

Highway Safety Office Overview

Delegation of Authority - In accordance with the “U.S. Highway Safety act of 1966”, (P.L. 89-564) any acts amendatory or supplementary thereto, the Iowa Department of Public Safety, Governor’s Traffic Safety Bureau (GTSB) administers the state of Iowa’s allocation of federal highway safety funds. On July 6, 2012, President Barrack Obama signed into law P.L. 112-1412, the “Moving Ahead for Progress in the 21st Century Act”, commonly referred to as MAP-21. MAP-21 authorizes the federal surface transportation programs for highways, highway safety and transit.

The GTSB provides federally-funded grants to city, county, and state entities, as well as hospitals, university, and other non-profit agencies working to improve traffic safety in the state of Iowa. As such, it is the responsibility of the GTSB to ensure the program is run in an efficient manner, including ensuring that all contractors follow uniform procedures that allow for maximum flexibility without the loss of oversight control. The operation of the state highway safety office and the allocation of federal highway safety funds is outlined in Iowa Administrative Code 661- Chapter 20, as provided below.

661—20.1(23USC402,Exec Ord 23) Authority. Title 23 U.S.C. section 402 requires each state to have a highway safety program sponsored by the U.S. Secretary of Transportation and for which the governor of the state shall be responsible.

20.1(1) The governor has designated the commissioner of the department of public safety as governor’s highway safety representative for Iowa and established the department of public safety as the state highway safety agency in Governor’s Executive Order Number Twenty-Three, signed June 9,1986, and published in the Iowa Administrative Bulletin on July 2, 1986.

20.1(2) The governor’s traffic safety bureau shall administer the state highway safety program in accordance with the provisions of Title 23 U.S.C. and Governor’s Executive Order Number Twenty-Three.

661—20.2(23USC402,ExecOrd23) Purpose. The purpose of the highway safety program is to provide a coordinated federal, state and local effort to reduce traffic-related deaths, injuries, and property damage crashes. The following eight highway safety priority areas have been established by the federal government to provide a guide to program involvement and reimbursement: alcohol; police traffic services; emergency medical services; traffic records; occupant restraints; engineering; motorcycles; and pedestrians/bicycles.

661—20.3 (23USC402,ExecOrd23) Responsibilities.

20.3(1) The governor’s traffic safety bureau shall develop and prepare the state’s highway safety plan based on evaluation of highway crashes and traffic safety problems within the state.

20.3(2) The governor’s traffic safety bureau shall encourage and assist local units of government in improving their traffic safety programs.

20.3(3) The governor’s traffic safety bureau shall serve as a reviewing authority for federal and state traffic safety programs.

20.3(4) The governor’s traffic safety bureau shall monitor safety program activity and expenditures of funds by state and local agencies as authorized by Title 23 U.S.C. 402.

20.3(5) The governor’s traffic safety bureau shall coordinate the state highway safety plan with other state agencies.

20.3(6) Application for funding.

a. Proposals for funding highway safety programs may be submitted at any time by any city, county, or state agency, or nonprofit organization or any other eligible organization or individual.

b. Applications must be received on or before March 1 to be considered for funding in the next federal fiscal year beginning October 1.

c. Initial proposals should include project title, statement of the highway safety problem to be addressed supported by three years of crash data, what is being proposed to solve the problem, how it will be evaluated, a

proposed budget, and a letter of intent accepting responsibility for the proposed project from the responsible authority of the organization making application.

d. Only written requests containing the listed elements will be considered for funding.

e. Assistance in developing and submitting proposals for highway safety funding may be obtained by contacting the Director, Governor's Traffic Safety Bureau, Iowa Department of Public Safety, State Public Safety Headquarters Building, 215 East 7th Street, Des Moines, Iowa 50319, or by electronic mail via the Internet at gtsbinfo@dps.state.ia.us. EXCEPTION: Applications for funding of programs pursuant to the authority of 23 U.S.C. 153 must be received by the governor's traffic safety bureau on or before June 1 to be considered for the following federal fiscal year.

661—20.4(23USC402,ExecOrd23) Funding criteria.

20.4(1) Allocation of federally appropriated funds administered by the governor's traffic safety bureau pursuant to Title 23 U.S.C. as amended through September 1, 1993, shall be based on: (1) federally mandated projects; and (2) high fatality and personal injury crash causations and locations. The following criteria will be used to rank Iowa's counties according to the severity of their highway safety problems:

a. Fatal crashes by county.

b. Personal injury crashes by county.

c. Serious personal injury crashes by county.

d. Alcohol-related fatal crashes by county.

e. Alcohol-related personal injury crashes by county.

f. Vehicle miles of travel by county.

g. Serious traffic offenses by county.

h. Fatal and injury crashes involving motorcycles by county.

i. Fatal and injury crashes involving pedestrians and bicycles by county.

Eligibility of counties, and cities within those counties, for the limited federal funds available will be determined according to county rankings on the nine listed criteria.

20.4(2) At least 40 percent of all federal funds apportioned to the state of Iowa pursuant to Title 23 U.S.C., Section 402, for any fiscal year shall be expended by political subdivisions of the state to carry out local highway safety programs authorized by the governor's representative for highway safety.

661—20.5(23USC402,Exec Ord23) Program requirements.

20.5(1) All approved programs funded by the governor's traffic safety bureau must be administered in compliance with the Iowa Governor's Traffic Safety Bureau Policies and Procedures Manual, 1993.

20.5(2) Highway safety contract procedures and reporting forms and their explanations are contained in the Iowa Governor's Traffic Safety Bureau Policies and Procedures Manual, 1993.

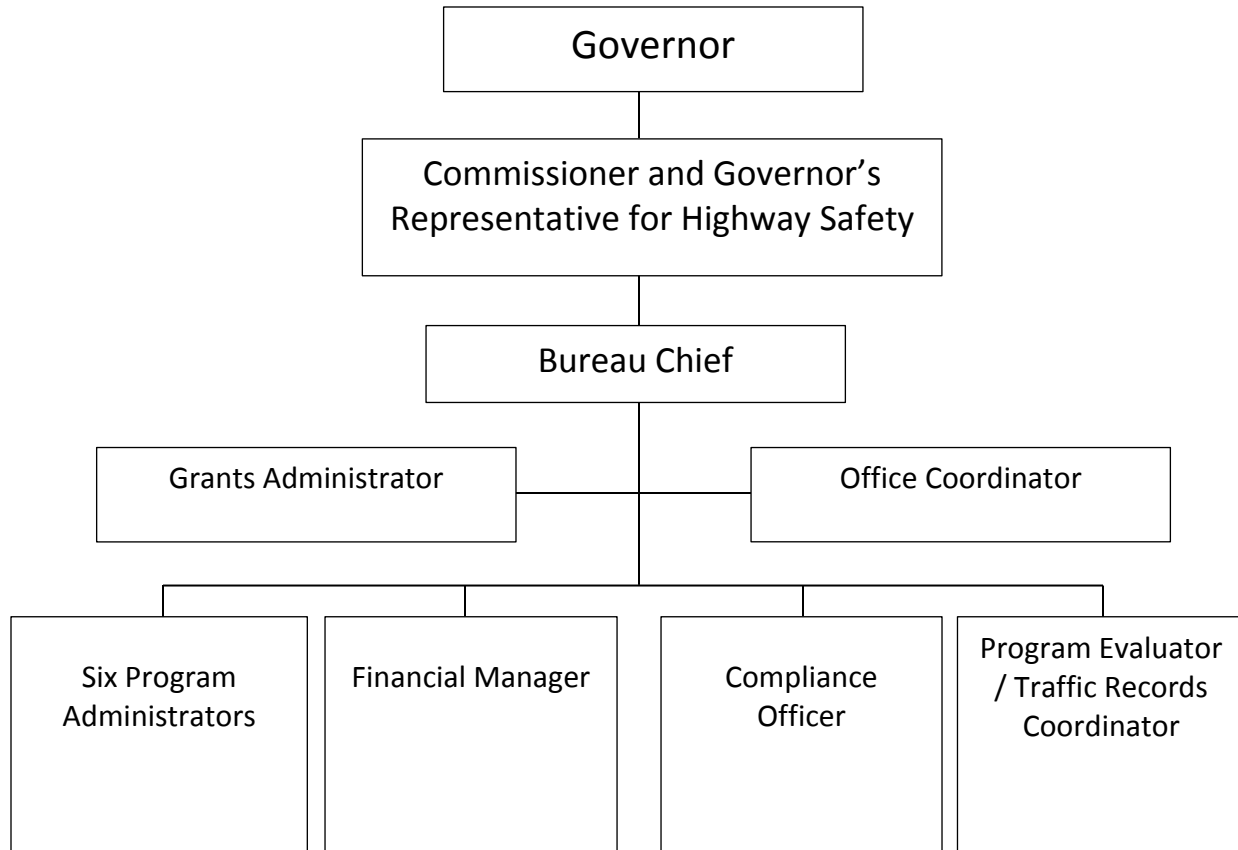
20.5(3) Single copies of the Iowa Governor's Traffic Safety Bureau Policies and Procedures Manual may be obtained on request from the Director, Governor's Traffic Safety Bureau, Iowa Department of Public Safety, State Public Safety Headquarters Building, 215 East 7th Street, Des Moines, Iowa 50319.



**GTSB Contacts and Areas
of Expertise/
Responsibility**

	<p>Denny Becker Alcohol Program Coordinator (515) 725-6128 becker@dps.state.ia.us Impaired Driving Issues/Projects and Program Administrator for Grants</p>		<p>Patrick Hoyer Bureau Chief (515) 725-6120 hoyer@dps.state.ia.us Program Oversight, Staff Supervision, Liaison to Office of the Commissioner of Public Safety, National Highway Traffic Safety Admin., and Governor's Highway Safety Association</p>
	<p>Amy Cole Financial Manager (515) 725-6130 acole@dps.state.ia.us Budget Prep and Oversight, Federal Grant Tracking System, Claims Processing, Travel Claims, Audit/Equipment/Vendor Files</p>		<p>Sandy Bennett Compliance Officer (515) 725-6122 bennett@dps.state.ia.us Policies, Training, Annual Conference, State Fair, Motorcycles, Speed and Program Administrator for Grants</p>
	<p>Jim Meyerdirk Program Administrator and DRE/ARIDE (515) 725-6125 meyerdir@dps.state.ia.us Drug Recognition and ARIDE Training, Law Enforcement Liaison, and Program Administrator Grants</p>		<p>Randy Hunefeld Program Administrator and High Five Coordinator (515) 725-6124 hunefeld@dps.state.ia.us High Five Coordinator, Multi-Disciplinary Safety Teams and Program Administrator for Grants</p>
	<p>Mark Nagel Program Administrator and Occupant Protection Coordinator (515) 725-0148 nagel@dps.state.ia.us Seat Belts/Child Restraints, School Bus, Older Driver, Pedestrian, Bicycle, and Program Administrator for Grants</p>		<p>Mick Mulhern Program Administrator and Youth/SAFE Coordinator (515) 725-0148 mulhern@dps.state.ia.us Youth Issues and Projects, SAFE, Facebook, Social Media, Driving Simulator and Program Administrator for Grants</p>
	<p>Jennifer Parsons Program Administrator, sSTEP Coordinator & Distracted Driving (515) 725-6127 parsons@dps.state.ia.us Distracted Driving Projects and Issues, Rural Road Safety, and Program Administration for Grants</p>		<p>Ihla Oertwig Office Coordinator (515) 725-6123 oertwig@dps.state.ia.us GTSB Resources Materials, Inventory Management, DRE Board Secretary, Staff Schedules and Staff Support</p>
	<p>Cinnamon Weinman Grants Administrator (515) 725-6121 weinman@dps.state.ia.us Grant Management and Oversight, Web Grant Issues, Program Reporting/Deadlines, and Staff Travel</p>		<p>Joanne Tinker Program Evaluator and Traffic Records Coordinator (515) 725-6134 jtinker@dps.state.ia.us Program Evaluation, Traffic Records Coordinator, STRCC Co-Chair, Problem ID, Highway Safety Plan and Annual Report</p>

Iowa Governor's Traffic Safety Bureau Table of Organization



Highway Safety Planning Process

Data and Information Sources – Data is the foundation of all countermeasures developed and implemented within the state of Iowa. It is critical to maintain data which is timely and accurate to make decisions about traffic safety problems and to determine the best countermeasures to manage and evaluate programs. Iowa traffic safety professionals utilize numerous sources of data. Enforcement strategies and goals are evidence-based.

Iowa Traffic Records System

Crash Data – The Iowa Department of Transportation maintains crash data submitted by law enforcement agencies. There are currently 244 law enforcement agencies that submit crash data electronically through Iowa Traffic and Criminal Software (TraCS). The electronic submissions account for approximately 94% of all statewide crash data. Agencies who do not utilize TraCS submit their information via paper submissions. On January 1, 2015, the Iowa Department of Transportation released a revised crash form. The revision contained several additional fields which will increase data collection which in turn will improve data analysis capabilities.

Driver Data – The Iowa Department of Transportation, Motor Vehicle Division maintains driver records which include information on currently licensed drivers, records for identification only, expired licenses, suspended drivers, and licenses surrendered in other states. As of December 31, 2014, there were 2,241,383 licensed drivers in the state of Iowa; a 2.47% increase over 2013.

Vehicle Data – The Iowa Department of Transportation, Motor Vehicle Division maintains the vehicle data system. In 2013 there were 3,501,115 registered motor vehicles in the state of Iowa. Vehicle registration and title transactions are processed through the state's 99 county treasurer offices and are available "real time". Vehicle registration and title information is linked with the state driver license system.

Roadway Data – The Iowa Department of Transportation is the agency responsible to collect and maintain roadway system data. Iowa's roadway system is one of the largest in the nation, totally approximately 114,000 miles of state, county, and city roadways. Data collected for all road jurisdictions include geographic information, geometric data, roadway configuration, pavement and bridge conditions, jurisdictional responsibilities, and traffic levels.

Citation / Adjudication Data - The Iowa Department of Transportation is assigned statutory responsibility for the oversight of citations in the state. The majority of citations issued in Iowa are submitted electronically to the Iowa Department of Transportation using TraCS (Traffic and Criminal Software), Electronic Citation Component (ECCO). TraCS is currently used by 244 law enforcement agencies throughout the state. For enforcement agencies without TraCS, a paper citation is issued.

The goal of ECCO is to exchange citation data between law enforcement agencies and the courts. ECCO software creates electronic citation forms each with a unique identifying number.

Iowa data definitions meet national law enforcement and court standards including the National Crime Information Center, Uniform Crime Reporting, National Incident-Based Reporting System, National Law Enforcement Telecommunication System, Law Enforcement Information Network and the Traffic Court Case Management Systems Functional Requirement Standards. Data elements are defined for court records in the National Center for State Courts (NCSC) guidelines.

EMS/ Injury Surveillance – Iowa's injury surveillance system data repositories and human resources are located primarily with the Iowa Department of Public Health (IDPH), Divisions of Epidemiology, EMS, and Disaster Response. The IDPH Bureau of Emergency and Trauma Services is the lead agency for the state trauma system which houses the EMS Patient Registry and Trauma Patient Registry.

NHTSA Data, Reports and Publications

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

NHTSA Reports and Publications - NHTSA provides an abundance of reports and publications in a variety of topic areas. These reports summarize traffic safety issues from a national perspective but also provide state-specific information / rankings. NHTSA reports / publications utilized to formulate Iowa's FFY 2016 Highway Safety Plan included the following:

"Countermeasures That Work" – NHTSA's "Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013, assists State Highway Safety Offices to select science-based traffic safety countermeasures for major highway safety problem areas. The guide describes major strategies relevant to highway safety offices; summarizes their use, effectiveness, costs and implementation time; and, provides references to research summaries and individual studies. The effectiveness rating within "Countermeasures that Work" identifies the maximum effect that can be realized with high-quality implementation. It is understood, however, that effectiveness can vary greatly from state to state. The effectiveness rating is used as a tool and is based upon the following scale:

★★★★★	Demonstrated to be effective by several high-quality evaluations with consistent results.
★★★★	Demonstrated to be effective in certain situations.
★★★	Likely to be effective based on balance of evidence from high-quality evaluations or other sources.
★★	Effectiveness still undetermined; different methods of implementing this countermeasure produce different results.
★	Limited or no high-quality evaluation evidence.

Traffic Records Assessment (April 2011) – The last Traffic Records Assessment was conducted in April 2011. Recommendations from the assessment continue to be considered and addressed by the Statewide Traffic Records Coordinating Committee. An assessment is scheduled to take place starting in August 2015.

NHTSA Traffic Safety Fact Sheets / State Data Books

State Survey Results

Observational Safety Belt Usage Survey - Iowa's official seatbelt usage is determined through an annual survey conducted in accordance with NHTSA's "Uniform Criteria for State Observational Surveys of Seat Belt Use", 2011. Iowa's methodology for the survey was last approved by NHTSA on March 19, 2012. Iowa's observational survey is conducted by Iowa State University's Survey and Behavioral Research Services. See page 15 for specific information about the annual survey.

Child Passenger Restraint Usage Rate Survey – Child restraint usage surveys are also conducted in Iowa and focus on children through the age of 17. Iowa's child restraint survey is conducted by the University of Iowa, Injury Prevention Research Center.

Pre- and Post-Event Surveys – Throughout a program year law enforcement partners, including special Traffic Enforcement Programs (sTEP) grantees, are required to conduct seat belt usage surveys. Specifically sTEP grantees conduct usage surveys before and after each special enforcement wave as a means to measure the impact of enforcement efforts.

Public Awareness Survey – Self-reporting surveys have been conducted at identified driver license stations within Iowa since 2010 to measure driver attitudes and behaviors regarding speed, safety belts, distracted driving and impaired driving. Specific questions pertain to printed and aired media messages that coincide with national mobilizations. The annual public awareness survey is conducted by Iowa State University’s Survey and Behavioral Research Service. See page 16 for specific information about the annual survey.

