

**State of Iowa**  
**Highway Safety Plan**

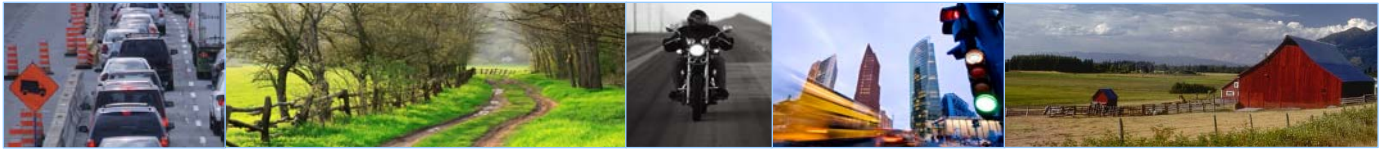
**Federal Fiscal Year 2012**



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Appendix A



## Mission Statement

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

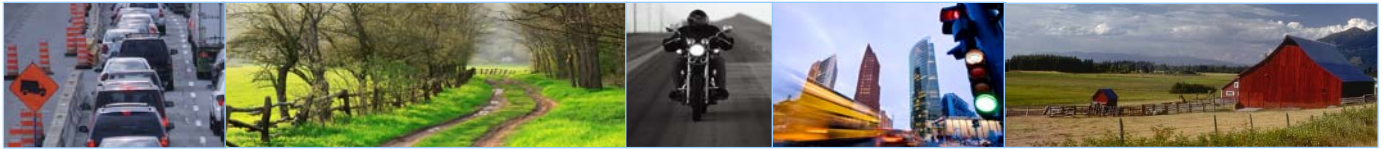
## Executive Summary

The Iowa Department of Public Safety, Governor's Traffic Safety Bureau (GTSB) manages traffic safety grant dollars from the National Highway Traffic Safety Administration (NHTSA). In partnership with public and private entities, highway safety programs are developed and implemented to reduce traffic crashes and subsequent deaths, injuries and property damage. These programs include strategies associated with traffic enforcement, public education and awareness, media campaigns and community involvement. Goals of programs within the state include encouraging behavioral changes toward traffic safety to make highways safer for citizens and visitors to Iowa.

The Commissioner of the Iowa Department of Public Safety serves as the Governor's representative for highway safety. The GTSB Bureau Chief serves as the administrator of Iowa's highway safety program and supervises the GTSB staff.

The Iowa Governor's Traffic Safety Bureau utilized a performance-based/data approach for the development of the FFY 2012 Highway Safety Plan. Through this approach, highway safety problems were identified through historical data. In addition to the NHTSA's minimum set of performance measures, the GTSB identified and defined additional performance measures for specific areas of concern for the state of Iowa. The plan provides information pertaining to Iowa's Problem Identification process, goals and project selection processes. Also included are charts that record Iowa's trends in areas of traffic safety. Special projects, enforcement efforts, planned media and other events have been planned for FFY 2012 that the GTSB and numerous partners believe are both viable and sustainable in the efforts to reduce deaths and injury on Iowa roadways.

**During FFY 2012, a more comprehensive review of crash severity by road class will be a significant factor toward the renewed focus on traffic safety concerns regarding rural secondary roads in Iowa. Currently the fatality rate per 100 million vehicle miles traveled is a startling average of 3.51 for 2005 – 2009.**



## The Process of Problem Identification in Iowa

Traffic related safety problems throughout Iowa are carefully analyzed through the problem identification process. Iowa reviews statistics on serious traffic incidents and evaluates for each of the 99 counties. The *Administrative Code* of the State of Iowa currently specifies the inclusion of fatalities, alcohol-related fatalities, injuries, serious injuries, alcohol-related injuries, vehicle miles traveled, OWI revocation and motorcycle/pedestrian/bicycle fatalities/injuries in the problem identification analysis process to be used in the application and implementation of strategies utilizing Section 402 federal highway safety funds in Iowa. In addition to the information listed above, county population was an additional criteria added to the Problem Identification process in Iowa for FFY 2012 planning.

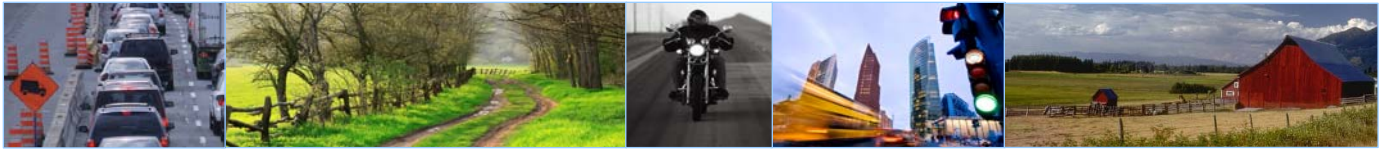
For evaluation purposes, each of the nine data elements is given even weight. The *Administrative Code* does not specify any particular emphasis on the individual elements, but because each element was considered important for the inclusion in the problem identification analysis as defined by *Administrative Code*, equal consideration of each element was adopted. Iowa has adopted the recommendation of the National Highway Traffic Safety Administration (NHTSA) to utilize at least 3 years of data for the problem identification analysis.

Data in each category is totaled and ranked in relationship to the other counties throughout the state in each of the eight categories from the highest number of occurrences to the lowest. For example, if the three-year data indicated that County X experienced an average of 35 traffic fatalities; the highest in the state, County X would be ranked number one in the fatality problem category. If County Y averaged 25 fatalities over the same three-year period, and that figure was the 12<sup>th</sup> highest among the 99 counties, then County Y would be ranked 12<sup>th</sup> in the area of traffic fatalities.

After all categories have been analyzed, the problem rankings in all data groups for each individual county are averaged and compared which provides for a composite ranking for each county. The composite ranking is used to determine the relative need for federal 402 highway safety program assistance. Counties are grouped by their individual ranking in each of the categories to determine their overall ranking. The overall ranking identifies the counties with the highest occurrence of traffic problems. From this process, the Top 22 counties, the counties with the highest composite rankings in the relevant categories, are identified for Section 402 highway safety funding.

### Problem Identification Composite Ranking by County

The chart below identifies ranking of the Top 22 Problem counties analyzed for FFY Section 402 funding. The evaluation included the most recent 3-years worth of traffic data in the identified categories. Individual county data is tallied and ranked from the highest to the lowest number in each area. After ranking each county, the overall composite ranking was made establishing the Top 22 counties.



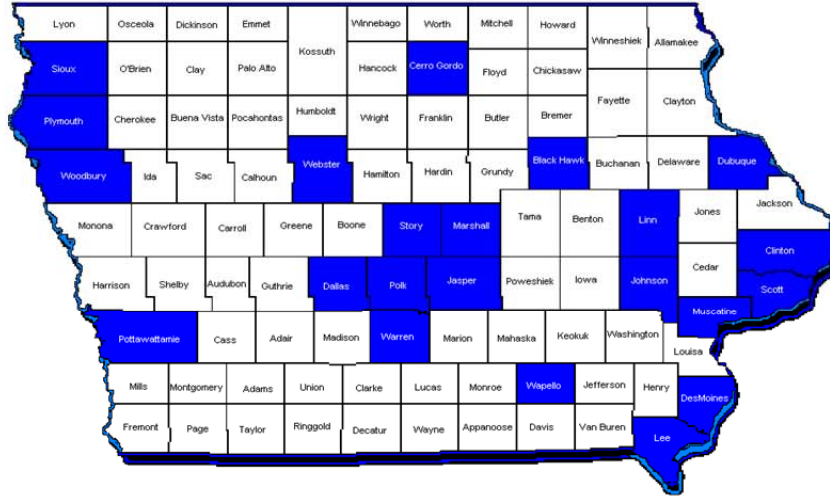
### Problem Identification Composite Ranking By County – For FFY 2012

County	Population*	Fatality Ranking	Alcohol-Related Fatalities Ranking	Total Injuries Ranking	Alcohol Related Injuries Ranking	Major Injuries Ranking	Vehicle Miles Traveled Ranking	OWI Revocations Rankings	Motorcycle, Bicycle and Pedestrian Injuries and Fatalities Ranking	Average Overall Ranking
Polk	374,601	1	1	1	1	1	1	1	1	1
Scott	158,668	4	2	2	2	2	3	5	2	2
Linn	191,701	3	6	3	3	3	2	2	3	3
Pottawattamie	87,704	2	3	5	5	6	5	9	3	4
Black Hawk	128,012	7	5	4	4	4	6	7	6	5
Woodbury	103,877	6	4	6	8	7	7	4	5	6
Dubuque	89,143	10	17	8	7	8	9	6	8	7
Johnson	111,006	5	12	7	6	5	4	3	7	8
Story	79,981	13	7	9	9	10	8	8	17	9
Clinton	50,149	10	12	10	10	11	15	11	9	10
Cerro Gordo	46,447	14	25	12	11	15	12	10	10	11
Webster	40,235	7	17	14	16	14	20	15	13	12
Jasper	37,213	9	7	21	22	25	11	31	13	13
Des Moines	42,351	20	40	15	18	27	21	16	11	14
Marshall	39,311	18	9	17	14	24	22	13	13	14
Lee	38,052	26	25	22	21	17	23	20	16	16
Warren	40,671	18	40	11	15	22	13	22	21	17
Dallas	40,750	23	25	16	17	9	10	18	25	18
Muscatine	41,722	23	25	19	13	16	19	12	11	19
Wapello	36,051	47	56	13	12	12	24	14	23	20
Sioux	31,589	16	25	18	29	13	28	32	20	21
Plymouth	24,849	16	9	25	29	19	30	28	27	22

\*2000 Census



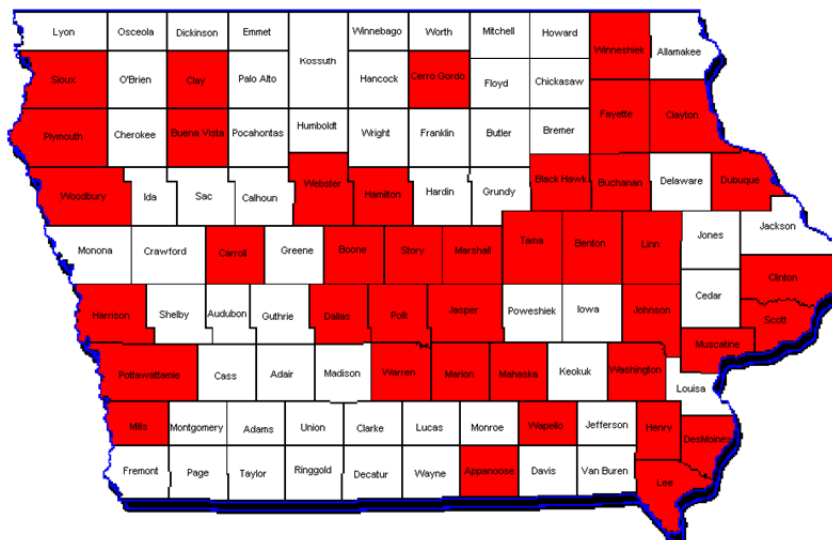
## Iowa's Top 22 Problem Identification Counties - FFY 2012

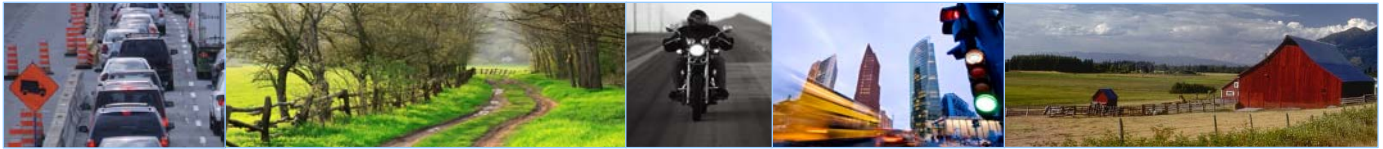


### Section 410 – Alcohol Incentive Program

Iowa has utilized the Problem Identification Analysis to expand federal funding eligibility beyond the Top 22 counties enabling additional agencies the ability to address and target impaired driving problems in their jurisdictions. Following the same manner and analysis utilized for 402 Top 22 eligibility, Section 410 eligibility is based on a county's ranking in the areas of impaired driving fatalities, impaired driving injuries and OWI revocations. Iowa's 99 counties are ranked in a composite manner in the three critical areas. Through this process, the Top 40 problem related counties are identified, thus resulting in 18 additional counties sheriff's offices and local police department with a jurisdiction of 5,000+ population being included in the alcohol incentive program.

## Iowa's Top 40 Alcohol-Problem Counties - FFY 2012





## Eligibility for Other GTSB-Funded Programs

Iowa provides an opportunity for all law enforcement agencies in the state to participate in the special Traffic Enforcement Program (sSTEP) if not a grantee under Section 402 or Section 410. For FFY 2012, a total of 189 law enforcement agencies will be part of the sSTEP program. Through participation in Iowa's sSTEP program, broad-statewide enforcement efforts are coordinated around holiday times and in conjunction with national traffic safety campaigns. These events call for heightened traffic enforcement for all types of traffic violations with the main effort to raise awareness in safety belt usage as the best means of protection in the case of a motor vehicle collision. Through the sSTEP program, the traffic safety efforts encompass a large portion of the state of Iowa.

Other initiatives for traffic safety also supported by federal funds which Iowa has applied for and has received are in the following areas:

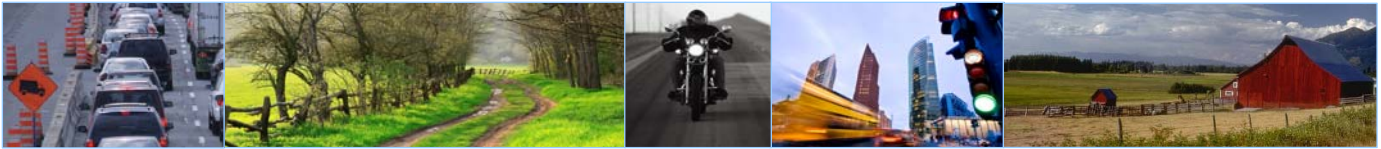
Section 405	Occupant Protection Incentive Funds
Section 408	Traffic Safety Information System Improvement Grants
Section 2010	Motorcyclist Safety Grants

In the development of the implementation plans submitted with each specific funding source application it is unmistakable that traffic safety projects throughout Iowa are approached in a multi-disciplinary fashion and require numerous partnerships, both enforcement and non-enforcement.

## Partners in Safety

Iowa can celebrate the successes of addressing traffic safety issues and impacting positive driver behavior through a multi-faceted approach. Strong partnerships with numerous agencies, including federal partners, are imperative for achieving overall traffic safety objectives.

Iowa has also developed strong multi-disciplinary safety teams (MDST's) throughout the state. Multi-disciplinary Safety Teams utilize the knowledge and expertise of an array of traffic safety professionals. This networking creates an environment to share information and viewpoints to create an over-all picture to traffic safety problems and strategies. Iowa continues to encourage the development of new MDST's throughout the state and expansion of more mature teams.

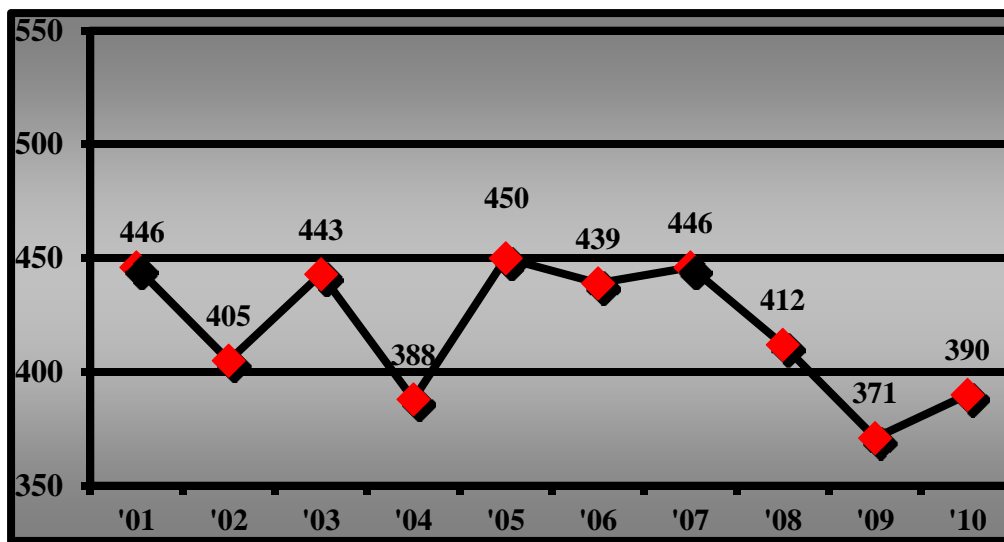


## Trends

Historical data is utilized in analyzing trends and for setting goals and strategies. In addition to the information contained in this section, additional trend information in regard to rural road safety, impaired driving, occupant protection, distracted driving, teen drivers, speed and motorcycles is presented in more detail in the Traffic Safety Strategies Section beginning on page 12.

## Traffic Fatalities

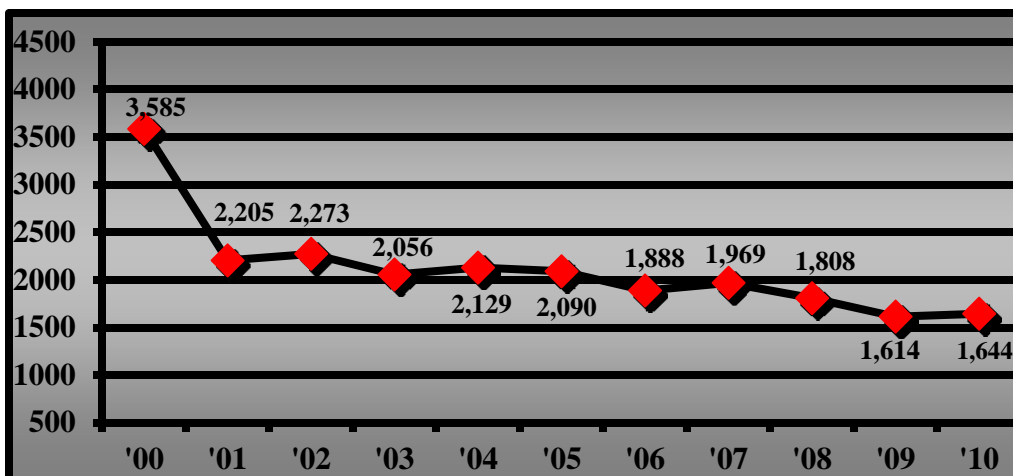
In 2009, Iowa experienced a 64-year record low of 372 fatalities. In 2010, Iowa experienced 390 traffic fatalities. Although a 4.83% increase was seen when evaluating the 2-years, the 5-year average (2006-2009) of 411.8 reflects a steady 2.83% decrease from the 2005 – 2009 fatality data. Single vehicle crashes occurring on secondary roads accounted for more than one-half of all traffic fatalities in the state during 2010.



Source: Iowa Department of Transportation

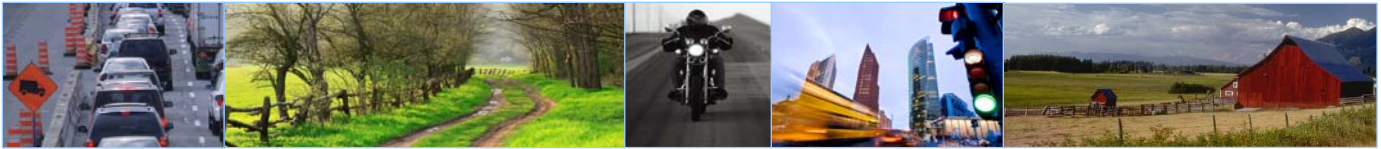
## Serious Injuries

After decreases in serious injuries in 2008 and 2009, Iowa experienced an increase in serious injuries in 2010.



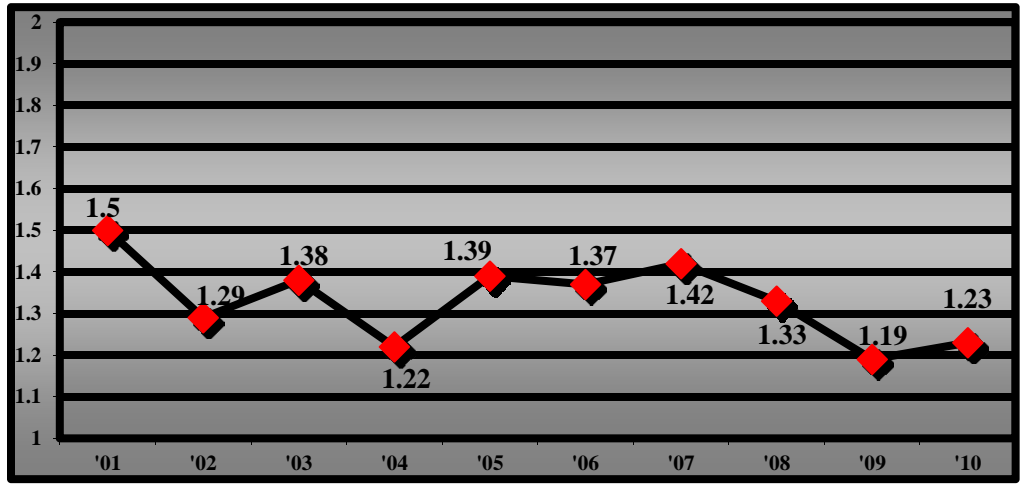
Source: Iowa Department of Transportation





### Fatalities Per 100 Million Vehicle Miles Traveled

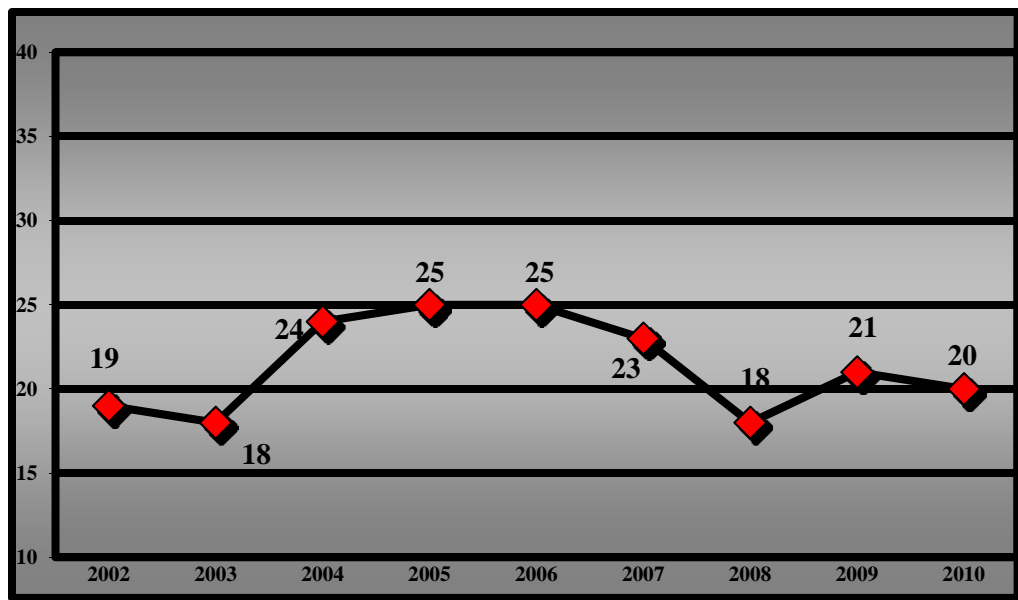
After a very steady downward trend in between 2007 and 2009, Iowa experienced a 3.36% increase in fatalities per 100 million vehicle miles traveled when comparing 2009 – 2010 data.



