Educational Hours	10	Child Restraint Citations	0
OWI Arrests – Alcohol	37	Child Restraint Warnings	0
OWI Tested – No Arrests	40	Speed Citations	371
OWI Arrests – Drugs	2	Speed Warnings	394
# DRE Call Outs (GTSB Stop Only)	4	Stop Sign/Light Citation	30
OWI Drug Tested – No Arrest	14	Stop Sign/Light Warnings	34
.02 Violations	2	No Texting Law Citation	0
Underage Possession (Traffic Only)	4	No Texting Law Warnings	0
Open Container	9	No Electronic Device Citation	19
Public Intoxication	11	No Electronic Device Warning	32
Seat Belt Citations (Daytime)	75	Other Traffic Violation Citation	366

Seat Belt Warnings (Daytime)	32	Other Traffic Violation Warning	388
Seat Belt Citations (Nighttime)	18		

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 will in turn will promote positive driving behaviors. Activities had an alcohol emphasis.

Project: TSRP/Prosecuting Attorney Training Coordinator
Agency: Prosecuting Attorney's Training Coordinator
Project Number: 20-405d-FDL*PT, Task 02-00-00

Prosecutors and law enforcement officers were provided information through numerous training opportunities throughout the year. Consultation was also regularly provided to law enforcement officers, prosecutors, attorneys, and state agencies. Due to the COVID-19 pandemic some of these activities were provided either virtually or were pre-recorded because of not being able to complete in person. This year also featured less travel around the state for impaired driving workshops and presentations. Numerous ARIDE, DRE, and conference presentations were cancelled due to the pandemic.

Due to the COVID-19 pandemic, this year's legislative session was very truncated. During the shortened session, however, the TSRP analyzed several pieces of legislation pertinent to traffic safety and advised law enforcement prosecutors regarding their impact.

It was a focus to make the TSRP a highly visible presence in Iowa both at workshops presented but also as a physical presence with law enforcement as they investigated impaired persons and driving cases at a DRE recertification class, visits to departments, and consulting with Iowa prosecutors. Utilizing technology was particularly important this year to help stay connected to law enforcement and prosecutors during pandemic. During the year, the TSRP also successfully partnered with numerous other agencies to address impaired driving and substance use offenses including but not limited to the Department of Public Safety (Iowa State Patrol and the Division of Criminal Investigation), the Iowa Law Enforcement Academy, the Iowa Department of Transportation, and numerous police departments and sheriff offices.

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 (TSRP) and the activities are significant to the overall prosecution of impaired driving cases in Iowa.

Project: Law Enforcement/HVE – Section 405d

Agency:	Project Number:
Blue Grass Police Department	20-405d-M6OT, Task 01-00-00
Boone Police Department	20-405d-M6OT, Task 02-00-00
Buffalo Police Department	20-405d-M6OT, Task 03-00-00
Cass County Sheriff's Office	20-405d-M6OT, Task 04-00-00
Cedar County Sheriff's Office	20-405d-M6OT, Task 05-00-00
Cedar Rapids Police Department	20-405d-M6OT, Task 06-00-00
Clinton County Sheriff's Office	20-405d-M6OT, Task 07-00-00
Colfax Police Department	20-405d-M6OT, Task 08-00-00
Dallas County Sheriff's Office	20-405d-M6OT, Task 09-00-00
Epworth Police Department	20-405d-M6OT, Task 10-00-00
Evansdale Police Department	20-405d-M6OT, Task 11-00-00
Fayette County Sheriff's Office	20-405d-M6OT, Task 12-00-00

Hamilton County Sheriff's Office	20-405d-M6OT, Task 13-00-00
Huxley Police Department	20-405d-M6OT, Task 14-00-00
Iowa State Patrol	20-405d-M6OT, Task 15-00-00
Jasper County Sheriff's Office	20-405d-M6OT, Task 16-00-00
Knoxville Police Department	20-405d-M6OT, Task 17-00-00
LeClaire Police Department	20-405d-M6OT, Task 18-00-00
Linn County Sheriff's Office	20-405d-M6OT, Task 19-00-00
Mahaska County Sheriff's Office	20-405d-M6OT, Task 20-00-00
Marion County Sheriff's Office	20-405d-M6OT, Task 21-00-00
Mitchellville Police Department	20-405d-M6OT, Task 22-00-00
Mount Vernon Police Department	20-405d-M6OT, Task 23-00-00
Oelwein Police Department	20-405d-M6OT, Task 24-00-00
Oskaloosa Police Department	20-405d-M6OT, Task 25-00-00
Princeton Police Department	20-405d-M6OT, Task 26-00-00
Storm Lake Police Department	20-405d-M6OT, Task 27-00-00
University Heights Police Department	20-405d-M6OT, Task 28-00-00
University of Northern Iowa	20-405d-M6OT, Task 29-00-00
Walcott Police Department	20-405d-M6OT, Task 30-00-00
Washington County Sheriff's Office	20-405d-M6OT, Task 31-00-00
West Burlington Police Department	20-405d-M6OT, Task 32-00-00
West Liberty Police Department	20-405d-M6OT, Task 33-00-00
Winneshiek County Sheriff's Office	20-405d-M6OT, Task 34-00-00

The following table provides the overtime activity reported by agencies funded through Section 405d. Please note enforcement efforts were affected due to COVID-19 restrictions and concerns in addition to civil unrest which occurred during FFY 2020. Many agencies reduced overtime worked to minimize possible exposure to the virus.

Overall Activity – All Agencies			
Overtime Enforcement Hours	8,565	Seat Belt Warnings (Nighttime)	82
Overtime Educational Hours	119.1	Child Restraint Citations	23
OWI Arrests – Alcohol	221	Child Restraint Warnings	12
OWI Tested – No Arrests	436	Speed Citations	3,535
OWI Arrests – Drugs	76	Speed Warnings	6,465
# DRE Call Outs (GTSB Stop Only)	7	Stop Sign/Light Citation	97
OWI Drug Tested – No Arrest	21	Stop Sign/Light Warnings	272
.02 Violations	5	No Texting Law Citation	0
Underage Possession (Traffic Only)	23	No Texting Law Warnings	0
Open Container	50	No Electronic Device Citation	29
Public Intoxication	73	No Electronic Device Warning	42
Seat Belt Citations (Daytime)	387	Other Traffic Violation Citation	2,351
Seat Belt Warnings (Daytime)	57	Other Traffic Violation Warning	13,187
Seat Belt Citations (Nighttime)	103		

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 will in turn will promote positive driving behaviors.

Project: Traffic Benchbook
Agency: Office of the State Court Administrator
Project Number: 20-405d-FDLIS, Task 02-00-00

The Judicial Traffic Law Benchbook has evolved in unexpected ways in 2020. Due to the COVID-19 pandemic which began roughly halfway into the contract term, the Bench book became a vital resource for judges to access up-to-date information on traffic law and safety, as well as other changing areas of law. Despite the challenges presented by the pandemic, the Office of the State Court Administrator increased the number of resources available to judges, magistrates, and judicial officers by publishing new materials as well as strengthening relationships with traffic law partners and sourcing traffic safety information from them. The Benchbook is maintained on a secure internal internet site by the State Court Administrator’s Office. Judges, magistrates, and staff involved in the Benchbook consistently seek ways to expand the substantive resources offered, and present them in innovative and accessible ways.

Since tracking began, usage of the Benchbook has generally increased. From March to September, much court business was suspended due to the pandemic. However, increases in users and views was observed in instances correlated to releases of new information, and the resumption of court business.

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

Project: Law Enforcement Training
Agency: Iowa Law Enforcement Academy
Project Number: 20-405d-FDL*PT, Task 01-00-00

During FFY 2020, the Iowa Law Enforcement Academy (ILEA) provided training to 4,462 students and officers. The following table summarizes the classes and the number of students receiving training.

Name of Class	# of Students	# of Classes
Standardized Field Sobriety Testing – Academy Courses	208	5
Wet Labs	208	5
OWI Scenarios – Practical Field Exercise	208	5
OWI Detection/SFST Certification Through Examination	29	2
OWI Enforcement Techniques	897	21
SFST Instructor	13	1
SFST Instructor Recertification/Refresher	46	4
Drug Recognition for Street Officers	207	5
Traffic Law Enforcement	196	3
Vehicle Stops	905	20
Street Intoxication	254	6
Traffic Direction	329	4
Motor Vehicle Law – Seat Belts	288	6
Motor Vehicle Laws – DOT/CDL	205	5
Radar/Lidar Instructor Recertification	8	1
Radar Enforcement – Academy Class	254	3
Drug Recognition for Street Officers	207	5

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 in the area of impaired driving. The training provided by the Iowa Law Enforcement Academy serves peace officers across the state.

Project: Annual Governor’s Highway Traffic Safety Conference

Agency: Iowa State University, Conference Planning and Management

Project Number: 20-402-M0AL, Task 00-29-00

(Combo with 20-402-M0OP, Task 00-29-00 and 20-402-M0PT, Task 00-29-00)

The 2020 Annual Governor’s Highway Traffic Safety Conference was scheduled for April 21-22, 2020. Due to COVID-19, the conference ended up being cancelled. The Award’s Ceremony portion of the conference was rescheduled for July 30, 2020 (Please see page 63. A conference is being planned for 2021 but may need to be changed from the typical in-person format to a virtual format depending on the status of the COVID-19 pandemic.

Project: Criminalistics Laboratory Support and Toxicological Testing

Agency: Iowa Department of Public Safety, Division of Criminal Investigation, Criminalistics Laboratory

Project Number: 20-405d-FDLIS, Task 01-00-00

During FFY 2020, 788 blood alcohol and 542 urine alcohol samples were analyzed with 2,824 urine samples screened for the presence of drugs. 1,766 urine samples were confirmed for the presence of drugs. For analytical assignments in toxicology, turnaround time averaged 45.5 days, which is higher than the last reporting period due to both a supply issue with obtaining urine screening kits a vendor earlier in the year along with a vacancy in the toxicology section of the laboratory. Additionally, there was reduced staff laboratory access due to work schedule adjustments in light of the COVID-19 pandemic.

125 hours of overtime was used for work related to DMT units during FFY 2020. During this time, 195 DataMaster DMTs were certified. 295.25 hours of overtime was used for working impaired driving case confirmations in the toxicology section. The overtime assisted in both completing older pending confirmations as well as working on new method validations for both urine confirmations and one for fentanyl compounds in blood.

During FFY 2020, 755 blood samples were screened for drugs, with 420 samples screening positive for one or more drugs/drug classes and advanced for conformational testing, reducing the need for agencies to send this analysis type to private laboratories for testing. Also, approximately 477 blood samples that had previously screened positive were confirmed as follows:

- 53 blood samples confirmed for opiate related compounds
- 133 blood samples confirmed for amphetamine/methamphetamine
- 239 blood samples confirmed for marijuana related compounds
- 158 blood samples confirmed for benzodiazepine related compounds
- 2 blood samples confirmed for PCP
- 1 blood sample confirmed for cocaine related compounds
- 25 blood samples confirmed for miscellaneous compounds

Expert testimony was provided in 10 cases from the toxicology section and 8 cases from the breath alcohol section.

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

Speeding-Related

Problem Statement and Overview:

Speed is a specific safety emphasis area that was included in the 2019-2023 State Strategic Highway Safety Plan. Speeding-related crashes have accounted for about 51% of the total fatal and serious injury crashes over the past 5 years in Iowa.

Iowa has relied primarily on overall high visibility enforcement projects and overtime educational programs to address speeding.

Targets:

- To maintain the 2017 annual number of speeding-related fatalities to no more than 70.

Strategies:

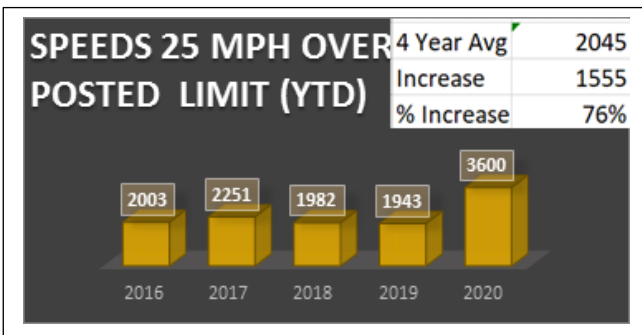
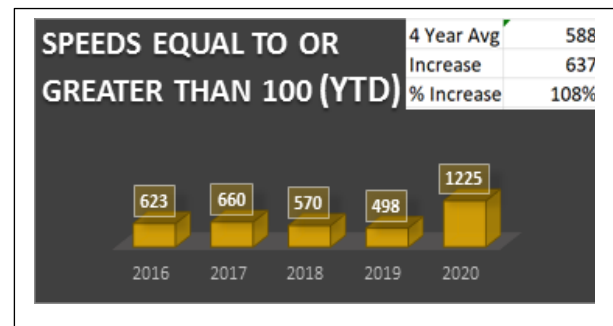
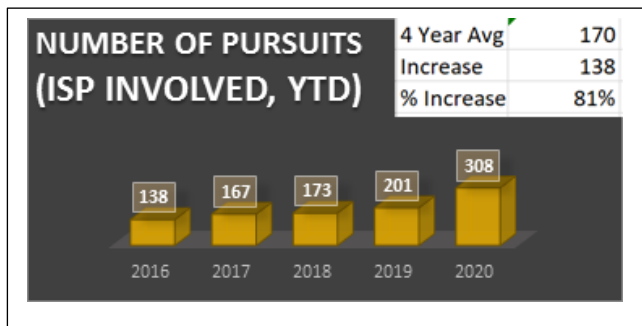
- Through the administration of Section 402 funding, support overtime efforts to be used for enforcement and education.
- Through the administration of Section 402 funding, support the purchase of GTSB-approved equipment which can be utilized to enforce speeding-related violations.

