

September 2019

# **Highway Safety Plan FY 2020 Iowa**

## Highway Safety Plan

**NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:**

- S. 405(b) Occupant Protection: Yes
- S. 405(e) Distracted Driving: No
- S. 405(c) State Traffic Safety Information System Improvements: Yes
- S. 405(f) Motorcyclist Safety Grants: Yes
- S. 405(d) Impaired Driving Countermeasures: Yes
- S. 405(g) State Graduated Driver Licensing Incentive: No
- S. 405(d) Alcohol-Ignition Interlock Law: No
- S. 405(h) Nonmotorized Safety: No
- S. 405(d) 24-7 Sobriety Programs: Yes
- S. 1906 Racial Profiling Data Collection: No

## Highway safety planning process

### Data Sources and Processes

#### Data and Various Information Sources

Professionals in Iowa understand data is a critical component to identify traffic safety problems throughout the state. Data is considered the foundation for the development of performance measures and to evaluate programs. Therefore, data must be timely and accurate. Efforts to improve state traffic records are continuous and are coordinated through the Statewide Traffic Records Coordinating Committee (STRCC). Since the inception of STRCC in the mid-90's, the state has been successful in maintaining and expanding the STRCC committee which has strengthened communication, planning and coordination efforts. Iowa's traffic records system is one source of information used for highway safety planning. Other sources include NHTSA data and publications, and statewide surveys as indicated below:

#### Iowa's Traffic Records System

Iowa's traffic records system is made up of six core datasets: Crash, Driver, Vehicle, Roadway, Citation/Adjudication, and EMS/Injury Surveillance. There is a constant focus on improving the performance attributes of accuracy, completeness, timeliness, uniformity, accessibility, and integration. Throughout the system, traffic records are captured, stored, analyzed and transmitted/disseminated for various traffic safety-related needs. The following provides a snapshot of each of the core datasets:

1. Crash - The custodial agency for crash dataset is the Iowa Department of Transportation (IDOT). Crash data is submitted to the IDOT by law enforcement agencies throughout the state. As of March 31, 2019, 358 agencies were submitting crash data electronically through Iowa Traffic and Criminal Software (TraCS). The submittals by those agencies account for over 99% of all crash submissions. For agencies who do not utilize TraCS, paper reports are submitted to the IDOT.
2. Driver - The IDOT, Motor Vehicle Division maintains driver records which include information on currently licensed drivers, records for identification only, expired licenses, suspended drivers, and licenses surrendered in other states. As of December 31, 2018, there were 2,313,375 licensed drivers in the state of Iowa.

3. Vehicle - The IDOT, Motor Vehicle Division maintains the vehicle data system. In 2018 there were 3,708,877 registered motor vehicles in the state of Iowa. Vehicle registrations and title transactions are processed through the state's 99 county treasurer offices and are available in "real time". Vehicle registration and title information is linked with state driver license systems.
4. Roadway - The IDOT is the agency responsible to collect and maintain roadway system data. There are approximately 114,000 miles of state, county and city roadways in Iowa's Roadway System. Data collected for all road jurisdictions include geographic information, geometric data, roadway configuration, pavement and bridge conditions, jurisdictional responsibilities, and traffic levels.
5. Citation/Adjudication - The IDOT is assigned statutory responsibility for the oversight of citations in the state. The majority of citations issued in Iowa are submitted electronically to the IDOT using TraCS Electronic Citation Component (ECCO). TraCS is currently used by 358 law enforcement agencies throughout the state. For law enforcement agencies that do not utilize TraCS ECCO, a paper citation is issued. The goal of ECCO is to exchange citation data between law enforcement agencies and the courts. ECCO software creates electronic citation forms with each displaying a unique identifying number. Iowa data definitions meet national law enforcement and court standards including the National Crime Information Center, Uniform Crash Reporting, National Incident-Based System, National Law Enforcement Communication System, Law Enforcement Information Network and the Traffic Court Case Management System Functional Requirement Standards. Data elements are defined for court records in the National Center for the State Courts (NCSC) guidelines.
6. EMS/Injury Surveillance - Iowa's injury surveillance system data repositories and human resources are located primarily with the Iowa Department of Public Health (IDPH), Division of Epidemiology, EMS and Disaster Response. The IDPH Bureau of Emergency Trauma Services is the lead agency for the state trauma system which houses the EMS Patient Registry and Trauma Patient Registry.

#### State Survey Results

1. Observational Safety Belt Usage Survey - Iowa's official seat belt usage is determined through an annual survey conducted in accordance with NHTSA's "Uniform Criteria for State Observational Surveys of Seat Belt Use". Iowa's Methodology for the survey was last approved by NHTSA February 21, 2017. Iowa's observational survey is conducted by Iowa State University Center for Survey Statistics and Methodology.
2. Child Passenger Restraint Usage Survey - An annual child restraint usage survey is conducted by the University of Iowa, Injury Prevention Research Center. The focus of the survey is children under the age of 18.
3. Public Awareness Survey - Self-reporting surveys have been conducted at identified driver license stations within Iowa since 2010 to measure driver attitudes and behaviors regarding speed, safety belts, distracted driving, impaired driving, and drowsy driving. The objective of the survey is to focus on driving patterns and the effectiveness of media campaigns which are centered on national mobilizations and high visibility efforts. The annual public awareness survey is conducted by Iowa State University Center for Survey Statistics and Methodology.
4. Pre- and Post-Event Surveys - Throughout a program year, law enforcement partners receiving Section 402 funding and those agencies participating in sTEP (special Traffic Enforcement Program) are required to conduct seat belt usage surveys. sTEP agencies conduct usage surveys before and after each special enforcement wave as a means to measure the impact of enforcement efforts.

## NHTSA Data, Reports and Publications

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

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

## NHTSA Reports and Publications

NHTSA provides an abundance of reports and publications in a variety of topic areas. These reports summarize traffic safety issues from a national perspective but also provide state-specific information and rankings.

NHTSA reports and publications used to formulate Iowa's FFY 2020 Highway Safety Plan included:

1. "Countermeasures that Work" - NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 9th Edition, 2017, assists State Highway Safety Offices in the selection of science-based traffic safety countermeasures. The guide describes major strategies relevant to highway safety offices, summarizes their use, effectiveness, costs and implementation time, and provides references to research summaries and individual studies. The effectiveness rating within "Countermeasures that Work" identify the maximum effect that can be realized with high-quality implementation. It is understood, however, that effectiveness can vary greatly from state to state.
2. Traffic Records Assessment - The most recent Traffic Records Assessment was conducted between August 31 and December 1, 2015. Recommendations from the assessment are being addressed by the Statewide Traffic Records Coordinating Committee (STRCC) and the STRCC Guidance Team to help identify projects to improve the overall traffic records system.
3. NHTSA Traffic Safety Fact Sheets and State Data Books.

## Processes Participants

The GTSB works with various traffic safety stakeholders including but not limited to the Iowa Department of Transportation, Iowa Department of Public Health, the University of Iowa, Iowa State University, Federal Highway Administration, Federal Motor Carrier Safety Administration, and NHTSA on a regular basis. Such partners are all represented in working groups and advisory boards to review traffic safety data, to set priorities and to establish common targets/goals.

Members of the Statewide Traffic Records Coordinating Committee (STRCC) also serve a vital role in establishing project priorities through the availability, accuracy and linkage capabilities of Iowa traffic data. Membership of STRCC is diverse and represents several public agencies whose role it is to capture, store, analyze and transmit/disseminate data.

Specifically in the area of impaired driving, in 2016, Iowa established an Impaired Driving Coalition. The Coalition was formed to address the high percentage of impaired driving fatalities in the state. From the Coalition, an Impaired Driving Plan was developed which provided recommendations to address and improve the impaired driving problem in the state. It is expected the Coalition will continue to review and revise recommendations as needed in FFY 2020.

## Description of Highway Safety Problems

Problem Identification -

By January 15th of each year, a new problem identification analysis is completed to determine the comparative severity of traffic safety problems throughout Iowa's 99 counties. Results of the problem identification are used by the Governor's Traffic Safety Bureau to determine which counties within the state have the greatest traffic safety problems and are, therefore, eligible for federal traffic safety funding.

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

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

Iowa further utilizes the problem identification process to address alcohol-related traffic issues. Section 405d funds are available to agencies in counties with the highest incidents of alcohol-related personal crashes and serious traffic offenses (OWI revocations). To manage Section 405d funding, Iowa limits eligibility to agencies within counties ranked 1-40 in regard to the three alcohol-related categories listed above. Agencies in counties rank 1-22 are eligible regardless of population. Agencies in counties rank 23-40 must be in cities with a population of 3,000 or more unless their jurisdiction is countywide.

The policy for limiting funding to agencies within the "Top 22" and "Top 40" counties is an internal GTSB policy and can be addressed as needed based on data and/or funding levels or special initiatives.

Law enforcement agencies identified as being within the Top 22 or Top 40 counties are eligible to apply and participate in Iowa's special Traffic Enforcement Program (sTEP).

### Methods for Project Selection

Once the Problem Identification Analysis is complete, eligible Iowa agencies are identified for notification of funding eligibility. Law enforcement agency applications are completed on-line in an electronic web grant system. Eligible agencies are provided proposal guidelines and instructions on the web grant system.

All GTSB funding applications/proposals must include:

A problem statement/objective that describes the highway safety problem(s) to be addressed;

The proposed activities and/or services to be provided that will positively impact the problem;

Performance measures to assess the program's success in attaining its objectives (quantifiable if possible); and

A budget including the various program elements (personal services, commodities, equipment, contractual services) to be funded and the corresponding funding amount being requested for each item as well as the total requested amount of funding.

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

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

By mid-March, all funding proposals are reviewed by the Program Administrator, the Financial Manager and the Bureau Chief.

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reports are submitted to the IDOT.

The IDOT has developed a web-based analytical tool, ICAT, <https://icat.iowadot.gov>, which allows for the analysis of 10-years of crash data.

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2. Traffic Records Assessment - The most recent Traffic Records Assessment was conducted between August 31 and December 1, 2015. Recommendations from the assessment are being addressed by the Statewide Traffic Records Coordinating Committee (STRCC) and the STRCC Guidance Team, as data projects are being considered and implement in the state.
3. NHTSA Traffic Safety Fact Sheets and State Data Books.

### Description of Outcomes

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

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

|    |                      |
|----|----------------------|
| 1. | Number of fatalities |
|----|----------------------|

|    |  |
|----|--|
| 2. | Rate of fatalities per 100 million vehicle miles traveled (VMT)        |
| 3. | Number of serious injuries   |
| 4. | Rate of serious injuries per 100 million vehicle miles traveled (VMT)  |
| 5. | Number of non-motorized fatalities and non-motorized serious injuries. |

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

In January 2018, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State HSP performance targets are to be identical to the State DOT targets for these common performance measures. These targets must be set as five-year rolling averages for 2015-2019 and will be submitted as part of the GTSB's Highway Safety Plan and the State's Highway Safety Improvement Program (HSIP). The first round of target setting for these measures occurred in 2017, and the same approach was used again in 2018, with participation and input of state traffic safety professionals. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. The approach relies on the use of prediction intervals round the trend model forecast to inform a "risk-based" target setting method.

A prediction interval is defined as: "In statistical inference, specifically predictive inference, a prediction interval is an estimate of an interval in which future observations will fall, with a certain probability, given what has already been observed". A prediction interval approach enables a focus on the acceptable risk of meeting, or failing to meet a target, which allows stakeholders at all levels of the organization to understand the targets in better context. In 2017, the safety targets working group evaluated several prediction intervals and recommended a prediction interval of 75%, meaning that there would be 75% confidence that the actual number of fatalities and injuries would be lower than the targets. Management agreed with the use of a 75% confidence level. This level is being used again in 2018 for target setting.

For each measure, a time-series model was developed. An integrated moving average model was used in both 2017 and 2018. The safety data used in the forecast can be obtained from the SAVER analytic tool and Motor Vehicle Division daily fatality count from the following URL's : SAVER: <https://saver.iowadot.gov/>.

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

## Performance report

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

| Sort Order | Performance measure name  | Progress    |
|------------|---|-------------|
| 1          | C-1) Number of traffic fatalities (FARS)                                    | In Progress |
| 2          | C-2) Number of serious injuries in traffic crashes (State crash data files) | In Progress |

|    |   |             |
|----|---|-------------|
| 3  | C-3) Fatalities/VMT (FARS, FHWA)  | In Progress |
| 4  | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)                      | In Progress |
| 5  | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | In Progress |
| 6  | C-6) Number of speeding-related fatalities (FARS)   | In Progress |
| 7  | C-7) Number of motorcyclist fatalities (FARS)   | In Progress |
| 8  | C-8) Number of unhelmeted motorcyclist fatalities (FARS)  | In Progress |
| 9  | C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)   | In Progress |
| 10 | C-10) Number of pedestrian fatalities (FARS)  | In Progress |
| 11 | C-11) Number of bicyclists fatalities (FARS)  | In Progress |
| 12 | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)                        | In Progress |

### Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: In Progress

#### Program-Area-Level Report

Traffic fatalities in 2017 decreased 17.91% from the 402 recorded in 2016.

The 2017 targets in regard to fatalities were both met or are on track to be met. The collaborative SHSP target (long-term) was to reduce traffic fatalities 15% from the 2007-2011 average of 396 to 337 (5-year average) by January 1, 2020. The 5-year average (2013-2017) was 338. The collaborative annual target (consistent with the Highway Safety Improvement Program (HSIP) was set at 367.9. The number of fatalities in 2017 was 330; again with the 5-year average being 338. These collaborative targets were set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor's Traffic Safety Bureau, and other traffic safety professionals including the Federal Highway Administration and the Federal Motor Carrier Safety Administration.

In accordance with FAST-Act legislation, the GTSB has collaborated with traffic safety partners to develop mutual goals for the HSIP and HSP development. Such collaboration occurred with an extensive analysis of data for the development of the FFY 2020 targets for the submission of these documents.

### Performance Measure: C-2) Number of serious injuries in traffic crashes (State

## crash data files)

Progress: In Progress

### Program-Area-Level Report

Iowa recorded a 3.12% decrease in serious injuries between 2016 and 2017, and the state remains in line/still in progress to meet the collaborative SHSP long-term target of 1,459. The collaborative annual target (which is consistent with the Highway Safety Improvement Program (HSIP) was set at 1,562.2 and was met. A moving trend line depicts a very minimal decrease occurring. The target goals for the number of serious injuries was set in cooperation with 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.

In accordance with FAST-Act legislation, the GTSB has collaborated with traffic safety partners to develop mutual goals for the HSIP and HSP development. Such collaboration occurred with an extensive analysis of data for the development of the FFY 2020 targets for the submission of these documents.

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

Progress: In Progress

### Program-Area-Level Report

In January 2018, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State HSP performance targets are to be identical to the State DOT targets for these common performance measures. These targets must be set as five-year rolling averages for 2015-2019 and will be submitted as part of the GTSB's Highway Safety Plan and the State's Highway Safety Improvement Program (HSIP). The first round of target setting for these measures occurred in 2017, and the same approach was used again in 2018, with participation and input of state traffic safety professionals. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. The approach relies on the use of prediction intervals around the trend model forecast to inform a "risk-based" target setting method.

A prediction interval is defined as: "In statistical inference, specifically predictive inference, a prediction interval is an estimate of an interval in which future observations will fall, with a certain probability, given what has already been observed". A prediction interval approach enables a focus on the acceptable risk of meeting, or failing to meet a target, which allows stakeholders at all levels of the organization to understand the targets in better context. In 2017, the safety targets working group evaluated several prediction intervals and recommended a prediction interval of 75%, meaning that there would be 75% confidence that the actual number of fatalities and injuries would be lower than the targets. Management agreed with the use of a 75% confidence level. This level is being used again in 2018 for target setting.

For each measure, a time-series model was developed. An integrated moving average model was used in both 2017 and 2018. The safety data used in the forecast can be obtained from the SAVER analytic tool and Motor Vehicle Division daily fatality count from the following URL's : SAVER: <https://saver.iowadot.gov/>.

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

### Performance Measure: C-4) Number of unrestrained passenger vehicle occupant

## fatalities, all seat positions (FARS)

Progress: In Progress

### Program-Area-Level Report

The FFY 2018 target was not met; however, unrestrained passenger vehicle occupant fatalities decreased 6.66% from the 2011-2015 average of 105 to 98. Although the target for 2018 was not met, passenger vehicle occupant fatalities decreased 10.91% between 2016 and 2018. The 5-year linear trend line remains slightly upward, but the moving average shows a slight decrease.

Iowa is a primary seat belt law state for front seat passengers (all positions if under the age of 18). Despite Iowa's "high" belt use ranking (93.9% in 2018), preliminary Iowa DOT crash data reflects 34.76% of passenger vehicle fatalities in 2018 were unbelted with an additional 10.30% recorded as "unknown" as to belt usage. Even with a 2.74% increase in belt usage between 2017 and 2018, the state recognizes there is still substantial work to do.

In 2020, the state will continue efforts to enforce seat belt laws and to educate the public about the importance of belt usage. Media messaging and marketing efforts will be utilized to educate and encourage the public to use safety belts. Special emphasis will be made during the national mobilization period for "Click It or Ticket". An emphasis will also be made to educate law enforcement on the importance of complete and accurate crash reports, specifically in the area of belt usage in fatal crashes. Law enforcement agencies will be encouraged to conduct nighttime seat belt enforcement.

## Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: In Progress

### Program-Area-Level Report

The FFY 2018 target was not met, yet alcohol-impaired fatalities decreased 2.22% from the 2011-2015 average of 90 to 88.

Impaired driving remains a top concern in the state. In 2014 and 2015 the state started seeing a decrease in the number of alcohol-impaired driving fatalities. Then, in 2016, there was a dramatic increase (from 78 alcohol-impaired fatalities in 2015 to 108 in 2016). In 2017, the number of alcohol-impaired driving fatalities was recorded at 88. Even with that decrease 26% of all traffic fatalities in Iowa in 2017 were considered alcohol-impaired.

Iowa is also starting to see an increase in drug-impaired crashes. In the fall of 2018, Iowa hosted a Drug Impaired Summit. Numerous take-aways were garnered from the summit.

Enforcement agencies work diligently to combat impaired drivers. Despite such efforts, trends are remaining consistent. In FYF 2020 enforcement efforts will continue. Educating officers on alcohol and drug recognition will remain a priority. Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Recognition Expert (DRE) certification will continue to be offered and encouraged. Impairment involved is listed as a safety emphasis area within the State Strategic Highway Safety Plan (2019-2023) with specific strategies including:

Educating drivers on the different types of impairments and their effects on driving.

Developing and implementing a standardized approach for law enforcement to identify impaired drivers.

Expanding 24/7 program, place of last drink program, and ignition interlock program.

It is anticipated that the Impaired Driving Coalition which was formed in 2016, will continue to meet in FFY 2020, to address emerging trends in regard to impairment and to continue to address the recommendations set forth within the Impaired Driving Statewide Plan.

### Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: In Progress

#### Program-Area-Level Report

The FFY 2018 target was not met. Speed-related fatalities increased 25% from the 2011-2015 average of 56 to 70. The drastic increase of speed-related fatalities in 2016 obviously made a negative impact on the overall trend seen in the state. Although there was a decrease of 24 speed-related fatalities between 2016 and 2017, speed was a factor in 22% of traffic fatalities in the state.

Speed enforcement has always been a priority of enforcement agencies throughout the state. The state is starting to see an upward trend (moving average) of speed convictions starting in 2015. During FFY 2020, speed will remain a focus for enforcement agencies. Strategies will include high visibility enforcement (including participation in national mobilization periods) and developing and initiating educational strategies specific to speeding.

### Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: In Progress

#### Program-Area-Level Report

The FFY 2018 target was not met. Motorcyclist fatalities increased 4.35% from the 201-2015 average of 46 to 48.

Between 2012 and 2016, the number of motorcyclist fatalities has fluctuated from a low of 41 in both 2013 and 2015 to a high of 60 in 2016. Despite the fluctuation, however, motorcyclist fatalities decreased 205 between 2016 and 2017.

Efforts in FFY 2020 will continue to focus on stressing to both the motorcyclist and the motoring public that each play an integral part in the role to reduce motorcyclist fatalities and injuries. Section 405f funding will be utilized to support efforts to provide training to riders to sharpen riding skills especially in the spring after not riding for several months due to the winter season. General motorists are also reminded to be cognizant of motorcyclists and to share the road. In addition to the 242 motorcyclist fatalities that occurred between 2013 and 2017, there was also 4,637 reported injuries over the same period of time.

Iowa continues to see a steady increase in the number of motorcycle registrations and license holders in the state. Over the past five years (2014–2018), the number of motorcycle registrations increased 2.9% from 187,405 in 2014 to 192,831 in 2018. Preliminary data for 2018 (Iowa DOT) reflects there were 41 fatal crashes resulting in 42 fatalities.

### Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: In Progress

## Program-Area-Level Report

The FFY 2018 target was met. Unhelmeted motorcyclist fatalities decreased 8.33% from the 2011-2015 average of 36 to 33.

Between 2012 and 2016, the number of motorcyclist fatalities has fluctuated from a low of 41 in both 2013 and 2015 to a high of 60 in 2016. Between 2013 and 2017 there were 179 unhelmeted motorcyclist fatalities. 69% of all motorcyclist fatalities were unhelmeted.

Efforts in FFY 2020 will continue to focus on stressing to both the motorcyclist and the motoring public that each play an integral part in the role to reduce motorcyclist fatalities and injuries. Section 405f funding will be utilized to support efforts to provide training to riders to sharpen riding skills especially in the spring after not riding for several months due to the winter season. General motorists are also reminded to be cognizant of motorcyclists and to share the road.

Iowa continues to see a steady increase in the number of motorcyclist registrations and license holders in the state. Over the past five years (2014–2018), the number of motorcycle registrations increased 2.9% from 187,405 in 2014 to 192,831 in 2018. Preliminary data for 2018 (Iowa DOT) reflects there were 41 fatal crashes resulting in 42 fatalities.

## Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: In Progress

### Program-Area-Level Report

The FFY 2018 target was not met. Drivers age 20 or younger involved in fatal crashes increased 4.17% from the 2011-2015 average of 48 to 50.

In 2017, 50 drivers age 20 or younger were involved in fatal crashes. The GTSB recognizes motor vehicle crashes remain the leading cause of death for 14-18 year olds in Iowa and throughout the United States and will continue educational efforts that are geared toward this vulnerable age group. Including the use of a desk-top driving simulator which provides education to younger drivers through a hands-one approach which allows participants to understand how driving behaviors affect senses and reaction times. Cellular phone calls, text messages and fatal vision goggles are incorporated during the driving experience.

From a media/outreach perspective, the GTSB and other traffic safety partners will continue to review data to ensure that messaging is reaching this vulnerable group.

## Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

The FFY 2018 target was not met. Pedestrian fatalities increased 4.54% from the 2011-2015 average of 22 to 23.

In 2017, pedestrian fatalities represented 7.2% of all traffic fatalities in the state for the year. The state averages around 22 pedestrian fatalities per year (5-year average). It should be noted that 451 crashes occurred in Iowa in 2017 involving a pedestrian. Those crashes resulted in 26 fatalities and injuries (Iowa DOT). Preliminary data from the Iowa DOT indicates there were 23 pedestrian fatalities in 2018.

## Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

The FFY 2018 target was not met. Bicyclist fatalities increased 25% from the 2011-2015 average of 4 to 5. Between 2013 and 2017, an average of 5 bicyclist fatalities have occurred per year in Iowa. Preliminary Iowa DOT data reflects there were 7 bicyclist fatalities in 2018.

## Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: In Progress

### Program-Area-Level Report

The average percent change from the most recent three years (2015-2017) in relation to a 5-year baseline period has been a decrease of 0.1116. If a total decrease of this magnitude is realized for 2019, compared to the average use rate for 2013-2017 (92.56%), the usage rate expected in 2019 would be about 92.66%.

The 2017 target was to increase the statewide safety belt usage rate 0.032% from the 2015 observational survey rate of 92.96% to 92.99%. The target was not met. The actual observational usage rate for 2017 was reported as 91.4%. The GTSB has set a target to increase the statewide safety belt usage rate .66% from the 2017 observational survey rate of 91.4% to 92.0% for the 2019 survey.

As required by NHTSA, the Iowa plan/methodology for survey collection was revised in the fall of 2016. Iowa State University, Center for Survey Statistics and Methodology followed the protocol of the approved plan and redrew the counties and road segments to be used for future data collection. Sampled road segments increased to from 75 to 84 sites within 15 counties.

| Safety Belt Usage Rate – Iowa vs. National Average   |                                 |                 |
|--|---------------------------------|-----------------|
| FFY 2019 Target: Increase the statewide safety belt usage rate .66% from the 2017 observational survey rate of 91.4% to 92.0% for the 2019 survey. |                                 |                 |
| <b>Baseline</b>  | <b>Recent Year</b>              | <b>% Change</b> |
| 2008-2012 Average = 92.98%   | 2015 = 92.96%                   | -0.0215         |
| 2009-2013 Average = 92.77%   | 2016 = 93.8%                    | 1.1102          |
| 2010-2014 Average = 92.72%   | 2017 = 91.4%                    | -1.4236         |
|  | <b>Annual Percentage Change</b> | <b>-0.1116</b>  |

## Performance Plan

| Sort Order | Performance measure name  | Target Period | Target Start Year | Target End Year | Target Value |
|------------|---|---------------|-------------------|-----------------|--------------|
| 1          | C-1) Number of traffic fatalities (FARS)  | 5 Year        | 2016              | 2020            | 345.8        |
| 2          | C-2) Number of serious injuries in traffic crashes (State crash data files)                                       | 5 Year        | 2016              | 2020            | 1396.2       |
| 3          | C-3) Fatalities/VM T (FARS, FHWA)   | 5 Year        | 2016              | 2020            | 1.011        |
| 4          | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)                      | 5 Year        | 2016              | 2020            | 97.00        |
| 5          | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 5 Year        | 2016              | 2020            | 93.00        |
| 6          | C-6) Number of speeding-related fatalities (FARS)   | 5 Year        | 2016              | 2020            | 70.00        |
| 7          | C-7) Number of motorcyclist fatalities (FARS)   | 5 Year        | 2016              | 2020            | 48.00        |
| 8          | C-8) Number of unhelmeted motorcyclist fatalities (FARS)  | 5 Year        | 2016              | 2020            | 35.00        |

|    |  |        |      |      |       |
|----|--|--------|------|------|-------|
| 9  | C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)                  | 5 Year | 2016 | 2020 | 47.00 |
| 10 | C-10) Number of pedestrian fatalities (FARS)   | 5 Year | 2016 | 2020 | 21.00 |
| 11 | C-11) Number of bicyclists fatalities (FARS)   | 5 Year | 2016 | 2020 | 4.00  |
| 12 | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey) | Annual | 2020 | 2020 | 93.9  |

## Performance Measure: C-1) Number of traffic fatalities (FARS)

### Performance Target details

| Performance Target                            | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| C-1) Number of traffic fatalities (FARS)-2020 | Numeric            | 345.8        | 5 Year        | 2016              |

### Performance Target Justification

In January 2019, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State HSP performance targets are to be identical to the State DOT targets for these common performance measures. These targets must be set by 5-year rolling averages for 2016-2020, and will be submitted as part of the State's Highway Safety Improvement Program (HSIP) annual report, due August 31, 2019. The first round of target setting for those measures occurred in 2017, and the same approach was used again in 2018 and 2019. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. The approach relies on the use of prediction intervals around the trend model forecast to inform a 'risk-based' target setting method. A prediction interval is defined as: "In statistical inference, specifically predictive inference, a prediction interval is an estimate of an interval in which future observations will fall, with a certain probability, given what has already been observed. A prediction interval approach enables a focus on the acceptable risk of meeting, or failing to meet a target, which allows stakeholders at all levels of the organization to understand the targets in better context. In 2017, the safety targets working group evaluated several prediction intervals and recommended a prediction interval of 75%, meaning that there would

be 75% confidence that the actual number of fatalities and injuries would be lower than the targets. Management agreed with the use of a 75% confidence level. This level is being used again in 2019 for target setting. For each measure, a time-series model was developed. An integrated moving average (IMA) model has been used since 2017. The safety data used in the forecast can be obtained from the Iowa Crash Analysis Tool (ICAR) and Motor Vehicle Division daily fatality count from the following URLs: ICAT: <https://icat.iowadot.gov>, Fatality Report: <https://www.iowadot.gov/mvd/stats/dialy.pdf>. The following was prepared by the Iowa Department of Transportation in regard to setting this target:

### Measure 1: Number of Fatalities

Figure 1 shows the historical series (black line), the integrated moving average (IMA) model (red line), the model's forecast values (black dots), and a set of prediction interval bounds (blue lines). The blue lines shown in this figure correspond to the 75% confidence level used for targets. Table 1 shows the model's forecast of fatalities for 2019 and 2020 and the upper prediction interval value at different confidence levels.

Figure 1: IMA model and forecast for annual fatalities

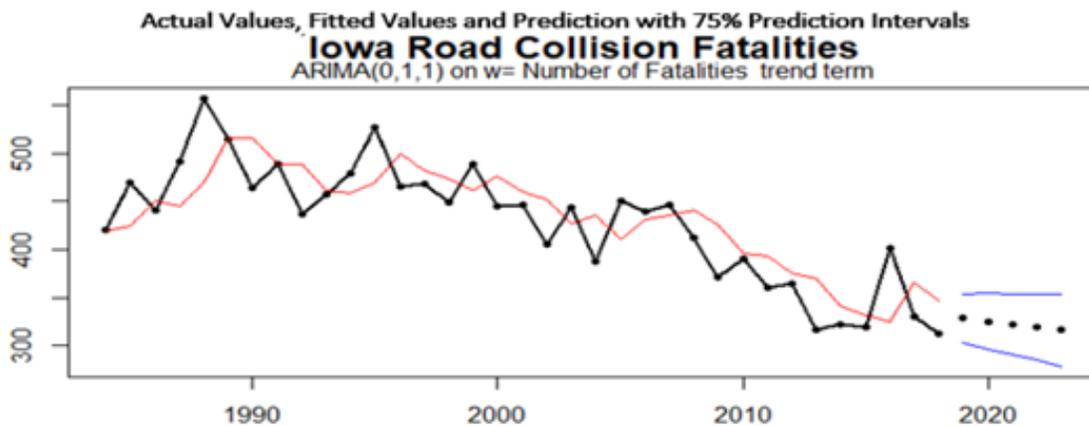


Table 1: Forecast road fatalities and upper prediction values at selected probability levels

| Year | Forecast | 70% | 75% | 80% | 85% | 97.5% |
|------|----------|-----|-----|-----|-----|-------|
| 2019 | 329      | 349 | 354 | 360 | 368 | 403   |
| 2020 | 326      | 348 | 355 | 361 | 370 | 410   |

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

#### Performance Target details

| Performance Target   | Target Metric Type | Target Value | Target Period | Target Start Year |
|--|--------------------|--------------|---------------|-------------------|
| C-2) Number of serious injuries in traffic crashes (State crash data files)-2020 | Numeric            | 1396.2       | 5 Year        | 2016              |

#### Performance Target Justification

In January 2019, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State HSP performance targets are to be identical to the State DOT targets for these common performance measures. These targets must be set as five-year rolling averages for 2016-2020, and will be submitted as part of the State’s Highway Safety Improvement Program (HSIP) annual report, due August 31, 2019. The first round of target setting for these three measures occurred in 2017, and the same approach was used again in 2018 and 2019. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. This approach relies on the use of prediction intervals around the trend model forecast to inform a "risk-based" target setting method. A prediction interval is defined as: "In statistical inference, specifically predictive inference, a prediction interval is an estimate of an interval in which future observations will fall, with a certain probability, given what has already been observed." A prediction interval approach enables a focus on the acceptable risk of meeting, or failing to meet a target, which allows stakeholders at all levels of the organization to understand the targets in better context. In 2017, the safety targets working group evaluated several prediction intervals and recommended a prediction interval of 75%, meaning that there would be 75% confidence that the actual number of fatalities and injuries would be lower than the targets. Management agreed with the use of a 75% confidence level. This level is being used again in 2019 for target setting. The safety data used in the forecast can be obtained from the Iowa Crash Analysis Tool (ICAT) and Motor Vehicle Division daily fatality count from the following URLs: ICAT: <https://icat.iowadot.gov/> and Fatality Report: <http://www.iowadot.gov/mvd/stats/daily.pdf>. The following was prepared by the Iowa Department of Transportation in regard to setting this target:

### Measure 3: Number of Serious Injuries

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

Figure 3: IMA model and forecast for serious injuries

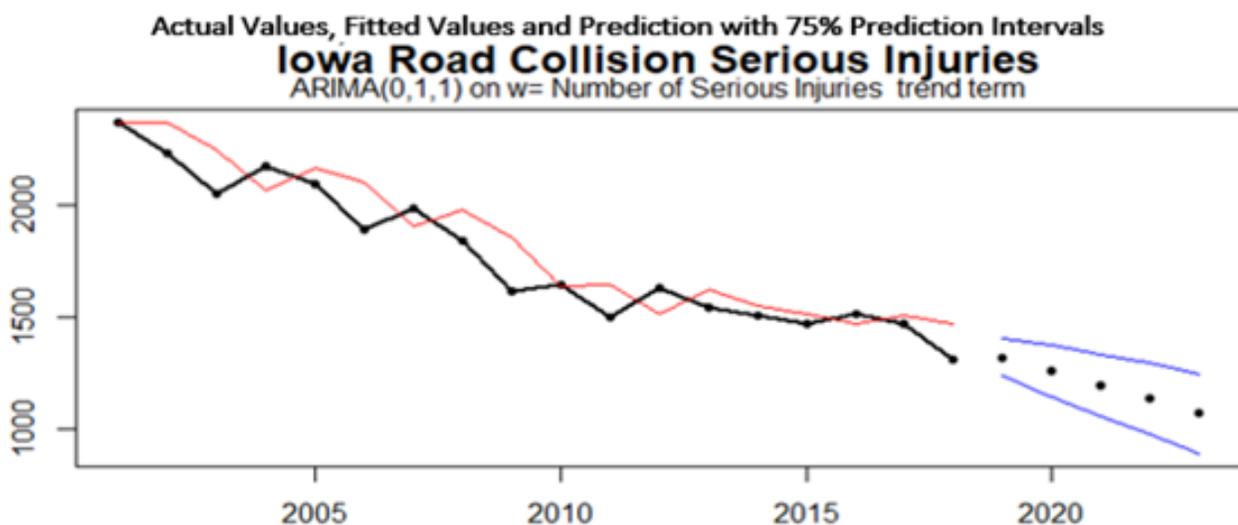
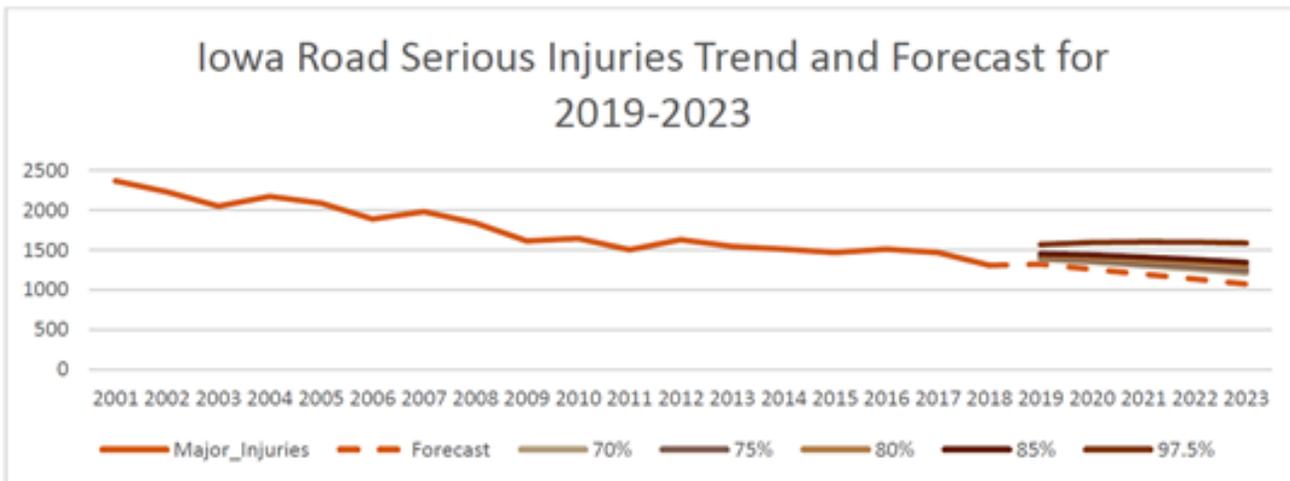


Table 3: Forecast road serious injuries and upper prediction values at selected probability levels

| Year | Forecast | 70%   | 75%   | 80%   | 85%   | 97.5% |
|------|----------|-------|-------|-------|-------|-------|
| 2019 | 1,322    | 1,387 | 1,406 | 1,427 | 1,451 | 1,567 |
| 2020 | 1,258    | 1,348 | 1,374 | 1,402 | 1,436 | 1,593 |

Figure 4: Serious Injuries trend and forecast, including prediction interval bounds



To be 75% confident of the 2020 target value, the five-year rolling average target for 2016-2020 would be set by using the forecast value of 1,322 for 2019 and the 75% PI value of 1,374 for 2020. The five-year rolling average targets are presented in Table 7.

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

### Performance Target details

| Performance Target                    | Target Metric Type | Target Value | Target Period | Target Start Year |
|---------------------------------------|--------------------|--------------|---------------|-------------------|
| C-3) Fatalities/VMT (FARS, FHWA)-2020 | Numeric            | 1.011        | 5 Year        | 2016              |

### Performance Target Justification

In January 2019, Iowa traffic safety professionals began the process of reviewing data to set performance targets in the areas of fatalities, serious injuries and fatality rate. State HSP performance targets are to be identical to the State DOT targets for these common performance measures. These targets must be set as 5-year rolling averages for 2016-2020, and will be submitted as part of the State’s Highway Safety Improvement Program (HSIP) annual report, due August 31, 2019. The first round of target setting for these measures occurred in 2017, and the same approach was used again in 2018 and 2019. Because of the relatively short-term nature of the targets, the methodology being utilized focuses on historical information and creates a forecast based on trends. The approach relies on the use of prediction intervals around the trend model forecast to inform a "risk-based" target setting method. A predictive interval is defined as: "In statistical inference, specifically predictive inference, a prediction interval is an estimate of an interval in which future observations will fall, with a certain probability, given what has already been observed. A prediction interval approach

enables a focus on the acceptable risk of meeting, or failing to meet a target, which allows stakeholders at all levels of the organization to understand the targets in better context. In 2017, the safety targets working groups evaluated several prediction intervals and recommended a prediction interval of 75%, meaning that there were be 75% confidence that the actual number of fatalities and injuries would be lower than the targets.

Management agreed with the use of a 75% confidence level. This level is being used again in 2019 for target setting. For each measure, a time-serious model was developed. An integrated moving average (IMA) model has been used since 2017. The safety data used in the forecast can be obtained from the Iowa Crash Analysis Tool (ICAT) and Motor Vehicle Division daily fatality count from the following URLs: ICAT: and Fatality Report:. The following was prepared by the Iowa Department of Transportation in regard to setting this target:

## Measure 2: Fatalities Per Hundred Million Vehicle Miles Traveled

This measure is a rate conversion, using the forecast developed for Measure 1 and the estimated VMT for the forecast period. The forecast values of VMT were provided by the Systems Planning Bureau using their preferred methodology, linear ETS which is an exponential smoothing approach. The linear ETS method provides the most reasonable results and adjustment for seasonality or fluctuations in the data. The annual VMT forecasted by this method for 2020 is expected to be 35.1 billion (35,097,598,000).

Table 2: Fatality rate forecast at selected probability levels

| Year | VMT Forecast (x100M) | Forecast Fatality Rate | 70%    | 75%    | 80%    | 85%    | 97.5%  |
|------|----------------------|------------------------|--------|--------|--------|--------|--------|
| 2019 | 34,653.33            | 0.9494                 | 1.0071 | 1.0215 | 1.0388 | 1.0619 | 1.1629 |
| 2020 | 35,097.59            | 0.9288                 | 0.9915 | 1.0114 | 1.0285 | 1.0542 | 1.1681 |

To be 75% confident of the 2020 target value, the five-year rolling average targets for 2016-2020 would be set by using the forecast value of 0.9494 fatalities per hundred million VMT for 2019 and the 75% PI value of 1.0114 for 2020 along with the actual rates from 2016-2018. The five-year rolling average targets are presented in Table 7.

## Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

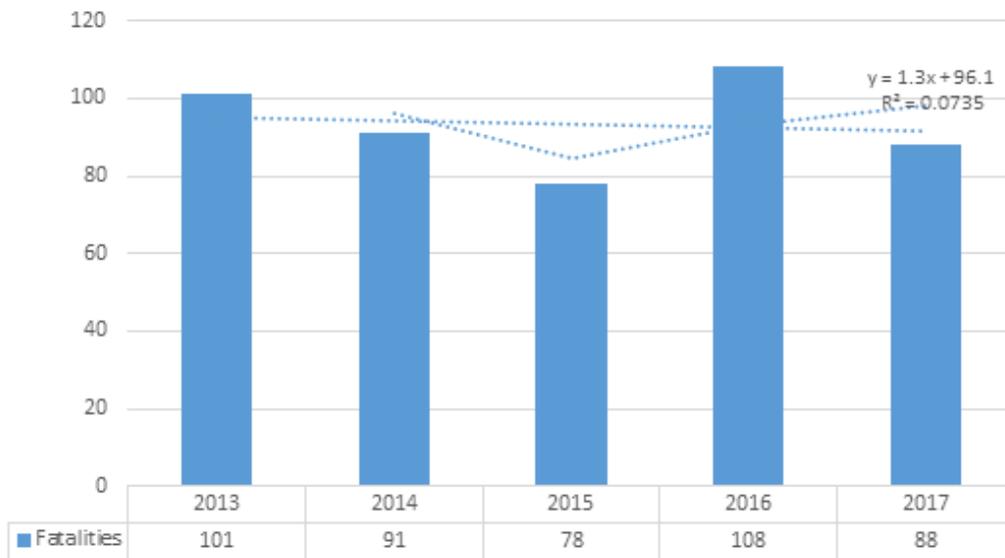
### Performance Target details

| Performance Target  | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020 | Numeric            | 97.00        | 5 Year        | 2016              |

### Performance Target Justification

Occupant Protection/Unrestrained Passenger Vehicle Occupant Fatalities 5-year Moving Average and Linear Trend Analysis FFY 2020 Target: Reduce unrestrained passenger vehicle fatalities 3% from the 2013-2017

average of 100 to 97 by December 31, 2020.