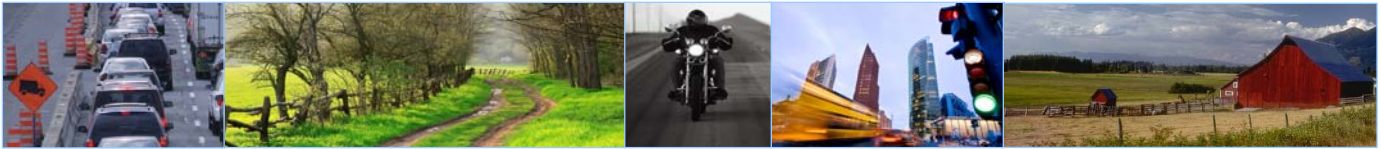
Source: Iowa Department of Transportation

### Pedestrian Fatalities

Iowa experienced a 4.76% decrease in the number of pedestrian fatalities between 2009 and 2010.

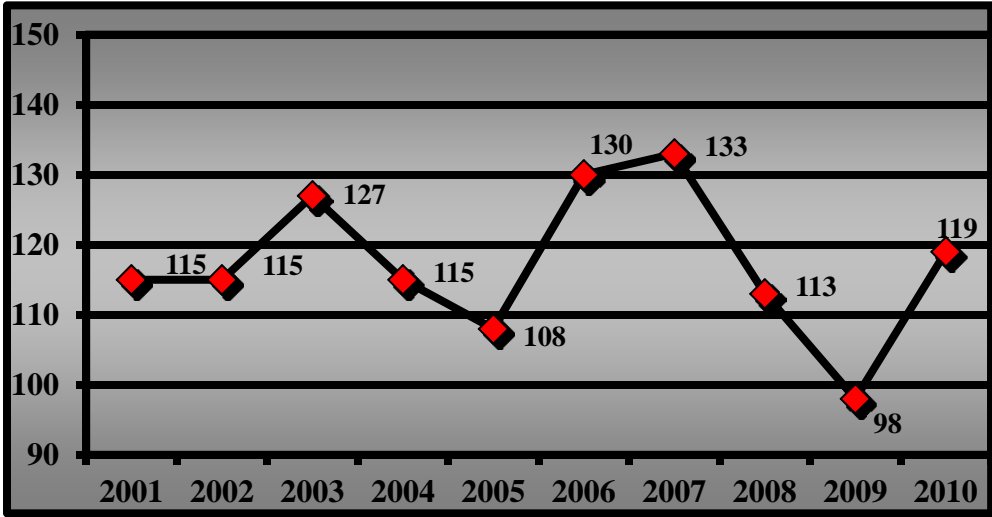


Source: Iowa Department of Transportation



### Urban Fatalities

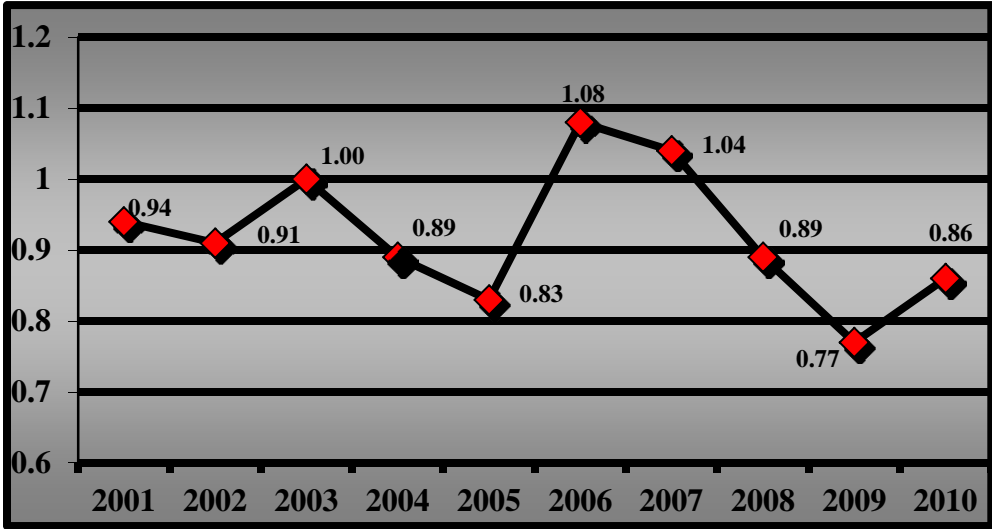
Throughout the last decade, Iowa has experienced a fluctuating number of urban fatalities. In 2010, there were 119 urban fatalities, the fourth highest year in the last decade.



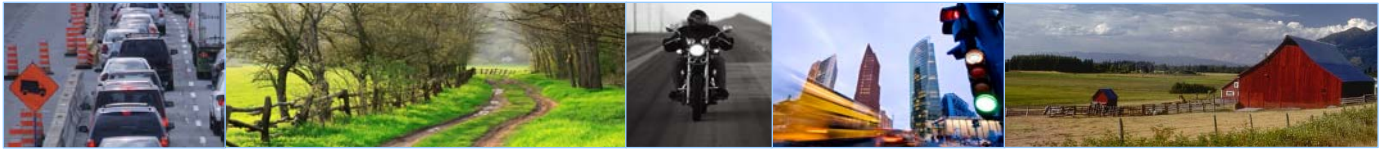
Source: Iowa Department of Transportation

### Urban Fatalities per 100 Million Vehicle Miles Traveled

Between 2007 and 2009, Iowa experience a steady and strong decrease in urban fatalities per 100 million vehicle miles traveled. In 2010, however, Iowa experienced a dramatic 11.68% increase.



Source: Iowa Department of Transportation

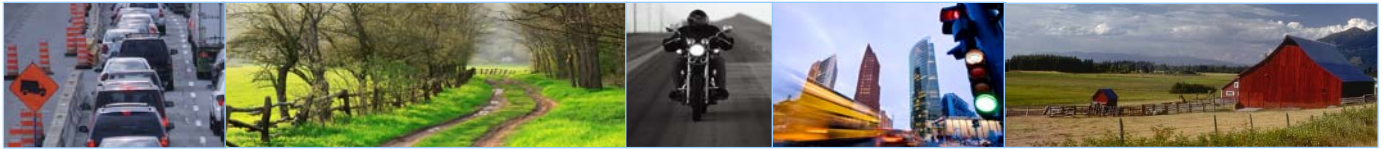


## Setting Goals for Traffic Safety Improvement

The foundation of a traffic safety program starts with the gathering and analysis of traffic data. Section 408 funds have assisted the state in developing and maintaining traffic data which is widely used for overall traffic safety analysis, special projects, and for deployment of enforcement activities. In April of 2011, Iowa's Statewide Traffic Records Coordinating Committee (STRCC) hosted a NHTSA-sponsored assessment. During the coming years, STRCC will study the recommendations of the assessment team for possible development and inclusion in Iowa's overall state traffic records system.

In NHTSA's performance measure areas, Iowa analyzes the five most recent years of data which is available. Trends, especially from the previous two years, are closely reviewed to plan goals. Data, in addition to results of both the statewide observational safety belt survey and the awareness surveys conducted at the motor vehicle license centers also provide a basis for the review of goals and objections and for the analyses of the effectiveness of traffic safety campaigns throughout the state. Driver culture and safety culture are constantly evolving, thus providing for continued opportunities for traffic safety messages.

Although data is a major component in traffic safety, so is marketing. In Iowa we continue efforts to "sell safety" through public awareness, explaining "why" in regard to enforcement efforts and working with the media; not only for paid media but through our positive relationships resulting in earned media. Social media is also applied and used to carry traffic safety messages. Continual educational efforts are also important. Together, with the efforts of our numerous partners, we are making positive strides to forming behavioral changes in regard to traffic safety issues. The impact of the public realizing and understanding there is an economic cost to traffic crashes and that crashes are actually an epidemic in this country are important in changing the mindset in regard to highway safety.



## Performance Measures and Goals

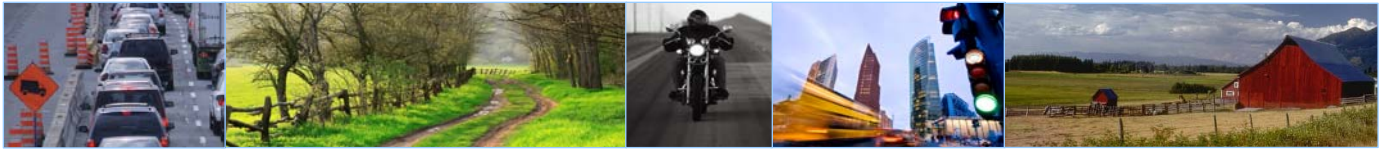
NHTSA and the Governor’s Highway Safety Association (GHSA) agreed on a minimum set of performance measures for the development and implementation of highway safety plans. The set contains 14 measures: ten core outcome measures, one core behavior measure and three activity measures. In addition to the core performance measures, the GTSB has determined three additional areas of interest and/or concern that are significant to Iowa and focus on rural road issues.

### NHTSA Core Outcome Measures

C-1	<b>Traffic Fatalities</b>	Decrease traffic fatalities 5.00 percent from the 2005 - 2009 calendar base year average of 423.6 to 402 by December 31, 2012.
C-2	<b>Serious Injuries</b>	Decrease serious injuries by 6.50 percent from the 2005 – 2009 calendar base year average of 1,885.60 to 1,763 by December 31, 2012.
C-3	<b>Fatalities / VMT</b>	Decrease fatalities/VMT 2.00 percent from 2005 – 2009 calendar base year average of 1.36 to 1.33 by December 31, 2012.
C-4	<b>Unrestrained Passenger Vehicle Occupant Fatalities</b>	Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 7.25 percent from the 2005 – 2009 calendar base year average of 138 to 128 by December 31, 2012.
C-5	<b>Alcohol Impaired Driving Fatalities</b>	Decrease alcohol impaired driving fatalities 9.75 percent from the 2005 – 2009 calendar base year average from 101.2 to 91 by December 31, 2012.
C-6	<b>Speeding Related Fatalities</b>	Decrease speeding related fatalities 2.00 percent from the 2005 – 2009 calendar base year average of 43.20 to 42.34 by December 31, 2012.
C-7	<b>Motorcyclist Fatalities</b>	Decrease motorcyclist fatalities 8.5 percent from the 2005 – 2009 calendar base year average of 53.6 to 49.04 by December 31, 2012.
C-8	<b>Unhelmeted Motorcyclist Fatalities</b>	Decrease unhelmeted motorcyclist fatalities 3.75 percent from the 2005 – 2009 calendar base year average of 43.20 to 41.58 by December 31, 2012.
C-9	<b>Drivers Age 20 or Younger Involved in Fatal Crashes</b>	Decrease drivers age 20 or younger involved in fatal crashes 11.25 percent from the 2005 – 2009 calendar base year average of 75.6 to 67 by December 31, 2012.
C-10	<b>Pedestrian Fatalities</b>	Reduce pedestrian fatalities 3.5 percent from the 2005 – 2009 calendar base year average of 22 to 21 by December 31, 2012.

### NHTSA Core Behavior Measures

B-1	<b>Observed Seat Belt Use</b>	To increase statewide observed safety belt usage of front seat outboard occupants in passenger vehicles .11 percentage from the 2010 rate of 93.09 percent to 93.2 percent by December 31, 2012. (Iowa conducts an annual statewide safety belt use survey with a methodology approved by NHTSA. The goal set forth in this behavioral measure is based on the current survey method. Iowa is in the process of adopting and implementing an updated method during FFY2012.)
	<b>Awareness Survey</b>	A behavior, awareness and attitude survey will be completed during FFY 2012 to measure driver attitudes and behaviors regarding speed, safety belts, distracted and impaired. After the completion of the FFY 2012 surveys, FFY 2010 and FFY 2011 will be compared.



**Activity Measures**

Each year Iowa law enforcement efforts by grant-funded agencies have produced significant arrests and citations/warnings for traffic violations.

Activity measures are recorded during the grant-funded activities in the categories of safety belts, OWI and speed. The following chart represents the activity during 2008, 2009 and 2010.

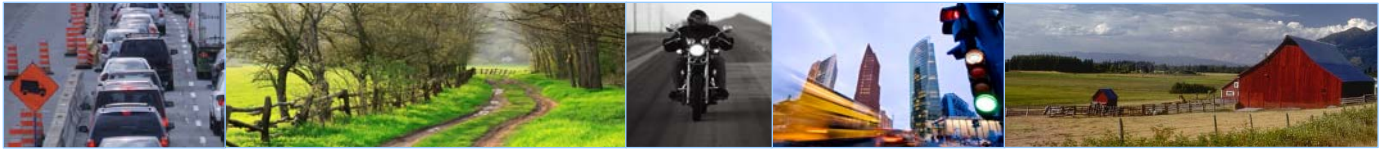
**Measured During Funded Enforcement Activities  
2008 - 2010**

<b>A-1</b>	<b>Safety Belts Citations</b>	<b>2008 = 17,500 2009 = 21,000 2010 = 15,144*</b>	*During 2010 the Iowa State Patrol did not receive its normal enforcement funds which had provided for roughly 12,000 hours of overtime. Due to Iowa's budget shortfalls, the Patrol was faced with the layoff of 45 state troopers. While these troopers were dedicated to traffic enforcement, the Patrol, as a whole lost the majority of overtime funds resulting in a huge decrease in grant funded overtime activity. Thus, grant-funded arrests and citations dropped dramatically.
<b>A-2</b>	<b>OWI Arrests</b>	<b>2008 = 3,500 2009 = 3,650 2010 = 2,295*</b>	
<b>A-3</b>	<b>Speed Citations</b>	<b>2008 = 65,000 2009 = 90,000 2010 = 35,930*</b>	

Iowa has determined the following categories for further review and performance measurement analysis in regard to the area of rural road safety.

<b>IA-1</b>	<b>Rural Fatalities/VMT</b>	<b>Decrease rural fatalities per 100 million vehicle miles traveled 7.75 percent from the 2005-2009 calendar base year average of 1.85 to 1.71 by December 31, 2012.</b>
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<b>IA-2</b>	<b>Urban Fatalities/VMT</b>	<b>Decrease urban fatalities per 100 million vehicle miles traveled 2.00 percent from the 2005 – 2009 calendar base year average of .62 to .60 by December 31, 2012.</b>
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## Strategies

### Challenge 1: Rural Road Safety

Goal: To decrease rural fatalities per 100 million vehicle miles traveled 7.75 percent from the 2005-2009 calendar base year average of 1.85 to 1.71 by December 31, 2012.

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Background: Between November of 2007 and December 2010 the Center for Transportation Research and Education (CTRE) conducted a safety analysis of low volume roads in Iowa.\* Through the project, data was analyzed to investigate low-volume rural road safety in Iowa to recognize and pinpoint safety concerns while proposing strategies to address problem areas.

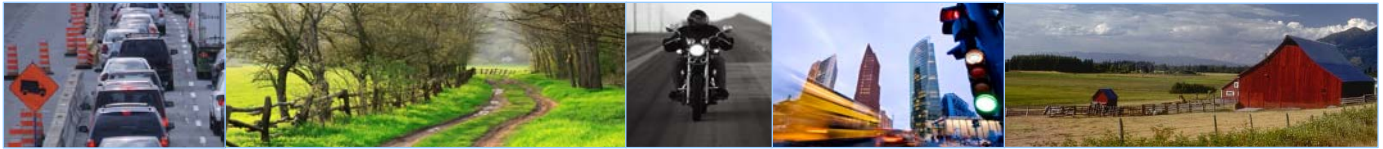
A low-volume road (LVR) was defined as a road in a rural area with daily traffic volumes of less than or equal to 400 vehicles per day. Iowa ranks 9<sup>th</sup> in the nation in the category of miles of rural local roads.

Historically traffic safety projects and enforcement efforts have been directed on roadways with higher volume. However, results of the study increased awareness that more than one-half of all fatal and serious injury crashes are occurring on the local rural roads in Iowa. Data supports that most rural road crashes are single vehicle crashes. Other contributing factors in rural road crashes include losing control, driving too fast, failing to yield, road departures, hitting a stationary object, alcohol and driver inexperience. LVR also consist of a diversity of vehicle types sharing the road from regular vehicles to large machinery and other farm implement traveling at slower speeds.

Secondary roads make up approximately 90,075 miles of roadways in the state of Iowa. Fatality rates on these sections of roadways continue to be a concern. During the 5-year average of 2005 – 2009 data, secondary road fatality rate per 100 million VMT was an alarming 3.51.

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*\*Safety Analysis of Low-Volume Rural Roads in Iowa*  
Final Report, December 2010  
Institute for Transportation  
Iowa State University



**Crash Rates per 100 Million Vehicle Miles of Travel (crashes/HMVT)  
By Road System and Severity  
Statewide Crashes**

**5-Year Averages: 2005 - 2009**

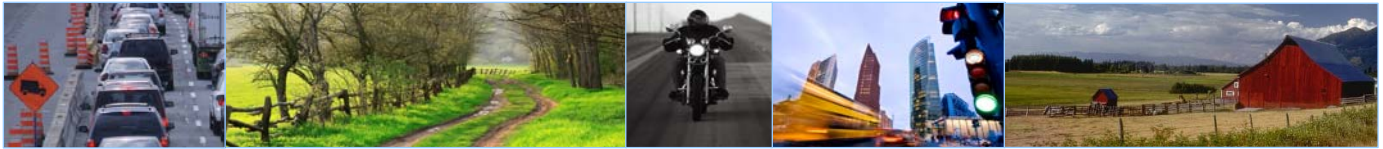
Road System	Fatal Crash Rates	Fatality Rates	Fatal + Injury Crash Rates	All Crash Rates
<b>Rural</b>				
Interstate	0.58	0.69	13	51
Primary	1.40	1.63	27	93
US	1.34	1.57	26	93
Iowa	1.58	1.84	29	97
Secondary	3.14	3.51	72	194
Rural Totals	1.49	1.70	32	101

<b>Municipal</b>				
Interstate	0.66	0.76	32	106
Primary	1.11	1.22	89	292
US	1.29	1.42	92	295
Iowa	0.83	0.92	92	309
City Streets	0.98	1.05	120	428
Municipal Totals	0.78	0.86	80	283

<b>State</b>				
Interstate	0.60	0.72	19	70
Primary	1.31	1.50	47	157
US	1.32	1.52	48	160
Iowa	1.35	1.56	48	162
Local	1.86	2.06	100	333
State Totals	1.19	1.34	53	185

Note: Rural and municipal breakdowns are based on corporate limits.

Source: Iowa Department of Transportation, Office of Traffic and Safety, July 2010.



According to data collected at continuous traffic recorder locations operated by the Iowa Department of Transportation, travel volumes during 2010 increased from 2009 by the following percentages.

**Traffic Volume Variations\*  
2010 Compared to 2009**

<b>Road System</b>			
<b>Rural</b>		<b>Municipal</b>	
Interstate	2.40%	Interstate	2.20%
Primary	1.70%	Primary	1.20%
Secondary	2.20%	City Streets	-0.60%

**State Totals                    1.40%**

\*Data collected at continuous traffic recorder locations were utilized to compute traffic volume variations by the Iowa Department of Transportation. The rural, municipal and state totals were weighted based on estimated vehicle miles of travel.

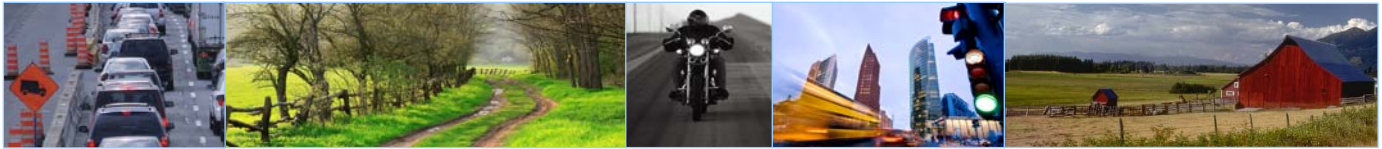
To work toward the common goal to reduce deaths and serious injuries, approaches and strategies on rural roads must include both a systematic approach and a behavior approach. Through plotting of 5-year fatality and serious injury crashes, during FFY 2012 enforcement agencies will continue to be provided with the information to assist in identifying higher risk rural areas for a strategic, data supported approach for saturation events. Identifying safety needs will need to become a priority of multi-agency efforts. Since low-volume roads throughout the state are maintained at the local and county level, maintaining strong MDST programs throughout the state will increase awareness of safety needs. Systematic approaches will be studied and ideas and concerns will be shared in MDST meetings. Involvement and communication with all stakeholders is necessary for a thorough risk analysis of these roadway systems. Continuous sharing of data and expertise will encourage strategies to lessen hazards on secondary roads. From the state level and expertise from partners such as CTRE, we can assist local county engineers in analyzing crash data, density ratings, and underlying trends to promote low-cost systematic improvements. Examples of safety need improvements may include higher roadway maintenance levels and signage upgrades.

In an attempt to change behavior, in FFY 2012 the GTSB will explore innovative ways to expand traffic safety messages, especially in the rural area in addition to requesting enforcement agencies to include secondary roads in enforcement and educational initiatives.