Outcomes/Result:

- The FFY 2019 target to maintain the 2012-2016 average of 62 speeding-related fatalities was not achieved. The 2015-2019 5-year moving average was 69.

The state continues to struggle with a unified definition in regard to speed. Targets identified within this report are based on FARS data/definitions. Numerous conversations have been held to discuss what the best definition is for the state to uniformly include contributing factors that are collected in the state crash report. The state continues to have concerns about excessive speed regardless of the way speed is defined.

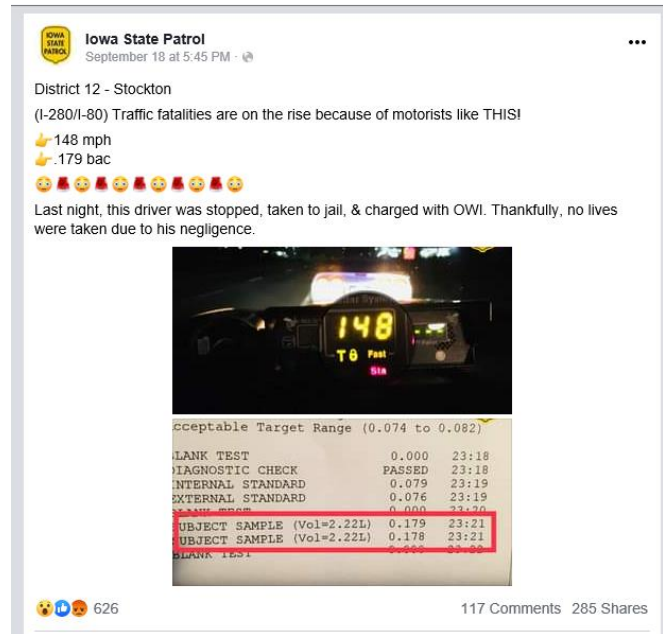
The Iowa State Patrol (ISP) has helped raise awareness in regard to excessive speed reviewing historical data with current year. The increase in excessive speed related cases being addressed by just the Iowa State Patrol was dramatic in 2020. Some of the ISP stats are provided below.



The Iowa State Patrol was instrumental in initiating a NHTSA Region 7 speed enforcement event July 2020. Specific information about the event is provided in “Noteworthy Events” on page 66.

For the past couple of years, the Iowa State Patrol has been making posts similar to the one to the right on Facebook to help bring awareness to traffic safety issues. Such postings have garnered media coverage which has helped to start conversations. Many other stakeholders utilize social media as a way to attempt to educate the motoring public on traffic safety issues.

As a result of the increasing speed issues in Iowa amidst COVID-19, pandemic-themed messages were produced by ZLR. An example is provided below.



Iowa has historically relied on overall high visibility enforcement projects to address speeding but the state has not seen a decrease in speeding-related fatalities when reviewing a 5-year linear trend. The state realizes the failure to have specific projects to focus on the area of speed. It is recognized if a project was properly planned and executed additional opportunities to help reduce fatalities and serious injuries, could be realized.

“Speed-Related” is a safety emphasis area included in Iowa’s State Strategic Highway Safety Plan. One of the strategies in this emphasis area is to “identify corridors with a high frequency of speed-related crashes and implement high visibility enforcement campaigns”. The GTSB has been working with Iowa State University/In-Trans – Iowa Traffic Safety Data Service (ITSDS) to help identify road segments in which the highest crash frequency for speeding-related crashes. Identifying such corridors will allow us to plan specific speed projects for FFY 2021 which could ultimately have a significant impact in the reduction of fatalities and help the state reach the overall collaborative safety performance measures.

Speed issues will also be addressed in FFY 2021 by the newly formed Fatality Reduction Task Force.

Motorcyclist Fatalities/Unhelmeted Motorcyclist Fatalities

Problem Statement and Overview:

One of the safety emphasis areas identified in the State Strategic Highway Safety plan is motorcyclists. Motorcyclists account for approximately 16% of severe injuries and 10% of fatalities but only 0.41% of vehicle miles traveled.

Targets:

- Reduce motorcyclist fatalities 2.04% from the 2013-2017 average of 49 to 48 by December 31, 2020.
- Reduce unhelmeted motorcyclist fatalities 2.77% from the 2013-2017 average of 36 to 35 by December 31, 2020.

Strategies:

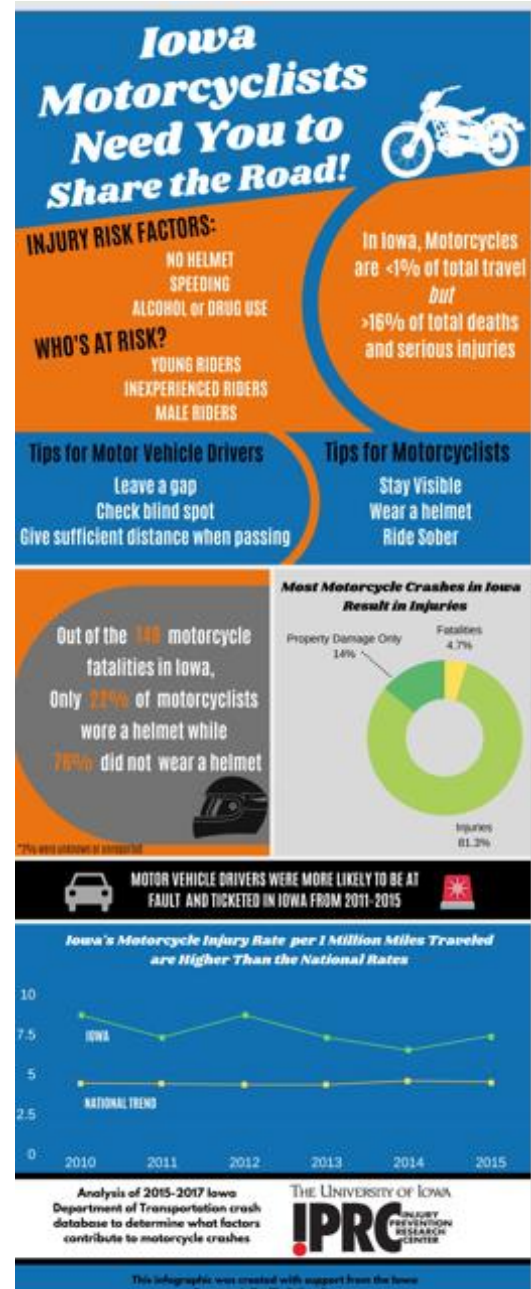
- Continue to support motorcyclist riding programs coordinated through the Iowa Department of Transportation.
- Continue public awareness strategies to remind the motoring public to watch out for motorcyclists.

Outcomes/Results:

- The FFY 2019 target to reduce motorcyclist fatalities 1.96% from the 2012-2016 average of 51 to 50 was achieved. The 2015-2019 5-year moving average was 47.
- The FFY 2019 target to reduce unhelmeted motorcyclist fatalities 2.56% from the 2012-2016 average of 39 to 38 was achieved. The 2015-2019 5-year moving average was 35.

Iowa traffic safety officials believe the most effective way to improve motorcycle safety is through rider education and reminding the motoring public to be extra vigilant to look for riders. In FFY 2020, motorcycle safety was promoted in several ways, including through the use of special advertising, social media posts and public service announcements.

The University of Iowa Injury Prevention Research Center (IPRC) continues their research in the area of vulnerable road users, which includes motorcycles. Research involves the analysis of crash characteristics of motorcycle crashes in Iowa, using linked charge and conviction data. IPRC also revised an infographic around motorcycle crashes/injuries/fatalities, based on feedback received from stakeholders.



Project: Motorcyclist Rider Training Courses

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

Project Number: 20-405f-M9MA, Task 01-00-00

The Iowa Department of Transportation’s Motorcycle Safety Education Program Coordinator and assistant met with MSF RiderCoach trainers in November to discuss moving forward with the quality assurance (QA) program for 2020. The Program Coordinator also met with MSF RiderCoach trainers in February in preparation for the QA program beginning and the Coaches meeting. The actual meeting with the QAS team was ultimately cancelled due to the COVID-19 pandemic. QA site visits were put on hold due to COVID-19. Most schools were shut down completely until mid-June and the sites that were conducting classes were operating in much smaller scales to adhere to the Governor’s restriction on size of group gatherings as a result of COVID. A virtual meeting was held with MRE Trainers in July to discuss viability of having the QA visits later during the summer. QA observations were able to be held the last half of the summer. A total of 11 observations were conducted for the year. A total of 11 different Coaches from 8 different Sponsors were observed on 9 different sites.

COVID restrictions also affected the RiderCoach updates. Updates were discussed with trainers in a virtual meeting in July. The consensus was that the environment was still not conducive to holding live updates required to maintain Iowa licensure. Alternative methods were discussed including MFS Virtual workshops (vRETS) that can total 6 hours of verifiable completion. Dates have been scheduled for 2021.

Some Returning Rider or Advanced Rider Sources were held in FFY 2020 in spite of COVID. While the popularity of motorcycle riding seemed to increase with social distancing restrictions in place for other “recreational” gathers, many potential students still expressed apprehension of attending actual classes.

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

Project: Motorcycle Awareness Project

Agency: Adsplosure

Project Number: 20-405f-M9MA, Task 02-00-00

During FFY 2020, Adsplosure’s activities involved providing 5 portrait, 1 supertail and 7 full backs on Des Moines Regional Transit (DART) busses during May and early June which coincided with Motorcycle Safety Awareness Month. The 2020 Iowa State Fair was cancelled this year due to COVID-19, but Adsplosure shifted the interior cards which would run on the Fair Shuttle busses to 22 regular transit route busses.

This project contributed to the targets listed in the Highway Safety Plan as the messaging and signage was intended for the general motoring public with the specific message to bring awareness to motorcyclists.



This image shows an example of the interior card within the DART busses in the Des Moines area.

Drivers Age 20 or Younger Involved in Fatal Crashes

Problem Statement and Overview:

Motor vehicle crashes remain the leading cause of death for 14-18 year olds in Iowa and throughout the United States. Efforts in Iowa in the area of young drivers focus primarily on education to promote safe teen driving.

Targets:

- Reduce drivers age 20 or younger involved in fatal crashes 2.08% from the 2013-2017 average of 48 to 47 by December 31, 2020.

Strategies:

- Implement the “Choices Matter” program at 3-5 high schools/school districts in the state.

Outcomes/Results:

- The FFY 2019 target to reduce drivers age 20 or younger involved in fatal crashes 1.92% from the 2012-2016 average of 52 to 51 was achieved. The 2015-2019 5-year moving average was 46.

GTSB staff and the Iowa State Patrol Public Resource Officers continued school programs including the use of desk top driving simulators to help promote safe driving. However, in the spring of FFY 2020, Iowa schools were closed at the initial outbreak of COVID-19. In the fall, schools throughout the state had altered education plans, including virtual-only learning; thus in-person/hands-on events were prohibited or impossible to conduct. As we enter FFY 2021, the COVID pandemic rages on which continues to greatly affect young driver programs.

Project: Teen Traffic Safety Program – “Choices Matter”

Agency: Alliance Highway Safety

Project Number: 20-402-MOTSP, Task 01-00-00

Due to COVID-19 concerns and schools being closed, Alliance was unable to fulfill the activities as planned.