Source: NHTSA/FARS Baseline Recent Year % Change 2008-2012 Average = 124 2015 = 101 -18.55 2009-2013 Average = 116 2016 = 110 -5.17 2010-2014 Average = 109 2017 = 98 -10.09 Annual Percentage Change -11.27 The average percent change from the most recent three years (2015-2017) in relation to a 5-year baseline period has been a reduction of 11.27%. If a total reduction of this magnitude is realized through 2020 compared to a baseline of the average fatality county for 2013-2017 (100), the fatality count expected in 2020 would be about 89. The FFY 2018 target was to reduce unrestrained vehicle occupant fatalities 9.52% from the 2011-2015 average of 105 to 95 by December 31, 2018. The target was not met. Unrestrained vehicle occupant fatalities increased from the 2011-201 average of 105 to 98. The GTSB has set the FFY 2020 target as a 3% reduction from the 2013-2017 average of 100 to 97 by December 31, 2020. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2020 target. The 5-year moving average (2013-2017) leveled off between 2016 and 2017. The 5-year linear trend line depicts a very minimal upward trend. In spite of a strong observational seat belt usage of 93.9% (2018, Iowa State University, CSSM) data reflects that 35.04% of passenger vehicle fatalities in 2018 (Preliminary Iowa DOT data) were unbelted with an additional 10.68% recorded by law enforcement as “unknown”.

Baseline Recent Year % Change 2008-2012 Average = 91 2015 = 78 -14.29 2009-2013 Average = 93 2016 = 108 16.13 2010-2014 Average = 92 2017 = 88 -4.35 Annual Percentage Change -0.84 The average percent change from the most recent three years (2015-2017) in relation to a 5-year baseline period has been a reduction of 11.27%. If a total reduction of this magnitude is realized through 2020 compared to a baseline of the average fatality county for 2013-2017 (100), the fatality count expected in 2020 would be about 89. The FFY 2018 target was to reduce unrestrained vehicle occupant fatalities 9.52% from the 2011-2015 average of 105 to 95 by December 31, 2018. The target was not met. Unrestrained vehicle occupant fatalities increased from the 2011-201 average of 105 to 98. onal seat belt usage of 93.9% (2018, Iowa State University, CSSM) data reflects that 35.04% of passenger vehicle fatalities in 2018 (Preliminary Iowa DOT data) were unbelted with an additional 10.68% recorded by law enforcement as “unknown”.

Baseline Recent Year % Change 2008-2012 Average = 124 2015 = 101 -18.55 2009-2013 Average = 116 2016 = 110 -5.17 2010-2014 Average = 109 2017 = 98 -10.09 Annual

Percentage Change -11.27

The GTSB has set the FFY 2020 target as a 3% reduction from the 2013-2017 average of 100 to 97 by December 31, 2020. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2020 target. The 5-year moving average (2013-2017) leveled off between 2016 and 2017. The 5-year linear trend line depicts a very minimal upward trend. In spite of a strong observati

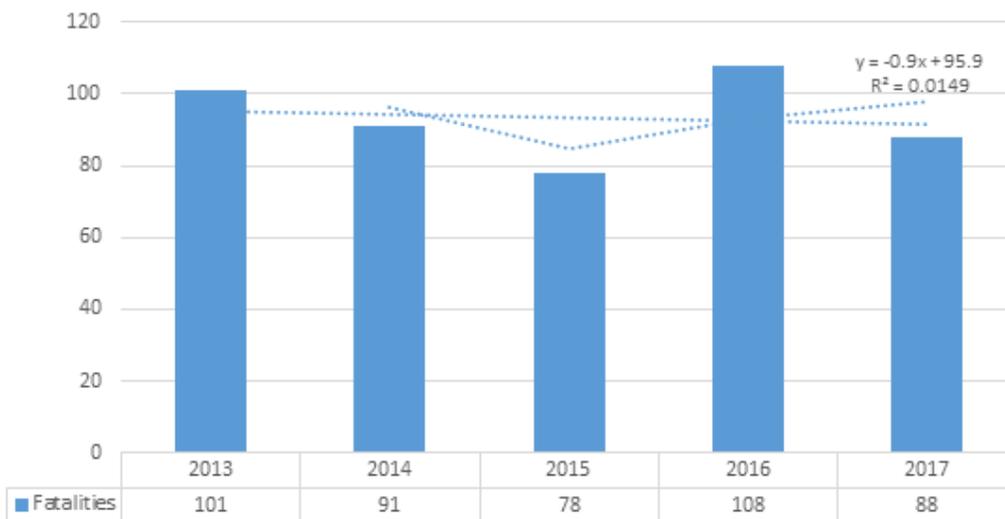
## Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

### Performance Target details

| Performance Target   | Target Metric Type | Target Value | Target Period | Target Start Year |
|--|--------------------|--------------|---------------|-------------------|
| C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020 | Percentage         | 93.00        | 5 Year        | 2016              |

### Performance Target Justification

Alcohol-Impaired Driving Fatalities/Impaired Driving 5-Year Moving Average and Linear Trend Analysis FFY 2020 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 Baseline Recent Year % Change 2008-2012 Average = 91 2015 = 78 -14.29 2009-2013 Average = 93 2016 = 108 16.13 2010-2014 Average = 92 2017 = 88 -4.35 Annual Percentage Change -0.84 The average percent change from the most recent three years (2015-2017) in relation to a 5-year baseline period has been a reduction of 0.84. If a total reduction of this magnitude is realized through 2020, compared to a baseline of the average fatality count for 2013-2017 (93.2), the fatality county expected in 2020 would remain

around 94. The FFY 2018 target was to reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above 3.33% from the 2011-2015 average of 90 to 87 by December 31, 2018. The target was not met. The number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above increased 2.22% from the 2011-2015 average of 90 to 88. The GTSB has set the FFY 2020 target as a 2.36% reduction in alcohol-related fatalities from the 2013-2017 average of 93.2 to 91 by December 31, 2020. A 5-year moving average, 5-year linear trend, and the average percentage change in the most recent three years was analyzed to set the FFY 2020 target. The 5-year moving average (2013-2017) shows an upward trend while the 5-year linear trend depicts a very minimal downward trend.

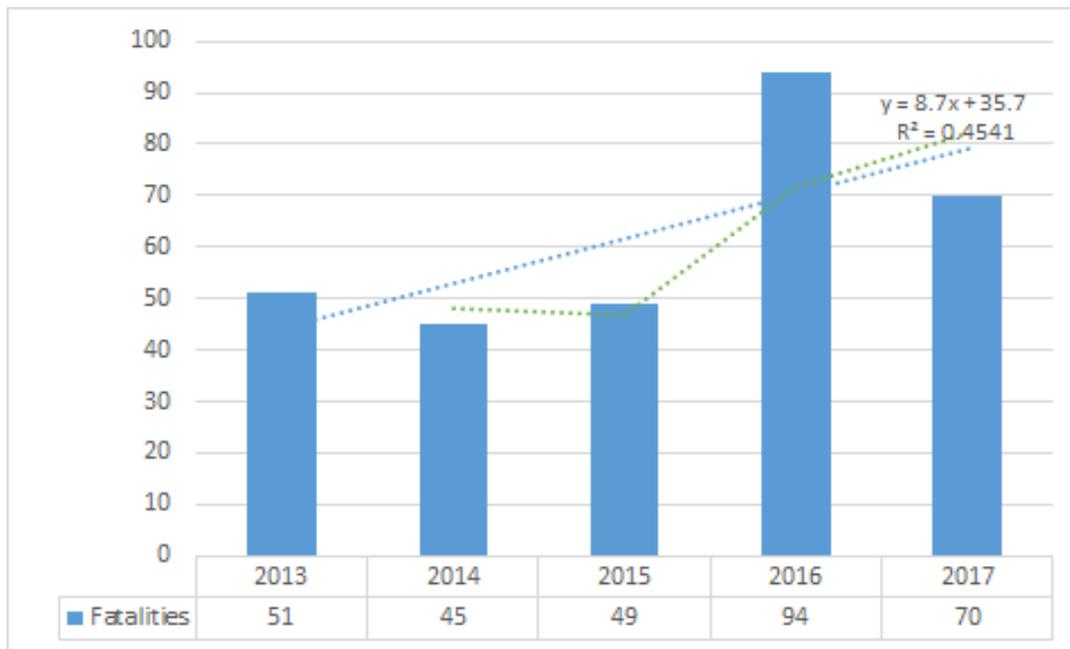
## Performance Measure: C-6) Number of speeding-related fatalities (FARS)

### Performance Target details

| Performance Target                                     | Target Metric Type | Target Value | Target Period | Target Start Year |
|--|--------------------|--------------|---------------|-------------------|
| C-6) Number of speeding-related fatalities (FARS)-2020 | Percentage         | 70.00        | 5 Year        | 2016              |

### Performance Target Justification

Speeding-Related Fatalities 5-Year Moving Average and Linear Trend Analysis FFY 2020 Target: To maintain the 2017 annual number of speeding-related fatalities to no more than 70.



Source: NHTSA/FARS Baseline Recent Year % Change 2018-2012 Average = 61 2015 = 49 -19.67 2009-2013 Average = 63 2016 = 94 49.21 2010-2014 Average = 60 2017 = 70 16.67 Annual Percentage Change 15.41 The average percent change from the most recent three years (2015-2017) in relation to a 5-year baseline period has been an increase of 15.41. In an increase of this magnitude is realized through 2020, compared to a baseline of the average fatality count for 2013-2017 (62), the fatality count expected in 2020 would be about 70. The 2018 target was to reduce speeding-related fatalities 5.36% from the 2011-2015 average of 56 to 53 by

December 31, 2018. The target was not met. Speeding-related fatalities increased 25% from the 2011-2013 average of 56 to 70. The GTSB has set a target for FFY 2020 to maintain the 2017 annual number of speeding-related fatalities to no more than 70. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2020 target. Both the 5-year moving average and the 5-year linear trend line (2013-2017) show upward trends.

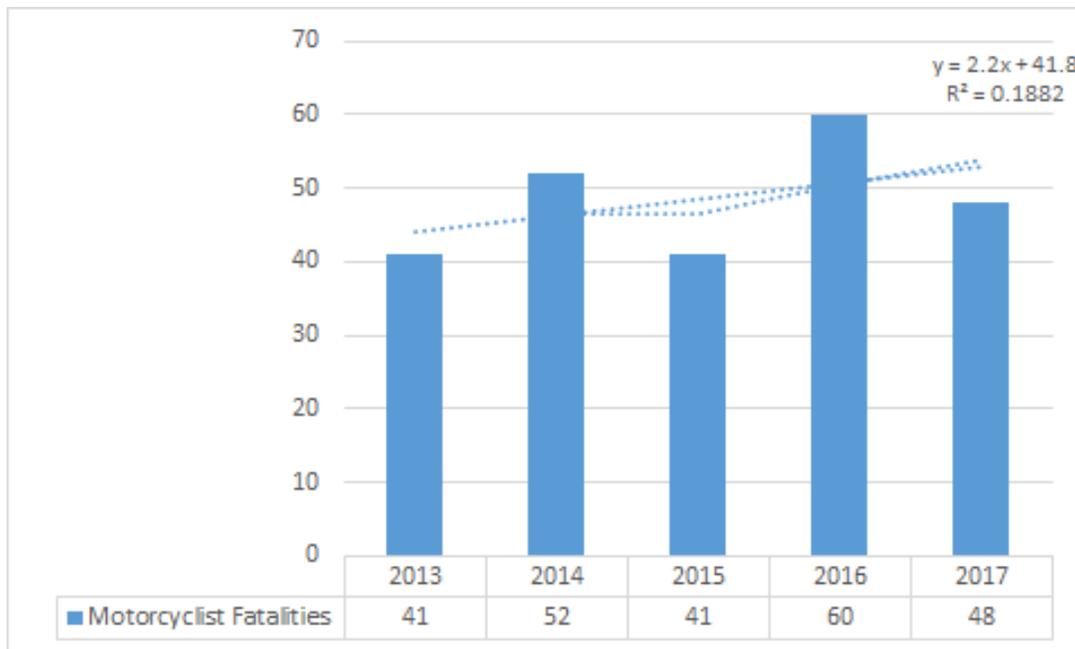
## Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

### Performance Target details

| Performance Target                                 | Target Metric Type | Target Value | Target Period | Target Start Year |
|--|--------------------|--------------|---------------|-------------------|
| C-7) Number of motorcyclist fatalities (FARS)-2020 | Percentage         | 48.00        | 5 Year        | 2016              |

### Performance Target Justification

Motorcyclist Fatalities 5-Year Moving Average and Linear Trend Analysis FFY 2020 Target: Reduce motorcyclist fatalities 2.04% from the 2013-2017 average of 49 to 48 by December 31, 2020.



Source: NHTSA/FARS Baseline Recent Year % Change 2008-2012 Average = 52 2015 = 41 -21.15 2009-2013 Average =49 2016 = 60 22.45 2010-2014 Average = 50 2017= 48 -4 Annual Percentage Change -0.9

## Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

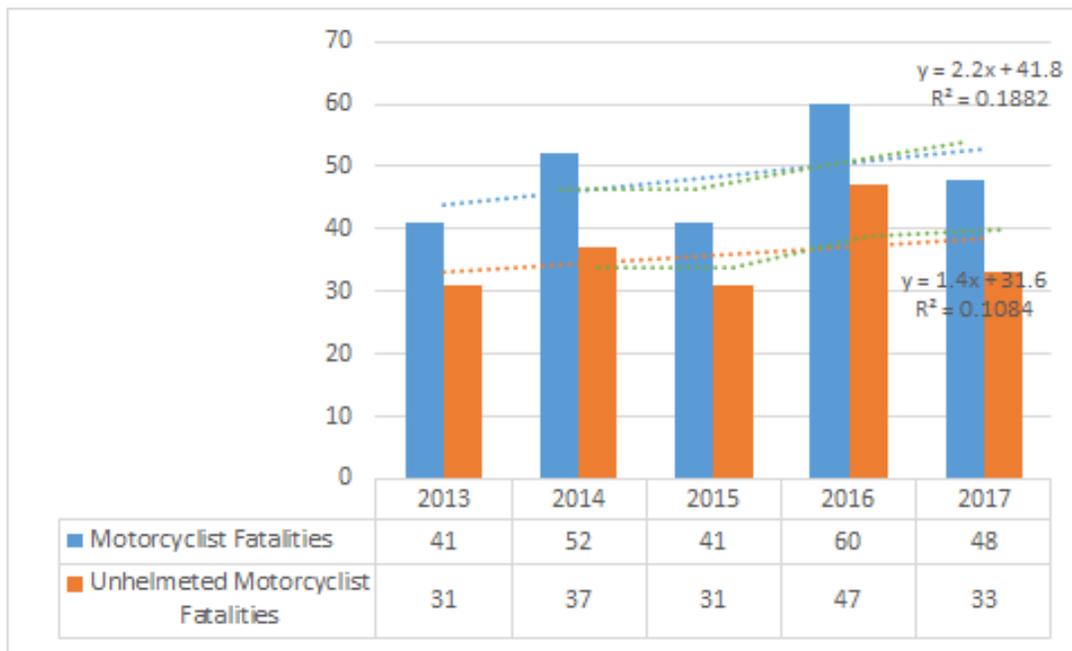
### Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|--------------------|--------------------|--------------|---------------|-------------------|
|--------------------|--------------------|--------------|---------------|-------------------|

|   |            |       |        |      |
|---|------------|-------|--------|------|
| C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020 | Percentage | 35.00 | 5 Year | 2016 |
|---|------------|-------|--------|------|

### Performance Target Justification

The average percent change from the most recent three years (2015-2017) in relation to a 5-year baseline period has been a reduction of 10.26%. If a total reduction of this magnitude is realized through 2020, compared to a baseline of the average fatality count for 2013-2017 (36), the fatality count expected in 2020 would be about 33. The FFY 2018 target was to reduce unhelmeted motorcyclists fatalities 2.77% from the 2011-2015 average of 36 to 35 by December 31, 2018. The target was met. Unhelmeted motorcyclist fatalities decreased 8.33% from the 2011-2015 average of 36 to 33. The GTSB has set a goal to reduce unhelmeted motorcyclist fatalities 2.77% from the 2013-2017 average of 36 to 35 by December 31, 2019. A 5-year moving average, a 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2019 target.



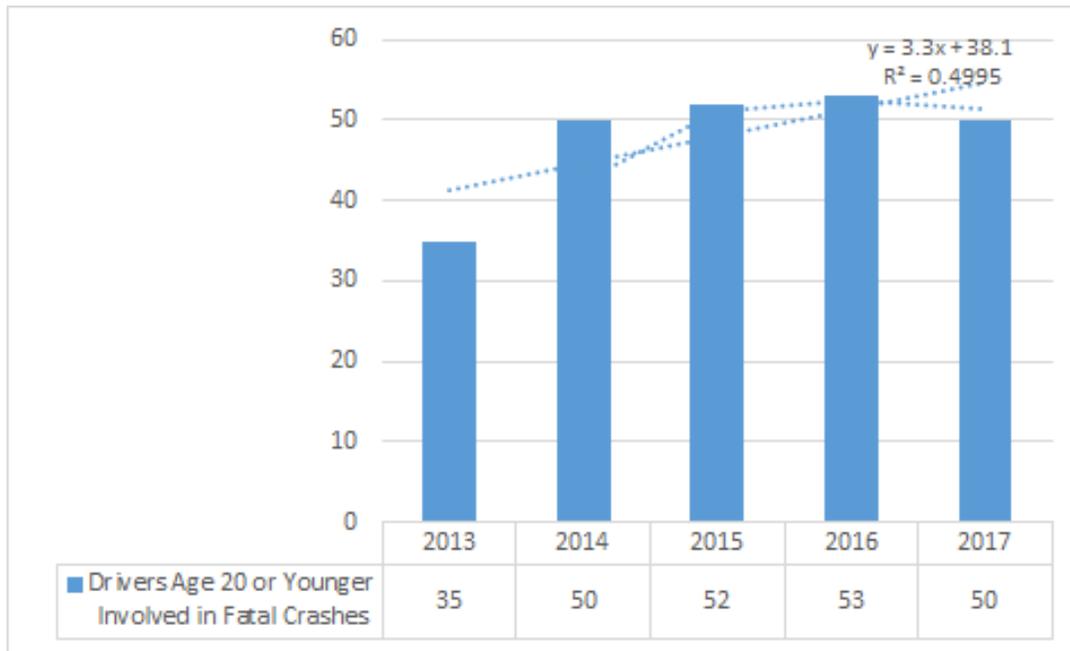
### Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

#### Performance Target details

| Performance Target   | Target Metric Type | Target Value | Target Period | Target Start Year |
|--|--------------------|--------------|---------------|-------------------|
| C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020 | Percentage         | 47.00        | 5 Year        | 2016              |

### Performance Target Justification

Drivers Age 20 or Younger Involved in Fatal Crashes 5-year Moving Average and Linear Trend Analysis FFY 2020 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 Baseline Recent Year % Change 2008-2012 Average = 59 2015 = 52 -11.86% 2009-2013 Average = 53 2016 = 53 0 2010 – 2014 Average = 50 2017 = 50 0 Annual Percentage Change -3.95 The average percent change from the most recent three years (2015-2017) in relation to a 5-year baseline period has been a reduction of 3.95. If a total reduction of this magnitude is realized through 2020 compared to a baseline of the average fatality county for 2013-2017 (48), the fatality count expected in 2020 would be about 50. The FFY 2018 target was to reduce drivers age 20 or younger involved in fatal crashes 4.17% from the 2011-2015 average of 48 to 46 by December 31, 2018. The target was not met. Drivers age 20 or younger involved in fatal crashes increased 4.17% from the 2011-2015 average of 48 to 50. The 5-year moving average for 2013 – 2017 is starting to show a very minimal downward trend. The 5-year linear trend continues upward. The GTSB has set a target to 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. The 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2020 target.

## Performance Measure: C-10) Number of pedestrian fatalities (FARS)

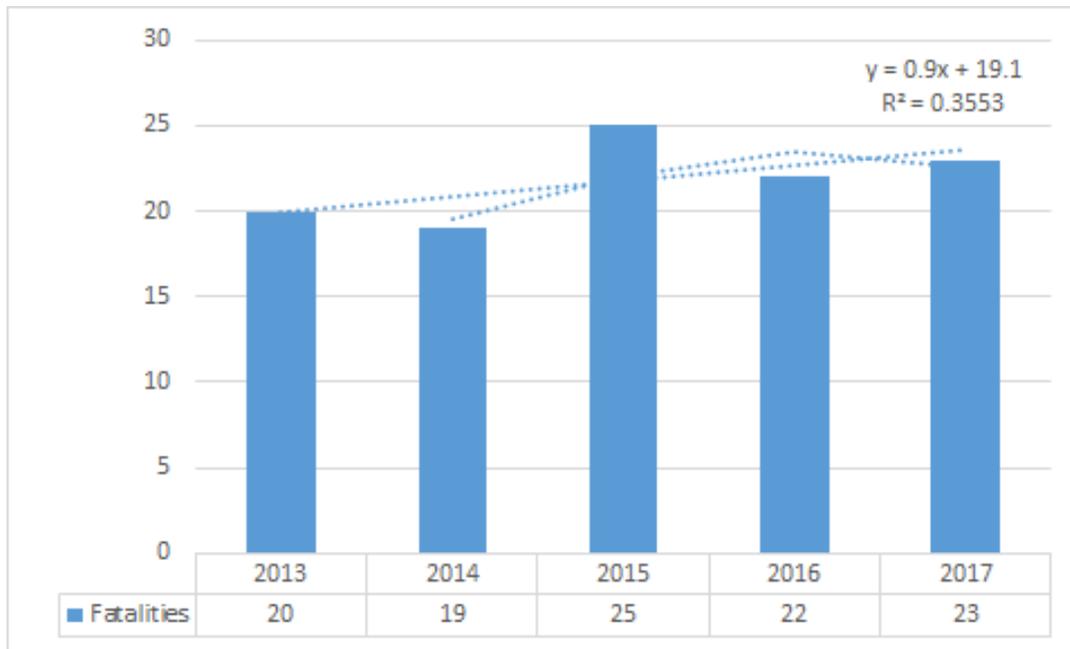
### Performance Target details

| Performance Target                                | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| C-10) Number of pedestrian fatalities (FARS)-2020 | Percentage         | 21.00        | 5 Year        | 2016              |

### Performance Target Justification

Pedestrian Fatalities 5-year Moving Average and Linear Trend Analysis FFY 2020 Target: Reduce pedestrian

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



Source: NHTSA/FARS Baseline Recent Year % Change 2008-2012 Average = 21 2015 = 25 19.05% 2009-2013 Average = 21 2016 = 22 4.76% 2010-2014 Average = 21 2017 = 23 9.52% Annual Percentage Change 11.11% The average percent change from the most recent three years (2015-2017) in relation to a 5-year baseline period has been an increase of 11.11%. If an increase of this magnitude is realized through 2020, compared to a baseline of the average fatality county for 2013-2017 (22), the fatality county expected in 2020 would be about 24. The FFY 2018 target was to reduce pedestrian fatalities 4.55% from the 2011-2015 average of 22 to 21 by December 31, 2018. The target was not met. Pedestrian fatalities increased 4.54% from the 2011-2015 average of 22 to 23. The 5-year moving average (2013-2017) is starting to show a slight downward trend. The 5-year linear trend line remains upward. Modest future improvement should be attainable. The GTSB has set a target to reduce pedestrian fatalities 4.55% from the 2013-2017 average of 22 to 21 by December 31, 2020. The 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2020 target.

## Performance Measure: C-11) Number of bicyclists fatalities (FARS)

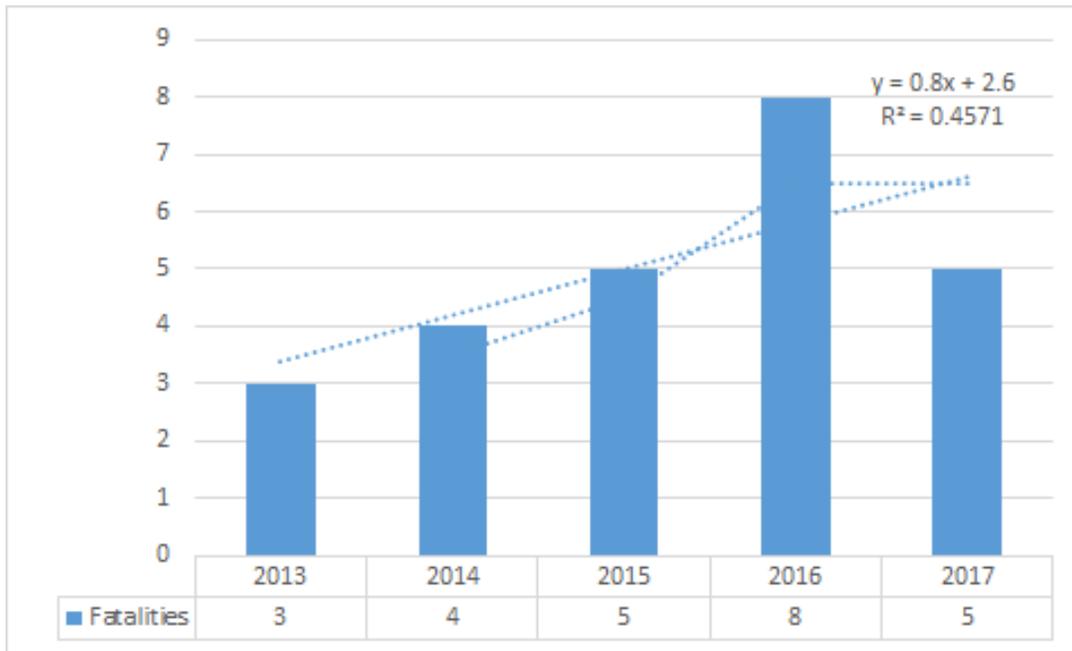
### Performance Target details

| Performance Target                                | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| C-11) Number of bicyclists fatalities (FARS)-2020 | Percentage         | 4.00         | 5 Year        | 2016              |

### Performance Target Justification

Bicyclist Fatalities 5-year Moving Average and Linear Trend Analysis FFY 2020 Target: Reduce bicyclist fatalities 20% from the 2013-2017 average of 5 to 4 by December 31, 2020.

Source: NHTSA/FARS Baseline Recent Year % Change 2008-2012 Average = 5 2015 = 5 0% 2009-2013 Average = 5 2016 = 8 60% 2010-2014 Average = 5 2017 = 5 0% Annual Percentage Change 20%



The average percent change from the most recent three years (2015-2017) in relation to a 5-year baseline period has been an increase of 20%. If an increase of this magnitude is realized through 2020 compared to a baseline of the average fatality count for 2013-2017 (5), the fatality count expected in 2020 would be about 6. The FFY 2018 target was to reduce bicyclist fatalities 25% from the 2011-2015 average of 4 to 3 by December 31, 2018. The target was not met. Bicyclist fatalities increased 25% from the 2011-2015 average of 4 to 5. The number of bicyclist fatalities recorded in 2016 adversely affected the 5-year linear trend and the moving average. The GTSB has set a target to reduce bicyclist fatalities 20% from the 2013-2017 average of 5 to 4 by December 31, 2020. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2020 target. However, when dealing with small numbers and highly variable data, neither linear models nor the alternate baseline calculations (although close in agreement) can claim strong reliability. The FFY 2020 target represents at least minimal improvement to current levels, and past performance indicates improvement can be achieved.

### Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

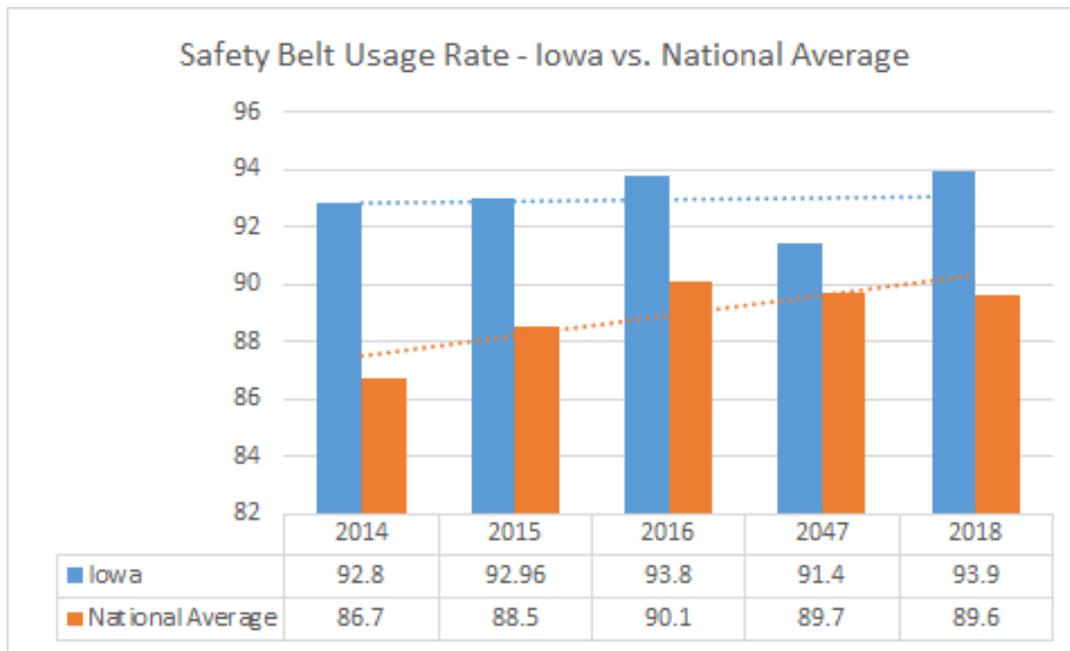
#### Performance Target details

| Performance Target  | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|--------------------|--------------|---------------|-------------------|
| B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020 | Percentage         | 93.9         | Annual        | 2020              |

#### Performance Target Justification

Safety Belt Usage Rate FFY 2020 Target: Maintain the statewide safety belt usage rate at the 2018

observational survey rate of 93.9%.



Baseline Recent Year % Change 2009-2013 Average = 92.77% 2016 = 93 1.11% 2010-2014 Average = 92.72% 2017 = 91.4 -1.42% 2011-2015 Average = 92.69 2018 = 93.9 1.31 Annual Percentage Change .33 The average percent change from the most recent three years (2016-2018) in relation to a 5-year baseline period has been an increase of .33. If a total increase of this magnitude is realized for 2020 compared to the average use rate for 2014-2018 (92.97%), the usage rate expected in 2020 would be about 93.2%. The 2018 target was to increase the statewide safety belt usage rate .213% from the 2016 observational survey rate of 93.8 to 94%. The target was not met. The actual observational usage rate for 2018 was reported as 93.9%. The GTSB has set a target for FFY 2020 to maintain the 2018 observational survey rate percentage at 93.9%. As required by NHTSA, the Iowa plan/methodology for survey collection was revised in the fall of 2016. Iowa State University, Center for Survey Statistics and Methodology following the protocol of the approved plan and redrew the counties and road segments to be used or future data collection. Sampled road segments increased from 75 to 84 sites within 15 counties.

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

I certify: Yes

**A-1) Number of seat belt citations issued during grant-funded enforcement activities\***

Seat belt citations: 6014

Fiscal Year A-1: 2018

**A-2) Number of impaired driving arrests made during grant-funded enforcement activities\***

Impaired driving arrests: 2056

Fiscal Year A-2: 2018

**A-3) Number of speeding citations issued during grant-funded enforcement activities\***

Speeding citations: 40499

## Program areas

### Program Area: Awareness Survey

#### Description of Highway Safety Problems

Patterns of driver behaviors are ongoing highway safety issues in Iowa as in every state. Speeding habits, lack of seat belt use, drunk/impaired driving, distracted driving, and drowsy driving have repeatedly been demonstrated to result in injuries and fatalities among drivers and passengers involved in traffic crashes. The GTSB uses the traffic safety survey data to guide its programs and efforts to increase safe driving among Iowa drivers.

#### Associated Performance Measures

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)  | 2020            | 5 Year        | 345.8        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files)                                       | 2020            | 5 Year        | 1396.2       |
| 2020        | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)                      | 2020            | 5 Year        | 97.00        |
| 2020        | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 2020            | 5 Year        | 93.00        |
| 2020        | C-6) Number of speeding-related fatalities (FARS)   | 2020            | 5 Year        | 70.00        |
| 2020        | C-7) Number of motorcyclist fatalities (FARS)   | 2020            | 5 Year        | 48.00        |
| 2020        | C-8) Number of unhelmeted motorcyclist fatalities (FARS)  | 2020            | 5 Year        | 35.00        |

|      |  |      |        |       |
|------|--|------|--------|-------|
| 2020 | C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)                  | 2020 | 5 Year | 47.00 |
| 2020 | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey) | 2020 | Annual | 93.9  |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy        |
|--------------------------------|
| Annual Public Awareness Survey |

### Countermeasure Strategy: Annual Public Awareness Survey

Program Area: Awareness Survey

#### Project Safety Impacts

NHTSA requires an annual report of selected traffic safety driving patterns from each state, following specifically prescribed protocols. In addition, the GTSB uses the results of the traffic safety survey to guide its programs and efforts to increase safe driving among Iowa drivers.

#### Linkage Between Program Area

The information is used to help assess current programs and to help guide modifications to existing programs with the overall goal to increase safe driving among Iowa drivers.

#### Rationale

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

#### Planned activities in countermeasure strategy

| Unique Identifier    | Planned Activity Name                     |
|----------------------|---|
| 20-402-M00P, Task 05 | Annual Public Awareness / Attitude Survey |

### Planned Activity: Annual Public Awareness / Attitude Survey

Planned activity number: 20-402-M00P, Task 05

Primary Countermeasure Strategy ID: Annual Public Awareness Survey

#### Planned Activity Description

Iowa State University Center for Survey Statistics and Methodology (CSSM) has conducted this annual survey for the Iowa GTSB since 2012. CSSM conducts this survey by visiting five Driver Licensing Offices in Iowa for one day each and administering paper surveys to people in waiting areas. Survey topics include self-reported seat belt use, speeding habits, drunk/impaired driving, distracted driving, drowsy driving and basic

demographics.

In FFY 2020, CSSM will once again collect traffic safety survey data as required by NHTSA for the GTSB.

CSSM activities will include:

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

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

### Intended Subrecipients

Iowa State University, Center for Survey Statistics and Methodology

### Countermeasure strategies

| Countermeasure Strategy        |
|--------------------------------|
| Annual Public Awareness Survey |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds                  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|--|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Identification and Surveillance (FAST) | \$7,000.00               | \$1,400.00   | \$0.00        |

### Program Area: Communications (Media)

#### Description of Highway Safety Problems

One of the 5 "E's" within the State Strategic Highway Safety Plan is education. Media and other marketing tactics are part of the educational mix supported through the GTSB.

The use of media and public outreach helps raise awareness and support for traffic safety initiatives. Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors.

The GTSB and other traffic safety partners throughout Iowa utilize various media/marketing strategies to disseminate traffic safety information including educational messages.

It is sometimes hard to measure the effectiveness of media campaigns, despite the reporting of exposure, reach, etc. Since 2010, the GTSB has conducted a public awareness/attitude survey of licensed drivers with the

objective and goal to focus on driving patterns and effectiveness of media campaigns which are centered on national mobilizations and high visibility effort. The survey was developed around the guidelines and recommendations set forth by the NHTSA-GHSA (Governor’s Highway Safety Association) Working Groups (Traffic Tech-Technology Transfers Series, ”Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group”, No. 397, October 2010). The survey is conducted annually by Iowa State University. To help determine the effectiveness of communication efforts, partners report on reach, frequency, and engagement results of media efforts. Reach is defined as the percentage of people seeing or hearing the message within a defined target audience. Frequency is the number of times each person saw or heard the message. Engagement describes the number of people who interacted with the campaign through behaviors such as clicking the ”Like“ button, leaving a comment or visiting the campaign’s website. Measuring campaigns by the metrics of reach, frequency, and engagement; however, does not determine if the messaging indeed changed the public’s driving behavior or had any impact. That is why the state also conducts surveys, which can help measure impact of messaging. And campaign efforts.

**Associated Performance Measures**

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)  | 2020            | 5 Year        | 345.8        |
| 2020        | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)                      | 2020            | 5 Year        | 97.00        |
| 2020        | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 2020            | 5 Year        | 93.00        |
| 2020        | C-6) Number of speeding-related fatalities (FARS)   | 2020            | 5 Year        | 70.00        |
| 2020        | C-7) Number of motorcyclist fatalities (FARS)   | 2020            | 5 Year        | 48.00        |
| 2020        | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)                        | 2020            | Annual        | 93.9         |

## Countermeasure Strategies in Program Area

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |

### Countermeasure Strategy: Communication Campaign

Program Area: Communications (Media)

#### Project Safety Impacts

Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors.

Delivering traffic safety messages at different venues allows for various audiences to see and hear messaging. A wide media mix provides public awareness to traffic safety issues with the ultimate goal to change driving behaviors to reduce fatalities and serious injuries on Iowa roadways. Different strategies will be used to deliver the traffic safety messages and to educate the general public. A variety of venues will provide signage, web banners, radio spots, and other media throughout the state to provide awareness primarily in the areas of safety belt usage, impaired driving, distracted driving, motorcycles, and speed. Facebook and Twitter postings will also be used to raise awareness and change driving behaviors. Social media allows for the integration of technology, social interaction and communication in "real" time. Social media also allows for the "sharing" and reposting of messages, thus having the reach be virtually endless.

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

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

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

#### Linkage Between Program Area

Through educational and awareness efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture.

Utilizing a wide variety of venues allows the messaging to reach a diverse audience.

To help formulate communication campaigns, the GTSB uses available traffic records and the results of surveys. Surveys conducted in the state include:

- Annual Observational Safety Belt Usage Surveys
- Law Enforcement Safety Belt Usage Surveys/Pre- and Post-Event Surveys
- Annual Child Passenger Restraint Usage Survey
- Annual Public Awareness/Attitude Survey

#### Rationale

The effectiveness of awareness programs can be difficult to measure, however, grantees will report on a quarterly basis as to the estimated exposure, the number of impressions, reach, frequency CPR (Cost per 100 users reached), CPM (cost per 1000 impressions), etc. that yield exposure value.

## Planned activities in countermeasure strategy

| Unique Identifier       | Planned Activity Name                     |
|-------------------------|---|
| 20-405d-FDL*PM, Task 05 | Greater Des Moines Baseball               |
| 20-405d-FDL*PM, Task 06 | IMG College - Drake                       |
| 20-405d-FDL*PM, Task 07 | Iowa Barnstormers                         |
| 20-405d-FDL*PM, Task 09 | Iowa Wild                                 |
| 20-405d-FDL*PM, Task 12 | Iowa High School Sports Network - Krogman |
| 20-405d-FDL*PM, Task 16 | Waterloo Bucks                            |
| 20-405d-FDL*PM, Task 13 | Learfield Sports                          |
| 20-405d-FDL*PM, Task 17 | ZLR Ignition                              |
| 20-405d-FDL*PM, Task 01 | Alliance Sport Marketing                  |
| 20-405d-FDL*PM, Task 15 | Screenvision Media                        |
| 20-405d-FDL*PM, Task 08 | Iowa Public Television                    |
| 20-405d-FDL*PM, Task 10 | Iowa Wolves Basketball                    |
| 20-405d-FDL*PM, Task 03 | LumberKings                               |
| 20-405d-FDL*PM, Task 02 | Cedar Rapids Kernels Media                |
| 20-405d-FDL*PM, Task 14 | Radio Iowa                                |
| 20-405d-FDL*PM, Task 11 | KDSM Fox 17                               |
| 20-405d-FDL*PM, Task 04 | Des Moines Buccaneers Hockey              |

### Planned Activity: Greater Des Moines Baseball

Planned activity number: 20-405d-FDL\*PM, Task 05

Primary Countermeasure Strategy ID: Communication Campaign

#### Planned Activity Description

Funding awarded to Greater Des Moines Baseball will be utilized to provide traffic safety messages for fans attending Iowa Cubs games. The Iowa Cubs are a Triple-A baseball team with their home field being Principal Park in Des Moines, Iowa. Signage will be provided to help raise awareness to traffic safety issues and encourage safe driving in the areas of seat belts, impaired driving and distracted driving. Signage will be provided via marquee sign, concourse backlit sign and a double outfield fence sign.

The total estimated attendance and exposure fore the concourse backlit signs and double outfield fence sign will be approximately 550,000 individuals. The marquee sign will have hundreds of thousands of cars driving by as it is up all year.