**Law Enforcement and EMS**

Law enforcement agencies receiving federal funding are requested to work problematic areas during overtime activities. GTSB program administrators will continue to provide law enforcement agencies with data and maps to help agencies with data-supported deployment. Law enforcement will also be provided with data and concerns about fatalities on low volume roads. Law enforcement will be encouraged to direct efforts on local roads with data-supported higher rates of crashes and fatalities.





EMS response is also a component of rural traffic safety issues. In conjunction with the Iowa Department of Public Health – Bureau of Emergency Management, in addition to intensive efforts of groups such as the Iowa Traffic Safety Alliance (ITSA) and the Statewide Traffic Records Coordinating Committee (STRCC), issues around EMS and reporting in Iowa will be further examined.

### Education / Age / Gender

Younger and older drivers have the highest rate of rural road crashes. Behavioral approaches to rural road safety issues in Iowa were strengthened during FFY 2011. Through partnerships with Iowa Department of Transportation, Farm Safety 4 just Kids, I-CASH, Iowa State University – Institute for Transportation and Great Plains Center for Agricultural Health, a DVD entitled “Rural Road Crashes - It’s Preventable” with an accompanying curriculum kit were distributed in late July and early August to over 800 driver education instructors. This DVD and accompanying materials will be debuted during the 2011 – 2012 school year. In addition to viewing the DVD during class time, driver education instructors are encouraged to include actual drive time on rural roads as their part of the training curriculum. Other recipients of the DVD and kit included law enforcement and agriculture safety practitioners to share in their communities. The target group for the video was focused around all motorists to raise awareness of rural road crash risks, provide rural road driving tips, and to challenge motorists to think about their driving behavior on secondary roadways. Distribution of the video started around the end of July 2011 and will continue into FFY 2012.

When analyzing the gender of those involved in fatal and serious injury crashes, the percentage of males involved is significantly higher than females. Crashes by gender for 2005-2009 revealed that males were involved in 71.30% of fatal crashes on US and Iowa highways, 76.16% on paved roads and 75.95% on paved roads.

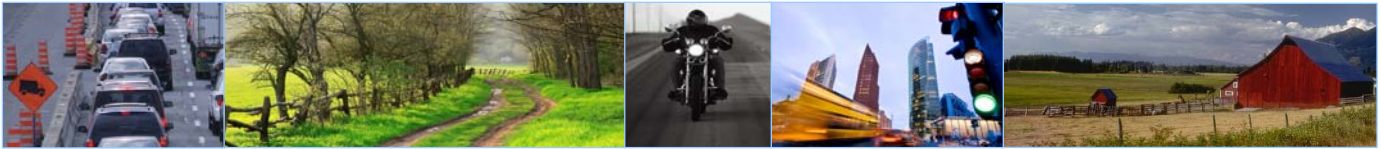
### Crashes By Gender, 2005-2009

Municipal Roadways			
Gender	Fatal	Major Injury	Total
Male	299	2464	<b>2763</b>
Female	140	1792	<b>1932</b>
Unknown	1	1	<b>2</b>
Not Reported	34	214	<b>248</b>
<b>Grand Total</b>	<b>474</b>	<b>4471</b>	<b>4945</b>

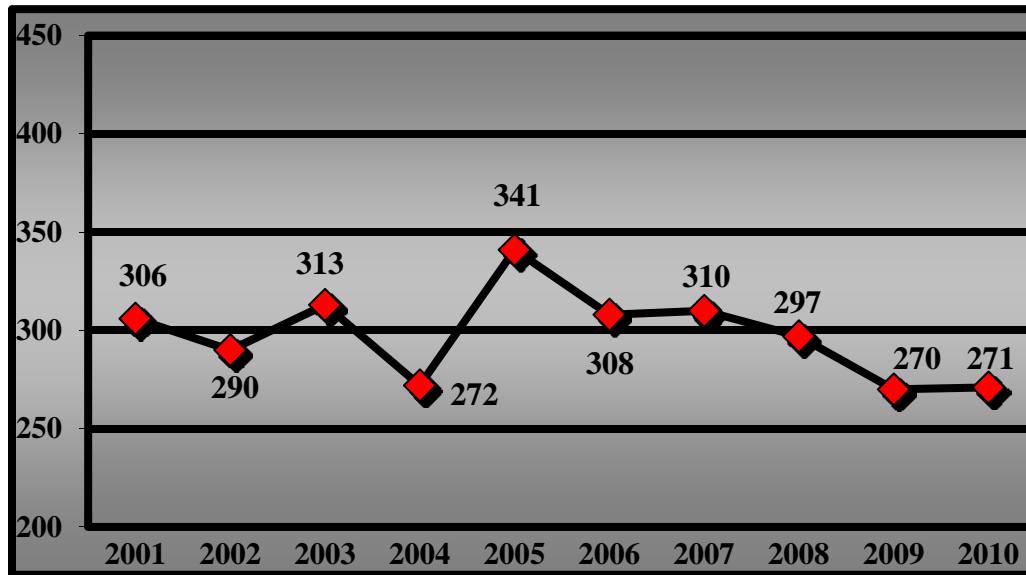
U.S. and Iowa			
Gender	Fatal	Major Injury	Total
Male	927	2711	<b>3638</b>
Female	344	1574	<b>1918</b>
Unknown	1	1	<b>2</b>
Not Reported	28	114	<b>142</b>
<b>Grand Total</b>	<b>1300</b>	<b>4400</b>	<b>5700</b>

Paved			
Gender	Fatal	Major Injury	Total
Male	668	1847	<b>2515</b>
Female	195	773	<b>968</b>
Not Reported	14	57	<b>71</b>
<b>Grand Total</b>	<b>877</b>	<b>2677</b>	<b>3554</b>

Unpaved			
Gender	Fatal	Major Injury	Total
Male	199	671	<b>870</b>
Female	48	257	<b>305</b>
Not Reported	15	23	<b>38</b>
<b>Grand Total</b>	<b>262</b>	<b>951</b>	<b>1213</b>

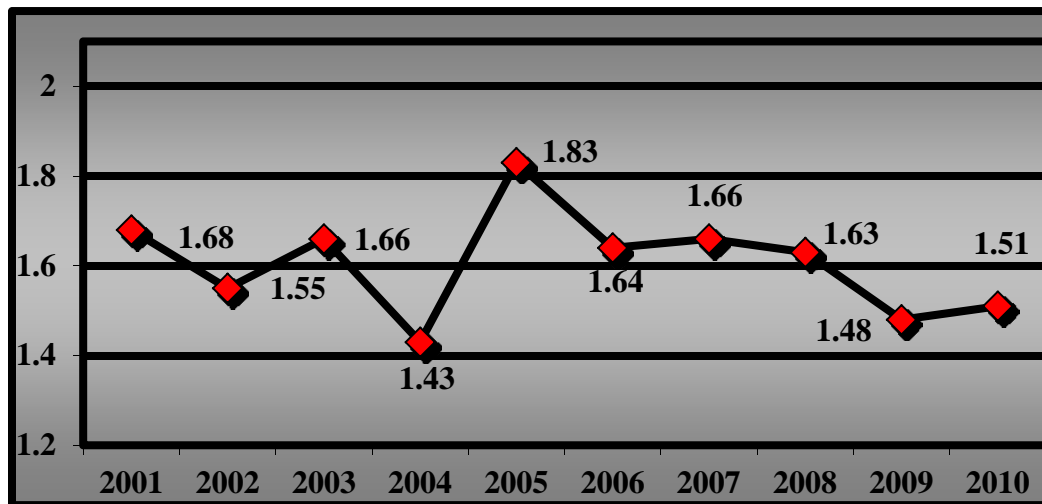


### Rural Fatalities

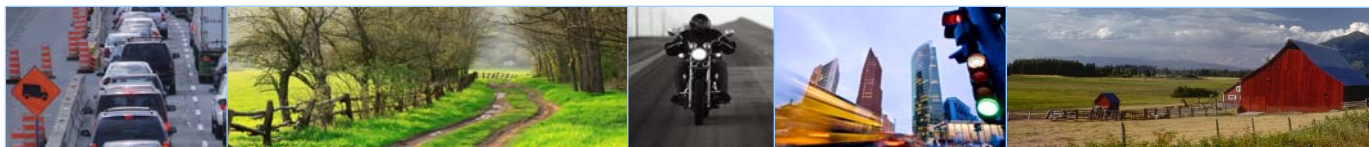


Source: Iowa Department of Transportation

### Rural Fatalities per Vehicle Miles Traveled



Source: Iowa Department of Transportation



**Strategies: Iowa intends to employ the following strategies to reduce death and serious injury on rural and secondary roads.**

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**Strategy** RRS – 1  
**Type** Media  
**Target Group** All Motorists  
**Strategy Dates** October 17 – 21, 2011 **Program Administrator(s): Parsons**  
**Description** A statewide media release will be issued for National School Bus Safety Week reminding motorists to watch for bus traffic especially on rural roads. All motorists are urged to focus completely on driving and refrain from distractions that could cause a crash with a school bus boarding or de-boarding kids.

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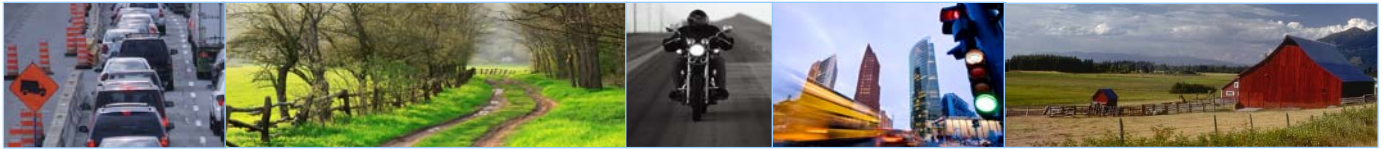
**Strategy** RRS-2  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** October 21 – 22, 2011 **Program Administrator(s): Meyerdirk**  
**Description** “Operation Night Owl” is a special statewide enforcement effort. Special focus will be upon rural and secondary rural roads. Problematic areas for fatal and serious injury crashes will be identified and distributed for deployment purposes. “Operation Night Owl” will be a multi-agency event involving local, county and state law enforcement agencies.

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**Strategy** RRS-3  
**Type** Outreach  
**Target Group** All Motorists  
**Strategy Dates** Spring/Summer 2012 **Program Administrator(s): Parsons, Mulhern**  
**Description** Iowa’s roadsides are filled with barns. The GTSB will coordinate with local and county law enforcement to determine barns and/or other out-buildings in data-supported problematic areas that could be used to display a traffic safety message. This unique approach will be used to convey a message with the goal to change motorist’s behaviors when driving, particularly on Iowa’s rural and secondary rural roads. Another avenue for this project would be a display of such a message or sign at county fairs throughout Iowa. Statewide, Iowa fairs attract an estimated 3.5 million people of all ages. Through this outreach program, the GTSB would contact county fair boards to display permanent signage on or within a fair building containing a public service message focused around rural road safety. This outreach project has the potential to reach all 99 counties.

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**Strategy** RRS-4  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** April 2012 **Program Administrator(s): Meyerdirk**  
**Description** “Operation Southern Exposure” is a special enforcement effort covering the southern one-third of the state of Iowa. Since this saturation event covers 31 counties which are primarily rural, enforcement efforts are also encouraged on secondary rural roads with problematic areas for fatal, one-vehicle fatalities in the state. “Operation Southern Exposure” will be a multi-agency event involving local, county and state law enforcement agencies.

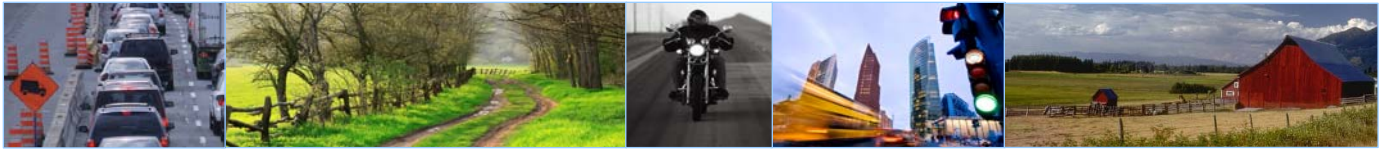


**Strategy** RRS-5  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** May 2012 **Program Administrator(s): Meyerdirk**  
**Description** During “Operation Midway”, enforcement efforts will be increased for the mid one-third counties in Iowa. This saturation event will involve 38 of Iowa’s 99 counties. Half of the counties involved are primarily rural, so enforcement efforts will include both urban and rural areas. “Operation Midway” will be a multi-agency event involving local, county and state law enforcement agencies.

**Strategy** RRS-6  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** June 2012 **Program Administrator(s): Meyerdirk**  
**Description** Enforcement efforts will be increased during the “Operation Northern Lights” saturation patrol. This effort covers the northern one-third of Iowa which is mostly rural. Law enforcement agencies in these 28 counties will focus enforcement primarily on Friday and Saturday evening and on rural roads. “Operation Northern Lights” will occur just after the May/June mobilization and just before the July sSTEP wave. “Operation Northern Lights” will be a multi-agency event involving local, county and state law enforcement agencies.

**Strategy** RRS-7  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** July 2012 **Program Administrator(s): Meyerdirk**  
**Description** “Operation I’s” is a saturation event that involves the interstate roadways. “Operation I’s” will be a multi-agency event involving local, county and state law enforcement agencies. Focus will be on rural interstates.

**Strategy** RRS-8  
**Type** Outreach  
**Target Group** All Motorists  
**Strategy Dates** August 28 – 30, 2012 **Program Administrator(s): Parsons**  
**Description** The Farm Progress Show is the nation’s largest outdoor farm show attracting thousands of visitors. In 2012, the 3-day show will return to the state of Iowa. The GTSB, in addition to other traffic safety partners will staff an information booth with the emphasis on rural road safety.



**Strategy** RRS-9  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** August 2012 **Program Administrator: Meyerdirk**  
**Description** Enforcement efforts will be increased during the “Operation Eastern H.E.A.T.” (Highway Enforcement Action Team) saturation event. The enforcement effort will cover the eastern half of the state. The law enforcement partners in these 52 counties will focus enforcement efforts on Fridays and Saturdays, especially evenings and on rural roads. This effort is just before the August/September sSTEP wave held in conjunction with the national impaired driving mobilization. “Operation Eastern H.E.A.T.” will be a multi-agency event involving local, county and state law enforcement agencies.

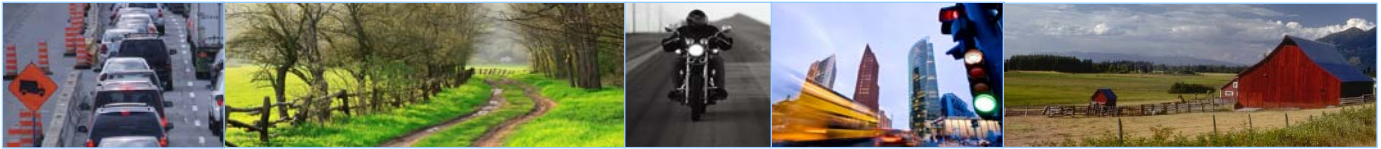
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**Strategy** RRS-10  
**Type** Media  
**Target Group** All Motorists  
**Strategy Dates** August 2012 **Program Administrator: Parsons**  
**Description** A media event will be planned prior to the fall harvest season in Iowa. This will be an event to remind motorists of some of the hazards of rural road driving and provide examples of the various farm implements on the roadways during this season in addition to school bus traffic as the school year begins. The event will also include rural road statistics. This event will be planned for media outside the Des Moines area to reach more of the specific rural communities.

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**Strategy** RSS-11  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** September 2012 **Program Administrator: Meyerdirk**  
**Description** Enforcement efforts will be increased during the “Western Expansion” saturation patrol. This effort covers the northern one-third of Iowa which is mostly rural. Law enforcement agencies in the western counties of Iowa will focus enforcement primarily on Friday and Saturday evening and on rural roads. “Western Expansion” will be a multi-agency event involving local, county and state law enforcement agencies.

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## Challenge 2: Impaired Driving

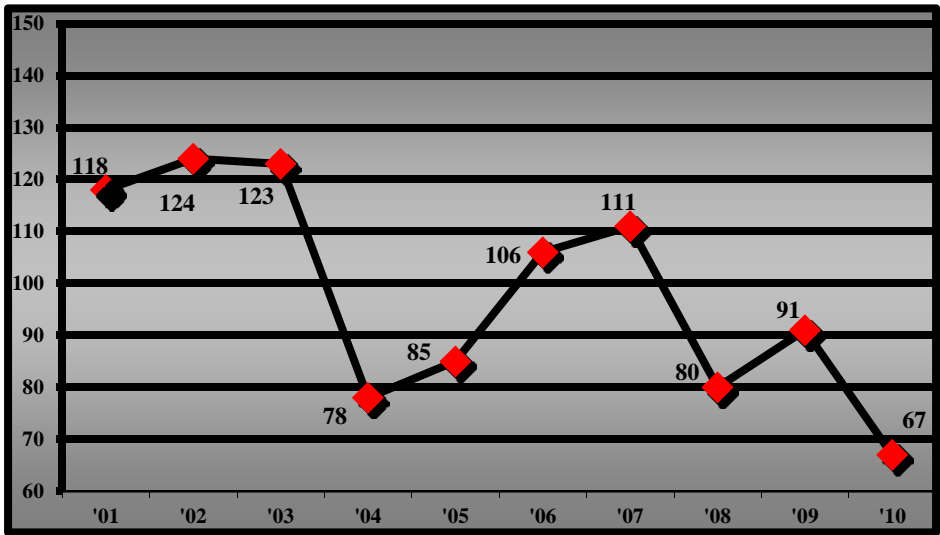
Goal: To decrease alcohol impaired driving fatalities 9.75% from the 2005 – 2009 calendar base year average from 101.20 to 91 by December 31, 2012.

Background: In 2010, 18.17% of all of Iowa's fatalities from traffic crashes were alcohol related. Male drivers and weekend crashes were major components when analyzing alcohol related crashes. In Iowa, driver's age 16 – 25 make up about 16% of Iowa registers drivers, yet they account for more than 30% of drivers involved in alcohol related fatal crashes. Recent studies indicate teenagers are consuming alcohol at a younger age. With the combination of alcohol consumption and the steady increase in vehicle miles traveled within the state in recent years, alcohol-related strategies continue to be a major safety concern and issue in the state of Iowa.

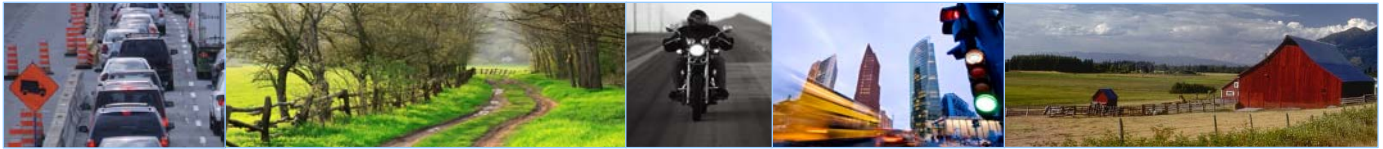
Impaired driving efforts in the state received additional attention with the passage and enactment of .08 legislation in 2003. Enforcement efforts continue to be strongly supported in the state through Section 402 and 410 funding in addition to a strong sSTEP program. Program administrators work closely with contractors to be data driven in enforcement efforts.

Historically, Iowa has experienced a fluctuation in the past decade as to the number of alcohol-related fatalities. However, between 2009 and 2010, Iowa experienced a decrease of 26.37% from 91 to 67 alcohol related fatalities.

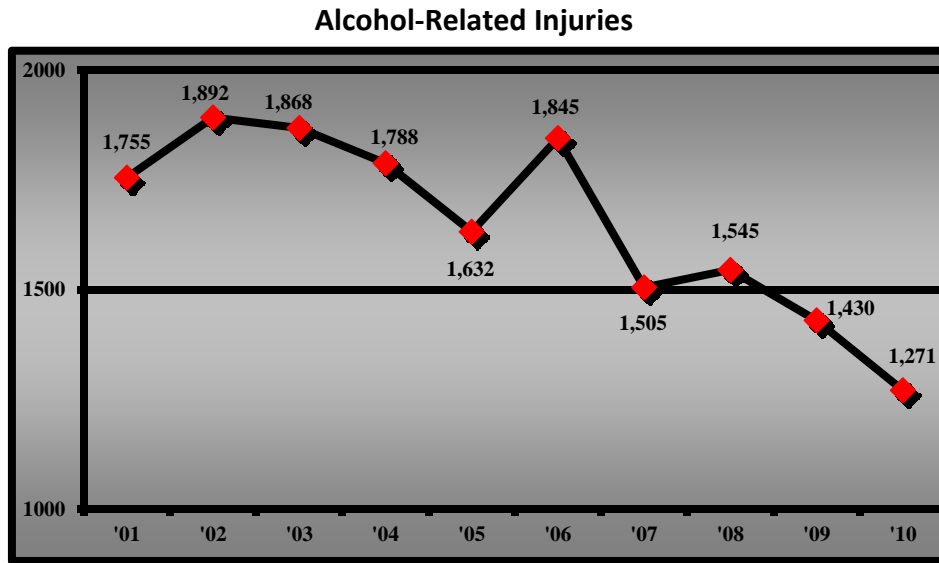
Alcohol-Related Fatalities



Source: Iowa Department of Transportation



Alcohol-related injuries have decreased over the past three years. Between 2008 and 2010, alcohol-related injuries decreased by 17.73%.

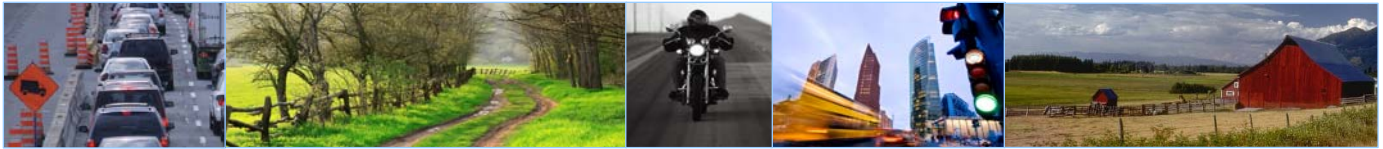


Source: Iowa Department of Transportation

The information gathered through the yearly public awareness surveys will assist the state in analyzing the effectiveness of public service announcement and other media events. In August of 2011, Iowa was in early stages of developing a new updated public service announcement with an impaired driving message with the goal to continue to see a continued decrease in alcohol related fatalities and injuries.