Miscellaneous

U.S. Census Bureau Information – U.S. Census Bureau Information is utilized for population trends.

Multi-Disciplinary Partnerships and Collaboration

The state of Iowa is committed to multi-disciplinary partnerships to address traffic safety issues. Such collaboration allows for common goals and objectives to be addressed to reduce traffic fatalities and serious injuries on the state’s roadways. These partnerships also allow for the understanding that every partner has an important role and all represent a piece of the overall collaborative effort and success.

State Strategic Highway Safety Plan and Statewide Goals

The State Strategic Highway Safety Plan (SHSP) was revised in 2013. Members of the GTSB participated in the process with other traffic stakeholders including the Iowa Department of Transportation, Federal Highway Safety Administration, National Highway Traffic Safety Administration, Federal Motor Carrier Safety Administration, Iowa Department of Public Safety, Iowa Department of Public Health, Iowa Department of Education, In-Trans at Iowa State University, University of Northern Iowa, University of Iowa, county attorneys, local and county level law enforcement, and county and city level engineers.

The development of Iowa’s safety strategies include input of stakeholders and took into consideration the effectiveness and cost. The analysis of data was the foundation of the SHSP process. Goals and outcome measures were all data-driven. The following identify Iowa’s priority safety strategies but are not intended to be an all-inclusive list of strategies that will continue or will be implemented through the state.

Iowa Strategic Highway Safety Plan (July 1, 2013 – December 31, 2016) Summary of Goals and Output Measures		
Area	Effort	Goals
Education Safety Area	Multi-Media Education Campaign	Launch multimedia Zero Fatalities campaign.
	Enhance Driver Education	Enhance driver education programs in five school districts per year.
Enforcement Safety Area	High Visibility Enforcement	Deploy 1000 hours of high visibility, targeted enforcement activities per year with state enforcement officers.
	Deploy State-of-the-Art Technology	Equip all Iowa State Patrol and Iowa DOT Motor Vehicle Enforcement vehicles with LIDAR for speed enforcement.
		Sustain the GTSB equipment upgrade program for cities and counties.
		Strengthen public perception of traffic safety by adding messages to all existing full-size dynamic message signs along primary highways.
	Expand Impaired Enforcement Programs	Provide drug recognition expert training to 36 additional officers over the plan period.
		Provide advanced roadside impaired driving enforcement training to 450 additional officers over the plan period.
Construct a training program for recognition of drowsy or inattentive drivers and schedule training sessions during the plan period.		
Engineering Safety Area	Prevent Lane Departure Crashes	Add rumble strips to 350 miles of primary system per year.

		Add rumble strips to 30 miles of local system per year.
		Complete 200 miles of shoulder treatments on primary system per year.
		Delineate 200 curves on the primary system in the plan period,
		Delineate 100 curves on the local system in the plan period.
		Install 20 miles of median cable barrier per year.
		Write 15 local safety plans over the plan period to identify opportunity areas on county roads.
	Improve Intersections	Complete two rural expressway intersection improvements on the primary system per year.
		Complete two multilane, urban intersection improvements on the primary system per year.
		Complete 10 local system intersections improved with destination lighting per year.
		Improve signalized, urban intersections on the local system per year.
Policy Safety Area	Enhance Multiagency Collaborative Efforts	Explore funding an EMS Assessment by NHTSA.
		Form an interdisciplinary advisory for the Zero Fatalities program.
		Increase agency and partnerships by organizing and conducting an annual statewide conference focused on "Zero Fatalities".
	Support Safety-Minded Legislative Positions	Provide two safety issue reports to legislators per year. Papers will be developed by an interagency team to provide key information related to public policies.
Research and Data Safety Area	Support Safety-Minded Legislative Positions	Launch a traffic records web portal to provide access to all six safety datasets by the end of the plan period.
		Create a web-based analytical tool by the end of the plan period.

Pursuant to language within MAP-21, states must coordinate the Highway Safety Plan and the SHSP to ensure alignment of state performance targets in the area of traffic fatalities, serious injuries, and vehicle miles traveled. Goals for these three areas parallel one another in both the Highway Safety Plan and the SHSP.

In order to ensure implementation of the goals within the SHSP, key stakeholders from multi-disciplinary agencies meet quarterly. At each meeting, representatives from such agencies provide a report on the status of projects and goals. Iowa will continue to collaborate regularly with the Iowa Department of Transportation, Federal Highway Administration, Federal Motor Carrier Safety Administration, and other stakeholders to ensure the integration of highway safety planning with the broader aspect of statewide transportation. This broad-based collaboration will allow for continuous improvements in highway safety program performance measures while ensuring a consistent approach.

The current SHSP sets forth goals for July 1, 2013 – December 31, 2016. Beginning in the spring/summer of 2015, stakeholders will begin preliminary data analysis to begin another SHSP revision process.

Problem Identification / Grant Selection Process - §402 and 405 Funding

Setting Goals for Traffic Safety Improvement – In order to identify traffic safety issues, there must be a foundation from which to start. Data provides the basis for the traffic safety programs within the state of Iowa. Iowa has a strong Statewide Traffic Records Coordinating Committee (STRCC) which is responsible for promoting and improving the overall traffic records system. Section 405c funding assists in the overall development and support of data projects and programs that support traffic safety analysis, enforcement deployment, and other special projects. STRCC strives to maintain a complete traffic records system involving the six core datasets of crash, driver, vehicle, roadway, citation/adjudication and EMS/injury surveillance.

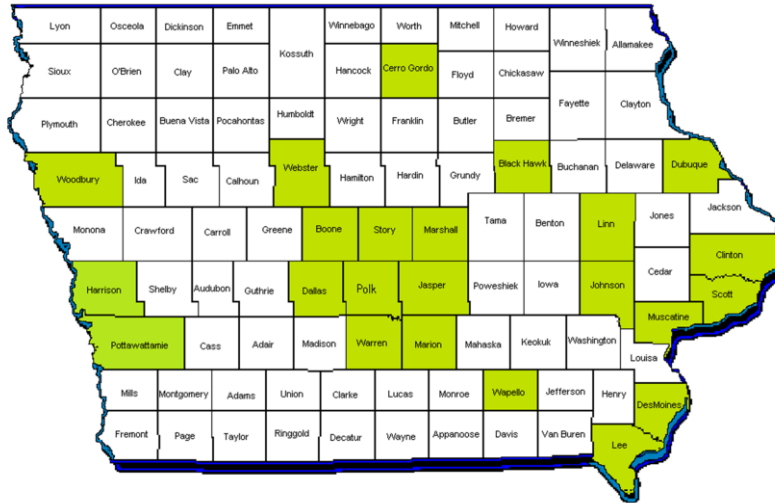
The analysis of data includes reviewing trend lines. Data sets the foundation for goal setting and the effectiveness of strategies. Other information used to assist in setting goals and strategies include NHTSA reports and publications. Specifically NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013. Information from statewide observational safety belt usage and attitude surveys are also utilized.

The Iowa GTSB supports the vision set forth in the Statewide Strategic Highway Safety Plan to develop strategies supporting a "Zero Fatalities" goal. "Zero Fatalities" is an aggressive goal but there are few endeavors more worthy than those geared toward saving lives. Comprehensive strategies will be developed which are data-driven and performance based to provide the greatest impact at reducing traffic fatalities. The GTSB has and will continue to establish goals and objectives that align with the State's Strategic Highway Safety Plan.

Problem Identification – Traffic safety related problems are analyzed through a Problem Identification process. By January 15th of each year, a new Problem Identification analysis is completed to determine the comparative severity of traffic safety problems throughout Iowa's 99 counties. *Iowa Administrative Code 661* – Chapter 20 specifies the inclusion of fatalities, alcohol-related fatalities, injuries, serious injuries, alcohol-related injuries, vehicle miles traveled, serious traffic offenses, fatal and injury crashes involving motorcycles, and fatal and injury crashes involving pedestrians and bicycles to be used in the problem identification analysis process. The Problem Identification process is the foundation used by the state for the application and implementation of traffic safety related projects and strategies utilizing federal highway safety funds. For evaluation purposes, the nine data elements are given equal weight as the Administrative Code does not specify any particular emphasis on individual elements. Iowa has adopted the recommendation of the National Highway Traffic Safety Administration (NHTSA) to utilize the last three years of data for the Problem Identification analysis.

Data in each category is totaled and ranked in relationship to the other counties throughout the state in each of the categories from the highest number of occurrences to the lowest. For example, if the three-year data indicated "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 was the 12th highest among the 99 counties, then "County Y" would be ranked 12th in the area of traffic fatalities. After all categories have been analyzed, the problem ranking 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 §402 federal 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 safety-related problems. From this process, the "Top 22" counties (the counties with the highest composite ranking in the relevant categories) are identified as eligible for §402 funding.

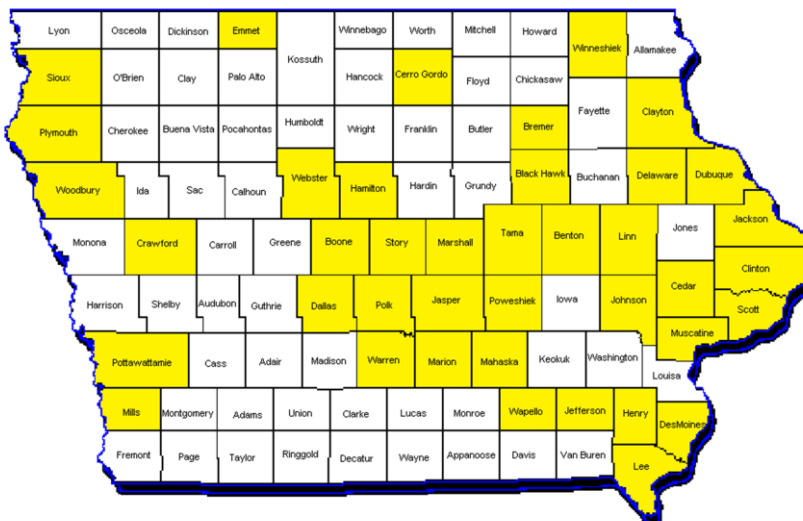
Iowa's "Top 22" Problem Identification Counties – FFY 2016



- | | | | | |
|-------------|------------|-----------|---------------|----------|
| Black Hawk | Des Moines | Linn | Pottawattamie | Webster |
| Boone | Dubuque | Marion | Scott | Woodbury |
| Cerro Gordo | Jasper | Marshall | Story | |
| Clinton | Johnson | Muscatine | Wapello | |
| Dallas | Lee | Polk | Warren | |

Problem Identification Targeting Impaired Driving – Problem Identification is also conducted to expand federal highway safety funding beyond those agencies identified as the “Top 22” counties. This further analysis allows for more agencies to address and specifically target impaired driving problems within their jurisdictions. Following the same manner and analyses utilized for §402 / “Top 22” eligibility, §405d eligibility is based on a county’s ranking in the areas of impaired driving fatalities, impaired driving injuries, and serious traffic offenses. Iowa’s 99 counties are ranked in a composite manner in the three critical areas.

Iowa's "Top 40" Alcohol-Problem Counties – FFY 2016



Benton	Crawford	Jackson	Marshall	Sioux
Black Hawk	Dallas	Jasper	Mills	Story
Boone	Delaware	Jefferson	Muscatine	Tama
Bremer	Des Moines	Johnson	Plymouth	Wapello
Cedar	Dubuque	Lee	Polk	Warren
Cerro Gordo	Emmet	Linn	Pottawattamie	Webster
Clayton	Hamilton	Mahaska	Poweshiek	Winneshiek
Clinton	Henry	Marion	Scott	Woodbury

Grant Application, Risk Assessment and Project Approval – Once the Problem Identification analysis is complete, eligible Iowa agencies are identified for notification of funding eligibility. All GTSB funding applications/proposals must include:

1. A problem statement/objective that describes the highway safety problem(s) to be addressed;
2. The proposed activities and/or services to be provided that will positively impact the problem;
3. Performance measures to assess the program’s success in attaining its objectives; and
4. A budget including the various program elements (personal services, commodities, equipment, contractual services) to be funded and the corresponding funding amount being requested for each item as well as the total requested amount of funding.

GTSB Program Administrators review all applications weighing the **risk assessment** of the agency and its proposed project. If the applicant is a current grantee, their past performance is scrutinized for completeness and timeliness of reports and claims, no negative findings during site visits or other unresolved problems, the level at which program objectives were met (i.e., crash reduction), as well as the overall success of the past and current grant(s). The Program Administrator also analyzes the percentage of prior funds utilized, previous equipment purchases, the size of the organization and its willingness to work with other agencies. Further, Program Administrators look at whether the agency’s contact is new to the traffic safety program and may need some extra guidance. Information on whether the applicant agency has had any audit finding is provided by the Financial Manager. With all of this information, Program Administrators determine whether the proposed project should be funded and if the funding amount requested is appropriate or if the requested amount should be reduced. The applicant agency is assessed as “low”, “medium” or “high” for risk. Please see ATTACHMENT A for a copy of the Risk Assessment form.

Reporting, Project Performance and Monitoring – The ultimate goal of all traffic safety programs sponsored by the GTSB is to reduce death and injuries on Iowa’s roads. In order to document that these efforts are being carried out, the GTSB must insure that information related to a project is recorded and received for review. This is considered extremely important as it is the contractor’s opportunity to discuss program successes, exchange information, and document efforts.

Evidence-Based Traffic Safety Enforcement Plan

Enforcement efforts throughout the state are supported with crash data. See ATTACHMENT B for Iowa’s Evidence-Based Traffic Safety Enforcement Plan.

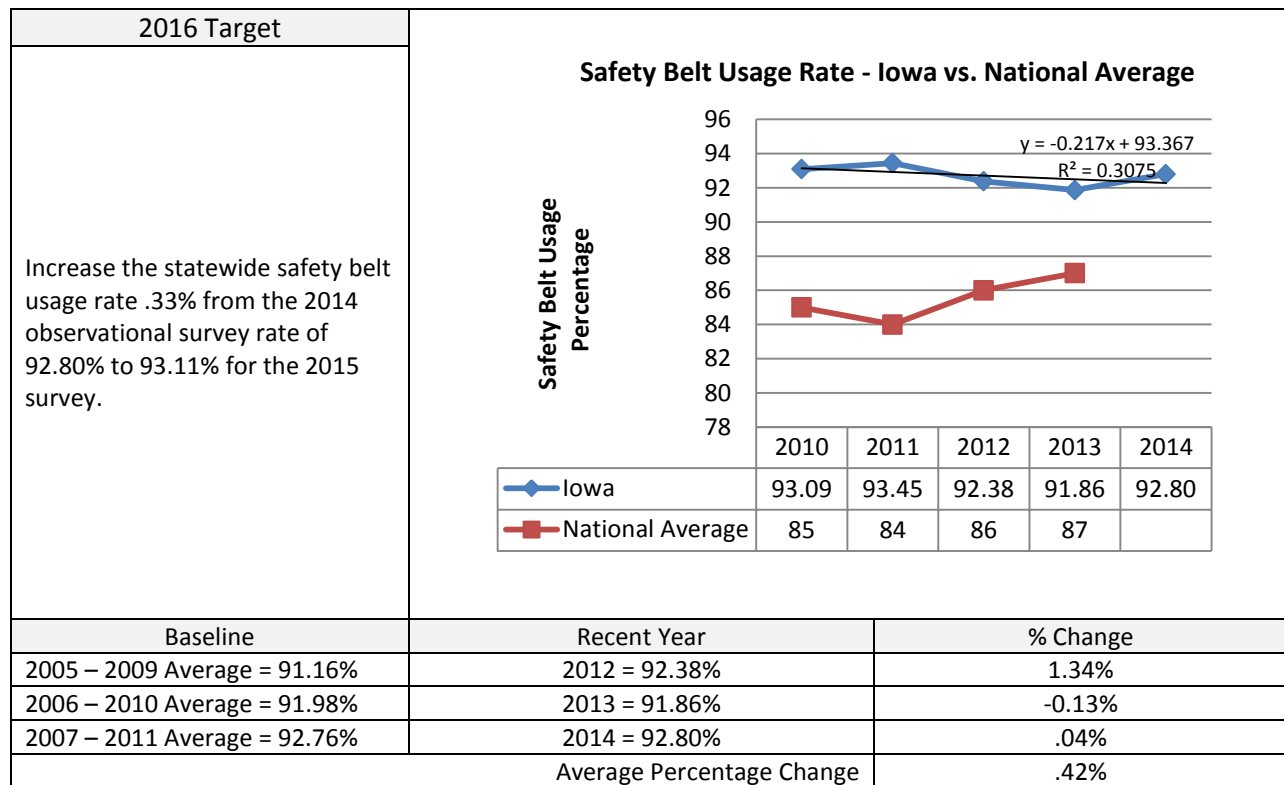
NHTSA Core Outcome Measures

C-1 Traffic Fatalities	Reduce traffic fatalities 15% from the 2007 – 2011 average of 396 to 337 (5-year average) by January 1, 2020.								
		2007	2008	2009	2010	2011	2012	2013	2020 Target
	FARS	446	412	371	390	360	365	317	337
	3-Year Average	445	432	410	391	374	372	347	
	5-Year Average	433	427	424	412	396	380	361	
C-2 Serious Injuries	Reduce serious injuries 15% from the 2007 – 2011 average of 1,717 to 1,459 by January 1, 2020.								
		2007	2008	2009	2010	2011	2012	2013	2020 Target
	Iowa DOT	1,982	1,841	1,616	1,647	1,510	1,636	1,545	1,459
	3-Year Average	1,987	1,904	1,813	1,701	1,591	1,598	1,564	
	5-Year Average	2,037	1,995	1,884	1,795	1,717	1,650	1,591	
C-3 Fatalities / 100M VMT	Reduce fatalities per 100M VMT 17.39% from the 2009 – 2013 average of 1.15 to .95 by December 31, 2016.								
		2009	2010	2011	2012	2013	2016 Target		
	FARS	1.19	1.24	1.15	1.16	1.00	.95		
	3-Year Average	1.32	1.26	1.20	1.18	1.10			
	5-Year Average	1.36	1.32	1.27	1.22	1.15			
	Rural Fatalities / 100M VMT	Reduce rural fatalities per 100M 4.55% from the 2009 – 2013 average of 1.54 to 1.47 by December 31, 2016.							
			2009	2010	2011	2012	2013	2016 Target	
		FARS	1.63	1.59	1.58	1.50	1.41	1.47	
		3-Year Average	1.79	1.69	1.60	1.56	1.50		
		5-Year Average	1.86	1.75	1.71	1.63	1.54		
Urban Fatalities / 100M VMT	Reduce the urban fatalities per 100M VMT 16.07% from the 2009 – 2013 average of .56 to .47 by December 31, 2016.								
		2009	2010	2011	2012	2013	2016 Target		
	FARS	.54	.70	.49	.63	.45	.47		
	3-Year Average	.61	.60	.58	.61	.52			
	5-Year Average	.61	.67	.60	.59	.56			
C-4 Unrestrained Passenger Vehicle Occupant Fatalities	Reduce unrestrained vehicle occupant fatalities 18.97% from the 2009 – 2013 average of 116 to 94 by December 31, 2016.								
		2009	2010	2011	2012	2013	2016 Target		
	FARS	124	119	120	112	102	94		
	3-Year Average	140	129	121	117	111			
	5-Year Average	138	134	132	124	115			
C-5 Alcohol-Impaired Driving Fatalities	Reduce alcohol-impaired fatalities 3.22% from the 2009 – 2013 average of 93 to 90 by December 31, 2016.								
		2009	2010	2011	2012	2013	2016 Target		
	FARS	98	85	83	96	103	90		
	3-Year Average	98	91	89	88	94			
	5-year Average	102	100	93	90	93			
C-6 Speed-Related Fatalities	Reduce speed-related fatalities 5.7% from the 2009 – 2013 average of 62.6 to 59 by December 31, 2016.								
		2009	2010	2011	2012	2013	2016 Target		
	FARS	62	66	64	70	51	59		
	3-Year Average	47	56	64	67	62			