#### Intended Subrecipients

Greater Des Moines Baseball

#### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$20,000.00              | \$4,000.00   |               |

### Planned Activity: IMG College - Drake

Planned activity number: 20-405d-FDL\*PM, Task 06

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The objective of Drake IMG Sports will be to educate Drake athletics and Drake Relays fans about the dangers of distracted and/or impaired driving. Public service announcements containing traffic safety messages will be aired during Drake University football, men's basketball, and women's basketball on KRNT 1350 AM radio. Radio program coverage reaches listeners in approximately 17 of Iowa's 99 counties. Additional traffic safety messages will be displayed at scorer tables and on electronic panels at athletic events. Public service announcements will also be shown on the video board during each home football game. Drake University is also home of the Drake Relays. The Drake Relays is a premiere track and field meet drawing thousands of athletes and fans from all across the county. During the Drake Relays, traffic safety messaging will also include a full-page advertisement within the printed Drake Relays program.

### Intended Subrecipients

IMG College - Drake

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$33,900.00              | \$6,780.00   |               |

### Planned Activity: Iowa Barnstormers

Planned activity number: 20-405d-FDL\*PM, Task 07

Primary Countermeasure Strategy ID: Communication Campaign

## Planned Activity Description

The Iowa Barnstormers is an arena football team with Wells Fargo Arena in Des Moines, Iowa being the team's home. Activities for FFY 2020 will include a 4' x 8' sideline dasher board, a 30-second PSA on the video board during all Barnstormers home games, a 30-second radio message during all live game broadcasts on 1040 WHO AM, a public service announcement during each home game reminding fans to drive home safely, and approved traffic safety messages on the team's website and social media pages as requested by the GTSB. Each home game averages 7,000 fans who hear these messages. Additional exposure is provided through televised broadcasts on Mediacom's MC22 and live streams on You Tube.

## Intended Subrecipients

Iowa Barnstormers

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$6,000.00               | \$1,200.00   |               |

## Planned Activity: Iowa Wild

Planned activity number: 20-405d-FDL\*PM, Task 09

Primary Countermeasure Strategy ID: Communication Campaign

## Planned Activity Description

The grantee is the media source for the Iowa Wild American Hockey League; an affiliate of the National Hockey League's Minnesota Wild. The Iowa Wild objective is to impact impaired driving by providing an alternate program for designated drivers. The Wild's home games draw an attendance of more than 20,000 per season. There social media garners over 30,000 Facebook followers, nearly 12,000 on Twitter, and 30,000 on YouTube. The Wild will provide arena signage, live messages, LED and Scoreboard graphics during each game and will post on social media. The \$10,000 investment would include one 12-foot dasher board, a designated driver booth, 10 social media posts, one PA loop :30 spot, and one in-game :30 spot on the scoreboard. The primary traffic safety message is impaired driving. ere to enter text.

## Intended Subrecipients

Iowa Wild

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$10,000.00              | \$2,000.00   |               |

## Planned Activity: Iowa High School Sports Network - Krogman

Planned activity number: 20-405d-FDL\*PM, Task 12

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Bringing awareness to the general public about the Governor's Traffic Safety Bureau traffic messages and programs on a variety of components during the Iowa High School Athletic Association state championships, including but not limited to the following:

1. On-site marketing - LED displays and signage
2. PSA messages played at event arenas
3. Televised commercials, including video webcasts
4. Audio webcasts - radio commercials
5. Logo messages on the Iowa High School Sports Network (IHSSN) website
6. Messages on the IHSSN social media outlets

Emphasis will be placed on the "Click It or Ticket" and Zero Fatalities programs

Championship events to include boy's baseball, cross country, football, wrestling, basketball, track and soccer as well as girl's state cheerleading

### Intended Subrecipients

Iowa High School Sports Network (IHSSN)- Krogman & Associates

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$10,150.00              | \$2,030.00   |               |

## Planned Activity: Waterloo Bucks

Planned activity number: 20-405d-FDL\*PM, Task 16

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The Waterloo Bucks will use the funds to advertise and address the problems of impaired driving, the importance of seat belt usage, and distracted driving. At all 3 Bucks home games we will play two public service announcement commercials, along with putting the GTSB logo on the video board for a full inning. Additional signage will be on outfield fence signage at Riverfront Stadium from May through August 2020 which will reach fans at over 50 stadium events during the season. 72 commercials will be played during game broadcasts at waterloobucks.com in addition to a full page program ad or the entire season.

In Bucks host over 50 colleges, high schools and elementary schools at the ballpark. Crowds are full of families, students and single adults. The home of the Bucks – Riverfront Stadium – is a popular venue for large company outings for Waterloo and Cedar Falls businesses.

It is anticipated that traffic safety messages will be exposed to over 100,000 people during the course of the season.

### Intended Subrecipients

Waterloo Bucks Baseball

### Countermeasure strategies

| Countermeasure Strategy |  |  |  |  |  |
|-------------------------|--|--|--|--|--|
| Communication Campaign  |  |  |  |  |  |
| Communication Campaign  |  |  |  |  |  |
| Communication Campaign  |  |  |  |  |  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$7,000.00               | \$1,400.00   |               |

## Planned Activity: Learfield Sports

Planned activity number: 20-405d-FDL\*PM, Task 13

Primary Countermeasure Strategy ID: Communication Campaign

## Planned Activity Description

Learfield will work with the GTSB to help reach and educate nearly 2-million Iowans who follow college athletics about the traffic safety issues throughout the state. Topic areas to include, but not limited to, impaired driving, child passenger safety, teen drivers, distracted driving, and bicycle safety. The Learfield project will be conducted in connection to athletic events at Iowa State University, the University of Iowa and the University of Northern Iowa. Learfield will provide radio exposure, internet campaigns, signage, and production and creative development for the above mentioned traffic safety areas.

## Intended Subrecipients

Learfield Sports

## Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$189,000.00             | \$37,800.00  |               |

## Planned Activity: ZLR Ignition

Planned activity number: 20-405d-FDL\*PM, Task 17

Primary Countermeasure Strategy ID: Communication Campaign

## Planned Activity Description

ZLR Ignition is the GTSB's main media grantee and is utilized for the development of media materials to be used statewide including traditional methods such as television, radio and print ads. Paid media will be secured in support of national mobilizations ("Click It or Ticket" and "Drive Sober or Get Pulled Over") and will use NHTSA's PSAs and /or taglines. ZLR will also develop PSAs and other materials as requested by the GTSB. ZLR will continue to explore ways to provide public service messages utilizing social media. ZLR will also maintain regular communication and will trace activities with mass media to determine the extent of the use of public service materials for future planning and the analysis of the effectiveness of the messages. ZLR will work with the GTSB staff to update and redistribute previously produced materials and will continue to update and maintain the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Specifically in the area of occupant protection, the projected usage of requested funds for FFY 2020 include the following:

1. Develop and execute a media plan to continue current strategy focused on seat belt safety and distracted driving. The plan will focus around the 18-34 year old audience and will utilize radio and digital means

2. Monitor free/earned and paid media and provide quarterly reporting
3. Produce and update brochures, PSAs, web assets, and other related educational pieces as requested
4. Keep talent fees current, as needed for existing campaigns
5. Improve website content (microsite)

## Intended Subrecipients

ZLR Ignition

## Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$307,000.00             | \$61,400.00  |               |

## Planned Activity: Alliance Sport Marketing

Planned activity number: 20-405d-FDL\*PM, Task 01

Primary Countermeasure Strategy ID: Communication Campaign

## Planned Activity Description

Alliance Sport Marketing targets the higher-risk segment of the motoring public which includes 16-34 year old males. Alliance Sport Marketing focuses their efforts within the "Top 22" counties as identified through the Problem Identification process. Within the "Top 22" counties, Alliance Highway Safety (Alliance Sport Marketing) has identified 12 motorsport venues and communities in which to provide traffic safety messaging. The motorsports campaign will consist of prominent signage in each of the venues to put the message in front of that target demographic, public address announcement which will be used to educate the attendees about highway safety, and banners promoting the venue and the message to be displayed within the communities. Primary messaging will utilize "Click It or Ticket" and "Drive Sober or Get Pulled Over". Motorsport venues have proven to be an effective and efficient means of educating the public about highway safety to discourage unsafe driving behaviors. Motorsports fans profile as young, thrill-seeking, males and are prone to self-destructive behaviors. Total impressions of the motorsport campaign will be measured and included in reports from Alliance.

In FFY 2020, Alliance will also continue the high school program "Choices Matter" with five (5) schools in Iowa. Traffic crashes remain the number one reason for death among teens nationwide. The high school traffic campaign will consist of a "Choices Matter" tour through the state featuring a presenting speaker, interactive simulators and social media outreach. The presenting speaker will address the student body about the impact

choices have not only on their lives, but the lives of those around them. Throughout the day of the presentation the Alliance staff will set up an interactive display equipped with simulators and other elements to engage the students and start conversations about highway safety. The tour will also include a social and digital media component to reach the students beyond the classroom to reinforce the message delivered within the presentation.

### Intended Subrecipients

Alliance Highway Safety (Alliance Sport Marketing)

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$79,000.00              |              |               |

### Planned Activity: Screenvision Media

Planned activity number: 20-405d-FDL\*PM, Task 15

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Screenvision is a sole-source for advertising within movie theaters. Through Screenvision Media, GTSB public service announcements (PSAs) will run at selected movie theaters in the state. Through this grantee, PSAs are seen by a diverse and captivated audience. The PSAs to be run during FFY 2020 will include messages focusing on impaired driving, distracted driving, rural driving, and special "Click It or Ticket" messaging during the national mobilization period. Due to an increase in the number of theater locations available for on-screen advertising in Iowa, additional sites were added to the media mix for FFY 2020, thus offering a wider geographical target market for the GTSB and increased admissions.

### Intended Subrecipients

Screenvision Media

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$80,311.00              | \$16,062.00  |               |

## Planned Activity: Iowa Public Television

Planned activity number: 20-405d-FDL\*PM, Task 08

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Iowa Public Television reaches a statewide audience of two million viewers per month. Prime time underwriting announcements provide an inexpensive means of reaching these viewers on a platform that is known for its quality programming. The projected use of funds is for 135 prime time messages (approximately 3 per week) on traffic safety issues delivered statewide to Iowa Public Television's viewing audience during primetime programming.

### Intended Subrecipients

Iowa Public Television Foundation

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$10,000.00              | \$2,000.00   |               |

## Planned Activity: Iowa Wolves Basketball

Planned activity number: 20-405d-FDL\*PM, Task 10

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The Iowa Wolves Basketball will be a venue in which to generate mass public awareness for the GTSB and their mission to diminish traffic safety problems and reduce death and injury on Iowa's streets and highways through various means of communication both inside and outside of Wells Fargo Arena in Des Moines.

Funding throughout FFY 2020 will support the following:

- LED Rotational Signage

An LED rotational signage will generate impressions both inside and outside of Wells Fargo Arena  
The message being delivered is changeable throughout the season

- Alternate Transportation Table

GTSB will have a branded table at Fan Services during all Iowa Wolves home games  
This table will encourage individuals to sign up to be designated drivers for the night

- Facebook Live / Broadcasts Feature

GTSB will receive an in game feature or commercial during Wolves home games (static, pre-recorded read)

- Social Media / Email Blasts

GTSB will receive five Facebook tags on the Iowa Wolves page throughout the season  
GTSB will be featured in six Iowa Wolves email blasts each season

- Branded Giveaway

Specific giveaway TBD and mutually agreed upon by the GTSB and Iowa Wolves

- Concourse Tables

GTSB will receive up to four interactive concourse tables to be used during Iowa Wolves home games

- PA Announcement

GTSB will receive one PA announcement at the conclusion of all Iowa Wolves home games. The announcement to include the message being pushed that month.

**Intended Subrecipients**

Iowa Wolves Basketball

**Countermeasure strategies**

| Countermeasure Strategy |  |
|-------------------------|--|
| Communication Campaign  |  |
| Communication Campaign  |  |
| Communication Campaign  |  |

**Funding sources**

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$9,000.00               | \$1,800.00   |               |

**Planned Activity: LumberKings**

Planned activity number: 20-405d-FDL\*PM, Task 03

Primary Countermeasure Strategy ID:

**Planned Activity Description**

The LumberKings are a class A Midwest League affiliate of the Seattle Mariners. The home park for the LumberKings is Ashford University Field in Clinton, Iowa.

The planned activity for the LumberKings will be signage with the emphasis area being impaired driving. Such signage will provide for continuous exposure to over 175,000 fans with additional exposure through television and newspaper coverage. In addition to exposure to LumberKings fans, Ashford University Field also hosts college and Clinton High School Baseball, along with a variety of other local high school teams and events.

### Intended Subrecipients

LumberKings

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$2,750.00               |              |               |

### Planned Activity: Cedar Rapids Kernels Media

Planned activity number: 20-405d-FDL\*PM, Task 02

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Funding in FFY 2020 will be used to advertise and address the issues of impaired driving, seat belt usage and distracted driving. This will include outfield tri-vision signage that will be installed from April thru September 2020 and will reach approximately 250,000 people at Veteran’s Memorial Stadium. This will also include a public service announcement commercial at all 70 Kernels home games. This will include 70 radio commercials that will air on KMRY Radio (1450 AM, 93.1 FM), as well as on-line at Kernels.com and KMRYradio.com.

In addition to the regular season, the Kernels host over 60 schools (including colleges, high schools and elementary schools) with a night at the ballpark. The fan base includes people of all ages but heavily emphasize reaching families.

The Cedar Rapids Kernels is a Midwest League Class A affiliate of the Minnesota Twins.

### Intended Subrecipients

Cedar Rapids Kernels

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$7,500.00               |              |               |

## Planned Activity: Radio Iowa

Planned activity number: 20-405d-FDL\*PM, Task 14

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The GTSB statewide public education campaign, distributed through Learfield News & Ag (Radio Iowa), promotes roadway safety while educating Iowa's of zero fatalities behaviors in an effort to decrease motor vehicle crashes and traffic fatalities across the state. The campaign will continue long-term measurements based on FARS crash data as well as Nielsen survey data on the reach, frequency and gross impressions specific to the campaign. Radio messages are an integral part of the GTSB strategy due to radio's status as the number one reach platform and most dominate in care advertising medium. GTSB :30 and :10 messages will be fed with news content across Learfield's News and Ag network covering Iowans in our key audience demographic, those prone to vehicular accidents due to age demographics and the fact that they are driving on difficult rural roadways. Messages will be developed at no charge with the use of award willing creative team and nationally recognized voice talents. Radio Iowa/Learfield's success in public education campaigns promoting roadway safety and educating Iowan's of zero fatality behaviors is the overall mission. The project objectives include

- Prevent motor vehicle crashes statewide.
- Decrease traffic fatalities across Iowa.
- Focus on unique challenges surrounding rural road safety (gravel roads, narrow shoulders, sharing the road, large ag equipment, hidden signs/intersections/crops)
- Educate Iowans of key Zero Fatalities behaviors (Speeding, Impaired Driving, Distracted Driving, Drowsy Driving)

Target audiences based on crash data -

- Primary audience: Adult drivers 18+ covering the state of Iowa.
- Secondary Audiences:

Rural drivers

Aging drivers

16-34 year old drivers based on crash data

With an affiliate network that covers all 99 Iowa counties, it is guaranteed coverage will occur throughout

Iowa's "Top 22" problem identification counties.

### Intended Subrecipients

Radio Iowa / Learfield IMG

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$103,000.00             | \$20,600.00  |               |

### Planned Activity: KDSM Fox 17

Planned activity number: 20-405d-FDL\*PM, Task 11

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

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

### Intended Subrecipients

KDSM Fox 17

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$12,000.00              | \$2,400.00   |               |

## Planned Activity: Des Moines Buccaneers Hockey

Planned activity number: 20-405d-FDL\*PM, Task 04

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

This grantee will announce a minimum of three traffic safety messages at each of the 30 home games of the Des Moines Buccaneers Hockey Team. Other traffic safety messaging will be provided through public service announcements on the video and dasher boards. It is estimated that the dasher boards alone will be seen by 300,000+ attending fans. The Buccaneers will also support a "Designated Driver of the Game" program which increases awareness to the dangers of impaired driving. Impaired driving will be the primary traffic safety area addressed by the Buccaneers. In addition to messaging at the venue, the Buccaneers will also utilize their website for traffic safety messaging and the GTSB logo. Social media will also be utilized. Currently the Buccaneers have over 22,000 Facebook followers and 9,000 fans that follow via Twitter.

### Intended Subrecipients

Des Moines Buccaneers

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$3,500.00               | \$700.00     |               |

## Program Area: Community Traffic Safety Program

### Description of Highway Safety Problems

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

Throughout the year CITSTF plays a vital role through a multi-agency approach in central Iowa enforcing traffic safety laws and educating the public on traffic safety issues.

### Associated Performance Measures

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)  | 2020            | 5 Year        | 345.8        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files)                                       | 2020            | 5 Year        | 1396.2       |
| 2020        | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)                      | 2020            | 5 Year        | 97.00        |
| 2020        | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 2020            | 5 Year        | 93.00        |
| 2020        | C-6) Number of speeding-related fatalities (FARS)   | 2020            | 5 Year        | 70.00        |
| 2020        | C-7) Number of motorcyclist fatalities (FARS)   | 2020            | 5 Year        | 48.00        |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy |
|-------------------------|
| Supporting Enforcement  |

### Countermeasure Strategy: Supporting Enforcement

Program Area: Community Traffic Safety Program

#### Project Safety Impacts

The Central Iowa Traffic Safety Task Force (CITSTF) takes a strong multi-agency approach in central Iowa to enforce traffic safety laws and to educate drivers. In addition to well-publicized, high visibility enforcement efforts, the task force also takes a pro-active approach with local media to publicize planned task force enforcement activities. Several multi-agency, high visibility enforcement projects are planned throughout the year.

The funding allocated to CITSTF is not used for enforcement efforts, however. Funding is awarded to CITSTF to support a one-day traffic safety related conference for task force member agencies. Conference topics will focus on traffic safety and enforcement issues. Funding will also support the purchase of educational materials.

## Linkage Between Program Area

All three counties that are represented by the CITSTF law enforcement agencies are included in Iowa's "Top 22" problematic counties as determined annually through the Problem Identification analysis.

CITSTF agencies plan numerous multi-agency, high visibility enforcement projects annually but also take efforts to educate the public and to work closely with the media to provide information about traffic safety issues and the planned enforcement projects.

Funding allocated for CITSTF will be used to support a one-day traffic safety conference and to purchase educational items to be handed out during projects to help educate drivers.

## Rationale

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

### Planned activities in countermeasure strategy

| Unique Identifier    | Planned Activity Name                           |
|----------------------|---|
| 20-402-M0OP, Task 01 | Central Iowa Traffic Safety Task Force (CITSTF) |

## Planned Activity: Central Iowa Traffic Safety Task Force (CITSTF)

Planned activity number: 20-402-M0OP, Task 01

Primary Countermeasure Strategy ID: Supporting Enforcement

### Planned Activity Description

The Central Iowa Traffic Safety Task Force (CITSTF) is comprised of law enforcement agencies in the central Iowa counties of Polk, Dallas, and Warren. All three counties are included in Iowa's "Top 22" problematic counties as determined annually through the Problem Identification analysis. Funding awarded to CITSTF will support a one-day traffic safety related conference for task force member agencies. Conference topics will focus on traffic safety and enforcement issues. Funding will also support the purchase of educational materials.

### Intended Subrecipients

Mitchellville Police Department

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Supporting Enforcement  |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds                   | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|---|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Community Traffic Safety Project (FAST) | \$8,500.00               | \$1,700.00   | \$8,500.00    |

## Program Area: Impaired Driving (Alcohol)

## Description of Highway Safety Problems

Alcohol is one of the leading causes of fatal traffic crashes. In Iowa, alcohol is second only to excessive speed as a contributing factor in overall traffic crashes. One person dies every 51 minutes (nationally) because someone chooses to drive drunk.

Nationally, in 2017, 10,874 people were killed in crashes involving a drunk driver, 29% of all fatalities (National Center for Statistics and Analysis, 2018 October, 2017 Motor Vehicle Crashes Overview, Traffic Safety Facts Crash Stats, Report No. DOT HS 812 603). In Iowa, in 2017, 27% of all fatalities were alcohol impaired. This was a slight increase from the 26% recorded in 2016.

Pursuant to federal legislation, the GTSB qualifies 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). Verification of the "low-range" status was received from NHTSA Region 7 Office on January 9, 2019.

Impaired Driving is a major concern in Iowa. Despite enforcement efforts there are other areas that Iowa is addressing and/or reviewing in regard to impaired driving. In 2016, Iowa formed an Impaired Driving Coalition to address the high percentage of impaired driving fatalities in the state. The Coalition is composed of a diverse representation of stakeholders who recognize the need to address impairments of all kind and also recognize impaired driving as a statewide problem with man solutions. From the Coalition, an Impaired Driving Plan was developed which proved recommendations to address and improve the impaired driving problem in the state.

To continue to move forward with the recommendations, the Coalition continues to meet.

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

### Associated Performance Measures

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)  | 2020            | 5 Year        | 345.8        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files)                                       | 2020            | 5 Year        | 1396.2       |
| 2020        | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 2020            | 5 Year        | 93.00        |

### Countermeasure Strategies in Program Area

|                         |
|-------------------------|
| Countermeasure Strategy |
|-------------------------|

## Countermeasure Strategy: Communication Campaign

Program Area: Impaired Driving (Alcohol)

### Project Safety Impacts

Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors.

Delivering traffic safety messages at different venues allows for an expanded audiences to see and hear messaging. A wide media mix provides public awareness to traffic safety issues with the ultimate goal to change driving behaviors to reduce fatalities and serious injuries on Iowa roadways. Different strategies will be used to deliver the traffic safety messages and to educate the general public. A variety of venues will provide signage, web banners, radio spots, and other media throughout the state to provide awareness primarily in the areas of safety belt usage, impaired driving, distracted driving, motorcycles, and speed. Facebook and Twitter postings will also be used to raise awareness and change driving behaviors. Social media allows for the integration of technology, social interaction and communication in "real" time. Social media also allows for the "sharing" and reposting of messages, thus having the reach be virtually endless.

Paid media will be secured to support national mobilizations such as "Click It or Ticket" and "Drive Sober or Get Pulled Over".

Previously developed public service announcements (PSAs) and print materials will be available for easy download and use on the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Educating the public about traffic safety is also an emphasis area within the current State Strategic Highway Safety Plan. The focus supports the state's aspirational goal to reduce fatalities to zero in Iowa.

### Linkage Between Program Area

Through educational and awareness efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture. The educational efforts made through media partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve traffic safety culture.

Utilizing a wide variety of venues allows the message to reach a diverse audience.

To help formulate communication campaigns, the GTSB uses available traffic records and the results of surveys. Surveys conducted in the state include:

- Annual Observational Safety Belt Usage Surveys

- Law Enforcement Safety Belt Usage Surveys / Pre- and Post-Event Surveys

- Annual Child Passenger Restraint Usage Survey

- Annual Public Awareness/Attitude Survey

### Rationale

The effectiveness of awareness programs is difficult to measure, however, grantees will report on a quarterly basis as to the estimated exposure, the number of impressions, reach, frequency CPR (Cost per 100 users reached), CPM (cost per 1000 impressions), etc. that yield exposure value.

### **Planned activities in countermeasure strategy**

| Unique Identifier       | Planned Activity Name                     |
|-------------------------|---|
| 20-405d-FDL*PM, Task 05 | Greater Des Moines Baseball               |
| 20-405d-FDL*PM, Task 06 | IMG College - Drake                       |
| 20-405d-FDL*PM, Task 07 | Iowa Barnstormers                         |
| 20-405d-FDL*PM, Task 09 | Iowa Wild                                 |
| 20-405d-FDL*PM, Task 12 | Iowa High School Sports Network - Krogman |
| 20-405d-FDL*PM, Task 16 | Waterloo Bucks                            |
| 20-405d-FDL*PM, Task 13 | Learfield Sports                          |
| 20-405d-FDL*PM, Task 17 | ZLR Ignition                              |
| 20-405d-FDL*PM, Task 01 | Alliance Sport Marketing                  |
| 20-405d-FDL*PM, Task 15 | Screenvision Media                        |
| 20-405d-FDL*PM, Task 08 | Iowa Public Television                    |
| 20-405d-FDL*PM, Task 10 | Iowa Wolves Basketball                    |
| 20-405d-FDL*PM, Task 03 | LumberKings                               |
| 20-405d-FDL*PM, Task 02 | Cedar Rapids Kernels Media                |
| 20-405d-FDL*PM, Task 14 | Radio Iowa                                |
| 20-405d-FDL*PM, Task 11 | KDSM Fox 17                               |

## Planned Activity: Greater Des Moines Baseball

Planned activity number: 20-405d-FDL\*PM, Task 05

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Funding awarded to Greater Des Moines Baseball will be utilized to provide traffic safety messages for fans attending Iowa Cubs games. The Iowa Cubs are a Triple-A baseball team with their home field being Principal Park in Des Moines, Iowa. Signage will be provided to help raise awareness to traffic safety issues and encourage safe driving in the areas of seat belts, impaired driving and distracted driving. Signage will be provided via marquee sign, concourse backlit sign and a double outfield fence sign.

The total estimated attendance and exposure fore the concourse backlit signs and double outfield fence sign will be approximately 550,000 individuals. The marquee sign will have hundreds of thousands of cars driving by as it is up all year.

### Intended Subrecipients

Greater Des Moines Baseball

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$20,000.00              | \$4,000.00   |               |

### Planned Activity: IMG College - Drake

Planned activity number: 20-405d-FDL\*PM, Task 06

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The objective of Drake IMG Sports will be to educate Drake athletics and Drake Relays fans about the dangers of distracted and/or impaired driving. Public service announcements containing traffic safety messages will be aired during Drake University football, men’s basketball, and women’s basketball on KRNT 1350 AM radio. Radio program coverage reaches listeners in approximately 17 of Iowa’s 99 counties. Additional traffic safety messages will be displayed at scorer tables and on electronic panels at athletic events. Public service announcements will also be shown on the video board during each home football game. Drake University is also home of the Drake Relays. The Drake Relays is a premiere track and field meet drawing thousands of athletes and fans from all across the county. During the Drake Relays, traffic safety messaging will also includes a full-page advertisement within the printed Drake Relays program.

### Intended Subrecipients

IMG College - Drake

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$33,900.00              | \$6,780.00   |               |

### Planned Activity: Iowa Barnstormers

Planned activity number: 20-405d-FDL\*PM, Task 07

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The Iowa Barnstormers is an arena football team with Wells Fargo Arena in Des Moines, Iowa being the team's

home. Activities for FFY 2020 will include a 4' x 8' sideline dasher board, a 30-second PSA on the video board during all Barnstormers home games, a 30-second radio message during all live game broadcasts on 1040 WHO AM, a public service announcement during each home game reminding fans to drive home safely, and approved traffic safety messages on the team's website and social media pages as requested by the GTSB. Each home game averages 7,000 fans who hear these messages. Additional exposure is provided through televised broadcasts on Mediacom's MC22 and live streams on You Tube.

### Intended Subrecipients

Iowa Barnstormers

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$6,000.00               | \$1,200.00   |               |

### Planned Activity: Iowa Wild

Planned activity number: 20-405d-FDL\*PM, Task 09

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The grantee is the media source for the Iowa Wild American Hockey League; an affiliate of the National Hockey League's Minnesota Wild. The Iowa Wild objective is to impact impaired driving by providing an alternate program for designated drivers. The Wild's home games draw an attendance of more than 20,000 per season. There social media garners over 30,000 Facebook followers, nearly 12,000 on Twitter, and 30,000 on YouTube. The Wild will provide arena signage, live messages, LED and Scoreboard graphics during each game and will post on social media. The \$10,000 investment would include one 12-foot dasher board, a designated driver booth, 10 social media posts, one PA loop :30 spot, and one in-game :30 spot on the scoreboard. The primary traffic safety message is impaired driving. ere to enter text.

### Intended Subrecipients

Iowa Wild

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |

|                        |
|------------------------|
| Communication Campaign |
| Communication Campaign |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$10,000.00              | \$2,000.00   |               |

### Planned Activity: Iowa High School Sports Network - Krogman

Planned activity number: 20-405d-FDL\*PM, Task 12

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Bringing awareness to the general public about the Governor's Traffic Safety Bureau traffic messages and programs on a variety of components during the Iowa High School Athletic Association state championships, including but not limited to the following:

1. On-site marketing - LED displays and signage
2. PSA messages played at event arenas
3. Televised commercials, including video webcasts
4. Audio webcasts - radio commercials
5. Logo messages on the Iowa High School Sports Network (IHSSN) website
6. Messages on the IHSSN social media outlets

Emphasis will be placed on the "Click It or Ticket" and Zero Fatalities programs

Championship events to include boy's baseball, cross country, football, wrestling, basketball, track and soccer as well as girl's state cheerleading

### Intended Subrecipients

Iowa High School Sports Network (IHSSN)- Krogman & Associates

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

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

|      |   |                                 |             |            |  |
|------|---|---------------------------------|-------------|------------|--|
| 2017 | FAST Act<br>405d<br>Impaired<br>Driving Low | 405d Low<br>Paid<br>Advertising | \$10,150.00 | \$2,030.00 |  |
|------|---|---------------------------------|-------------|------------|--|

### Planned Activity: Waterloo Bucks

Planned activity number: 20-405d-FDL\*PM, Task 16

Primary Countermeasure Strategy ID: Communication Campaign

#### Planned Activity Description

The Waterloo Bucks will use the funds to advertise and address the problems of impaired driving, the importance of seat belt usage, and distracted driving. At all 3 Bucks home games we will play two public service announcement commercials, along with putting the GTSB logo on the video board for a full inning. Additional signage will be on outfield fence signage at Riverfront Stadium from May through August 2020 which will reach fans at over 50 stadium events during the season. 72 commercials will be played during game broadcasts at waterloobucks.com in addition to a full page program ad or the entire season.

In Bucks host over 50 colleges, high schools and elementary schools at the ballpark. Crowds are full of families, students and single adults. The home of the Bucks – Riverfront Stadium – is a popular venue for large company outings for Waterloo and Cedar Falls businesses.

It is anticipated that traffic safety messages will be exposed to over 100,000 people during the course of the season.

#### Intended Subrecipients

Waterloo Bucks Baseball

#### Countermeasure strategies

| Countermeasure Strategy |  |
|-------------------------|--|
| Communication Campaign  |  |
| Communication Campaign  |  |
| Communication Campaign  |  |

#### Funding sources

| Source Fiscal Year | Funding Source ID                           | Eligible Use of Funds           | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|---|---------------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act<br>405d<br>Impaired<br>Driving Low | 405d Low<br>Paid<br>Advertising | \$7,000.00               | \$1,400.00   |               |

### Planned Activity: Learfield Sports

Planned activity number: 20-405d-FDL\*PM, Task 13

Primary Countermeasure Strategy ID: Communication Campaign

#### Planned Activity Description

Learfield will work with the GTSB to help reach and educate nearly 2-million Iowans who follow college

athletics about the traffic safety issues throughout the state. Topic areas to include, but not limited to, impaired driving, child passenger safety, teen drivers, distracted driving, and bicycle safety. The Learfield project will be conducted in connection to athletic events at Iowa State University, the University of Iowa and the University of Northern Iowa. Learfield will provide radio exposure, internet campaigns, signage, and production and creative development for the above mentioned traffic safety areas.

## Intended Subrecipients

Learfield Sports

## Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$189,000.00             | \$37,800.00  |               |

## Planned Activity: ZLR Ignition

Planned activity number: 20-405d-FDL\*PM, Task 17

Primary Countermeasure Strategy ID: Communication Campaign

## Planned Activity Description

ZLR Ignition is the GTSB's main media grantee and is utilized for the development of media materials to be used statewide including traditional methods such as television, radio and print ads. Paid media will be secured in support of national mobilizations ("Click It or Ticket" and "Drive Sober or Get Pulled Over") and will use NHTSA's PSAs and /or taglines. ZLR will also develop PSAs and other materials as requested by the GTSB. ZLR will continue to explore ways to provide public service messages utilizing social media. ZLR will also maintain regular communication and will trace activities with mass media to determine the extent of the use of public service materials for future planning and the analysis of the effectiveness of the messages. ZLR will work with the GTSB staff to update and redistribute previously produced materials and will continue to update and maintain the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Specifically in the area of occupant protection, the projected usage of requested funds for FFY 2020 include the following:

1. Develop and execute a media plan to continue current strategy focused on seat belt safety and distracted driving. The plan will focus around the 18-34 year old audience and will utilize radio and digital means
2. Monitor free/earned and paid media and provide quarterly reporting
3. Produce and update brochures, PSAs, web assets, and other related educational pieces as requested

4. Keep talent fees current, as needed for existing campaigns
5. Improve website content (microsite)

## Intended Subrecipients

ZLR Ignition

## Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$307,000.00             | \$61,400.00  |               |

## Planned Activity: Alliance Sport Marketing

Planned activity number: 20-405d-FDL\*PM, Task 01

Primary Countermeasure Strategy ID: Communication Campaign

## Planned Activity Description

Alliance Sport Marketing targets the higher-risk segment of the motoring public which includes 16-34 year old males. Alliance Sport Marketing focuses their efforts within the "Top 22" counties as identified through the Problem Identification process. Within the "Top 22" counties, Alliance Highway Safety (Alliance Sport Marketing) has identified 12 motorsport venues and communities in which to provide traffic safety messaging. The motorsports campaign will consist of prominent signage in each of the venues to put the message in front of that target demographic, public address announcement which will be used to educate the attendees about highway safety, and banners promoting the venue and the message to be displayed within the communities. Primary messaging will utilize "Click It or Ticket" and "Drive Sober or Get Pulled Over". Motorsport venues have proven to be an effective and efficient means of educating the public about highway safety to discourage unsafe driving behaviors. Motorsports fans profile as young, thrill-seeking, males and are prone to self-destructive behaviors. Total impressions of the motorsport campaign will be measured and included in reports from Alliance.

In FFY 2020, Alliance will also continue the high school program "Choices Matter" with five (5) schools in Iowa. Traffic crashes remain the number one reason for death among teens nationwide. The high school traffic campaign will consist of a "Choices Matter" tour through the state featuring a presenting speaker, interactive simulators and social media outreach. The presenting speaker will address the student body about the impact choices have not only on their lives, but the lives of those around them. Throughout the day of the presentation the Alliance staff will set up an interactive display equipped with simulators and other elements to engage the

students and start conversations about highway safety. The tour will also include a social and digital media component to reach the students beyond the classroom to reinforce the message delivered within the presentation.

### Intended Subrecipients

Alliance Highway Safety (Alliance Sport Marketing)

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                           | Eligible Use of Funds           | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|---|---------------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act<br>405d<br>Impaired<br>Driving Low | 405d Low<br>Paid<br>Advertising | \$79,000.00              |              |               |

### Planned Activity: Screenvision Media

Planned activity number: 20-405d-FDL\*PM, Task 15

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Screenvision is a sole-source for advertising within movie theaters. Through Screenvision Media, GTSB public service announcements (PSAs) will run at selected movie theaters in the state. Through this grantee, PSAs are seen by a diverse and captivated audience. The PSAs to be run during FFY 2020 will include messages focusing on impaired driving, distracted driving, rural driving, and special "Click It or Ticket" messaging during the national mobilization period. Due to an increase in the number of theater locations available for on-screen advertising in Iowa, additional sites were added to the media mix for FFY 2020, thus offering a wider geographical target market for the GTSB and increased admissions.

### Intended Subrecipients

Screenvision Media

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$80,311.00              | \$16,062.00  |               |

### Planned Activity: Iowa Public Television

Planned activity number: 20-405d-FDL\*PM, Task 08

Primary Countermeasure Strategy ID: Communication Campaign

#### Planned Activity Description

Iowa Public Television reaches a statewide audience of two million viewers per month. Prime time underwriting announcements provide an inexpensive means of reaching these viewers on a platform that is known for its quality programming. The projected use of funds is for 135 prime time messages (approximately 3 per week) on traffic safety issues delivered statewide to Iowa Public Television's viewing audience during primetime programming.

#### Intended Subrecipients

Iowa Public Television Foundation

#### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

#### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$10,000.00              | \$2,000.00   |               |

### Planned Activity: Iowa Wolves Basketball

Planned activity number: 20-405d-FDL\*PM, Task 10

Primary Countermeasure Strategy ID: Communication Campaign

#### Planned Activity Description

The Iowa Wolves Basketball will be a venue in which to generate mass public awareness for the GTSB and their mission to diminish traffic safety problems and reduce death and injury on Iowa's streets and highways through various means of communication both inside and outside of Wells Fargo Arena in Des Moines.

Funding throughout FFY 2020 will support the following:

- LED Rotational Signage

An LED rotational signage will generate impressions both inside and outside of Wells Fargo Arena  
 The message being delivers is changeable throughout the season

- Alternate Transportation Table

GTSB will have a branded table at Fan Services during all Iowa Wolves home games  
 This table will encourage individuals to sign up to be designated drivers for the night

- Facebook Live / Broadcasts Feature

GTSB will receive an in game feature or commercial during Wolves home games (static, pre-recorded read)

- Social Media / Email Blasts

GTSB will receive five Facebook tags on the Iowa Wolves page throughout the season  
 GTSB will be featured in six Iowa Wolves email blasts each season

- Branded Giveaway

Specific giveaway TBD and mutually agreed upon by the GTSB and Iowa Wolves

- Concourse Tables

GTSB will receive up to four interactive concourse tables to be used during Iowa Wolves home games

- PA Announcement

GTSB will receive one PA announcement at the conclusion of all Iowa Wolves home games. The announcement to include the message being pushed that month.

**Intended Subrecipients**

Iowa Wolves Basketball

**Countermeasure strategies**

| Countermeasure Strategy |  |
|-------------------------|--|
| Communication Campaign  |  |
| Communication Campaign  |  |
| Communication Campaign  |  |

**Funding sources**

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$9,000.00               | \$1,800.00   |               |

**Planned Activity: LumberKings**

Planned activity number: 20-405d-FDL\*PM, Task 03

Primary Countermeasure Strategy ID:

**Planned Activity Description**

The LumberKings are a class A Midwest League affiliate of the Seattle Mariners. The home park for the LumberKings is Ashford University Field in Clinton, Iowa.

The planned activity for the LumberKings will be signage with the emphasis area being impaired driving. Such signage will provide for continuous exposure to over 175,000 fans with additional exposure through television and newspaper coverage. In addition to exposure to LumberKings fans, Ashford University Field also hosts college and Clinton High School Baseball, along with a variety of other local high school teams and events.

### Intended Subrecipients

LumberKings

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$2,750.00               |              |               |

### Planned Activity: Cedar Rapids Kernels Media

Planned activity number: 20-405d-FDL\*PM, Task 02

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Funding in FFY 2020 will be used to advertise and address the issues of impaired driving, seat belt usage and distracted driving. This will include outfield tri-vision signage that will be installed from April thru September 2020 and will reach approximately 250,000 people at Veteran’s Memorial Stadium. This will also include a public service announcement commercial at all 70 Kernels home games. This will include 70 radio commercials that will air on KMRY Radio (1450 AM, 93.1 FM), as well as on-line at Kernels.com and KMRYradio.com.

In addition to the regular season, the Kernels host over 60 schools (including colleges, high schools and elementary schools) with a night at the ballpark. The fan base includes people of all ages but heavily emphasize reaching families.

The Cedar Rapids Kernels is a Midwest League Class A affiliate of the Minnesota Twins.

### Intended Subrecipients

Cedar Rapids Kernels

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |

|                        |
|------------------------|
| Communication Campaign |
| Communication Campaign |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$7,500.00               |              |               |

## Planned Activity: Radio Iowa

Planned activity number: 20-405d-FDL\*PM, Task 14

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The GTSB statewide public education campaign, distributed through Learfield News & Ag (Radio Iowa), promotes roadway safety while educating Iowa's of zero fatalities behaviors in an effort to decrease motor vehicle crashes and traffic fatalities across the state. The campaign will continue long-term measurements based on FARS crash data as well as Nielsen survey data on the reach, frequency and gross impressions specific to the campaign. Radio messages are an integral part of the GTSB strategy due to radio's status as the number one reach platform and most dominate in care advertising medium. GTSB :30 and :10 messages will be fed with news content across Learfield's News and Ag network covering Iowans in our key audience demographic, those prone to vehicular accidents due to age demographics and the fact that they are driving on difficult rural roadways. Messages will be developed at no charge with the use of award willing creative team and nationally recognized voice talents. Radio Iowa/Learfield's success in public education campaigns promoting roadway safety and educating Iowan's of zero fatality behaviors is the overall mission. The project objectives include

- Prevent motor vehicle crashes statewide.
- Decrease traffic fatalities across Iowa.
- Focus on unique challenges surrounding rural road safety (gravel roads, narrow shoulders, sharing the road, large ag equipment, hidden signs/intersections/crops)
- Educate Iowans of key Zero Fatalities behaviors (Speeding, Impaired Driving, Distracted Driving, Drowsy Driving)

Target audiences based on crash data -

- Primary audience: Adult drivers 18+ covering the state of Iowa.
- Secondary Audiences:

Rural drivers

Aging drivers

16-34 year old drivers based on crash data

With an affiliate network that covers all 99 Iowa counties, it is guaranteed coverage will occur throughout Iowa's "Top 22" problem identification counties.