Pedestrian

Problem Statement and Overview:

In 2019, there were 21 pedestrian fatalities, which accounted for 6.25% of all traffic fatalities in the state for the year. In 2018, nationally pedestrian fatalities accounted for 17% of all traffic fatalities. Iowa recognizes the trend is going upward nationally in regard to pedestrian safety. Although the state is seeing a downward trend in pedestrian fatalities, Iowa recognizes the overall importance of pedestrian safety. Efforts need to focus on both the pedestrian and the motorist. Pedestrians need to be vigilant and never assume a driver will see them. Pedestrians need to be attentive and avoid possible distractions such as electronic devices. Motorists need to be looking for pedestrians at all times, observe the laws of pedestrian crosswalks, and be extra careful during times when it may be hard to such as nighttime. Popular activities such as running and walking also increase the need for both pedestrians and motorists to be extra vigilant of one another.

Targets:

- Reduce pedestrian fatalities 4.55% from the 2013-2017 average of 22 to 21 by December 31, 2020.

Strategies:

- Identify communities where a pedestrian fatality occurred in 2017 or 2018 and provide the law enforcement agency within that jurisdiction with a Pedestrian Tool Kit and encourage them to incorporate pedestrian-related enforcement and education.
- Support the University of Iowa Injury Prevention Research Center (IPRC) in regard to their research efforts in the area of pedestrian safety.

Outcomes/Results:

- The FFY 2019 target to reduce pedestrian fatalities 4.76% from the 2012-2016 average of 21 to 20 was not met. The 2015-2019 5-year moving average was 23.

In 2019 the GTSB created a Pedestrian Tool Kit which was provided to targeted law enforcement agencies and other interested parties. For FFY 2020, eleven (11) agencies had been identified that had a pedestrian fatality in 2017 or 2018. Funding was not provided in FFY 2020 for any specific pedestrian-related programs but rather the overall goal was to encourage the identified law enforcement agencies to be proactive in addressing pedestrian safety related issues.

Moving forward in FFY 2021, an activity within the Highway Safety Plan is for a specific speed pedestrian project. Locations where pedestrian fatalities occurred in 2019 have been identified and law enforcement agencies have been contracted to partner with the GTSB. The goal of the project is to provide awareness in regard to pedestrian safety through both enforcement and education.

The University of Iowa, Injury Prevention Research Center continues research on vulnerable road users and during FFY 2020 developed an infographic to supplement materials within the Pedestrian Tool Kit. The infographic is provided to the right.



Bicycle

Problem Statement and Overview:

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

Cities are continue to incorporate bicycle lanes in their road designs especially in re-developed areas.

Targets:

- Reduce bicyclist fatalities 20% from the 2013-2017 average of 5 to 4 by December 31, 2020.

Strategies:

- Continue to support the bicycle helmet distribution program through Unity Point/Blank Children's Hospital.
- Continue to support the University of Iowa, Injury Prevention Research Center's (IPRC) work in the area of vulnerable road users.

Outcomes/Results:

- The FFY 2019 target to reduce bicyclist fatalities 20% from the 2012-2016 average of 5 to 4 was not met. The 201-2015 5-year moving average was 7.

The University of Iowa, Injury Prevention Research Center (IPRC) continue to conduct research in the area of vulnerable road users. Examination of charges, convictions, and driving histories related to bicycle-motor vehicles and pedestrian –motor vehicle crashes uses Iowa Department of Transportation crash data and justice/citation-adjudication data. A manuscript is currently being updated by the IPRC. A "Pedal Portal: Bicycling to School" naturalistic bicycle study is also being conducted by IPRC to examine risky behaviors and risk exposure and route selection, especially on route to school. Another on-going study by IPRC is entitled "Pedal Portal: Bike Lights Study". The data collection is complete and data cleaning and analyses are underway.

Many of our law enforcement partners conduct "Bicycle Rodeos" to educate children in the aspect of bicycle safety. Many of these events were cancelled in the spring with statewide school closures due to COVID-19.

Project: Bicycle Helmet Distribution and Usage Surveys

Agency: Unity Point Hospital/Blank Children's Hospital

Project Number: 20-402-MOPS, Task 01-00-00

Like many things in 2020, consideration had to be given on how to provide injury prevention education and resources in a safe and effective manner. Several scheduled events for this past summer were cancelled due to the global pandemic. Agencies still requested educational handouts and "All Heads Covered" curriculum kits more this year than in previous years. Two communities event demonstrated their curriculum kit during a live stream on social media. For the events that didn't cancel completely, they held drive-through events instead where the families would stay in their vehicle to receive their safety information and free helmets.

In addition to cancelled events, social distancing, and other roadblocks, our helmet distributor had some difficulties as well. This made it challenging to get the requested helmets to the communities around the state of Iowa as the distributor could not keep up with the demand for bike helmets. We had requests from several additional agencies looking for resources that we were unable to provide.

The following bicycle safety items were distributed during FFY 2020:

- 15 agencies qualified for no-cost helmets and 912 helmets were distributed
- 7 agencies received no-cost bike reflectors; a total of 500 were distributed
- 13 agencies received no-cost bike safety handouts; a total of 1,575 were distributed
- 6 agencies received no-cost "All Heads Covered" Bike Safety Curriculum; a total of 6 kits were distributed
- 3 pre- and post-observational surveys were conducted during the grant year

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 bicyclist safety.

Roadway Safety Area

Problem Statement and Overview:

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

Targets:

- Continue to develop and support the concept of multi-disciplinary safety teams (MDSTs) throughout the state.
- Have contractual services available to complete traffic engineering studies when requested or needed at the city and county levels.

Strategies:

- Support existing MDSTs through the state and support the development of new MDSTs.
- Support training programs designed to enhance the traffic safety expertise of engineers, traffic technicians, and maintenance personnel at the city, county and state levels.

Outcomes/Results:

During FFY 2020, Section 402 Roadway Safety funding helped support engineering and multi-disciplinary efforts and strengthened collaboration toward the ultimate goal to reduce fatalities and serious injuries. Efforts stemmed primarily from an engineering viewpoint. Funding also aided in continuing multi-disciplinary collaborative efforts.

During FFY 2020, many of the trainings and MDST meetings were held virtually due to COVID-19 precautions.

Project: Safety Circuit Rider

Agency: In-Trans/Iowa State University

Project Number: 20-402-MORS, Task 01-00-00

Over the contract period, work zone and flagger training was provided to 906 participants. This included on-site training for 176 staff from six counties prior to the COVID-19 shutdown. Web-based work zone and flagger training was provided to another 613 staff from 10 cities and counties. A presentation on 2019 work zone crash statistics was made during the general session at the Iowa Department of Transportation Work Zone Safety Workshop in March 2020 for 117 participants. The remaining events in this series were subsequently cancelled due to the COVID-19 pandemic. The Manual on Uniform Traffic Control Devices Sign Training was conducted via webinar for 138 participants from 60 agencies in May. Collectively, these activities provided various safety training to 1,044 individuals.

Two safety information circuit events were held in October. A total of 30 participants attended these events. Instruction included a variety of topics including roadway and worker safety, occupant restraint, and stress management. Two AutoCAD Basics training workshops were held with a total of 53 participants. Roadside Safety Basics training was instructed online to 44 participants. Roundabout town hall events were hosted in June and July with a total of 72 participants. A 2-day Pedestrian Safety Countermeasures webinar training was instructed in August with 42 participants. Collectively, these activities provided training to 241 participants.

Two road safety assessments (RSAs) were planned for the spring of 2020 in Cedar Rapids. Both assessments were postponed indefinitely on the account of COVID-19. Attempts were made to schedule the pedestrian RSA in the fall of 2020, but again was delayed further on the account of the derecho that struck the area on August 10 as recovery efforts continue.

During FFY 2020, a High-Five assessment was completed for Des Moines County with the memorandum of suggested safety improvements delivered.

This project contributed to the targets listed in the Highway Safety Plan by improving overall traffic safety through specialized trainings and workshops

Project: Multi-Disciplinary Safety Teams (MDSTs)
Agency: In-Trans/Iowa State University
Project Number: 20-402-MORS, Task 02-00-00

During the last year, the MDST statewide facilitator attended 46 MDST related meetings across Iowa for the 12 existing MDST groups. Many of the meetings typically overlap and although the program is designed for interagency and agency to agency collaboration, the restraints from the COVID pandemic has resulted in most groups meeting virtually. For an overview of 2020 meeting and attendance tracking of each MDST, please see the table below. Text in green represents meeting dates, text in red represents number of attendees with “c” representing the meeting was cancelled. The Council Bluffs and Johnson County groups are run by consultants.

NAME	CHAIR	EMAIL	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	FREQUENCY										
Ames	Sergeant Derek Grooters	dgrooters@cityofames.org	7	14	4	12	3	11	7	14	5	16	2	11	7	9	4	2	14	6	12	3	1	1st Tuesday each month	
Cinton	Mr. Todd Kinney	tkinney@clintoncounty-ia.gov			19	13																			1st Tuesday every other month
Council Bluffs	Ms. Tara Kramer	tara.kramer@hdrinc.com			12	54																			3rd Wednesday each month?
Davenport	Mr. Stephen Rashid	srashid@hstateonline.org	15	?		18	?			20	?	17	13	15	17	19	20	16							3rd Wednesday every other month
Des Moines	Mr. Zhi Chen	zchen@dmampo.org			19	19	18	35	15	28	20	41	8	19	8	26	5	2	21	21	18	16			1st Wednesday each month
Dubuque	Mr. Robert Schiesl	bschiesl@cityofdubuque.org	16	?		16	?									16	c					15	15		Project based
Fort Dodge	Shirley Helgevold	shelgevold@midascog.net			20	13				21	c						20	c						19	Every 2 months
Johnson County	Ms. Tara Kramer	JohnsonCountyT1M@hdrinc.com			20	35										16	42								Quarterly
Linn County	Mr. Matthew Myers	m.myers@cedar-rapids.org	7	12			3	c		5	9				7	13			1	?				3	Every other month?
North Iowa	Mr. Chris Diggins	cdiggins@niacog.org			25	22			28	c					23	c						27		22	Every two months
Ottumwa	Mr. Tim Richmond	ema@wapellocounty.org			11	11			14	15					9	14			11	10		13	?	8	2nd Tuesday every other month
Sioux City	Ms. Roxanne Seward	roxanne.seward@dot.iowa.gov			26	c	25	c	22	c	27	c	24	c	22	c	26	c	23	?	28				Last Wednesday every month (winter break)

The MDST statewide assistance program continues to be discussed at many meetings, along with other relevant topics that may be of interest to participating agencies. Continued support through the efforts of correspondence with each MDST chair continued to be conducted to discuss how the MDST facilitation program could further assist each of them and this continues to be an on-going effort. A number of groups have asked for help with developing new agenda items in efforts to get people re-engaged with the MDST and some have asked for a presenter or special topic. The MDST website continues to be a resource for each group. The website contains a page for each respective MDST group which they use for their planning and data exchange efforts. Work has also been done to assist in redesigning a couple of MDST groups in hopes to reenergize past attendees and generate new participant interest.

This project contributed to the targets listed in the Highway Safety Plan by supporting the concept of Multi-Disciplinary Safety Teams and by encouraging the further development and expansion of MDSTs throughout the state. This project also supports the importance of partnerships working toward common goals. By coordinating communication and collaborating with other stakeholders, participants gain a broader perspective on safety issues and learn best practices from professionals outside their area of expertise. This ultimately leads to the development of solutions that may not have been considered otherwise.

Project: Traffic Engineering Assistance Program (TEAP)
Agency: Iowa Department of Transportation, Office of Traffic and Safety
Project Number: 20-402-MORS, Task 03-00-00

Work was conducted on a total of 25 different studies. Of those, 16 were completed during the contract year and 9 studies are being carried forward into FFY 2021. For the 16 TEAP studies completed in FFY 2020, each study analyzed current conditions, identified and recommended improvements, and also identified potential funding sources to guide the local government toward implementation. Several of the on-going studies have already provided useful results and some have follow-up activities pending. Many of the studies utilized community involvement, with the school studies typically considering public input through differing communication techniques. The initiation of TEAP studies typically started with community input meetings so that all interested parties had their concerns addressed. Engineers directed the studies and coordinated efforts that included traditional engineering coupled with community involvement and a multidisciplinary approach to solving safety issues. School studies often considered populations of higher risk children and those whose situation lead to more walking and pedaling to school. Through this project, national expertise was one again made available to review the planning and design of new roundabouts in Iowa.

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

Police Traffic Services

Problem Statement and Overview:

Enforcement and educational efforts by law enforcement partners are critical elements to promote traffic safety. Such efforts work toward the common goal to reduce fatalities and serious injuries. Agencies that ranked within Iowa's "Top 22" problematic counties were eligible for funding under Section 402/Police Traffic Services.

Targets:

- Reduce unrestrained passenger vehicle occupant fatalities 3% from the 2013-2017 average of 100 to 97 by December 31, 2020.
- Reduce alcohol-impaired fatalities 2.36% from the 2013-2017 average of 93.2 to 91 by December 31, 2020.
- To maintain the 2017 annual number of speeding-related fatalities to no more than 70.