5-Year Average	43	48	54	61	63		
C-7 Motorcyclist Fatalities	Reduce motorcyclist fatalities 8.16% from the 2009 - 2013 average of 49 to 45 by December 31, 2016.						
	2009	2010	2011	2012	2013	2016 Target	
	FARS	49	60	36	59	41	45
	3-Year Average	55	55	48	52	45	
5-Year Average	54	57	52	52	49		
C-8 Unhelmeted Motorcyclist Fatalities	Reduce unhelmeted motorcyclist fatalities 7.9% from the 2009 – 2013 average of 40.2 to 37 by December 31, 2016.						
	2009	2010	2011	2012	2013	2016 Target	
	FARS	40	49	34	47	31	37
	3-Year Average	46	45	41	43	37	
5-Year Average	43	47	44	43	40		
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes	Reduce drivers age 20 or younger involved in fatal crashes 37.26% from the 2009 – 2013 average of 52.6 to 33 by December 31, 2016.						
	2009	2010	2011	2012	2013	2016 Target	
	FARS	64	62	53	49	35	33
	3-Year Average	71	63	60	55	46	
5-Year Average	76	71	66	58	53		
C-10 Pedestrian Fatalities	Reduce pedestrian fatalities 8.65% from the 2009 – 2013 average of 20.8 to 19 by December 31, 2016.						
	2009	2010	2011	2012	2013	2016 Target	
	FARS	21	18	25	20	20	19
	3-Year Average	20	19	21	21	22	
5-Year Average	22	21	21	20	21		
C-11 Bicycle Fatalities	Reduce bicycle fatalities 52.38% from the 2009 – 2013 average of 4.2 to 2 by December 31, 2016.						
	2009	2010	2011	2012	2013	2016 Target	
	FARS	2	8	5	3	3	2
	3-Year Average	5	5	5	5	4	
5-Year Average	6	5	5	5	4		

NHTSA CORE BEHAVIORAL MEASURES

STATEWIDE SAFETY BELT USAGE (B-1)



Annually the GTSB is required to conduct and report the results of an observational safety belt usage for the state. The survey methodology is consistent with NHTSA’s “Uniform Criteria for State Observational Surveys of Seat Belt Use” (Federal Register, Vol. 76, No. 63, April 2011, Rules and Regulations, pp. 18042-18059). The GTSB contracts with Iowa State University, Survey and Behavioral Research Services (SBRS) to conduct the annual survey.

Iowa has 99 counties. Seventy (70) of 99 counties account for 87.6% of the passenger vehicle crash-related fatalities according to data for the period of 2005-2009 (NHTSA Fatality Analysis Reporting System). The survey subsample was drawn from those 70 counties. Seventy-five (75) sites were chosen within 15 counties. Roads were identified by the U.S. Department of Transportation, Federal Highway Administration (FHWA) Federal Functional Classification as primary (interstate, secondary, other principal arterial and minor arterial), and local (major collector, minor collector, and local) roads. In addition, eligible roads were divided into road segments stratified by available descriptive information. A stratified probability proportional to size (PPS) sample was employed to select the road segments to be used as observational sites. The target population of this study included all drivers and right-front passengers of all passenger vehicles that travel on Iowa’s public roadways between 7:00 a.m. and 6:00 p.m. in all days of the calendar year 2014. Passenger vehicles are defined by Criterion 1340.3 as motor vehicles with a gross vehicle weight rating of less than 10,000 pounds. The population parameter of interest was the safety belt usage rate. The safety belt usage rate was defined as the rate of the miles that members of the target populations traveled while wearing safety belts to the miles that all members of the target population traveled with or without belt use.

After two days of “Data Collector and Quality Control Monitor Training”, the 2014 survey was conducted. Data collection resulted in the observation of 12,692 passenger vehicles, with a right front seat passenger in 4,876 of

those vehicles, for a total of 17,568 potential observations of belt use. Of the 17,568 potential observations there where 11,733 drivers and 4,380 right front passengers who were observed to be wearing seat belts, for a total of 16,113 seat belt users. Seat belts were not worn by 657 drivers and 318 right front passengers for a total of 975 unbelted. Collectors were unable to observe the seat belt use of 302 drivers and 178 passengers for a total of 480 unknown. Federal regulations require the calculation of seat belt use to be conducted with weighted data as described in the approved survey plan. Based on the weighted data, Iowa’s overall seat belt use rate is 92.8% with an estimated standard of error of 0.0061(±1%).

The average percent change from the most recent three years (2011 – 2013) in relation to a 5-year baseline period has been a reduction of .42%. If a total reduction of this magnitude is realized through 2016, compared to a baseline of the average annual fatality count for 2010 – 2014 (92.72%), the fatality count expected in 2016 would be about 93.11%. Therefore, **the GTSB has set a target to increase the statewide safety belt usage rate .33% from the 2014 observational survey rate of 92.80% to 93.11% for the 2015 survey.**

A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2016 goal.

Iowa State University, Survey and Behavioral Research Services, 16-405b-M1OP Task 01-00-00, will conduct the 2016 survey.

PUBLIC AWARENESS SURVEY (B-2)

Since 2010 Iowa has conducted a public awareness survey in accordance with the recommendations set forth and agreed upon by the NHTSA-GHSA (Governor’s Highway Safety Association) Working Group. The purpose of the survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are centered on the national mobilizations/high visibility enforcement efforts. The survey consists of 18 questions which include 10 core questions requested by NHTSA and GHSA as well as other related questions and 2 demographic questions. In 2013, a nineteenth question was added to the survey at the request of the Iowa Department of Transportation to gather information about the use of electronic message boards along interstate highways to display traffic safety messages.

The 2016 survey will be conducted in the same manner as previous years. Surveys are conducted at Iowa Department of Transportation Driver Licensing Offices in Ankeny, Carroll, Cedar Rapids, Council Bluffs, and Fort Dodge. At each location, the survey is conducted between the hours of 8:30 a.m. and 5:00 p.m. with the goal to survey a minimum of 500 licensed Iowa drivers. The surveys are self-reported, voluntary, and anonymous. The GTSB contracts with Iowa State University, Survey and Behavioral Research Services, 16-402-MOOP Task 04-00-00, to conduct the annual survey.

ACTIVITY MEASURES

Numbers reflected below represent activity as reflected by law enforcement agencies during grant-funded periods for FFY 2014.

A-1	Safety Belt Citations	7,910
A-2	OWI Arrests	5,278
A-3	Speed Citations	51,189

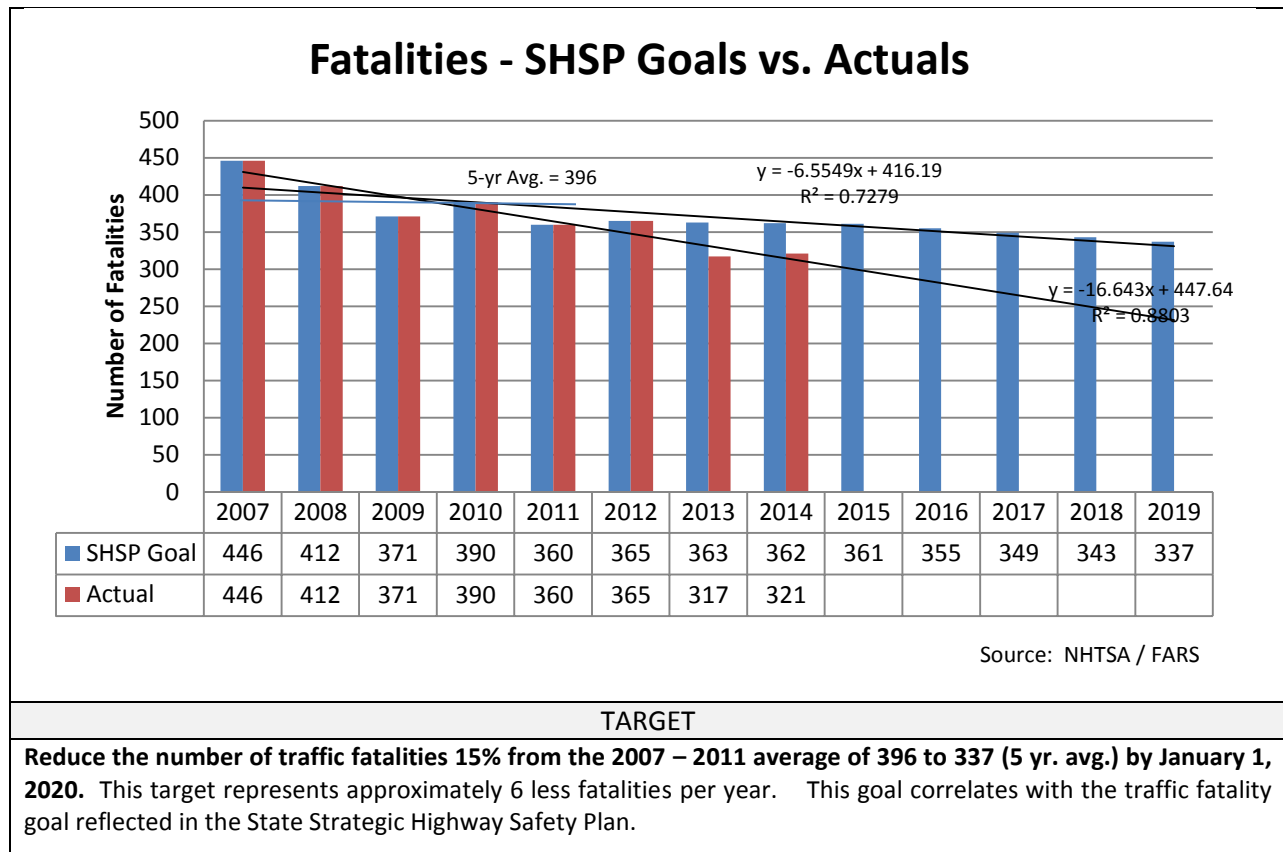
PROJECT DESCRIPTIONS AND STRATEGIES

This section provides an overview of projects planned for FFY 2016 (October 1, 2015 – September 30, 2016) in all eleven NHTSA Core Measure areas. Information include performance measures / data, state goals, and countermeasures utilizing §402 and 405 highway safety funds in accordance with Moving Ahead for Progress in the 21st Century (MAP-21) legislation.

TRAFFIC FATALITIES NHTSA CORE OUTCOME MEASURE C-1

In 2014, there were 321 traffic fatalities in the state of Iowa. This represented an 1.26% increase from the 317 fatalities recorded in 2013. Although there was a slight increase between 2013 and 2014, both linear and 5-year trend lines represent a significant decrease in traffic fatalities.

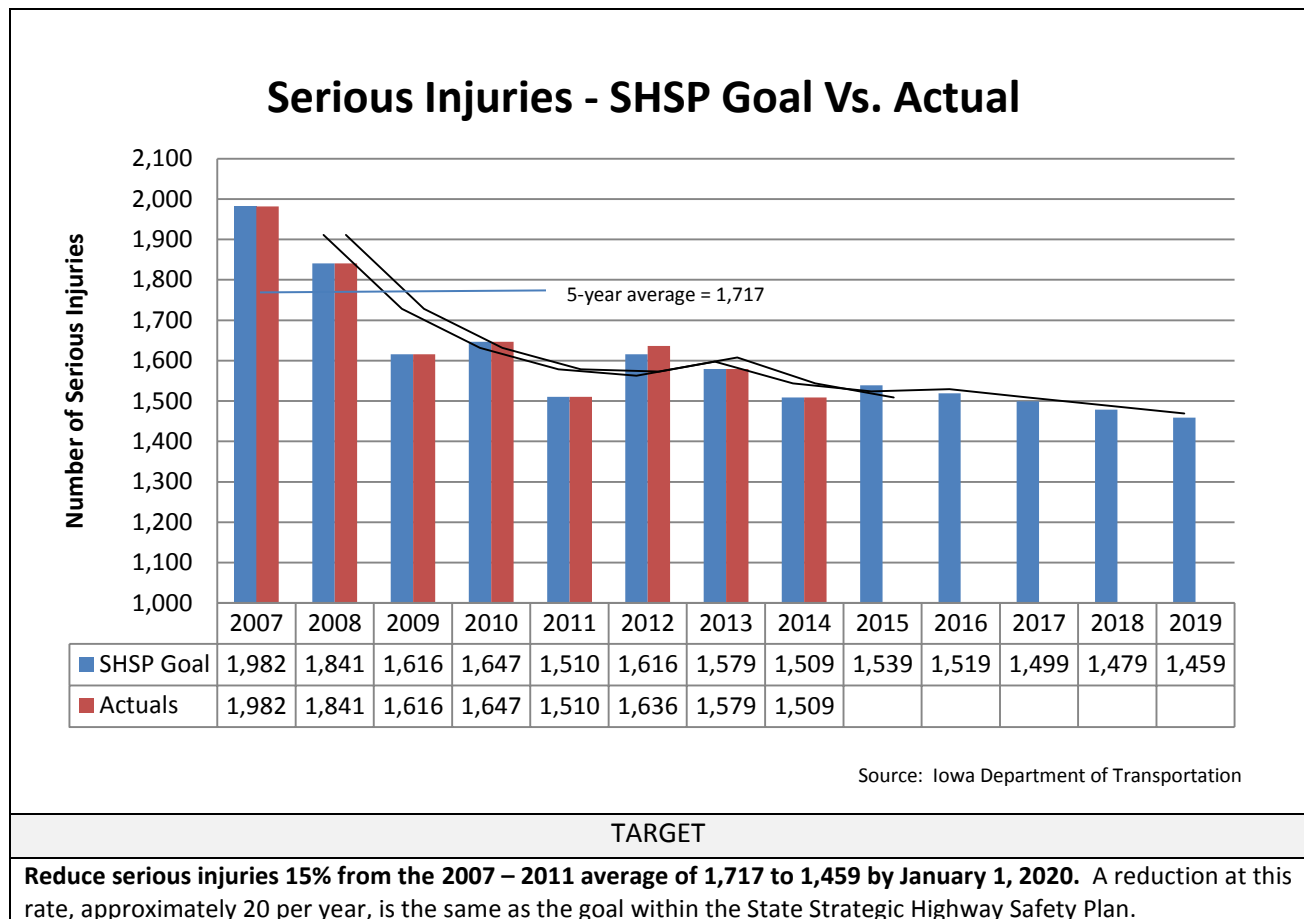
The target represented in this plan was mutually agreed and set after collaboration with other traffic safety stakeholders during the development of the most recently revised State Strategic Highway Safety Plan. The performance measures, strategies, and goals were formulated after the analyses of data. A 5-year average of 2007 – 2011 data was used to set the baseline in the area of traffic fatalities and serious injuries. A 5-year average was agreed upon to nullify inconsistencies caused by the fluctuations in fatality and serious injury numbers on a year-to-year basis and will show long-term trends more clearly than annual counts.