### Intended Subrecipients

Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$103,000.00             | \$20,600.00  |               |

Planned Activity: KDSM Fox 17

Planned activity number: 20-405d-FDL\*PM, Task 11

Primary Countermeasure Strategy ID: Communication Campaign

Planned Activity Description

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

Intended Subrecipients

KDSM Fox 17

Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

Funding sources

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

|      |   |                                 |             |            |  |
|------|---|---------------------------------|-------------|------------|--|
| 2017 | FAST Act<br>405d<br>Impaired<br>Driving Low | 405d Low<br>Paid<br>Advertising | \$12,000.00 | \$2,400.00 |  |
|------|---|---------------------------------|-------------|------------|--|

## Program Area: Impaired Driving (Drug and Alcohol)

### Description of Highway Safety Problems

Impaired driving is one of the leading causes of fatal traffic crashes. In Iowa, alcohol is second only to excessive speed as a contributing factor in overall traffic crashes. One person dies every 51 minutes (nationally) because someone chooses to drive drunk. In 2016, 26% of fatalities in the state of Iowa were alcohol-impaired. This was an increase from 24% recorded in 2015. Preliminary data for 2017, as maintained by the Iowa Department of Transportation, is provided below.

|   |                             |
|---|-----------------------------|
| High BAC involving a fatality           | 0.380                       |
| Average BAC of alcohol-related fatality | 0.151                       |
| Alcohol-Impaired Fatalities             | 79 (BAC of 0.080 or higher) |
| Alcohol-Related Fatalities              | 91 (BAC of 0.010 or higher) |

Iowa recognizes that impaired driving involves more than just alcohol. See chart below (IA DOT data):

|       | All Fatal Crashes | Alcohol-Related Crashes and Fatalities | Alcohol-Impaired Crashes and Fatalities | Drug-Related Crashes and Fatalities |      | Crashes | Fatalities | Crashes | %     | Fatalities | %     | Crashes | %     | Fatalities |
|-------|-------------------|--|---|-------------------------------------|------|---------|------------|---------|-------|------------|-------|---------|-------|------------|
| %     | Crashes           | %                                      | Fatalities                              | %                                   | 2016 | 355     | 402        | 92      | 25.92 | 105        | 26.12 | 77      | 21.69 | 88         |
| 21.89 | 70                | 19.72                                  | 84*                                     | 20.90                               |      |         |            |         |       |            |       |         |       |            |

As drugs continue to be a concern in regard to impaired driving, the state will continue to support ARIDE training and DRE certification opportunities.

The Iowa Division of Criminal Investigation Criminalistics Laboratory continues to play an important role in combating impaired driving in Iowa through toxicological analyses, expert testimony and support of Data-Masters throughout the state. The lab now has internal capability for blood toxicology. In regard to the capability of blood toxicology confirmational testing, the DCI Laboratory has completed method validations and now has the ability to confirm most common drugs of abuse and related metabolites in blood samples. The Laboratory is currently screening blood samples for the following drugs/drug classes: Opiates, Dextromethorphan, Meprobamate, Amphetamines, Barbiturates, Benzodiazepines, Methadone, Phencyclidine (PCP), Cocaine Metabolites, Zolpidem, Tricyclics, Marijuana Metabolites, Tramadol, Fentanyl, and Buprenorphine.

Despite enforcement efforts, there are other areas that Iowa is addressing and/or reviewing in regard to impaired driving. In 2016, Iowa formed an Impaired Driving Coalition to address the high percentage of impaired driving fatalities in the state. From the Coalition, an Impaired driving Plan was developed which provided

recommendations to address and improve the impaired driving problem in the state. In FFY 2019, the Coalition will continue to meet to address impairment.

**Associated Performance Measures**

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)  | 2020            | 5 Year        | 345.8        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files)                                       | 2020            | 5 Year        | 1396.2       |
| 2020        | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 2020            | 5 Year        | 93.00        |

**Countermeasure Strategies in Program Area**

| Countermeasure Strategy                  |
|--|
| Drug Recognition Expert (DRE) Training   |
| High Visibility Enforcement              |
| Highway Safety Office Program Management |
| Judicial Education                       |
| Laboratory Drug Testing Equipment        |
| Law Enforcement Training                 |
| Prosecutor Training                      |

**Countermeasure Strategy: Drug Recognition Expert (DRE) Training**

Program Area: Impaired Driving (Drug and Alcohol)

**Project Safety Impacts**

As in other states, Iowa has been seeing an increase in drug-related fatalities throughout the state. It is critical that law enforcement officers have the opportunity to receive this specialized training in order to recognize the signs and symptoms of drug usage. Training for law enforcement is on-going and DRE-certified officers must keep their certifications current.

The DRE training program is both classroom and a week-long hands on experience in Phoenix.

**Linkage Between Program Area**

Iowa continues to see an uptick in the number of drug-related incidents, including traffic crashes and fatalities. With the ever-changing drug culture, it is critical that training is offered for recognition of drugs. However, to maintain a strong DRE program, it is also critical that other traffic safety partners, including but not limited to

judicial/prosecution, laboratory personnel, etc. are also on the forefront of the ever-changing drug world.

## Rationale

The Drug Recognition Expert trainings and certifications are nationally recognized and supported through the International Association of Chiefs of Police (IACP) and NHTSA.

With the general overall increase of drug-related traffic incidents, Iowa sees a need to offer this specialized training in order to have more DRE certificated officers throughout the state.

Impairment involved driving is also identified as a safety emphasis area of the State Strategic Highway Safety Plan. A strategy included in the SHSO is to support trainings for 60 new drug recognition expert officers and 500 new Advanced Roadside Impaired Driving Enforcement (ARIDE) officers over the plan period (2019-2023).

### Planned activities in countermeasure strategy

| Unique Identifier         | Planned Activity Name |
|---------------------------|-----------------------|
| 20-405d-M6OT Task 00-00-6 | DRE Program Expenses  |

### Planned Activity: DRE Program Expenses

Planned activity number: 20-405d-M6OT Task 00-00-6

Primary Countermeasure Strategy ID: Drug Recognition Expert (DRE) Training

### Planned Activity Description

Funding in FFY 2020 is allocated to support the DRE program to include DRE training/certification, binders and supplies, travel to Arizona for certification purposes and to attend the DRE National Conference.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                |
|--|
| Drug Recognition Expert (DRE) Training |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|------------------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Drug and Alcohol Training | \$110,000.00             |              |               |

### Countermeasure Strategy: High Visibility Enforcement

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

According to NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 9th Edition, 2017, enforcement efforts are listed as likely (integrated enforcement)

and effective (high visibility saturation patrols) against impaired driving. Enforcement efforts provide for deterrence, prevention and communication/outreach. Through deterrence, enforcement enacts, publicizes, enforces and adjudicates laws prohibiting impaired driving. Prevention is a tactic in which to reduce drinking and keeping drinkers from driving, Communications and outreach is a way to inform the public of the dangers of impaired driving and establish positive social norms that make driving while impaired unacceptable.

### Linkage Between Program Area

High visibility enforcement is a strategy strongly supported by enforcement agencies throughout the state. Accurate and timely data helps identify problematic areas throughout the state.

Impairment-involved is listed as a safety emphasis area within the State Strategic Highway Safety Plan (2019-2023). Enforcement includes the necessity to have properly trained officers as seen with other Section 405d projects supporting ARIDE and DRE certification efforts.

### Rationale

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

High visibility enforcement also supports the national mobilization efforts such as "Click It or Ticket" and "Drive Sober or Get Pulled Over".

#### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name        |
|-------------------|------------------------------|
| 20-402-M0AL HVE   | Law Enforcement/HVE - 402 AL |
| 20-405d-M6OT HVE  | Law Enforcement/HVE - 405d   |

### Planned Activity: Law Enforcement/HVE - 402 AL

Planned activity number: 20-402-M0AL HVE

Primary Countermeasure Strategy ID: High Visibility Enforcement

#### Planned Activity Description

In 2020, 15 law enforcement agencies will receive Section 402 funding to support overtime enforcement efforts with an emphasis on impaired driving during times and at locations that have been identified through data as high-risk. Grantees will be required to conduct at least 12 traffic-related public information and/or educational activities and two special enforcement events. Funding will also support the purchase of equipment (preliminary breath testers, in-car video cameras, and/or fatal vision goggle kits). Funding may also be used for officers to attend approved traffic safety trainings. Some grantees will receive funding GTSB approved educational materials and for overtime to conduct educational presentations on impaired driving prevention at schools and/or for other interested parties. In addition to enforcement mentioned above, agencies are highly

encouraged to participate in national mobilizations such as "Drive Sober or Get Pulled Over" and "Click It or Ticket".

### Intended Subrecipients

- Ames Police Department
- Cerro Gordo County Sheriff
- Clear Lake Police Department
- Des Moines County Sheriff
- Eldridge Police Department
- Marshalltown Police Department
- Windsor Heights Police Department

### Countermeasure strategies

| Countermeasure Strategy     |
|-----------------------------|
| High Visibility Enforcement |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|-----------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Alcohol (FAST)        | \$116,600.00             | \$23,320.00  | \$116,600.00  |

### Planned Activity: Law Enforcement/HVE - 405d

Planned activity number: 20-405d-M6OT HVE

Primary Countermeasure Strategy ID: High Visibility Enforcement

### Planned Activity Description

Iowa maintains a strong initiatives to address impaired driving. Despite such efforts, in 2017, alcohol impairment was a factor in approximately 27% of all traffic fatalities. Iowa data identifies that impaired driving is one of the most common contributors to vehicle crashes, with drugged-impaired driving on the rise. High visibility enforcement remains an effective countermeasure used in Iowa to reduce impaired driving related crashes. High visibility enforcement is included in NHTSA's "Countermeasures that Work", 9th Edition, 2017, as an effective strategy to combat impaired driving. Enforcement agencies allocated funding under Section 405d are all within counties that have been identified within Iowa's "Top 40" problematic counties as determined annually through the Problem Identification analysis.

Section 405d funding for law enforcement/high visibility enforcement will support overtime efforts, educational events, equipment purchases, and traffic-related training opportunities, all with an emphasis on impaired driving.

### Intended Subrecipients

| Blue Grass Police Department |
|------------------------------|
| Boone Police Department      |

|                                       |
|---------------------------------------|
| Buffalo Police Department             |
| Cass County Sheriffaposs Office       |
| Cedar County Sheriff                  |
| Cedar Rapids Police Department        |
| Clinton County Sheriff                |
| Colfax Police Department              |
| Dallas County Sheriffaposs Office     |
| Epworth Police Department             |
| Evansdale Police Department           |
| Fayette County Sheriffaposs office    |
| Hamilton County Sheriffaposs Office   |
| Huxley Police Department              |
| Iowa State Patrol                     |
| Jasper County Sheriffaposs Office     |
| Knoxville Police Department           |
| LeClaire Police Department            |
| Linn County Sheriffaposs Office       |
| Mahaska County Sheriffaposs Office    |
| Marion County Sheriffaposs Office     |
| Mitchellville Police Department       |
| Mount Vernon Police Department        |
| Oelwein Police Department             |
| Oskaloosa Police Department           |
| Princeton Police Department           |
| Storm Lake Police Department          |
| University Heights Police Department  |
| University of Northern Iowa           |
| Walcott Police Department             |
| Washington County Sheriffaposs Office |
| West Burlington Police Department     |
| West Liberty Police Department        |
| Winneshiek County Sheriff Office      |

### Countermeasure strategies

| Countermeasure Strategy     |
|-----------------------------|
| High Visibility Enforcement |

### Funding sources

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

|      |   |                     |              |  |  |
|------|---|---------------------|--------------|--|--|
| 2017 | FAST Act<br>405d<br>Impaired<br>Driving Low | 405d Low<br>Alcohol | \$893,205.00 |  |  |
|------|---|---------------------|--------------|--|--|

## Countermeasure Strategy: Highway Safety Office Program Management

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways utilizing federally-funded grants to improve traffic safety in the State of Iowa."

### Linkage Between Program Area

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways utilizing federally-funded grants to improve traffic safety in the State of Iowa."

### Rationale

GTSB staff are committed to ensure the federal highway safety program for the state of Iowa is run in an efficient and effective manner.

Program management involves quality and timely project management which includes the evaluation of risk, oversight, and continuous monitoring and technical/analytical support and evaluation. Through oversight, Program Administrators ensure timely and accurate submission and processing of subgrantee claims and ensure expenditures conform with approved budget. Project monitoring is a process used to assess progress and problems, provides for accountability, and can detect problems early. Monitoring is a continuous effort. Evaluation is to be completed at the end of a project and determines how well a project achieved (or is achieving) intended goals. In order to stay apprised of traffic safety issues and federal funding requirements, the members of the GTSB staff are actively involved in meetings, conferences, and trainings. Such activities strengthen the professional relationships with traffic safety stakeholders throughout the state.

### Planned activities in countermeasure strategy

| Unique Identifier         | Planned Activity Name        |
|---------------------------|------------------------------|
| 20-402-M0AL Task 00-00-03 | GTSB Travel (AL)             |
| 20-402-M0AL Task 00-00-04 | GTSB Printing (AL)           |
| 20-402-M0AL Task 00-00-07 | GTSB Program Management (AL) |

### Planned Activity: GTSB Travel (AL)

Planned activity number: 20-402-M0AL Task 00-00-03

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

Funding in FFY 2020 is allocated for impaired-related travel/training for GTSB Program Administrators and for staff to attend the GHSA Annual Meeting.

### Intended Subrecipients

GTSB - Internal

#### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |

#### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$2,500.00               |              | \$0.00        |

### Planned Activity: GTSB Printing (AL)

Planned activity number: 20-402-M0AL Task 00-00-04

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

#### Planned Activity Description

Funding in FFY 2020 is allocated for impaired-related printing.

### Intended Subrecipients

GTSB - Internal

#### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |

#### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$5,000.00               |              | \$0.00        |

### Planned Activity: GTSB Program Management (AL)

Planned activity number: 20-402-M0AL Task 00-00-07

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

#### Planned Activity Description

Split proportions of GTSB staff salaries for activities focused on impaired driving. This project will provide for technical assistance with on-going public information and education activities supporting impaired driving

issues and to coordinate, monitor, and audit impaired driving area grants and activities.

## Intended Subrecipients

GTSB - Internal

## Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |

## Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$462,000.00             |              | \$0.00        |

## Countermeasure Strategy: Judicial Education

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

Judges and magistrates lack user friendly materials that can be easily accessed to answer questions that may arise as they are hearing cases.

### Linkage Between Program Area

Judges and magistrates lack user friendly materials that can be easily accessed to answer questions that may arise as they are hearing cases.

### Rationale

Judges and magistrates lack user friendly materials that can be easily accessed to answer questions that may arise as they are hearing cases. This lack of information has led to improper actions on the part of judges and magistrates. As Iowa's court system transitions to a paperless system, information for judges should follow this trend and be immediately available through the Judicial Branch computer system.

### Planned activities in countermeasure strategy

| Unique Identifier      | Planned Activity Name |
|------------------------|-----------------------|
| 20-405d-FDLIS, Task 02 | Traffic Bench Book    |

### Planned Activity: Traffic Bench Book

Planned activity number: 20-405d-FDLIS, Task 02

Primary Countermeasure Strategy ID: Judicial Education

### Planned Activity Description

Judges and magistrates lack user friendly materials that can be easily accessed to answer questions that may arise as they are hearing cases. This lack of information has been an issue for judges and magistrates. As Iowa's court system transitions to a paperless system, information for judges should follow this trend and be immediately available through the Judicial Branch computer system. Through this project, the State Court

Administrator's Office will continue the development of their traffic bench book, confirming all information is accurate, accessible, and useful. This will be accomplished with committees coordinated by a staff attorney. The attorney will work in conjunction with judges and magistrates to evaluate the usefulness of the traffic safety bench book. A robust backbone is key for judges to access information that is reliable and up-to-date.

## Intended Subrecipients

Iowa State Court Administrator's Office

## Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Judicial Education      |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|-----------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Alcohol      | \$19,000.00              | \$3,800.00   |               |

## Countermeasure Strategy: Laboratory Drug Testing Equipment

Program Area: Impaired Driving (Drug and Alcohol)

## Project Safety Impacts

The Iowa Division of Criminal Investigation Crime Laboratory is the only publicly funded toxicology service available in the state to law enforcement. The laboratory provides certification and training of the evidentiary breath alcohol testing instrument called the DataMaster DMT as well as provides forensic testing of blood and urine samples for alcohol concentration along with drug analysis in both matrices.

Toxicology cases submitted to the lab by law enforcement have increased by about 33% over the course of the past four years. With past and current funding from GTSB via this project, the dedicated staff in the Toxicology section have been able to maintain turnaround times of about 23 days, which is very good compared to most similar crime laboratories. The turnaround of impaired driving cases is very important to traffic enforcement to law enforcement in our state.

Newer "DUID" drug screening kits cost approximately 45% more than their older non-DUID counterparts however expands the panel from 13-20 drugs/drug classes. Unfortunately there has been no increase to the available consumables funding available to the laboratory through the labs general budget.

With just two people staffing our breath alcohol program, the Iowa DCI Laboratory greatly relies on overtime funding to allow these individuals to maintain, calibrate and repair the DataMaster DMT devices. State law requires each instrument is recertified each year by the laboratory. Additionally, this funding has been used to provide ethanol dry gas tanks for the DataMaster to law enforcement agencies which is beneficial to both control of the quality of the dry gas as well as to provide a cost savings to all law enforcement agencies in Iowa who utilize breath alcohol testing as part of impaired driving enforcement. Currently the DCI Laboratory maintains approximately 160 devices across the state.

## Linkage Between Program Area

The Iowa Division of Criminal Investigation Crime Laboratory plays an important role in Iowa's impaired driving crackdown efforts. Being the only state crime lab, services provided are essential for the state in the area of impairment which support enforcement efforts, judicial proceedings, and legislative interests. The data provided in the area of drug testing will be especially important in the coming years as the legalization of marijuana throughout the nation continues. Efforts also support several of the countermeasures identified in NHTSA's "Countermeasures that Work".

## Rationale

The Iowa Division of Criminal Investigation Crime Laboratory plays an important role in Iowa's impaired driving crackdown efforts. Being the only state crime lab, services provided are essential for the state in the area of impairment which support enforcement efforts, judicial proceedings, and legislative interests. The data provided in the area of drug testing will be especially important in the coming years as the legalization of marijuana throughout the nation continues. Efforts also support several of the countermeasures identified in NHTSA's "Countermeasures that Work".

### Planned activities in countermeasure strategy

| Unique Identifier      | Planned Activity Name     |
|------------------------|---------------------------|
| 20-405d-FDLIS, Task 01 | Iowa DCI Crime Laboratory |

## Planned Activity: Iowa DCI Crime Laboratory

Planned activity number: 20-405d-FDLIS, Task 01

Primary Countermeasure Strategy ID: Laboratory Drug Testing Equipment

### Planned Activity Description

The Iowa DCI Criminalistics Laboratory is the only publicly funding toxicology service available to law enforcement. The laboratory provides certification and training of the evidentiary breath alcohol testing instrument (DataMaster DMT) as well as provides forensic testing of blood and urine samples for alcohol concentration along with drug analysis in both matrices and the addition of blood drug analysis. The following identify the planned activity and services by the DCI Laboratory in FFY 2020.

Funding for one full-time Forensic Science Technician to assist in conducting alcohol and drug tests.  
Funding for staff or overtime to set up, install, certify and repair DataMaster DMT units, recertify officers on DMT use and work impaired driving case confirmations.

Conduct testing for alcohol and drugs of abuse in both blood and urine matrices and report the number of tests conducted and test results including details on the drug levels per test (where applicable).

Provide staff overtime to set up, install, certify and repair DataMaster DMT units for Iowa users, recertify officers on DMT operation, and work impaired driving case confirmation as needed.

Decrease the number of samples sent outside the lab for drug testing.

Provide expert testimony in operating while impaired (OWI) court cases.

Purchase, receive and distribute DataMaster DMT units, Simulators, Thermometers and Barometers as needed.

Purchase consumable forensic toxicology supplies, DataMaster replacement parts, dry gas tanks, simulator parts, and DMT operational software and manuals as needed.

Participate in contract-related training and travel that improves the laboratory’s knowledge and abilities relating to toxicology testing, breath alcohol program operations and expert testimony on these subjects.

### Intended Subrecipients

Iowa Division of Criminal Investigation, Criminalistics Laboratory

### Countermeasure strategies

| Countermeasure Strategy           |
|-----------------------------------|
| Laboratory Drug Testing Equipment |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds          | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|--------------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low BAC Testing/Reporting | \$182,000.00             | \$36,400.00  |               |

### Countermeasure Strategy: Law Enforcement Training

Program Area: Impaired Driving (Drug and Alcohol)

#### Project Safety Impacts

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

The ARIDE program was developed by the National Highway Traffic Safety Administration (NHTSA) with input from the International Association of Chiefs of Police (IACP).

The SFST program trains officers to assess drivers suspected of being under the influence of alcohol, while the DRE program provides more advanced training to evaluate suspected drug impairment. ARIDE is intended to bridge the gap between the SFST and DRE programs by providing officers with general knowledge related to drug impairment and by promoting the use of DREs. One of the more significant aspects of ARIDE is the required student demonstration of the SFST proficiency requirement. The ARIDE program stresses the importance of the signs and symptoms of the seven drug categories. ARIDE will train officers to observe, identify and articulate the signs of impairment related to drugs, alcohol, or a combination of both in order to reduce the number of impaired driving incidents as well as crashes which result in serious injuries and fatalities. The state continues to see an interest in ARIDE classes. Over 210 officers have been trained per year in ARIDE over the past 3 years.

#### Linkage Between Program Area

The state of Iowa continues to see an increase in impaired-related fatalities and serious injuries. Specifically,

drug-related cases are becoming more prevalent.

The following four drugs that were the most frequently identified in fatal crashes in 2017:

Marijuana

Stimulants, Type Unknown

Depressants, Type Unknown

Fentanyl

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

Specialized training of law enforcement is also included in the State's Strategic Highway Safety Plan.

### Rationale

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

The ARIDE program was developed by the National Highway Traffic Safety Administration (NHTSA) with input from the International Association of Chiefs of Police (IACP).

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### Planned activities in countermeasure strategy

| Unique Identifier         | Planned Activity Name  |
|---------------------------|------------------------|
| 20-405d-M6OT Task 00-00-7 | ARIDE Program Expenses |

### Planned Activity: ARIDE Program Expenses

Planned activity number: 20-405d-M6OT Task 00-00-7

Primary Countermeasure Strategy ID: Law Enforcement Training

### Planned Activity Description

Funding in FFY 2020 is allocated for travel, supplies, training sites, and printing associated with ARIDE.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

|                         |
|-------------------------|
| Countermeasure Strategy |
|-------------------------|

|                          |
|--------------------------|
| Law Enforcement Training |
|--------------------------|

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds            | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|----------------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Impaired Driving Low (FAST) | \$15,000.00              |              |               |

## Countermeasure Strategy: Prosecutor Training

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

The GTSB's partnership with the Prosecuting Attorney's Training Council is to develop and improve overall safety capabilities through training of law enforcement, prosecutors, and other professionals/stakeholders involved in enforcement of traffic laws and improving program management and decision-making. The grant is primarily used for training, to address special problems or opportunities, and to provide a coordination mechanism for the purpose of reducing traffic-related property damage, personal injury, and fatal crashes. Key personnel also supports legislation which improves highway safety.

### Linkage Between Program Area

Impaired driving remains a primary focus of training and enforcement efforts.

### Rationale

Monthly activity reports will detail the key personnel's provision of services to the respective agencies, and include impaired driving prosecutor training events, detection and apprehension law enforcement training events, instruction at ARIDE, DRE, SFST, and other courses including but not limited to mock trial events for new officers to acquaint them with courtroom testimony in the area of impaired driving. Attendance is reported for all trainings to document exposure. Handouts are also prepared for each training to better effectuate retention of the material presented. The key personnel also documents all correspondence and research conducted on behalf of prosecutors and law enforcement in preparation of pretrial, trial, and post-trial motions, and follows up on outcomes. The case law update at the annual GTSB conference, legislative updates for prosecutors and law enforcement, and workshops also include evaluation forms so that attendees can comment/critique the usefulness and quality of the education and material provided, and suggest future presentation topics.

### Planned activities in countermeasure strategy

| Unique Identifier       | Planned Activity Name                            |
|-------------------------|--|
| 20-405d-FDL*PT, Task 02 | TSRP / Prosecuting Attorney Training Coordinator |

## Planned Activity: TSRP / Prosecuting Attorney Training Coordinator

Planned activity number: 20-405d-FDL\*PT, Task 02

Primary Countermeasure Strategy ID: Prosecutor Training

## Planned Activity Description

This project will provide for a liaison between prosecutors, law enforcement officers, and other governmental agencies and personnel, including NHTSA's Judicial Outreach Liaison, to facilitate better working relationships and promote uniform enforcement and prosecution of Iowa's impaired driving laws; provide skills training workshops for prosecutors in OWI and drug-impaired driving offenses; provide law enforcement workshops on impaired driver detection and apprehension, implied consent, report writing and testimony preparation; provide additional impaired driver training at DRE, SFST, ARIDE and other courses, provide research assistance, consultation and advice for prosecutors, law enforcement officers, hearing officers, governmental personnel and agencies on detection, apprehension, charging, trial and punishment or treatment of impaired drivers and Iowa implied consent laws, assist ILEA with the identification and design of training for OWI, drug-impaired driving offenses and implied consent laws; present case law updates at the annual GTSB conference, prepare and distribute quarterly advisory bulletins with information on court decisions and/or legislation impacting OWI or implied consent laws; provide an annual update for the comprehensive OWI and Major Traffic Offense Manual; and participate in traffic safety training with prior DPS/GTSB approval.

## Intended Subrecipients

Prosecuting Attorneys Training Coordinator

## Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Prosecutor Training     |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|-----------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Alcohol      | \$199,500.00             | \$39,900.00  |               |

## Program Area: Motorcycle Safety

### Description of Highway Safety Problems

Motorcycle crashes comprised almost 2% of the total annual motor vehicle crashes in Iowa for 2016, 2017, and 2018 (preliminary). Motorcycle crashes that resulted in a fatality are overrepresented at nearly 13% in 2018 (preliminary), 15% in 2017 and 17% in 2016 (Iowa DOT). It is for these reasons that motorcycle safety remains an important priority.

Iowa uses the national Motorcycle Safety Foundation (MSF) Rider Education and Training System to positively impact motorcycle safety. There are three MSF Rider Coach Trainers (RCTs) who have dedicated instruction that allows them to train new Iowa MSF RiderCoaches (RC) and provide continuing education for current Iowa RCs. In turn, these MSF-approved RiderCoaches provide research-based courses to Iowa motorcycle riders through organizations (MRE Sponsors) that have met the requirements to be MSF Rider Education Recognition

Programs. Iowa MRE Sponsors consist of 19 active public and private organizations, with the majority being community colleges.

Iowa’s motorcycle rider education (MRE) structure is well-established with a pool of highly trained (MSF Rider Coaches), and a delivery system that provides for access throughout the state. With this structure in place, it is important to ensure that consistent quality is provided in each location and link professional development for RiderCoaches to the needs identified during quality assurance site visits.

Of the number of Iowans with an active motorcycle registration in 2018 approximately 25% did not hold valid motorcycle operation privileges through either a motorcycle endorsement or a motorcycle license (Iowa DOT, March 2019). It is possible that the actual percentage may be slightly lower assuming that some of these individuals may hold a motorcycle registration for a family member who has a motorcycle endorsement.

Individuals who have obtained a motorcycle endorsement in Iowa have, at a minimum, passed a knowledge test and either a riding skills test at an Iowa Driver’s License Service Center or waiver-eligible MSF Basic Rider Course. Since there is a required educational component to receive a motorcycle endorsement, individuals who do not hold a motorcycle endorsement may not have the level of safety knowledge and skills compared to those that do have the endorsement.

In 2016, there were 514,215 Iowans age 65 and over representing 16.4% of the total state population (Sate Data Center of Iowa and the Iowa Department on Aging-Older Iowans: 2018). By 2050, it is estimated that number will increase to 677,266 or 19.7% of the state’s population (State Data Center of Iowa and the Iowa Department on Aging-Older Iowans: 2018). As the number of older Iowans continues to grow, the number of older motorcyclists is expected to follow this trend. Of Iowan’s age 55 and older holding a motorcycle registration 2019 (Iowa DOT, March 2019), approximately 31% did not hold valid motorcycle operation privileges through either a motorcycle endorsement or a motorcycle license. Motorcycle safety education will need to be available to address these changing demographics.

**Associated Performance Measures**

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)                                    | 2020            | 5 Year        | 345.8        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files) | 2020            | 5 Year        | 1396.2       |
| 2020        | C-7) Number of motorcyclist fatalities (FARS)                               | 2020            | 5 Year        | 48.00        |
| 2020        | C-8) Number of unhelmeted motorcyclist fatalities (FARS)                    | 2020            | 5 Year        | 35.00        |

**Countermeasure Strategies in Program Area**

| Countermeasure Strategy   |
|---------------------------|
| Motorcycle Rider Training |

## Countermeasure Strategy: Motorcycle Rider Training

Program Area: Motorcycle Safety

### Project Safety Impacts

Section 405f funding will be utilized to support efforts to provide training to riders to sharpen riding skills especially in the spring after not riding for several months due to Iowa’s winter season. General motorists are also reminded to be cognizant of motorcyclists and to share the road.

Motorcycle Rider Training is identified in NHTSA's "Countermeasures that Work". In Iowa, there are numerous rider training opportunities throughout the state. Both beginner and experienced rider training is provided.

### Linkage Between Program Area

It is the goal of motorcycle rider training courses to improve the overall rider abilities, for both novice and experienced riders.

In Iowa, motorcycle safety is getting recognized in numerous areas, including communications/media and research. Motorcycles were not identified as a priority area within the State Strategic Highway Safety Plan (2019-2023) but is still considered very important in regard to traffic safety in Iowa.

### Rationale

Iowa believes the most effective ways to improve motorcycle safety is through rider education and reminding the general motoring public to be extra vigilant to look for riders.

A motorcycle is inherently more difficult to operate than a passenger vehicle because it requires more physical skill. A motorcycle also offers the rider little protection in a crash. Iowa has experienced the same upward trends in motorcycling popularity as has been seen throughout the nation. Iowa will continue to review data and trends. The research being done by the University of Iowa, Injury Prevention Research Center will also be considered in ways to improve motorcycle safety. Motorcycles were involve in over 16% of the total fatalities and serious injuries in the state between 2013 and 2017.

#### Planned activities in countermeasure strategy

| Unique Identifier     | Planned Activity Name             |
|-----------------------|-----------------------------------|
| 20-405f-M9MA, Task 01 | Motorcycle Rider Training Courses |

### Planned Activity: Motorcycle Rider Training Courses

Planned activity number: 20-405f-M9MA, Task 01

Primary Countermeasure Strategy ID: Motorcycle Rider Training

### Planned Activity Description

The Iowa Department of Transportation Motor Vehicle Division, Office of Driver and Identification Services requests to continue the current project outlined in the Governor’s Traffic Safety Bureau (GTSB) Motorcyclist Safety Grant.

1) Implement MRE Quality Assurance Program

In November 2017, 17 RiderCoaches and RiderCoach Trainers completed a two-day MSF Quality Assurance

Training. This training included the review of both the classroom and skills portion of MSF courses and the “. . . causes and situations that affect the quality of outcomes . . .” (MSF QASCC FAQs, 2017). MSF created a standardized QA assessment tool, MSF online Quality Assurance Module (QAM), that QA-trained RiderCoaches (QA Specialists) use to enter scores and narrative from each QA site visit. After a review and approval process, the assessments are finalized and aggregate quantitative and qualitative data are available for review by program administrators.

The Iowa MRE program has begun piloting the QA program during summer 2018 to give the QA Specialists practice conducting site visits and entering the documentation of the visit into the online system. The RiderCoaches that attended the Motorcycle Safety Foundation Quality Assurance Training, Completed the Motorcycle Safety Foundation online quality assurance reporting, were identified and contacted regarding continuation of quality assurance site visits in 2019.

FFY 2019 is serving as year one for the QA program with site visits expected at a minimum of ten MRE Sponsor sites. When possible, two QA Specialists will review the same MRE course at one site and enter the QA assessment results into the QAM. Following the site visit, the QA Specialists will review the finding with the RiderCoaches instructing at the course site and educate on any potential areas of improvement. If additional education is needed from QA site visit findings, the Rider Coach Trainers (QA Managers) will provide additional technical assistance to the RiderCoaches. The QA report will be provided to the MRE Sponsor Coordinators, so they too may continue improvement efforts at their sites. The QA Managers and the Iowa DOT state motorcycle administrator (QA Administrator) will have rights to the QAM to view the aggregate data from the QA site visits. They will then be able to identify the most needed areas of improvement. For example, if the assessments reveal that improvements are needed in teaching a specific activity of the skills portion of the MRE course, that activity will be a focus on the professional development offered at the annual MRE Update provided by the RiderCoach Trainers.

This system will ensure that a) the MSF courses provided in Iowa are meeting all components of the evidence-based MSF curriculum, b) all Iowans are receiving consistent motorcycle safety education regardless of location, and c) professional development for the RiderCoaches is timely and relevant. Continuing to improve the quality of Iowa’s motorcycle rider education program will positively impact motorcycle safety in Iowa.

Summary of QA Contract Activities:

Conduct quality assurance (QA) site visits at a minimum of ten MRE sponsor course sites.

Identify a minimum of two areas of improvement from quality assurance site visits and MRE sponsor reporting.

Conduct a RiderCoach Update on at least two separate dates that incorporates the quality assurance finding as part of the professional development activities.

2) Educate motorcycle registration holders about benefits of having a driver’s license with a motorcycle endorsement.

This project is a continuation of ongoing activities for the FFY 2019 GTSB grant. For FFY 2019, educational materials are being provided listing details of the MSF courses that serve as a waiver to the skills testing for a motorcycle endorsement. In addition, course vouchers will be made available to MRE program sponsors and interested motorcycle dealers. A pre-determined number of vouchers will be available for this project.

Summary of Contract Activities:

Reduce the percentage of individuals holding a motorcycle registration but not a motorcycle endorsement from 25% to 24.5% (.5% reduction) through the provision of:

Educational materials about motorcycle rider education course offerings in a variety of settings, including riders taking the motorcycle knowledge or skills test at Driver's License Service Centers. Motorcycle rider education course vouchers through the MRE program sponsors and interested motorcycle dealers.

3) Promote participation in MRE courses beyond the BasicRider Course.

This project is a continuation of ongoing activities for the FFY 2019 GTSB grant. It may have been several years since many motorcyclists participated in a rider education course. Some of the Iowa MRE program sponsors offer MSF courses beyond the BRC and BRC2, including the Advanced Rider Course (ARC) and Returning Rider BasicRider Course (RRBRC). The ARC is for motorcyclists seeking more advanced safety instruction. The RRBRC is a refresher for individuals who have not been an active motorcycle rider for some time to promote these courses, grant funds will be used to offer the courses for a reduced cost through MRE program sponsors. A pre-determined number of vouchers will be available for this project.

Summary of Contract Activities:

Maintain or increase the number of individuals (39) who complete the Returning Rider Course or Advanced Rider Courses by promoting participation in MRE courses beyond the BRC through the provision of motorcycle rider education course vouchers from the MRE program sponsors and interested motorcycle dealers.

4) Improve access to 3 Wheel Motorcycle Course Offerings

This project is a continuation of on-going activities for the FFY 2019 GTSB grant. There are reports that indicate interest in three-wheel motorcycles is on the rise with older adults (NYT, 9.14.2012). The Iowa MRE program will offer a 3-Wheel RiderCoach Preparation Course to current RiderCoaches. Increasing the number of RiderCoaches trained in the 3-Wheel course will allow Iowa MRE Sponsors the opportunity to grow their programs by offering a 3-Wheel BasicRider Course. Iowa currently has one RiderCoarch Trainer with the certification to train Rider Coaches in the 3-Wheel Basic Rider Course. One additional Iowa Rider Coach Trainer will attend the certification training if a RiderCoach Trainer course for 3-Wheel program is made available in FYF 2020.

Summary of Contract Activities:

Improve access to 3-Wheel motorcycle safety source by offering three day MSF-3-Wheel RiderCoach Preparation Course once during FFY 2020.

5) Ensure an adequate number of MSF MRE Rider Coaches

This project is a continuation of ongoing activities for the FFY 2019 GTSB grant. At least one Motorcycle RiderCoach Preparation Course will be offered during FFY 2020. This nine-day course is conducted by Iowa's RiderCoach Trainers. Offering this course ensures an adequate number of RiderCoaches are available for MRE Program Sponsors to provide MRE courses to Iowans.

This project is a new activity for the FFY 2019 GTSB grant. Being a Rider Coach may require long hours of standing in very hot, cold or rainy conditions. It also requires being available to teach courses during evenings and weekends. To encourage experienced RiderCoaches to continue providing motorcycle rider education in Iowa, a RiderCoach recognition program will be implemented. Certificates highlighting years of service will be presented at the annual RiderCoach Update to the approximately 85 Iowa Rider Coaches; and plaques, medals

or small motorcycle safety items will be awarded to RiderCoaches at five year intervals of providing MRE instruction in Iowa.

Summary of Contract Activities:

Ensure an adequate number of MSF MRE Rider Coaches by conducting a minimum of one RiderCoach Preparation Course.

6) Ensure MRE professional development is completed for RiderCoach Trainings and Iowa DOT MRE staff members.

This project is a continuation of ongoing activities for the FFY 2019 GTSB grant. To keep current on factors influencing motorcycle safety, the Iowa DOT MRE staff members and the Iowa RiderCoach Trainers will attend a motorcycle rider education learning opportunity. The information received will be shared with others on the MRE training team and considered when implementing motorcycle safety initiatives.

Summary of Contract Activities:

Professional development activities for motorcycle rider education will be completed through attendance at a minimum of one DPS/GTSB-approved motorcycle rider education training by up to five RiderCoach Trainers/Iowa DOT MRE program staff.

Intended Subrecipients

Iowa Department of Transportation, Office of Driver and Identification Services

Countermeasure strategies

| Countermeasure Strategy   |
|---------------------------|
| Motorcycle Rider Training |

Funding sources

| Source Fiscal Year | Funding Source ID                 | Eligible Use of Funds             | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------------------|-----------------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405f Motorcycle Programs | 405f Motorcyclist Training (FAST) | \$74,000.00              |              |               |

Program Area: Non-motorized (Bicyclist)

Description of Highway Safety Problems

Bicycling continues in popularity as a form of entertainment and as a low-cost transportation option. Although there are many miles of well-maintained bicycle trails in the state, bicyclists do have a right to utilize Iowa's roadways. Under Iowa law, a bicyclist has to follow the same rules and laws as do motorists. Bicyclist lanes are also being regularly included in municipal street designs. It is important, however, for motorists to be extra vigilant of their intentions and to share the road. If a motorist is in doubt, they must yield to the bicyclist.

Over the past five years (2013-2017) there have been 1,810 crashes involving bicycles which resulted in 25 fatalities and 1,784 injuries.

"The Facts Hurt: A State-By-State Injury Prevention Policy Report" by Robert Wood Johnson states that around 700 bicyclists are killed and 52,000 are injured each year in the United States. Annually the average

cost of bicycle fatalities in children and teens below the age of 20 is approximately \$993 million. For the same age group, the annual cost of bicycle injuries is an estimated 4.7 billion.

**Associated Performance Measures**

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)                                    | 2020            | 5 Year        | 345.8        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files) | 2020            | 5 Year        | 1396.2       |
| 2020        | C-11) Number of bicyclists fatalities (FARS)                                | 2020            | 5 Year        | 4.00         |

**Countermeasure Strategies in Program Area**

| Countermeasure Strategy  |
|--------------------------|
| Bicycle Safety Education |

**Countermeasure Strategy: Bicycle Safety Education**

Program Area: Non-motorized (Bicyclist)

**Project Safety Impacts**

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

1. Providing access to no-cost and low-cost bicycle helmets to communities and children in need with a specific focus on rural communities and underserved populations.
2. Developing and shipping free wheeled sports safety curriculum kits to educators and community members interested in facilitating bike and wheeled sports safety presentations in their community, agency or school.
3. Participating in community events to provide helmets, reflectors and education.
4. Demonstrating proper helmet fit and offering fitting helmets at community events.
5. Distributing reflectors at community events as needed.

**Linkage Between Program Area**

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

**Rationale**

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

The effectiveness will be analyzed through the results of Observational Surveys of Helmet Use (Pre- and post-surveys) in communities which are awarded no-cost helmets.

**Planned activities in countermeasure strategy**

| Unique Identifier    | Planned Activity Name               |
|----------------------|-------------------------------------|
| 20-402-M0PS, Task 01 | Bicycle Education and Usage Surveys |

**Planned Activity: Bicycle Education and Usage Surveys**

Planned activity number: 20-402-M0PS, Task 01

Primary Countermeasure Strategy ID: Bicycle Safety Education

**Planned Activity Description**

The majority of the funding will be used to purchase helmets for rural communities, communities and agencies in need, and children in need. Bike reflectors are included in curriculum kits and will be used at bike rodeos and community events. A small amount of money is reserved for printing, educational materials and shipping of curriculum kits.

The proposed activities is as follows:

1. Offer no-cost and low-cost helmets statewide to communities and individuals in need. No-cost helmets will be distributed on a case-by-case basis.
2. Provide free wheeled sports safety curriculum kits statewide.
3. Participate in community events to provide helmet fittings, helmet and reflector distribution, bike rodeo support and supplemental education.

Performance measures are as follows:

1. Utilize the Observational Survey of Helmet Use pre-and post-test surveys to measure helmet use in communities which are awarded no-cost helmets. These surveys will hopefully show an increase in helmet usage after the community's distribution event.
2. Surveys will be sent to recipients of the curriculum kit to collect information.

An end of the year report will be provided that includes the following: 1) Number of helmets, reflectors and giveaways distributed, 2) Number of curriculum kits distributed, 3) number of community events attended.

**Intended Subrecipients**

Unity Point Health / Blank Children's Hospital, Des Moines, IA

**Countermeasure strategies**

| Countermeasure Strategy  |
|--------------------------|
| Bicycle Safety Education |

**Funding sources**

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds            | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|----------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Pedestrian/Bicycle Safety (FAST) | \$9,000.00               | \$1,800.00   | \$0.00        |

## Program Area: Non-motorized (Pedestrians)

### Description of Highway Safety Problems

In 2017, pedestrian fatalities represented 7% of all traffic fatalities in the state for the year. The state averages around 22 pedestrian fatalities per year (5-year average 2013-2017).