Strategies:

- Utilize Section 402 funding to support law enforcement agencies to conduct high-visibility overtime enforcement efforts in areas and during times which are supported by data.
- Utilize Section 402 funding to support the purchase of equipment (hand-held radar, moving radar, lidar, TruCam lidar, speed trailers, in-car video cameras, preliminary breath testers, and fatal vision goggle kits) to be utilized during enforcement efforts.
- Through presentations, special community projects, and other educational efforts, provide information to promote safe driving habits and behaviors.
- Support the purchase of educational items.
- Participate in a minimum of three NHTSA national mobilizations ("Click It or Ticket" and "Drive Sober or Get Pulled Over").

Outcomes/Results:

- The FFY 2019 target to reduce unrestrained passenger vehicle occupant fatalities 3.88% from the 2012-2016 average of 103 to 99 was met. The 2015-2019 5-year moving average was 96.
- The FFY 2019 target to reduce alcohol-impaired driving fatalities 1.06% from the 2012 to 2016 average of 94 to 93 was met. The 2013-2019 5-year moving average was 93.
- The FFY 2019 target to maintain the 2012-2016 average of 62 speeding-related fatalities was not achieved. The 2015-2019 5-year moving average was 69.

Project: Law Enforcement/HVE – Section 402 PTS

Agency:	Project Number:
Altoona Police Department	20-402-MOPT, Task 01-00-00
Ankeny Police Department	20-402-MOPT, Task 02-00-00
Benton County Sheriff's Office	20-402-MOPT, Task 03-00-00
Bettendorf Police Department	20-402-MOPT, Task 04-00-00
Black Hawk County Sheriff's Office	20-402-MOPT, Task 05-00-00
Burlington Police Department	20-402-MOPT, Task 06-00-00
Carlisle Police Department	20-402-MOPT, Task 07-00-00
Clinton Police Department	20-402-MOPT, Task 08-00-00
Coralville Police Department	20-402-MOPT, Task 09-00-00
Council Bluffs Police Department	20-402-MOPT, Task 10-00-00
Davenport Police Department	20-402-MOPT, Task 11-00-00
Des Moines Police Department	20-402-MOPT, Task 12-00-00
DeWitt Police Department	20-402-MOPT, Task 13-00-00

Dubuque Police Department	20-402-MOPT, Task 14-00-00
Fort Dodge Police Department	20-402-MOPT, Task 15-00-00
Fort Madison Police Department	20-402-MOPT, Task 16-00-00
Indianola Police Department	20-402-MOPT, Task 17-00-00
Iowa City Police Department	20-402-MOPT, Task 18-00-00
Johnson County Sheriff's Office	20-402-MOPT, Task 19-00-00
Johnston County Sheriff's Office	20-402-MOPT, Task 20-00-00
Keokuk Police Department	20-402-MOPT, Task 21-00-00
Lee County Sheriff's Office	20-402-MOPT, Task 22-00-00
Marshall County Sheriff's Office	20-402-MOPT, Task 23-00-00
Muscatine County Sheriff's Office	20-402-MOPT, Task 24-00-00
Muscatine Police Department	20-402-MOPT, Task 25-00-00
Nevada Public Safety Department	20-402-MOPT, Task 26-00-00
Newton Police Department	20-402-MOPT, Task 27-00-00
North Liberty Police Department	20-402-MOPT, Task 28-00-00
Norwalk Police Department	20-402-MOPT, Task 29-00-00
Ottumwa Police Department	20-402-MOPT, Task 30-00-00
Perry Police Department	20-402-MOPT, Task 31-00-00
Pleasant Hill Police Department	20-402-MOPT, Task 32-00-00
Polk City Police Department	20-402-MOPT, Task 33-00-00
Polk County Sheriff's Office	20-402-MOPT, Task 34-00-00
Scott County Sheriff's Office	20-402-MOPT, Task 35-00-00
Sergeant Bluff Police Department	20-402-MOPT, Task 36-00-00
Sioux City Police Department	20-402-MOPT, Task 37-00-00
Story County Sheriff's Office	20-402-MOPT, Task 38-00-00
Urbandale Police Department	20-402-MOPT, Task 39-00-00
Wapello County Sheriff's Office	20-402-MOPT, Task 40-00-00
Warren County Sheriff's Office	20-402-MOPT, Task 41-00-00
Waterloo Police Department	20-402-MOPT, Task 42-00-00
Waukee Police Department	20-402-MOPT, Task 43-00-00
West Des Moines Police Department	20-402-MOPT, Task 44-00-00
Woodbury County Sheriff's Office	20-402-MOPT, Task 45-00-00
Training/Travel Funds Only	
Blue Grass Police Department	20-402-MOPT, Task 00-01-00
Buffalo Police Department	20-402-MOPT, Task 00-02-00
Clinton County Sheriff's Office	20-402-MOPT, Task 00-03-00
Epworth Police Department	20-402-MOPT, Task 00-04-00
Evansdale Police Department	20-402-MOPT, Task 00-05-00
Knoxville Police Department	20-402-MOPT, Task 00-06-00
LeClaire Police Department	20-402-MOPT, Task 00-07-00
Marion County Sheriff's Office	20-402-MOPT, Task 00-08-00
Mitchellville Police Department	20-402-MOPT, Task 00-09-00
Mount Vernon Police Department	20-402-MOPT, Task 00-10-00
Oskaloosa Police Department	20-402-MOPT, Task 00-11-00
Princeton Police Department	20-402-MOPT, Task 00-12-00
Washington County Sheriff's Office	20-402-MOPT, Task 00-13-00
West Burlington Police Department	20-402-MOPT, Task 00-14-00
West Liberty Police Department	20-402-MOPT, Task 00-15-00

The following table provides the overtime activity reported by agencies funded through Section 402/Police Traffic Services. Please note enforcement efforts were affected due to COVID-19 restrictions and concerns in addition to

civil unrest which occurred in FFY 2020. Many agencies reduced overtime worked to minimize possible exposure to the virus.

Overall Activity – All Agencies			
Overtime Enforcement Hours	14,640.31	Seat Belt Warnings (Nighttime)	239
Overtime Educational Hours	39	Child Restraint Citations	69
OWI Arrests – Alcohol	463	Child Restraint Warnings	81
OWI Tested – No Arrests	430	Speed Citations	7,140
OWI Arrests – Drugs	75	Speed Warnings	5,311
# DRE Call Outs (GTSB Stop Only)	19	Stop Sign/Light Citation	693
OWI Drug Tested – No Arrest	54	Stop Sign/Light Warnings	796
.02 Violations	9	No Texting Law Citation	49
Underage Possession (Traffic Only)	28	No Texting Law Warnings	27
Open Container	123	No Electronic Device Citation	93
Public Intoxication	38	No Electronic Device Warning	245
Seat Belt Citations (Daytime)	965	Other Traffic Violation Citation	5,357
Seat Belt Warnings (Daytime)	923	Other Traffic Violation Warning	10,409
Seat Belt Citations (Nighttime)	165		

Activities in the Police Traffic Service area support targets listed within the Highway Safety Plan by enforcing and promoting laws with a direct impact to traffic safety.

Project: Annual Governor’s Highway Traffic Safety Conference

Agency: Iowa State University, Conference Planning and Management

Project Number: 20-402-MOPT, Task 00-29-00

Combo with 20-402-MOAL, Task 00-29-00 and 20-402-MOOP, Task 00-29-00

The 2020 Annual Governor’s Highway Traffic Safety Conference was scheduled for April 21-22, 2020. Due to COVID-19, the conference ended up being cancelled. The Award’s Ceremony portion of the conference was rescheduled for July 30, 2020 (Please see page 63). A conference is being planned for 2021 but may need to be changed from the typical in-person format to a virtual format depending on the status of the COVID-19 pandemic.

Project: special Traffic Enforcement Program (sTEP)

Agency:	Project Number:
Adair County Sheriff’s Office	20-402-MOPT, Task 50-00-00
Adair Police Department	20-402-MOPT, Task 50-10-00
Adams County Sheriff’s Office	20-402-MOPT, Task 50-20-00
Albia Police Department	20-402-MOPT, Task 50-30-00
Algona Police Department	20-402-MOPT, Task 50-40-00
Anamosa Police Department	20-402-MOPT, Task 50-50-00
Aplington Police Department	20-402-MOPT, Task 50-60-00
Armstrong Police Department	20-402-MOPT, Task 50-70-00
Arnolds Park Police Department	20-402-MOPT, Task 50-80-00
Asbury Police Department	20-402-MOPT, Task 50-90-00
Atalissa Police Department	20-402-MOPT, Task 51-00-00
Atlantic Police Department	20-402-MOPT, Task 51-10-00
Aurelia Police Department	20-402-MOPT, Task 51-20-00
Avoca Police Department	20-402-MOPT, Task 51-30-00

Belle Plaine Police Department	20-402-MOPT, Task 51-40-00
Bellevue Police Department	20-402-MOPT, Task 51-50-00
Bloomfield Police Department	20-402-MOPT, Task 51-60-00
Boone County Sheriff's Office	20-402-MOPT, Task 51-70-00
Bremer County Sheriff's Office	20-402-MOPT, Task 51-80-00
Buchanan County Sheriff's Office	20-402-MOPT, Task 51-90-00
Buena Vista County Sheriff's Office	20-402-MOPT, Task 52-00-00
Butler County Sheriff's Office	20-402-MOPT, Task 52-10-00
Carroll County Sheriff's Office	20-402-MOPT, Task 52-20-00
Carroll Police Department	20-402-MOPT, Task 52-30-00
Carter Lake Police Department	20-402-MOPT, Task 52-40-00
Centerville Police Department	20-402-MOPT, Task 52-50-00
Chariton Police Department	20-402-MOPT, Task 52-60-00
Charles City Police Department	20-402-MOPT, Task 52-70-00
Cherokee Police Department	20-402-MOPT, Task 52-80-00
Chickasaw County Sheriff's Office	20-402-MOPT, Task 52-90-00
Clarion Police Department	20-402-MOPT, Task 53-00-00
Clarke County Sheriff's Office	20-402-MOPT, Task 53-10-00
Clay County Sheriff's Office	20-402-MOPT, Task 53-20-00
Clayton County Sheriff's Office	20-402-MOPT, Task 53-30-00
Clive Police Department	20-402-MOPT, Task 53-40-00
Columbus Junction Police Department	20-402-MOPT, Task 53-50-00
Coon Rapids Police Department	20-402-MOPT, Task 53-60-00
Crawford County Sheriff's Office	20-402-MOPT, Task 53-70-00
Cresco Police Department	20-402-MOPT, Task 53-80-00
Davis County Sheriff's Office	20-402-MOPT, Task 53-90-00
Decatur County Sheriff's Office	20-402-MOPT, Task 54-00-00
Decorah Police Department	20-402-MOPT, Task 54-10-00
Denver Police Department	20-402-MOPT, Task 54-20-00
Dickinson County Sheriff's Office	20-402-MOPT, Task 54-30-00
DOT Motor Vehicle Enforcement	20-402-MOPT, Task 54-40-00
Dunlap Police Department	20-402-MOPT, Task 54-50-00
Durant Police Department	20-402-MOPT, Task 54-60-00
Dyersville Police Department	20-402-MOPT, Task 54-70-00
Dysart Police Department	20-402-MOPT, Task 54-80-00
Emmet County Sheriff's Office	20-402-MOPT, Task 54-90-00
Estherville Police Department	20-402-MOPT, Task 55-00-00
Fairbank Police Department	20-402-MOPT, Task 55-10-00
Farley Police Department	20-402-MOPT, Task 55-20-00
Fayette Police Department	20-402-MOPT, Task 55-30-00
Floyd County Sheriff's Office	20-402-MOPT, Task 55-40-00
Fonda Police Department	20-402-MOPT, Task 55-50-00
Forest City Police Department	20-402-MOPT, Task 55-60-00
Franklin County Sheriff's Office	20-402-MOPT, Task 55-70-00
Fremont County Sheriff's Office	20-402-MOPT, Task 55-80-00
Garner Police Department	20-402-MOPT, Task 55-90-00
Gilbertville Police Department	20-402-MOPT, Task 56-00-00
Glenwood Police Department	20-402-MOPT, Task 56-10-00
Gowrie Police Department	20-402-MOPT, Task 56-20-00
Greene County Sheriff's Office	20-402-MOPT, Task 56-30-00