SERIOUS INJURIES NHTSA CORE OUTCOME MEASURE C-2

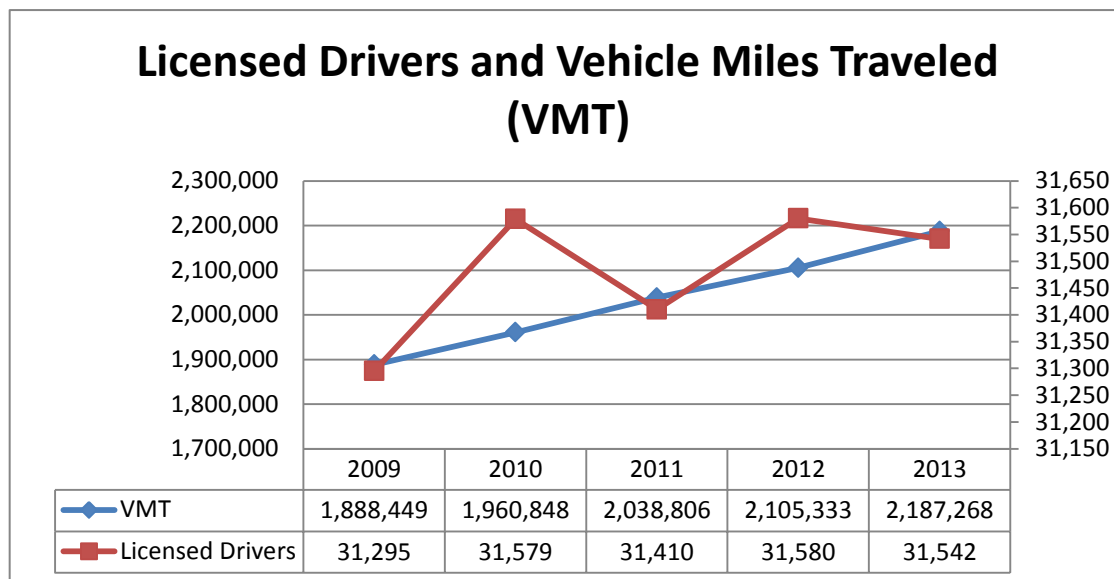
Iowa Department of Transportation data reflects that over the past three years (2012 – 2014) the number of serious injuries have decreased 7.76%.

The target represented in this plan was mutually agreed and set after collaboration with other traffic safety stakeholders during the development of the most recently revised State Strategic Highway Safety Plan. The performance measures, strategies, and goals were formulated after the analyses of data. A 5-year average of 2007 – 2011 data was used to set the baseline in the area of traffic fatalities and serious injuries. A 5-year average was agreed upon to nullify inconsistencies caused by the fluctuations in fatality and serious injury numbers on a year-to-year basis and will show long-term trends more clearly than annual counts.



FATALITIES PER 100 MILLION VEHICLE MILES TRAVELED (100M VMT) NHTSA CORE OUTCOME MEASURE C-3

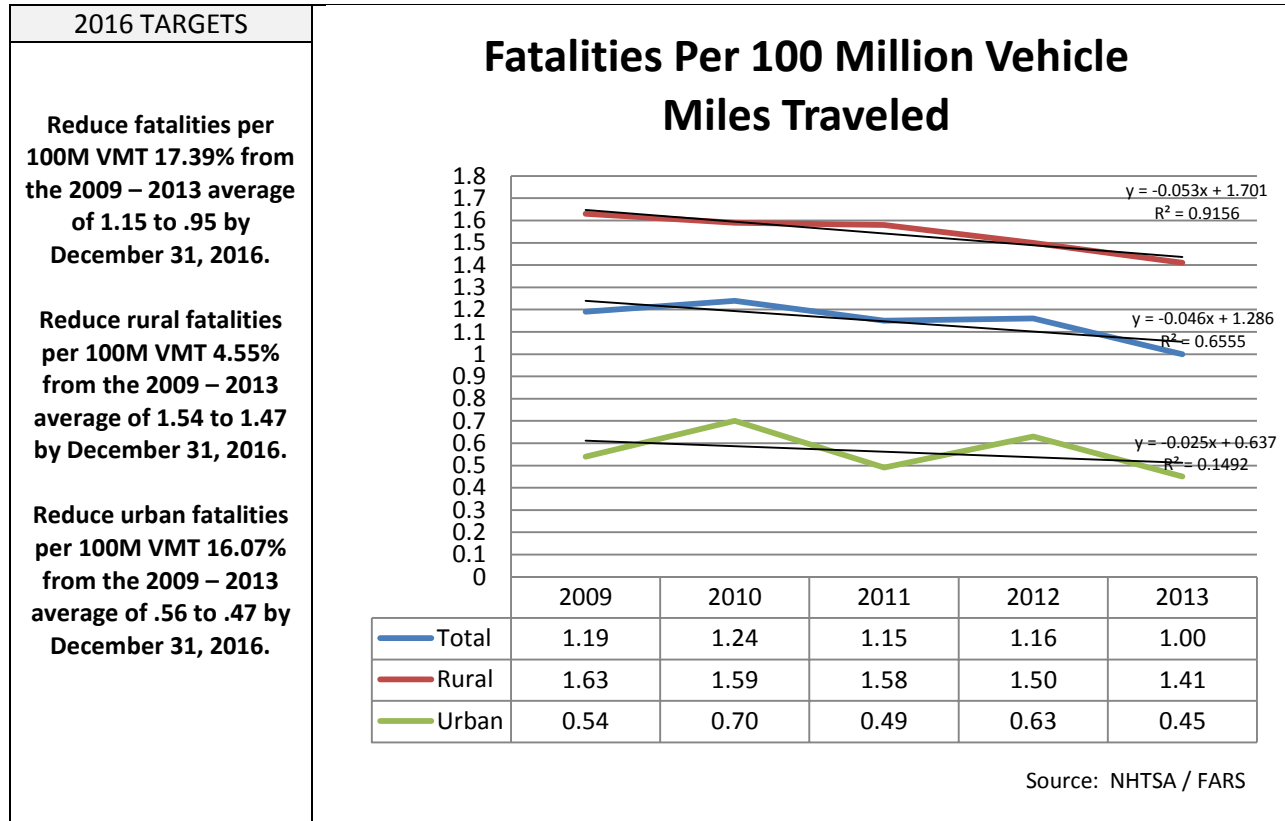
Analyzing fatalities per vehicle miles traveled provides a way of examining motor vehicle deaths relative to the amount of driving. Many factors can affect these rates, including types of vehicles driven, travel speeds, rates of licensure, state traffic laws, emergency care capabilities, weather and topography. (Insurance Institute for Highway Safety, Highway Loss Data Institute, <http://www.iihs.org/iihs/topics/t/general-statistics/fatalityfacts/state-by-state-overview>.) Technological and engineering advancements, in addition to enforcement and education are factors that have helped improve the number of fatalities per 100M VMT over the years.



Source: Iowa Department of Transportation

The state of Iowa revised the Strategic Highway Safety Plan (SHSP) in 2013 with the cooperation and continuous partnerships of the Iowa Department of Transportation, the Iowa Department of Public Safety, and other traffic safety professionals including the National Highway Traffic Safety Administration, Federal Highway Administration, and Federal Motor Carrier Safety Administration. In the revised SHSP and the Highway Safety Plan, the goals for fatalities and serious injuries are clearly identified and are parallel with one another. Though not specifically identified within the 2013 SHSP, the goal for the fatality rate per 100 M vehicle miles traveled (VMT) was discussed and was agreed upon by the SHSP team and the GTSB. The goal to reduce fatalities per 100M VMT 17.39% from the 2009 – 2013 average of 1.15 to .95 by December 31, 2016, is clearly stated and included in the GTSB Highway Safety Plan. The state of Iowa does not anticipate the revision of the SHSP until 2017; therefore, the agreed upon goal for VMT will only be written within the Highway Safety Plan until the revision and re-printing of the SHSP in the near future. Traffic safety partners have and will continue to work in conjunction with each other to implement and evaluate the strategies and programs to improve traffic safety within the state.

Core Performance Measures



Fatalities / 100M VMT		
Baseline	Recent Year	% Change
2004–2008 Average = 1.37	2011 = 1.15	-16.06%
2005–2009 Average = 1.36	2012 = 1.16	-14.71%
2006–2010 Average = 1.32	2013 = 1.00	-24.24%
Average Percentage Change		-18.34%
Rural Fatalities / 100M VMT		
Baseline	Recent Year	% Change
2004–2008 Average = 1.85	2011 = 1.58	-14.59%
2005–2009 Average = 1.86	2012 = 1.50	-19.35%
2006–2010 Average = 1.75	2013 = 1.41	-19.43%
Average Percentage Change		-17.79%
Urban Fatalities / 100M VMT		
Baseline	Recent Year	% Change
2004–2008 Average = .64	2011 = .49	-23.44%
2005–2009 Average = .61	2012 = .63	3.27%
2006–2010 Average = .67	2013 = .45	-32.84%
Average Percentage Change		-17.67%

OCCUPANT PROTECTION / PASSENGER VEHICLE OCCUPANT FATALITIES NHTSA CORE OUTCOME MEASURE C-4

FFY 2016 will mark the 30th year of Iowa's seat belt law. Since 1986, Iowa has seen a significant increase in usage. When the law was enacted only around 18% of Iowans were recorded as wearing a safety belt. Now in 2014, Iowa records a usage rate of 92.8%. Part of the success of the dramatic increase in usage can be credited to Iowa's law being primary in addition to enforcement and educational efforts. NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013, identifies a primary seat belt law as an effective countermeasure targeting adults. The guide also identifies short-term, high-visibility enforcement and communications/outreach as effective countermeasures. Iowa ranks 11th in the nation with a seat belt rate of 92.8% (2014), which is above the national average of 87% (2013) and places Iowa in the "high rate" category for \$405b funding. Iowa also conducts a statewide child restraint usage survey through the University of Iowa's Injury Prevention Research Center. The 2014 statewide child restraint survey recorded a 93.1% usage rate. Even though Iowa maintains a high belt usage, in 2013 there were 237 passenger vehicle occupant fatalities in which 102 (43%) were unrestrained with an additional 27 (11.49%) being recorded as unknown in regard to belt usage.

Iowa remains strong in the area of child passenger safety (CPS) with 389 certified CPS Technicians throughout the state. CPS-related trainings, re-certifications, and fit stations are all coordinated through Unity Point Hospital in Des Moines.

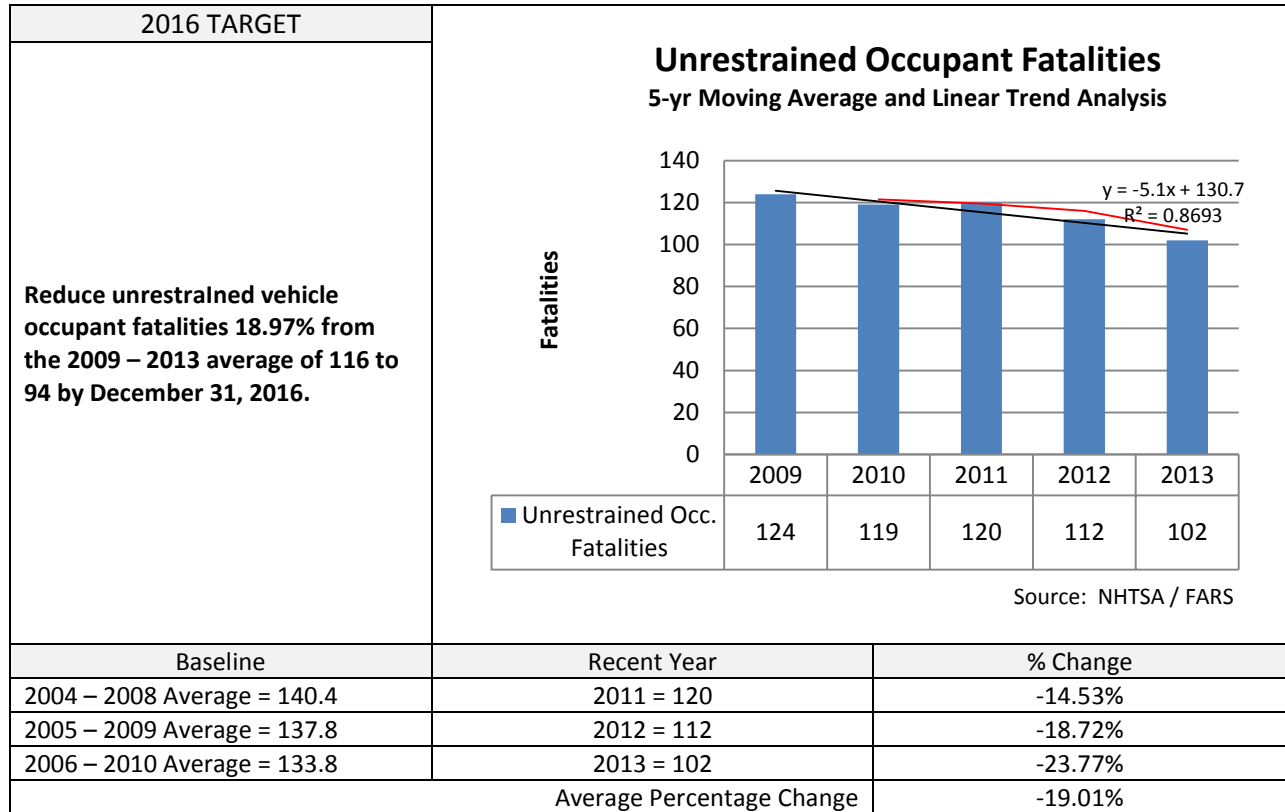
Law enforcement partners play a significant role in the area of occupant protection. High visibility enforcement, such as participating in national mobilizations and special Traffic Enforcement Programs (STEP), in addition to education and public awareness are part of the efforts of law enforcement partners. The ultimate goal is to change unsafe driving behaviors.

In FFY 2016, Iowa will continue the High Five Rural Traffic Safety Program (High Five) that was a pilot project initiated in 2014. Five additional counties have been identified for the FFY 2016 program year that have low seat belt usage (based on observational surveys) and high number of crashes based on 2009 – 2013 data. The High Five project is a data-driven, multi-agency effort to increase seat belt use and reduce serious injury and fatal crashes on rural Iowa roads through the use of education, engineering, and enforcement. The pilot program was for 18-months, so the initial agencies are still reporting in regard to performance measures, however, to date, positive outcomes have been achieved such as an increase in observational seat belt usage rates and informative and interesting earned media TV news stories and written articles.

The Seatbelts Are For Everyone (S.A.F.E.) program will also be expanded in FFY 2016 with the addition of Franklin County Sheriff's Office / Hampton-Dumont School District. The goals behind the S.A.F.E. program are to increase awareness and modify teen driver behaviors by providing consistent and meaningful messages to young drivers. Although other traffic safety areas will be covered in the program, safety belt usage is the primary focus.

Communication and outreach in regard to occupant protection will include paid media utilizing the national tagline of "Click It or Ticket" in support of NHTSA's national mobilization and the state's 2-week May/June STEP effort. Previously developed public service announcements and print materials will be utilized by other contractors and will be available on the GTSB's microsite, www.drivesmartiowa.com. Occupant protection information, including a car seat calculator and fact sheets, will also be maintained on the microsite. Social media will be utilized to share information and news stories in regard to occupant protection.

Core Performance Measures



The average percent change from the most recent three years (2011 – 2013) in relation to a 5-year baseline period has been a reduction of 19.00%. If a total reduction of this magnitude is realized through 2016, compared to a baseline of the average annual fatality count for 2009 – 2013 (116), the fatality count expected in 2016 would be about 94.

The GTSB has set a goal to reduce unrestrained vehicle occupant fatalities 18.97% from the 2009 – 2013 average of 116 to 94 by December 31, 2016. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2016 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Increase statewide seat belt usage.	<ul style="list-style-type: none"> • Increase the statewide safety belt usage rate .33% from the 2014 observational survey rate of 92.8% to 93.11% in 2016. • Continue to use the PSA entitled “Stay Connected”. • Utilize §402 and 405b funding to support overtime for high visibility enforcement. • Continue to expand the High Five Rural Traffic Safety Program. • Promote awareness through social media. • Through the administration of §402 and 405b,

	support overtime to be used for high visibility enforcement of Iowa’s primary safety belt law with the goal to ultimately change driving behaviors.
Child Passenger Safety Fit Stations	Maintain the 29 fit stations throughout the state.
Child Passenger Safety Technicians throughout the state.	<ul style="list-style-type: none"> • Provide the necessary training to keep certifications up-to-date for the 389 CPS Technicians statewide. • Recruit and certify additional CPS technicians.
Reduce fatalities involving unprotected individuals.	<ul style="list-style-type: none"> • Reduce unrestrained vehicle occupant fatalities 18.97% from the 2009 – 2013 average of 116 to 94 by December 31, 2016. • Reduce unhelmeted motorcyclist fatalities 7.9% from the 2009 – 2013 5 year average of 40.2 to 37 by December 31, 2016.
Provide education in regard to child passenger safety issues.	<ul style="list-style-type: none"> • Maintain the child passenger safety information, including the car seat calculator, on www.drivesmartiowa.com.
Educate the public about the importance of wearing a seat belt	<ul style="list-style-type: none"> • Maintain the seat belt information on www.drivesmartiowa.com including the PSAs developed by The Integer Group and fact sheets. • Through §402 and 405, support law enforcement partner educational efforts.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Enforcement Safety Strategies

High Visibility Enforcement – The “Enforcement Safety Strategies” section of the SHSP includes high visibility enforcement. Law enforcement agencies throughout the state will utilize §402 and 405b funding to support overtime enforcement efforts throughout the state, including sSTEP waves and national mobilizations. Funding will also support law enforcement agencies to acquire NHTSA/GTSB approved equipment, which is also a component of the SHSP. The high visibility enforcement will increase the presence of law enforcement and with the goal to discourage unsafe driving behaviors to ultimately improve Iowa’s traffic safety culture.

Education Safety Strategies

Education is identified as an emphasis area of the SHSP. Through education efforts, traffic safety partners will provide information with the goal to discourage unsafe driving behaviors. The GTSB will continue to use printed material and public service announcements (PSAs) to provide awareness to occupant protection issues, including newest seat belt PSA entitled “Stay Connected” released in the fall of 2014. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and PSAs as appropriate to support the multi-media education campaign identified in the SHSP.