#### Associated Performance Measures

#### Countermeasure Strategies in Program Area

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

### Description of Highway Safety Problems

Both enforcement and educational components have strengthened Iowa's seat belt usage over the years. Iowa's primary seat belt law was enacted in July 1986. At that time, only about 18% of drivers in the state regularly wore a safety belt. Since that time, Iowa's usage rate has increased significantly, yet there is still work to do. In 2018, Iowa's Observational Safety Belt Usage Survey was conducted by Iowa State University, Center for Survey Statistics and Methodology. As required by NHTSA, the Iowa plan/methodology for survey collection was revised in the fall of 2016. Iowa State University, Center for Survey Statistics and Methodology followed the protocol of the approved plan and redrew the counties and road segments to be used for future data collection. Sampled road segments increased to from 75 to 84 sites within 15 counties.. Survey results recorded the state's usage rate as 93.9%. Despite Iowa being ranked as a "high" belt use state, preliminary data (Iowa DOT) indicates 34.76% of passenger vehicle fatalities in 2018 were unbelted with an additional 10.30% being recorded as "unknown".

Enforcement partners play a significant role in enforcing belt use laws. There is a emphasis in seat belt enforcement throughout the state during the national mobilization, "Click It or Ticket". The state, however, has seen a dramatic decrease in the number of seat belt convictions over the past 7 years: a 48.66% decrease from 27,204 in 2011 to 13,967 in 2017 (Iowa DOT), Enforcement agencies funded under Section 402 funding conduct seat belt usage surveys twice a year to help assess usage throughout the state.

It is imperative that efforts continue in the area of occupant protection. Seat belts dramatically reduce risk of death and serious injury among driver and front seat passengers. Seat belts reduce the risk of death by 45% and cut the risk of serious injury by 50% (CDC).

Unprotected persons is identified as a safety emphasis area within the State Strategic Highway Safety Plan (2019-2023).

#### Associated Performance Measures

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)                                    | 2020            | 5 Year        | 345.8        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files) | 2020            | 5 Year        | 1396.2       |

|      |  |      |        |       |
|------|--|------|--------|-------|
| 2020 | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) | 2020 | 5 Year | 97.00 |
| 2020 | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)   | 2020 | Annual | 93.9  |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy                               |
|---|
| Communication Campaign                                |
| Highway Safety Office Program Management              |
| School Programs                                       |
| Short-term, High Visibility Seat Belt Law Enforcement |

### Countermeasure Strategy: Communication Campaign

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

#### Project Safety Impacts

Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors.

Delivering traffic safety messages at different venues allows for an expanded audiences to see and hear messaging. A wide media mix provides public awareness to traffic safety issues with the ultimate goal to change driving behaviors to reduce fatalities and serious injuries on Iowa roadways. Different strategies will be used to deliver the traffic safety messages and to educate the general public. A variety of venues will provide signage, web banners, radio spots, and other media throughout the state to provide awareness primarily in the areas of safety belt usage, impaired driving, distracted driving, motorcycles, and speed. Facebook and Twitter postings will also be used to raise awareness and change driving behaviors. Social media allows for the integration of technology, social interaction and communication in "real" time. Social media also allows for the "sharing" and reposting of messages, thus having the reach be virtually endless.

Paid media will be secured to support national mobilizations such as "Click It or Ticket" and "Drive Sober or Get Pulled Over".

Previously developed public service announcements (PSAs) and print materials will be available for easy download and use on the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Educating the public about traffic safety is also an emphasis area within the current State Strategic Highway Safety Plan. The focus supports the state's aspirational goal to reduce fatalities to zero in Iowa.

#### Linkage Between Program Area

Through educational and awareness efforts, traffic safety partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve the traffic safety culture. The educational

efforts made through media partners will continue to provide information with the goal to discourage unsafe driving behaviors to ultimately improve traffic safety culture.

Utilizing a wide variety of venues allows the message to reach a diverse audience.

Special efforts will be made in FFY 2019 to connect with Millennials.

To help formulate communication campaigns, the GTSB uses available traffic records and the results of surveys. Surveys conducted in the state include:

- Annual Observational Safety Belt Usage Surveys
- Law Enforcement Safety Belt Usage Surveys / Pre- and Post-Event Surveys
- Annual Child Passenger Restraint Usage Survey
- Annual Public Awareness/Attitude Survey

## Rationale

The effectiveness of awareness programs is difficult to measure, however, grantees will report on a quarterly basis as to the estimated exposure, the number of impressions, reach, frequency CPR (Cost per 100 users reached), CPM (cost per 1000 impressions), etc. that yield exposure value.

### Planned activities in countermeasure strategy

| Unique Identifier       | Planned Activity Name                     |
|-------------------------|---|
| 20-405d-FDL*PM, Task 05 | Greater Des Moines Baseball               |
| 20-405d-FDL*PM, Task 06 | IMG College - Drake                       |
| 20-405d-FDL*PM, Task 07 | Iowa Barnstormers                         |
| 20-405d-FDL*PM, Task 09 | Iowa Wild                                 |
| 20-405d-FDL*PM, Task 12 | Iowa High School Sports Network - Krogman |
| 20-405d-FDL*PM, Task 16 | Waterloo Bucks                            |
| 20-405d-FDL*PM, Task 13 | Learfield Sports                          |
| 20-405d-FDL*PM, Task 17 | ZLR Ignition                              |
| 20-405d-FDL*PM, Task 01 | Alliance Sport Marketing                  |
| 20-405d-FDL*PM, Task 15 | Screenvision Media                        |
| 20-405d-FDL*PM, Task 08 | Iowa Public Television                    |
| 20-405d-FDL*PM, Task 10 | Iowa Wolves Basketball                    |
| 20-405d-FDL*PM, Task 03 | LumberKings                               |
| 20-405d-FDL*PM, Task 02 | Cedar Rapids Kernels Media                |
| 20-405d-FDL*PM, Task 14 | Radio Iowa                                |
| 20-405d-FDL*PM, Task 11 | KDSM Fox 17                               |

### Planned Activity: Greater Des Moines Baseball

Planned activity number: 20-405d-FDL\*PM, Task 05

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Funding awarded to Greater Des Moines Baseball will be utilized to provide traffic safety messages for fans attending Iowa Cubs games. The Iowa Cubs are a Triple-A baseball team with their home field being Principal Park in Des Moines, Iowa. Signage will be provided to help raise awareness to traffic safety issues and

encourage safe driving in the areas of seat belts, impaired driving and distracted driving. Signage will be provided via marquee sign, concourse backlit sign and a double outfield fence sign.

The total estimated attendance and exposure fore the concourse backlit signs and double outfield fence sign will be approximately 550,000 individuals. The marquee sign will have hundreds of thousands of cars driving by as it is up all year.

### Intended Subrecipients

Greater Des Moines Baseball

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$20,000.00              | \$4,000.00   |               |

### Planned Activity: IMG College - Drake

Planned activity number: 20-405d-FDL\*PM, Task 06

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The objective of Drake IMG Sports will be to educate Drake athletics and Drake Relays fans about the dangers of distracted and/or impaired driving. Public service announcements containing traffic safety messages will be aired during Drake University football, men’s basketball, and women’s basketball on KRNT 1350 AM radio. Radio program coverage reaches listeners in approximately 17 of Iowa’s 99 counties. Additional traffic safety messages will be displayed at scorer tables and on electronic panels at athletic events. Public service announcements will also be shown on the video board during each home football game. Drake University is also home of the Drake Relays. The Drake Relays is a premiere track and field meet drawing thousands of athletes and fans from all across the county. During the Drake Relays, traffic safety messaging will also includes a full-page advertisement within the printed Drake Relays program.

### Intended Subrecipients

IMG College - Drake

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |

|                        |
|------------------------|
| Communication Campaign |
| Communication Campaign |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$33,900.00              | \$6,780.00   |               |

### Planned Activity: Iowa Barnstormers

Planned activity number: 20-405d-FDL\*PM, Task 07

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The Iowa Barnstormers is an arena football team with Wells Fargo Arena in Des Moines, Iowa being the team's home. Activities for FFY 2020 will include a 4' x 8' sideline dasher board, a 30-second PSA on the video board during all Barnstormers home games, a 30-second radio message during all live game broadcasts on 1040 WHO AM, a public service announcement during each home game reminding fans to drive home safely, and approved traffic safety messages on the team's website and social media pages as requested by the GTSB. Each home game averages 7,000 fans who hear these messages. Additional exposure is provided through televised broadcasts on Mediacom's MC22 and live streams on You Tube.

### Intended Subrecipients

Iowa Barnstormers

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$6,000.00               | \$1,200.00   |               |

### Planned Activity: Iowa Wild

Planned activity number: 20-405d-FDL\*PM, Task 09

Primary Countermeasure Strategy ID: Communication Campaign

## Planned Activity Description

The grantee is the media source for the Iowa Wild American Hockey League; an affiliate of the National Hockey League's Minnesota Wild. The Iowa Wild objective is to impact impaired driving by providing an alternate program for designated drivers. The Wild's home games draw an attendance of more than 20,000 per season. Their social media garners over 30,000 Facebook followers, nearly 12,000 on Twitter, and 30,000 on YouTube. The Wild will provide arena signage, live messages, LED and Scoreboard graphics during each game and will post on social media. The \$10,000 investment would include one 12-foot dasher board, a designated driver booth, 10 social media posts, one PA loop :30 spot, and one in-game :30 spot on the scoreboard. The primary traffic safety message is impaired driving.

## Intended Subrecipients

Iowa Wild

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$10,000.00              | \$2,000.00   |               |

## Planned Activity: Iowa High School Sports Network - Krogman

Planned activity number: 20-405d-FDL\*PM, Task 12

Primary Countermeasure Strategy ID: Communication Campaign

## Planned Activity Description

Bringing awareness to the general public about the Governor's Traffic Safety Bureau traffic messages and programs on a variety of components during the Iowa High School Athletic Association state championships, including but not limited to the following:

1. On-site marketing - LED displays and signage
2. PSA messages played at event arenas
3. Televised commercials, including video webcasts
4. Audio webcasts - radio commercials
5. Logo messages on the Iowa High School Sports Network (IHSSN) website
6. Messages on the IHSSN social media outlets

Emphasis will be placed on the "Click It or Ticket" and Zero Fatalities programs

Championship events to include boy's baseball, cross country, football, wrestling, basketball, track and soccer

as well as girl's state cheerleading

### Intended Subrecipients

Iowa High School Sports Network (IHSSN)- Krogman & Associates

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$10,150.00              | \$2,030.00   |               |

### Planned Activity: Waterloo Bucks

Planned activity number: 20-405d-FDL\*PM, Task 16

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The Waterloo Bucks will use the funds to advertise and address the problems of impaired driving, the importance of seat belt usage, and distracted driving. At all 3 Bucks home games we will play two public service announcement commercials, along with putting the GTSB logo on the video board for a full inning. Additional signage will be on outfield fence signage at Riverfront Stadium from May through August 2020 which will reach fans at over 50 stadium events during the season. 72 commercials will be played during game broadcasts at waterloobucks.com in addition to a full page program ad or the entire season.

In Bucks host over 50 colleges, high schools and elementary schools at the ballpark. Crowds are full of families, students and single adults. The home of the Bucks – Riverfront Stadium – is a popular venue for large company outings for Waterloo and Cedar Falls businesses.

It is anticipated that traffic safety messages will be exposed to over 100,000 people during the course of the season.

### Intended Subrecipients

Waterloo Bucks Baseball

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$7,000.00               | \$1,400.00   |               |

## Planned Activity: Learfield Sports

Planned activity number: 20-405d-FDL\*PM, Task 13

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Learfield will work with the GTSB to help reach and educate nearly 2-million Iowans who follow college athletics about the traffic safety issues throughout the state. Topic areas to include, but not limited to, impaired driving, child passenger safety, teen drivers, distracted driving, and bicycle safety. The Learfield project will be conducted in connection to athletic events at Iowa State University, the University of Iowa and the University of Northern Iowa. Learfield will provide radio exposure, internet campaigns, signage, and production and creative development for the above mentioned traffic safety areas.

### Intended Subrecipients

Learfield Sports

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$189,000.00             | \$37,800.00  |               |

## Planned Activity: ZLR Ignition

Planned activity number: 20-405d-FDL\*PM, Task 17

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

ZLR Ignition is the GTSB's main media grantee and is utilized for the development of media materials to be used statewide including traditional methods such as television, radio and print ads. Paid media will be secured

in support of national mobilizations ("Click It or Ticket" and "Drive Sober or Get Pulled Over") and will use NHTSA's PSAs and /or taglines. ZLR will also develop PSAs and other materials as requested by the GTSB. ZLR will continue to explore ways to provide public service messages utilizing social media. ZLR will also maintain regular communication and will trace activities with mass media to determine the extent of the use of public service materials for future planning and the analysis of the effectiveness of the messages. ZLR will work with the GTSB staff to update and redistribute previously produced materials and will continue to update and maintain the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

Specifically in the area of occupant protection, the projected usage of requested funds for FFY 2020 include the following:

1. Develop and execute a media plan to continue current strategy focused on seat belt safety and distracted driving. The plan will focus around the 18-34 year old audience and will utilize radio and digital means
2. Monitor free/earned and paid media and provide quarterly reporting
3. Produce and update brochures, PSAs, web assets, and other related educational pieces as requested
4. Keep talent fees current, as needed for existing campaigns
5. Improve website content (microsite)

## Intended Subrecipients

ZLR Ignition

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$307,000.00             | \$61,400.00  |               |

### Planned Activity: Alliance Sport Marketing

Planned activity number: 20-405d-FDL\*PM, Task 01

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Alliance Sport Marketing targets the higher-risk segment of the motoring public which includes 16-34 year old males. Alliance Sport Marketing focuses their efforts within the "Top 22" counties as identified through the Problem Identification process. Within the "Top 22" counties, Alliance Highway Safety (Alliance Sport Marketing) has identified 12 motorsport venues and communities in which to provide traffic safety messaging. The motorsports campaign will consist of prominent signage in each of the venues to put the message in front of

that target demographic, public address announcement which will be used to educate the attendees about highway safety, and banners promoting the venue and the message to be displayed within the communities. Primary messaging will utilize "Click It or Ticket" and "Drive Sober or Get Pulled Over". Motorsport venues have proven to be an effective and efficient means of educating the public about highway safety to discourage unsafe driving behaviors. Motorsports fans profile as young, thrill-seeking, males and are prone to self-destructive behaviors. Total impressions of the motorsport campaign will be measured and included in reports from Alliance.

In FFY 2020, Alliance will also continue the high school program “Choices Matter” with five (5) schools in Iowa. Traffic crashes remain the number one reason for death among teens nationwide. The high school traffic campaign will consist of a “Choices Matter” tour through the state featuring a presenting speaker, interactive simulators and social media outreach. The presenting speaker will address the student body about the impact choices have not only on their lives, but the lives of those around them. Throughout the day of the presentation the Alliance staff will set up an interactive display equipped with simulators and other elements to engage the students and start conversations about highway safety. The tour will also include a social and digital media component to reach the students beyond the classroom to reinforce the message delivered within the presentation.

### Intended Subrecipients

Alliance Highway Safety (Alliance Sport Marketing)

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$79,000.00              |              |               |

### Planned Activity: Screenvision Media

Planned activity number: 20-405d-FDL\*PM, Task 15

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Screenvision is a sole-source for advertising within movie theaters. Through Screenvision Media, GTSB public service announcements (PSAs) will run at selected movie theaters in the state. Through this grantee, PSAs are seen by a diverse and captivated audience. The PSAs to be run during FFY 2020 will include messages focusing on impaired driving, distracted driving, rural driving, and special "Click It or Ticket" messaging during

the national mobilization period. Due to an increase in the number of theater locations available for on-screen advertising in Iowa, additional sites were added to the media mix for FFY 2020, thus offering a wider geographical target market for the GTSB and increased admissions.

### Intended Subrecipients

Screenvision Media

#### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

#### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$80,311.00              | \$16,062.00  |               |

### Planned Activity: Iowa Public Television

Planned activity number: 20-405d-FDL\*PM, Task 08

Primary Countermeasure Strategy ID: Communication Campaign

#### Planned Activity Description

Iowa Public Television reaches a statewide audience of two million viewers per month. Prime time underwriting announcements provide an inexpensive means of reaching these viewers on a platform that is known for its quality programming. The projected use of funds is for 135 prime time messages (approximately 3 per week) on traffic safety issues delivered statewide to Iowa Public Television's viewing audience during primetime programming.

### Intended Subrecipients

Iowa Public Television Foundation

#### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

#### Funding sources

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

|      |   |                                 |             |            |  |
|------|---|---------------------------------|-------------|------------|--|
| 2017 | FAST Act<br>405d<br>Impaired<br>Driving Low | 405d Low<br>Paid<br>Advertising | \$10,000.00 | \$2,000.00 |  |
|------|---|---------------------------------|-------------|------------|--|

## Planned Activity: Iowa Wolves Basketball

Planned activity number: 20-405d-FDL\*PM, Task 10

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The Iowa Wolves Basketball will be a venue in which to generate mass public awareness for the GTSB and their mission to diminish traffic safety problems and reduce death and injury on Iowa's streets and highways through various means of communication both inside and outside of Wells Fargo Arena in Des Moines.

Funding throughout FFY 2020 will support the following:

- LED Rotational Signage

An LED rotational signage will generate impressions both inside and outside of Wells Fargo Arena

The message being delivers is changeable throughout the season

- Alternate Transportation Table

GTSB will have a branded table at Fan Services during all Iowa Wolves home games

This table will encourage individuals to sign up to be designated drivers for the night

- Facebook Live / Broadcasts Feature

GTSB will receive an in game feature or commercial during Wolves home games (static, pre-recorded read)

- Social Media / Email Blasts

GTSB will receive five Facebook tags on the Iowa Wolves page throughout the season

GTSB will be featured in six Iowa Wolves email blasts each season

- Branded Giveaway

Specific giveaway TBD and mutually agreed upon by the GTSB and Iowa Wolves

- Concourse Tables

GTSB will receive up to four interactive concourse tables to be used during Iowa Wolves home games

- PA Announcement

GTSB will receive one PA announcement at the conclusion of all Iowa Wolves home games. The announcement to include the message being pushed that month.

### Intended Subrecipients

Iowa Wolves Basketball

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$9,000.00               | \$1,800.00   |               |

### Planned Activity: LumberKings

Planned activity number: 20-405d-FDL\*PM, Task 03

Primary Countermeasure Strategy ID:

### Planned Activity Description

The LumberKings are a class A Midwest League affiliate of the Seattle Mariners. The home park for the LumberKings is Ashford University Field in Clinton, Iowa.

The planned activity for the LumberKings will be signage with the emphasis area being impaired driving. Such signage will provide for continuous exposure to over 175,000 fans with additional exposure through television and newspaper coverage. In addition to exposure to LumberKings fans, Ashford University Field also hosts college and Clinton High School Baseball, along with a variety of other local high school teams and events.

### Intended Subrecipients

LumberKings

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$2,750.00               |              |               |

### Planned Activity: Cedar Rapids Kernels Media

Planned activity number: 20-405d-FDL\*PM, Task 02

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Funding in FFY 2020 will be used to advertise and address the issues of impaired driving, seat belt usage and distracted driving. This will include outfield tri-vision signage that will be installed from April thru September 2020 and will reach approximately 250,000 people at Veteran’s Memorial Stadium. This will also include a

public service announcement commercial at all 70 Kernels home games. This will include 70 radio commercials that will air on KMRV Radio (1450 AM, 93.1 FM), as well as on-line at Kernels.com and KMRVradio.com.

In addition to the regular season, the Kernels host over 60 schools (including colleges, high schools and elementary schools) with a night at the ballpark. The fan base includes people of all ages but heavily emphasize reaching families.

The Cedar Rapids Kernels is a Midwest League Class A affiliate of the Minnesota Twins.

## Intended Subrecipients

Cedar Rapids Kernels

## Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$7,500.00               |              |               |

## Planned Activity: Radio Iowa

Planned activity number: 20-405d-FDL\*PM, Task 14

Primary Countermeasure Strategy ID: Communication Campaign

## Planned Activity Description

The GTSB statewide public education campaign, distributed through Learfield News & Ag (Radio Iowa), promotes roadway safety while educating Iowa's of zero fatalities behaviors in an effort to decrease motor vehicle crashes and traffic fatalities across the state. The campaign will continue long-term measurements based on FARS crash data as well as Nielsen survey data on the reach, frequency and gross impressions specific to the campaign. Radio messages are an integral part of the GTSB strategy due to radio's status as the number one reach platform and most dominate in care advertising medium. GTSB :30 and :10 messages will be fed with news content across Learfield's News and Ag network covering Iowans in our key audience demographic, those prone to vehicular accidents due to age demographics and the fact that they are driving on difficult rural roadways. Messages will be developed at no charge with the use of award willing creative team and nationally recognized voice talents. Radio Iowa/Learfield's success in public education campaigns promoting roadway safety and educating Iowan's of zero fatality behaviors is the overall mission. The project objectives include

- Prevent motor vehicle crashes statewide.
- Decrease traffic fatalities across Iowa.

- Focus on unique challenges surrounding rural road safety (gravel roads, narrow shoulders, sharing the road, large ag equipment, hidden signs/intersections/crops)
- Educate Iowans of key Zero Fatalities behaviors (Speeding, Impaired Driving, Distracted Driving, Drowsy Driving)

Target audiences based on crash data -

- Primary audience: Adult drivers 18+ covering the state of Iowa.
- Secondary Audiences:

Rural drivers

Aging drivers

16-34 year old drivers based on crash data

With an affiliate network that covers all 99 Iowa counties, it is guaranteed coverage will occur throughout Iowa's "Top 22" problem identification counties.

### Intended Subrecipients

Radio Iowa / Learfield IMG

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$103,000.00             | \$20,600.00  |               |

### Planned Activity: KDSM Fox 17

Planned activity number: 20-405d-FDL\*PM, Task 11

Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

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

impaired driving.

## Intended Subrecipients

KDSM Fox 17

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Communication Campaign  |
| Communication Campaign  |
| Communication Campaign  |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds     | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|---------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Paid Advertising | \$12,000.00              | \$2,400.00   |               |

## Countermeasure Strategy: Highway Safety Office Program Management

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

### Project Safety Impacts

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways utilizing federally-funded grants to improve traffic safety in the State of Iowa."

### Linkage Between Program Area

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways utilizing federally-funded grants to improve traffic safety in the State of Iowa."

### Rationale

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

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|-------------------|-----------------------|
|-------------------|-----------------------|

|                           |                                |
|---------------------------|--------------------------------|
| 20-402-M00P GTSB PMgmt    | GTSB Program Management (OP)   |
| 20-402-M00P GTSB Printing | GTSB Printing (OP)             |
| 20-402-M00P GTSB Travel   | GTSB Travel (OP)               |
| 20-402-M0PT Enforce Proj  | GTSB Enforcement Projects (PT) |
| 20-402-M0PT GTSB Pr Mgmt  | GTSB Program Management (PT)   |
| 20-402-M0PT, GTSB Travel  | GTSB Travel (PT)               |
| 20-405b-M1TR GTSB Print   | GTSB Printing (405b)           |

## Planned Activity: GTSB Program Management (OP)

Planned activity number: 20-402-M00P GTSB PMgmt

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |
| Highway Safety Office Program Management |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$387,500.00             |              | \$0.00        |

## Planned Activity: GTSB Printing (OP)

Planned activity number: 20-402-M00P GTSB Printing

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

Funding in FFY 2020 is allocated for occupant protection related brochures and printing.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |

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| Highway Safety Office Program Management |
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### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$10,000.00              |              | \$0.00        |

### Planned Activity: GTSB Travel (OP)

Planned activity number: 20-402-M0OP GTSB Travel

Primary Countermeasure Strategy ID:

### Planned Activity Description

Funding in FFY 2020 is allocated for staff travel including attendance at trainings and the GHSA Annual Conference.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |
| Highway Safety Office Program Management |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$7,000.00               |              | \$0.00        |

### Planned Activity: GTSB Enforcement Projects (PT)

Planned activity number: 20-402-M0PT Enforce Proj

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

Funding for FFY 2020 is allocated for expenses incurred for law enforcement meetings.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |

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| Highway Safety Office Program Management |
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Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$3,000.00               |              | \$0.00        |

Planned Activity: GTSB Program Management (PT)

Planned activity number: 20-402-M0PT GTSB Pr Mgmt

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

Planned Activity Description

Split proportions of GTSB staff salaries for police traffic service related projects including coordinating, monitoring, and auditing of grants and activities.

Intended Subrecipients

GTSB - Internal

Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |
| Highway Safety Office Program Management |

Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$305,000.00             |              | \$0.00        |

Planned Activity: GTSB Travel (PT)

Planned activity number: 20-402-M0PT, GTSB Travel

Primary Countermeasure Strategy ID:

Planned Activity Description

Funding for FFY 2020 is allocated for expenses incurred for law enforcement meetings.

Intended Subrecipients

GTSB - Internal

Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |

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| Highway Safety Office Program Management |
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### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$25,000.00              |              | \$0.00        |

### Planned Activity: GTSB Printing (405b)

Planned activity number: 20-405b-M1TR GTSB Print

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

Funding in FFY 2020 is allocated for occupant protection related brochures and sTEP calendars.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |
| Highway Safety Office Program Management |

### Funding sources

| Source Fiscal Year | Funding Source ID     | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------|-----------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405b OP High | 405b OP High (FAST)   | \$10,000.00              |              |               |

### Countermeasure Strategy: School Programs

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

### Project Safety Impacts

According to the Iowa Department of Transportation’s preliminary statistics for 2018, 34.62% of occupant passenger fatalities in the state were unbelted with an additional 10.29% recorded as “unknown” by the responding officer.

Through the purchase of a seat belt convincer, the Blue Grass Police Department will partner with other Scott County law enforcement agencies to provide educational programs to focus on occupant protection and the use of a seat belt.

### Linkage Between Program Area

The Blue Grass Police Department will partner with other law enforcement agencies throughout Scott County

### Rationale

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

**Planned activities in countermeasure strategy**

| Unique Identifier    | Planned Activity Name                   |
|----------------------|---|
| 20-402-M0OP, Task 01 | Seat Belt Convincer Ed OT Bettendorf PD |
| 20-402-M0OP, Task 02 | Seat Belt Convincer                     |
| 20-402-M0OP, Task 03 | Seat Belt Convincer OT Ed Buffalo PD    |
| 20-402-M0OP, Task 04 | Seat Belt Convincer Ed OT Davenport PD  |
| 20-402-M0OP, Task 06 | Seat Belt Convincer Ed OT Eldridge PD   |
| 20-402-M0OP, Task 07 | Seat Belt Convincer Ed OT LeClaire PD   |
| 20-402-M0OP, Task 09 | Seat Belt Convincer Ed OT Princeton PD  |

**Planned Activity: Seat Belt Convincer Ed OT Bettendorf PD**

Planned activity number: 20-402-M0OP, Task 01

Primary Countermeasure Strategy ID: School Programs

**Planned Activity Description**

Overtime for educational presentations specifically associated with seat belt convincer activities.

**Intended Subrecipients**

Bettendorf Police Department

**Countermeasure strategies**

| Countermeasure Strategy |
|-------------------------|
| School Programs         |

**Funding sources**

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds      | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|----------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Occupant Protection (FAST) | \$1,000.00               |              | \$1,000.00    |

**Planned Activity: Seat Belt Convincer**

Planned activity number: 20-402-M0OP, Task 02

Primary Countermeasure Strategy ID:

**Planned Activity Description**

The Blue Grass Police Department along with Scott County Sheriff’s Office, Walcott Police Department, Buffalo Police Department, Eldridge Police Department, Davenport Police Department, Bettendorf Police Department, LeClaire Police Department and Princeton Police Department (all law enforcement agencies within Scott County, Iowa) participate in safety programs and community programs that educate drivers, schools, teachers and community organizations on the importance of safe driving and other issues throughout the year.

The focus of this program is to reduce vehicular fatalities and serious injury accidents by modifying dangerous driving behaviors through education on distracted driving, seat belt compliance, and speeding.

Through the purchase and use of a seat belt convincer, the intended outcome is to reduce the number of fatality and serious injury crashes where a seat belt was not used through interaction with elementary, middle and high schools along with colleges, community groups and community events.

### Intended Subrecipients

Blue Grass Police Department

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| School Programs         |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds      | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|----------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Occupant Protection (FAST) | \$25,000.00              |              | \$25,000.00   |

### Major purchases and dispositions

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

| Item                | Quantity | Unit cost   | Total Cost  | NHTSA Share per unit | NHTSA Share Total Cost |
|---------------------|----------|-------------|-------------|----------------------|------------------------|
| Seat Belt Convincer | 1        | \$21,300.00 | \$21,300.00 |                      |                        |

### Planned Activity: Seat Belt Convincer OT Ed Buffalo PD

Planned activity number: 20-402-M00P, Task 03

Primary Countermeasure Strategy ID: School Programs

### Planned Activity Description

Overtime for educational presentations specifically associated with seat belt convincer activities.

### Intended Subrecipients

Buffalo Police Department

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| School Programs         |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds      | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|----------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Occupant Protection (FAST) | \$1,000.00               |              | \$1,000.00    |

### Planned Activity: Seat Belt Convincer Ed OT Davenport PD

Planned activity number: 20-402-M00P, Task 04

Primary Countermeasure Strategy ID: School Programs

#### Planned Activity Description

Overtime for educational presentations specifically associated with seat belt convincer activities.

#### Intended Subrecipients

Davenport Police Department

#### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| School Programs         |

#### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds      | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|----------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Occupant Protection (FAST) | \$1,000.00               |              | \$1,000.00    |

### Planned Activity: Seat Belt Convincer Ed OT Eldridge PD

Planned activity number: 20-402-M00P, Task 06

Primary Countermeasure Strategy ID: School Programs

#### Planned Activity Description

Overtime for educational presentations specifically associated with seat belt convincer activities.

#### Intended Subrecipients

Eldridge Police Department

#### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| School Programs         |

#### Funding sources

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

|      |                       |                                  |            |  |            |
|------|-----------------------|----------------------------------|------------|--|------------|
| 2018 | FAST Act<br>NHTSA 402 | Occupant<br>Protection<br>(FAST) | \$1,000.00 |  | \$1,000.00 |
|------|-----------------------|----------------------------------|------------|--|------------|

### Planned Activity: Seat Belt Convincer Ed OT LeClaire PD

Planned activity number: 20-402-M00P, Task 07

Primary Countermeasure Strategy ID: School Programs

#### Planned Activity Description

Overtime for educational presentations specifically associated with seat belt convincer activities.

#### Intended Subrecipients

LeClaire Police Department

#### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| School Programs         |

#### Funding sources

| Source Fiscal Year | Funding Source ID     | Eligible Use of Funds            | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------|----------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act<br>NHTSA 402 | Occupant<br>Protection<br>(FAST) | \$1,000.00               |              | \$1,000.00    |

### Planned Activity: Seat Belt Convincer Ed OT Princeton PD

Planned activity number: 20-402-M00P, Task 09

Primary Countermeasure Strategy ID: School Programs

#### Planned Activity Description

Overtime for educational presentations specifically associated with seat belt convincer activities.

#### Intended Subrecipients

Princeton Police Department

#### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| School Programs         |

#### Funding sources

| Source Fiscal Year | Funding Source ID     | Eligible Use of Funds            | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------|----------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act<br>NHTSA 402 | Occupant<br>Protection<br>(FAST) | \$1,000.00               |              | \$1,000.00    |

### Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

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

### Project Safety Impacts

Wearing a seatbelt is a simple and effective way of being safe while riding in a vehicle. Enforcement plays a vital role in reminding people of the importance of occupant protection and seat belt related laws. Section 402 funding will be utilized to support the enforcement of Iowa's primary seat belt law during overtime efforts. Enforcement agencies supported through Section 402 are required to conduct a safety belt usage survey in March and another one in August to assess the impact of their short-term, high visibility efforts. sTEP agencies are required to conduct pre- and post-surveys on belt use for each of the five waves. Results provide a quick assessment of the impact of each wave which helps measure the success of enforcement and educational efforts. Agencies are also encouraged to work with the media as an educational component and to gain earned media in regard to their enforcement efforts and to help spread awareness to the importance of wearing a safety belt.

Enforcement agencies receiving funding through the GTSB are required to report enforcement and education activities monthly.

### Linkage Between Program Area

The safety belt surveys conducted by the enforcement agencies will be utilized to analyze usage from a statewide perspective.

Funding will support overtime efforts with an emphasis on occupant protection. The combination of enforcement and education emphasizes the importance of wearing a safety belt, with the goal to increase belt usage throughout the state. Enforcement agencies are encouraged to work with their local media to enhance relations and to emphasize the importance of belt usage. Enforcement agencies are also encouraged to utilize social media. Special emphasis should be directed toward younger drivers (those under 30 years of age) as they represent the highest percentage of unprotected persons fatally or seriously injured in traffic crashes. Iowa continues to maintain a belt usage rate above the national average. In spite of a high belt use rate there is still a lot of work to do. Iowa data indicates that over the past 10 years, an average of 11 people died or were seriously injured each week due to being unrestrained (2019-2013 SHSP).

### Rationale

Short-Term High Visibility Enforcement has been a countermeasure used by enforcement for years. High visibility enforcement emphasizes not only law enforcement but also educational components/publicity. It is highly suggested that agencies work with their local media because their contact, coupled with media exposure (such as paid media during "Click It or Ticket") has proven to be successful. Communication and outreach supporting enforcement are listed as "effective" in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 9th Edition, 2017.

Enforcement efforts in Iowa are year-round efforts but there is additional special emphasis on occupant protection during the national mobilization "Click It or Ticket" in May.

#### Planned activities in countermeasure strategy

| Unique Identifier  | Planned Activity Name                                   |
|--------------------|---|
| 20-402-MOOP LE/HVE | Law Enforcement/HVE - Section 402 - Occupant Protection |

|                  |      |
|------------------|------|
| 20-402-MOPT sTEP | sTEP |
|------------------|------|

## Planned Activity: Law Enforcement/HVE - Section 402 - Occupant Protection

Planned activity number: 20-402-M0OP LE/HVE

Primary Countermeasure Strategy ID: High Visibility Enforcement

### Planned Activity Description

Funding will be utilized for overtime enforcement efforts with an emphasis on occupant protection. Grantees will be required to conduct a minimum of two observational safety belt usage surveys (March and August), conduct at least two special enforcement events, and a minimum of 12 public information/educational activities with an emphasis on occupant protection. All agencies within this project are in Iowa's "Top 22" problematic counties for FFY 2020, as determined after the analysis of three years of crash data through the Problem Identification process.

Funding will also be utilized to support overtime for enforcement and educational presentations.

### Intended Subrecipients

Dubuque Police Department

Marion Police Department

### Countermeasure strategies

| Countermeasure Strategy                               |
|---|
| Short-term, High Visibility Seat Belt Law Enforcement |
| Short-term, High Visibility Seat Belt Law Enforcement |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds      | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|----------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Occupant Protection (FAST) | \$283,505.00             | \$56,701.00  | \$283,505.00  |

## Planned Activity: sTEP

Planned activity number: 20-402-M0PT sTEP

Primary Countermeasure Strategy ID: Short-term, High Visibility Seat Belt Law Enforcement

### Planned Activity Description

Iowa's sTEP program is an enforcement and educational effort to increase safety belt and child restraint use and reduce impaired driving to ultimately bring a reduction to crashes, injuries, and fatalities on Iowa's roadways. The design of the program allows for the smaller, rural community enforcement agencies to receive overtime funding to work five specific enforcement waves; one of which coincides with the national mobilization entitled "Click It or Ticket". In addition to the enforcement efforts, funded agencies are required to conduct observational belt usage surveys before and after each wave to help measure the impact and success of the enforcement and educational efforts. Limited funding will also be utilized to purchase equipment. Agencies are encouraged to work with media to help spread awareness to the importance of wearing a safety belt.

Funding will also be authorized for the purchase of approved equipment.

Iowa's sTEP program involves smaller rural counties. In 2017, 76% of all fatalities in Iowa were coded as rural.

### Intended Subrecipients

|  |
|--|
| Adair County Sheriffaposs Office       |
| Adair Police Department                |
| Adams County Sheriffaposs Office       |
| Albia Police Department                |
| Algona Police Department               |
| Anamosa Police Department              |
| Aplington Police Department            |
| Armstrong Police Department            |
| Arnolds Park Police Department         |
| Asbury Police Department               |
| Atalissa Police Department             |
| Atlantic Police Department             |
| Aurelia Police Department              |
| Avoca Police Department                |
| Belle Plaine Police Department         |
| Bellevue Police Department             |
| Bloomfield Police Department           |
| Boone County Sheriffaposs Office       |
| Bremer County Sheriffaposs Office      |
| Buchanan County Sheriffaposs Office    |
| Buena Vista County Sheriffaposs Office |
| Butler County Sheriffaposs Office      |
| Carroll County Sheriffaposs Office     |
| Carroll Police Department              |
| Carter Lake Police Department          |
| Centerville Police Department          |
| Chariton Police Department             |
| Charles City Police Department         |
| Cherokee Police Department             |
| Chickasaw County Sheriffaposs Office   |
| Clarion Police Department              |
| Clarke County Sheriffaposs Office      |
| Clay County Sheriffaposs Office        |
| Clayton County Sheriffs Office         |
| Clive Police Department                |
| Columbus Junction Police Department    |
| Coon Rapids Police Department          |
| Crawford County Sheriffaposs Office    |

|                                      |
|--------------------------------------|
| Cresco Police Department             |
| Davis County Sheriffaposs Office     |
| Decatur County Sheriffaposs Office   |
| Decorah Police Department            |
| Denver Police Department             |
| Dickinson County Sheriffaposs Office |
| DOT Motor Vehicle Enforcement        |
| Dunlap Police Department             |
| Durant Police Department             |
| Dyersville Police Department         |
| Dysart Police Deaprtment             |
| Emmet County Sheriffaposs Office     |
| Estherville Police Department        |
| Fairbank Police Department           |
| Farley Police Department             |
| Fayette Police Department            |
| Floyd County Sheriffaposs Office     |
| Fonda Police Department              |
| Forest City Police Department        |
| Franklin County Sheriffaposs Office  |
| Fremont County Sheriffaposs Office   |
| Garner Police Department             |
| Gilbertville Police Department       |
| Glenwood Police Department           |
| Gowrie Police Department             |
| Greene County Sheriffaposs Office    |
| Grinnell Police Department           |
| Grundy Center Police Department      |
| Grundy County Sheriffaposs Office    |
| Guthrie County Sheriffaposs Office   |
| Guttenberg Police Department         |
| Hampton Police Department            |
| Hardin County Sheriffaposs Office    |
| Harlan Police Department             |
| Harrison County Sheriffaposs Office  |
| Henry County Sheriffaposs Office     |
| Hinton Police Department             |
| Humboldt County Sheriffaposs Office  |
| Humboldt Police Department           |
| Ida County Sheriffaposs Office       |
| Independence Police Department       |
| Janesville Police Department         |
| Jefferson Police Department          |
| Jesup Police Department              |
| Jewell Police Department             |

|                                       |
|---------------------------------------|
| Jones County Sheriffaposs Office      |
| Keokuk County Sheriffaposs Office     |
| Kingsley Police Department            |
| Kossuth County Sheriffaposs Office    |
| La Porte City Police Department       |
| Lake Park Police Department           |
| Lake View Police Department           |
| Lansing Police Department             |
| Le Mars Police Department             |
| Leon Police Department                |
| Lisbon Police Department              |
| Logan Police Department               |
| Louisa County Sheriffaposs Office     |
| Lucas County Sheriffaposs Office      |
| Lyon County Sheriffaposs Office       |
| Madison County Sheriffaposs Office    |
| Manchester Police Department          |
| Manning Police Department             |
| Manson Police Department              |
| Maquoketa Police Department           |
| Marcus Police Department              |
| Marengo Police Department             |
| Mar-Mac Police Department             |
| McCausland Police Department          |
| Melcher Dallas Police Department      |
| Merrill Police Department             |
| Milford Police Department             |
| Mills County Sheriffaposs Office      |
| Missouri Valley Police Department     |
| Monona Police Department              |
| Monroe Police Department              |
| Montgomery County Sheriffaposs Office |
| Monticello Police Department          |
| Montrose Police Department            |
| Mount Pleasant Police Department      |
| Moville Police Department             |
| Nashua Police Department              |
| New Hampton Police Department         |
| New Vienna Police Department          |
| Newell Police Department              |
| Okoboji Police Department             |
| Osage Police Department               |
| Osceola County Sheriffaposs Office    |
| Osceola Police Department             |
| Page County Sheriffaposs Office       |

|  |
|--|
| Palo Alto County Sheriffaposs Office     |
| Panora Police Department                 |
| Parkersburg Police Department            |
| Pella Police Department                  |
| Peosta Police Department                 |
| Pleasantville Police Department          |
| Plymouth County Sheriffaposs Office      |
| Pocahontas Police Department             |
| Postville Police Department              |
| Pottawattamie County Sheriffaposs Office |
| Poweshiek County Sheriffaposs Office     |
| Prairie City Police Department           |
| Red Oak Police Department                |
| Sac City Police Department               |
| Sac County Sheriffaposs Office           |
| Shelby County Sheriffaposs Office        |
| Shenandoah Police Department             |
| Sigourney Police Department              |
| Spencer Police Department                |
| Spirit Lake Police Department            |
| State Center Police Department           |
| Story City Police Department             |
| Strawberry Point Police Department       |
| Sumner Police Department                 |
| Tama County Sheriffaposs Office          |
| Tama Police Department                   |
| Taylor County Sheriffaposs Office        |
| Tipton Police Department                 |
| Toledo Police Department                 |
| Van Meter Police Department              |
| Wapello Police Department                |
| Washington Police Department             |
| Waukon Police Department                 |
| Waverly Police Department                |
| Wayne County Sheriffaposs Office         |
| Webster City Police Department           |
| West Union Police Department             |
| Williamsburg Police Department           |
| Winnebago County Sheriffaposs Office     |
| Winterset Police Department              |
| Worth County Sheriffaposs Office         |

Countermeasure strategies

Countermeasure Strategy

|   |
|---|
| Short-term, High Visibility Seat Belt Law Enforcement |
| Short-term, High Visibility Seat Belt Law Enforcement |

## Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds      | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|----------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Occupant Protection (FAST) | \$675,000.00             |              | \$0.00        |

## Program Area: Occupant Protection (Adult)

### Description of Highway Safety Problems

Seat belt use among drivers is an ongoing highway safety issue in Iowa as in every state. The use of seat belts has repeatedly been demonstrated to result in reduced injuries and lower fatalities among drivers and passengers involved in traffic crashes. NHTSA requires an annual report of seat belt use from each state, following specific prescribed statistical and operational protocols. In addition, the GTSB uses seat belt use data to guide its programs and efforts to promote seat belt use among Iowa drivers.