Strategies: Iowa intends to employ the following strategies to reduce alcohol related fatalities and injuries:

<b>Strategy #1</b>	<b>AL-1</b>
<b>Type</b>	<b>Media and Outreach</b>
<b>Target Group</b>	<b>18- 34 year old males</b>
<b>Strategy Dates</b>	<b>December 17, 2011</b>
<b>Description</b>	<b>Program Administrator(s): Becker, Parsons</b> As part of the upcoming holiday season and college football bowl season, a “Punch Bowl” will be planned for the Winter Farmer’s Market in downtown Des Moines involving local TV personalities. The “Punch Bowl” will be a contest between the local TV personalities to provide alternative non-alcoholic beverage ideas for the holiday season. The general public will be able to taste-test the beverages, vote for their favorite, and will provided with recipes for non-alcoholic beverages in addition to information regarding information and statistics in regard to impaired driving. A goal of this project is to gain earned media through the involvement of local media celebrities.



**Strategy #** AL-2  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** December 30, 2011 – January 2, 2012 **Program Administrator(s):** Becker, Hunefeld, Meyerdirk, Nagel  
**Description** Enforcement efforts will be directed over the New Year’s Eve timeframe with an extra emphasis on impaired driving on rural roadways.

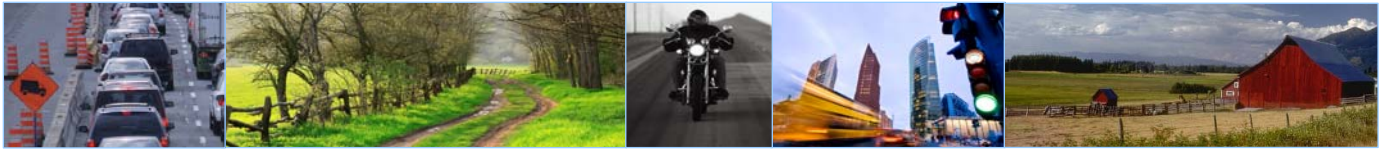
**Strategy #** AL-3  
**Type** Media  
**Target Group** 18 – 34 year old males  
**Strategy Dates** February 2, 2012 **Program Administrator(s):** Becker, Mulhern  
**Description** A statewide media release will be issued prior to Super Bowl Sunday to remind fans to celebrate responsibly and to designate a driver. The message will include information regarding the dangers of impaired driving and statistics. The “Drive Sober or Get Pulled Over” tagline will be used in the release. The release will also be added to the GTSB Facebook site.

**Strategy #** AL-4  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** March 15 – 18, 2012 **Program Administrator(s):** Hunefeld  
**Description** sSTEP agencies throughout the state will conduct extra enforcement efforts during the March 2012 sSTEP wave. Emphasis will be on impaired driving with an emphasis on rural roadways.

**Strategy #** AL-5  
**Type** Outreach  
**Target Group** All Ages  
**Strategy Dates** March 17, 2012 **Program Administrator(s):** Becker  
**Description** The GTSB will remind citizens of the dangers of impaired driving through an outreach project.

**Strategy #** AL-6  
**Type** Media  
**Target Group** All Motorists  
**Strategy Dates** June 27 – July 1, 2012 **Program Administrator(s):** Becker, Mulhern  
**Description** The focus of this media release will be to remind motorists to celebrate the Independence Day holiday responsibly. The release will also include statistics in regard to impaired driving. The release will also be posted to the GTSB Facebook site.





**Strategy #**

**AL-7**

**Type**

**Enforcement**

**Target Group**

**18 – 34 year old males**

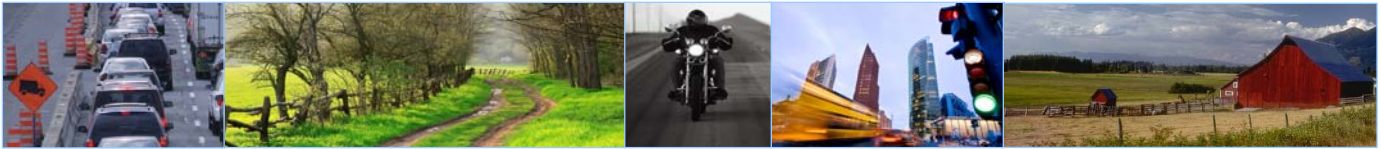
**Strategy Dates**

**July 2 – 8, 2012**

**Program Administrator(s): Hunefeld**

**Description**

Enforcement will include heightened efforts during the July sTEP wave scheduled around the Fourth of July/Independence Day holiday. Most of this enforcement effort will occur in the evenings with an emphasis on rural roads. Law enforcement will work in a multi-agency fashion for this effort with traffic safety points encouraged.

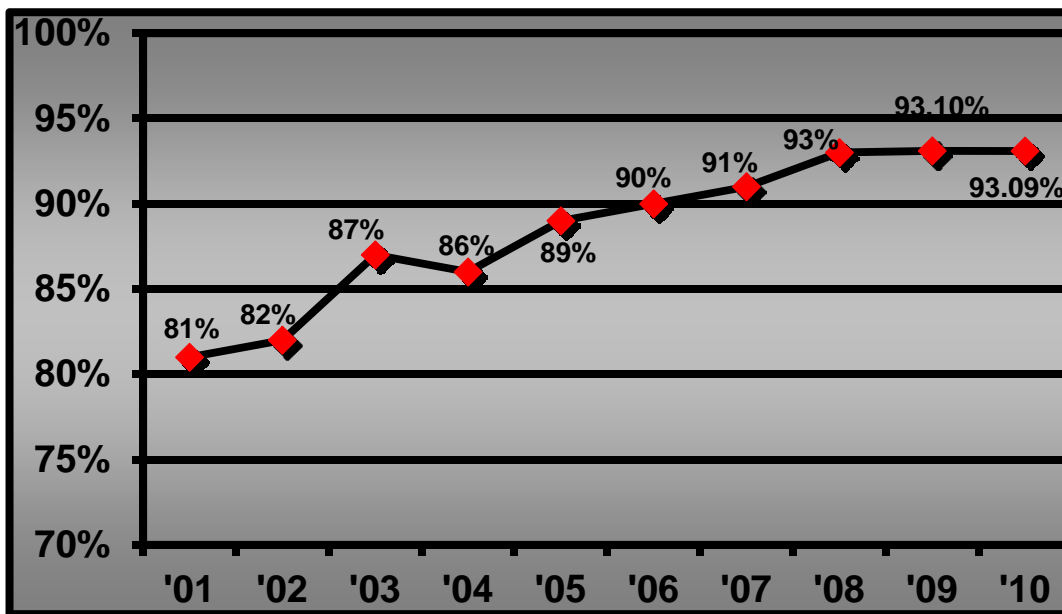


### Challenge 3: Occupant Protection

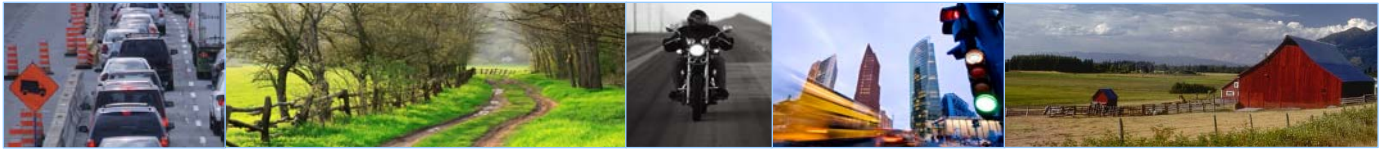
Goal: Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 7.25 percent from the 2005 – 2009 calendar base year average of 138 to 128 by December 31, 2012.

Background: Iowa has had a primary safety belt law since 1986. During this time period, Iowa has seen a tremendous increase in the number of individuals wearing safety belts. Observational survey results in 2010 revealed that safety belt usage was at 93.09%, placing Iowa 10<sup>th</sup> in the nation.

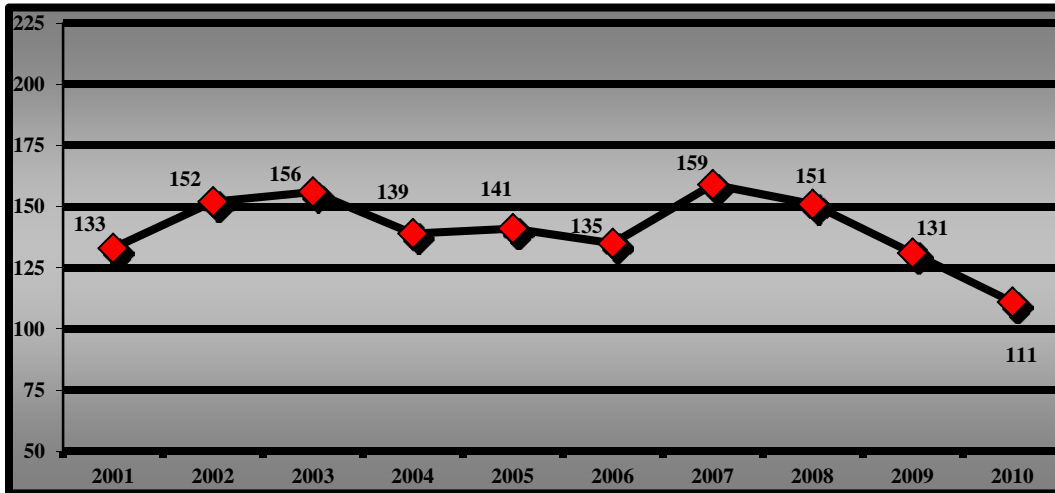
Iowa Statewide Safety Belt Usage Rates



Since the inception of the safety belt on July 1, 1986, it has been determined by the investigating law enforcement officer that nearly 6,530 individuals have escaped serious injury or death because they were wearing a safety belt at the time of the crash. In 2010, however, 28.46% of fatalities involved unrestrained vehicle occupants.



### Unrestrained Vehicle Occupant Fatalities



Strategies: Iowa intends to employ the following strategies to reduce unrestrained passenger occupant fatalities:

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**Strategy #** OP-1  
**Type** Media  
**Target Group** All Motorists  
**Strategy Dates** November 16 – 20, 2011 **Program Administrator(s):** Hunefeld, Nagel, Mulhern  
**Description:** A statewide media release will be issued in conjunction with the “Buckle Up America” mobilization / sSTEP wave. Special mention of the 25 years of Iowa safety belt law will be included in addition to information on statewide life-toll numbers since the inception of the safety belt law. The release will also be posted to the GTSB Facebook site.

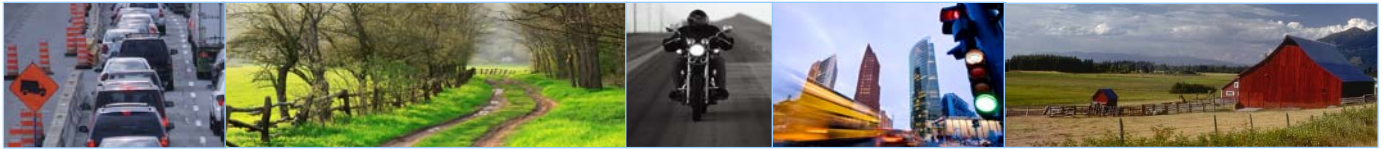
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**Strategy #** OP -2  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** November 21 – 27, 2011 **Program Administrator(s):** Hunefeld, Nagel  
**Description:** Enforcement efforts will be increased during the “Buckle-Up America” mobilization and sSTEP wave. Local, county and state law enforcement partners will conduct increased enforcement during this effort. Enforcement will primarily focus on occupant protection in data-supported high-risk/problem areas on rural roadways during the weekend and during the night.

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**Strategy #** OP-3  
**Type** Media  
**Target Group** All Motorists  
**Strategy Dates** May 16 – 20, 2012 **Program Administrator(s):** Hunefeld, Nagel, Mulhern  
**Description:** A statewide media release will be issued for the May/June mobilization and sSTEP wave with an emphasis on safety belt usage. Data, including life toll information, will be included in the message. The release will also be posted to the GTSB Facebook site.

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**Strategy #** OP – 4  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** May 21 – June 3, 2012 **Program Administrator(s):** Hunefeld, Nagel  
**Description** The use of safety belts will be the primary focus of increased enforcement efforts during the May/June national mobilization and sTEP wave. Emphasis will be on rural roadways.

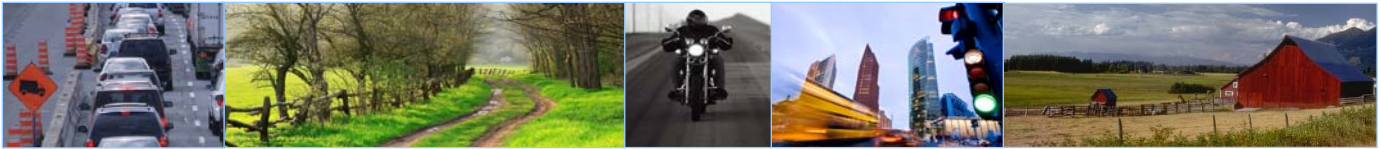
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**Strategy #** OP-5  
**Type** Outreach  
**Target Group** Hispanic Communities  
**Strategy Dates** September 2012 **Program Administrator(s):** Nagel  
**Description** During National Child Passenger Safety Week, child restraint check-up events will be held. Particular attention will be given in deciding locations easily assessable to low income and Hispanic families who typically are in the greatest need for safety seats. During the check-up events, participants will be provided information as to the proper use of a child restraint. Brochures regarding child passenger safety will be available in both English and Spanish.

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**Strategy #** OP-6  
**Type** Media  
**Target Group** All Motorists  
**Strategy Dates** November 2012 **Program Administrator(s):** Hunefeld, Nagel, Mulhern  
**Description** A statewide media release will be issued in conjunction with the “Buckle Up America” and sTEP wave. The release will also be posted to the GTSB Facebook site.

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## Challenge 4: Distracted Driving

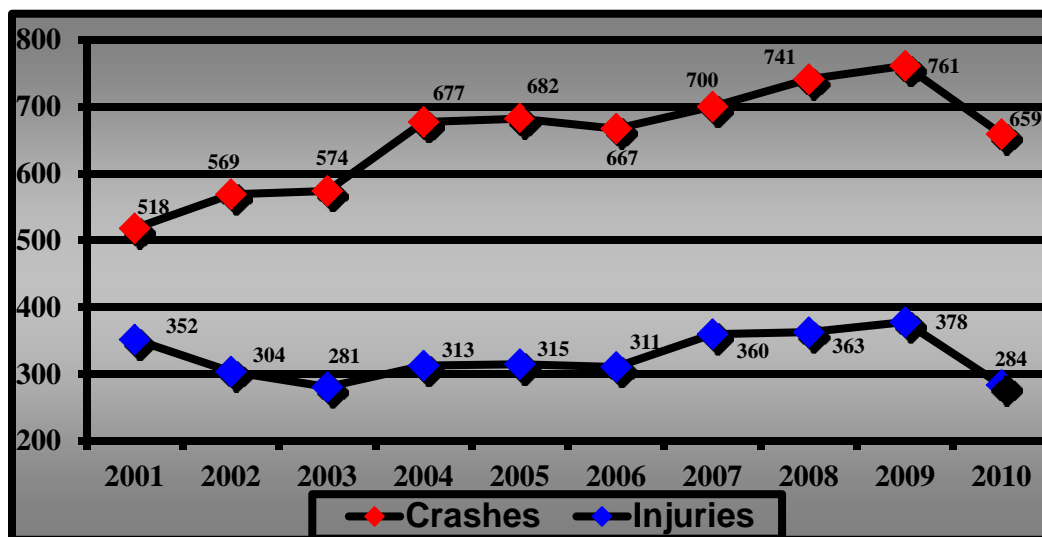
Goal: To improve the awareness of the dangers of distracted driving in an effort to decrease crashes involving a reported distracted driver by 1.36 percent and crashes in which individuals suffered an injury by 1.76 percent.

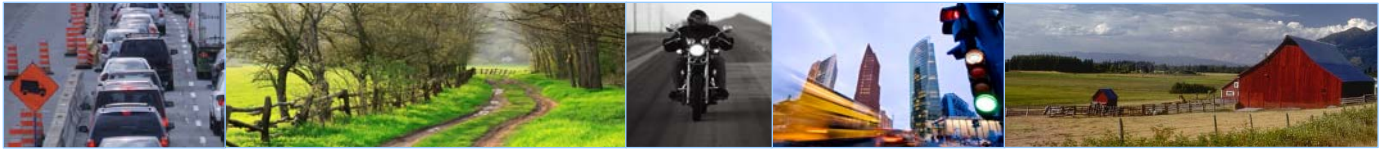
Background: Drivers can easily be distracted due to technology, eating/drinking, talking to others, or by children or pets. Motorists need to realize the dangers that are posed when they take their eyes and minds off the road and their hands off the wheel and focus on activities other than driving.

In 2010, the Iowa Legislature passed a law prohibiting all motor vehicle drivers from text-messaging while driving, and prohibiting teens holding “restricted” driver’s license from using an electronic communication device or electronic entertainment device while driving. (See Appendix A) An educational period for the law was held between July 1, 2010 and June 30, 2011 at which time law enforcement officers could only issue a warning to violators. After June 30, 2011, violators could be issued a citation. The law prohibits all drivers from using a handheld electronic communication device to write, send or read a text message while driving a motor vehicle unless the motor vehicle is at a complete stop off of the traveled portion of the roadway. The law does not prohibit the use of global positioning or navigation systems. Restrictions on teen drivers are more rigid. No teen driver holding a restricted driver’s license shall use any electronic communication device or electronic entertainment device while driving a motor vehicle unless the motor vehicle is at a complete stop of the traveled portion of the roadway.

During 2010, Iowa experienced a 13.40% decrease in the number of crashes reported as a result of distracted driving. Injuries decreased by 24.86% between 2009 and 2010.

**Distracted Driving Crashes and Injuries**





Strategies: Iowa intends to employ the following strategies to provide awareness in regard to distracted driving to change motorist behaviors.

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**Strategy #** DD-1  
**Type** Media  
**Target Group** All Motorists  
**Strategy Dates** October 2011 **Program Administrator(s): Mulhern, Parsons**  
**Description** A media release will be issued statewide for “Walk to School Month” reminding motorists to be cognizant of additional school traffic, especially of children and youth walking to and from school, and to remind motorists that it is against Iowa law to text while driving. The message will also remind parent to talk to children about being aware of inattentive drivers and general traffic dangers. The message will also provide statistics in regard to distracted driving. The “Put It Down” tagline will be used. The release will also be posted on the GTSB Facebook site.

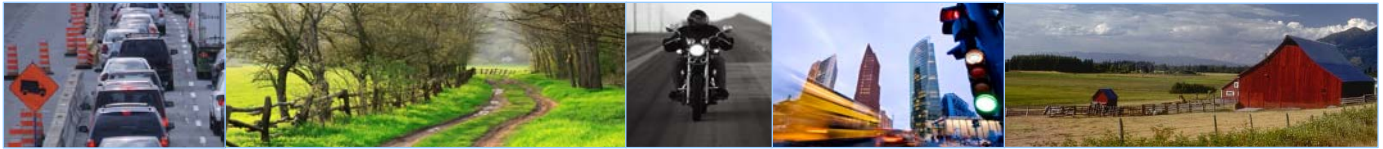
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**Strategy #** DD-2  
**Type** Media  
**Target Group** 14 – 20 year old drivers  
**Strategy Dates** October 16 – 22, 2011 **Program Administrator(s): Mulhern, Parsons**  
**Description** A statewide media release will be issued for “National Teen Driver Safety Week” with an emphasis on the dangers of distracted driving. The release will include data in regard to incidents involving teen drivers. Similar messages will also be distributed to the school districts throughout the state in addition to a posting on the GTSB Facebook page.

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**Strategy #** DD-3  
**Type** Outreach  
**Target Group** All Motorists  
**Strategy Dates** April 2012 **Program Administrator(s): Parsons**  
**Description** During “National Distracted Driving Awareness Month”, the GTSB will remind citizens of the dangers of distracted driving. Strategies will reinforce that distracted driving is not just texting or talking on the phone but includes any activity that affects visual, manual and cognitive skills when driving. The “Put It Down” tagline will be used during this outreach program.

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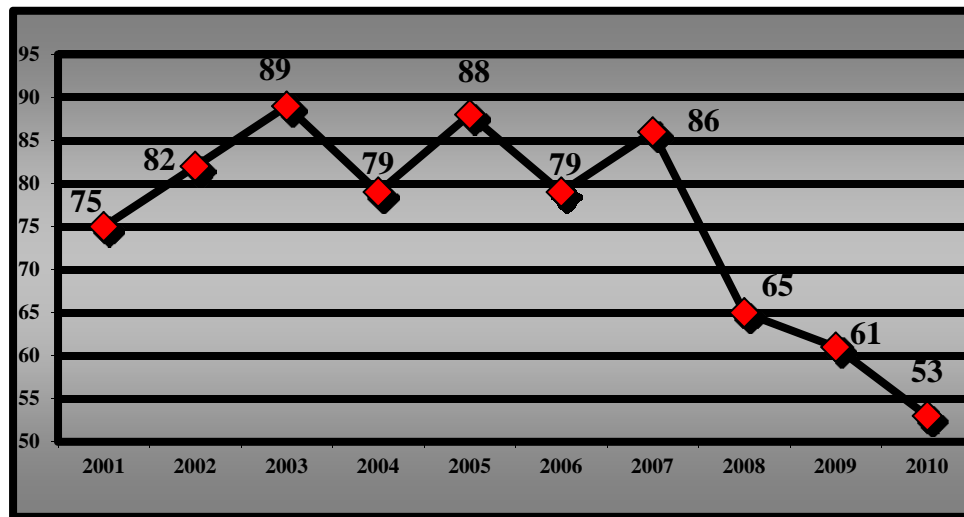
## Challenge 5: Teen Drivers

Goal: Decrease drivers age 20 or younger involved in fatal crashes 11.25 percent from the 2005 – 2009 calendar base year average of 75.6 to 67 by December 31, 2012.