Data Collection and Information Systems

TraCS – Traffic and Criminal Software (TraCS) is a data collection and reporting tool utilized in the state to streamline and automate the capture and transmission of critical traffic safety related information. Information submitted through TraCS provides for accurate and timely data. TraCS is partially funded through §405c. During the 2011 Traffic Records Assessment, TraCS was recognized as a significant data-gathering tool, especially when combined with data analytical tools; thus allowing for stronger utilization of data. As of April 15, 2015, 244 Iowa law enforcement agencies submit their crash reports electronically through TraCS. These agencies represent approximately 94% of all crash submissions. The Iowa Department of Transportation is the repository of information submitted through TraCS.

Crash Report Form – On January 1, 2015, the Iowa Department of Transportation released a revised crash form. Additional fields were added to the form, thus allowing the ability for additional data to be collected throughout the state which can then be analyzed to support traffic safety improvements. As of April 15, 2015, 244 law enforcement agencies throughout the state submit crash data electronically through TraCS. Smaller law enforcement agencies provide paper submittals.

Traffic Safety Data Analysis (TSDA) Website – Through members of STRCC, Iowa’s TSDA website was developed with the site being launched in the fall of 2014. Housed under the Department of Transportation’s website (www.iowadot.gov/tsda/index.html), the traffic records clearinghouse includes crash, roadway, driver, vehicle, injury surveillance system/emergency medical services and traffic citation/adjudication data. Crash maps are also included.

Reports by ITSDS / In-Trans – The services of the Iowa Traffic Safety Data Service (ITSDS) at Iowa State University provide agencies, organizations and individuals with crash data analysis resources. ITSDS services are for individuals or entities who need to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ITSDS. Specifically for law enforcement, reports can be customized to their particular jurisdiction which can help identify evidence-based problem areas in which to focus overtime efforts.

Development of Web-Based Analytical Tool - During FFY 2016, the Iowa Department of Transportation will continue the development of a new web-based analytical tool. Such a product will allow for users to have quick access to data in addition to easy adjustment of the parameters of data searches.

Countermeasures: The following outline specific project supported by occupant protection funding:

Agency: Law Enforcement Agencies			
Agency	Project #	Risk Asses.	Budget
Council Bluffs Police Department	16-402-MOOP Task 01-00-00	Low	\$ 44,900
DeWitt Police Department	16-402-MOOP Task 02-00-00	Low	\$ 10,450
Dubuque Police Department	16-402-MOOP Task 03-00-00	Low	\$ 18,800
Marion County Sheriff’s Office	16-402-MOOP Task 05-00-00	Low	\$ 18,500
Marion Police Department	16-402-MOOP Task 06-00-00	Low	\$ 19,300
Marshalltown Police Department	16-402-MOOP Task 07-00-00	Low	\$ 20,800
Ottumwa Police Department	16-402-MOOP Task 08-00-00	Low	\$ 10,300
Pella Police Department	16-402-MOOP Task 09-00-00	Low	\$ 13,400
Scott County Sheriff’s Office	16-402-MOOP Task 11-00-00	Low	\$ 46,400
Wapello County Sheriff’s Office	16-402-MOOP Task 12-00-00	Low	\$ 4,500
West Des Moines Police Department	16-402-MOOP Task 13-00-00	Low	\$ 51,000
			Total: \$258,350
Problem Identification, Strategy Development, and Project Selection:			
All enforcement agencies being funded through §402 / Occupant Protection are within counties that after the annual Problem identification analysis fall within the “Top 22” problematic counties. Funding will be utilized for overtime enforcement efforts with an emphasis on occupant protection. Other traffic violations will also be enforced. Agencies will use data to support the deployment of officers in areas that are problematic. Grantees will be required to conduct a minimum of two observational safety belt usage surveys, conduct at least two special enforcement events, and a minimum of 12 public information /educational activities with an emphasis on occupant protection.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 7 th Edition, 2013)			
	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
<i>and Child</i>	State Primary Enforcement Belt Use Laws	Enforcement of primary seat belt law through overtime funding.	★★★★★★

Short-Term, High Visibility Belt Law Enforcement	<ul style="list-style-type: none"> Participation during national mobilization periods. Corridor enforcement and saturation patrol efforts in high crash locations. 	★★★★★
Combined Effort, Nighttime	Through §402 funding, support overtime efforts for law enforcement agencies statewide.	★★★★★
Sustained Enforcement	<ul style="list-style-type: none"> Through §402 funding, support overtime efforts for law enforcement agencies statewide. Encourage law enforcement agencies to utilize the state's traffic safety checkpoint trailer. 	★★★★
Strategies for Low-Belt Use Groups	From the analysis of data, identify low belt area. Agencies funded through §402 / Occupant Protection are required to complete two observational safety belt usage surveys throughout the funded year.	★★★★★
Communication and Outreach Supporting Enforcement	Law enforcement partners are encouraged to work with local media to publicize saturation patrol efforts and to gain earned media.	★★★★★
Project Performance Measure(s):		
<ol style="list-style-type: none"> Conduct two observational safety belt usage surveys; one in March and the other in August. Results of the surveys reported to the GTSB. Conduct a minimum of two special enforcement events in problematic areas during problematic times (evidence-based). Conduct a minimum of 12 traffic-related public information/educational activities during the funded year. Report enforcement and educational activities monthly. 		

Agency: Iowa State University, Survey and Behavioral Services		Risk Assessment:	
Project: 16-402-MOOP Task 04-00-00		Low	
Budget: \$10,000			
Problem Identification, Strategy Development, and Project Selection:			
<p>Since 2010 Iowa has conducted a public awareness / attitudinal survey in accordance with the recommendations set forth and agreed upon by the NHTSA-GHSA (Governor's Highway Safety Association) Working Groups. The goal of the annual survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are concentrated around national mobilizations. Iowa State University Survey and Behavioral Services will conduct the survey in the same five Iowa Department of Transportation Driver Licensing Stations as in prior years; Fort Dodge, Des Moines, Cedar Rapids, Carroll, and Council Bluffs. The survey is designed to be self-administered/self-reported. A minimum of 500 surveys will be collected from Iowa licensed drivers, results compiled, and reported to the GTSB.</p>			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)			
	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol-Impaired and Drugged Driving	Mass Media Campaigns	Results of the survey help in the development of mass media campaigns.	★★★★
	Integrated Enforcement	Results of the survey help in the development and deployment of enforcement strategies. Survey results for 2014 indicated that over 50% of respondents thought it was "very likely" someone would get arrested if they drive after drinking. Another 39.69% thought it would be "somewhat likely".	★★★★

Seat Belts and Child Restraints	State Primary Enforcement Belt Use Laws	Survey results support the observational safety belt usage rate, with 85.97% of participants responding in 2014 that they always use a safety belt with an additional 9.82% indicating they nearly always wear a safety belt.	★★★★★
	Short-Term High Visibility Belt Law Enforcement	The survey results support the effectiveness of seat belt enforcement efforts. In 2014 survey results indicated that 41.09% of respondents indicated they thought the chances of getting a safety belt ticket was “very likely” with an additional 40.95% indicating it was “somewhat likely”.	★★★★★
	Communications and Outreach Supporting Enforcement	Survey results support the effectiveness of media and outreach efforts in regard to safety belt enforcement. In 2014, 53.72% of participants in the survey responded they had read, seen or heard about safety belt enforcement by any law enforcement agency in the past 30 days.	★★★★★
Aggressive Driving and Speed Limits	High Visibility Enforcement	Survey results support the effectiveness of speed enforcement efforts. In 2014, 40.39% of the respondents thought it was “very likely” that you would get a ticket if you drive over the speed limit with an additional 49.65% responding it was “somewhat likely” for someone to get a ticket for speeding.	★★
	Public Information Supporting Enforcement	Survey results support the effectiveness of public information supporting enforcement.	★★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. A minimum of 500 Iowa licensed drivers will be surveyed at pre-determined Iowa Department of Transportation Driver License Stations. 2. Compile the data from the surveys and provide results to the GTSB. 			

Agency: Agency: Central Iowa Traffic Safety Task Force (CITSTF) / Polk City Police Department Project #: 16-402-MOOP Task 10-00-00 Budget: \$10,800	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
Law enforcement agencies in the central Iowa counties of Dallas, Polk, and Warren make up the Central Iowa Traffic Safety Task Force (CITSTF). All three counties are also within Iowa’s Top 22 Problem Identification Counties. Funds awarded to CITSTF will support a one-day traffic safety related conference. Conference topics will focus on traffic safety and enforcement issues. Throughout the year, CITSTF will plan and implement enforcement projects that will include extensive media coverage.	
Assessment of Traffic Safety Strategies: ★★★★★	
The efforts of CITSTF play a vital role in traffic safety strategies in central Iowa. The agenda for the conference to be held in FFY 2016 is not finalized but will include a variety of traffic-related topics to possibly include enforcement efforts and performance measures, laws, education, media, and outreach. Therefore, various areas identified in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices” will be addressed during this training opportunity. Based on the effectiveness ratings of law enforcement contracts and the importance of the enforcement efforts in overall traffic safety, this project has been given an effectiveness rating of four stars.	
Project Performance Measure(s):	

1. Organize and hold a one-day traffic safety related conference for law enforcement agencies that make up the Central Iowa Traffic Safety Task Force.
2. Organize and implement enforcement projects in the Des Moines area.

Agency: Iowa State University, Conference and Planning (Split)		Risk Assessment: Low
Project #: 16-402-MOOP Task 00-00-29		
Budget: \$23,000		
Problem Identification, Strategy Development, and Project Selection:		
The annual Governor’s Highway Traffic Safety Conference provides a perfect training and networking opportunity for traffic safety partners. Through Iowa State University, Conference Planning and Management, services are provided to coordinate the conference location, lodging, and meal arrangements for attendees, arranging for conference speakers, and travel arrangement, provide registration services, and conduct other conference-related tasks. Funding will also support other general conference related materials such as supplies, audio/visual support, and web support.		
Assessment of Traffic Safety Strategies:		★★★★★
The annual Governor’s Highway Traffic Safety Conference provides a venue in which traffic safety partners from all disciplines can receive training and have the opportunity to network with one another. Each year the agenda contains a variety of traffic safety-related speakers, subjects and vendors. The information learned can help attendees in setting traffic safety strategies. A large percentage of participants of the Governor’s Highway Traffic Safety Conference are law enforcement officers. Various areas identified in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices” will be addressed during this training opportunity. For some smaller agencies, the annual conference is the only traffic safety training opportunity. The content of the agenda and the networking opportunities are important for overall traffic safety efforts throughout the state. Therefore, this project was given an effectiveness rating of five stars.		
Project Performance Measure(s):		
<ol style="list-style-type: none"> 1. The number of officers and other traffic safety partners trained at the conference will be reported. 2. All aspects of the conference coordinated through ISU Conference and Planning. 3. Post-conference evaluation information provided. 		

Agency: Unity Point Hospital		Risk Assessment: Low	
Project #: 16-405b-M1CSS Task 01-00-00			
Budget: \$ 233,000			
Problem Identification, Strategy Development, and Project Selection:			
Unity Point Hospital manages Iowa’s Child Passenger Safety (CPS) program. The coordinator works with the CPS instructors throughout the state to train new CPS Technicians, organize updates and trainings that assist Technicians in earning continuing education units (CEUs) and organizes renewal/recertification courses. The coordinator also implements training and certification of CPS instructors. As of April 30, 2015, there are 389 certified CPS Technicians throughout the state. There are 99 counties within the state of Iowa and CPS Technicians are available in each county.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 7th Edition, 2013)			
	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
SEAT BELTS and Child Restraints	Child Restraint Distribution Programs	<ul style="list-style-type: none"> • Section 405b funding will support the purchase and distribution of child restraints. • Continuation of restraint loaner program for babies / children with special needs. • Provide child passenger safety-related educational 	★★

		materials in both English and Spanish.	
	Child Restraint Inspection Stations	<ul style="list-style-type: none"> Maintain the 29 inspection stations statewide. Maintain child passenger safety-related educational materials in both English and Spanish. 	★★
Project Performance Measure(s):			
1. Recruit and certify 5 additional technicians to increase the number of CPS Technicians statewide by 1.29%.			

Agency/Project: High Five Rural Traffic Safety Project			
Project #s:			
Agency	Project #	Risk Asses.	Budget
Boone Co. Sheriff's Office	16-405b-M1HVE Task 01-00-00	Medium*	\$10,000
Iowa State Patrol	16-405b-M1HVE Task 02-00-00	Low	\$50,000
Jackson Co. Sheriff's Office	16-405b-M1HVE Task 03-00-00	Low	\$10,000
Lee Co. Sheriff's Office	16-405b-M1HVE Task 04-00-00	Low	\$10,000
Monona Co. Sheriff's Office	16-405b-M1HVE Task 05-00-00	Low	\$10,000
Poweshiek Co. Sheriff's Office	16-405b-M1HVE Task 06-00-00	Low	\$10,000
*Medium Risk – Late reporting with prior contract; no claims to date (5/12/2015).			
Problem Identification, Strategy Development, and Project Selection:			
Rural traffic fatalities remain high within Iowa. In 2013, over 70% of traffic fatalities were rural in nature. In FFY 2014 a pilot project, High Five Rural Traffic Safety Project, was initiated. The emphasis of the project is on rural counties with low safety belt compliance and high crash numbers. Funding provided in FFY 2016 will expand the High Five project from the pilot program through the analysis of seat belt usage rates and crash data. Safety belt usage, enforcement, and education/community outreach will be the primary focus, but the High Five project is also designed as a multi-agency effort to include low cost engineering improvements. Five counties, in addition to the Iowa State Patrol, were selected for the project for FFY 2016.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)			
	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	State Primary Enforcement Belt Use	Enforcement of primary belt use law. Primary law has been effective since July 1986.	★★★★★
	Short-Term High Visibility Belt Law Enforcement	Utilizing §405b funding, support overtime for short-term high visibility enforcement efforts in conjunction with the High Five Rural Traffic Safety Project.	★★★★★
	Combined Enforcement, Nighttime	Through §405b funding, support overtime efforts for law enforcement agencies.	★★★★★
	Sustained Enforcement	Through §405b funding, support overtime efforts for law enforcement agencies.	★★★★★
	Communications and Outreach Strategies for Low-Belt Use Groups	Continuation / expansion of the High Five Rural Traffic Safety Program.	★★★★★
Project Performance Measure(s):			
1. Seat Belt Surveys <ul style="list-style-type: none"> a. 2 seat belt surveys conducted (April 2016 and September 2016) at locations selected by the county sheriff's office. b. A total of 4 site locations with will determined with a minimum of 30 minutes or 50 vehicles per 			

- survey site.
- c. Two surveys to occur in the a.m.; 2 in the p.m.
 2. A minimum of five media contacts, community outreach, school programs, etc. during the funding period.
 3. Monthly activity reports to include information in regard to enforcement projects and media contacts and/or other outreach.

Agency: Iowa State University, Survey and Behavioral Services		Risk Assessment: Low	
Annual Observational Safety Belt Usage Survey			
Project #: 16-405b-M1OP Task 01-00-00			
Budget: \$35,000			
Problem Identification, Strategy Development, and Project Selection:			
Iowa's annual observational safety belt usage survey will be conducted by Iowa State University, Survey and Behavioral Research Services. The methodology in which the survey will be conducted is in accordance with NHTSA's uniform criteria for state observational surveys. The subsample for the survey will be drawn from 70 of Iowa's 99 counties. These 70 counties represent approximately 87% of all passenger vehicle crash-related fatalities. The results of the survey will be used to determine Iowa's annual safety belt usage percentage. The annual survey is required by NHTSA.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)			
	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
<i>Seat Belts and Child Restraints</i>	State Primary Enforcement Belt Use Laws	The results of the survey can help determine the effectiveness of the state's primary belt law.	★★★★★
	Strategies for Low-Belt-Use Groups	The results of the survey can help identify low-belt use areas of the state, and thus help determine specific occupant protection projects and strategies.	★★★* *For stand-alone programs not supporting enforcement.
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Conduct the annual observational safety belt usage survey using NHTSA approved methodology. 2. Analyze survey data, determine Iowa's safety belt usage percentage and report to the GTSB. 			

Agency: University of Iowa, Injury Prevention Research Center		Risk Assessment: Low
Project #: 16-405b-M1OP Task 02-00-00		
Budget: \$30,000		
Problem Identification, Strategy Development, and Project Selection:		
The University of Iowa, Injury Prevention Research Center (IPRC) will conduct Iowa's annual statewide observational child restraint usage survey utilizing guidelines approved by the National Highway Traffic Safety Administration. The data gathered will be analyzed by IPRC and a written report will be provided to the GTSB. The Child Passenger Safety Survey provides valuable comparable information as to compliance of the Iowa child restraint law of vehicle passengers under the age of 18. The information is shared with Iowa Safe Kids Coalitions, Iowa Department of Transportation and interested parties in Child Passenger Safety. The GTSB uses the information to plan educational promotion.		
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure		

Guide for State Highway Safety Offices", 7 th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Strengthening Child/Youth Occupant Restraint Laws	The results of the survey can help determine the effectiveness of the state's child passenger safety laws.	★★★★★
	Strategies for Older Children	The results of the survey can help determine the effectiveness of the state's child passenger safety laws.	★★★
	Strategies for Booster Seat Use	The results of the survey can help determine the effectiveness of the state's child passenger safety laws.	★★* * For stand-alone programs not supporting enforcement.
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Conduct the 2016 statewide observational child restraint usage survey utilizing guidelines approved by NHTSA. 2. Analyze data gathered during the survey, prepare, and submit a written report to the GTSB. 			