Iowa State University's Center for Survey Statistics and Methodology (CSSM) developed the statistical plan for the Iowa Seat Belt Use Survey required by NHTSA in 2011-12 and revised it, as required by NHTSA, in 2016-17. In addition, CSSM has conducted the Iowa Seat Belt Use data collection in June and weighted its data for the GTSB each year since 2012. The Iowa Seat Belt Use data collection that CSSM has collected in the past, and proposes to conduct in 2019, provides the data needed by the Iowa GTSB to meet NHTSA reporting requirements and to ensure that seat belt promotion can be targeted where the need for improvement is the greatest.

### Associated Performance Measures

| Fiscal Year | Performance measure name   | Target End Year | Target Period | Target Value |
|-------------|--|-----------------|---------------|--------------|
| 2020        | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey) | 2020            | Annual        | 93.9         |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy                     |
|---|
| Annual Observational Safety Belt Use Survey |

## Countermeasure Strategy: Annual Observational Safety Belt Use Survey

Program Area: Occupant Protection (Adult)

### Project Safety Impacts

Through the results of the Annual Observational Safety Belt Usage Survey, the state will be able to analyze the

results and adjust programming (enforcement, education, media, etc.) accordingly and also be able to identify potential problematic areas.

### Linkage Between Program Area

Survey sites are determined through crash data collected and maintained by the Iowa Department of Transportation. Data analysis assistance is provided by safety partners at In-Trans at Iowa State University. The annual safety belt usage survey links to several areas of NHTSA funded projects and can be used to help address Iowa's overall unrestrained fatality issue. Survey data can help deploy enforcement and educational efforts in the more problematic areas of the state. Being an annual survey also support solid trend lines for further analysis.

### Rationale

Conducting an annual safety belt usage survey is a NHTSA requirement but the data will be available for the deployment of enforcement and educational efforts as applicable.

#### Planned activities in countermeasure strategy

| Unique Identifier     | Planned Activity Name                       |
|-----------------------|---|
| 20-405b-M1OP, Task 01 | Annual Observation Safety Belt Usage Survey |

### Planned Activity: Annual Observation Safety Belt Usage Survey

Planned activity number: 20-405b-M1OP, Task 01

Primary Countermeasure Strategy ID: Annual Observational Safety Belt Use Survey

#### Planned Activity Description

In the 2019-2020 fiscal year, the Center for Survey Statistics and Methodology (CSSM) at Iowa State University will follow the NHTSA approved survey methodology to collect and weigh Iowa seat belt use data. CSSM activities will include:

1. Check 84 sampled road segments for road construction and their observation sites for visibility and safety
2. Update and prepare project materials
3. Train field observers in safety, observation techniques, and recording procedures
4. Assign day/time/direction of road segment site observations
5. Notify local officials of the observation schedule and assign sites to field staff
6. Observe and record seat belt use by approximately 12,000-15,000 drivers and right front passengers in specified vehicle types in June
7. Conduct NHTSA-required quality control checks of field staff
8. Tabulate observations and complete data tables requested by GTSB, calculate selection probability and weights, and complete the Iowa Seat Belt Use Survey Report
9. Deliver weighted data files and report to the GTSB before the end of the fiscal year.

CSSM's performance will be measured by the collection of data following the approved protocol that meets or exceeds NHTSA requirements and through the delivery of data files and the Iowa Seat Belt Use report before the end of the fiscal year

#### Intended Subrecipients

Countermeasure strategies

| Countermeasure Strategy                     |
|---|
| Annual Observational Safety Belt Use Survey |

Funding sources

| Source Fiscal Year | Funding Source ID           | Eligible Use of Funds                | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------------|--------------------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act<br>405b OP<br>High | 405b High Occupant Protection (FAST) | \$35,000.00              | \$7,000.00   |               |

Program Area: Occupant Protection (Child Passenger Safety)

Description of Highway Safety Problems

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

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

Iowa's Child Passenger Safety (CPS) Program continue to be a model and leader for other states across the nation. Efforts in the area of CPS allows for child safety seats to nearly 400 certified child passenger safety technicians across the state. The seats are invaluable resources to family with little means to obtain their own. Programming services a diverse population around the state of Iowa. Services are utilized by multiple race and ethnicities including, but not limited to, African, Hispanic, American, Bosnian, and Swahili. Expectant parents and caregivers with children facing special healthcare needs have access to specialized programming that targets their specific needs. CPS effort also educate caregivers on the proper use and assist with proper installation of the seats as well through inspection stations throughout the state. CPS efforts are centralized through Blank Children's Hospital but are a statewide resource for CPS education and information and provide services for certified child passenger safety technicians, childcare providers, physicians and parents.

In order to measure compliance with the law and to direct educational efforts, an observational child restraint usage survey is conducted. Surveys have been conducted in the state annually since 1988. The University of Iowa, Injury Prevention Research Center conducts the annual survey in Iowa. This is an effort to accurately determine compliance with Iowa's child passenger safety law, in particular the requirement for the use of booster seats.

Associated Performance Measures

| Fiscal Year | Performance measure name | Target End Year | Target Period | Target Value |
|-------------|--------------------------|-----------------|---------------|--------------|
|-------------|--------------------------|-----------------|---------------|--------------|

|      |  |      |        |        |
|------|--|------|--------|--------|
| 2020 | C-1) Number of traffic fatalities (FARS)   | 2020 | 5 Year | 345.8  |
| 2020 | C-2) Number of serious injuries in traffic crashes (State crash data files)                  | 2020 | 5 Year | 1396.2 |
| 2020 | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) | 2020 | 5 Year | 97.00  |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy              |
|--------------------------------------|
| Annual Child Passenger Safety Survey |
| Inspection Stations                  |

### Countermeasure Strategy: Annual Child Passenger Safety Survey

Program Area: Occupant Protection (Child Passenger Safety)

#### Project Safety Impacts

The overall goal of this project is to determine compliance and appropriate child restraint use in Iowa, which then can be available to assess educational efforts.

#### Linkage Between Program Area

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

#### Rationale

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

#### Planned activities in countermeasure strategy

| Unique Identifier     | Planned Activity Name                |
|-----------------------|--------------------------------------|
| 20-405b-M1OP, Task 02 | Annual Child Passenger Safety Survey |

### Planned Activity: Annual Child Passenger Safety Survey

Planned activity number: 20-405b-M1OP, Task 02

Primary Countermeasure Strategy ID: Annual Child Passenger Safety Survey

#### Planned Activity Description

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

### Intended Subrecipients

University of Iowa, Injury Prevention Research Center

### Countermeasure strategies

| Countermeasure Strategy              |
|--------------------------------------|
| Annual Child Passenger Safety Survey |

### Funding sources

| Source Fiscal Year | Funding Source ID           | Eligible Use of Funds  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------------|------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act<br>405b OP<br>High | 405b OP<br>High (FAST) | \$30,000.00              |              |               |

### Countermeasure Strategy: Inspection Stations

Program Area: Occupant Protection (Child Passenger Safety)

### Project Safety Impacts

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

### Linkage Between Program Area

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

### Rationale

With the number of inspection stations and other educational events held throughout the state, there is a vast opportunity to provide utilize the expertise of the nearly 400 certified child passenger safety technicians across the state. These events provide for invaluable resources and provide education to parents and caregivers on the proper use/installation of child restraint systems. When appropriate, a new child restraint may be provided to a parent/caregiver when safety has been identified as a concern and/or if the restraint system is expired.

Statewide resources for CPS education and information are proved through multiple channels which also include a website and a toll-free phone number. Printed educational material is also disbursed statewide. Some

educational material is available in Spanish.

**Planned activities in countermeasure strategy**

| Unique Identifier      | Planned Activity Name                          |
|------------------------|--|
| 20-405b-M1CPS, Task 01 | Statewide Child Passenger Safety (CPS) Program |
| 20-405b-M1CSS, Task 01 | Statewide Child Passenger Safety (CPS) Program |

**Planned Activity: Statewide Child Passenger Safety (CPS) Program**

Planned activity number: 20-405b-M1CPS, Task 01

Primary Countermeasure Strategy ID: Child Restraint System Inspection Station(s)

**Planned Activity Description**

Iowa's Child Passenger Safety (CPS) program is managed through Unity Point Health, Blank Children's Hospital, Des Moines, Iowa. The coordinator works with the CPS instructors throughout the state to train new CPS Technicians, organize updates and trainings that assist Technicians in earning continuing education units (CEU's) and organizes renewal/recertification courses. During the year there at least four, 3-day CPS Tech classes will be held. The coordinator also implements training and certification of CPS instructors. There are nearly 400 CPS Technicians throughout the state.

Funding will also support the purchase and distribution of child safety seats for technicians to use during outreach programs, inspection stations, and for distribution of safety seats to low-income families throughout the state.

**Intended Subrecipients**

Unity Point Hospital/Blank Children's Hospital

**Countermeasure strategies**

| Countermeasure Strategy |
|-------------------------|
| Inspection Stations     |

**Funding sources**

| Source Fiscal Year | Funding Source ID     | Eligible Use of Funds            | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------|----------------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405b OP High | 405b High Child Restraint (FAST) | \$209,000.00             | \$41,800.00  |               |

**Planned Activity: Statewide Child Passenger Safety (CPS) Program**

Planned activity number: 20-405b-M1CSS, Task 01

Primary Countermeasure Strategy ID: Child Restraint System Inspection Station(s)

**Planned Activity Description**

Iowa's Child Passenger Safety (CPS) program is managed through Unity Point Health, Blank Children's

Hospital, Des Moines, Iowa. Funding will support the purchase and distribution of child safety seats for technicians to use during outreach programs and for distribution of safety seats to low-income families throughout the state.

### Intended Subrecipients

Unity Point Hospital/Blank Children's Hospital

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Inspection Stations     |

### Funding sources

| Source Fiscal Year | Funding Source ID     | Eligible Use of Funds            | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------|----------------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405b OP High | 405b High Child Restraint (FAST) | \$50,000.00              |              |               |

## Program Area: Older Drivers

### Description of Highway Safety Problems

Iowa older driver fatality rates mirror the national picture of risk which rises with aging. At the same time, Iowa's population is growing older. Iowans value the independence of getting around in their own vehicles and staying connected with families and communities. With aging driving becomes an increasing concern for older Iowans and their families. In Iowa, older drivers were involved in over 18% of total fatal and serious injury crashes from 2013-2017.

Safety for older drivers is a public health issue. For those age 65 to 74, motor vehicle injuries are the leading cause of injury-related deaths. Older drivers have a higher fatality rate per miles driven than any other driver age group except those under the age of 25 (IA DOT).

The table and chart below depict the increase in older drivers in the state of Iowa.

| Licensed Iowa Drivers Age 65+ | Female  | Male    | Total   |
|-------------------------------|---------|---------|---------|
| 2018                          | 251,221 | 228,519 | 479,740 |
| 2017                          | 240,555 | 218,301 | 458,856 |
| 2016                          | 233,768 | 211,077 | 444,845 |
| 2015                          | 224,807 | 201,800 | 426,607 |
| 2014                          | 222,333 | 200,671 | 423,004 |
| 2013                          | 211,597 | 189,235 | 400,832 |

Over 15% of Iowa's population is over the age of 65. This segment of the population stands to increase in terms of proportion to the state population as Iowa's baby boomers continue to move into this segment of the population. (SHSP 2019-2023).

### Associated Performance Measures

| Fiscal Year | Performance measure name   | Target End Year | Target Period | Target Value |
|-------------|--|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)   | 2020            | 5 Year        | 345.8        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files)                  | 2020            | 5 Year        | 1396.2       |
| 2020        | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) | 2020            | 5 Year        | 97.00        |
| 2020        | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)   | 2020            | Annual        | 93.9         |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy |
|-------------------------|
| Car Fit Events          |

### Countermeasure Strategy: Car Fit Events

Program Area: Older Drivers

#### Project Safety Impacts

As we age, changes in our vision, flexibility, strength, range of motion, and even size and height may make us less comfortable and reduce our control behind the wheel. Car Fit provides older adults with the tools to understand and apply the safety features of their vehicles. While older drivers are more likely to be seriously injured in a crash because their bodies are more fragile. Older drivers can improve their safety by ensuring their cars are properly adjusted for them. A proper fit in one's car can greatly increase not only the driver's safety but also the safety of others.

CarFit events are designed to provide a quick but comprehensive check of how well the individual and their vehicle work together. A trained professional asks simple questions and a will complete a 12-point CarFit checklist. The driver will consult with an occupational therapist who, if needed, will discuss ways drivers can maintain and improve aspects related to their driving health. Some of the discussion points during a CarFit event include:

- Mirror adjustments. Properly adjusting the vehicle's mirrors can greatly minimize blind spots for drivers when changing lanes.
- Good foot positioning on the gas and brake pedals. Drivers who reach with their toes to press on the

pedals can experience reduced reaction times and fatigue in their legs.

- Position of the driver in relationship to the steering wheel. Drivers run a risk of serious injury if they are sitting closer than 10 inches to the steering wheel.

### Linkage Between Program Area

Iowa is seeing a steady increase in the number licensed drivers age 65+. Between 2013 and 2017 alone, the number of licensed drivers over the age 65+ increased by 58,024.

Older drivers was listed as an emerging trend in the current State Strategic Highway Safety Plan. The state is currently working on a revision to the Strategic Highway Safety plan and older drivers is being considered for inclusion as a main topic area.

Educating older drivers through programs like car-fit coincide with the Iowa Department of Transportation's policies for license renewal.

### Rationale

CarFit events were developed by the American Society on Aging in collaboration with AARP, American Occupational Therapy Association, and AAA.

Well-informed adults will make safer decisions about their driving/driving abilities.

#### Planned activities in countermeasure strategy

| Unique Identifier    | Planned Activity Name |
|----------------------|-----------------------|
| 20-402-M00P, Task 13 | CarFit Programs       |

### Planned Activity: CarFit Programs

Planned activity number: 20-402-M00P, Task 13

Primary Countermeasure Strategy ID: Car Fit Events

### Planned Activity Description

Older drivers are often the safest drivers in that they are more likely to wear their seatbelts, and less likely to speed or drink and drive. However, older drivers are more likely to be killed or seriously injured when a crash does occur due to their bodies being more fragile. The AARP CarFit program is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. GTSB's CarFit contract will provide funding for the purchase of two CarFit kits which will be provided to the hosting communities free of charge. Funding will also support printing of technician manuals and other materials provided for the training of technicians in the host communities in addition to travel expenses for the AARP trainer.

### Intended Subrecipients

AARP

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Car Fit Events          |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds      | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|----------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Occupant Protection (FAST) | \$3,600.00               |              | \$3,600.00    |

## Program Area: Planning & Administration

### Description of Highway Safety Problems

Planning and Administration costs are those direct and indirect costs that are attributable to the management of the highway safety office. Staff and resources will be provided through Planning and Administration for the management of the federal highway safety funding awarded to the state of Iowa through the GTSB. Through Planning and Administration, staff will be available to assist contractors through the Section 402 and 405 funding application process and for financial assistance. There are three GTSB positions directly funded through Planning and Administration (Bureau Chief, Financial Manager, and Grants Administrator). These positions are critical for implementation and the success of all traffic safety program areas.

### Associated Performance Measures

### Planned Activities

#### Planned Activities in Program Area

| Unique Identifier         | Planned Activity Name            | Primary Countermeasure Strategy ID       |
|---------------------------|----------------------------------|--|
| 20-402-MOPA Task 00-00-01 | GTSB Planning and Administration | Highway Safety Office Program Management |

### Planned Activity: GTSB Planning and Administration

Planned activity number: 20-402-MOPA Task 00-00-01

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

Funding will support staff and resources to efficiently implement and manage the highway safety office to meet the goals to reduce crashes, injuries, and fatalities on Iowa roadways. Funding will cover administrative costs including salaries and related personnel benefits. Positions funded through Planning and Administration include the GTSB's Bureau Chief, Financial Manager and Grants Administrator.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$190,000.00             |              | \$0.00        |

## Program Area: Police Traffic Services

### Description of Highway Safety Problems

In spite of decreases in the number of unrestrained, impaired and speeding-related fatalities between 2016 and 2017, the high number of fatalities recorded in 2016 is still adversely affecting 5-year linear trend lines and moving averages. In the area of unrestrained passenger vehicle occupant fatalities, the 5-year linear trend line remains slightly upward but the moving average shows a slight/very minimal decrease. The 5-year linear trend reflects a very slight decrease; however, the moving average depicts a steady increase. In the area of speed-related fatalities, both the linear trend line and the moving average depict a sharp upward trend. The state is also aware of the emerging upward trend in drug-impaired crashes and resulting fatalities and injuries.

Law enforcement partners throughout the state play a significant role in the goal to change driving behaviors to ultimately reduce the number of deaths, serious injuries, and property damage occurring on Iowa roadways. In spite of strong relationships with enforcement agencies, there remains significant work to be done in the area of traffic safety throughout the state.

Enforcement agencies funded through Section 402 Police Traffic Services will direct efforts in all areas of traffic safety to include occupant restraints, impaired driving, and speed. Agencies will be encouraged to determine enforcement deployment based on data in regard to problematic times and locations. All agencies funded through Section 402 Police Traffic Services were determined through the annual Problem Identification process and fall within counties identified as the "Top 22" problematic counties. Grantees will be required to conduct a minimum of two special traffic enforcement projects with one being conducted at night. A minimum of twelve (12) public information/education activities will be conducted and will be aimed at improving driving behaviors. Grantees will also be required to conduct observational seat belt surveys in March and August. In addition to supporting overtime enforcement efforts, funding will be allowed for law enforcement grantees to purchase GTSB-approved equipment including DPS-approved preliminary breath testers (PBTs), LIDAR, speed trailers and in-car video cameras. Some grantees will also receive funding for educational materials. Grantees are to implement enforcement and education activities based upon data and in the manner that best fits the resources and needs within their jurisdiction.

Another component of effective and efficient law enforcement as it relates to traffic safety is proper and current training. Annually the GTSB hosts a conference which is an effective way to share information. Enforcement is an "E" listed within the State Strategic Highway Safety Plan. Safety emphasis areas tying back to enforcement include speed-related, unprotected persons, impairment involved and distracted or inattentive drivers.

In FFY 2020, 45 enforcement agencies will be funded through Section 402 Police Traffic Services.

### Associated Performance Measures

| Fiscal Year | Performance measure name                 | Target End Year | Target Period | Target Value |
|-------------|--|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS) | 2020            | 5 Year        | 345.8        |

|      |   |      |        |        |
|------|---|------|--------|--------|
| 2020 | C-2) Number of serious injuries in traffic crashes (State crash data files)                                       | 2020 | 5 Year | 1396.2 |
| 2020 | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)                      | 2020 | 5 Year | 97.00  |
| 2020 | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 2020 | 5 Year | 93.00  |
| 2020 | C-6) Number of speeding-related fatalities (FARS)   | 2020 | 5 Year | 70.00  |
| 2020 | C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)   | 2020 | 5 Year | 47.00  |
| 2020 | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)                        | 2020 | Annual | 93.9   |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy                               |
|---|
| Educational Presentations - Iowa State Patrol         |
| Highway Safety Office Program Management              |
| Short-term, High Visibility Law Enforcement           |
| Short-term, High Visibility Seat Belt Law Enforcement |
| Traffic Safety Training                               |

### Countermeasure Strategy: Educational Presentations - Iowa State Patrol

Program Area: Police Traffic Services

#### Project Safety Impacts

The Iowa State Patrol Public Resource Officers (PROs) will be dedicated to promote traffic safety and positive driving behaviors at various programs throughout the state.

#### Linkage Between Program Area

Such educational efforts correspond directly with statewide goals and strategies including those within the State Strategic Highway Safety Plan.

## Rationale

The

### Planned activities in countermeasure strategy

| Unique Identifier        | Planned Activity Name  |
|--------------------------|------------------------|
| 20402-MOPT Task 00-00-23 | Iowa State Patrol PROs |

## Planned Activity: Iowa State Patrol PROs

Planned activity number: 20402-MOPT Task 00-00-23

Primary Countermeasure Strategy ID: Educational Presentations - Iowa State Patrol

## Planned Activity Description

Iowa State Patrol Troopers assigned as Public Resource Officers will present information about all areas of traffic safety to encourage smart driving behaviors and to ultimately change driver behaviors. As a Public Resource Officer is assigned in each District of the Iowa State Patrol, these Troopers are able to deliver such presentations to various groups which expands demographic reached.

## Intended Subrecipients

Iowa State Patrol

## Countermeasure strategies

| Countermeasure Strategy                       |
|---|
| Educational Presentations - Iowa State Patrol |

## Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds   | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|-------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Driver Education (FAST) | \$11,000.00              |              | \$0.00        |

## Countermeasure Strategy: Highway Safety Office Program Management

Program Area: Police Traffic Services

## Project Safety Impacts

The dramatic increase in fatalities in 2016 greatly affected the state in meeting FFY 2017 goals. 5-year (2012-2016) linear trend lines for occupant protection and alcohol-impaired stayed fairly flat. The 5-year (2012-2016) linear trend line for speed, however, resulted in a fairly significant upward trend. The state is aware of the emerging upward trend in drug-impaired crashes and resulting fatalities and injuries.

Law enforcement partners throughout the state play a significant role in the goal to change driving behaviors to ultimately reduce the number of death, serious injuries, and property damage occurring on Iowa roadways. In spite of strong relationships with enforcement agencies, there is significant work to be done in the area of traffic

safety throughout the state.

Enforcement agencies funded through Section 402 Police Traffic Services will direct efforts in all areas of traffic safety to include occupant restraints, impaired driving, and speed. Enforcement deployment will be determined by data in regard to problematic times and locations. All agencies funded through Section 402 Police Traffic Services were determined through the annual Problem Identification process and fall within counties identified as the "Top 22" problematic counties. Grantees will be required to conduct a minimum of two special traffic enforcement projects with one being conducted at night. A minimum of twelve (12) public information/education activities will be conducted and will be aimed at improving driving behaviors. Grantees will also be required to conduct observational seat belt surveys in March and August. In addition to supporting overtime enforcement efforts, funding will be allowed for law enforcement grantees to purchase GTSB-approved equipment including DPS-approved preliminary breath testers (PBTs), LIDAR, speed trailers and in-car video cameras. Some grantees will also receive funding for education materials. Grantees are to implement enforcement and education activities based upon data and in the manner that best fits the resources and needs within their jurisdiction.

Another component of effective and efficient law enforcement as it relates to traffic safety is proper and current training. Annually the GTSB hosts a conference which is a effective way to share information.

In FFY 2020, 29 enforcement agencies will be funded through Section 402 Police Traffic Services.

### Linkage Between Program Area

Adequate staff, resources and training are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety issues and, through partnerships with city, county, state and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways utilizing federally-funded grants to improve traffic safety in the State of Iowa."

### Rationale

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

#### Planned activities in countermeasure strategy

| Unique Identifier         | Planned Activity Name          |
|---------------------------|--------------------------------|
| 20-402-M0OP GTSB PMgmt    | GTSB Program Management (OP)   |
| 20-402-M0OP GTSB Printing | GTSB Printing (OP)             |
| 20-402-M0OP GTSB Travel   | GTSB Travel (OP)               |
| 20-402-M0PT Enforce Proj  | GTSB Enforcement Projects (PT) |
| 20-402-M0PT GTSB Pr Mgmt  | GTSB Program Management (PT)   |
| 20-402-M0PT, GTSB Travel  | GTSB Travel (PT)               |
| 20-405b-M1TR GTSB Print   | GTSB Printing (405b)           |

### Planned Activity: GTSB Program Management (OP)

Planned activity number: 20-402-M00P GTSB PMgmt

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

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

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |  |
|--|--|
| Highway Safety Office Program Management |  |
| Highway Safety Office Program Management |  |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$387,500.00             |              | \$0.00        |

### Planned Activity: GTSB Printing (OP)

Planned activity number: 20-402-M00P GTSB Printing

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

Funding in FFY 2020 is allocated for occupant protection related brochures and printing.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |  |
|--|--|
| Highway Safety Office Program Management |  |
| Highway Safety Office Program Management |  |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$10,000.00              |              | \$0.00        |

## Planned Activity: GTSB Travel (OP)

Planned activity number: 20-402-M00P GTSB Travel

Primary Countermeasure Strategy ID:

### Planned Activity Description

Funding in FFY 2020 is allocated for staff travel including attendance at trainings and the GHSA Annual Conference.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |
| Highway Safety Office Program Management |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$7,000.00               |              | \$0.00        |

## Planned Activity: GTSB Enforcement Projects (PT)

Planned activity number: 20-402-M0PT Enforce Proj

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

Funding for FFY 2020 is allocated for expenses incurred for law enforcement meetings.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |
| Highway Safety Office Program Management |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$3,000.00               |              | \$0.00        |

## Planned Activity: GTSB Program Management (PT)

Planned activity number: 20-402-M0PT GTSB Pr Mgmt

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

Split proportions of GTSB staff salaries for police traffic service related projects including coordinating, monitoring, and auditing of grants and activities.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |
| Highway Safety Office Program Management |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$305,000.00             |              | \$0.00        |

## Planned Activity: GTSB Travel (PT)

Planned activity number: 20-402-M0PT, GTSB Travel

Primary Countermeasure Strategy ID:

### Planned Activity Description

Funding for FFY 2020 is allocated for expenses incurred for law enforcement meetings.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |
| Highway Safety Office Program Management |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds              | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|------------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Planning and Administration (FAST) | \$25,000.00              |              | \$0.00        |

## Planned Activity: GTSB Printing (405b)

Planned activity number: 20-405b-M1TR GTSB Print

Primary Countermeasure Strategy ID: Highway Safety Office Program Management

### Planned Activity Description

Funding in FFY 2020 is allocated for occupant protection related brochures and sTEP calendars.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                  |
|--|
| Highway Safety Office Program Management |
| Highway Safety Office Program Management |

### Funding sources

| Source Fiscal Year | Funding Source ID           | Eligible Use of Funds  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-----------------------------|------------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act<br>405b OP<br>High | 405b OP<br>High (FAST) | \$10,000.00              |              |               |

## Countermeasure Strategy: Short-term, High Visibility Law Enforcement

Program Area: Police Traffic Services

### Project Safety Impacts

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

### Linkage Between Program Area

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

### Rationale

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

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name           |
|-------------------|---------------------------------|
| 20-402-PTS HVE    | Law Enforcement / HVE 402 (PTS) |

## Planned Activity: Law Enforcement / HVE 402 (PTS)

Planned activity number: 20-402-PTS HVE

Primary Countermeasure Strategy ID: Short-term, High Visibility Law Enforcement

## Planned Activity Description

Funding through Section 402 Police Traffic Services will support overtime for high visibility and multi-jurisdictional enforcement efforts. Speed, impaired driving, safety belt violations and other traffic violations will be addressed through these enforcement efforts. Enforcement presence helps to deter unsafe driving behaviors.

Some agencies will also receive funding for educational overtime and to help support the purchase of approved equipment.

In FFY 2020, 45 law enforcement agencies will receive funding through Section 402/Police Traffic Services.

## Intended Subrecipients

Altoona Police Department

Ankeny Police Department

Benton County Sheriff's Office

Bettendorf Police Department

Black Hawk County Sheriff's Office

Burlington Police Department

Carlisle Police Department

Clinton Police Department

Coralville Police Department

Council Bluffs Police Department

Davenport Police Department

Des Moines Police Department

DeWitt Police Department

Dubuque County Sheriff's Office

Fort Dodge Police Department

Fort Madison Police Department

Indianola Police Department

Iowa City Police Department

Johnson County Sheriff's Office

Johnston Police Department

Keokuk Police Department

Lee County Sheriff's Office

Marshall County Sheriff's Office

Muscatine County Sheriff's Office

Muscatine Police Department

Nevada Public Safety Department

Newton Police Department

North Liberty Police Department

Norwalk Police Department

Ottumwa Police Department

Perry Police Department  
Perry Police Department  
Pleasant Hill Police Department  
Polk City Police Department  
Polk County Sheriff's Office  
Scott County Sheriff's Office  
Sergeant Bluff Police Department  
Sioux City Police Department  
Story County Sheriff's Office  
Urbandale Police Department  
Wapello County Sheriff's Office  
Warren County Sheriff's Office  
Waterloo Police Department  
Waukee Police Department  
West Des Moines Police Department  
Woodbury County Sheriff's Office

**Countermeasure strategies**

| Countermeasure Strategy                     |
|---|
| Short-term, High Visibility Law Enforcement |

**Funding sources**

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds          | Estimated Funding Amount | Match Amount | Local Benefit  |
|--------------------|--------------------|--------------------------------|--------------------------|--------------|----------------|
| 2018               | FAST Act NHTSA 402 | Police Traffic Services (FAST) | \$1,346,706.00           |              | \$1,346,706.00 |

**Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement**

Program Area: Police Traffic Services

**Project Safety Impacts**

Wearing a seat belt is a simple and effective way of being safe while riding in a vehicle. Enforcement plays a vital role in reminding people of the importance of occupant protection and seat belt related laws. Section 402 funding will be utilized to support the enforcement of Iowa's primary seat belt law during overtime efforts. Enforcement agencies supported through Section 402 are required to conduct a safety belt usage survey in March and another one in August to assess the impact of their short-term, high visibility efforts. sTEP agencies are required to conduct pre- and post- wave surveys on belt use, which provides a quick assessment of the impact of each wave which helps measure the success of the enforcement and educational efforts. Agencies are also encouraged to work with the media as an educational component and to gain earned media in regard to their enforcement efforts and to help spread awareness to the importance of wearing a safety belt.

Enforcement agencies are required to report enforcement and education activities monthly.

### Linkage Between Program Area

The safety belt surveys conducted by the enforcement agencies will be utilized to analyze usage from a statewide perspective.

Both education and enforcement are included as priority areas within the State Strategic Highway Safety Plan. Funding will support overtime efforts with an emphasis on occupant protection. The combination of enforcement and education emphasizes the importance of wearing a safety belt, with the goal to increase belt usage throughout the state.

### Rationale

Short-Term High Visibility Enforcement has been a proven and highly effective countermeasure for years. High visibility enforcement emphasizes not only law enforcement but also educational components/publicity. It is highly suggested that agencies work with their local media because that contact, coupled with media exposure (such as paid media during "Click It or Ticket") has proven to be successful. Communication and outreach supporting enforcement are listed as highly effective in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 9th Edition, 2017.

Enforcement efforts in Iowa are year-round efforts but there is additional special emphasis on occupant protection during the national mobilization "Click It or Ticket".

#### Planned activities in countermeasure strategy

| Unique Identifier  | Planned Activity Name                                   |
|--------------------|---|
| 20-402-M0OP LE/HVE | Law Enforcement/HVE - Section 402 - Occupant Protection |
| 20-402-M0PT sSTEP  | sSTEP   |

### Planned Activity: Law Enforcement/HVE - Section 402 - Occupant Protection

Planned activity number: 20-402-M0OP LE/HVE

Primary Countermeasure Strategy ID: High Visibility Enforcement

#### Planned Activity Description

Funding will be utilized for overtime enforcement efforts with an emphasis on occupant protection. Grantees will be required to conduct a minimum of two observational safety belt usage surveys (March and August), conduct at least two special enforcement events, and a minimum of 12 public information/educational activities with an emphasis on occupant protection. All agencies within this project are in Iowa's "Top 22" problematic counties for FFY 2020, as determined after the analysis of three years of crash data through the Problem Identification process.

Funding will also be utilized to support overtime for enforcement and educational presentations.

#### Intended Subrecipients

Dubuque Police Department

Marion Police Department

#### Countermeasure strategies

| Countermeasure Strategy                               |
|---|
| Short-term, High Visibility Seat Belt Law Enforcement |
| Short-term, High Visibility Seat Belt Law Enforcement |

## Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds      | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|----------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Occupant Protection (FAST) | \$283,505.00             | \$56,701.00  | \$283,505.00  |

## Planned Activity: sSTEP

Planned activity number: 20-402-M0PT sSTEP

Primary Countermeasure Strategy ID: Short-term, High Visibility Seat Belt Law Enforcement

## Planned Activity Description

Iowa's sSTEP program is an enforcement and educational effort to increase safety belt and child restraint use and reduce impaired driving to ultimately bring a reduction to crashes, injuries, and fatalities on Iowa's roadways. The design of the program allows for the smaller, rural community enforcement agencies to receive overtime funding to work five specific enforcement waves; one of which coincides with the national mobilization entitled "Click It or Ticket". In addition to the enforcement efforts, funded agencies are required to conduct observational belt usage surveys before and after each wave to help measure the impact and success of the enforcement and educational efforts. Limited funding will also be utilized to purchase equipment. Agencies are encouraged to work with media to help spread awareness to the importance of wearing a safety belt. Funding will also be authorized for the purchase of approved equipment.

Iowa's sSTEP program involves smaller rural counties. In 2017, 76% of all fatalities in Iowa were coded as rural.

## Intended Subrecipients

| Adair County Sheriff's Office  |
|--------------------------------|
| Adair Police Department        |
| Adams County Sheriff's Office  |
| Albia Police Department        |
| Algona Police Department       |
| Anamosa Police Department      |
| Aplington Police Department    |
| Armstrong Police Department    |
| Arnolds Park Police Department |
| Asbury Police Department       |
| Atalissa Police Department     |
| Atlantic Police Department     |
| Aurelia Police Department      |

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| Avoca Police Department                |
| Belle Plaine Police Department         |
| Bellevue Police Department             |
| Bloomfield Police Department           |
| Boone County Sheriffaposs Office       |
| Bremer County Sheriffaposs Office      |
| Buchanan County Sheriffaposs Office    |
| Buena Vista County Sheriffaposs Office |
| Butler County Sheriffaposs Office      |
| Carroll County Sheriffaposs Office     |
| Carroll Police Department              |
| Carter Lake Police Department          |
| Centerville Police Department          |
| Chariton Police Department             |
| Charles City Police Department         |
| Cherokee Police Department             |
| Chickasaw County Sheriffaposs Office   |
| Clarion Police Department              |
| Clarke County Sheriffaposs Office      |
| Clay County Sheriffaposs Office        |
| Clayton County Sheriffs Office         |
| Clive Police Department                |
| Columbus Junction Police Department    |
| Coon Rapids Police Department          |
| Crawford County Sheriffaposs Office    |
| Cresco Police Department               |
| Davis County Sheriffaposs Office       |
| Decatur County Sheriffaposs Office     |
| Decorah Police Department              |
| Denver Police Department               |
| Dickinson County Sheriffaposs Office   |
| DOT Motor Vehicle Enforcement          |
| Dunlap Police Department               |
| Durant Police Department               |
| Dyersville Police Department           |
| Dysart Police Deaprtment               |
| Emmet County Sheriffaposs Office       |
| Estherville Police Department          |
| Fairbank Police Department             |
| Farley Police Department               |
| Fayette Police Department              |
| Floyd County Sheriffaposs Office       |
| Fonda Police Department                |
| Forest City Police Department          |
| Franklin County Sheriffaposs Office    |

|                                     |
|-------------------------------------|
| Fremont County Sheriffaposs Office  |
| Garner Police Department            |
| Gilbertville Police Department      |
| Glenwood Police Department          |
| Gowrie Police Department            |
| Greene County Sheriffaposs Office   |
| Grinnell Police Department          |
| Grundy Center Police Department     |
| Grundy County Sheriffaposs Office   |
| Guthrie County Sheriffaposs Office  |
| Guttenberg Police Department        |
| Hampton Police Department           |
| Hardin County Sheriffaposs Office   |
| Harlan Police Department            |
| Harrison County Sheriffaposs Office |
| Henry County Sheriffaposs Office    |
| Hinton Police Department            |
| Humboldt County Sheriffaposs Office |
| Humboldt Police Department          |
| Ida County Sheriffaposs Office      |
| Independence Police Department      |
| Janesville Police Department        |
| Jefferson Police Department         |
| Jesup Police Department             |
| Jewell Police Department            |
| Jones County Sheriffaposs Office    |
| Keokuk County Sheriffaposs Office   |
| Kingsley Police Department          |
| Kossuth County Sheriffaposs Office  |
| La Porte City Police Department     |
| Lake Park Police Department         |
| Lake View Police Department         |
| Lansing Police Department           |
| Le Mars Police Department           |
| Leon Police Department              |
| Lisbon Police Department            |
| Logan Police Department             |
| Louisa County Sheriffaposs Office   |
| Lucas County Sheriffaposs Office    |
| Lyon County Sheriffaposs Office     |
| Madison County Sheriffaposs Office  |
| Manchester Police Department        |
| Manning Police Department           |
| Manson Police Department            |
| Maquoketa Police Department         |

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| Marcus Police Department                 |
| Marengo Police Department                |
| Mar-Mac Police Department                |
| McCausland Police Department             |
| Melcher Dallas Police Department         |
| Merrill Police Department                |
| Milford Police Department                |
| Mills County Sheriffaposs Office         |
| Missouri Valley Police Department        |
| Monona Police Department                 |
| Monroe Police Department                 |
| Montgomery County Sheriffaposs Office    |
| Monticello Police Department             |
| Montrose Police Department               |
| Mount Pleasant Police Department         |
| Moville Police Department                |
| Nashua Police Department                 |
| New Hampton Police Department            |
| New Vienna Police Department             |
| Newell Police Department                 |
| Okoboji Police Department                |
| Osage Police Department                  |
| Osceola County Sheriffaposs Office       |
| Osceola Police Department                |
| Page County Sheriffaposs Office          |
| Palo Alto County Sheriffaposs Office     |
| Panora Police Department                 |
| Parkersburg Police Department            |
| Pella Police Department                  |
| Peosta Police Department                 |
| Pleasantville Police Department          |
| Plymouth County Sheriffaposs Office      |
| Pocahontas Police Department             |
| Postville Police Department              |
| Pottawattamie County Sheriffaposs Office |
| Poweshiek County Sheriffaposs Office     |
| Prairie City Police Department           |
| Red Oak Police Department                |
| Sac City Police Department               |
| Sac County Sheriffaposs Office           |
| Shelby County Sheriffaposs Office        |
| Shenandoah Police Department             |
| Sigourney Police Department              |
| Spencer Police Department                |
| Spirit Lake Police Department            |

|                                      |
|--------------------------------------|
| State Center Police Department       |
| Story City Police Department         |
| Strawberry Point Police Department   |
| Sumner Police Department             |
| Tama County Sheriffaposs Office      |
| Tama Police Department               |
| Taylor County Sheriffaposs Office    |
| Tipton Police Department             |
| Toledo Police Department             |
| Van Meter Police Department          |
| Wapello Police Department            |
| Washington Police Department         |
| Waukon Police Department             |
| Waverly Police Department            |
| Wayne County Sheriffaposs Office     |
| Webster City Police Department       |
| West Union Police Department         |
| Williamsburg Police Department       |
| Winnebago County Sheriffaposs Office |
| Winterset Police Department          |
| Worth County Sheriffaposs Office     |

## Countermeasure strategies

| Countermeasure Strategy                               |
|---|
| Short-term, High Visibility Seat Belt Law Enforcement |
| Short-term, High Visibility Seat Belt Law Enforcement |

## Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds      | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|----------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Occupant Protection (FAST) | \$675,000.00             |              | \$0.00        |

## Countermeasure Strategy: Traffic Safety Training

Program Area: Police Traffic Services

### Project Safety Impacts

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

## Linkage Between Program Area

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

## Rationale

Metrics to measure the conference success outside of the fiscal performance, attendance and evaluation reviews, are managed by the GTSB office. An annual review of services for efficiency, performance and measure the success of GTSB goals is held post conference. Conference attendance has been a great indicator of the need for this conference. Attendance has maintained an average of 262 attendees over the past 4 years.

### Planned activities in countermeasure strategy

| Unique Identifier         | Planned Activity Name |
|---------------------------|-----------------------|
| 20-402-MOPT Task 00-00-29 | GTSB Conference       |

## Planned Activity: GTSB Conference

Planned activity number: 20-402-MOPT Task 00-00-29

Primary Countermeasure Strategy ID: Traffic Safety Training

### Planned Activity Description

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

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

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

1. As part of the above process, an overall structure will be developed including concept development, identification of priorities and training, the appropriate formats for sessions, budget development and pricing structures for the event.
2. CPM will develop a timeline for all project deliverables and manage the execution of those items.
3. CPM will host and populate a conference website, coordinate all registration functions for the conference and handle all registrant payment and processing.

4. The two agencies will jointly collaborate to market the conference to attendees and exhibitors alike.
5. CPM secures lodging options, and acts as a housing bureau for the conference-saving costs by rooming attendees together for cost share and eliminating risk by managing blocks to minimize attrition.
6. CPM will identify venues, negotiate contracts and manage facility logistics.
7. To ensure a successful conference CPM will coordinate speaker arrangements including travel and audio-visual needs. In addition, CPM will work to develop and produce all participate materials.
8. The university oversees the design, collection and tabulation of evaluations to ensure that conference programming is on point with the needs of its constituents. This feedback is folded into future planning to ensure that the conference provides relevance and values.