Grinnell Police Department	20-402-MOPT, Task 56-40-00
Grundy Center Police Department	20-402-MOPT, Task 56-50-00
Grundy County Sheriff's Office	20-402-MOPT, Task 56-60-00
Guthrie County Sheriff's Office	20-402-MOPT, Task 56-70-00
Guttenberg Police Department	20-402-MOPT, Task 56-80-00
Hampton Police Department	20-402-MOPT, Task 56-90-00
Hardin County Sheriff's Office	20-402-MOPT, Task 57-00-00
Harlan Police Department	20-402-MOPT, Task 57-10-00
Harrison County Sheriff's Office	20-402-MOPT, Task 57-20-00
Henry County Sheriff's Office	20-402-MOPT, Task 57-30-00
Hinton Police Department	20-402-MOPT, Task 57-40-00
Humboldt County Sheriff's Office	20-402-MOPT, Task 57-50-00
Humboldt Police Department	20-402-MOPT, Task 57-60-00
Ida County Sheriff's Office	20-402-MOPT, Task 57-70-00
Independence Police Department	20-402-MOPT, Task 57-80-00
Janesville Police Department	20-402-MOPT, Task 57-90-00
Jefferson Police Department	20-402-MOPT, Task 58-00-00
Jesup Police Department	20-402-MOPT, Task 58-10-00
Jewell Police Department	20-402-MOPT, Task 58-20-00
Jones County Sheriff's Office	20-402-MOPT, Task 58-30-00
Keokuk County Sheriff's Office	20-402-MOPT, Task 58-40-00
Kingsley Police Department	20-402-MOPT, Task 58-50-00
Kossuth County Sheriff's Office	20-402-MOPT, Task 58-60-00
LaPorte City Police Department	20-402-MOPT, Task 58-70-00
Lake Park Police Department	20-402-MOPT, Task 58-80-00
Lake View Police Department	20-402-MOPT, Task 58-90-00
Lansing Police Department	20-402-MOPT, Task 59-00-00
LeMars Police Department	20-402-MOPT, Task 59-10-00
Leon Police Department	20-402-MOPT, Task 59-20-00
Lisbon Police Department	20-402-MOPT, Task 59-30-00
Logan Police Department	20-402-MOPT, Task 59-40-00
Louisa County Sheriff's Office	20-402-MOPT, Task 59-50-00
Lucas County Sheriff's Office	20-402-MOPT, Task 59-60-00
Lyon County Sheriff's Office	20-402-MOPT, Task 59-70-00
Madison County Sheriff's Office	20-402-MOPT, Task 59-80-00
Manchester Police Department	20-402-MOPT, Task 59-90-00
Manning Police Department	20-402-MOPT, Task 60-00-00
Manson Police Department	20-402-MOPT, Task 60-10-00
Maquoketa Police Department	20-402-MOPT, Task 60-20-00
Marcus Police Department	20-402-MOPT, Task 60-30-00
Marengo Police Department	20-402-MOPT, Task 60-40-00
Mar-Mac Police Department	20-402-MOPT, Task 60-50-00
McCausland Police Department	20-402-MOPT, Task 60-60-00
Melcher Dallas Police Department	20-402-MOPT, Task 60-70-00
Merrill Police Department	20-402-MOPT, Task 60-80-00
Milford Police Department	20-402-MOPT, Task 60-90-00
Mills County Sheriff's Office	20-402-MOPT, Task 61-00-00
Missouri Valley Police Department	20-402-MOPT, Task 61-10-00
Monona Police Department	20-402-MOPT, Task 61-20-00
Monroe Police Department	20-402-MOPT, Task 61-30-00

Montgomery County Sheriff's Office	20-402-MOPT, Task 61-40-00
Monticello Police Department	20-402-MOPT, Task 61-50-00
Montrose Police Department	20-402-MOPT, Task 61-60-00
Mount Pleasant Police Department	20-402-MOPT, Task 61-70-00
Moville Police Department	20-402-MOPT, Task 61-80-00
Nashua Police Department	20-402-MOPT, Task 61-90-00
New Hampton Police Department	20-402-MOPT, Task 62-00-00
New Vienna Police Department	20-402-MOPT, Task 62-10-00
Newell Police Department	20-402-MOPT, Task 62-20-00
Okoboji Police Department	20-402-MOPT, Task 62-30-00
Osage Police Department	20-402-MOPT, Task 62-40-00
Osceola County Sheriff's Office	20-402-MOPT, Task 62-50-00
Osceola Police Department	20-402-MOPT, Task 62-60-00
Page County Sheriff's Office	20-402-MOPT, Task 62-70-00
Palo Alto County Sheriff's Office	20-402-MOPT, Task 62-80-00
Panora Police Department	20-402-MOPT, Task 62-90-00
Parkersburg Police Department	20-402-MOPT, Task 63-00-00
Pella Police Department	20-402-MOPT, Task 63-10-00
Peosta Police Department	20-402-MOPT, Task 63-20-00
Pleasantville Police Department	20-402-MOPT, Task 63-30-00
Plymouth County Sheriff's Office	20-402-MOPT, Task 63-40-00
Pocahontas Police Department	20-402-MOPT, Task 63-50-00
Postville Police Department	20-402-MOPT, Task 63-60-00
Pottawattamie County Sheriff's Office	20-402-MOPT, Task 63-70-00
Poweshiek County Sheriff's Office	20-402-MOPT, Task 63-80-00
Prairie City Police Department	20-402-MOPT, Task 63-90-00
Red Oak Police Department	20-402-MOPT, Task 64-00-00
Sac City Police Department	20-402-MOPT, Task 64-10-00
Sac County Sheriff's Office	20-402-MOPT, Task 64-20-00
Shelby County Sheriff's Office	20-402-MOPT, Task 64-30-00
Shenandoah Police Department	20-402-MOPT, Task 64-40-00
Sigourney Police Department	20-402-MOPT, Task 64-50-00
Spencer Police Department	20-402-MOPT, Task 64-60-00
Spirit Lake Police Department	20-402-MOPT, Task 64-70-00
State Center Police Department	20-402-MOPT, Task 64-80-00
Story City Police Department	20-402-MOPT, Task 64-90-00
Strawberry Point Police Department	20-402-MOPT, Task 65-00-00
Sumner Police Department	20-402-MOPT, Task 65-10-00
Tama County Sheriff's Office	20-402-MOPT, Task 65-20-00
Tama Police Department	20-402-MOPT, Task 65-30-00
Taylor County Sheriff's Office	20-402-MOPT, Task 65-40-00
Tipton Police Department	20-402-MOPT, Task 65-50-00
Toledo Police Department	20-402-MOPT, Task 65-60-00
Van Meter Police Department	20-402-MOPT, Task 65-70-00
Wapello Police Department	20-402-MOPT, Task 65-80-00
Washington Police Department	20-402-MOPT, Task 65-90-00
Waukon Police Department	20-402-MOPT, Task 66-00-00
Waverly Police Department	20-402-MOPT, Task 66-10-00
Wayne County Sheriff's Office	20-402-MOPT, Task 66-20-00
Webster City Police Department	20-402-MOPT, Task 66-30-00

West Union Police Department	20-402-MOPT, Task 66-40-00
Williamsburg Police Department	20-402-MOPT, Task 66-50-00
Winnebago County Sheriff's Office	20-402-MOPT, Task 66-60-00
Winterset Police Department	20-402-MOPT, Task 66-70-00
Worth County Sheriff's Office	20-402-MOPT, Task 66-80-00

The following table provides the funded overtime activity reported by sSTEP agencies and other law enforcement agencies working sSTEP waves during FFY 2020. Please note enforcement efforts were affected due to COVID-19 restrictions and concerns in addition to civil unrest which occurred during FFY 2020. Many agencies reduced overtime worked to minimize possible exposure to the virus.

sSTEP Agencies (Citations)	December	March	July	August	sSTEP Agency Total
					Citations
OWI - Alcohol	161	34	56	135	386
OWI - Drugs	22	7	13	57	99
.02 Violations	5	5	2	0	12
Open Container	76	10	11	38	135
Public Intox	23	13	21	45	102
Child Restraint	8	4	10	7	29
Seat Belts	86	18	35	152	291
Speed	1414	355	653	1964	4386
Stop Sign/Light	102	21	37	139	299
No Texting Law	7	0	1	7	15
No Electronic Device (teen)	0	0	0	4	4
Driving Without License	200	57	95	337	689
Suspended or Revoked	304	83	89	313	789
Registration	255	58	62	238	613
No Proof of Insurance	284	54	75	286	699
Improper Passing	9	1	6	17	33
Dark Windows	26	24	20	40	110
Equipment	65	10	9	40	124
Move Over	19	3	5	12	39
Other Traffic	289	100	94	292	775
Total Violations	3355	857	1294	4123	9629

	Yearly Totals
Media Contacts	1,648
Seat Belt Surveys:	
Pre-Wave Survey	85.91%
Post-Wave Survey	89.79%



The national “Click It or Ticket”/mobilization scheduled in May was cancelled due to COVID but was rescheduled for November 16-29, 2020 (FFY 2021).

Agencies that participated in sTEP waves contributed to the targets listed in the Highway Safety Plan as they conducted enforcement in conjunction with national mobilizations. sTEP agencies also conducted observational seat belts usage surveys.

Project: Central Iowa Traffic Safety Task Force (CITSTF)
Agency: Mitchellville Police Department
Project Number: 20-402-MOPT, Task 00-00-22

CITSTF partner agencies planned and conducted 6 multi-agency enforcement projects during FFY 2020. The one-day conference funded through this project was scheduled for September 25, 2020, but was cancelled due to COVID concerns. Two officers, however, were chosen to be recognized for their efforts during the year and their awards were presented on a different date.



Trooper Kyle Ratzesberger of the Iowa State Patrol was chosen as the CITSTF 2020 OWI Enforcement Officer of the Year. Officer Zachery Fries of the West Des Moines Police Department was chosen as the CITSTF 2020 Traffic Safety Officer of the Year.

Data Systems/Traffic Records/405c

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 to promote the continuous improvement of the overall traffic records system in the state. STRCC is comprised of professionals from various traffic safety disciplines. Iowa's traffic records system includes six core datasets: Crash, Vehicle, Driver, Roadway, Citation/Adjudication, and EMS/Injury Surveillance. STRCC members understand traffic records are the foundation for overall traffic safety projects and that data is used to help identify problems and countermeasures. Data is also used to evaluate effectiveness in addition to complying with national data standards such as NHTSA's Fatality Analysis Reporting System (FARS), Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Information System (NEMSIS), and Model Inventory Roadway Elements (MIRE).

Section 405c funding 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 STRCC Guidance Team involvement.
- Schedule and complete the 2020 Traffic Records Assessment.

Strategies:

- Utilize STRCC as a mechanism to continue strong networking for overall enhancement of Iowa's Traffic Records System.
- Continue to review and consider recommendations from the 2015 Traffic Records Assessment.
- Make known and promote the use of data including resources such as analytical tools.
- Encourage the formation of sub-committees and hold meetings as necessary for special projects.
- Continue to support research efforts which utilize Iowa's traffic records.
- Continue to support the development of analytical tools.

Outcomes/Results:

During FFY 2020, three STRCC meeting were held; two of which were held virtually due to COVID-19 pandemic restrictions and concerns.

STRCC meetings continue to be well-attended and over the past year there have been several new members. There continues, however, to be a challenge to identify meeting agenda topics that actually move discussions in regard to overall traffic records improvements. Membership provides representation from numerous traffic safety disciplines which is critical to improve traffic records. The membership represents the various departments that capture, store, analyze, transmit and disseminate traffic records.

NHTSA Region 7 RPM, Aaron Bartlett, has developed a monthly virtually meeting for the Region's Traffic Records Coordinators. The first meeting was implemented in July. Iowa's Traffic Records Coordinator participates in these meetings on a regular basis. These discussions have proven to be a productive way for the Traffic Records Coordinators to collaborate.

Iowa was scheduled to conduct a Traffic Records Assessment in 2020. The assessment commenced on August 31 and concluded November 27, 2020 with the report-out meeting scheduled for December 1, 2020. The STRCC Guidance Team needs to be re-engaged to help guide projects and select recommendations that should be considered and implemented.

Challenges remain within the state in regard to work flows and crash data definitions. The Iowa Department of Transportation has several bureaus that use and derive information from the crash data. Developing work flows and definitions that meet the varied needs for data throughout the state has been and will continue to be a challenge. Narrowed flexibility will need to be built into definitions to account for the differences in crash data use.

Several representatives of the STRCC committee typically attend the Annual Traffic Records Forum hosted by the Association of Transportation Safety Information Professionals. In light of the COVID-19 pandemic, the in-person forum was changed to a virtual format. As such, additional STRCC members were able to participate in the 2020 forum.