Agency: Special Traffic Enforcement Program (sSTEP)			
<u>Agency</u>	<u>Project #</u>	<u>Risk Asses.</u>	<u>Budget</u>
Adams Co. Sheriff's Office	16-402-M00P Task 20-10-00	Low	\$ 4,200
Akron Police Department	16-402-M00P Task 20-20-00	Low	\$ 4,200
Albia Police Department	16-402-M00P Task 20-30-00	Low	\$ 4,200
Algona Police Department	16-402-M00P Task 20-40-00	Low	\$ 4,200
Allamakee Co. Sheriff's Office	16-402-M00P Task 20-50-00	Low	\$ 4,200
Anamosa Police Department	16-402-M00P Task 20-60-00	Low	\$ 4,200
Armstrong Police Department	16-402-M00P Task 20-70-00	Medium*	\$ 4,200
Arnolds Park Police Department	16-402-M00P Task 20-80-00	Low	\$ 4,200
Asbury Police Department	16-402-M00P Task 20-90-00	Medium*	\$ 2,000
Atlantic Police Department	16-402-M00P Task 21-00-00	Low	\$ 3,450
Belle Plaine Police Department	16-402-M00P Task 21-10-00	Medium*	\$ 2,500
Bellevue Police Department	16-402-M00P Task 21-20-00	Low	\$ 4,300
Bloomfield Police Department	16-402-M00P Task 21-30-00	Low	\$ 4,200
Buchanan County Sheriff's Office	16-402-M00P Task 21-40-00	Low	\$ 4,200
Butler Co. Sheriff's Office	16-402-M00P Task 21-50-00	Low	\$ 1,500
Camanche Police Department	16-402-M00P Task 21-60-00	Low	\$ 1,500
Cass County Sheriff's Office	16-402-M00P Task 21-70-00	Medium*	\$ 4,200
Centerville Police Department	16-402-M00P Task 21-80-00	Low	\$ 4,150
Chariton Police Department	16-402-M00P Task 21-90-00	Low	\$ 3,450
Charles City Police Department	16-402-M00P Task 22-00-00	Low	\$ 4,200
Cherokee Co. Sheriff's Office	16-402-M00P Task 22-10-00	Low	\$ 4,200
Cherokee Police Department	16-402-M00P Task 22-20-00	Low	\$ 4,200
Chickasaw Co. Sheriff's Office	16-402-M00P Task 22-30-00	Low	\$ 4,200
Clarinda Police Department	16-402-M00P Task 22-40-00	Low	\$ 4,200
Clarion Police Department	16-402-M00P Task 22-50-00	Low	\$ 4,200
Clarke Co. Sheriff's Office	16-402-M00P Task 22-60-00	Low	\$ 4,200
Clarksville Police Department	16-402-M00P Task 22-70-00	Low	\$ 4,300
Clay Co. Sheriff's Office	16-402-M00P Task 22-80-00	Low	\$ 4,300
Clayton Co. Sheriff's Office	16-402-M00P Task 22-90-00	Low	\$ 4,300
Columbus Junction Police Dept.	16-402-M00P Task 23-00-00	Medium*	\$ 4,200
Coon Rapids Police Department	16-402-M00P Task 23-10-00	Low	\$ 3,800

Correctionville-Anthon Police Dept.	16-402-M00P Task 23-20-00	Low	\$ 4,300
Corydon Police Department	16-402-M00P Task 23-30-00	Medium*	\$ 1,000
Crawford Co. Sheriff's Office	16-402-M00P Task 23-40-00	Medium*	\$ 4,200
Cresco Police Department	16-402-M00P Task 23-50-00	Low	\$ 3,900
Creston Police Department	16-402-M00P Task 23-60-00	Low	\$ 4,200
Davis Co. Sheriff's Office	16-402-M00P Task 23-70-00	Medium*	\$ 4,300
Dayton Police Department	16-402-M00P Task 23-80-00	Medium*	\$ 4,300
DeSoto Police Department	16-402-M00P Task 23-90-00	Medium*	\$ 4,300
Decatur Co. Sheriff's Office	16-402-M00P Task 24-00-00	Medium*	\$ 4,200
Decorah Police Department	16-402-M00P Task 24-10-00	Medium*	\$ 1,500
Department of Transportation / Motor Vehicle Enforcement	16-402-M00P Task 37-60-00	Low	\$24,000
Denver Police Department	16-402-M00P Task 24-20-00	Medium*	\$ 3,000
Dickinson Co. Sheriff's Office	16-402-M00P Task 24-30-00	Medium*	\$ 4,200
Dunkerton Police Department	16-402-M00P Task 24-40-00	Medium*	\$ 4,300
Dunlap Police Department	16-402-M00P Task 24-50-00	Medium*	\$ 2,500
Durant Police Department	16-402-M00P Task 24-60-00	Medium*	\$ 4,200
Eagle Grove Police Department	16-402-M00P Task 24-70-00	Medium*	\$ 4,200
Eldora Police Department	16-402-M00P Task 24-80-00	Low	\$ 4,200
Elkader Police Department	16-402-M00P Task 24-90-00	Medium*	\$ 4,300
Emmet Co. Sheriff's Office	16-402-M00P Task 25-00-00	Low	\$ 4,200
Emmetsburg Police Department	16-402-M00P Task 25-10-00	Medium*	\$ 4,200
Estherville Police Department	16-402-M00P Task 25-20-00	Low	\$ 4,200
Fairbank Police Department	16-402-M00P Task 25-30-00	Low	\$ 4,300
Fairfield Police Department	16-402-M00P Task 25-40-00	Low	\$ 4,200
Farnhamville Police Department	16-402-M00P Task 25-50-00	Low	\$ 4,300
Fayette Co. Sheriff's Office	16-402-M00P Task 25-60-00	Low	\$ 4,200
Fayette Police Department	16-402-M00P Task 25-70-00	Low	\$ 4,200
Floyd Co. Sheriff's Office	16-402-M00P Task 25-80-00	Low	\$ 4,200
Fonda Police Department	16-402-M00P Task 25-90-00	Medium*	\$ 4,300
Forest City Police Department	16-402-M00P Task 26-00-00	Low	\$ 4,200
Franklin Co. Sheriff's Office	16-402-M00P Task 26-10-00	Medium*	\$ 4,300
Fremont Co. Sheriff's Office	16-402-M00P Task 26-20-00	Low	\$ 4,200
Garner Police Department	16-402-M00P Task 26-30-00	Medium*	\$ 4,200
Glenwood Police Department	16-402-M00P Task 26-40-00	Low	\$ 4,200
Greene Co Sheriff's Office	16-402-M00P Task 26-50-00	Low	\$ 4,200
Grundy Center Police Department	16-402-M00P Task 26-60-00	Medium*	\$ 1,800
Grundy Co. Sheriff's Office	16-402-M00P Task 26-70-00	Low	\$ 4,200
Guthrie Co. Sheriff's Office	16-402-M00P Task 26-80-00	Low	\$ 4,200
Guttenberg Police Department	16-402-M00P Task 26-90-00	Low	\$ 4,200
Hampton Police Department	16-402-M00P Task 27-00-00	Low	\$ 4,300
Hardin Co. Sheriff's Office	16-402-M00P Task 27-10-00	Low	\$ 4,200
Harlan Police Department	16-402-M00P Task 27-20-00	Low	\$ 4,200
Harrison Co. Sheriff's Office	16-402-M00P Task 27-30-00	Medium*	\$ 4,200
Hartley Police Department	16-402-M00P Task 27-40-00	Medium*	\$ 4,200
Hinton Police Department	16-402-M00P Task 27-50-00	Low	\$ 4,300
Howard Co. Sheriff's Office	16-402-M00P Task 27-60-00	Low	\$ 4,200
Humboldt Co. Sheriff's Office	16-402-M00P Task 27-70-00	Medium*	\$ 4,200
Ida Co. Sheriff's Office	16-402-M00P Task 27-80-00	Low	\$ 4,200
Independence Police Department	16-402-M00P Task 27-90-00	Low	\$ 4,200
Jackson Co. Sheriff's Office	16-402-M00P Task 28-00-00	Low	\$ 4,300
Janesville Police Department	16-402-M00P Task 28-10-00	Low	\$ 4,000

Jefferson Co. Sheriff's Office	16-402-M00P Task 28-20-00	Low	\$ 4,200
Jefferson Police Department	16-402-M00P Task 28-30-00	Low	\$ 4,200
Jesup Police Department	16-402-M00P Task 28-40-00	Low	\$ 4,300
Jewell Police Department	16-402-M00P Task 28-50-00	Medium*	\$ 2,900
Jones Co. Sheriff's Office	16-402-M00P Task 28-60-00	Low	\$ 4,200
Keokuk Co. Sheriff's Office	16-402-M00P Task 28-70-00	Medium*	\$ 4,200
Kingsley Police Department	16-402-M00P Task 28-80-00	Medium*	\$ 3,000
Lake Park Police Department	16-402-M00P Task 28-90-00	Low	\$ 1,450
Lake View Police Department	16-402-M00P Task 29-00-00	Low	\$ 4,200
Laurens Police Department	16-402-M00P Task 29-10-00	Low	\$ 4,200
Logan Police Department	16-402-M00P Task 29-20-00	Low	\$ 1,750
Louisa Co. Sheriff's Office	16-402-M00P Task 29-30-00	Low	\$ 4,200
Lucas Co. Sheriff's Office	16-402-M00P Task 29-40-00	Medium*	\$ 4,200
Manchester Police Department	16-402-M00P Task 29-50-00	Low	\$ 4,200
Maquoketa Police Department	16-402-M00P Task 29-60-00	Low	\$ 4,200
Marengo Police Department	16-402-M00P Task 29-70-00	Medium*	\$ 2,400
Mar-Mac Police Department	16-402-M00P Task 29-80-00	Low	\$ 4,200
McCausland Police Department	16-402-M00P Task 29-90-00	Medium*	\$ 4,300
Melbourne Police Department	16-402-M00P Task 30-00-00	Medium*	\$ 1,900
Meskwaki Nation Police Dept.	16-402-M00P Task 30-10-00	Low	\$ 4,200
Milford Police Department	16-402-M00P Task 30-20-00	Low	\$ 4,200
Mills Co. Sheriff's Office	16-402-M00P Task 30-30-00	Medium*	\$ 4,300
Missouri Valley Police Department	16-402-M00P Task 30-40-00	Low	\$ 4,200
Mitchell Co. Sheriff's Office	16-402-M00P Task 30-50-00	Low	\$ 4,200
Monona Police Department	16-402-M00P Task 30-60-00	Low	\$ 4,200
Monroe Police Department	16-402-M00P Task 30-70-00	Low	\$ 4,200
Montgomery Co. Sheriff's Office	16-402-M00P Task 30-80-00	Low	\$ 4,200
Monticello Police Department	16-402-M00P Task 30-90-00	Low	\$ 4,200
Montrose Police Department	16-402-M00P Task 31-00-00	Medium	\$ 4,200
Mount Pleasant Police Department	16-402-M00P Task 31-10-00	Low	\$ 4,200
Moville Police Department	16-402-M00P Task 31-20-00	Low	\$ 4,300
Nashua Police Department	16-402-M00P Task 31-30-00	Low	\$ 4,200
Nevada Police Department	16-402-M00P Task 31-40-00	Low	\$ 4,200
New Hampton Police Department	16-402-M00P Task 31-50-00	Low	\$ 4,200
New Vienna Police Department	16-402-M00P Task 31-60-00	Medium*	\$ 2,800
Oelwein Police Department	16-402-M00P Task 31-70-00	Medium*	\$ 4,200
Okoboji Police Department	16-402-M00P Task 31-80-00	Low	\$ 4,200
Onawa Police Department	16-402-M00P Task 31-90-00	Medium*	\$ 4,200
Osage Police Department	16-402-M00P Task 32-00-00	Low	\$ 4,200
Osceola Co. Sheriff's Office	16-402-M00P Task 32-10-00	Medium*	\$ 4,200
Palo Alto Co. Sheriff's Office	16-402-M00P Task 32-20-00	Low	\$ 3,000
Panora Police Department	16-402-M00P Task 32-30-00	Medium*	\$ 4,200
Paullina Police Department	16-402-M00P Task 32-40-00	Low	\$ 1,000
Pleasantville Police Department	16-402-M00P Task 32-50-00	Low	\$ 4,300
Pocahontas Police Department	16-402-M00P Task 32-60-00	Medium*	\$ 4,200
Postville Police Department	16-402-M00P Task 32-70-00	Low	\$ 3,400
Pottawattamie Co. Sheriff's Office	16-402-M00P Task 32-80-00	Low	\$ 4,200
Poweshiek Co. Sheriff's Office	16-402-M00P Task 32-90-00	Low	\$ 4,200
Prairie City Police Department	16-402-M00P Task 33-00-00	Medium*	\$ 3,100
Preston Police Department	16-402-M00P Task 33-10-00	Low	\$ 4,200
Red Oak Police Department	16-402-M00P Task 33-20-00	Low	\$ 4,200
Remsen Police Department	16-402-M00P Task 33-30-00	Medium*	\$ 4,300

Ringgold Co. Sheriff's Office	16-402-M00P Task 33-40-00	Low	\$ 4,200
Sac City Police Department	16-402-M00P Task 33-50-00	Low	\$ 4,200
Sac Co. Sheriff's Office	16-402-M00P Task 33-60-00	Low	\$ 4,200
Sheffield Police Department	16-402-M00P Task 33-70-00	Medium*	\$ 4,200
Shell Rock Police Department	16-402-M00P Task 33-80-00	Low	\$ 4,200
Shellsburg Police Department	16-402-M00P Task 33-90-00	Medium*	\$ 4,300
Shenandoah Police Department	16-402-M00P Task 34-00-00	Medium*	\$ 3,000
Sidney Police Department	16-402-M00P Task 34-10-00	Low	\$ 4,300
Sigourney Police Department	16-402-M00P Task 34-20-00	Medium*	\$ 2,500
Sioux Center Police Department	16-402-M00P Task 34-30-00	Medium*	\$ 4,200
Spencer Police Department	16-402-M00P Task 34-40-00	Low	\$ 4,200
Spirit Lake Police Department	16-402-M00P Task 34-50-00	Low	\$ 4,200
Storm Lake Police Department	16-402-M00P Task 34-60-00	Low	\$ 4,200
Story City Police Department	16-402-M00P Task 34-70-00	Medium*	\$ 2,900
Strawberry Point Police Department	16-402-M00P Task 34-80-00	Medium*	\$ 4,300
Sumner Police Department	16-402-M00P Task 34-90-00	Low	\$ 4,300
Tama Co. Sheriff's Office	16-402-M00P Task 35-00-00	Low	\$ 4,200
Tama Police Department	16-402-M00P Task 35-10-00	Low	\$ 4,200
Taylor Co. Sheriff's Office	16-402-M00P Task 35-20-00	Medium*	\$ 4,200
Tipton Police Department	16-402-M00P Task 35-30-00	Medium*	\$ 4,300
Toledo Police Department	16-402-M00P Task 35-40-00	Medium*	\$ 3,700
Union Co. Sheriff's Office	16-402-M00P Task 35-50-00	Low	\$ 4,300
Van Meter Police Department	16-402-M00P Task 35-60-00	Medium*	\$ 4,300
Vinton Police Department	16-402-M00P Task 35-70-00	Medium*	\$ 4,300
Wapello Police Department	16-402-M00P Task 35-80-00	Low	\$ 4,200
Washington Co. Sheriff's Office	16-402-M00P Task 35-90-00	Low	\$ 4,300
Washington Police Department	16-402-M00P Task 36-00-00	Medium*	\$ 4,100
Waukon Police Department	16-402-M00P Task 36-10-00	Low	\$ 4,200
Wayne Co. Sheriff's Office	16-402-M00P Task 36-20-00	Medium*	\$ 4,200
Webster City Police Department	16-402-M00P Task 36-30-00	Low	\$ 4,200
Webster Co. Sheriff's Office	16-402-M00P Task 36-40-00	Medium*	\$ 4,200
West Burlington Police Department	16-402-M00P Task 36-50-00	Medium*	\$ 4,300
West Liberty Police Department	16-402-M00P Task 36-60-00	Low	\$ 4,300
West Union Police Department	16-402-M00P Task 36-70-00	Medium*	\$ 3,700
Williamsburg Police Department	16-402-M00P Task 36-80-00	Low	\$ 4,200
Wilton Police Department	16-402-M00P Task 36-90-00	Medium*	\$ 4,200
Winnebago Co. Sheriff's Office	16-402-M00P Task 37-00-00	Low	\$ 4,200
Winneshiek Co. Sheriff's Office	16-402-M00P Task 37-10-00	Low	\$ 4,200
Winterset Police Department	16-402-M00P Task 37-20-00	Low	\$ 4,200
Woodbine Police Department	16-402-M00P Task 37-30-00	Medium*	\$ 2,600
Woodward Police Department	16-402-M00P Task 37-40-00	Medium*	\$ 4,200
Worth Co. Sheriff's Office	16-402-M00P Task 37-50-00	Low	\$ 4,300
Sabula Police Department	16-402-M00P Task 37-70-00	Low	\$ 1,000
Camanche Police Department	16-402-M00P Task 21-60-00	Low	\$ 4,200
			TOTAL: \$718,250

*New contractor or late on reporting/low activity.

Problem Identification, Strategy Development, and Project Selection:

Iowa's sSTEP program is an enforcement and education effort to increase safety belt and child restraint use and reduce impaired driving to ultimately bring a reduction in collisions, injuries and fatalities on Iowa's roadways. Enforcement efforts regardless of the size of their jurisdictions. Any law enforcement agency within the state not already receiving other NHTSA funding through GTSB is eligible to partner through the sSTEP program. This allows for smaller, rural community enforcement agencies to receive funding for overtime to work enforcement waves

and support national mobilization projects such as “Click It or Ticket”. Grantees receiving funding under the sSTEP program will be required to work five scheduled enforcement waves in addition to conducting observational belt surveys before and after each wave to help measure the impact and success of enforcement efforts. Agencies are encouraged to work with local media to help spread the message about the importance of seat belt usage. Local contact with media, in addition to the media purchased during the national mobilization periods have proven to be successful. Mass media campaigns coupled with media involvement are listed in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 7th Edition, 2013, as an effective countermeasure. During FFY 2016, 175 law enforcement agencies will make up the sSTEP program; 124 police departments, 50 sheriff offices and the Iowa Department of Transportation/Motor Vehicle Enforcement.