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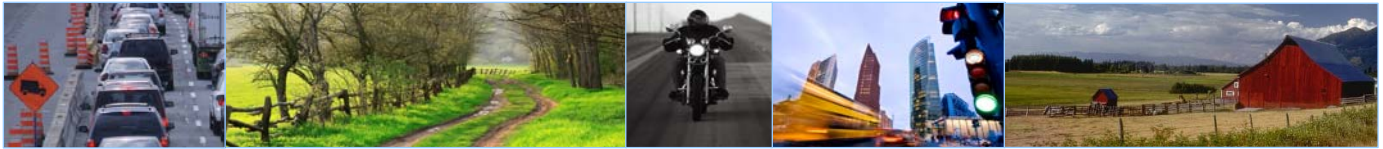
Background: The leading cause of death in young Iowans, aged 16 – 20, is fatal car crashes. In 2010, 53 individuals age 20 or younger were killed in Iowa fatal crashes.

**Drivers Age 20 or Younger involved in Fatal Crashes**



Several behavioral factors contribute to these unfortunate statistics: distracted driving, texting while driving, alcohol, speeding, no safety belts and inexperience. Drivers under 20 years old have the highest proportion of distraction-related fatal crashes. Driving inexperience can contribute to critical misjudgments of younger drivers.

In an effort to reduce death and serious injury in the category of teen drivers, the GTSB conducts a program called “Mobile EYES” (Every Youth Exhibiting Safety). “Mobile EYES” is intended to educate and increase awareness of the dangers our youth face while driving or being a passenger in a vehicle driven by a youth driver. This comprehensive safety campaign is designed to support our young drivers and the adults who impact them such as teachers, parents, law enforcement and others in a position of influence. The campaign includes increasing awareness as well as asking the students to sign a pledge card to not drink and drive, buckle up, drive the speed limit and not to text or use cell phones while driving.



All drivers need to set a good example and parents need to establish ground rules and talk to teens about traffic safety. Many of the strategies planned for the upcoming year are targeted toward teens but are good reminders to all drivers. Social media is a component of the strategies planned for the year. In addition to strong support of statewide school officials and law enforcement, the GTSB will continue to use social media such as Facebook as a way to spread the word about traffic safety to teens.

Strategies: Iowa intends to employ the following strategies to reduce teen driver fatalities:

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**Strategy #** TD-1  
**Type** Outreach  
**Target Group** 14 – 18 year old motorists  
**Strategy Dates** 2011 – 2012 School Year **Program Administrator(s): Mulhern**  
**Description** The GTSB Youth Coordinator will maintain the e-mail and contact list for public, private and parochial schools throughout the state. Throughout the year, information will be sent to the schools, primarily by e-mail, to include information as to traffic safety messages that could be used in correspondence with students and parents through morning announcement, school newspapers, or other publications, and announcement at athletic events, for example. At the beginning of the 2011-2012 school year, this list contained 320 contacts.

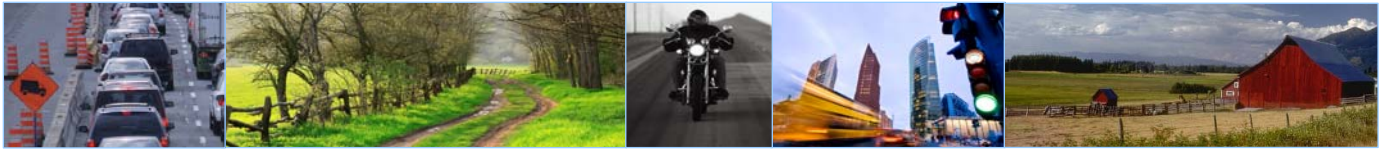
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**Strategy #** TD-2  
**Type** Outreach  
**Target Group** 14 – 18 year old motorists  
**Strategy Dates** October 2011 **Program Administrator(s): Mulhern**  
**Description** The GTSB Youth Coordinator will identify schools in the Top 22 problem counties and work with local, county and state law enforcement agencies as well as school and community leaders to launch “Mobile EYES” (Every Youth Exhibiting Safety). “Mobile EYES is a comprehensive safety campaign to support drivers ages 14 – 18 years old in addition to adults who influence them such as parents, school officials and law enforcement officers. Students will be encouraged to sign pledge cards stating that they will not drink and drive, will buckle-up, will drive the speed limit and will not use a cell phone or text while driving.

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**Strategy #** TD-3  
**Type** Media  
**Target Group** 14-18 year old motorists  
**Strategy Dates** April 2012 **Program Administrator(s): Mulhern**  
**Description** A statewide media release will be issued prior to the traditional high school prom season to remind teen drivers to make traffic safety a priority during upcoming prom and graduation celebration times. The release will include remind teens to buckle-up, drive the speed limit, not to drink and drive and to make sure attention is focused when driving. A similar message will be posted on the GTSB Facebook site.





**Strategy #**

**TD-4**

**Type**

**Media**

**Target Group**

**14 – 18 year old motorists**

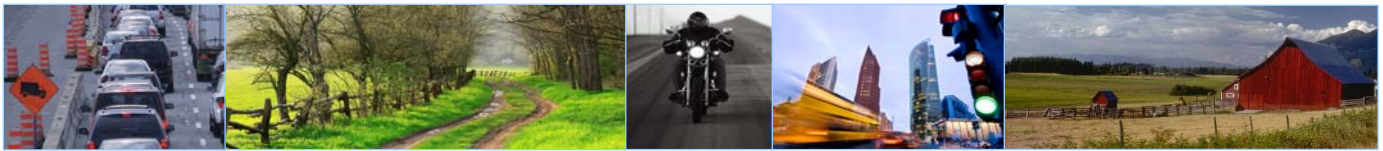
**Strategy Date**

**September 2012**

**Program Administrator(s): Mulhern**

**Description**

A statewide media release will be issued prior to the Homecoming time period that will include driver-related facts for teen drivers involved in fatal motor vehicle crashes. The top five driver-related factors for teen drivers includes: 1) Driving too fast; 2) Running off of the road; 3) Driving in the wrong lane; 4) Driving under the influence of alcohol, drugs or medication; and 5) Erratic or reckless driving. Other factors to be included in the message involve inexperience (just learning to drive, do not have experience in recognizing and adjusting to potentially dangerous or risky situations), distracted driving and statistics. The message will also remind parents that they play a key role in teen driving through being good role models for positive and safe driving practices and by setting standards and driving restrictions.



## Challenge 6: Speed

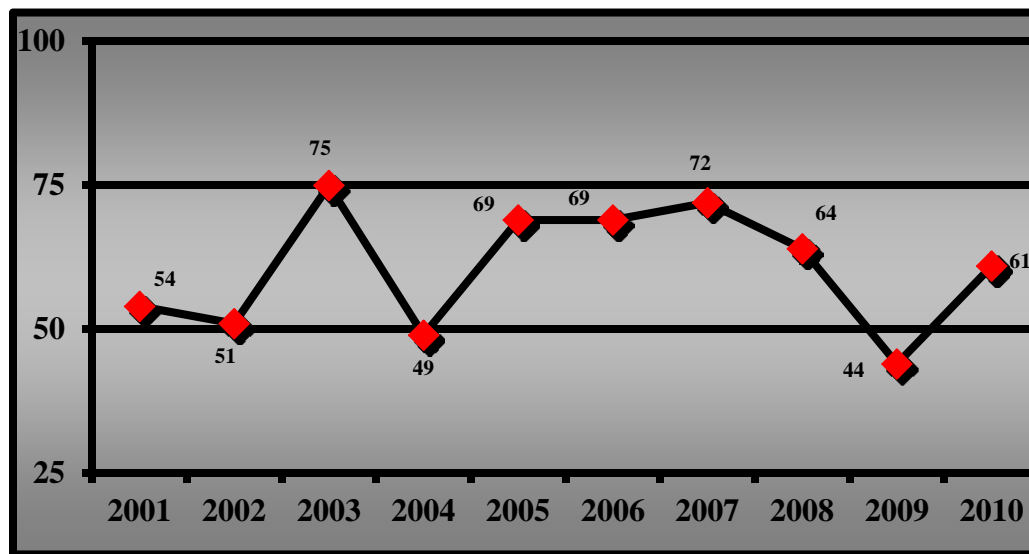
Goal: Decrease speeding related fatalities 2.00 percent from the 2006-2010 calendar base year average of 43.20 to 42.34 by December 31, 2012.

Background: Speed plays an extremely significant part in overall traffic safety and historically has been a factor in fatalities. In 2010, speed was a factor in almost 16% of all traffic fatalities within the state.

Strong enforcement efforts are a major element to reduce speed-related fatalities. Iowa is fortunate to have many law enforcement partners that work federally funded overtime activities to help in the enforcement and awareness/educational components

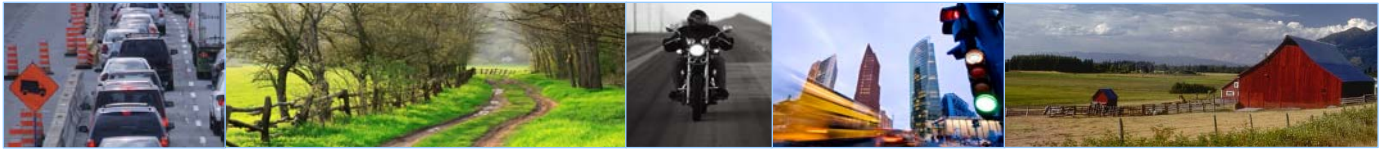
The information gathered through the yearly public awareness surveys will assist the state in analyzing the effectiveness of public service announcement and other media events.

**Speed Related Fatalities**



Strategies: Iowa intends to employ the following strategies to reduce the number of speed-related fatalities:

<b>Strategy</b>	<b>SP-1</b>
<b>Type</b>	<b>Media</b>
<b>Target Group</b>	<b>All Motorists</b>
<b>Strategy Dates</b>	<b>December 2011</b>
<b>Description</b>	<b>Program Administrator(s): Meyerdirk, Hunefeld, Mulhern</b> Through a statewide press release, motorists will be reminded to drive the posted speed limits and be extra cautious during holiday driving and to adjust driving and reduce speed and distance between vehicles during times of adverse road conditions due to snow and ice. Similar information will also be posted to the GTSB Facebook site.



**Strategy** SP-2  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** December 2011 **Program Administrator(s): Hunefeld, Meyerdirk**  
**Description** Through the support of local, state, and state law enforcement agencies, enforcement efforts will be targeted toward motorists exceeding the posted speed limit or traveling at speeds excessive for the winter road conditions. Special emphasis will be on rural roadways.

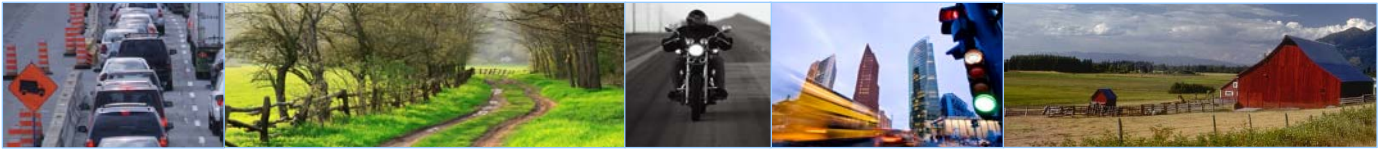
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**Strategy** SP-3  
**Type** Media  
**Target Group** All Motorists  
**Strategy Dates** May 16 – 20, 2012 **Program Administrator(s): Hunefeld, Mulhern**  
**Description** A statewide media release will be issued for the Memorial Day sSTEP wave with the emphasis to remind motorists to obey posted speed limits. A similar message will also be posted to the GTSB Facebook site.

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**Strategy** SP-4  
**Type** Enforcement  
**Target Group** All Motorists  
**Strategy Dates** May 21 – June 3, 2012 **Program Administrator(s): Hunefeld**  
**Description** Speed will be the primary focus area for the statewide Memorial Day weekend / sSTEP wave enforcement effort. Rural roads will be targeted by law enforcement.

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## Challenge 7: Motorcycle Safety

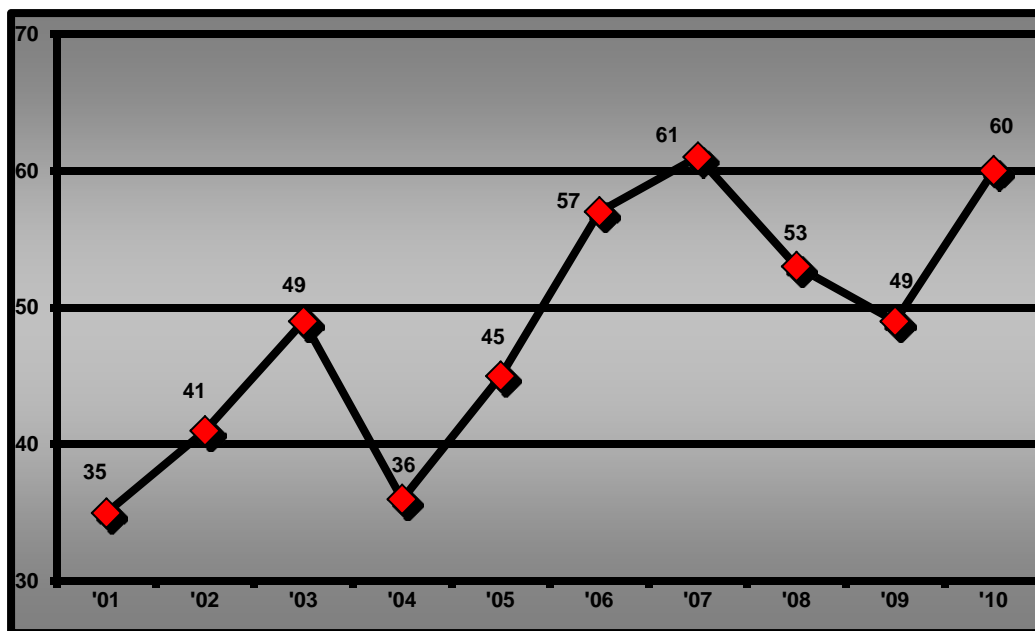
Goal: Decrease motorcyclist fatalities 8.5 percent from the 2005 – 2009 calendar base year average of 53.6 to 49 by December 31, 2012.

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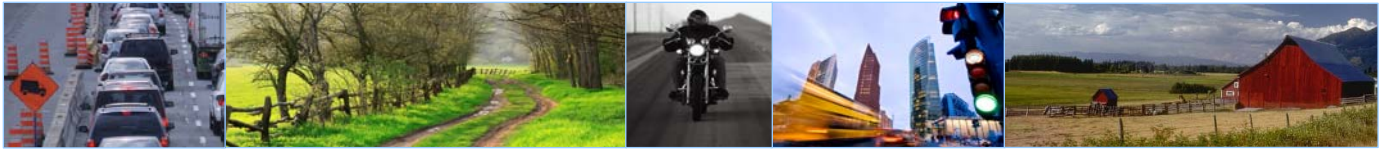
Background: The number of motorcycles on Iowa's roadways continues to increase as pleasure riding and finding a more economic means of travel continues to increase. Iowa experienced a 2.149% increase in registered motorcycles from 2009 to 2010.

Throughout the last decade the number of motorcycle fatalities has fluctuated. In 2008 and 2009, Iowa experienced a decrease in fatalities. In 2010, however, there was a 22.44% increase in motorcycle fatalities when there were 60 individuals who lost their lives compared to 2009 when there were 49 motorcycle fatalities. In 2010, motorcycle fatalities accounted for 15.38% of all traffic fatalities in Iowa.

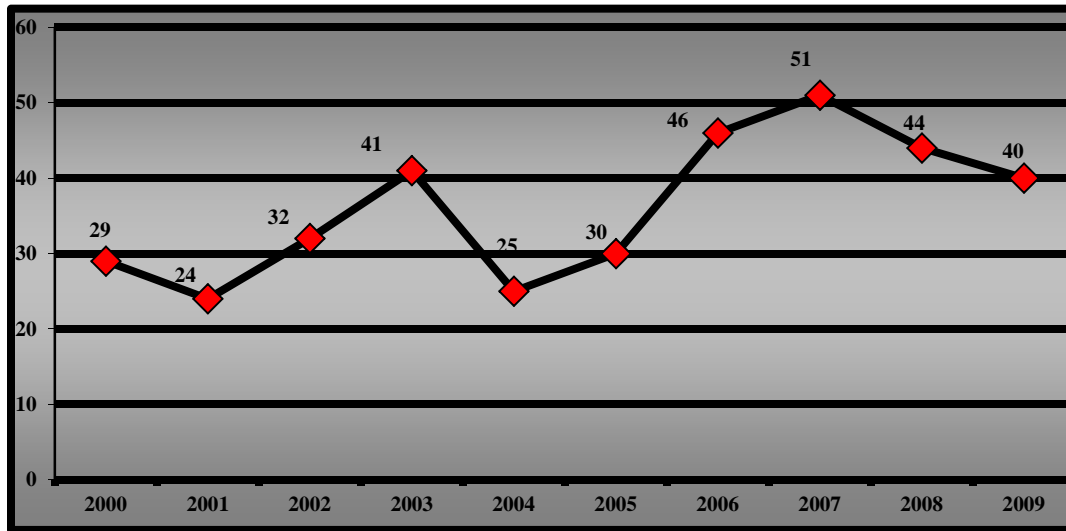
**Motorcycle Fatalities**



Iowa is one of just a few states in the nation without some type of motorcycle helmet law. Of the 60 fatalities in 2010, 66.66 % were unhelmeted.



### Unhelmeted Motorcyclist Fatalities

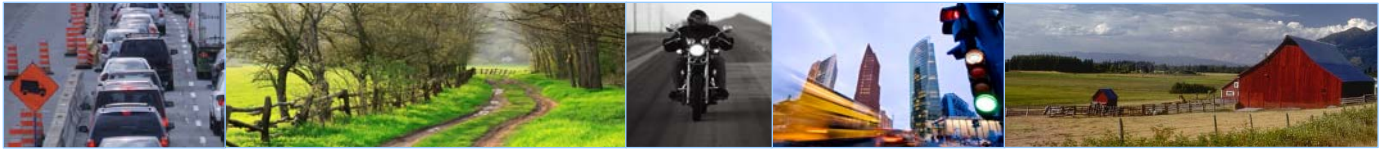


Through Section 2010 funding, Iowa hosts an annual 1-day Motorcycle Safety Conference which draws 300+ in attendance. An attempt to develop strong riding skills is the mission behind the Rider Education Courses held throughout the state.

With motorcycle riding becoming increasingly popular, Iowa must encourage riders to wear protective gear, be a skilled rider and share the road with other motorists.

Strategies: Iowa tends to employ the following strategies to reduce motorcycle fatalities and serious motorcycle injuries during FFY 2012.

<b>Strategy #</b>	<b>MC-1</b>
<b>Type</b>	<b>Outreach</b>
<b>Target Group</b>	<b>All Motorcycle Riders</b>
<b>Strategy Dates</b>	<b>April 2012</b>
<b>Description</b>	<b>Program Administrator(s): Bennett</b> The ninth Annual Motorcycle Safety Forum will be held in April of 2012. Through the years, the popularity and attendance at the forum continues to increase drawing more than 350 participants. In addition to numerous speakers, attendees can receive a variety of educational materials and browse through vendor exhibits.



**Strategy #** MC-2  
**Type** Media  
**Target Group** All Motorists  
**Strategy Dates** May 2012 **Program Administrator(s): Bennett**  
**Description** A sTEP media release will remind the motoring public to be aware of motorcycles in the traffic mix as well as reminding motorcyclists to wear proper gear including helmets and conspicuous clothing. A similar message will be posted on the GTSB Facebook site.

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**Strategy #** MC-3  
**Type** Media  
**Target Group** All Motorists  
**Strategy Dates** May 2012 **Program Administrator(s): Bennett**  
**Description** A statewide media release will be issued informing the public of “National Ride Your Motorcycle to Work Day” reminding all motorists that it is the time of the year when motorcycles are on the road. The message will remind motorcyclists to protect themselves through high visibility clothing, protective gear, helmets and modulating headlamps.



## Project Selection Process

The Iowa Governor’s Traffic Safety Bureau targets Section 402 funding to the areas of the state with the highest incidence of traffic problems. The Top 22 problem counties are determined as outlined in the Problem Identification section of this plan. Therefore, agencies that qualify for funding in these areas are notified. Through the grant application process, potential grantees are encouraged to use data to support their enforcement activities in problematic areas and for determination of equipment and educational needs. GTSB Program Administrators work closely with contractors to be data-driven in enforcement efforts. Agencies throughout the state are encouraged to utilize the Crash Mapping Analysis Tool (CMAT). For those agencies utilizing TraCS, the Incident Mapping Analysis Tool (IMAT) is also widely used to study crash information. Agencies that apply are nearly always selected for some type of funding by the Bureau. Likewise, counties in the Top 40 alcohol problem areas of that state are notified of funding opportunities in the Alcohol Incentive Program, Section 410.

During the program year, Program Administrators track the progress of agencies to ensure they are reaching their goals and objectives. In addition, they ensure that required activity reports, claims with supporting documentation, trip reports and other contractually required information is received by the Bureau in a timely manner. Through reports, site visits and other interaction with the grantees, Program Administrators review the commitment and success of their highway safety grantees toward the common goal of reducing deaths and serious injuries on Iowa’s roadways. Each year, Program Administrators complete a “Contract Funding Criteria Matrix” (below) using the Funding Criteria Guidelines as a tool for scoring their grantees. With these scores in hand, Program Administrators review funding proposals and determine funding amounts. FFY 2012 will be the first full year that will utilize the criteria matrix.

Program elements for law enforcement agencies are set by the Bureau and include overtime for traffic enforcement and education, equipment such as radars, PBTs, in-car video cameras and partial funding for speed trailers. Other elements, like overtime for CPS installation and education, funding for educational materials, and monies for attending training events is also considered in the selection process. Funded agencies are also required to conduct public awareness activities and make two observational safety belt usage surveys during the project year.