Project: Iowa Department of Transportation

Agency: Office of Driver and Identification Services/Injury Prevention Research Center (IPRC)

Project Numbers: 20-405d-FDL*IS, Task 00-03-00 and 20-405c-M3DA, Task 01-00-00

The IPRC expanded collaborations with IDPH to obtain death and trauma data to use in CODES linkages. Data sharing agreements were approved and data will be requested once initial linkages with hospital and FARS data are refined. Technical assistance and crash data was provided to the University of Iowa's team at the National Advanced Driving System (NADS) for a NHTSA project titled "Crash Risk Associated with Drug and Alcohol use by Drivers in Fatal and Serious Injury Crashes". The primary objective of the study is to examine the prevalence of drugged driving and the relative risk of being severely injured or killed in a motor vehicle crash when drivers use licit and/or illicit drugs. The results of this project will assist NHTSA in determining how different drug classes are related to driver safety.

IPRC researcher and affiliated partners represented the IPRC at local, national and international meetings highlighting the research being done with Iowa Department of Transportation data. Several priority behavioral, medical and research topics, including transportation safety of bicyclists, pedestrians, aging drivers, ATVs ROVs, motorcycles/mopeds and teen drivers were identified. The IPRC also continued collaboration with colleagues at several affiliated University of Iowa research facilities utilizing crash and medical outcomes data.

The IPRC Transportation Research Team met as a group on a bi-weekly basis during this reporting period. Collaborations continue with research teams at Iowa State University including partnering on two bicycle safety projects and a farm vehicle safety project.

This project contributed to the targets listed in the Highway Safety Plan as it helps to identify trends in crashes involving vulnerable road users. The IPRC continues to expand the uses of crash, medical/hospital and FARS data and has been able to further link validations which strengthens Iowa's Traffic Records System in general. This project also has re-established the CODES (Crash Outcome Data Evaluation System) in Iowa, as historical CODES data and documentation was seemingly "lost" upon the retirement of a long-term employee of the Iowa Department of Public Health.

Project: Iowa Traffic and Criminal Software (TraCS)

Agency: Iowa Department of Transportation, Motor Vehicle Enforcement

Project Number: 20-405c-M3DA, Task 02-00-00

Section 405c funding supported onsite and remote series and training for law enforcement agencies which utilize TraCS. During this year, the TraCS team continued to provide onsite installation, training, and technical field support as requested. At the close of FFY 2020, 382 law enforcement agencies were submitting crash reports electronically to the Department of Transportation; 343 agencies were electronically submitting citations and complaints and affidavits to the CJIS Network/Iowa Courts. Cumulatively, electronic crash reporting by law

enforcement agencies at the close of FFY 2020 was 99.52%. The DRE form has been completed and is in the latest TraCS Pack release. A statewide release is planned for FFY 2021.

This project contributed to the targets listed in the Highway Safety Plan as TraCS is an initiative of the Iowa Department of Transportation to collect data from law enforcement at the scene of a motor vehicle crash and from other roadside enforcement efforts. Enhancements in TraCS, plus the addition of new agencies, continue to provide for accurate, complete, and timely data. This project also supports recommendations from the 2015 Traffic Records Assessment.

Project/Agency: Iowa Department of Transportation, Office of Traffic and Safety
Project Number: 20-405c-M3DA, Task 03-00-00

In October of 2019, a meeting was held where it was determined and agreed upon that the Crash Data Advisory Committee (CDAC) would concentrate on making a crash data dictionary and provide background information to help with decision making. A preliminary draft of the crash data dictionary layout was presented to the group in late October 2019. All data elements in the current z-tables have been researched and defined and have been entered into the dictionary template. A slimmed-down beta version of the dictionary was presented in late September 2020, which allow for submission for the Traffic Records Assessment.

Activities within the area of Iowa's Crash Analysis Tool (ICAT) continued in FFY 2020. It was decided that ICAT tutorial videos should be short and concentrate on the topic being discussed and not be tied to other functions of ICAT. They are standalone videos, but do not necessarily explain every step along the way. A tutorial website was established and is made available to the public (<https://iowadot.gov/traffic/icat-tutorial>). There is also a "Take the Tour" website to explain the layout and functions of ICAT. Twelve short tutorial videos were created to help educate the user how to navigate the ICAT website and how to use many of the functions. Instructional content will be continually added to the website and face-to-face training will provided in the future. Due to the continual modifications to the ICAT application to improve usability, the instructional videos will need to be revised to reflect significant changes over time. The remote working, as a result of the COVID-19 pandemic response, did slow progress during third quarter, however, momentum was reestablished, and the videos and website were completed at the end of the project year.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations from the 2015 Traffic Records Assessment; specifically in regard to data dictionaries and the development, support and maintenance of a web-based analytical tool for crash data.

Project/Agency: Iowa Department of Human Rights, Criminal and Juvenile Justice Planning (CJJP)
Project Number: 20-405d-M3DA, Task 04-00-00

CJJP used a tool called Universe Platter to build the "shell" of a data dictionary. This application is run on one of the data warehouse servers and provides the ability to create data dictionaries from existing back-end databases. Two universes have been generated (adult court and juvenile court). During FFY 2020, CJJP completed the definitions for the adult court data dictionary and this information was submitted as supporting documents for the 2020 Traffic Records Assessment. Other activities during FFY 2020 included the completion of two reports regarding traffic citations for calendar years 2017-2019 and in regard to texting and driving. The onset of COVID-19 and the racial disparity issues have had us analyzing data that would allow us to look at the impact of these issues on the criminal and juvenile justice systems.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations of the 2015 Traffic Records Assessment, specifically in regard to the data dictionaries. CJJP is also a resource for statewide citation and adjudication data for various traffic safety needs and research projects.

Project/Agency: University of Iowa, Injury Prevention Research Center (IPRC)
Project Number: 20-405d-FDL*IS, Task 01-00-00

A basic methodology for following the adjudication process for motorcycle crashes has been developed and is currently being tested. The IPRC has moved forward by shifting the sample being examined from a small subset of the motorcycle crashes to the full set of motorcycle crashes available in the data, controlling for driver type. Using the larger sample size has allowed to improve the accuracy of the analysis by having more relevant crashes cases to examine. IPRC continues to expand the analyses out to be able to look at all motor vehicle crashes rather than just motorcycle-related.

Analyses of the number of sentences, types, and dismissals of alcohol and speeding-related motorcycle crashes has also been conducted. IPRC also calculated the frequencies and proportions of convictions among motorcyclists who were involved in alcohol-related crashes, including alcohol-related convictions, and convictions of non-alcohol-related charges. IPRC was able to make significant conclusions of the full set of alcohol-related motorcycle crash analyses focused associated charges and convictions. There was a specific interest in what combination of charges is most likely to result in a conviction. IPRC analyzed the differences in conviction rates based on three categories of charge types (alcohol charges, administrative charges, and moving violation charges) using ANOVA. IPRC also examined the distribution of conviction rates based on demographic variables such as age, sex, crash circumstances, injury status, etc.

Research projects conducted at IPRC contribute to targets listed in the Highway Safety Plan as the work helps to identify ways to improve linkages with data and helps to identify trends.

Project/Agency: Iowa State University/CTRE-Iowa Traffic Safety Data Service (ITSDS)
Project Numbers: 20-405c-M3DA, Task 08-00-00 and 20-405d-FDL*IS, Task 00-05-00

The Iowa Traffic Safety Data Service (ITSDS) addressed approximately 104 inquiries and requests from (or on behalf of) approximately 36 different agencies, organizations, departments or individuals. This includes consultants, citizens, business owners, law enforcement, local agencies, (cities and counties), MPOs/RPAs, GTSB, academics, media, Iowa DOT (various Divisions and Bureaus) and several national agencies. Some efforts are broader and more comprehensive, encompassing multiple geographic areas and requiring numerous products. Requests during the year also included several semi-regular and special requests.

In general, ITSDS coordinated on data requests and broader data requests. This included Fall Local Road Safety Workshop support (crash maps and summary tables). Additionally, ITSDS coordinated with Traffic and Safety regarding crash database updates, including those related to drug test results and non-motorists, and potential issues or inconsistencies.

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

Project/Agency: Iowa Department of Public Health, Bureau of Emergency Trauma Services (BETS)
Project Numbers: 20-405c-M3DA, Task 09-00-00 and 20-405d-FDL*EM, Task 00-01-00

At the start of fiscal year, Iowa Department of Public Health, Bureau of Emergency Trauma Services met to begin a data quality improvement for EMS. The intent was to implement technical assistance and instruction on a regular basis for EMS administrators of their respective service's accounts in the EMS Registry known as Elite. Several ideas were discussed including getting such assistance/instruction provided on a regular and formal basis.

Unfortunately, with the Iowa Department of Public Health's COVID-19 response, the unavailability of staff made implementation efforts difficult. Given the obstacles faced this year, we were not successful in creating a formal program of instruction. However, when service's request assistance on data quality and creating custom reports every effort is made to assist and do not leave them to resolve on their own.

One of the performance measures for FFY 2020 was to identify 20 volunteer EMS programs to test the customized application forms for ease of use and data entry accuracy. It has been determined that the measure is not necessarily in the manner originally planned. Instead of a wholesale restructuring of the EMS registry incident form, in the hope users would find it more user friendly and more productive, the changes are coming in small ways that ultimately should provide benefit to the registry users. The Imagetrend consultant we began working with this year has had excellent insight into what changes are useful and the success other states have had when attempting such modifications. The partial success was to find the right path for making this measure an accomplishment that will ultimately pay productivity dividends for users. The functional limitations of this registry in building custom forms may limit the ability to maximize user entry productivity.

In regard to Compass reports, over the past year, the Bureau sent out a total of 2,666 Compass report emails, each holding nine reports apiece, to the respective EMS services.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations set forth in the 2015 Traffic Records Assessment. The efforts also specifically address the issues of timeliness, accuracy and completeness in regard to EMS data.

Project/Agency: University of Iowa, National Advanced Driving Simulator
Project Number: 20-405d-FDL*IS, Task 02-00-00

This project focused on integration of trauma registry data and using it along with crash data to conduct analysis. During FFY 2020, two test datasets extracted from the full trauma registry data. This process provide the information needed for writing code to automatically reduce the trauma registry data to exclude incidents that were unlikely related to motor vehicle crash injuries. Two different methods for linking the trauma registry data with the crash data. The first approach was deterministic linkage using SAS and matching on date of birth, incident date, and gender. With a test dataset of 176 trauma registry incidents; 112 (64%) were uniquely matched to crashes using all three variables. Another 41 (23% were matched using different 2-variable combinations. There were 23 (13%) trauma registry records that were not matched to a motor vehicle crash. The second approach was probabilistic linking using LinkPlus, a probabilistic record linkage program developed at CDC's Division of Cancer Prevention and Control that has also been used to link records for Iowa's CODES dataset. In addition to date of birth, incident data, and gender, county information was also considered (county of crash and county derived from trauma incident location zip code; adjacent counties were considered a match). 110 crashes (64% were matched on three or more variables and another 20 (12%) were matched on two variables. About one quarter of the trauma registry incidents could not be matched. Additional linkage tests using multiple years of trauma registry and crash data which showed that LinkPlus resulted in better linkage results. Several rounds were also conducted to match trauma registry data to crash data using LinkPlus. In July a request was submitted to the Iowa Department of Public Health for outcomes-related data for trauma registry cases matched to crashes. These data were not received before the end of the project, which prevented addressing the objective. During the fourth quarter of the project, 370 crashes in the dataset was discovered that have multiple person records for what appears to be the same individual. If it is confirmed this pattern persists for current crash data, the Iowa Department of Transportation will be notified. A final report was submitted in regard to this project.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations set forth in the 2015 Traffic Records Assessment. Specifically, this project assists in integration issues.

Media and Other Marketing/Social Media

Problem Statement and Overview:

The use of media (paid, earned, and social) and various other forms of public outreach raises awareness and education in regard to traffic safety initiatives. Media relations are invaluable toward the overall objectives to educate the public with the ultimate goals to change driving behaviors in order to reduce fatalities and injuries. The GTSB and other traffic safety partners throughout Iowa utilize various media/marketing strategies to disseminate traffic safety information.

Paid media is the mechanism the GTSB uses to deliver specific messages for a particular target audience. When advertising is purchased, there is a guarantee the message will be aired on the specific stations, locations, and at specific times. Media models created by NHTSA are used by the GTSB during national mobilization events such as “Click It or Ticket” and “Drive Sober or Get Pulled Over”. Facebook and other social media platforms are utilized by traffic safety partners throughout the state. Social media is a popular way to convey information. Social media allows for the integration of technology, social interaction and to communicate in “real time”. Social media also allows for the “sharing” and reposting of information; thus the reach is virtually endless.

NHTSA 2020 Communications Calendar
Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY
Happy New Year!