Assessment of Traffic Safety Strategies: (Based upon NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 7th Edition, 2013)

Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	State Primary Enforcement Belt Use Laws	Enforcement of primary seat belt law. Primary law enacted July 1986.	★★★★★
	Short-Term High-visibility Belt Law Enforcement	Participation in the national mobilizations / “Click It or Ticket”.	★★★★★
	Combined Enforcement, Nighttime	Through \$402 funding, support overtime efforts for law enforcement agencies statewide.	★★★★★
	Sustained Enforcement	Through \$402 funding support overtime efforts for law enforcement agencies statewide.	★★★★★
	Communications and Outreach Supporting Enforcement	Enforcement partners are encouraged to work with local media to publicize saturation patrol efforts and to gain earned media.	★★★★★

Project Performance Measure(s):

1. Participate in the five identified sSTEP waves.
2. Conduct a pre- and post-observational safety belt survey for each of the five waves.
3. Work with local media to promote safety belt usage and report media contacts.

Occupant Protection: Program and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source	
			402	405b
16-402-MOOP Task 01-00-00	Council Bluffs Police Department	\$44,900	\$44,900	
16-402-MOOP Task 02-00-00	DeWitt Police Department	\$10,450	\$10,450	
16-402-MOOP Task 03-00-00	Dubuque Police Department	\$18,800	\$18,800	
16-402-MOOP Task 04-00-00	ISU Survey and Behavioral Services, Behavioral Research Survey	\$10,000	\$10,000	
16-402-MOOP Task 05-00-00	Marion Co. Sheriff’s Office	\$18,500	\$18,500	
16-402-MOOP Task 06-00-00	Marion Police Department	\$19,300	\$19,300	
16-402-MOOP Task 07-00-00	Marshalltown Police Department	\$20,800	\$20,800	
16-402-MOOP Task 08-00-00	Ottumwa Police Department	\$10,300	\$10,300	
16-402-MOOP Task 09-00-00	Pella Police Department	\$13,400	\$13,400	
16-402-MOOP Task 10-00-00	CITSTF / Polk City Police Department	\$10,800	\$10,800	
16-402-MOOP Task 11-00-00	Scott Co. Sheriff’s Office	\$46,400	\$46,400	
16-402-MOOP Task 12-00-00	Wapello Co. Sheriff’s Office	\$4,500	\$4,500	
16-402-MOOP Task 13-00-00	West Des Moines Police Dept.	\$51,000	\$51,000	

16-402-MOOP Task 00-00-29	ISU Conference and Planning	\$23,000	\$23,000	
16-405b-M1CSS Task 01-00-00	Unity Point Hospital	\$233,000		\$233,000
16-405b-M1HVE Task 01-00-00	Boone Co. Sheriff's Office	\$10,000		\$10,000
16-405b-M1HVE Task 03-00-00	Jackson Co. Sheriff's Office	\$10,000		\$10,000
16-405b-M1HVE Task 02-00-00	Iowa State Patrol / High Five	\$50,000		\$50,000
16-405b-M1HVE Task 04-00-00	Lee Co. Sheriff's Office	\$10,000		\$10,000
16-405b-M1HVE Task 05-00-00	Monona Co. Sheriff's Office	\$10,000		\$10,000
16-405b-M1HVE Task 06-00-00	Poweshiek Co. Sheriff's Office	\$10,000		\$10,000
16-405b-M1OP Task 01-00-00	ISU Survey and Behavioral Services	\$35,000		\$35,000
16-405b-M1OP Task 02-00-00	University of Iowa, Injury Prevention	\$30,000		\$30,000
16-402-MOOP Task 20-10-00 thru 16-402-MOOP Task 37-50-00	sTEP Contracts (175 total agencies; 124 police departments, 50 sheriff offices, and the Iowa Department of Transportation / Motor Vehicle Enforcement. See breakdown on page 30.)	\$718,250	\$718,250	
16-405b-M1TR Task 00-00-03	GTSB – Travel	\$500		\$500
16-405b-M1TR Task 00-00-06	GTSB – Printing	\$15,000		\$15,000
16-405b-M1TR Task 00-00-06	CPS / Kids in Motion Conference	\$20,000		\$20,000
16-402-MOOP Task 00-00-01	GTSB – Travel (OP)	\$5,000	\$5,000	
16-402-MOOP Task 00-00-02	GTSB – Printing	\$30,000	\$30,000	
16-402-MOOP Task 00-00-03	GTSB – State Fair Booth	\$5,000	\$5,000	
16-402-MOOP Task 00-00-04	GTSB – Program Management (OP)	\$347,000	\$347,000	
	TOTAL	\$1,840,900	\$1,407,400	\$433,500

ALCOHOL-IMPAIRED DRIVING FATALITIES / IMPAIRED DRIVING

NHTSA CORE OUTCOME MEASURE C-5

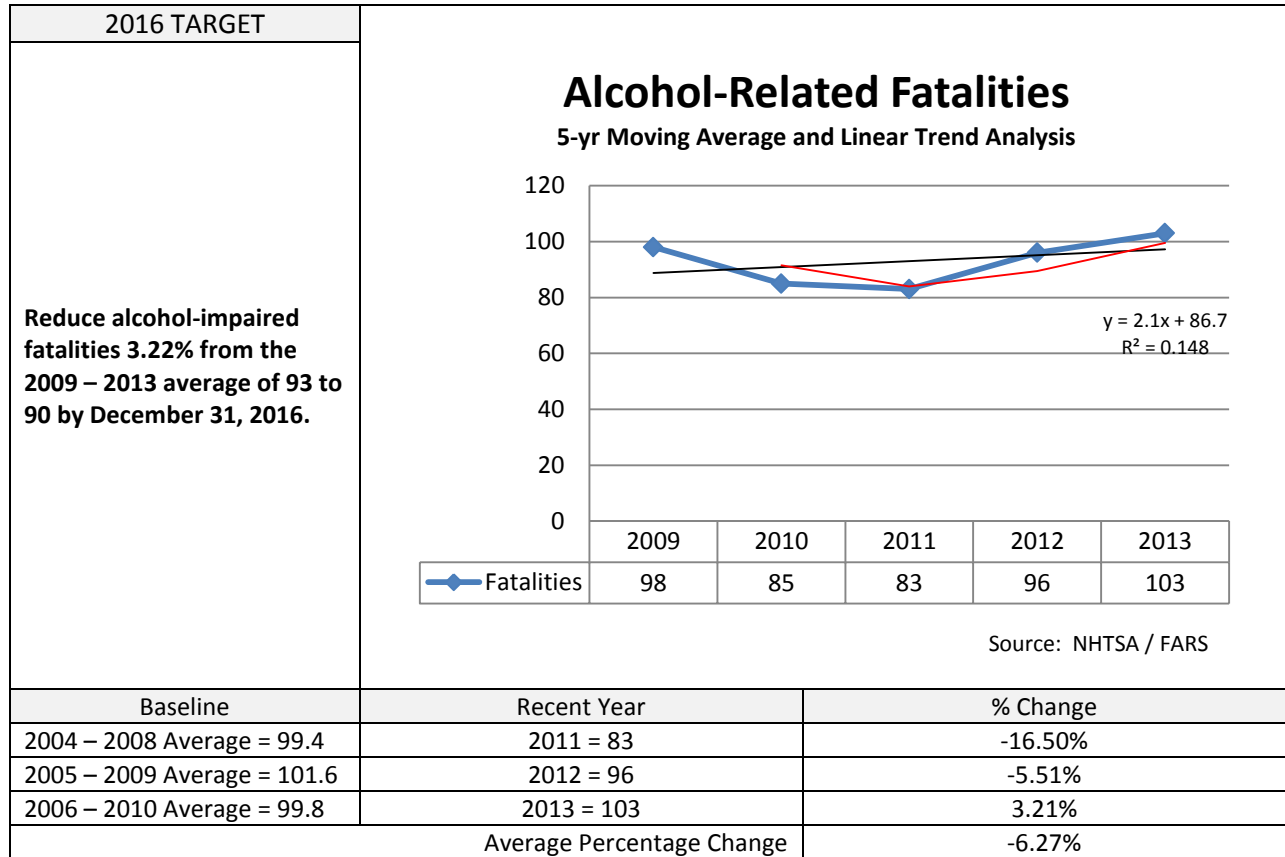
Impaired driving continues to be an area of concern in the state of Iowa. When analyzing 5 years of alcohol-related fatalities, both 2012 and 2013 recorded an increase in fatalities, therefore, Iowa is experiencing an upward trend. Iowa recognizes the need to continue efforts in the area of impairment. §402 and 405d funding utilized by law enforcement partners support strong enforcement efforts throughout the state.

Over the past couple of years, Iowa has put an extra emphasis on reporting of BAC in fatal crashes. In 2011, Iowa was only reporting at 25% for driver BAC. This ranked Iowa 52nd in the nation (including Puerto Rico and District of Columbia). With the extra efforts of enforcement to send in supplemental crash reports, and follow-up efforts by Iowa Department of Transportation, Driver Services, preliminary numbers for 2014 indicate Iowa is now reporting around 58%. This has helped traffic safety officials to have a clearer picture as to the true alcohol-impairment issue in the state.

Iowa recognizes the importance of identifying drug usage in impairment-related crashes. 2011 data indicated that only 11.2% of driver's killed in motor vehicle crashes were tested for drugs with known results. (NCSA Information Services Branch, 12/2013). Such shortcomings are being addressed throughout the state with the continuation of Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) certifications. In 2014, the state secured a liquid chromatography tandem-mass spectrometer (LC/MS/MS) for the ability to test for drugs with the state as prior to the purchase, the state crime lab did not conduct toxicology screens for drugs in blood and such cases were sent to out of state laboratories. The addition of a new LC/MS/MS allows for laboratory personnel to begin testing all samples submitted routinely for BAC and drugs, beginning with THC. Several validation procedures must be completed prior to testing capabilities and validation summaries and standard operating procedures are currently being written. It is anticipated that blood cannabinoids cases will be analyzed starting in June of 2015. With the acquisition of another LC/MS/MS, it is estimated the current 45-day turnaround of cases will decrease by about 22% to approximately 35 days.

On January 1, 2015, the Iowa Department of Transportation released a revised crash report. Specific to impaired driving, the new crash form includes the seven major drug categories: central nervous system depressants, central nervous system stimulants, hallucinogens, phencyclidine, narcotic analgesics, inhalants, and cannabis. Through a combination of alcohol and drug testing, fields added to the revised crash form, the ability to test drugs at the state crime lab without having to utilize outside laboratories, and validation enhancements in TraCS 10, Iowa can significantly increase the accuracy, completeness, timeliness, and uniformity of Iowa's crash data.

Core Performance Measures



The average percent change from the most recent three years (2011 – 2013) in relation to a 5-year baseline period has been a reduction of 6.27%. If a total reduction of this magnitude is realized through 2016, compared to a baseline of the average annual fatality count for 2009 – 2013 (93), the fatality count expected in 2016 would be about 87.

The GTSB has set a goal to reduce alcohol-impaired fatalities 3.22% from the 2009 – 2013 average of 93 to 90 by December 31, 2016. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2016 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Expand specialized impaired driving training for law enforcement.	<ul style="list-style-type: none"> • Certify 12 officers through the specialized Drug Recognition Expert (DRE) training course in FFY 2016. • Train a minimum of 200 law enforcement officers in the Advanced Roadside Impaired Driving Enforcement (ARIDE) training during FFY 2016.
Reduce alcohol impaired fatalities (BAC = .08+)	Reduce alcohol-related fatalities 3.22% from 2009 – 2013 average of 93 to 90 by December 31, 2016.

Purchase equipment to support impaired enforcement activities.	Through the administration of §405d and 402 (AL) funds, provide funding for up to \$174,568 for the purchase of GTSB-approved equipment.
Law enforcement partners to conduct educational presentations about impaired driving.	Through the administration of §405d funds, support overtime to be used for the purpose of educational presentations specific to impaired driving.
Provide teen drivers with information about impaired driving.	Through the GTSB desktop driving simulator program, incorporate the use of fatal vision goggles to bring awareness to the effects of impaired driving.
Perform high visibility enforcement.	Through the administration of §405d, support overtime to be used for enforcement activities.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Enforcement Safety Strategies

High Visibility Enforcement – The “Enforcement Safety Strategies” section of the SHSP includes high visibility enforcement. Law enforcement agencies throughout the state will utilize §402 and 405d funding to support overtime enforcement efforts throughout the state, including sSTEP waves and national mobilizations. Funding will also support law enforcement agencies to acquire NHTSA/GTSB approved equipment, which is also a component of the SHSP. The high visibility enforcement will increase the presence of law enforcement and with the goal to discourage unsafe driving behaviors to ultimately improve Iowa’s traffic safety culture.

Expand Impaired-Driving Enforcement Programs – The SHSP lists the expansion of impaired-driving enforcement programs. §405d funding will support the certification of 12 additional officers as Drug Recognition Experts and approximately 200 additional officers trained in Advanced Roadside Impaired Driving Enforcement (ARIDE) during the fiscal year.

Education Safety Strategies

Education is identified as an emphasis area of the SHSP. Through education efforts, traffic safety partners will provide information with the goal to discourage unsafe driving behaviors. The GTSB will continue to use printed material and public service announcements (PSAs) to provide awareness to impaired driving issues. The PSAs will also be on the GTSB microsite, www.drivesmartiowa.com. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and PSAs as appropriate to support the multi-media education campaign identified in the SHSP.

Data Collection and Information Systems

Crash Report Form – On January 1, 2015, The Iowa Department of Transportation released a revised crash form. The revision included the addition of numerous fields, thus providing for additional data to be captured and analyzed. Specifically in regard to impaired driving, the seven main drug categories were added; central nervous system depressants, central nervous system stimulants, hallucinogens, phencyclidine, narcotic analgesics, inhalants, and cannabis. The GTSB and the Department of Transportation will continue to work with law enforcement partners in regard to the importance of crash data. An emphasis will be placed on increasing BAC and drugs tested with known results.

Reports by ITSDS / In-Trans – The services of the Iowa Traffic Safety data Service (ITSDS) at Iowa State University provide agencies, organizations, and individuals with crash data analysis resources. ITSDS services are for individuals or entities who need to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ITSDS. Specifically for law enforcement, reports can be customized to their particular jurisdiction which can help identify evidence-based problem areas in which to focus overtime efforts.

Traffic Safety Data Analysis (TSDA) Website – Through members of STRCC, Iowa’s TSDA website was developed with the site being launched in the fall of 2014. Housed under the Department of Transportation’s website (www.iowadot.gov/tsda/index.html), the traffic records clearinghouse includes crash, roadway, driver, vehicle, injury surveillance system/emergency medical services and traffic citation/adjudication data. Crash maps are also included.

Development of Web-Based Analytical Tool – During FFY 2016, the Iowa Department of Transportation will continue the development of a new web-based analytical tool. Such a project will allow for users to have quick access to data in addition to easy adjustment of the parameters of data searches.

Countermeasures: The following outline specific project supported by alcohol-impaired funding:

Agency / Project: Law Enforcement Agencies (\$402)			
Agency	Project #	Risk Asses.	Budget
Ames Police Department	16-402-MOAL Task 01-00-00	Low	\$ 33,950
Boone County Sheriff’s Office	16-402-MOAL Task 02-00-00	Medium*	\$ 11,000
Cedar Falls Police Department	16-402-MOAL Task 03-00-00	Low	\$ 7,300
Dallas County Sheriff’s Office	16-402-MOAL Task 04-00-00	Low	\$ 23,000
Davenport Police Department	16-402-MOAL Task 05-00-00	Low	\$ 36,000
Dubuque Co. Sheriff’s Office	16-402-MOAL Task 07-00-00	Low	\$ 31,350
Evansdale Police Department	16-402-MOAL Task 06-00-00	Low	\$ 4,800
Indianola Police Department	16-402-MOAL Task 08-00-00	Low	\$ 16,000
Johnston Police Department	16-402-MOAL Task 09-00-00	Low	\$ 9,700
Sioux City Police Department	16-402-MOAL Task 10-00-00	Low	\$ 55,900
Story County Sheriff’s Office	16-402-MOAL Task 11-00-00	Low	\$ 20,800
University of Iowa Dept. of Public Safety	16-402-MOAL, Task 12-00-00	Low	\$ 11,300
			TOTAL: \$261,100
*Medium Risk – Late reporting with prior contract; no claims to date (5/12/2015).			
Problem Identification, Strategy Development, and Project Selection:			
Eight police departments (including one university police department) and four county sheriff’s offices will provide traffic enforcement efforts with an emphasis on impaired driving during times and locations that have been identified through data as high-risk. Grantees will be required to conduct at least 12 traffic related public information and/or educational activities and two special enforcement events. Funding will be allowed for overtime enforcement efforts and can also be used to purchase equipment (preliminary breath testers). Funding may also be used for officers to attend approved traffic safety training. Some grantees will receive funding for overtime to conduct educational presentations on impaired driving prevention at local schools or for other interested groups. In addition to enforcement efforts mentioned above, agencies are highly encouraged to participate in national mobilizations (“Drive Sober or Get Pulled Over” and “Click It or Ticket”).			
Assessment of Traffic Safety Strategies: (Based upon NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 7 th Edition, 2013)			
	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol-Impaired and Drugged Driving	Preliminary Breath Test Devices (PBTs)	Support the purchase of PBTs through \$402 funding.	★★★★★
	Open Containers	State law enforced through \$402 overtime funding.	★★★★
	High Visibility Saturation Patrols	\$402 funding to support overtime enforcement efforts.	★★★★★
	Minimum Drinking Age 21 Laws	Support enforcement efforts through \$402 overtime.	★★★★★★
	Youth Programs	Through \$402 funding, support youth-focused programs.	★★★
	DWI Courts	Iowa is considering the implementation of DWI Courts.	★★★★★

Enforcement of Drugged Driving	The state of Iowa currently has 124 DRE officers which are utilized to conducted evaluations on drivers suspected of being impaired with drugs.	★★★
Publicized Saturation Patrol Programs	Enforcement partners are encouraged to work with local media to publicize saturation patrol efforts and to gain earned media.	★★★★★
Project Performance Measure(s):		
<ol style="list-style-type: none"> 1. Grantees are required to conduct at least two special enforcement events at problematic times and locations. 2. Conduct a minimum of 12 traffic-related public information and/or educational activities during the funded year. 		