GTSB Contract Funding Criteria Matrix			
Agency:			
Program Administrator:			
Please assign a score (0 to 5) to each area based on past year agency performance and the problem ID for the new contract year. Criteria areas with more than 1 scoring cell should be averaged so the score does not exceed 5.			
Criteria	Weight	Max Score	Max Points
<b>1. Reporting</b>			
a. Timeliness/Completeness	3.00	0.00	0.00
b. Claims			
<b>2. Activity (From Annual Report or other source)</b>			
a. # Contacts per hour	3.00	0.00	0.00
<b>3. Partnerships</b>			
a. Multi - Agency Enforcement Participation	2.00	0.00	0.00
b. Multi - Ddisciplinary			
<b>4. sTEP/Corridor</b>			
a. sTEP	1.00	0.00	0.00
b. Corridor			
<b>5. P.I. &amp; E. Outreach</b>	2.00	0.00	0.00
<b>6. Data Driven (PA should compare and document enforcement activity with historical data)</b>	3.00	0.00	0.00
<b>7. Impact factors</b>			
a. City Population/County Population (SO Only)			
b. College Town			
c. Survey Site	1.00	0.00	0.00
d. Borders city/county with population over 50,000.			
<b>8. Seat belt usage rates</b>	1.00	0.00	0.00
<b>9. Problem ID Ranking</b>	4.00	0.00	0.00
<b>NOTES:</b>		<b>TOTAL -&gt;</b>	<b>0.00</b>



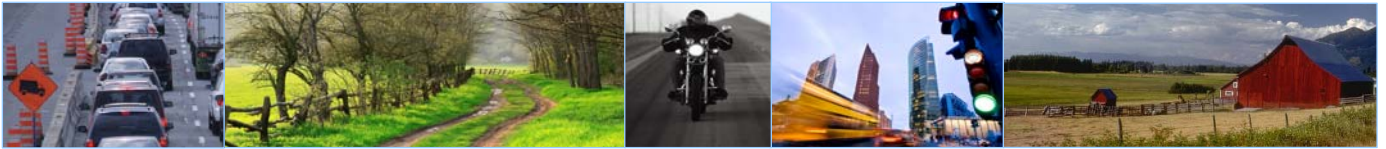
<b>GTSB Contract Funding Criteria Guidelines</b> This form to be used in conjunction with GTSB Form 35	
<b>1) Reporting</b>	
a) Timeliness/Completeness	
i) Early – Contains additional info and requires no follow-up	5
ii) On time – Requires no follow-up	4
iii) 1 - 5 days late with occasional follow-up	3
iv) 5 - 15 days late and/or frequent follow-up	2
v) 15 + days late	1
vi) Over 30 days late	0
b) Claims	
i) Complete/Accurate/Timely – No Follow-up Required	5
ii) Small errors a little late	3
iii) Inaccurate/Incomplete/Late	1
<b>2) Activity ( From Annual Report or Other Source)</b>	
a) Contacts Per Hour	
i) 3 or more	5
ii) 2 - 3	4
iii) 2	3
iv) 1 - 2	2
v) 0	1
<b>3) Partnerships</b>	
a) Multi – Agency Enforcement Participation	
i) 6 or more	5
ii) 4 - 5	4
iii) 2 - 3	3
iv) 1	2
v) 0	1
b) Multi – Disciplinary Participation	
i) 7 or more	5
ii) 5 - 6	4
iii) 3 - 4	3
iv) 1 - 2	2
v) 0	1
<b>4) Step/Corridor</b>	
a) Step	
i) All	5
ii) 4	4
iii) 2 - 3	3
iv) 1	2
v) 0	1
b) Corridor	
i) 3 or more	5
ii) 2	4
iii) 1 & Planning meeting	3
iv) 1 event no planning meeting	2
v) None	1

<b>GTSB Contract Funding Criteria Guidelines</b> This form to be used in conjunction with GTSB Form 35	
<b>5) P. I. &amp; E. Outreach (Includes traffic safety education presentations, fair booths, media events, etc.)</b>	
i) 26 or more	5
ii) 13 - 25	4
iii) 12	3
iv) 7 - 11	2
v) 6 or less	1
<b>6) Data Driven (PA should compare and document enforcement activity with data)</b>	
a) All enforcement is data driven	5
b) Some enforcement is data driven	3
c) No data driven enforcement	1
<b>7) Impact Factors</b>	
a) City population/County Population (SO Only)	
i) 100,000 or more	5
ii) 75000 - 100,000	4
iii) 40000 - 75000	3
iv) 10,000 - 40,000	2
v) Less than 10000	1
b) College Town	
i) Yes	2
ii) No	1
c) Survey Site	
i) Yes	2
ii) No	1
d) Borders city/county with population over 50,000	
i) Yes	2
ii) No	1
<b>8) Belt Usage Rate</b>	
a) 95 % +	1
b) 93 - 95%	2
c) 91-93%	3
d) 88 - 91%	4
e) 88 or less	5
<b>9) Problem ID (Ranking)</b>	
a) 402 - Top 5	5
b) 402 - 6 thru 12 and/or 410 - 1 thru 10	4
c) 402 - 13 thru 18 or 410 - 11 thru 20	3
d) 402 - 19 thru 22 or 410 - 21 thru 30	2
e) 410 - 31 thru 40	1

Non-enforcement agencies are also scored in a more limited version of the above criteria; however, funding proposals from these agencies are scrutinized in much the same way. The GTSB works closely with most agencies requesting funds; therefore goals and project ideas have more than likely been previously discussed prior to the actual submission of a proposal for funding.

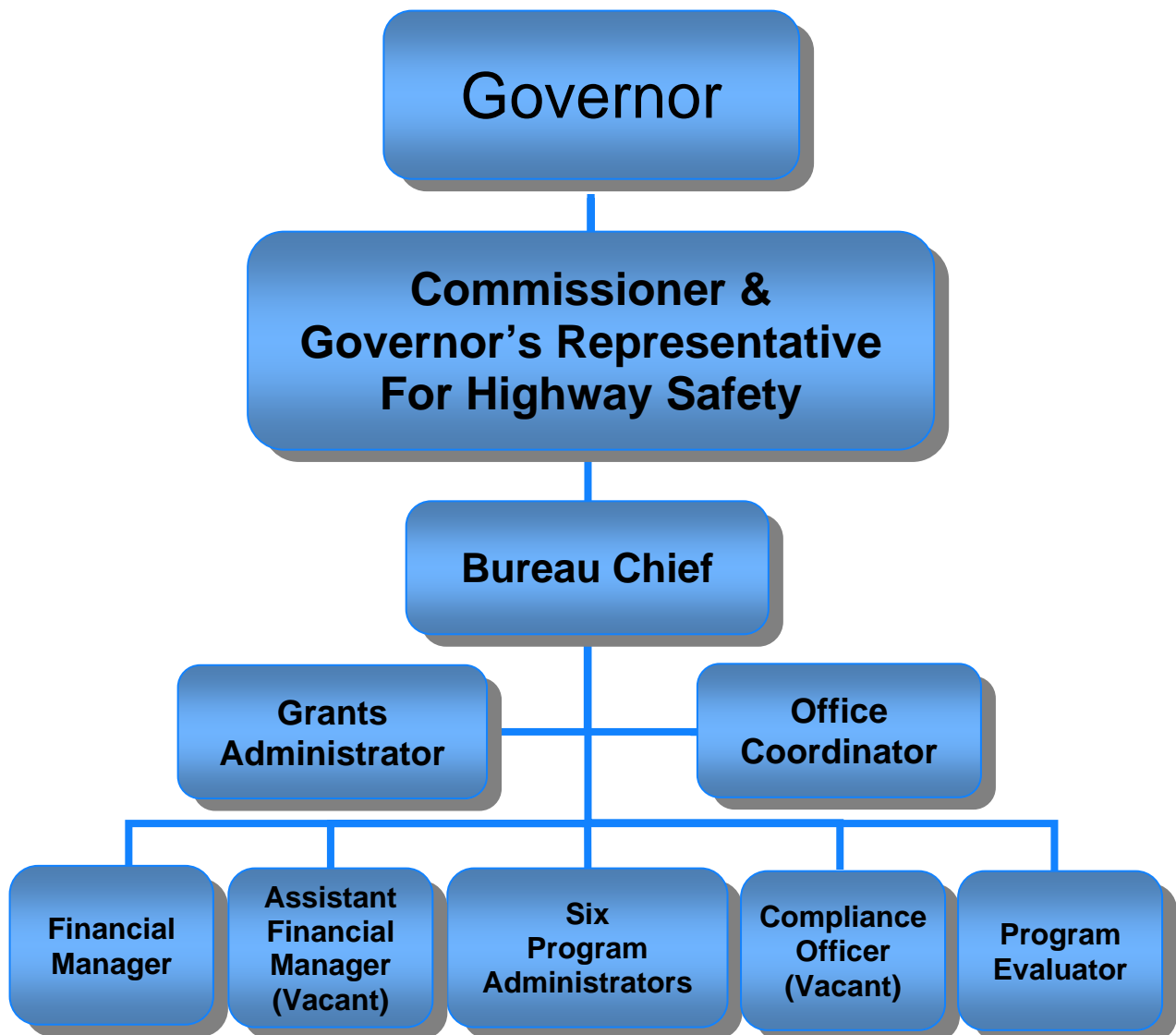
As part of the funding decision process, the Program Administrators, Bureau Chief, and Financial Manager discuss the funding proposals. When they meet, the Program Administrators recommend what agencies should be fully funded and what, if any, should be cut to a lower level. Program Administrators will contact potential grantees if the need arises during the process prior to final decisions regarding funding levels are made. Once all funding decisions are determined, the Financial Manager provides a matrix to the Grants Administrator of the agencies and amounts to be funded. This information is used to begin the process for preparing the project year contracts and the strategies included in the Highway Safety Plan.

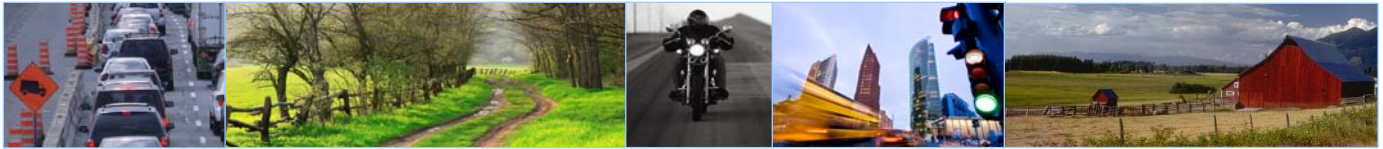




**STATE OF IOWA  
DEPARTMENT OF PUBLIC SAFETY**

**Governor's Traffic Safety Bureau**



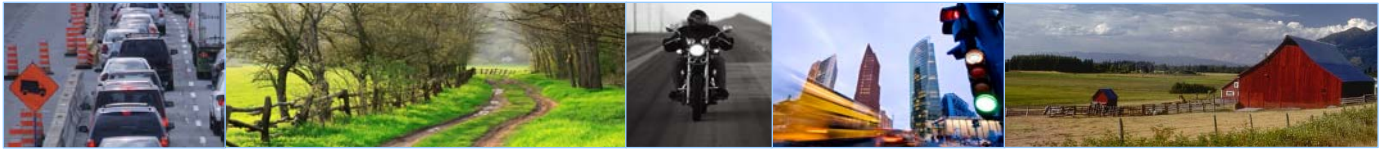


## Iowa GTSB – Contact Information and Areas of Responsibility

**Governor’s Traffic Safety Bureau**  
**Iowa Department of Public Safety**  
 215 East 7<sup>th</sup> Street  
 Des Moines, IA 50319

Phone: (515) 725-6123  
 FAX: (515) 725-6133  
[gtsbinfo@dps.state.ia.us](mailto:gtsbinfo@dps.state.ia.us)  
[www.iowagtsb.org](http://www.iowagtsb.org)

<b>Larry D. Sauer, Bureau Chief</b>	<b>(515) 725-6120</b>	<a href="mailto:sauer@dps.state.ia.us">sauer@dps.state.ia.us</a>
Program Operation Direction, Staff Supervision, Program and Fiscal Signatory Authority		
<b>Denny Becker, Alcohol Program Coordinator</b>	<b>(515) 725-6128</b>	<a href="mailto:becker@dps.state.ia.us">becker@dps.state.ia.us</a>
Alcohol Programs and Program Administrator for Highway Safety Programs		
<b>Sandy Bennett, Grants Administrator</b>	<b>(515) 725-6122</b>	<a href="mailto:bennett@dps.state.ia.us">bennett@dps.state.ia.us</a>
Grant Management and Oversight, Program Reporting and Deadlines, GTSB Policies and Directives, and Staff Travel		
<b>Beth Chipp, Financial Manager</b>	<b>(515) 725-6130</b>	<a href="mailto:chipp@dps.state.ia.us">chipp@dps.state.ia.us</a>
Budget Preparation and Oversight, Claim Reimbursement Processing, Budget Obligation/Cost Summary, Federal Grant Tracking System and Contractor Travel		
<b>Ihla Hochstetler, Office Coordinator</b>	<b>(515) 725-6123</b>	<a href="mailto:hochstet@dps.state.ia.us">hochstet@dps.state.ia.us</a>
GTSB Resource, Loaner Library and Inventory Management, DRE Board Secretary, Financial Management Assistance, Staff Schedules and Office Supplies		
<b>Randy Hunefeld, sSTEP &amp; Police Traffic Services</b>	<b>(515) 725-6124</b>	<a href="mailto:hunefeld@dps.state.ia.us">hunefeld@dps.state.ia.us</a>
Special Traffic Enforcement Program (sSTEP), Police Traffic Services, Multi-Disciplinary Safety Teams and Program Administrator for Highway Safety Programs		
<b>Jim Meyerdirk, DRE Coordinator and Law Enforcement Liaison</b>	<b>(515) 725-6125</b>	<a href="mailto:meyerdir@dps.state.ia.us">meyerdir@dps.state.ia.us</a>
State DRE Coordinator, Special Enforcement Projects, Law Enforcement Liaison and Program Administrator for Highway Safety Programs		
<b>Mick Mulhern, Youth Coordinator and Social Site Manager</b>	<b>(515) 725-0148</b>	<a href="mailto:mulhern@dps.state.ia.us">mulhern@dps.state.ia.us</a>
Youth Coordinator, Facebook and Program Administrator for Highway Safety Programs		
<b>Mark Nagel, Occupant Protection Coordinator and CPS Technician</b>	<b>(515) 725-6126</b>	<a href="mailto:nagel@dps.state.ia.us">nagel@dps.state.ia.us</a>
Safety Belts, Child Restraints, Air Bags, injury Prevention, School Bus, and Program Administrator for Highway Safety Programs		
<b>Jennifer Parsons, Distracted Driving Coordinator</b>	<b>(515) 725-6127</b>	<a href="mailto:parsons@dps.state.ia.us">parsons@dps.state.ia.us</a>
Distracted Driving Coordinator and Program Administrator for Highway Safety Programs		
<b>Joanne Tinker, Program Evaluator and Traffic Records Coordinator</b>	<b>(515) 725-6134</b>	<a href="mailto:jtinker@dps.state.ia.us">jtinker@dps.state.ia.us</a>
Statistical Traffic Safety Data, Speed, Elderly Driver, Traffic Records, Problem Identification, Highway Safety Plan and Annual Report		
<b>Vacant, Special Projects Manager</b>	<b>(515) 725-6121</b>	
Community Outreach, Annual Conference, Training, State Fair, Bicycle/Pedestrian, Motorcycle and Program Administrator for Highway Safety Programs		
<b>Vacant, Assistant Financial Manager</b>	<b>(515) 725-6130</b>	
Audit File Manager, Equipment Inventory, Contract Claim Reimbursement Processing		



## Project Description

The Iowa Governor's Traffic Safety Bureau has allocated Section 402 Highway Safety Funds for Federal Fiscal Year 2012, October 1, 2011 through September 30, 2012. The following provides a brief description of the key project elements and strategies. The grants awarded to law enforcement agencies are grouped together as the descriptions of strategies are similar for those partners. Also included in each funding source summary is a budget summary providing a total dollar amount per source.

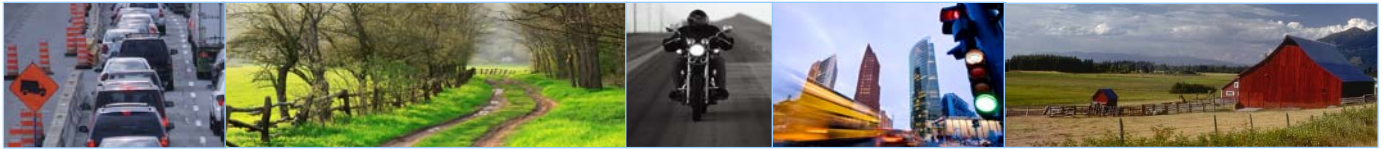
### Planning and Administration

**Project Number:** PA 12-01-01 **Budget:** \$ 240,000  
**Project Title:** Planning and Administration

**Description:** Provides the staff and resources to implement and manage programs to meet the goals and objectives to reduce crashes, injuries and fatalities on Iowa roadways. This project provides basic administrative costs including office expense, travel expenses, memberships for the GTSB Bureau Chief, Financial Manager, and Grants Administrator. Financial information, training, and program oversight will be provided to all of the GTSB's grantees. Performance measures for this project include providing quality and timely program oversight, training, support, budgets, reports, and active participation in statewide traffic safety planning and coordination of activities.

#### Planning and Administration Area - Budget Summary:

Project Number	Project Title	Budget
PA 12-01-01	Program Planning and Administration	\$ 240,000
<b>Total 402 Funds</b>		<b>\$ 240,000</b>



**Alcohol Program Area**

**Project Number(s):** AL 12-02-02-00 through AL 12-02-08-00      **Budget:** \$ 122,345  
**Project Title:** Law Enforcement Agency Grants

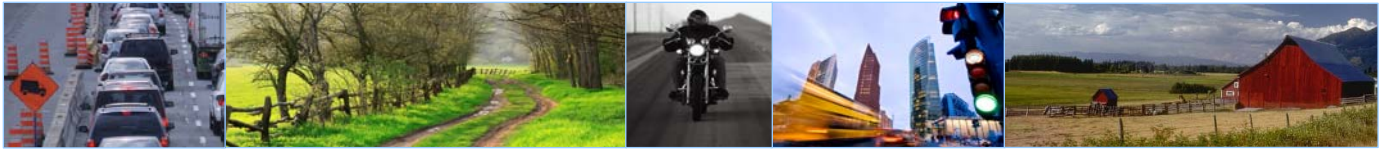
Description: Provide traffic enforcement in local jurisdictions including five police departments, one sheriff's office and one state university police department. Enforcement is directed at occupant restraint, impaired driving and other traffic violations during times and locations that have been identified through data as high-risk and will include at least two multi-agency events including one night-time event. Public information and education activities are to be conducted at least 12 times a year. Two observational occupant protection surveys are required to be conducted in March and August. Traffic safety educational materials can be purchased but must contain a traffic safety message and receive prior approval. Educational materials can also be obtained through the GTSB's general promotional item stock to be distributed to the public. Needed equipment purchases may include radar and lidar units utilized for speed enforcement and DPS-approved preliminary breath testers (PBT's) and in-car video cameras utilized for impaired driving enforcement. Training funds may also be included for approved traffic safety training. Some grants also include funding for overtime to conduct educational presentations on impaired driving prevention at local schools or for other interested groups.

**Project Number(s)** AL 12-02-09-00      **Budget:** \$ 135,000  
**Project Title:** Iowa Law Enforcement Academy

Description: The Iowa Law Enforcement Academy will coordinate traffic-safety related training statewide. Special areas will include trainings for Standardized Field Sobriety Horizontal Gaze Nystagmus courses (SFS-HGN) for local and state law enforcement personnel. Trainings will also be conducted for Standardized Field Sobriety Testing (SFST) Instructor Courses for local and state law enforcement personnel. Other areas of training will include occupant protection and other traffic safety strategies. Funding will also allow for the purchase of necessary supplies and miscellaneous expenses to support contract activities.

**Project Number(s)** AL 12-02-10-00      **Budget:** \$ 199,800  
**Project Title:** Prosecuting Attorney's Training Council

Description: Training events will be held to provide intensive skills for prosecutors in regard to OWI offenses. Throughout the contract year, in-service workshops will be developed as requested to provide training and information to law enforcement officers, hearing officers and other government personnel regarding detection, apprehension, charging, trial and punishment or treatment of impaired drivers. The Prosecuting Attorney's Training Council will also be available to assist the Iowa Law Enforcement Academy upon request with the identification and design of training programs/presentations addressing current issues relating to OWI and implied consent laws.



**Project Number:** AL 12-02-11-00 **Budget: \$ 171,000**  
**Project Title:** Iowa Department of Public Safety, Criminalistics Laboratory

Description: The Criminalistics Laboratory of the Iowa Department of Public Safety is an essential part of the effective impaired driving interdiction program by providing critical evidentiary results and analysis in addition to expert court testimony. The Criminalistics Laboratory will continue to provide toxicological support for Iowa's law enforcement community. This grant will provide for the purchase of 17 DataMasters. The DataMaster instrument scientifically analyzes a breath sample to determine the breath alcohol concentration. The laboratory provides these instruments to law enforcement agencies throughout the state. Funds are also used to cover criminalist overtime costs for installation and training in addition to replacement parts for instruments. The laboratory also processes approximately 300 blood and urine samples for testing for the presence of drugs.

**Project Number:** AL 12-02-12-00 **Budget: \$ 85,000**  
**Project Title:** The Integer Group

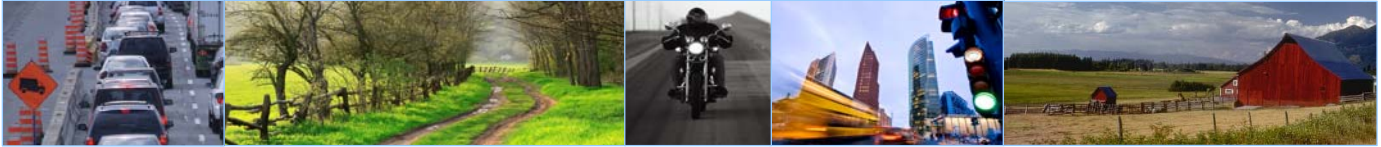
Description: The Integer Group is the Bureau's main media grantee and is utilized for the development of media materials that are used statewide including television, radio, and print public service announcements. Integer also works with GTSB staff to update and redistribute previously produced materials. Through reports provided by Integer, GTSB staff can review public service announcement exposure including the estimated audience, which in turn is used future planning an analysis of effectiveness of the messages. New for FFY 2012, Integer will develop a website for posting memorials of crash victims.