FEBRUARY
February 2 Super Bowl LIV IMPAIRED DRIVING
Primary Message: Fans Don't Let Fans Drive Drunk

MARCH
March 2-6 Vehicle Safety Recalls Week
March 17 St. Patrick's Day IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

APRIL
April 1 National Walking Day

MAY
National Youth Traffic Safety Month
Motorcycle Safety Awareness Month
National Bicycle Safety Month
May 6 Bike to School Day
May 15 National Bike to Work Day

JUNE
June 15 National Ride to Work Day
MOTORCYCLE SAFETY
Primary Message: Share the Road With Motorcyclists

JULY
July 1 HEATSTROKE AWARENESS
Paid Media
July 4 Fourth of July IMPAIRED DRIVING DRUG-IMPAIRED DRIVING
Primary Messages: Drive Sober or Get Pulled Over; Buzzed Driving Is Drunk Driving; If You Feel Different, You Drive Different

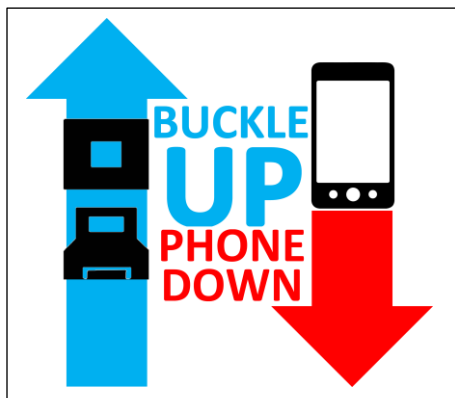
AUGUST
August 19 – September 7 Drive Sober or Get Pulled Over IMPAIRED DRIVING DRUG-IMPAIRED DRIVING
Primary Messages: Drive Sober or Get Pulled Over; Ride Sober Sober or Get Pulled Over; If You Feel Different, You Drive Different; Drive High – Get a DUI
Paid Media
National Enforcement Mobilization

SEPTEMBER
September 20-26 Child Passenger Safety Week OCCUPANT PROTECTION
September 26 National Seat Check Saturday

OCTOBER
Pedestrian Safety Month
October 5-12 U Drive. U Text. U Pay. DISTRACTED DRIVING
Primary Message: U Drive. U Text. U Pay.
Paid Media
National Enforcement Mobilization
October 7 National Walk to School Day
October 11 – November 8 Rail Grade Crossing
October 18-24 National Teen Driver Safety Week TEEN DRIVING ISSUES
October 19-23 National School Bus Safety Week
October 31 Halloween IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

NOVEMBER
November 9-29 Click It or Ticket OCCUPANT PROTECTION
Paid Media
National Enforcement Mobilization
November 25-29 Thanksgiving Holiday Travel IMPAIRED DRIVING DRUG-IMPAIRED DRIVING
November 25 Blackout Wednesday
November 26 Ditch Thanksgiving
November 26 Thanksgiving Holiday Travel OCCUPANT PROTECTION
Primary Message: Buckle Up. Every Trip. Every Time.
November 30 – December 15 Pre-Holiday Season IMPAIRED DRIVING DRUG-IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

DECEMBER
December 16 - January 1 Holiday Season IMPAIRED DRIVING DRUG-IMPAIRED DRIVING
Primary Messages: Drive Sober or Get Pulled Over; If You Feel Different, You Drive Different; Drive High – Get a DUI
Project Roadblock
Buzzed Driving Is Drunk Driving
Paid Media
National Enforcement Mobilization



The GTSB utilizes the NHTSA Communication Calendar (above) and trafficsafetymarketing.gov to plan messaging. These resources are also shared with partners.

In FFY 2020, Iowa introduced a new campaign entitled “Buckle Up/Phone Down”. The “Buckle Up/Phone Down” campaign was intended to address the areas of occupant protection and distracted driving. With the pandemic, traffic fatalities were increasing while VMT was down. The “Buckle Up/Phone Down” campaign was an additional attempt to address the public. The “Buckle Up/Phone Down” campaign was initially produced by the state of Missouri and was retaged by ZLR for Iowa’s usage.

In addition to the project information listed below, Section 405f funding was utilized for clings and interior cards on Des Moines Area Regional Transit (DART) buses geared toward the general public to bring awareness to motorcycles on the roadway. See page 33.

Project/Agency: Alliance Highway Safety
Project Number: 20-405d-FDL*PM, Task 01-00-00

In FFY 2020, Alliance Highway Safety provided highway safety messages at motorsport venues through the state. A total of 19 venues were included in this project. The motorsport campaign involved sign/banners and public service announcements which included “Click It or Ticket”, “Drive Sober or Get Pulled Over” and Zero Fatalities logos and slogans.

This project contributed to the targets listed in the Highway Safety Plan as the motorsport venues were primarily within Iowa’s “Top 22” problematic counties with the target audience being males age 18-34.

Project/Agency: Cedar Rapids Kernels
Project Number: 20-405d-FDL*PM, Task 02-00-00

The Cedar Rapids Kernels were greatly affected this year by both the COVID-19 pandemic and the epic derecho that struck the Cedar Rapids area. Out of concerns about COVID-19, the 2020 season of Minor League Baseball was cancelled. Due to the cancellation of the season, no games were broadcast; thus no safety messages were aired and no safety videos were shown. In an attempt to utilize the stadium, a number of non-Kernels game events were held during the year. These included high school baseball games, a trivia night, concert and fireworks show, movie nights, catering events and fund raising events. The Kernels were able to post an 8’ x 15’ rotating television sign with an approved DPS/GTSB traffic safety graphic which was seen by approximately 13,000 people during the summer. Special events, however, came to an abrupt end for 2020 after a derecho struck the Cedar Rapids area on August 10. All events from August 10 on were cancelled due to significant damage to Veterans Memorial Stadium.

This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure in the area of impaired driving utilizing the tagline of “Drive Sober or Get Pulled Over”.

Project/Agency: Clinton Lumberkings
Project Number: 20-405d-FDL*PM, Task 03-00-00

The minor league season was cancelled due to the COVID-19 pandemic. In lieu of the scheduled baseball games the Lumberkings utilized the stadium and some of the amenities for other functions to help the community and the organization during the pandemic. The Clinton Lumberkings hosted high school baseball games, take-out and dine-in concessions, graduation parties, concerts, Rotary Club luncheons, wedding and receptions, the Lumberjack Festival, political rallies, fundraisers, softball tournaments, along with regularly scheduled facility tours. During these events, the traffic safety message was displayed on outfield signage.

This project contributed to the targets listed in the Highway Safety Plan through traffic safety signage which focused on impaired driving utilizing the “Drive Sober or Get Pulled Over” logo.

Project/Agency: Des Moines Buccaneers Hockey
Project Number: 20-405d-FDL*PM, Task 04-00-00

Due to the COVID-19 pandemic, the United States Hockey League (USHL) season was cancelled in March. No expenditures were associated with this contract for FFY 2020.

The Buccaneers arena was also severely damaged by a derecho on August 10, 2020. The building reopened in late September. Although there is no contract moving forward, the “Feel Different, Drive Different” remains on display.

Project/Agency: Greater Des Moines Baseball (Iowa Cubs)

Project Number: 20-405d-FDL*PM, Task 05-00-00

The Minor League Baseball season was cancelled in 2020 due to COVID-19 and thus causing Major League Baseball not to send any players to the Iowa Cubs. No Iowa Cubs games were played during the 2020 season. However, between June and September, Principal Park did host 13 regular season high school games, 8 college all-star doubleheaders, a Father’s Day event on the field, as well as the Iowa State High School Baseball Tournament. Principal Park also hosted 2 fan batting practice events



This image shows the 2-sided marquee at Principal Park (Iowa Cubs) which displays a traffic safety message up to 40 times an hour/365 days a year.

and a movie night on the field. These events attracted 38,371 fans. Signage associated with this contract was up and visible for these events. Signage included a 14’ x 19’ double outfield fence sign, a 3’ x 6’ concourse backlit sign, in addition to a 4’ x 8’ digital sign on the marquee on the avenue that runs alongside the ballpark. The marquee is 2-sided and is seen by countless people driving into and out of downtown Des Moines. The GTSB signage/NHTSA logos show up over 40 times per hour and runs 365 days a year.

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

Project/Agency: IMG College – Drake

Project Number: 20-405d-FDL*PM, Task 06-00-00

Activities provided by IMG College – Drake University during FFY 2020 include the following:

- A total of 230 :30 PSA’s aired during Drake Football, Men’s and Women’s Basketball and the Drake Coaches show
- Total of 79 radio reads during Drake Football, Men’s and Women’s Basketball
- Traffic safety message displayed at the scorer’s table during Men’s and Women’s basketball games. 2:00 per game exposure at 31 home games. Attendance 93,467.
- Rotating LED video board sign displayed traffic safety messages during Drake home football games.
- A minimum of five traffic safety messages were shown on the videoboard during Drake football. Attendance 8,631.
- One full-page color traffic safety ad was printed in Drake Basketball programs; approximately 25,000 printed.

Due to the COVID-19 pandemic, the 2020 Drake Relays were cancelled due to social distancing and event attendance restrictions. Therefore, activities that were planned for the relays were unable to be fulfilled. These activities included:

- A rotating traffic safety message displayed on the video board during the Drake Relays
- Traffic safety messages displayed on an A-frame field level sign at the Drake Relays
- A least one traffic safety PSA shown on the video board during each Drake Relay session
- Fifteen to twenty :30-second traffic safety message ran during Drake Relays live streaming coverage with estimated exposure reported
- One banner ad provided on www.godrakebulldogs.com with a link to the DPS/GTSB web page and exposure provided.

This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure in the areas of occupant protection (Click It or Ticket) and distracted driving (One Text or Call).

Project/Agency: Iowa Barnstormers
Project Number: 20-405d-FDL*PM, Task 07-00-00

The indoor football season was cancelled due to the COVID-19 pandemic. There were no expenditures claimed on this contract for FFY 2020.

Project/Agency: Iowa Public Television Foundation
Project Number: 20-405d-FDL*PM, Task 08-00-00

Activity of Iowa Public Television for FFY 2020 was as follows:

- Aired 39 15-second safety messages (approximately 3 per week). Several of these messages corresponded with national traffic safety campaigns.
- The Iowa Department of Public Safety is listed in Advance Magazine, IPTVs monthly programming guide, as a supporter of our general programming. The guide is mailed to our 60,000 members on a monthly basis.
- The GTSB client testimonial aired twice a month during prime time and it is posted on the corporate support page.

This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging which focused on occupant protection, distracted driving, drowsy driving and rural driving.

Project/Agency: Iowa Wild
Project Number: 20-405d-FDL*PM, Task 09-00-00

Traffic safety messaging utilized during the 2020 season included NHTSA's tagline "If You Feel Different You Drive Different". Thirty second traffic safety messages were aired at each home game where the average attendance was 6,300. It is estimated that the approximate total attendees to see the dasher board message was 113,400. At each home game, fans were encouraged to sign up as a designated driver. Approximately 50 fans per game actually signed up. Through the year the Iowa Wild social media platforms were used to post safe driving facts and information to promote safe and sober driving. Social media stats were reported as 51,384 Facebook likes, 23,200 Twitter followers, and 27,900 Instagram followers. The 2020 Iowa Wild season was shortened as the season was cancelled in March 2020 due to COVID-19 concerns and restrictions.

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

Project/Agency: Iowa Wolves Basketball
Project Number: 20-405d-FDL*PM, Task 10-00-00

During the early part of the 2020 season, the Iowa Wolves helped to educate motorists on the dangers of impaired driving through signage, public service announcements, social media and an alternate transportation promotion. Rotational signage was displayed, a :30 video spot ran, and traffic safety messages were announced at home games. Twelve of 24 home games were held prior to the impact from COVID-19. Social media included the use of Facebook and Instagram. The 2020 season was interrupted when the league's season was suspended in March and later postponed in June due to COVID-19.

This project contributed to the targets listed in the Highway Safety Plan through activity and signage that focused on impaired driving and distracted driving.

Project/Agency: KDSM-Fox
Project Number: 20-405d-FDL*PM, Task 11-00-00

The following contract activity was completed during FFY 2020.

- Provided 25,000 OTT 30 second connected television commercials within designated areas by the last calendar year of each month. Delivered 300,048 commercials during 12 month campaign.
- Provide 90% completion rates. Delivered a final completion percentage of 97.4%.
- Provided monthly statistical use data and/or provided access to electronic dashboards containing statistical use data. Full annual dashboard report sent as accompanying document.

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

Project/Agency: Krogman & Associates
Project Number: 20-405d-FDL*PM, Task 12-00-00

Krogman & Associates completed another successful year by providing traffic safety messaging at Iowa high school athletic championship tournaments. These events draw large crowds from all over the state and in all age groups to the championship venues. Krogman worked through the Iowa High School Sports Network (IHSSN) and their website www.ihssn.com for messaging through a digital form. Other deliverables included traffic safety messaging the form of signage, audio messaging and video commercials.