Grant funds are used to support the above activities, and the related costs for deliverables-room rental, speaker travel/feels, registration materials, and lodging stipends as per established guidelines.

Conference expenses vary annually based on conference location, number of participants and selected speakers. The 2020 grant will mark the 30th anniversary of this training.

### Intended Subrecipients

Iowa State University, Conference Planning and Management

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| Traffic Safety Training |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds          | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|--------------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Police Traffic Services (FAST) | \$24,000.00              |              | \$0.00        |
| 2018               | FAST Act NHTSA 402 | Alcohol (FAST)                 | \$23,000.00              |              | \$0.00        |
| 2018               | FAST Act NHTSA 402 | Occupant Protection (FAST)     | \$23,000.00              |              | \$0.00        |

## Program Area: Roadway Safety/Traffic Engineering

### Description of Highway Safety Problems

Iowa recognizes engineering as an important component to an effective traffic safety program. Section 402/Roadway Safety funding allows for collaborative statewide efforts in regard to traffic safety.

Iowa's traffic records systems contains an abundance of data that is utilized to determine problem areas and can support the corrective actions and recommendations made in engineering and enforcement efforts. This information only continues to expand. For example, over the past several years, the Roadway System database has been populated with intersection and interchange data, which were both new data elements and can be used for Roadway Safety and Traffic Engineering purposes.

Traffic safety data is more readily available since the development of a web-based analytical tool, Iowa Crash

Analysis Tool, ICAT (formally known as SAVER), <https://icat.iowadot.gov>. This tool is quite user-friendly and provides 10 years' work of data. During FFY 2020 efforts will continue to expand knowledge and use of the tool. Wide use of ICAT has the potential to greatly expand the analysis, dissemination, and use of Iowa crash records. Iowa has 99 counties and 947 municipalities. Thus, the potential ICAT user base includes thousands of people affiliated with state, county and local agencies, along with consultants that provide professional services to state and municipal agencies.

**Associated Performance Measures**

| Fiscal Year | Performance measure name  | Target End Year | Target Period | Target Value |
|-------------|---|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS)                                    | 2020            | 5 Year        | 345.8        |
| 2020        | C-2) Number of serious injuries in traffic crashes (State crash data files) | 2020            | 5 Year        | 1396.2       |
| 2020        | C-3) Fatalities/VMT (FARS, FHWA)  | 2020            | 5 Year        | 1.011        |

**Countermeasure Strategies in Program Area**

| Countermeasure Strategy |
|-------------------------|
| MDST                    |
| Safety Circuit Rider    |
| TEAP                    |

**Countermeasure Strategy: MDST**

Program Area: Roadway Safety/Traffic Engineering

**Project Safety Impacts**

There are many benefits of an MDST. 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.

**Linkage Between Program Area**

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

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

## Rationale

The benefits of a MDST are invaluable. By coordinating communication and collaborating with other stakeholder, participants gain a broader perspective on safety issues and lean best practices from professionals outside their area of expertise. This ultimately leads to the development of solutions that may not have been considered otherwise.

### Planned activities in countermeasure strategy

| Unique Identifier    | Planned Activity Name              |
|----------------------|------------------------------------|
| 20-402-MORS, Task 02 | Multiple Disciplinary Safety Teams |

## Planned Activity: Multiple Disciplinary Safety Teams

Planned activity number: 20-402-MORS, Task 02

Primary Countermeasure Strategy ID: MDST

### Planned Activity Description

This joint effort supports the opportunity to help facilitate the development and operation of local multi-discipline safety teams (MDSTs) to help identify and resolve local crash causes and enhance crash response practices. These teams include a wide range of local and state safety professionals from various backgrounds and disciplines. These professionals meet on a regular basis to discuss safety topics, problems, projects, and improvements along local roadways within regional areas of Iowa.

Funding will provide for services to assist partners in the formation, development and continuation of local MDSTs. The structure of the MDST program allows for the expertise and knowledge of traffic safety professionals to be shared through collaborative means to discuss traffic safety programs and strategies in specific areas of the state. MDSTs establish a forum in which participants understand their part of traffic safety and how it coordinates with other areas represented on the team.

MDSTs are an integral part of reducing fatalities and serious injuries. They provide a unique way to looking at problems and coming up with solutions that might not be possible when focusing on individual disciplines. The performance measures for this project would be the number of MDSTs that are either developed or supported.

### Intended Subrecipients

Iowa Department of Transportation, Office of Traffic and Safety

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| MDST                    |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|-----------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Roadway Safety (FAST) | \$20,000.00              | \$4,000.00   | \$20,000.00   |

## Countermeasure Strategy: Safety Circuit Rider

Program Area: Roadway Safety/Traffic Engineering

### Project Safety Impacts

The engineering and city/county agency staff training contract supports the Local Technical Assistance Program (LTAP) - Safety Circuit Rider, managed through Iowa State University, Institute for Transportation. The LTAP Safety Circuit Rider Program develops, leads, and instructs transportation-related training and workshop events as well as conducts outreach for city, county, and other agencies throughout the state. The Safety Circuit Rider leads the development of a series of multi-disciplinary safety workshops, supports, and assists with city/county/ and regional multi-disciplinary safety teams with members and creates/applies multi-disciplinary teams for roadway safety assessments when requested by local agencies. These efforts involve outreach and partnerships collaboration, and involvement on the E's of roadway safety. Funding will provide for a Safety Circuit program to assist local engineers and local agency staff through a variety of safety-related training throughout the state. The Safety Circuit Rider Program is designed to provide safety-related information, training and support to agencies responsible for local roadway safety. The position also provides safety-related technical assistance to the general public, engineers, enforcement, etc., and crash data summary interpretations when requested. The Safety Circuit Rider Program also plays an integral part in the state's Fall Safety Workshops which provide a platform for enforcement, engineering and maintenance personnel to come together for training in a multi-disciplinary manner. Through such collaboration and training, safety-related policies, such as the statewide quick clearance policies have been developed.

### Linkage Between Program Area

The partnership created among traffic safety stakeholders is a critical component in the overall success of traffic safety efforts.

### Rationale

The partnership created among traffic safety stakeholders is a critical component in the overall success of traffic safety efforts.

#### Planned activities in countermeasure strategy

| Unique Identifier    | Planned Activity Name |
|----------------------|-----------------------|
| 20-402-MORS, Task 01 | Safety Circuit Rider  |

### Planned Activity: Safety Circuit Rider

Planned activity number: 20-402-MORS, Task 01

Primary Countermeasure Strategy ID: Safety Circuit Rider

### Planned Activity Description

The engineering and city/county agency staff training contract supports the Local Technical Assistance Program

(LTAP) - Safety Circuit Rider, managed through Iowa State University, Institute for Transportation. The LTAP Safety Circuit Program develops, leads and instructs transportation-related training and workshop events as well as conducts outreach for city, county, and other agencies through the state. The Safety Circuit Rider leads the development of a series of multidisciplinary safety workshops, supports, and assists with city, county and regional multidisciplinary safety teams. These efforts involve outreach and partnerships, collaboration, and involvement on the E's of roadway safety. Funding will provide for a safety circuit program to assist local engineers and local agency staff through a variety of safety-related training throughout the state. The Safety Circuit Rider Program is designed to provide safety-related information, training and support to agencies responsible for local roadway safety. The position also provides safety-related technical assistance to the general public, engineers, enforcement, etc., and crash data summary interpretations when requested. The Safety Circuit Rider Program also plays an integral part in the state's Fall Safety Workshops which provide a platform for enforcement, engineering and maintenance personnel to come together for training in a multidisciplinary manner. Through such collaboration and training, safety-related policies, such as the statewide quick clearance policies have been developed. Roadway safety assessments are also conducted when requested by local agencies.

There is a continual need for training for safety professionals and people in similar positions around the state of Iowa. This engineering training contract provides a funding stream for "as-needed" training of safety engineers, traffic technicians, and other safety professionals. Many special training opportunities have resulted from this program.

The annual goal is to train as many people as possible over the course of a year with this program. Results will be measured by the number of individuals trained.

Specifically for FFY 2020, funds will be used to complete the following activities:

Training approximately 360 local transportation staff annually through a safety circuit rider program under LTAP-approved work plan from FHWA and the Iowa DOT.

Provide training courses, workshops and presentations for state and local transportation staff on safety-related topics (e.g. work zone flagger, Local Road Safety Workshops, safety countermeasures, etc.)

Organize and coordinate up to ten multidisciplinary Road Safety Assessment (RSA) efforts for GTSB and local agencies on-request.

Provide multidisciplinary technical assistance to and feedback on safety-related questions received from local transportation staff and manage safety-related equipment loan program.

Provide support for the GTSB highway safety efforts, including coordination with local agency engineers when necessary.

Participate in association meeting and conferences and provide safety presentations, demonstrations, and moderator services when requested.

Print and provide necessary training materials.

### [Intended Subrecipients](#)

Iowa State University

### [Countermeasure strategies](#)

| Countermeasure Strategy |
|-------------------------|
| Safety Circuit Rider    |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|-----------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Roadway Safety (FAST) | \$60,000.00              | \$12,000.00  | \$60,000.00   |

### Countermeasure Strategy: TEAP

Program Area: Roadway Safety/Traffic Engineering

#### Project Safety Impacts

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

#### Linkage Between Program Area

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

#### Rationale

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

#### Planned activities in countermeasure strategy

| Unique Identifier    | Planned Activity Name                  |
|----------------------|--|
| 20-402-MORS, Task 03 | Traffic Engineering Assistance Program |

## Planned Activity: Traffic Engineering Assistance Program

Planned activity number: 20-402-MORS, Task 03

Primary Countermeasure Strategy ID: TEAP

### Planned Activity Description

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

The results which are hoped to be attained through this project are to provide as many counties and towns/cities as possible with traffic engineering studies to help them identify solutions to their traffic operations and safety problems. The results will be measured by the number of studies completed.

### Intended Subrecipients

Iowa Department of Transportation, Office of Traffic and Safety

### Countermeasure strategies

| Countermeasure Strategy |
|-------------------------|
| TEAP                    |

### Funding sources

| Source Fiscal Year | Funding Source ID  | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|--------------------|-----------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act NHTSA 402 | Roadway Safety (FAST) | \$100,000.00             | \$20,000.00  | \$100,000.00  |

## Program Area: Teen Traffic Safety Program

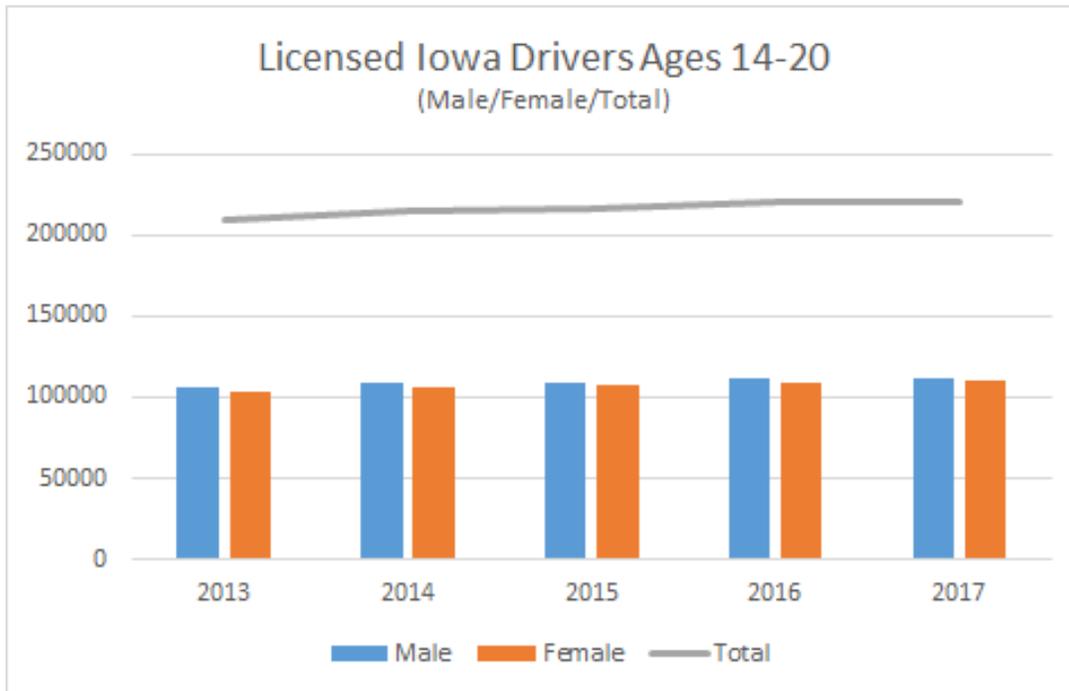
### Description of Highway Safety Problems

Motor vehicle crashes remain the leading cause of death for 14-18 year olds in Iowa and throughout the United States. In comparison with adult drivers, young drivers are substantially over-involved in crashes.

Young drivers have high crash risks for two main reasons. First, they are inexperienced, just learning to drive. The mechanics of driving require much of their attention, so safety considerations frequently are secondary. They do not have experience in recognizing potentially risky situations or in controlling their vehicles in these situations. Second, normal adolescent development involves an increase in novelty seeking and risk taking behaviors. Inexperience makes certain circumstances more dangerous for younger drivers. In addition, immaturity increases the likelihood of young drivers putting themselves in risky circumstances. NHTSA has identified five areas of concern in relation to younger drivers: 1) Night-time Driving, 2) Drinking and Driving, 3) Passenger Interactions, 4) Belt Use, and 5) Cell Phone Use.

Iowa does have a GDL law but it allows for learner's permits to be obtained at age 14.

In 2016, 53 drivers age 20 or younger were involved in fatal crashes. Over the past five years (2012-2016) a linear trend is showing a gradual increase in the number of drivers age 20 or younger involved in fatal crashes. Over the past five year, the lowest number recorded was 35 with the highest number recorded in 2016 with 53. The state of Iowa saw a slight increase in the number of licensed Iowa Drivers Ages 14-20 as seen on the chart below.



### Associated Performance Measures

| Fiscal Year | Performance measure name                 | Target End Year | Target Period | Target Value |
|-------------|--|-----------------|---------------|--------------|
| 2020        | C-1) Number of traffic fatalities (FARS) | 2020            | 5 Year        | 345.8        |

|      |   |      |        |        |
|------|---|------|--------|--------|
| 2020 | C-2) Number of serious injuries in traffic crashes (State crash data files) | 2020 | 5 Year | 1396.2 |
| 2020 | C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)   | 2020 | 5 Year | 47.00  |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy                               |
|---|
| School and Community Program Focusing on Teen Drivers |

## Countermeasure Strategy: School and Community Program Focusing on Teen Drivers

Program Area: Teen Traffic Safety Program

### Project Safety Impacts

There has been a notable increase in the number of student drivers' participation in traffic safety as a result of presenting it by means with their (teens) social platforms. Using methods such as music, rap and social media are significantly effective. Previous efforts by the grantee has included the development of school administration approved traffic safety based curriculum for student to apply themselves to during their in-school sessions, engaging students grades 9-12. Utilizing tools such as impaired vision goggles, sobriety field testing and in particular the desktop driving simulator catapulted the student participation astronomically from minimal awareness, to producing full classroom attendance in present and subsequent pre-scheduled seminars.

### Linkage Between Program Area

The programs will aid in acquiring youth participation, and maintain their interest in peer to peer led group forums, guiding young drivers to improve their driving habits to significantly reduce the number of injuries and/or fatalities resulting from distracted driving and failure to adhere to safety measures put in place to minimize the likelihood of serious injury/fatality occurrences.

### Rationale

The programs will aid in acquiring youth participation, and maintain their interest in peer to peer led group forums, guiding young drivers to improve their driving habits to significantly reduce the number of injuries and/or fatalities resulting from distracted driving and failure to adhere to safety measures put in place to minimize the likelihood of serious injury/fatality occurrences.

The program is primarily offered in the Des Moines metro area.

The program has evolved over the years which has increased student participation. There has been a notable increase in the number of student drivers' participation in traffic safety as a result of presenting it by means within their social platforms. In FFY 2019, there are plans to again further improve the program through the use of broadcasting to advertise the youth traffic safety programs. The goal is to increase public awareness, not only to youth but also to local businesses and vested community residents who now indicate expressed

appreciation and support of the promotion of traffic safety awareness to youth.

**Planned activities in countermeasure strategy**

| Unique Identifier     | Planned Activity Name       |
|-----------------------|-----------------------------|
| 19-402-M0TSP, Task 01 | Teen Traffic Safety Program |

**Planned Activity: Teen Traffic Safety Program**

Planned activity number: 19-402-M0TSP, Task 01

Primary Countermeasure Strategy ID:

**Planned Activity Description**

Creative Visions Human Development Institute is a Des Moines based community outreach organization which includes a traffic safety program among other programs and services. The Traffic Safety Program is a joint project with the Governor's Council. The program utilizes a mentoring team and is designed to promote traffic safety by making the community aware of the dangers of driving while distracted or impaired, and injuries or fatalities improper use or non/use of safety belts. While the overall traffic safety message is aimed at all drivers, the program places emphasis on minority yours and young adult drivers in the urban ares. Creative Visions provides traffic safety awareness, positive peer interaction and mentoring among youths and promotes safe driving practices and positive behaviors.

The Creative Vision program has evolved over the years. There has been a notable increase in the number of student drivers' participation in traffic safety as a result of presenting it by means within their social platform. In FFY 2019, Creative Visions plans to further enhance the program. Creative Visions has identified that promotion of traffic safety via radio broadcast, infomercials, studio production services, utilizing videography, soundtracks and media graphic artistry are effective and necessary tools to generate desired and expected contractual outcomes. The enhancements will aide in acquiring youth participation and maintain their interest in peer to peer led forums, guiding young drivers to improve their driving habits to significantly reduce the number of injuries and/or fatalities resulting from distracted driving and failure to adhere to safety measures put in place to minimize the likelihood of serious injury/fatality occurrences. With the use of broadcasting ot advertise our youth traffic safety programs, Creative Visions increased public awareness, not only to youth but also to local businesses and vested community residents who now indicate expressed appreciation and support of the efforts to promote traffic safety awareness to youth.

**Intended Subrecipients**

Creative Visions Human Development Institute

**Countermeasure strategies**

| Countermeasure Strategy                               |
|---|
| School and Community Program Focusing on Teen Drivers |

**Funding sources**

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

|  |                       |                                  |  |  |  |
|--|-----------------------|----------------------------------|--|--|--|
|  | FAST Act<br>NHTSA 402 | Teen Safety<br>Program<br>(FAST) |  |  |  |
|--|-----------------------|----------------------------------|--|--|--|

## Program Area: Traffic Records

### Description of Highway Safety Problems

Iowa has a long history of promoting data improvement and uses through its Statewide Traffic Records Coordinating Committee (STRCC). Iowa has had a multidisciplinary statewide traffic records committee for communication, planning, and coordination since June 1994.

STRCC membership is comprised of a diverse group of traffic safety professionals, who understand the need for quality traffic safety records. The need for quality records is even more pronounced in light of recent legislation, including the FAST-Act, and the requirements for projects to be data driven.

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

The most recent Traffic Records Assessment was conducted between August 31 and December 1, 2015, by the National Highway Traffic Safety Administration Technical Assessment Team. The assessment consisted of 391 questions which were answered by Iowa's subject matter experts. The analysis provided by NHTSA Traffic Records experts provided for an in-depth peer review of Iowa's Traffic Records System. The state's responses were rated as "Meeting the Ideal", "Partially Meeting the Ideal", and "Not Meeting the Ideal". The following were the recommendations following the assessment:

Crash – Improve the data quality control program for the crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

Vehicle – Improve the procedures/process flows for the vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

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

Driver – Improve the data dictionary for the driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

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

Roadway – Improve the data dictionary for the roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

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

Citation/Adjudication - Improve the data quality control program for the citation and adjudication system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

EMS/Injury Surveillance – Improve the data quality control program for the injury surveillance system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

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

Section 405c projects will support recommendations from the 2015 Traffic Records Assessment.

**Associated Performance Measures**

**Countermeasure Strategies in Program Area**

| Countermeasure Strategy                                    |
|--|
| State Traffic Safety Information System Improvement Grants |

**Countermeasure Strategy: State Traffic Safety Information System Improvement Grants**

Program Area: Traffic Records

**Project Safety Impacts**

Iowa's traffic records system is made up of six primary core datasets: Crash, Roadway, Driver, Citation/Adjudication, Vehicle, and EMS/Injury Surveillance. Throughout the system, traffic records are captures, stored, analyzed, transmitted, and disseminated for various traffic safety-related projects. Iowa's traffic safety professionals understand the importance of data and as such coordinate efforts through the Statewide Traffic Records Coordinating Committee (STRCC). Iowa first initiated the traffic records committee for communication, planning and coordination of efforts in 1994. Since that time, Iowa has successfully maintained and expanded the STRCC committee through the years with membership including representatives in the areas of law enforcement/adjudication, public health, injury control, highway infrastructure, engineering, driver licensing, research/education and motor carrier agencies and organizations. Federal partners from NHTSA, FHWA, and FMCSA are also involved in STRCC meetings and related efforts.

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

**Linkage Between Program Area**

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

Iowa submits an annual Interim Progress Report to show quantifiable improvements in a data-related effort. Comprehensive data is utilized for highway safety decision in Iowa. Therefore, data must be accurate and complete. Analysis of data provides for a starting point to understand factors that may have contributed to traffic crashes. Iowa continues to improve the overall traffic records system through the support of the

Statewide Traffic Records Coordinating Committee (STRCC) and with the development of the Traffic Records Strategic Plan. Data is also the foundation for the development of the State Strategic Highway Safety Plan.

## Rationale

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

Projects associated with Section 405c funding will steadily increase Iowa's Traffic Records System. Strategies will focus around the recommendations set forth in the 2011 and 2015 Traffic Records Assessment. It should be noted, however, that improvements to data systems may be on-going over a period of time.

A particular goal in regard to traffic data in the state of Iowa is to promote the availability of such information and to provide useful data to the end-user.

### Planned activities in countermeasure strategy

| Unique Identifier         | Planned Activity Name  |
|---------------------------|--|
| 20-405c-M3DA, 00-00-03    | GTSB Travel  |
| 20-405c-M3DA, Task 02     | Iowa Traffic and Criminal Software (TraCS)                             |
| 20-405c-M3DA, Task 03     | Roadway Safety Data Collection, Maintenance, Analysis Tools, Training  |
| 20-405c-M3DA, Task 04     | CJJP Research  |
| 20-405c-M3DA, Task 08     | Iowa Traffic Safety Data Services (ITSDS)                              |
| 20-405d-FDL*403R, Task 01 | Integration of Data to Examine High-Risk and Vulnerable Road Users     |
| 20-405d-FDL*403R, Task 03 | Driver Behavior and Medical Outcomes Data Improvement                  |
| 20-405d-FDL*EM, Task 01   | EMS Data Improvement   |
| 20-405d-IS, Task 02       | Census of Young Drivers in Iowa: Analysis of Citations and Convictions |

### Planned Activity: GTSB Travel

Planned activity number: 20-405c-M3DA, 00-00-03

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

### Planned Activity Description

Funding for FFY 2020 is allocated for data-related travel expenses for GTSB staff.

### Intended Subrecipients

GTSB - Internal

### Countermeasure strategies

| Countermeasure Strategy                                    |
|--|
| State Traffic Safety Information System Improvement Grants |

## Funding sources

| Source Fiscal Year | Funding Source ID             | Eligible Use of Funds    | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------------|--------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act<br>405c Data Program | 405c Data Program (FAST) | \$500.00                 |              |               |

### Planned Activity: Iowa Traffic and Criminal Software (TraCS)

Planned activity number: 20-405c-M3DA, Task 02

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

#### Planned Activity Description

The criminal justice community has continued to make improvements in utilizing an electronic process for traffic records, but the use of paper still remains. From the initial point of contact with a driver/suspect through the final disposition of sentence the process has relied heavily on the manual processing of paperwork in order to function. The TraCS project intends to innovatively utilize current technology to replace this antiquated paper based process with an electronic data capture and transmission capability. This application of data collection and transmission technology will provide decision makers with improved data that will ultimately improve highway safety.

TraCS is a data collection, reporting and records management system (RMS) for the public safety community to use to streamline and automate the capture and transmission of critical information from the local agency to other members of the criminal justice enterprise. Among other things, the Iowa TraCS package includes components for crash reporting, citation issuance, issuing of warning tickets, operating while intoxicated reporting, commercial motor vehicle inspections, field investigative reports, compliant and affidavit reporting and more.

Funds will be used to maintain a remote support capability for the TraCS team which increases efficiency as less travel time is required to support and maintain the TraCS software. This will enhance their capability to provide installation, training, and support as efficiently as possible. Additionally, these funds will be used to subcontract for technical support from service providers who will develop, maintain, and provide overall software maintenance for the TraCS program in Iowa. These sub-contractor activities will provide Iowa with adequate programming and support to carry out essential TraCS activities throughout the state.

Project activities include:

Providing a remote staff support capability will allow for staff to provide installation, training and support activities more efficiently.

Electronic crash reporting will be expanded and enhanced by providing technical and field support for TraCS through training events, workshops and meetings.

In-field crash location improvements and enhancements will be provided through the modifications to the crash location software.

Research modifications to the crash report to enable the collection of Traffic Incident Management (TIM) data.

Continue to develop, test, and deploy a Drug Recognition Expert (DRE) evaluation form in TraCS. The number of agencies utilizing TraCS to complete and submit traffic citations electronically through the State’s CJIS network to the State’s court system will be increased.

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

**Project Objective:**

The number of agencies capable of submitting crash reports electronically will increase as more agencies are added to TraCS and TraCS Web Services and begin to transmit their report through that process. Additionally, the number of citations, complaint and affidavits submitted electronically from existing TraCS agencies will increase as the benefits and streamlined functionality of TraCS and TraCS Web Services becomes fully realized.

**Intended Subrecipients**

Iowa Department of Transportation, Office of Motor Vehicle Enforcement

**Countermeasure strategies**

| Countermeasure Strategy                                    |
|--|
| State Traffic Safety Information System Improvement Grants |

**Funding sources**

| Source Fiscal Year | Funding Source ID          | Eligible Use of Funds    | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------------|--------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act 405c Data Program | 405c Data Program (FAST) | \$100,000.00             | \$20,000.00  |               |

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

Planned activity number: 20-405c-M3DA, Task 03

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

**Planned Activity Description**

**Improvement of Data Documentation**

There is a need for continued improvements to datasets related to roadway safety research conducted by the Iowa DOT. Information is currently being retrieved from the administrative datasets which lack data dictionaries and data quality assurances necessary for safety research. Specific issues with the existing crash dataset have been identified, to include errors in derived variables within datasets; data availability; and the lack of data documentation.

This project aims to improve the transparency, accessibility, documentation, and quality assurance process of Iowa DOT data to increase use and improve efficiency of data requests for roadway safety studies. Specifically, this project will focus on the improvement of data access, data dictionaries, and data accuracy. This contract

year will focus exclusively on the crash datasets.

Project activities include:

Formation of a technical advisory committee, including internal Iowa DOT data managers and analysts, as well as external partners conducting traffic safety research.

Document data flow and handling process from origin to final dataset creation and archiving process.

This will include documentation of any derived variables and any existing quality control processes.

Compile existing data dictionaries.

Create a data dictionary template to establish uniformity of data documentation.

Create data dictionaries for datasets that do not currently have one and adapt existing dictionaries to fit with data dictionary template.

Conduct quality assessments of correspondence between sample data and data dictionaries.

Develop quality assurance protocols as needed.

Determine and document methods for linking Iowa DOT databases.

Provide outlines (if needed), review, and feedback of the following documentation; data flow and handling, data dictionaries, data request process, quality assurance.

Provide recommendations for future data quality improvements.

Document and establish, if needed, data request processes.

Project Objectives:

It is expected this project will improve the accuracy, quality, accessibility, and linkage of the crash dataset. It is anticipated that these improvements will increase the use, efficiency, and timeliness of these data for safety analyses. It is also anticipated that this project will improve the transparency of the data handling processes.

The subsequent application of knowledge from these studies can inform preventive measures to have a positive impact on roadway safety in Iowa

Iowa Crash Analysis Tool Improvements and Training

Use of the Iowa Crash Analysis Tool (ICAT) has greatly expanded the analysis, dissemination, and use of Iowa crash records. Continued use of this tool has brought forth a need to reevaluate some of the workflows and crash data processing that is done both externally and internally to the Iowa DOT. To provide the most accurate and up-to-date information in ICAT, various location tools and road information databases need to be updated.

Along with these updates, training will need to be provided to educate potential users of the modifications made during the software development process.

The proposed project will address the need for improved workflows and increased ICAT utilization. To help ensure the data that is being accessed through ICAT is consistent and accurate, processes that are used to input the data and extract the data from servers need to be updated to include more modern location tools and currently road data. New tools may need to be developed to ensure compatibility with the Iowa DOT's Roadway Asset Management System (RAMS), the Traffic and Criminal Software (TraCS), and the National Highway Traffic Safety Administration's Fatality Analysis Reporting System (FARS). Training will need to be provided to potential users and will be customized for various audiences.

Project activities will include:

Formation of a data analysis committee consisting of Iowa DOT managers and analysts.

Review current data workflows and data collection tools.

Develop new processes and tools to align with current road data network and databases to ensure the accuracy of the crash location and associated road network information.

The proposed project will address the need for ICAT training through a combination of face-to-face training, web-based training and quick-start videos.

#### Project Objectives:

The objectives of this project was to increase the accuracy and use of the ICT tool. The workflow improvements will inevitably help the Iowa DOT to provide ICAT users with the most accurate and timely crash information. The expected impacts of these improvements are to increase confidence in the data obtained from ICAT and to promote use of the on-line data analysis tool, which will, in turn, support the emerging proactive road safety culture in Iowa.

#### Database Completion, Maintenance, and Use

As part of an on-going effort, Iowa DOT has been developing and maintaining several databases that have the potential to play an integral role in safety analysis. These databases include an intersection/interchange database, a curve database, and a comprehensive inventory of safety countermeasures. Continued collection of attributes for the ever-changing records in these databases needs to be completed, at a minimum, on an annual basis. The use of these databases may provide for expanded data needs and modifications.

The proposed projects will do as follows: complete and maintain the intersection, interchange, and horizontal curve databases, expand identification of roadway safety countermeasures, improve accessibility and utilization of roadway safety data, and conduct research studies.

#### Project activities will include:

Update the intersection database. This will include systematically identifying intersections for review and update of intersection and approach attributes, validating or updating attributes for the aforementioned intersections, rectifying differences identified by Research and Analytics, and collecting attributes for any newly identified intersections.

Update horizontal curve parameters. Ongoing efforts include conflating the curves to the Iowa DOT's linear referencing system (LRS) and deriving the updated curve parameters, e.g. radius, length, degree of curvature.

Determine method for identifying roadway safety feature locations statewide.

Determine a mechanism to maintain and update the roadway databases.

Link roadway data with crash data and other data towards development of products such as maps, analyses, and summaries that provide insight to traffic safety issues and ways to prevent traffic fatalities and serious injuries.

Conduct research studies to analyze crashes and effects of specific countermeasures. On-going efforts to capture potential solutions for preventing fatal/serious crashes.

#### Project Objectives:

The improvements and maintenance of roadway databases for use in traffic safety analysis will provide a resource in the development of maps, reports, summaries to aid in analysis. The information garnered from these databases may be utilized in safety-related research studies which will support the reduction of crash-related fatalities and injuries.

#### Attendance and Involvement in Traffic Records Conferences

Funding will be utilized to send at least one, maybe multiple individuals, to the Traffic Records Forum in 2020, and other applicable conferences, as identified.

### Intended Subrecipients

Iowa Department of Transportation, Office of Traffic and Safety

### Countermeasure strategies

| Countermeasure Strategy                                    |
|--|
| State Traffic Safety Information System Improvement Grants |

### Funding sources

| Source Fiscal Year | Funding Source ID             | Eligible Use of Funds    | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|-------------------------------|--------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act<br>405c Data Program | 405c Data Program (FAST) | \$160,000.00             | \$32,000.00  |               |

### Planned Activity: CJP Research

Planned activity number: 20-405c-M3DA, Task 04

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

### Planned Activity Description

The Justice Data Warehouse (JDW) is a central repository of key criminal and juvenile justice data. The data sources originate from other agencies, and these agencies, as well as CJJP, currently lack resources to develop and update data dictionaries and information that could be provided to outside entities. CJJP will procure and utilize a software tool (Universe Platter) to help extract the table/field elements that would establish a data dictionary for availability to outside entities. This application will be a time saving tool that will allow for documentation of our tables and universes (back end repository), using existing data included in the data warehouse and will allow for the elimination of manual documentation with automated features providing connections, database tables, joins between tables and metadata. The work will start with the Court’s citation data and potentially expand to other JDW data sources. CJJP will also conduct research and analysis on the timeliness of the citation data, reviewing the time from citation data to disposition to see if there are variations across the state.

### Intended Subrecipients

Iowa Department of Human Rights, Criminal and Juvenile Justice Planning

### Countermeasure strategies

| Countermeasure Strategy                                    |
|--|
| State Traffic Safety Information System Improvement Grants |

### Funding sources

| Source Fiscal Year | Funding Source ID          | Eligible Use of Funds    | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------------|--------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act 405c Data Program | 405c Data Program (FAST) | \$35,000.00              |              |               |

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

Planned activity number: 20-405c-M3DA, Task 08

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

### Planned Activity Description

ITSDS provides agencies, organizations and individuals with crash data analysis resources in Iowa. ITSDS serves the gap between what safety data users can gather for themselves, and what they can obtain from experts. It also serves as a resource to those lacking the necessary knowledge and experience to effectively assimilate, analyze and present crash data. More recently, ITSDS has also been providing guidance, and supporting detailed instructions, to individuals on how the Iowa Crash Analysis Tool may potentially be used to satisfy their data needs. Using the data and analyses provided by ITSDS, agencies can help reduce the number of crashes in their jurisdiction. ITSDS is for anyone who needs to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations or increasing traffic safety awareness. ITSDS generally performs safety analyses on an “on demand” basis for ad hoc requests. ITSDS also conducts semi-regular analyses, as well as special projects, for various agencies, such as GTSB, Iowa State Patrol and the Iowa Department of Transportation. As agencies see needs for safety data, they contact ITSDS for assistance. Funding will be used to support the ad hoc requests, semi-regular analyses and special projects.

### Intended Subrecipients

Iowa Traffic Safety Data Service (ITSDS), Iowa State University

### Countermeasure strategies

| Countermeasure Strategy                                    |
|--|
| State Traffic Safety Information System Improvement Grants |

### Funding sources

| Source Fiscal Year | Funding Source ID          | Eligible Use of Funds    | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|----------------------------|--------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act 405c Data Program | 405c Data Program (FAST) | \$105,000.00             | \$21,000.00  |               |

## Planned Activity: Integration of Data to Examine High-Risk and Vulnerable Road Users

Planned activity number: 20-405d-FDL\*403R, Task 01

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

## Planned Activity Description

Improvements in road safety often have the greatest rewards when prevention is focused on highest-risk and most vulnerable user groups. Vulnerable users include motorcyclists, mopeds, ATVs/ROVs, bicyclists, and pedestrians and high-risk include several driver subgroups (novice, older, risky driving history, medical conditions, impaired – drunk, drowsy, drugged, distracted, etc.). Very few studies have examined driver behavior, driving infraction history, adjudication process (charges, convictions, dismissals, sentences) and trends related to these groups. This lack of knowledge represents a critical gap in our ability to prevent collisions among these high-risk users and with vulnerable road users. Investigation into the risk factors among vulnerable road users, as well as contributors to crashes, charges, and convictions among high-risk users is important for the identification of problem areas, target setting, and avenues for prevention.

This project will specifically address the highway safety database needs of integrating datasets and allowing for increased timeliness and accessibility of data to make informed decisions in terms of prevention approaches.

This project will focus on the adjudication process (rates, sentences, and by jurisdiction/spatial distribution) of drivers involved in speeding-related and distraction-related crashes. This will involve the refinement of our methodology to follow a charge through to conviction and sentencing, to better understand outcomes. IPRC will also investigate the characteristics of charges that are dismissed. IPRC will specifically focus on speeding and distraction-related citations and crashes. The methods developed from this study will be useful to study the adjudication process of other driver populations and other specific offense types or crash types.

Specific project activities for FFY 2020 include:

Develop methodology for tracking the adjudication process (charges through to sentencing or dismissal) of speeding and distracted driving offenses.

Extract speeding and distraction-related crash data and request linked charge/conviction data.

Determine methods for tracking the entire adjudication process from charge to dismissal or sentencing through detailed examination of a sample set of data.

Report preparation.

Conduct descriptive analyses of the adjudication outcomes (number of sentences, sentence types, or dismissals) of speeding and distracted driving citations in motor vehicle crashes.

Extract crash data and request linked charge/conviction data.

Examine frequencies and distributions of charges, convictions, and related outcomes (dismissals, # sentences, sentence types).

Report preparation.

Conduct descriptive and case-crossover analyses of the effectiveness of issuing warnings versus citations related to next police contact (warning, citation, or crash).

Obtain historical driver warnings data from the Iowa State Patrol.

Request charge data.

Randomly select a comparison group of drivers from the charge data, matched on charge type, age, and sex or use drivers as their own control (case-crossover), building two models (one for charged drivers and one for warned drivers).

Explore how the effectiveness of warnings versus charges varies by driver subgroups (age, sex, etc.)

Report preparation.

## Intended Subrecipients

University of Iowa, Injury Prevention Research Center (IPRC)

## Countermeasure strategies

| Countermeasure Strategy                                    |
|--|
| State Traffic Safety Information System Improvement Grants |

## Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds                  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|--|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Identification + Surveillance | \$40,000.00              |              |               |

## Planned Activity: Driver Behavior and Medical Outcomes Data Improvement

Planned activity number: 20-405d-FDL\*403R, Task 03

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

### Planned Activity Description

This project will address the need for continues and increased integration of Iowa Department of Transportation crash data and medical data for supporting new and innovative collaborations between researchers and practitioners, as well as more data on the cost and nature of injury than is available in the crash records alone. This project will also address the need for continuing data linkages for the Iowa Crash Outcome Data System (CODES), which links crash, hospital (inpatient and outpatient) and death data.

This project will continue activities that include outreach to ensure researchers across campus are aware of the data as a resource: symposiums to bring collaborative partners together; ongoing maintenance of project data requests and the IRB applications; technical assistance and biostatistical consultation to investigators; support for the development of manuscripts, reports, policy briefs, and presentations for scientific meetings; and acquiring and maintaining linkages of the CODES data, which incorporates crash, hospital, and death data. These ta will be used for statewide public health surveillance.

The Iowa Department of Transportation will subcontract with the University of Iowa Injury Prevention Research Center (IPRC) for the following goals:

IPRC will expand collaborations with the crash data to examine high priority crash topics and behavioral and medical outcomes.

Link behavioral and public health scientists with medical researchers and build partnerships across multiple research disciplines.

Communicate with Iowa DOT to get their input in and direction to identify priority behavioral and medical topics for research.

Provide technical assistance for accessing, managing, and analyzing crash data.

IPRC will bring collaborative parties together to identify high priority research questions with potential

to advance road traffic safety knowledge.

IPRC will identify new data sources for linkage to crash data for in-depth research on behavioral and medical outcomes

Identify opportunities to link and use linked data for analyses, including medical data, geographic data, road network data, and licensing data.

Continue to link data and conduct quality assurance studies to identify linkage accuracy.

Promote collaborative use of linked data to research crash behavior and medical outcomes.

Conduct geographic mapping activities to include linkable with social determinants and population-based measures.

IPRC will update and maintain the Crash Outcomes Medical Data Systems (CODES) data linkages.

Establish necessary Data Use Agreements with IDPH or authorized data holders to link medical data (e.g., inpatient and outpatient hospital data) and death data with crash data,

Obtain CODES-related data, data dictionaries, and any other associated documentation.

Create CODES data dictionaries.

Performing data linkages with the most recent years of available data.

Prepare and annual CODE surveillance report.

IPRC will host one of the quarterly STRCC meetings, if requested, providing assistance and presentations as needed.

The project objectives include identifying and integrating new data sources to crash data for in-depth research on behavior and medical outcomes and conduct research on topics of high priority in Iowa.

### Intended Subrecipients

Iowa Department of Transportation, Office of Driver and Identification Services

### Countermeasure strategies

| Countermeasure Strategy                                    |
|--|
| State Traffic Safety Information System Improvement Grants |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|-----------------------|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low 403 Research | \$52,000.00              |              |               |

### Planned Activity: EMS Data Improvement

Planned activity number: 20-405d-FDL\*EM, Task 01

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

### Planned Activity Description

The Iowa Department of Public Health (IDPH) Bureau of Emergency and Trauma Services (BETS) maintains the EMS Incident Data Registry for all Iowa EMS programs to submit EMS incident data. Over the past several

years, BETS has worked to increase the number of EMS programs to submit EMS incident data. Over the past several years, BETS has worked to increase the number of EMS Program entering data into the registry. For fiscal years 2018, 647 EMS services submitted 343,700 incidents to the EMS Incident Data Registry system. It is anticipated that additional EMS programs will submit data to the EMS Patient Data Registry system throughout the fiscal year. BETS will continue to emphasize the need for and assist EMS programs with quality improvement (QA/QI) related to clinical improvements and continuous quality improvement (CQI) related to data practices. BETS addressed QA/QI and CQI initiatives in the past year and plans to continue those efforts as utilization of data in a continuous review cycle assists in identifying system strengths and weaknesses. Through quality improvement efforts BETS specifically identified improvements to the EMS Incident Data Registry system to improve consistency in reporting and simplify reporting for system users. Activities planned in the coming year will close the gaps and demonstrate improvements in data reporting consistency and compliance.