**Project Number:** AL 12-02-14-00 **Budget: \$ 18,200**  
**Project Title:** Greater Des Moines Baseball Company

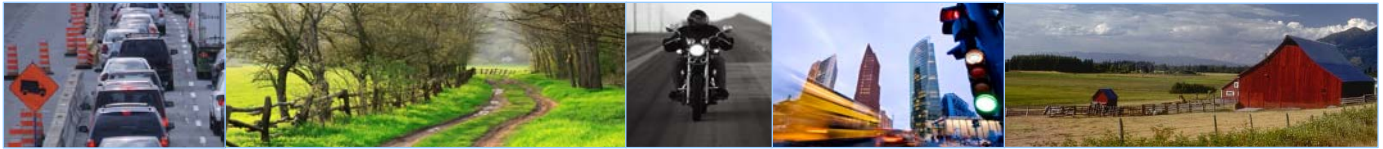
Description: Provide traffic safety messages for attendees of Iowa Cubs games, Iowa's Triple-A Baseball Team. The teams' home field is located at Principal Park in Iowa's capital city of Des Moines. Public service messages will be provided through static and digital signage displayed throughout the Principal Park complex. The Iowa Cubs home games have an attendance of over 357,000 per year which provides for extensive exposure.

**Alcohol Program Area - Budget Summary:**

Project Number	Project Title	Budget
AL 12-02-02-00	Clinton Police Department	\$ 21,000
AL 12-02-03-00	Iowa State University, Department of Public Safety	\$ 12,555
AL 12-02-04-00	Ottumwa Police Department	\$ 22,990
AL 12-02-05-00	Mason City Police Department	\$ 9,000
AL 12-02-06-00	Fayette County Sheriff's Office	\$ 25,900
AL 12-02-07-00	Johnston Police Department	\$ 14,400
AL 12-02-08-00	Muscatine Police Department	\$ 16,500
AL 12-02-09-00	Iowa Law Enforcement Academy	\$ 135,000
AL 12-02-10-00	Prosecuting Attorney's Training Council	\$ 199,800
AL 12-02-11-00	Department of Public Safety Criminalistics Laboratory	\$ 171,000



AL 12-02-12-00	The Integer Group	\$ 85,000
AL 12-02-13-00	Iowa State Court Administrators Office	\$ 17,000
AL 12-02-14-00	Greater Des Moines Baseball Company	\$ 18,200
AL 12-00-00-03	GTSB Travel	\$ 3,000
AL 12-00-00-05	GTSB Printing and Promotional Items	\$ 27,000
AL 12-07-01-00	GTSB Program Management	\$ 282,410
AL 12-07-02-00	Iowa State University – GTSB Conference	\$ 32,000
<b>Total 402 Funds</b>		<b>\$1,092,755</b>



## Occupant Protection Program Area

**Project Number:** OP 12-03-01-00 **Budget: \$ 100,000**  
**Project Title:** The Integer Group

Description: The Integer Group will produce and distribute mass media materials statewide containing an occupant protection message. The media products will include television, radio and print, internet/electronic and billboard public service announcements. Integer will work with GTSB staff to unveil new and creative occupant protection messages during the project year. Integer will also review, update and redistribute previously produced materials at the direction of the GTSB. Integer will provide GTSB with exposure reports and estimated target audience information as requested for evaluation of the effectiveness of campaign efforts.

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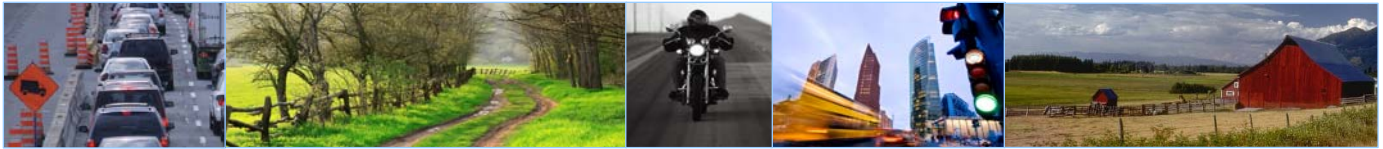
**Project Number:** OP 12-03-02-00 **Budget: \$ 12,000**  
**Project Title:** Polk City Police Department – Central Iowa Traffic Safety Task Force

Description: The Central Iowa Traffic Safety Task Force (CITSTF) is made up of enforcement agencies in Dallas, Polk, and Warren counties. These three counties represent Iowa's most highly populated areas; the Des Moines and surrounding area. During the year, at least four special traffic enforcement events will be conducted in a multi-jurisdictional manner. The events are typically conducted during the evenings and on weekends in problematic areas which are supported by traffic data.

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**Project Number:** OP 12-03-03-00 **Budget: \$ 46,600**  
**Project Title:** Council Bluffs Police Department

Description: Through grant funding, Council Bluffs Police Department will conduct traffic enforcement directed at occupant restraint, impaired driving and other traffic violations during times and at locations identified as high-risk, including at least two multi-agency events and one nighttime event. Other activities during the funding year will include at least twelve educational activities, and two occupational occupant protection surveys. Council Bluffs Police Department will also purchase five preliminary breath testers and one-in-car video camera to be utilized during enforcement efforts, in addition to purchasing pre-approved traffic safety educational materials for distribution throughout the year.



**Project Number:** OP 12-03-04-00  
**Project Title:** Iowa State Patrol

**Budget:** \$ 441,000

Description: The Iowa State Patrol will utilize funding to conduct traffic enforcement directed at occupant restraint, impaired driving and other traffic violations during times and locations identified as high-risk, including at least one nighttime enforcement event and at least two multi-agency enforcement events. Educational presentation will be targeted around occupant protection and other traffic safety issues for students and other targeted audiences. Throughout the year at least twelve public information/educational activities are to be conducted. The Iowa State Patrol will also utilize funding for the purchase of 28 in-car cameras for the utilization of OWI enforcement in addition to purchasing pre-approved traffic safety educational materials for distribution throughout the year.

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**Project Number:** OP 12-03-06-00  
**Project Title:** Dubuque Police Department

**Budget:** \$ 28,075

Description: The Dubuque Police Department will utilize funding to conduct traffic enforcement directed at occupant restraint, impaired driving and other traffic violations during times and locations identified as high-risk, including at least two multi-agency events and one nighttime event. Other grant-funded activity will include at least twelve public information/education activities and two observational occupant protection surveys during the year. The Dubuque Police Department will also utilize funds to purchase approximately 80 child restraint systems and distribute as needed to parents and caregivers during child safety seat inspection events. Plans are to also purchase approximately 30 bicycle helmets to be distributed during bicycle safety training events.

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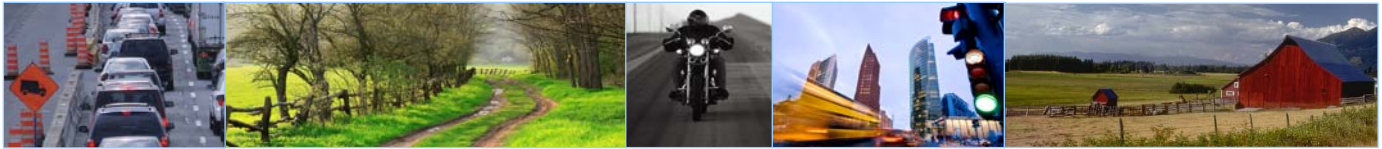
**Project Number:** OP 12-03-07-00  
**Project Title:** Krogman & Associates, L.L.C.

**Budget:** \$ 10,150

Description: State high school athletic championship tournaments bring thousands of citizens of all ages to the Des Moines metropolitan area each year. The target group for this advertising will be youth. Through the Iowa High School Sports Network (IHSSN), Krogman & Associates will provide safety belt messages to be aired and signage to be displayed at all state tournament basketball games and wrestling tournaments at Wells Fargo Area in Des Moines. Signage will include rotating electronic signs in addition to actual banners being displayed. During the state football playoffs and championship games held at the University of Northern Iowa, UNI-Dome, and at the co-ed state track meet at Drake University, signage will also be provided. The IHSSN website will also display the Iowa Department of Public Safety/Governor's Traffic Safety Bureau logo with links to the DPS/GTSB website during the prime championship time periods. The use of the Iowa High School Sports Network through Krogman & Associates has an estimated potential of reaching over 400,000 individuals in attendance annually at these events.

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**Project Number:** OP 12-03-08-00 **Budget:** \$ 13,500  
**Project Title:** Iowa Sports Connection

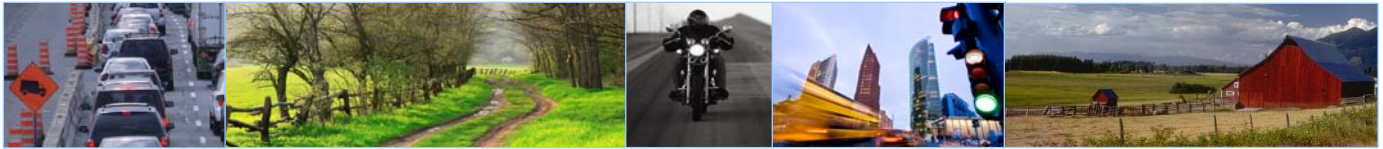
Description: The GTSB has again teamed up with the Iowa Sports Connection to target traffic safety messages to teen drivers. Through a multi-media mix, the Iowa Sports connection has the potential to reach thousands of viewers through a statewide sports magazine, digital magazines, weekly radio and TV shows/advertising, and through e-newsletters. The statewide sports magazine is available at more than 600 locations across the state, including over 435 convenience stores (Caseys) and at a major sports store in the state (Scheels) with an estimated 75,000 readers each month. In addition to an athletic audience, the Iowa Sports Connection also further reaches students involved in the high school affiliated fine arts programs throughout the state through [www.highschoolassembly.com](http://www.highschoolassembly.com).

**Project Number:** OP 12-03-10-00 **Budget:** \$ 43,000  
**Project Title:** Creative Visions

Description: Throughout the program year, Creative Visions will develop and conduct youth and adult presentations focusing on safety belt usage, impaired driving prevention and distracted driving to identify issues, assess needs and develop strategies and action plans for teen and you adults, particularly males, regarding traffic safety issues. Funding will support the purchase of items to support the program, training materials, resources and workshop supplies. Creative Visions will also conduct focus groups, pre- and post-evaluations, and when applicable, attitude surveys to measure awareness and knowledge of traffic safety related issues. Funding allocations will also allow for Creative Visions to attend a conference or training which focuses on safety issues.

**Occupant Protection Area - Budget Summary:**

Project Number	Project Title	Budget
OP 12-03-01-00	The Integer Group	\$ 100,000
OP 12-03-02-00	Polk City Police Department – CITSTF	\$ 12,000
OP 12-03-03-00	Council Bluffs Police Department	\$ 46,600
OP 12-03-04-00	Iowa State Patrol	\$ 441,000
OP 12-03-06-00	Dubuque Police Department	\$ 28,075
OP 12-03-07-00	Krogman & Associates, L.L.C.	\$ 10,150
OP 12-03-08-00	Iowa Sports Connection	\$ 13,500
OP 12-03-10-00	Creative Visions	\$ 43,000
OP 12-00-00-03	GTSB Travel	\$ 4,000
OP 12-00-00-05	GTSB Printing and Promotional Items	\$ 29,500
OP 12-00-00-06	GTSB State Fair Booth	\$ 36,900
OP 12-00-00-07	GTSB Outreach	\$ 4,000
OP 12-07-01-00	GTSB Program Management	\$ 247,380
OP 12-07-02-11	Iowa State University – GTSB Conference	\$ 32,000
<b>Total 402 Funds</b>		<b>\$1,048,105</b>



**Police Traffic Services Program Area**

**Project Number:** PT 12-04-01-00 through PT 12-04-23-00      **Budget:** \$ 720,840  
**Project Title:** Law Enforcement Agency Grants

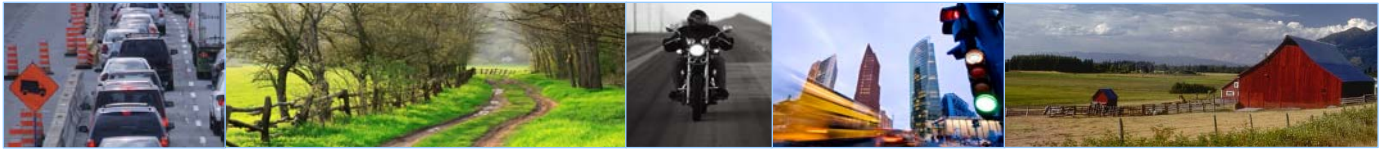
Description: Eleven police departments, six sheriff’s offices and one state university police department will provide traffic enforcement funded activities. Enforcement will be directed in regard to occupant restraints, impaired driving and other traffic violations. Enforcement deployment will be determined by data in regard to problematic times and locations. Grantees are required to conduct at least two multi-agency events, and at least one night-time enforcement. Public information and educational activities will be conducted at least 12 times during the year. Two observational occupant protection will be conducted in March and In August. Through funding, grantees can purchase educational materials with a GTSB approved traffic safety message or they can distribute materials acquired directly from the GTSB general promotional material supply for distribution. Equipment purchases may include radar and lidar units for speed enforcement and DPS-approved preliminary breath testers (PBTs) for impaired driving enforcement. Funds can also be used for officers to attend traffic-related training opportunities.

**Project Number:** PT 12-04-09-00      **Budget:** 4,800  
**Project Title:** Janet Goldsmith / Attitude and Behavioral Surveys

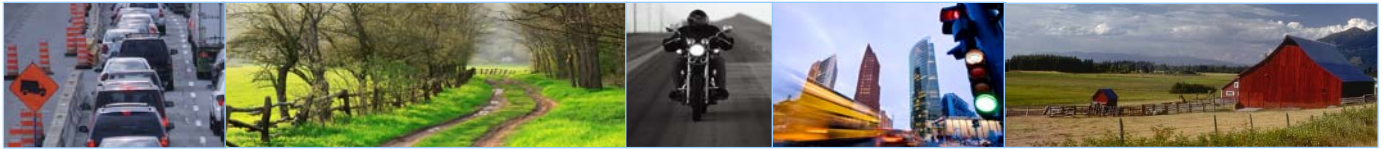
Description – The contractor will distribute traffic safety surveys to approximately 500 to 1,000 Iowa drivers at selected Department of Transportation License Stations in Iowa. The surveys will collect attitude and behavioral information. Results from the survey will assist the GTSB in measuring the success of public service announcements, marketing/promotions, and enforcement efforts. Results will also help the GTSB formulate strategies and goals for the upcoming calendar year and projects.

**Police Traffic Services Area - Budget Summary:**

Project Number	Project Title	Budget
PT 12-04-01-00	Bettendorf Police Department	\$ 44,625
PT 12-04-02-00	Cedar Falls Police Department	\$ 10,900
PT 12-04-03-00	Burlington Police Department	\$ 18,500
PT 12-04-05-00	Coralville Police Department	\$ 14,125
PT 12-04-06-00	Davenport Police Department	\$ 50,700
PT 12-04-07-00	DeWitt Police Department	\$ 34,000
PT 12-04-08-00	Des Moines Police Department	\$ 175,500
PT 12-04-10-00	Johnson County Sheriff’s Office	\$ 21,100
PT 12-04-11-00	Le Mars Police Department	\$ 19,750
PT 12-04-12-00	Lee County Sheriff’s Office	\$ 37,800
PT 12-04-16-00	Marion Police Department	\$ 32,750
PT 12-04-17-00	Marshall County Sheriff’s Office	\$ 24,325
PT 12-04-18-00	Marshalltown Police Department	\$ 43,840



PT 12-04-19-00	Norwalk Police Department	\$ 11,350
PT 12-04-20-00	Polk County Sheriff's Office	\$ 78,350
PT 12-04-21-00	Scott County Sheriff's Office	\$ 63,500
PT 12-04-22-00	Story County Sheriff's Office	\$ 33,500
PT 12-04-23-00	University of Iowa Department of Public Safety	\$ 6,225
PT 12-04-09-00	Janet Goldsmith	\$ 4,800
PT 12-00-00-03	GTSB Travel	\$ 3,000
PT 12-00-00-04	GTSB Training Travel	\$ 2,000
PT 12-00-00-05	GTSB Printing and Promotional Items	\$ 450
PT 12-00-00-06	GTSB Enforcement Projects	\$ 500
PT 12-07-01-00	GTSB Program Management	\$ 246,310
PT 12-07-02-00	ISU GTSB Conference	\$ 31,000
<b>Total 402 Funds</b>		<b>\$ 1,048,105</b>



**Program Management**

**Project Number:** AL/OP/PT 12-07-01-00 **Budget: \$ 776,100**  
**Project Title:** Program Management

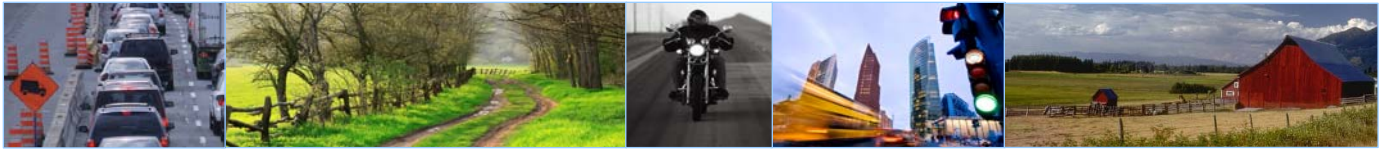
Description: Provides the staff and resources to implement and manage programs to meet the goals and objectives to reduce crashes, injuries, and fatalities on Iowa roadways. This project provides the GTSB with Program Administrators to manage individual highway safety projects with agencies; a Program Evaluator to provide problem identification analysis and assist in setting program objectives and to provide the annual evaluation report; an Assistant Financial Manager to help process claims and maintain audit files; and an Office Coordinator to provide support to the Bureau Chief, serve as the initial contact for the Bureau, maintain the education materials inventory and fill requests for those material, maintain the GTSB data resource library, and to serve as the Secretary to the DRE Board. Performance measures for this project include providing quality and timely project management, providing technical and analytical experience, and providing office coordination and program support.

**Project Number:** AL/OP/PT 12-07-02-00 **Budget: \$ 95,000**  
**Project Title:** Iowa State University, Conference Planning and Management

Description: Funding will provide the staff and resources needed to plan and conduct a 2-day conference focused around highway traffic safety. Iowa State University’s Conference Planning and Management Office will be coordinate and arrange for conference speakers, provide registration services, collect registration fees and apply them to the conference expenses, provide lodging arrangement s for attendee, and provide conference meals. Other general conference related materials, such as supplies, audio/visual support and web postings will be funded through this project.

**Program Management Area - Budget Summary:**

Project Number	Project Title
AL/OP/PT 12-07-01-00	See Alcohol, Occupant Protection & Police Traffic Services Budget Summaries
AL/OP/PT 12-07-02-00	See Alcohol, Occupant Protection & Police Traffic Services Budget Summaries



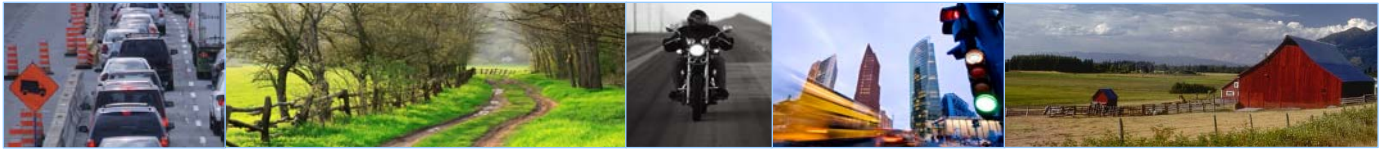
**Pedestrian/Bicycle Safety Area**

**Project Number:** PS 11-08-01 **Budget: \$10,000**  
**Project Title:** Iowa Department of Public Health, Bureau of Emergency Medical Services

Description: Funding supports local bicycle-related injury prevention activity. After high-risk geographic areas within the state are identified, bicycle safety groups can apply for program support for specific activities. The Iowa Department of Public Health, Bureau of Emergency Medical Services will annually select four new groups each year through this program. Each group will conduct observational bicycle helmet surveys. From the results of the surveys, the participating bicycle group will develop and implement a bicycle safety awareness program in their respective area of the state. Ideas behind bicycle safety programs may include the purchase and distribution of bicycle helmets, bicycle rodeo's for Through this program helmets have been distributed, bicycle rodeos where children can learn how to learn how to properly where a helmet in addition to learning other bicycle safety.

**Pedestrian and Bicycle Safety Area - Budget Summary:**

Project Number	Project Title	Budget
PS 11-08-01	Iowa Department of Public Health – EMS	\$ 10,000
	<b>Total 402 Funds</b>	<b>\$ 10,000</b>



**Roadway Safety Area**

**Project Number:** RS 12-10-01 **Budget:** \$ 55,000  
**Project Title:** Iowa Department of Transportation, Office of Traffic and Safety

Description: Funding will provide for a Safety Circuit Rider program to assist local traffic engineers through Federal Highway Administration curriculums. Funding will support training for local engineers and for additional training for other state and local employees. Funding also covers program-related materials for the program.

**Project Number:** RS 12-10-02 **Budget:** \$ 100,000  
**Project Title:** Iowa Department of Transportation, Office of Traffic and Safety

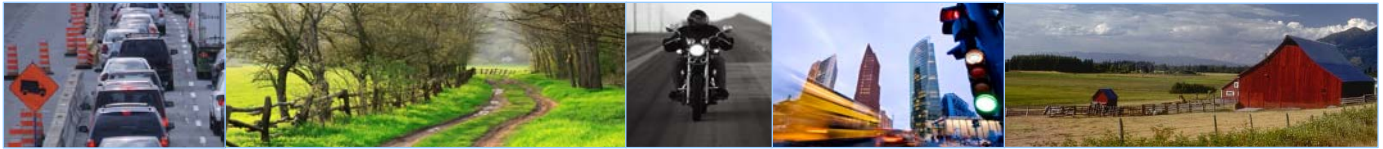
Description: Funding will provide for a traffic engineer consultant to conduct studies and provide expertise to local engineers. The Traffic Engineering Assistance Program (TEAP) provides engineering expertise to local areas experiencing high crash incidents and need assistance with traffic control and/or operations. Road systems will be analyzed, problem areas will be identified, and recommendations will be provided.

**Project Number:** RS 12-10-03 **Budget:** \$ 20,000  
**Project Title:** Iowa Department of Transportation, Office of Traffic and Safety

Description: Funding will provide for services to assist local communities and regional planning associations in the formation and development of local multi-disciplinary safety teams (MDST's). The grant will provide for the arrangement of initial meetings between key participants for local MDSTs in selected areas of the state. If an area is interested in the development of an MDST program, addition meeting will be scheduled to assist in development and to guide team initiatives.