These images show examples of signage at the State High School Football Championships at the UNI-Dome in Cedar Falls, Iowa.

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

Project/Agency: Learfield Sports
Project Number: 20-405d-FDL*PM, Task 13-00-00

During FFY 2020, safety belt, bicycle and pedestrian safety, impaired driving and distracted driving prevention messages were developed, approved and aired during 24 Hawkeye and Cyclone football and 58 men’s basketball and 30 women’s basketball games. One 30-second weekday PSA aired on the Hawkeye and Cyclone unwired network between April and August and two 30-second PSAs during the Hawkeye and Cyclone Spring football game in April. Approved signage was provided on inside gates and/or sandwich boards at Kinnick and Jack Trice stadiums and courtside LEDs at Carver Hawkeye Arena and Hilton Coliseum. And, approve traffic safety message signage and announcements were provided at the McLeod Center and UNI-Dome.

Unwired Radio (April –August)

- Total affiliates for Hawkeye and Cyclone Unwired Network: 38/23
- Total spots played: 8620

Football Radio

- Total football affiliates for Hawkeye and Cyclone Network: 48/30
- Total games played: 18
- Total spots played: 798 statewide impressions
- Total :10 live read: 16

Men and Women Basketball

- Total men’s and women’s basketball affiliates for Hawkeye and Cyclone Network: 70/47
- Total games played: 118
- Total spots played: 4,179 statewide impressions
- Total :10 live read: 118



This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging at various sport arenas with an impaired driving focus.

Project/Agency: Radio Iowa
Project Number: 20-405d-FDL*PM, Task 14-00-00

Radio Iowa provided a year of safety messages across Iowa’s rural radio stations. A variety of new messages were produced, scripted and approved for broadcast. Radio Iowa was also successful in obtaining donated or “earned” media. The safety message estimated exposure for FFY 2020 is provided below.

- Reach: 600,300 (Number of unique people who hear your message each airing)
- Frequency: 18.6 (Number of times each person hears your message on average)
- Gross Impressions: 11,185,900 (Number of different times your message is heard during the campaign)

This project contributed to the targets listed in the Highway Safety Plan through traffic safety radio messages in the areas of occupant protection, distracted driving, impaired driving and rural driving. The messages are heard in rural Iowa. Almost 80% of all traffic fatalities in the state occur in rural areas.

Project/Agency: Screenvision Media
Project Number: 20-405d-FDL*PM, Task 15-00-00



A variety of public service announcements were provided by Screenvision. The following summarizes campaigns through the year:

Impaired Driving – Cinema Campaign: 11/15/19-12/26/19 (Term 6 weeks)

- Twenty Eight (28) Theatre Locations and 241 screens.
- Admissions over 6 week period: 699,065

Impaired Driving – Mobile Targeting Campaign: 11/15/19-12/26/19

- Impressions: 571,426; response rate: .17%; 945 clicks

Distracted Driving – Mobile Targeting Campaign: 04/03/20-04/23/20

- Impressions: 428,571; response rate: .22%; 924 clicks

Rural Driving (Spring) – Mobile Targeting Campaign: 04/10/20-04/23/20

- Impressions: 209,524; response rate: .31%; 641 clicks

“Click It or Ticket” – Mobile Targeting Campaign: 05/01/20-05/28/20

- Impressions: 571,429; response rate: .21%; 1,181 clicks

Impaired Driving – Cinema Advertising: 08/21/20-09/30/20

Rural Driving (Fall) – Cinema Advertising: 09/11/20-09/24/20

Rural Driving (Fall) – Mobile Targeting Campaign: 09/11/20-09/24/20

- Impressions: 209,524; response rate .11%; 222 Clicks

Cinema Advertising for Distracted Driving, Rural Driving (Spring) and “Click It or Ticket” campaigns were cancelled due to COVID-19. All theatre locations in Iowa were closed. Several locations were also closed during the fall Impaired Driving and fall Rural Driving campaigns.

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

Project/Agency: Waterloo Bucks
Project Number: 20-405d-FDL*PM, Task 16-00-00

The Waterloo Bucks posted a 8’ x 20’ outfield sign displaying the “Drive Sober or Get Pulled Over” graphic at Cost Cutters Field at Riverfront Stadium for the 20-home game 2020 season which was played July 1 through August 20. Two traffic safety videos were played at each of the home games which were impaired related (“Rock Stars Ride in Limos” and “Smart Car”). The Waterloo Bucks also aired a minimum of 41 approved traffic safety messages during Bucks broadcasts, both home and away games online at www.waterloobucks.com. There was also a full-page, full-color DPS/GTSB approve traffic safety message and graphic in each of the Bucks Souvenir Programs during the 20 home games. The estimated listenership was 20,500The paid attendance during the home games was 13,659. Attendance was impacted by the requirement to reduce stadium capacity by 67% to comply with COVID-19 social distancing requirements. During the year, Cost Cutters Field at Riverfront Stadium hosted 22 additional events

including high school games, movie showings on the video board and a National Night Out event during. These events had an estimated 5,000 attendees.

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

Project/Agency: ZLR Ignition

Project Number: 20-405d-FDL*PM, Task 17-00-00

ZLR Ignition served as the GTSB's main media source in FFY 2020. Through ZLR, media was purchased in support of national mobilizations. Paid media plans were coordinated with national mobilization times and messaging starting approximately a week prior to enforcement efforts. ZLR was successful in obtaining "added value"/"earned" media which included negotiated non-purchased placement of traffic safety messages. ZLR also continued to expand information on social media platforms and maintained and updated the GTSB's microsite www.drivesmartiowa.com.



Some of the funding allocated to ZLR was slated to produce a campaign utilizing officer testimonials that was planned to be filmed at the 2020 Annual Governor's Highway Traffic Safety Conference. Due to the cancellation of the conference these additional monies were adjusted to implement the new campaign in Iowa, "Buckle Up/Phone Down". The original "Buckle Up/Phone Down" campaign was developed by the state of Missouri and was retagged by ZLR for Iowa's use.

Planning and Administration/Program Management

Problem Statement and Overview:

The GTSB staff are involved in planning, programming, implementing, monitoring and adjusting to best fill the needs to improve traffic safety efforts in the state. Crash data is available to help develop data-driven/evidence-based programs with the goal to produce quantifiable results.

Staff is mindful of the importance of partnerships which focus on the common goals to reduce traffic fatalities and injuries on Iowa's roadways. GTSB staff work with grantees throughout the program year and provide general oversight and monitoring. In addition to the management of contracts, each GTSB Program Administrator has specialized assignments which include ARIDE/DRE, Occupant Protection, Social Media, Distracted Driving, Youth and Pedestrian.

Targets:

- Support traffic safety professionals through the state in regard to the implementation of strategies to support targets identified in the Highway Safety Plan and the State Strategic Highway Safety Plan.
- Host the Annual Governor's Highway Traffic Safety Conference.
- Encourage agencies to develop multi-agency/multi-disciplinary partnerships.
- Continuously monitor and evaluate the effectiveness of projects toward the common goal to reduce fatalities and serious injuries on Iowa roadways.
- Work with statewide traffic safety stakeholders to update the State Strategic Highway Safety Plan and implement countermeasures within the plan.
- Continue to utilize analytical reports produced by the Iowa Traffic Safety Data Service.

Strategies:

- 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.
- Identify opportunities for traffic safety initiatives through the state.

Outcomes/Results:

As key stakeholders in traffic safety, the staff of the Iowa Governor's Traffic Safety Bureau actively participate in webinars, conferences, meetings, and other training activities to bolster their knowledge and partake in networking with other traffic safety partners. Staff are encouraged to attend trainings in the NHTSA core areas of program management, financial management, data analysis, and instructor development.

With the on-set of COVID-19, GTSB staff members had to adjust daily functions. For part of the year, the majority of the staff teleworked and Program Administrators conducted a large portion of site visits virtually via Microsoft Teams and/or Zoom. Two of the three STRCC meetings were also held virtually in addition to numerous national level conferences and meetings.

Annually the GTSB plans and hosts the Governor's Highway Traffic Safety Conference. In light of the COVID-19 pandemic, the 2020 conference was cancelled. One of the highlights, however, of the conference is to recognize individuals and/or organizations for exemplary work in the area of traffic safety. A separate awards recognition ceremony was held on July 30, 2020. Those receiving an award are listed below.

Commissioner's Special Award for Traffic Safety		
<i>Recipient</i>	<i>Agency</i>	<i>Category</i>
Landon Fry	Bettendorf Middle School	Children/Youth
Reserve Officer John Garretson	Gowrie Police Department	Children/Youth
Alan Bailey	Iowa Attorney General – IDOT Division	Criminal Justice

Stephen Stark	Iowa Attorney General – IDOT Division	Criminal Justice
Deputy Chris Bell	Louisa County Sheriff's Office	Criminal Justice
Trooper Justin Boecker	Iowa State Patrol – District 11	Criminal Justice
Deputy Chris Flatness	Cerro Gordo County Sheriff's Office	Criminal Justice
Officer Adam Jones	Clive Police Department	Criminal Justice
Trooper Kevin Leffler	Iowa State Patrol – District 4	Criminal Justice
Officer Adam McPherson	Ames Police Department	Criminal Justice
Trooper Coby Mooers	Iowa State Patrol – District 7	Criminal Justice
Trooper Matt Raes	Iowa State Patrol – District 3	Criminal Justice
Trooper Kyle Ratzesberger	Iowa State Patrol – District 1	Criminal Justice
Trooper Jared Rude	Iowa State Patrol – District 10	Criminal Justice
Deputy Zach Scott	Cerro Gordo County Sheriff's Office	Criminal Justice
Officer Kyle Slifka	West Des Moines Police Department	Criminal Justice
Trooper Jon Stickney	Iowa State Patrol – District 10	Criminal Justice
Marshall County Traffic Unit – Deputy Louis Modlin, Deputy Johnathan Rogers and Sergeant Benjamin Veren	Marshall County Sheriff's Office	Criminal Justice
Message Monday Team – Tracey Bramble, Willy Sorenson, Andrea Henry, Jan Laaser-Webb, Steve Gent and Tim Crouch	Iowa Department of Transportation	Miscellaneous
DRE Award Winners		
<i>Recipient</i>	<i>Agency</i>	<i>Region</i>
Trooper Karen Yaneff	Iowa State Patrol	Iowa Region (Statewide)
Detective Nathan Wunn	Toledo Police Department	Central Region
Deputy Dustin DeGroot	Woodbury County Sheriff's Office	Northwest Region
Deputy Benjamin Bartholomew	Cass County Sheriff's Office	Southwest Region
Deputy Travis Bulman	Scott County Sheriff's Office	Southeast Region
Officer Brad Walter	Waterloo Police Department	Northeast Region – (Tie)
Deputy Anthony Dalsing	Dubuque County Sheriff's Office	
Deputy Jedediah Jones	Clayton County Sheriff's Office	
Kipton Hayward Award		
<i>Recipient</i>	<i>Agency</i>	
Christine Circo	Pottawattamie County Attorney's Office	
Jim Meyerdirk Award for Academic Excellence		
<i>Recipient</i>	<i>Agency</i>	
Officer Jeremy Engle	Des Moines Police Department	
Farrell/Puente-Morales Award		
Iowa City Police Department		

Noteworthy Events

Regional Excessive Speed Reduction Project

Iowa, along with other states, witnessed an increase in speeding violations in 2020. As a result, the five state patrols within the NHTSA Region 7 area collaborated for a regional excessive speed reduction initiative on July 17-18, 2020. The initiative was aimed at reducing high speeds and encouraging personal responsibility in keeping roadways safe.

A press conference was held in Lee Summit, Missouri on July 16, 2020, to kick off the enforcement event. The Iowa State Patrol streamed the press conference on their Facebook page via Facebook Live.



The NHTSA Deputy Administrator, James Owens, supported the speed enforcement campaign by posting a 30-second spot on the dangers of speeding and the impact it has caused on our roadways.

Fatality Reduction Task Force

In the spring of 2020 there were initial discussions on creating a Fatality Reduction Task Force. Due to COVID-19 concerns and restrictions and civil unrest and protests that occurred during the summer of 2020, the implementation of the Task Force was delayed. During late fall of 2020, the Task Force was ultimately created to help identify countermeasures that can be implemented fairly quickly to help Iowa achieve the target of less than 300 traffic fatalities annually from 2021 forward.

MDST PowerPoints

Every month, GTSB staff prepare a PowerPoint to be provide to all MDSTs/Facilitators which include pertinent traffic safety information. This has proven to be an effective and efficient way to distribute consistent information through the state.

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