The approach to this project will be two-fold. First, BETS will expand efforts to provide Quality Assurance/Quality Improvement (QA/QI) and Continuous Quality Improvement (CQI) guidance and report analysis to local EMS programs. This will be completed through formal education, regular communication with users and formal presentations at EMS advisory committee meetings.

The second approach to this year's project is an effort to customize the EMS incident data application data entry form by the type (non-transport, ground transport, air transport) of EMS service. Additionally, the forms will be customized depending upon the type of all for the incident. The changes will enhance the quality improvement cycle assisting users at all levels better processes for submitting and accessing data. These changes will assist in standardizing data entry and improve overall data quality to ultimately improve patient care and identify training and prevention initiatives. BETS will provide training and technical assistance to educate system users on changes to reporting forms and the cascading impacts on data reports.

Specifically in FFY 2020, the following activities are planned:

BETS will continue to develop and distribute EMS program Continuous Quality Improvement (CQI) reports to EMS programs that include performance measurement of data submission timeliness, accuracy, completeness, and uniformity as a basis for ensuring quality data is used to inform (CQI) evaluation reporting and decision making. This includes:

Provide EMS Registry training on CQI setup

Creating State templates EMS programs can use for their own CQI

Instruct EMS programs regarding QCI Reports and CQI Review

BETS will work with the software vendor to customize the EMS incident data application data entry form by the type (non-transport, ground transport, air transport) of EMS program. Additional customization will include modifications for the type of service requested – 911 Response, Inter-facility Transport, or Medical Transport.

BETS will expand upon the current process of creating and distributing performance measure reports (aka Compass) to all EMS programs, laying the groundwork for EMS programs to measure and evaluate performance through custom CQI processes. Expansion to include:

Quarterly data sharing to allow for more immediate performance comparisons.

Accompanying instructions on how to improve report values.

BETS will perform periodic review of EMS program incident submissions to validate compliance with NEMSIS and state data submission requirements. Superior data quality is imperative to assure progress related to improvements in the key measures of assessing and improving clinical care standards, patient outcome, overall response and system development. These review will incorporate some of the performance measures of timeliness, accuracy, completeness, uniformity, integration, and accessibility, and how they compare against national trends. The review will include:

Report options of performance measures services can execute themselves.

Statewide reports from NEMSIS State Performance Dashboard.

National reports from NEMSIS Performance Dashboard,

BETS will provide the following reports on a quarterly basis to the State Traffic Records Coordinating Committee (STRCC), Emergency Medical Services Advisory Council (EMSAC) , and Trauma System Advisory Council (TSAC) for trending and prevention and outreach purposes:

Reports comparing DOT motor vehicle-related incident counts and their injury severity impressions against those of EMS.

Reports comparing DOT motor vehicle-related incidents counts and their injury severity impressions against those of Trauma.

Other data reports relevant to committee activities upon request.

### Intended Subrecipients

Iowa Department of Public Health, Bureau of Emergency and Trauma Services

### Countermeasure strategies

| Countermeasure Strategy                                    |
|--|
| State Traffic Safety Information System Improvement Grants |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds    | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|--------------------------|--------------------------|--------------|---------------|
| 2018               | FAST Act 405c Data Program         | 405c Data Program (FAST) | \$62,525.00              |              |               |
| 2017               | FAST Act 405d Impaired Driving Low |                          | \$62,525.00              |              |               |

### Planned Activity: Census of Young Drivers in Iowa: Analysis of Citations and Convictions

Planned activity number: 20-405d-IS, Task 02

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

### Planned Activity Description

This project will integrate three sources of traffic safety data: driver licensing/history, citations/adjudication,

and crash to compile a complete dataset of young drivers, their citations and convictions, and their crashes. As datasets are acquired, reviewed, and integrated, there will be an evaluation of traffic records performance areas identified. The integrated datasets will be used to conduct a census of Iowa’s young drivers in the context of citations and adjudications. There will be an attempt to use machine learning and “big data” techniques to predict crash risk for young drivers over time. This approach has the potential to help identify young drivers, particularly those within the GDL system who may benefit most from some sort of intervention (e.g., remedial driver improvement interview, additional restrictions, or suspension of driving privileges). Preliminary results with young driver licensing and history data were able to predict crash involvement with 65% accuracy.

Project activities will include the following:

Young driver citation and adjudication data will be obtained from the Iowa Division of Criminal and Juvenile Justice Planning and a citation data dictionary exported from TraCS. A new driver licensing/history dataset and sanction dataset from the Iowa DOT Office of Driver and Identification Services including records of remedial interventions will be obtained. Data will be reviewed, cleaned, and reformatted into the datasets and then integrated.

The University of Iowa will calculate young driver citation/conviction rates for all young drivers in Iowa, report descriptive statistics, and analyze trends.

Machine learning techniques will be applied to predict young driver crash risk based on licensure, conviction, and prior crash history.

### Intended Subrecipients

University of Iowa, National Driving Simulator

### Countermeasure strategies

| Countermeasure Strategy                                    |
|--|
| State Traffic Safety Information System Improvement Grants |

### Funding sources

| Source Fiscal Year | Funding Source ID                  | Eligible Use of Funds                  | Estimated Funding Amount | Match Amount | Local Benefit |
|--------------------|------------------------------------|--|--------------------------|--------------|---------------|
| 2017               | FAST Act 405d Impaired Driving Low | 405d Low Identification + Surveillance | \$30,000.00              |              |               |

### Evidence-based traffic safety enforcement program (TSEP)

**Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):**

| Unique Identifier      | Planned Activity Name                     |
|------------------------|---|
| 20-402-M00P, Task 05   | Annual Public Awareness / Attitude Survey |
| 20-405d-FDLIS, Task 01 | Iowa DCI Crime Laboratory                 |
| 20-402-PTS HVE         | Law Enforcement / HVE 402 (PTS)           |
| 20-402-M0AL HVE        | Law Enforcement/HVE - 402 AL              |

|                    |   |
|--------------------|---|
| 20-405d-M6OT HVE   | Law Enforcement/HVE - 405d                              |
| 20-402-M0OP LE/HVE | Law Enforcement/HVE - Section 402 - Occupant Protection |
| 20-402-M0PT sTEP   | sTEP  |

**Analysis of crashes, crash fatalities, and injuries in areas of highest risk.**

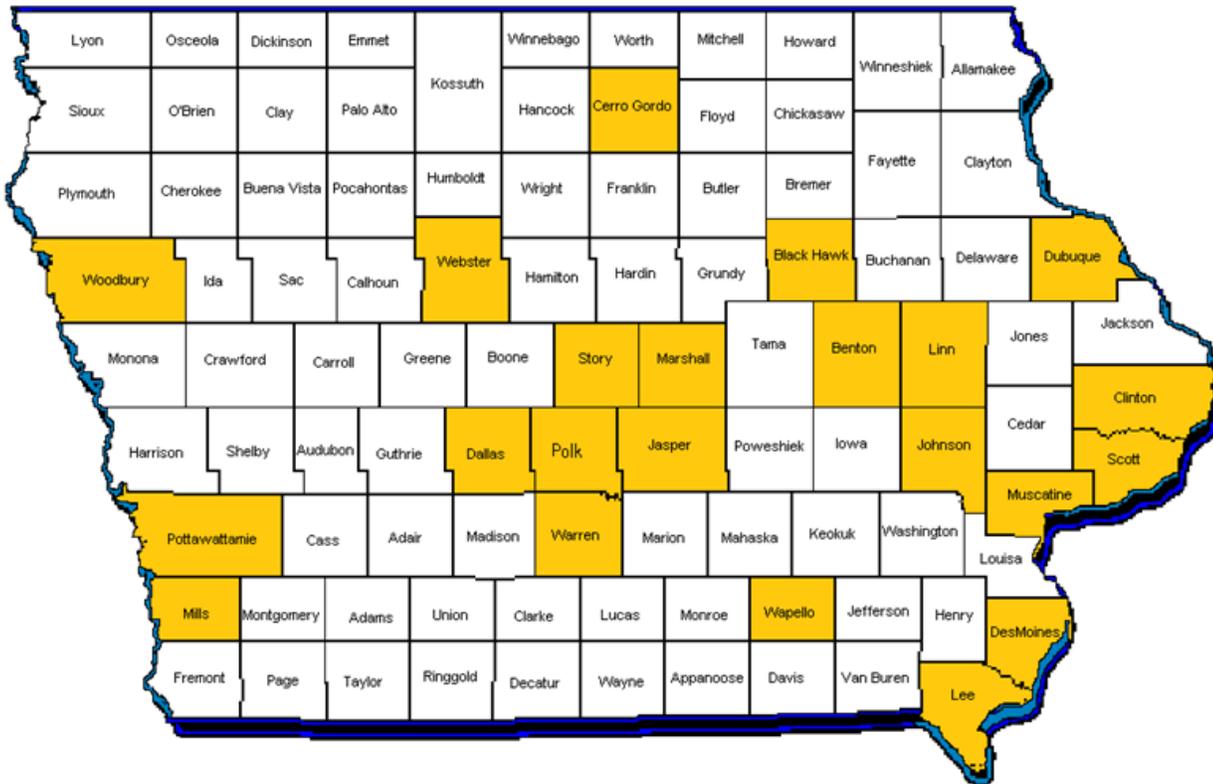
**Crash Analysis**

Annually a Problem Identification analysis is conducted to determine Iowa’s most problematic areas. Crash data, as maintained by the Iowa Department of Transportation (IDOT), is analyzed for each of Iowa’s 99 counties. Iowa Administrative Code 661 – Chapter 20 specifies the inclusion of the following criteria to rank Iowa’s counties:

1. Fatal crashes by county
2. Personal injury crashes by county
3. Serious personal injury crashes by county
4. Alcohol-related fatal crashes by county
5. Alcohol-related personal injury crashes by county
6. Vehicle miles of travel by county
7. Serious traffic offenses by county (Determined to be OWI Revocations)
8. Fatal and injury crashes involving motorcycles by county
9. Fatal and injury crashes involving pedestrians and bicycles by county

For evaluation purposes, the nine data elements are given equal weight as the Administrative Code does not specify any particular emphasis on individual elements. The state has adopted the recommendation of the National Highway Traffic Safety Administration (NHTSA) to utilize the last three years of data for the Problem Identification analysis. The Problem Identification composite rankings are used by the Governor’s Traffic Safety Bureau (GTSB) to determine eligibility for Section 402 and 405d funding. Data in each category is totaled and ranked in relationship to the other counties throughout the state in each of the nine identified categories from the highest number of occurrences to the lowest. For example, if the three years of data indicate that County X experienced an average of 30 fatal crashes, the highest in the state, then County X would be ranked number one in the fatal crashes category. If County Y averaged 15 fatal crashes over the same three-year period and was the 12th highest among the 99 counties, then County Y would be ranked 12th in the area of fatal crashes. After all categories have been analyzed, the problem ranking for each of Iowa’s 99 counties are averaged and compared to provide for a composite ranking. The overall composite ranking determines the counties with the highest frequency of traffic issues of the analyzed criteria. From this process, the “Top 22 “ counties (the 22 counties with the highest composite ranking) are identified as eligible for Section 402 funding. “Top 22” Problem Identification Counties for FFY 2020 -

| Benton      | Dubuque  | Mills         | Wapello  |
|-------------|----------|---------------|----------|
| Black Hawk  | Jasper   | Muscatine     | Warren   |
| Cerro Gordo | Johnson  | Polk          | Webster  |
| Clinton     | Lee      | Pottawattamie | Woodbury |
| Dallas      | Linn     | Scott         |          |
| Des Moines  | Marshall | Story         |          |



A similar analysis is completed beyond the “Top 22” counties to provide a composite ranking in the area of impaired driving. Section 405d funding eligibility is based on the county’s ranking in the area of alcohol-related fatal crashes by county, alcohol-related personal injury crashes by county and serious traffic offenses (OWI revocations) by county. Through the process, the “Top 40” counties are identified for Section 405d eligibility.

“Top 40” Alcohol-Problem Counties for FFY 2020 -

| Benton      | Cerro Gordo | Hamilton | Marion        | Story      |
|-------------|-------------|----------|---------------|------------|
| Black Hawk  | Clayton     | Hardin   | Marshall      | Tama       |
| Boone       | Clinton     | Jasper   | Mills         | Wapello    |
| Buchanan    | Dallas      | Johnson  | Monona        | Warren     |
| Buena Vista | Des Moines  | Lee      | Muscatine     | Washington |
| Carroll     | Dickinson   | Linn     | Polk          | Webster    |
| Cass        | Dubuque     | Madison  | Pottawattamie | Winneshiek |
| Cedar       | Fayette     | Mahaska  | Scott         | Woodbury   |

Agencies identified within the “Top 22” or “Top 40” are notified of the eligibility for funding in January of each year. Funding proposals received by the GTSB must include the following:

1. A problem statement/objective that describes the highway safety problem(s) to be addressed;
2. The proposed activities and/or services to be provided that will positively impact the problem;
3. Performance measures to assess the program’s success in attaining its objectives; and



Contract language for sTEP agencies specifies enforcement efforts as follows:

"Conduct "x" hours of high-visibility overtime traffic enforcement with a maximum effort directed at safety belt and child restraint violations during each of these designated waves.

## Effectiveness Monitoring

### Assessing Risk

GTSB Program Administrators are responsible to review all applications weighing the risk assessment of the agency and its proposed project(s). If the applicant is a current grantee, the past performance is reviewed for completeness and timeliness of reports and claims, no negative findings during site visits or unresolved problems, the level at which program objectives were met (such as crash reduction), as well as the overall success of the past and current grant(s). The Program Administrators also analyze the percentage of prior funds utilized, previous equipment purchases, and the size of the organization and its willingness to work with other agencies. If the agency's contact is new to traffic safety and/or GTSB grant funding, the Program Administrator may need to provide extra guidance during the project period. With all of this information, the proposed project is reviewed for funding and a risk assessment is completed. The applicant agency is assessed as "Low", "Medium" or "High" risk. A copy of the risk assessment form is provided within supporting documents.

### Reporting, Project Performance and Monitoring

Project monitoring is a process used to assess progress and problems. Monitoring can ensure performance goals are being achieved and ensure compliance with federal requirements. The process of monitoring is circular and continuous. The ultimate goal of all traffic safety programs sponsored by the GTSB is to reduce death and injuries on Iowa's roads.

The GTSB is a data-driven organization that utilizes "most recent available" data in supporting traffic safety efforts. The data is used to help guide, assist, direct and expand resources for contracted agencies. Contractors are required to submit reports regarding their efforts throughout the life of the contract. The GTSB uses the reports and data to insure the programs are in accordance with the contract and are providing the desired results. Reporting provides the contractors an opportunity to discuss program successes, shortcoming, exchange information and document effort.

During the program year, GTSB Program Administrators conduct site visits and track the progress of agencies to ensure they are achieving goals and objectives. Program Administrators also make sure activity reports, claims, trip reports, and other contractually required information is received by the GTSB in a timely and accurate manner. There is continuous follow-up and adjustment of the enforcement plan. If a trend or particular shortcoming is identified, enforcement partners are encouraged to make adjustments to address such areas.

Evaluation is conducted at the end of the project and helps determine if a project achieved the goals and objectives. The evaluation process helps measure the effectiveness of countermeasures.

### Special Enforcement/National Mobilizations/Projects

Overtime enforcement efforts and special projects throughout the state are supported by Section 402 and 405d funding. Projects planned for FFY 2020 include the following:

#### High Visibility Enforcement



Section 402 and 405d funding will help support overtime efforts for law enforcement. High Visibility Enforcement is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors. High Visibility Enforcement combines highly visible and proactive law enforcement targeting a specific traffic safety issue. Law enforcement efforts are combined with visibility elements and a publicity strategy to educate the public and promote voluntary compliance with the law (NHTSA).

Enforcement is one of the 5 Es identified within the State Strategic Highway Safety Plan (SHSP). Several safety emphasis areas directly relate to enforcement and driver behavior including speeding-related, distraction, impairment and unprotected.

Specific strategies involving enforcement identified within the 2019-2023 SHSP include:

Conduct highly publicized enforcement campaigns focused on restraint use.

Identify corridors with a high frequency of speed-related crashes and implement high visibility enforcement campaigns.

Conduct enforcement campaigns related to bicycle and pedestrian awareness at targeted intersections.

Enhance impaired drivers through special OWI patrols and related traffic enforcement.

Support high-visibility enforcement campaigns for hands-free cell phone law.

The state will also participate in planned NHTSA Region 7 mobilization activities as planned.

#### STEP Waves

Iowa sTEP (special Traffic Enforcement Program) allows for every law enforcement agency across the state not receiving other funding through the GTSB to be a partner in five (5) enforcement waves; 2 of which are during the national mobilization periods of "Click It or Ticket" and "Drive Sober or Get Pulled Over". This concept allows funding for smaller, rural communities. In addition to the five enforcement waves, sTEP grantees are

also required to conduct observational seat belt usage surveys before and after each enforcement wave. Such surveys help measure the impact and success of the enforcement waves. For 2020, approximately 166 agencies will contract with the GTSB to participate in sTEP. Other law enforcement agencies in the state are also highly encouraged to provide extra enforcement efforts during the sTEP waves and national mobilization periods.

#### Integrated Enforcement

Many of Iowa's law enforcement partners carry out integrated enforcement through high visibility enforcement strategies and elements being incorporated into every day enforcement. Integrating high visibility traffic enforcement as a standard practice lets the public know that traffic enforcement is an agency priority. It also assists in reducing other crimes while at the same time creates general deterrence and encourages voluntary compliance of traffic laws.

#### National Mobilizations

The state shall implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the state.

#### Strategic Highway Safety Plan

The Strategic Highway Safety Plan (SHSP) is a statewide-coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads. The SHSP strategically establishes statewide goals, objectives, and key emphasis areas developed in consultation with federal, state, local and private sector safety stakeholders.

Enforcement is identified as an "E" within Iowa's 2019-2023 Strategic Highway Safety Plan. Enforcement is needed to remind people of the laws associated with the use of our transportation system. The role of enforcement remains vital in encouraging road users to adhere to the rules of the road. Enforcement agencies will continue to work alongside other highway safety partner agencies to enforce traffic laws during regular patrols as well as during specialized mobilization periods.

Implementation of enforcement strategies identified in the SHSP will support Iowa's long-term vision of Zero Fatalities. The implementation and progress of these strategies will be evaluated on an annual basis over the five-year period of January 2019 through December 2023.

#### Use of Data/Web-Based Analytical Tool/Special Data Requests

All enforcement agencies are encouraged to utilize data in setting goals and for enforcement deployment efforts. Over recent years, the Iowa Department of Transportation has been developing a web-based analytical tool, Iowa Crash Analysts Tool, ICAT, (formally known as SAVER), <https://icat.iowadot.gov>. Wide use of ICAT has the potential to greatly expand the analysis, dissemination, and use of Iowa crash records. Iowa has 99 counties and 947 municipalities. Thus, the potential ICAT user base includes thousands of people affiliated with state, county, and local agencies, along with consultants that provide professional services to state and municipal agencies. An example of an ICAT report is attached in supporting documents.

The GTSB, law enforcement agencies, and other interested parties can also submit data requests to the Iowa Department of Transportation or to the Iowa Traffic Safety Data Services (ITSDS) at Iowa State University. ITSDS provides agencies, organizations, and individuals with crash data analysis resources in Iowa. ITSDS is for anyone who needs to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Data can be provided in numerous formats including data tables, images, and maps. Goals of ITSDS include:

1) Addressing "on-demand" requests for crash data analysis; 2) Conducting semi-regular analyses for various agencies; 3) Conducting analyses for special projects, and 4) Accommodating the frequent and more complex data required by the Iowa Department of Transportation, Office of Traffic and Safety.

#### Other Miscellaneous Data Utilized - FARS/NHTSA Reports and Publications

Data maintained by NHTSA's Fatality Analysis and Reporting System (FARS) in addition to other NHTSA reports and publications are utilized to help set strategies and determine goals/targets and objectives in enforcement efforts. NHTSA "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 9th Edition, 2017, is also a reference utilized by the state.

#### Other Information Considered in Enforcement Efforts

##### Observational Safety Belt Surveys

Observational safety belt surveys are conducted throughout the state. Law enforcement partners under Section 402 conduct jurisdictional surveys in March and September of each funded year with the exception of sSTEP agencies who conduct pre- and post-surveys for each of the schedules waves.

The Annual Statewide Observational Seat Belt Survey is conducted by Iowa State University, Center for Survey Statistics and Methodology. The methodology is in accordance with NHTSA's uniform criteria for state observational surveys and was last approved on February 21, 2017. The subsample for the survey is drawn from 15 of Iowa's 99 counties at 84 different locations. The results of this survey provide Iowa's official usage rates reported to NHTSA. The 2018 statewide observational survey concluded Iowa's usage rate at 93.9%.

##### Public Awareness/Attitude Surveys

Since 2010, Iowa has conducted a Public Awareness Survey to evaluate the effectiveness of media campaigns specific to national mobilizations and high visibility enforcement efforts. The survey is conducted annually by Iowa State University, Center for Survey Statistics and Methodology. The survey is conducted in accordance with the recommendations set forth and agreed upon by the NHTSA-GHSA (Governor's Highway Safety Association) Working Group (Traffic Tech-Technology Transfer Series, "Public Awareness Survey Recommendations of the NHTSA-GHSA Working Group", No. 397, October 2010.) The goal of the annual survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are concentrated around national mobilizations. The survey is conducted at five different Iowa Department of Transportation Driver Licensing Stations. The survey is designed to be self-administered and self-reported. A minimum of 500 Iowa licensed drivers will be surveyed.

##### Media/Community Outreach/Communication

Enforcement grantees are encouraged to provide press releases and work with their local media when conducting special enforcement projects. When the attention of the media is captured, subsequent coverage will enhance the enforcement and educational activities. Media involvement can help create credibility which can be influential when incorporated as part of the comprehensive approach to traffic safety. Such relationships with the media are invaluable. Efforts with the media provide for a venue where information, including data, can be shared with the overall goal to change driver behaviors.

Paid media is the mechanism the GTSB uses to deliver special messages for a particular target audience. Through purchasing of media time, there is a guarantee the message will be aired at specific times and on specific stations. Media models created by NHTSA are used by the GTSB during the national mobilizations such as "Click It or Ticket" and "Drive Sober or Get Pulled Over". State-level purchases are coordinated with

national media plans during the mobilization periods.

Social media continue to be a means of interaction where people create, share and exchange information virtually. Social media captures a diverse audience. The GTSB and other traffic safety partners use social media sites to post traffic safety information. Posts include data, news, articles/reports, press releases, photos, and information on high visibility enforcement efforts.

Law enforcement agencies that receive Section 402 funding (excluding sTEP) are encouraged to conduct a minimum of 12 educational events during the year.

## High-visibility enforcement (HVE) strategies

**Planned HVE strategies to support national mobilizations:**

| Countermeasure Strategy                               |
|---|
| Communication Campaign                                |
| Communication Campaign                                |
| Communication Campaign                                |
| High Visibility Enforcement                           |
| Short-term, High Visibility Law Enforcement           |
| Short-term, High Visibility Seat Belt Law Enforcement |
| Short-term, High Visibility Seat Belt Law Enforcement |

**HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:**

| Unique Identifier  | Planned Activity Name                                   |
|--------------------|---|
| 20-402-M0AL HVE    | Law Enforcement/HVE - 402 AL                            |
| 20-402-M0OP LE/HVE | Law Enforcement/HVE - Section 402 - Occupant Protection |
| 20-402-M0PT sTEP   | sTEP  |
| 20-402-PTS HVE     | Law Enforcement / HVE 402 (PTS)                         |
| 20-405d-M6OT HVE   | Law Enforcement/HVE - 405d                              |

## 405(b) Occupant protection grant

### Occupant protection plan

State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems:

| Program Area Name                                      |
|--|
| Awareness Survey                                       |
| Communications (Media)                                 |
| Occupant Protection (Adult and Child Passenger Safety) |
| Occupant Protection (Adult)                            |
| Occupant Protection (Child Passenger Safety)           |

## Participation in Click-it-or-Ticket (CIOT) national mobilization

### Agencies planning to participate in CIOT:

| Agency                              |
|-------------------------------------|
| Adair Police Department             |
| Asbury Police Department            |
| Boone County Sheriff's Office       |
| Adams County Sheriff's Office       |
| Albia Police Department             |
| Algona Police Department            |
| Anamosa Police Department           |
| Aplington Police Department         |
| Armstrong Police Department         |
| Arnolds Park Police Department      |
| Atalissa Police Department          |
| Atlantic Police Department          |
| Aurelia Police Department           |
| Avoca Police Department             |
| Belle Plaine Police Department      |
| Bellevue Police Department          |
| Bloomfield Police Department        |
| Bremer County Sheriff's Office      |
| Buchanan County Sheriff's Office    |
| Buena Vista County Sheriff's Office |
| Butler County Sheriff's Office      |
| Carroll County Sheriff's Office     |
| Carroll Police Department           |
| Carter Lake Police Department       |
| Centerville Police Department       |
| Chariton Police Department          |
| Charles City Police Department      |
| Cherokee Police Department          |
| Chickasaw County Sheriff's Office   |
| Clarion Police Department           |
| Clarke County Sheriff's Office      |
| Clay County Sheriff's Office        |
| Clayton County Sheriff's Office     |
| Columbus Junction Police Department |
| Coon Rapids Police Department       |
| Crawford County Sheriff's Office    |
| Cresco Police Department            |
| Davis County Sheriff's Office       |
| Decatur County Sheriff's Office     |
| Decorah Police Department           |

|   |
|---|
| Denver Police Department                |
| Dickinson County Sheriff's Office       |
| Dunlap Police Department                |
| Durant Police Department                |
| Emmet County Sheriff's Office           |
| Estherville Police Department           |
| Fairbank Police Department              |
| Farley Police Department                |
| Fayette Police Department               |
| Floyd County Sheriff's Office           |
| Fonda Police Department                 |
| Forest City Police Department           |
| Fremont County Sheriff's Office         |
| Garner Police Department                |
| Glenwood Police Department              |
| Gowrie Police Department                |
| Grinnell Police Department              |
| Gilbertville Police Department          |
| Grundy Center Police Department         |
| Grundy County Sheriff's Office          |
| Guttenburg Police Department            |
| Hampton Police Department               |
| Hardin County Sheriff's Office          |
| Harlan Police Department                |
| Hinton Police Department                |
| Independence Police Department          |
| Jewell Police Department                |
| Humboldt County Sheriff's Office        |
| Humboldt Police Department              |
| Ida County Sheriff's Office             |
| Iowa Department of Transportation / MVE |
| Jefferson Police Department             |
| Jesup Police Department                 |
| Jones County Sheriff's Office           |
| Keokuk County Sheriff's Office          |
| Kingsley Police Department              |
| Kossuth County Sheriff's Office         |
| Lake View Police Department             |
| Lansing Police Department               |
| Lisbon Police Department                |
| Logan Police Department                 |
| Louisa County Sheriff's Office          |
| Lucas County Sheriff's Office           |
| Lyon County Sheriff's Office            |
| Madison County Sheriff's Office         |

|                                       |
|---------------------------------------|
| Manchester Police Department          |
| Merrill Police Department             |
| Mills County Sheriff's Office         |
| Manning Police Department             |
| Manson Police Department              |
| Maquoketa Police Department           |
| Marcus Police Department              |
| Marengo Police Department             |
| Mar-Mac Police Department             |
| McCausland Police Department          |
| Melcher Dallas Police Department      |
| Milford Police Department             |
| Monroe Police Department              |
| Missouri Valley Police Department     |
| Monona Police Department              |
| Montgomery County Sheriff's Office    |
| Monticello Police Department          |
| Montrose Police Department            |
| Mount Pleasant Police Department      |
| Moville Police Department             |
| Nashua Police Department              |
| New Hampton Police Department         |
| Okoboji Police Department             |
| New Vienna Police Department          |
| Osage Police Department               |
| Osceola County Sheriff's Office       |
| Osceola Police Department             |
| Page County Sheriff's Office          |
| Palo Alto County Sheriff's Office     |
| Parkersburg Police Department         |
| Peosta Police Department              |
| Pleasantville Police Department       |
| Pocahontas Police Department          |
| Postville Police Department           |
| Pottawattamie County Sheriff's Office |
| Poweshiek County Sheriff's Office     |
| Prairie City Police Department        |
| Red Oak Police Department             |
| Sac City Police Department            |
| Sac County Sheriff's Office           |
| Shelby County Sheriff's Office        |
| Shell Rock Police Department          |
| Sigourney Police Department           |
| Spencer Police Department             |
| Spirit Lake Police Department         |

|                                    |
|------------------------------------|
| Tipton Police Department           |
| Story City Police Department       |
| Strawberry Point Police Department |
| Sumner Police Department           |
| Tama County Sheirff's Office       |
| Tama Police Department             |
| Taylor County Sheriff's Office     |
| Toledo Police Department           |
| Wapello Police Department          |
| Washington Police Department       |
| Waukon Police Department           |
| Waverly Police Department          |
| Wayne County Sheirff's Office      |
| Webster City Police Department     |
| West Union Police Department       |
| Williamsburg Police Department     |
| Winnebago County Sheriff's Office  |
| Winterset Police Department        |
| Worth County Sheriff's Office      |
| Adair County Sheriff's Office      |
| Clive Police Department            |
| Dunkerton Police Department        |
| Dyersville Police Department       |
| Dysart Police Department           |
| Franklin County Sheriff's Office   |
| Greene County Sheriff's Office     |
| Guthrie County Sheriff's Office    |
| Harrison County Sheriff's Office   |
| Henry County Sheriff's Office      |
| Janesville Police Department       |
| LaPorte City Police Department     |
| Lake Park Police Department        |
| LeMars Police Department           |
| Leon Police Department             |
| Newell Police Department           |
| Panora Police Department           |
| Pella Police Department            |
| Plymouth County Sheriff's Office   |
| Shenandoah Police Department       |
| State Center Police Department     |
| Van Meter Police Department        |

**Description of the State's planned participation in the Click-it-or-Ticket national mobilization:**

**Planned Participation in Click-it-or-Ticket**

Iowa's special Traffic Enforcement Program (sTEP) is designed to allow all law enforcement agencies in the

state not already receiving Section 402 or Section 405d funding to join as partners to address traffic safety issues. NHTSA/FARS data reflects that 77% of fatalities in 2017 were rural. Iowa's sTEP program allows funding for these smaller rural communities. Grantees funded through sTEP (Section 402) are required to work five scheduled enforcement waves, one which coincides with the "Click It or Ticket" national mobilization. As part of the enforcement waves, each agency is also required to conduct observational seat belt usage surveys before and after each wave to help measure the impact and success of the program. It is highly suggested that agencies work with their local media. Media support can be invaluable. Communication and outreach supporting enforcement are listed as highly effective in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 9th Edition, 2017. sTEP agencies can utilize funding for overtime and equipment. sTEP efforts are strongly supported by other law enforcement agencies receiving Section 402 and 405d funding during the heightened enforcement waves/national mobilizations as a way to further raise awareness of safety belt usage and traffic safety in general. Participating agencies are encouraged to implement enforcement activity based upon data in a manner that best fits the resources and needs within their jurisdiction. Therefore, efforts will may from single to multi-agency events through regular traffic enforcement and/or safety checkpoint events. sTEP enforcement waves run concurrently with the "Click It or Ticket" national mobilization (May/June) and "Drive Sober or Get Pulled Over" (August). sTEP heightened enforcement waves also occur around St. Patrick's Day, the 4th of July and Thanksgiving weekend. In FFY 2018, during the five enforcement waves, contacts were reported for 132,607 total violations. Safety belt surveys conducted by sTEP agenices reflected an increase in usage between pre- and post-survey results from a 5-wave average of 89.6% (pre) to 90.8% (post). sTEP waves also provided for an opportunities to build strong media contacts. During 2017, a total of 5,709 media contacts (TV, radio, and print) were made statewide during the sTEP heightened enforcement events. Paid media utilizing NHTSA's "Click It or Ticket" tagline and logo are used in the media mix during the national mobilization period. Iowa's paid media is secured by the Integer Group. A copy of Iowa's buy plan for FFY 2019 is included within supporting documentation (See Supporting Documents – 2019 Media Recommendation Final.pdf).

## List of Task for Participants & Organizations

### Child restraint inspection stations

**Countermeasure strategies demonstrating an active network of child passenger safety inspection stations and/or inspection events:**

| Countermeasure Strategy              |
|--------------------------------------|
| Annual Child Passenger Safety Survey |
| Inspection Stations                  |

**Planned activities demonstrating an active network of child passenger safety inspection stations and/or inspection events:**

| Unique Identifier     | Planned Activity Name  |
|-----------------------|--|
| 19-405b-M1OP, Task 03 | Statewide Child Passenger Safety - Blank Children's Hospital |
| 20-405b-M1OP, Task 03 | Statewide Child Passenger Safety - Blank Children's Hospital |

|                        |  |
|------------------------|--|
| 20-405b-M1CSS, Task 01 | Statewide Child Passenger Safety (CPS) Program |
| 20-405b-M1CPS, Task 01 | Statewide Child Passenger Safety (CPS) Program |

**Total number of planned inspection stations and/or events in the State.**

Planned inspection stations and/or events: 233

**Total number of planned inspection stations and/or events in the State serving each of the following population categories: urban, rural, and at-risk:**

Populations served - urban: 79

Populations served - rural: 96

Populations served - at risk: 58

**CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.**

**Child passenger safety technicians**

**Countermeasure strategies for recruiting, training and maintaining a sufficient number of child passenger safety technicians:**

| Countermeasure Strategy              |
|--------------------------------------|
| Annual Child Passenger Safety Survey |
| Inspection Stations                  |

**Planned activities for recruiting, training and maintaining a sufficient number of child passenger safety technicians:**

| Unique Identifier      | Planned Activity Name  |
|------------------------|--|
| 19-405b-M1OP, Task 03  | Statewide Child Passenger Safety - Blank Children's Hospital |
| 20-405b-M1OP, Task 03  | Statewide Child Passenger Safety - Blank Children's Hospital |
| 20-405b-M1CSS, Task 01 | Statewide Child Passenger Safety (CPS) Program               |
| 20-405b-M1CPS, Task 01 | Statewide Child Passenger Safety (CPS) Program               |

**Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.**

Estimated total number of classes: 4

Estimated total number of technicians: 60

**Maintenance of effort**

**ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.**

**405(c) State traffic safety information system improvements grant**

## Traffic records coordinating committee (TRCC)

Meeting dates of the TRCC during the 12 months immediately preceding the application due date:

| Meeting Date |
|--------------|
| 10/4/2018    |
| 1/24/2019    |
| 5/30/2019    |

### Name and title of the State's Traffic Records Coordinator:

Name of State's Traffic Records Coordinator: Joanne K. Tinker

Title of State's Traffic Records Coordinator: Executive Office II, Program Evaluator

### TRCC members by name, title, home organization and the core safety database represented:

#### List of TRCC members

Please see supporting documents.

#### Traffic Records System Assessment

|  |  |
|--|--|
| Please see supporting document named TRSP Final. |  |
|--|--|

#### Traffic Records for Measurable Progress

Please see Interim Progress Report within Supporting Documents.

#### Traffic Records Supporting Non-Implemented Recommendations

Please see supporting document named TRSP Final.

#### Traffic Records for Model Performance Measures

Please see Interim Progress Report.

#### State traffic records strategic plan

**Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements that are anticipated in the State's core safety databases (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations:**

#### Planned activities that implement recommendations:

| Unique Identifier         | Planned Activity Name   |
|---------------------------|---|
| 20-405d-IS, Task 02       | Census of Young Drivers in Iowa:<br>Analysis of Citations and Convictions |
| 20-405c-M3DA, Task 04     | CJJP Research   |
| 20-405d-FDL*403R, Task 03 | Driver Behavior and Medical Outcomes<br>Data Improvement                  |
| 20-405d-FDL*EM, Task 01   | EMS Data Improvement  |

|                           |   |
|---------------------------|---|
| 20-405d-FDL*403R, Task 01 | Integration of Data to Examine High-Risk and Vulnerable Road Users    |
| 20-405c-M3DA, Task 02     | Iowa Traffic and Criminal Software (TraCS)                            |
| 20-405c-M3DA, Task 08     | Iowa Traffic Safety Data Services (ITSDS)                             |
| 20-405c-M3DA, Task 03     | Roadway Safety Data Collection, Maintenance, Analysis Tools, Training |

### Quantitative and Measurable Improvement

Supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

### State Highway Safety Data and Traffic Records System Assessment

Date of the assessment of the State’s highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date:

Date of Assessment: 12/7/2015

### Requirement for maintenance of effort

**ASSURANCE:** The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015

## 405(d) Impaired driving countermeasures grant

### Impaired driving assurances

Impaired driving qualification: Low-Range State

**ASSURANCE:** The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

**ASSURANCE:** The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

## 405(d) 24-7 Sobriety programs grant

### Mandatory license restriction requirement

The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(9)(2) applies, for a period of not less than 30 days.

| Requirement Description   | State citation(s) captured |
|---|----------------------------|
| The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(g)(2) applies, for a period of not less than 30 days. | Yes                        |

## Citations

Legal Citation Requirement: The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(g)(2) applies, for a period of not less than 30 days.

Legal Citation: 321J

Amended Date: 7/1/2013

## Sobriety program information

Legal citations: Yes

State program information: No

## Legal citations

**State law authorizes a Statewide 24-7 sobriety program.**

| Requirement Description                                 | State citation(s) captured |
|---|----------------------------|
| State law authorizes a Statewide 24-7 sobriety program. | Yes                        |

## Citations

Legal Citation Requirement: State law authorizes a Statewide 24-7 sobriety program.

Legal Citation: Iowa Administrative Code, Chaoter 159

Amended Date: 3/6/2018

## Citations

Legal Citation Requirement: State law authorizes a Statewide 24-7 sobriety program.

Legal Citation: Iowa Administrative Code, Chapter 159

Amended Date: 3/6/2018

## Citations

Legal Citation Requirement: State law authorizes a Statewide 24-7 sobriety program.

Legal Citation: Iowa Code 901D.3

Amended Date: 7/1/2017

## Citations

Legal Citation Requirement: State law authorizes a Statewide 24-7 sobriety program.

Legal Citation: Iowa Code 901D.3

Amended Date: 7/1/2017

## Program information

**State program information that authorize a Statewide 24-7 sobriety program.**

## 405(f) Motorcyclist safety grant

### Motorcycle safety information

**To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria:**

Motorcycle rider training course: Yes

Motorcyclist awareness program: No  
 Reduction of fatalities and crashes: No  
 Impaired driving program: No  
 Reduction of impaired fatalities and accidents: No  
 Use of fees collected from motorcyclists: Yes

**Motorcycle rider training course**

**Name and organization of the head of the designated State authority over motorcyclist safety issues:**

State authority agency: Iowa Department of Transportation, 6310 SE Convenience Blvd., Ankeny, IA 50021  
 State authority name/title: Darcy Tague Doty, Director, Driver and Identificaiton Services, 515/237-3131,  
 Darcy.Doty@iowadot.us

**Introductory rider curricula that has been approved by the designated State authority and adopted by the State:**

Approved curricula: (i) Motorcycle Safety Foundation Basic Rider Course

Other approved curricula:

**CERTIFICATION: The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.**

**Counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.**

| County or Political Subdivision | Number of registered motorcycles |
|---------------------------------|----------------------------------|
| Black Hawk                      | 7,065                            |
| Boone                           | 2,013                            |
| Cerro Gordo                     | 3,038                            |
| Cherokee                        | 926                              |
| Clay                            | 1,431                            |
| Clinton                         | 3,305                            |
| Des Moines                      | 2,867                            |
| Dubuque                         | 5,260                            |
| Franklin                        | 754                              |
| Hancock                         | 1,893                            |
| Jefferson                       | 1,072                            |
| Johnson                         | 5,929                            |
| Kossuth                         | 1,383                            |
| Linn                            | 11,940                           |
| Marshall                        | 2,328                            |
| Mills                           | 1,277                            |
| Muscatine                       | 3,073                            |
| O'Brien                         | 3,740                            |
| Polk                            | 20,800                           |
| Pottawattamie                   | 1,174                            |

|            |       |
|------------|-------|
| Scott      | 9,286 |
| Union      | 1,041 |
| Wapello    | 2,443 |
| Webster    | 2,940 |
| Winneshiek | 859   |
| Woodbury   | 4,299 |

**Total number of registered motorcycles in State.**

Total # of registered motorcycles in State: 192,831

**Use of fees collected from motorcyclists for motorcycle programs**

**Process under which all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs are used for motorcycle training and safety programs.**

Use of fees criterion: Law State

**Legal citations for each law state criteria.**

| Requirement Description  | State citation(s) captured |
|--|----------------------------|
| The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.   | Yes                        |
| The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs. | Yes                        |

**Citations**

Legal Citation Requirement: The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.

Legal Citation: Iowa Administrative Code, Chapter 635.5(321)

Amended Date: 2/6/2018

**Citations**

Legal Citation Requirement: The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.

Legal Citation: Iowa Code 321.145(2)(b)(2)

Amended Date: 12/31/2016

**Citations**

Legal Citation Requirement: The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.

Legal Citation: Iowa Code 321.179

Amended Date: 7/1/2010

### Citations

Legal Citation Requirement: The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.

Legal Citation: Iowa Administrative Code, Chapter 635.5(321)

Amended Date: 2/6/2008

### Citations

Legal Citation Requirement: The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.

Legal Citation: Iowa Code 321.145 (2)(b)(2)

Amended Date: 12/31/2016

## Certifications, Assurances, and Highway Safety Plan PDFs

**Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.**