**Roadway Safety Area - Budget Summary:**

Project Number	Project Title	Budget
RS 12-10-01-00	Department of Transportation, Office of Traffic and Safety	\$ 55,000
RS 12-10-02-00	Department of Transportation, Office of Traffic and Safety	\$ 100,000
RS 12-12-03-00	Department of Transportation, Office of Traffic and Safety	\$ 20,000
RS 12-00-00-03	GTSB Travel	\$ 10,000
<b>Total 402 Funds</b>		<b>\$ 185,000</b>



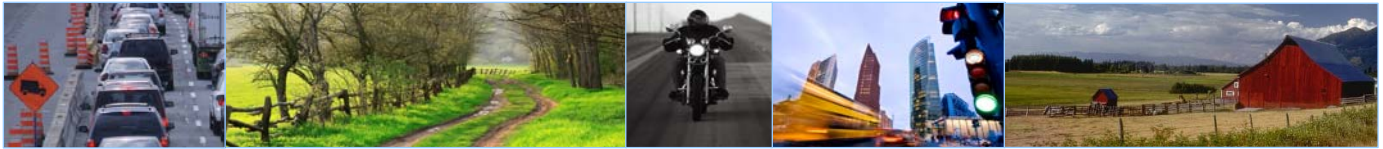
**Youth/Alcohol Safety Program**

**Project Number:** YA 12-11-01 **Budget: \$ 85,000**  
**Project Title:** Iowa State University, Department of Public Safety

Description: Provides for a part-time coordinator to plan and implement activities as well as mentor student trainers in the “Get A Grip” program. “Get A Grip” is a student-driven and staff supported alcohol education and traffic safety leadership program for teens and young adults attending Iowa high school and colleges. Social norming is addressed with leadership development and creative prevention strategies to reduce the number of teen and young adult alcohol-related traffic incidents. In 2012, training workshops, media message promotions and secondary school presentations reached 1,209 high school students and 325 middle school students from 10 school districts. “Get A Grip” maintains an internet website which includes a “Drive-Ride Blog” aimed at addressing and informing the student population across Iowa to focus on being alert, being aware of distractions and safe traveling. “Get A Grip” also uses key note speakers, driving simulators and promotional items to reinforce the message of traffic safety.

**Youth/Alcohol Safety Program Area - Budget Summary:**

Project Number	Project Title	Budget
YA 12-11-01	Iowa State University, Department of Public Safety	\$ 85,000
	<b>Total 402 Funds</b>	<b>\$ 85,000</b>



## **Additional Highway Safety Funding**

### Section 405 – Occupant Protection Incentive Grant

Section 405 Occupant Protection Incentive funding will support efforts to increase statewide safety belt and child restraint usage. Child passenger safety efforts will include technician training, a statewide child restraint program with fit stations, web information as well as a statewide child restraint survey. Child restraint systems will be provided to low income families and child restraint training will be provided at hospitals and day care centers across the state. During FY 2011, the GTSB designed a new coloring book entitled “Sitting Up High) which will be distributed throughout the 2012 project year.

### Section 408 – State Traffic Safety Information Systems Improvement Grant

Section 408 funding will allow for the continuation of maintaining accurate crash reports which in turn will provide timely crash data to a variety of traffic safety professionals, legislators and others. Support will be provided for the State Traffic Records Coordinating Committee (STRCC) along with special projects and activities provided by the Iowa Safety Data Service (ITSDS). Software enhancements for Iowa’s Traffic Records and Crime Software (TraCS) and the Crash Outcome Data Evaluation System (CODES) will be improve technical crash studies. The use of data will continue to be a foundation as to traffic safety projects and initiatives, including behavioral studies, in the state of Iowa.

During April 2011, Iowa conducted an assessment of its statewide traffic records system under the advisory of NHTSAS and a 5-member team of peers. The recommendations of the assessment team are being reviewed and considered by the Statewide Traffic Records Coordinating Committee (STRCC) an other members of the traffic safety community for implementation and inclusion in Iowa’s overall traffic records system.

### Section 410 – Alcohol Impaired Driving Countermeasures

Section 410 funding will provide for overtime enforcement directed at high-risk times and locations. Equipment supported through funding includes PBT’s and in-car video systems in addition to educational materials. Two communication centers will receive funds to support impaired driving enforcement efforts. Partnerships with Mercy Medical Center and Siouxland C.A.R.E.S. will coordinate alcohol awareness programs in the Woodbury County area targeting youth under age 21 years of age. During FFY 2012 Iowa will incorporate the new national tagline of “Drive Sober or Get Pulled Over”.

### Section 2010 – Motorcycle Safety Grant

Funding will be used to support efforts to reduce motorcycle collisions, injuries and deaths in Iowa. In April of 2012, Iowa will host their 9<sup>th</sup> Annual Motorcycle Safety Forum. Section 2010 funds will help support this forum. Additional funding will be help support Iowa’s Experienced Rider Refresher Training and media campaigns including television, radio, print and social media public service announcements.





## Iowa Demographics

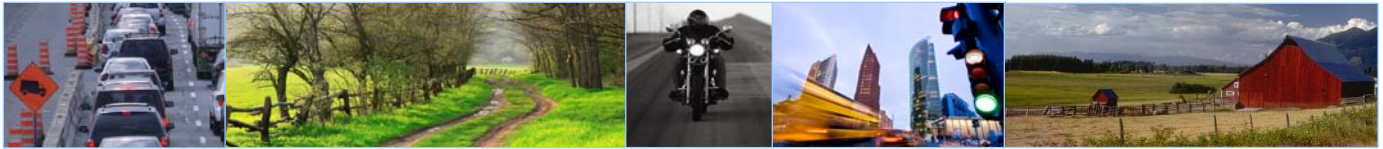
Iowa has a population of approximately 3,046,355\*, which represents a 4.1% increase between 2000 – 2010. Through the 99 counties, there are 948 cities/municipalities. There are over 114,000,000 miles of public roadways of which 9,373 miles are classified as primary roadways and 90,075 miles are secondary roadway systems.

Iowa continues to see an increase in the number of registered drivers and an increase in the number of vehicle miles traveled. In 2010 there were more than 2,191,700 licensed drivers in the state of Iowa. Statistics reveal that a steady number of vehicle miles were traveled during the past calendar year. Between 2009 and 2010, Iowa experienced a 2.149% increase in the number of motorcycle registrations.

North-centrally located, Iowa is within a humid continental zone and generally experiences hot summers, cold winters and wet springs. Temperatures vary widely during the year with an annual average of 49° Fahrenheit.

The state averages approximately 166 days of sunshine with 199 days which are cloudy or partly cloudy. The capital city of Des Moines is centrally located in the state and has an average daily temperature of 88° Fahrenheit in July and an average daily temperature of 10 ° Fahrenheit in January. Average precipitation is 30.5 inches plus and average of 30 inches of snow.





## IOWA CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

### Certifications and Assurances

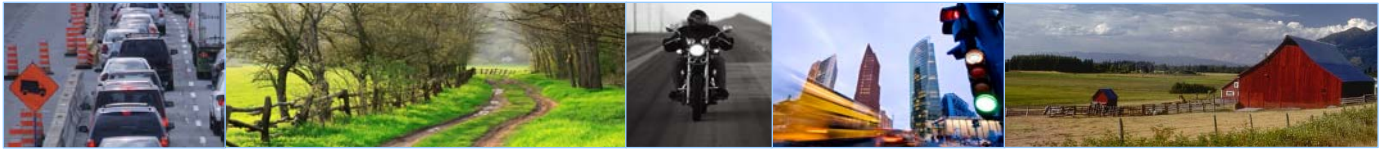
#### Section 402 Requirements

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));



The State will 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 as identified by the State highway safety planning process, including:

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources. (23 USC 402 (b)(1)(E));

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(l)).

#### **Other Federal Requirements**

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

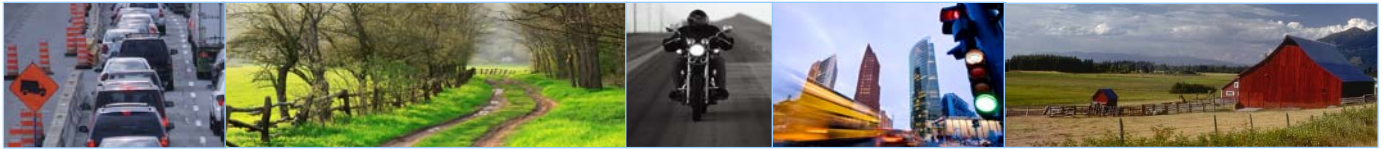
Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21. The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;



### **Federal Funding Accountability and Transparency Act (FFATA)**

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010,

([https://www.frs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.frs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FRS.gov for each sub-grant awarded:

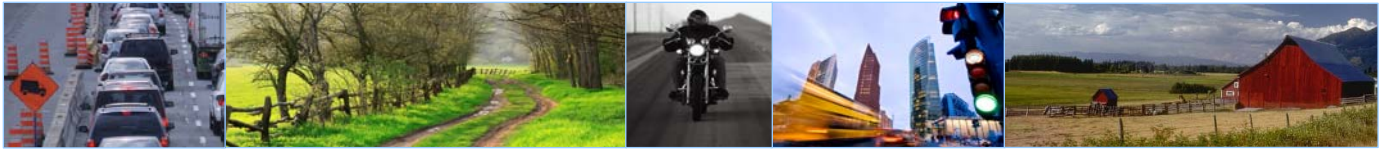
- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

(i) the entity in the preceding fiscal year received—

(I) 80 percent or more of its annual gross revenues in Federal awards; and(II) \$25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by OMB guidance.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will

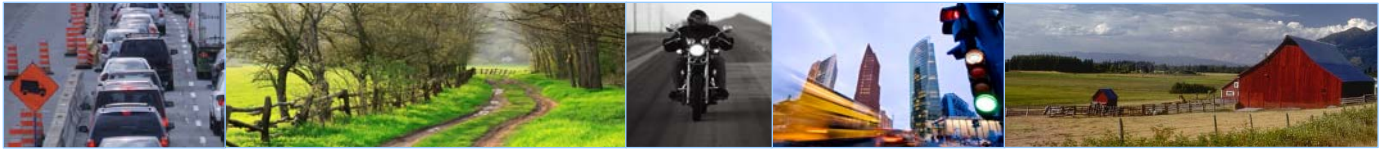


obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**The Drug-free Workplace Act of 1988(41 U.S.C. 702;):**

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
  1. The dangers of drug abuse in the workplace.
  2. The grantee's policy of maintaining a drug-free workplace.
  3. Any available drug counseling, rehabilitation, and employee assistance programs.
  4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  1. Abide by the terms of the statement.
  2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
  1. Taking appropriate personnel action against such an employee, up to and including termination.



2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

### **BUY AMERICA ACT**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

### **POLITICAL ACTIVITY (HATCH ACT).**

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

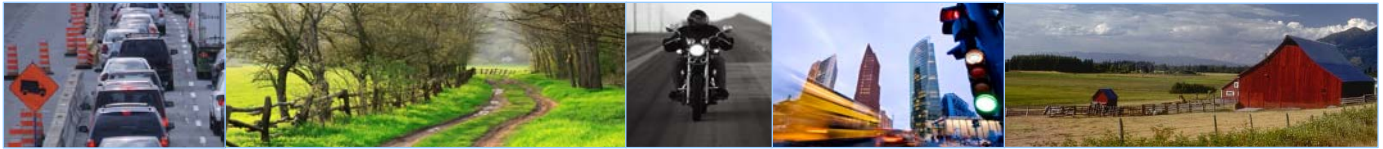
### **CERTIFICATION REGARDING FEDERAL LOBBYING**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction



imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

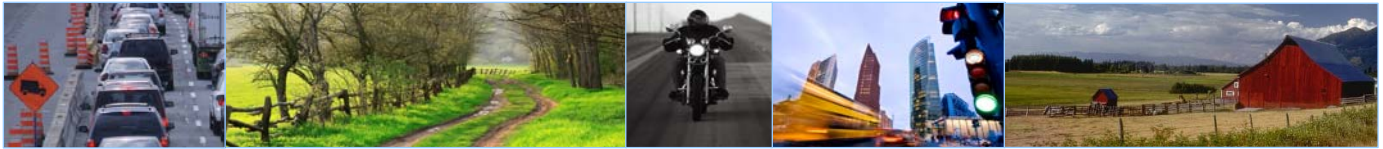
### **RESTRICTION ON STATE LOBBYING**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

### **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

#### **Instructions for Primary Certification**

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared



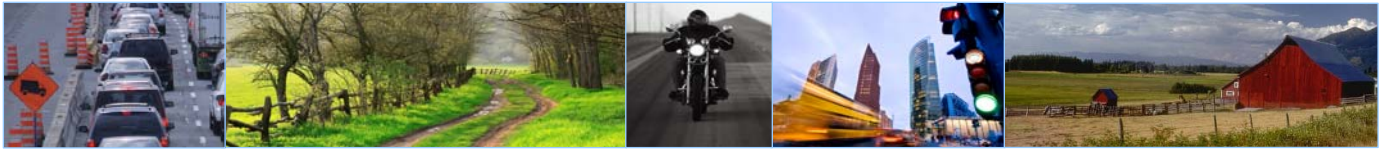
ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions*

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
  - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
  - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
  - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

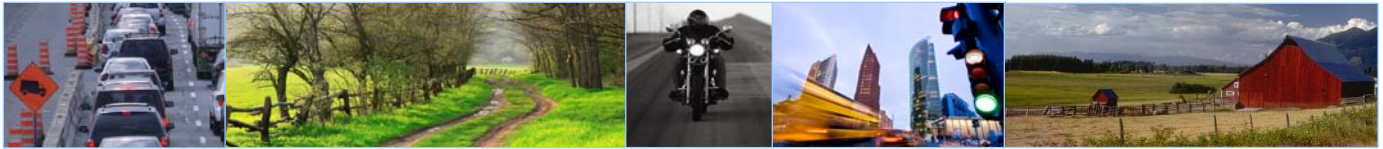




- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- (2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.



8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

*Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:*

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

**POLICY TO BAN TEXT MESSAGING WHILE DRIVING**

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

- (1) Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
  - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
  - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
- (2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
  - a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
  - b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.



**ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

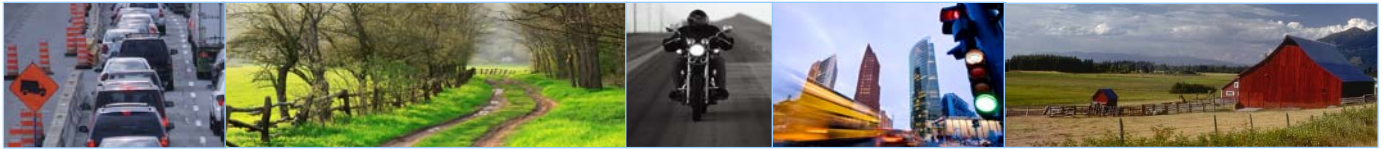
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Larry L. Noble  
Commissioner, Iowa Department of Public Safety  
Governor's Representative for Highway Safety

State of Iowa  
State or Commonwealth

2012  
For Fiscal Year

8/30/11  
Date



## State of Iowa

### HS 217

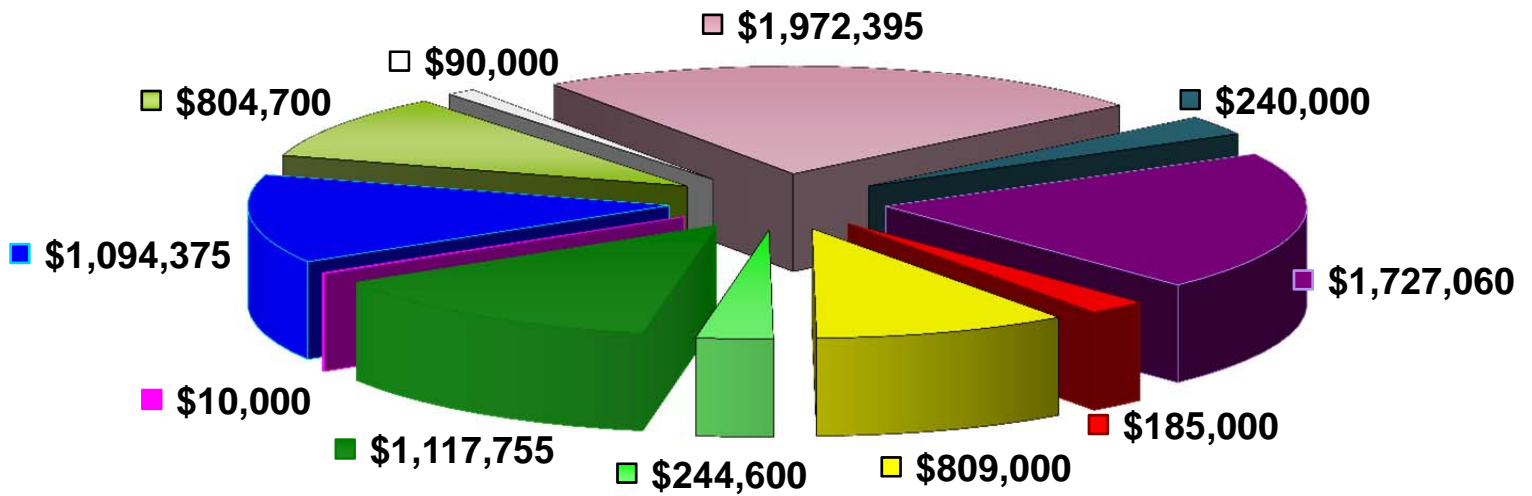
## Highway Safety Program Cost Summary

U.S. Department of Transportation / National Highway Traffic Administration / Federal Highway Administration

Program Area Code	HSP Approved Program Funds	Match Funds	Previous Balance	Increase / Decrease	Current Balance	Share to Local Benefit
PA-12-01	\$240,000	\$240,000	\$ 0	\$ 0	\$480,000	\$ 0
AL-12-02	\$1,075,455	\$ 0	\$ 0	\$321,405	\$1,075,455	\$967,909
ALPM 12-02	\$18,920	\$ 0	\$ 0	\$18,920	\$18,920	\$ 0
OP-12-03	\$1,972,395	\$ 0	\$ 0	(\$264,760)	\$1,972,395	\$400,000
PT-12-04	\$1,117,755	\$2,225,305	\$ 0	(\$1,108,775)	\$3,343,060	\$1,117,755
PS-12-08	\$10,000	\$ 0	\$ 0	\$ 0	\$10,000	\$10,000
RS-12-10	\$185,000	\$ 0	\$ 0	\$ 0	\$185,000	\$185,000
YA-12-11	\$90,000	\$ 0	\$ 0	\$5,000	\$90,000	\$90,000
K2-12-00	\$649,500	\$603,525	\$ 0	(\$514,190)	(\$1,253,025)	\$649,500
K2PM-12-00	\$155,200	\$ 0	\$ 0	\$25,500	\$155,200	\$ 0
K6-12-00	\$1,562,060	\$1,295,295	\$ 0	(\$1,598,240)	\$2,857,355	\$1,249,650
K8PM-12-00	\$165,000	\$ 0	\$ 0	\$ 0	\$165,000	\$ 0
K9-12-00	\$809,000	\$161,800	\$ 0	(\$572,810)	\$970,800	\$809,000
<b>TOTAL</b>	<b>\$8,294,885</b>	<b>\$4,525,925</b>		<b>(\$4,974,078)</b>	<b>\$12,820,810</b>	<b>\$5,723,414</b>



## Iowa's FFY 2012 Highway Safety Funding



- Police Traffic Services 13.47%
- Alcohol Programs 13.19%
- Youth/Alcohol 1.08%
- Planning & Administration 2.89%
- Roadway Safety 2.23%
- Motorcycle Safety (2010) 2.94%

- Pedestrian/Bicycle .12%
- Occupant Protection Incentive (405) 9.70%
- Occupant Protection 23.77%
- Alcohol incentives (410) 20.82%
- Data Improvement (408) 9.75%

## Appendix A

### 321.276 Use of electronic communication device while driving — text-messaging.

1. For purposes of this section:

a. *“Engage in a call”* means talking or listening on a mobile telephone or other portable electronic communication device.

b. *“Hand-held electronic communication device”* means a mobile telephone or other portable electronic communication device capable of being used to write, send, or read a text message. *“Hand-held electronic communication device”* does not include a voice-operated or hands-free device which allows the user to write, send, or read a text message without the use of either hand except to activate or deactivate a feature or function. *“Hand-held electronic communication device”* does not include a wireless communication device used to transmit or receive data as part of a digital dispatch system. *“Hand-held electronic communication device”* includes a device which is temporarily mounted inside the motor vehicle, unless the device is a voice-operated or hands-free device.

c. *“Text message”* includes a text-based message, an instant message, and electronic mail.

d. The terms *“write”*, *“send”*, and *“read”*, with respect to a text message, mean the manual entry, transmission, and retrieval of a text message, respectively, to communicate with any other person or device.

2. A person shall not use a hand-held electronic communication device to write, send, or read a text message while driving a motor vehicle unless the motor vehicle is at a complete stop off the traveled portion of the roadway.

a. A person does not violate this section by using a global positioning system or navigation system or when, for the purpose of engaging in a call, the person selects or enters a telephone number or name in a hand-held mobile telephone or activates, deactivates, or initiates a function of a hand-held mobile telephone.

b. The provisions of this subsection relating to reading a text message do not apply to the following persons:

(1) A member of a public safety agency, as defined in section 34.1, performing official duties.

(2) A health care professional in the course of an emergency situation.

(3) A person receiving safety-related information including emergency, traffic, or weather alerts.

3. Nothing in this section shall be construed to authorize a peace officer to confiscate a portable electronic communication device from the driver or occupant of a motor vehicle.

4. *a.* A person convicted of a violation of this section is guilty of a simple misdemeanor punishable as a scheduled violation under section 805.8A, subsection 14, paragraph “1”.

*b.* A violation of this section shall not be considered a moving violation for purposes of this chapter or rules adopted pursuant to this chapter.

5. *a.* A peace officer shall not stop or detain a person solely for a suspected violation of this section. This section is enforceable by a peace officer only as a secondary action when the driver of a motor vehicle has been stopped or detained for a suspected violation of another provision of this chapter, a local ordinance equivalent to a provision of this chapter, or other law.

*b.* For the period beginning July 1, 2010, through June 30, 2011, peace officers shall issue only warning citations for violations of this section. The department, in cooperation with the department of public safety, shall establish educational programs to foster compliance with the requirements of this section.

2010 Acts, ch 1105, §6

Additional penalties for violations causing injury or death, see §321.482A

NEW section