Agency: Iowa State University Conference and Planning (Split) Project #: 16-402-MOAL Task 00-00-29 Budget: \$23,000	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
<p>The annual Governor’s Highway Traffic Safety Conference provides a perfect training and networking opportunity for traffic safety partners. Through Iowa State University, Conference Planning and Management, services are provided to coordinate the conference location, lodging, and meal arrangements for attendees, arranging for conference speakers, and travel arrangement, provide registration services, and conduct other conference-related tasks. Funding will also support other general conference related materials such as supplies, audio/visual support, and web support.</p>	
Assessment of Traffic Safety Strategies:	
<p>The annual Governor’s Highway Traffic Safety Conference provides a venue in which traffic safety partners from all disciplines can receive training and have the opportunity to network with one another. Each year the agenda contains a variety of traffic safety-related speakers, subjects and vendors. The information learned can help attendees in setting traffic safety strategies. A large percentage of participants of the governor’s Highway Traffic Safety Conference are law enforcement officers. Various areas identified in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices” will be addressed during this training opportunity. For some smaller agencies the annual conference is the only traffic safety training opportunity. The content of the agenda and the networking opportunities are important for overall efforts throughout the state. Therefore, this project was given an effectiveness rating of five stars.</p>	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. The number of officers and other traffic safety partners trained at the conference will be reported 2. All aspects of the conference coordinated through ISU Conference and Planning. 3. Post-conference evaluation information provided. 	

Agency / Project: Law Enforcement Agency Grants (\$405d)			
<u>Agency</u>	<u>Project #</u>	<u>Risk Asses.</u>	<u>Budget</u>
Benton Co. Sheriff’s Office	16-405d-M60T Task 01-00-00	Low	\$ 10,000
Black Hawk Co. Sheriff’s Office	16-405d-M60T Task 02-00-00	Low	\$ 16,500
Blue Grass Police Department	16-405d-M60T Task 03-00-00	Low	\$ 5,500
Boone Police Department	16-405d-M60T Task 04-00-00	Low	\$ 11,000
Bremer Co. Sheriff’s Office	16-405d-M60T Task 05-00-00	Low	\$ 4,500
Buffalo Police Department	16-405d-M60T Task 06-00-00	Low	\$ 5,000

Carlisle Police Department	16-405d-M60T Task 07-00-00	Low	\$ 9,750
Carter Lake Police Department	16-405d-M60T Task 08-00-00	Low	\$ 12,500
Cedar Rapids Police Dept.	16-405d-M60T Task 09-00-00	Low	\$ 39,000
Clinton Co. Sheriff's Office	16-405d-M60T Task 10-00-00	Low	\$ 25,650
Donnellson Police Department	16-405d-M60T Task 12-00-00	Low	\$ 4,500
Dyersville Police Department	16-405d-M60T Task 13-00-00	Low	\$ 5,450
Epworth Police Department	16-405d-M60T Task 14-00-00	Low	\$ 5,400
Fort Madison Police Dept.	16-405d-M60T Task 15-00-00	Low	\$ 15,400
Gilbertville Police Department	16-405d-M60T Task 16-00-00	Low	\$ 3,500
Grinnell Police Department	16-405d-M60T Task 17-00-00	Medium**	\$ 9,500
Hamilton Co Sheriff's Office	16-405d-M60T Task 18-00-00	Low	\$ 16,500
Henry Co. Sheriff's Office	16-405d-M60T Task 19-00-00	Low	\$ 14,300
Huxley Police Department	16-405d-M60T Task 20-00-00	Low	\$ 6,750
Iowa City Police Department	16-405d-M60T Task 21-00-00	Low	\$ 34,000
Iowa State Patrol	16-405d-M60T Task 23-00-00	Low	\$350,000
Iowa State University Police	16-405d-M60T Task 24-00-00	Low	\$ 17,118
Jasper Co. Sheriff's Office	16-405d-M60T Task 25-00-00	Medium*	\$ 13,200
LaPorte City Police Dept.	16-405d-M60T Task 26-00-00	Medium*	\$ 2,950
LeMars Police Department	16-405d-M60T Task 27-00-00	Low	\$ 16,500
LeClaire Police Department	16-405d-M60T Task 28-00-00	Low	\$ 19,000
Linn Co. Sheriff's Office	16-405d-M60T Task 29-00-00	Low	\$ 38,900
Lisbon Police Department	16-405d-M60T Task 30-00-00	Medium**	\$ 4,500
Mitchellville Police Dept.	16-405d-M60T Task 32-00-00	Low	\$ 5,700
Mount Vernon Police Dept.	16-405d-M60T Task 33-00-00	Low	\$ 9,350
Muscatine Co. Sheriff's Office	16-405d-M60T Task 34-00-00	Low	\$ 31,900
Muscatine Police Department	16-405d-M60T Task 35-00-00	Low	\$ 14,900
Oskaloosa Police Department	16-405d-M60T Task 36-00-00	Medium**	\$ 16,500
Perry Police Department	16-405d-M60T Task 37-00-00	Low	\$ 10,800
Plymouth Co. Sheriff's Office	16-405d-M60T Task 38-00-00	Low	\$ 10,950
Polk City Police Department	16-405d-M60T Task 39-00-00	Low	\$ 6,250
Princeton Police Department	16-405d-M60T Task 52-00-00	Low	\$ 4,450
Sergeant Bluff Police Dept.	16-405d-M60T Task 41-00-00	Medium*	\$ 8,500
University Heights Police Dept.	16-405d-M60T Task 44-00-00	Medium*	\$ 5,950
University of Northern Iowa Police Department	16-405d-M60T Task 45-00-00	Low	\$ 7,650
Walcott Police Department	16-405d-M60T Task 46-00-00	Low	\$ 4,000
Warren Co. Sheriff's Office	16-405d-M60T Task 47-00-00	Low	\$ 17,350
Waterloo Police Department	16-405d-M60T Task 48-00-00	Low	\$ 55,500
West Liberty Police Dept.	16-405d-M60T Task 49-00-00	Medium**	\$ 6,400
Windsor Heights Police Dept.	16-405d-M60T Task 51-00-00	Low	\$ 17,500
Robins Police Department	16-405d-M60T Task 53-00-00	Low	\$ 5,000
TOTAL			\$965,018

* Jasper Co. Sheriff's Office- Previous reporting issues.

LaPorte City PD – Low activity.

Sgt. Bluff Police Department – New chief working through paperwork and transition.

University Heights Police Department – New agency contact.

**New Contractor

Problem Identification, Strategy Development, and Project Selection:

Iowa maintains strong initiatives to address impaired driving. Despite such efforts, in 2013, impairment was a factor in approximately 32.5% of all fatalities. High visibility efforts remain an effective countermeasure used in Iowa to reduce impaired-driving related crashes. High visibility enforcement is included in NHTSA's "Countermeasures that Work", 7th Edition, 2013 as a proven and effective effort to address impaired driving,

especially when enforcement events are publicized. High visibility enforcement is also a top safety strategy of the State Strategic Highway Safety Plan (SHSP).			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7 th Edition, 2013)			
	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol-Impaired and Drugged Driving	Preliminary Breath Test Devices (PBTs)	Support the purchase of PBTs through §405d funding.	★★★★
	Open Containers	State law enforced through §405d overtime funding.	★★★
	Minimum Drinking Age 21 Laws	Support the enforcement of law through overtime funding.	★★★★★★
	Youth Programs	Through §405d funding, support youth-focused programs.	★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Through the administration of §405d funding, support overtime to be used for educational presentations. Report activity monthly. 2. Through the administration of §405d funding, support the purchase of NHTSA / GTSB – approved equipment. 			

Agency: Iowa Law Enforcement Academy		Risk Assessment: Low	
Project #: 16-405d-M60T Task 22-00-00			
Budget: \$140,000			
Problem Identification, Strategy Development, and Project Selection:			
The Iowa Law Enforcement Academy is the certifying body of all enforcement in the state of Iowa. The state recognizes officers must receive the proper training to be skillful in recognizing and testing drivers who are likely impaired. Through the Iowa Law Enforcement Academy, Standardized field Sobriety Horizontal Gaze Nystagmus (SFS-HGN) and Standardized Field Sobriety Testing (SFST) courses, including courses for instructors, are provided for enforcement officers. Funding will also be utilized for miscellaneous supplies and expenses for contacted activities.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7 th Edition, 2013)			
	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol-Impaired and Drugged Driving	Enforcement of Drugged Driving	Provide proper training for recognition of impaired drivers.	★★★
Project Performance Measure(s):			
1. Provide training to approximately 1,900 officers throughout FFY 2016 on impaired driving topics.			

Agency: Iowa Department of Public Safety Division of Criminal Investigation Criminalistics Laboratory Project #: 16-405d-M60T Task 11-00-00 Budget: \$183,000	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection: The Iowa Division of Criminal Investigation Criminalistics Laboratory plays an important role in Iowa's impaired driving crackdown efforts. Through the alcohol analysis section of the laboratory, toxicological testing is done on blood and urine. Criminalists provide the support for the deployment, installation, and maintenance/certification of the 165 DataMaster DMT units throughout the state. All units are certified at least once a year. Criminalists also provide expert testimony during court proceedings. In 2014, funding supported the purchase of a LS/MS/MS mass spectrometer for blood alcohol testing. Funding will also be utilized to support a laboratory technician to assist criminalists in opening/closing cases, recording data, preparing samples, making reagents, and scanning files exclusively in the area of BAC and drug testing.	
Assessment of Traffic Safety Strategies: The DCI Criminalistics Laboratory is Iowa's only state crime lab; therefore, services provided are essential for the state in the area of impairment and support enforcement efforts, judicial proceeding and legislative interests. The data provided in the area of drug testing will be especially important in the coming years as the legalization of marijuana throughout states continues to expand. Efforts also and support several of the countermeasures identified in "NHTSA's Countermeasures that Work". The effectiveness rating for the efforts of the DCI crime lab has been identified as five stars.	
Project Performance Measure(s): <ol style="list-style-type: none"> 1. A minimum of 150 law enforcement and other agencies provided toxicology support. 2. A minimum of 120 agencies supported with DataMaster maintenance, certification, and training. 3. Reduce the case turn-around time on BAC and drug cases from the current 45 days to 35 days. 4. Continue to establish validation methods for testing of the 7 primary drug categories. 	

Agency: Prosecuting Attorney's Training Coordinator Project #: 16-405d-M60T Task 40-00-00 Budget: \$199,500	Risk Assessment: Low																
Problem Identification, Strategy Development, and Project Selection: The Prosecuting Attorney's Training Coordinator (PATC) will provide for training events which will provide information to prosecutors in regard to OWI and drug-impaired driving. Throughout the year, in-service workshops will be developed and provided for law enforcement officers, hearing officers and prosecutors in regard to the detection, apprehension, charging, trial, and punishment and/or treatment of impaired drivers. The PATC will be available for on-call research assistance and advice and to assist with training provided at the Iowa Law Enforcement Academy. The PATC will also play an active role in the state's consideration of the possible implementation of DWI courts.																	
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)																	
	<table border="1"> <thead> <tr> <th>Countermeasure</th> <th>Explanation / Example / Planned Projects</th> <th>Effectiveness Rating</th> </tr> </thead> <tbody> <tr> <td rowspan="4" style="writing-mode: vertical-rl; transform: rotate(180deg);">Alcohol-Impaired and Drugged Driving</td> <td>Open Container Laws</td> <td>Provide training in regard to the state's open container laws.</td> <td>★★★</td> </tr> <tr> <td>BAC Test Refusal Penalties</td> <td>Provide training in regard to the state's BAC test refusal penalties.</td> <td>★★★</td> </tr> <tr> <td>DWI Courts</td> <td>The state of Iowa is considering the implementation of DWI courts.</td> <td>★★★★★</td> </tr> <tr> <td>Drugged Driving Laws</td> <td>Provide training in regard to the state's drugged driving laws.</td> <td>★</td> </tr> </tbody> </table>	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating	Alcohol-Impaired and Drugged Driving	Open Container Laws	Provide training in regard to the state's open container laws.	★★★	BAC Test Refusal Penalties	Provide training in regard to the state's BAC test refusal penalties.	★★★	DWI Courts	The state of Iowa is considering the implementation of DWI courts.	★★★★★	Drugged Driving Laws	Provide training in regard to the state's drugged driving laws.	★
Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating															
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	DWI Courts	The state of Iowa is considering the implementation of DWI courts.	★★★★★														
	Drugged Driving Laws	Provide training in regard to the state's drugged driving laws.	★														
Project Performance Measure(s): <ol style="list-style-type: none"> 1. Performance measures are being reviewed and evaluated for FFY 2016. 																	

Agency: Office of the State Court Administrator Project #: 16-405d-M60T Task 42-00-00 Budget: \$17,000	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
The State Court Administrator's Office uses services of an attorney (1/5 FTE) who has organized working groups of judges, magistrates, and judicial officers to work on various sections of the traffic safety on-line bench book. To date, they have formed working groups and an executive committee to oversee the development of materials. The internal internet site will be maintained for judges and magistrates to access the bench book materials. Executive committee members will brief the Iowa Judicial Council and the Iowa Judges Association on the bench book status.	
Assessment of Traffic Safety Strategies: ★★ ★	
The Office of the State Court Administrator provides education to judges, magistrates, and judicial officers in all areas of traffic safety; therefore, the services provided are essential for the state's overall efforts to reduce impaired driving and support several of the countermeasures identified in "NHTSA's Countermeasures that Work". The effectiveness rating for the efforts of the Office of the State Court Administrator is identified as three stars.	
Project Performance Measure(s):	
1. Maintain and update traffic safety on-line bench book.	

Agency: Mercy Medical Center Project #: 16-405d-M60T Task 31-00-00 Budget: \$ 5,500	Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection:		
Mercy Medical Center will support a program entitled "Reality Education Alcohol Prevention" (REAP). REAP promotes the development and implementation of youth/alcohol education and prevention programs for appropriate aged students. Classes are conducted in schools throughout Sioux City and outlying rural school districts. The goal of this project is to reduce the number of lives impacted or lost as a result of under-age-drinking or impaired driving. The project will deliver reduction and prevention programs at middle school, high school, and college levels with special emphasis on young drivers ages 15-24.		
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7 th Edition, 2013)		
Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- Impaired & Drugged Driving	Youth Programs The program offered by Mercy Medical Center is geared around providing traffic safety information, with an emphasis on impaired driving, to young driver, ages 15 – 24.	★★★
Project Performance Measure(s):		
1. Reduce the number of impaired drivers and/or young passengers riding with an impaired driver by 2% from baseline indicators.		

Agency: Westcom Communications Center		Risk Assessment: Low	
Project #: 16-405d-M6OT Task 50-00-00			
Budget: \$ 4,000			
Problem Identification, Strategy Development, and Project Selection:			
For some special traffic enforcement overtime projects held in the Des Moines metropolitan area, Westcom Communications Center will provide dispatch services by handling radio traffic and requests, logging events, and querying vehicle and person files for vehicle registration records, driver license records, and stolen/wanted records.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Short-Term, High Visibility Belt Law Enforcement	Dispatch services provided by Westcom Communications Center will support high visibility enforcement efforts.	★★★★★
	Combined Enforcement, Nighttime	Dispatch services provided by Westcom Communications Center will support combined enforcement and efforts conducted at nighttime.	★★★★★
	Sustained Enforcement	Dispatch services provided by Westcom Communications Center will support sustained enforcement.	★★★★★
Alcohol-Impaired & Drugged Driving	Integrated Enforcement	Dispatch services provided by Westcom will provide support during special projects such as safety checkpoint events.	★★★
	High Visibility Saturation Patrols	Dispatch services provided by Westcom will provide support during High Visibility Saturation Patrols.	★★★★★
Aggressive Driving and Speeding	High Visibility Enforcement	Services provided by Westcom Communications Center will support high visibility enforcement efforts.	★★
Project Performance Measure(s):			
1. Provide dispatch services during special traffic enforcement overtime projects.			

Alcohol-Impaired Driving Fatalities / Impaired Driving: Program and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source	
			402	405d
16-402-MOAL Task 01-00-00	Ames Police Department	\$33,950	\$33,950	
16-402-MOAL Task 02-00-00	Boone Co. Sheriff's Office	\$11,000	\$11,000	
16-402-MOAL Task 03-00-00	Cedar Falls Police Department	\$7,300	\$7,300	
16-402-MOAL Task 04-00-00	Dallas Co. Sheriff's Office	\$23,000	\$23,000	
16-402-MOAL Task 05-00-00	Davenport Police Department	\$36,000	\$36,000	
16-402-MOAL Task 06-00-00	Evansdale Police Department	\$4,800	\$4,800	
16-402-MOAL Task 07-00-00	Dubuque Co. Sheriff's Office	\$31,350	\$31,350	
16-402-MOAL Task 08-00-00	Indianola Police Department	\$16,000	\$16,000	
16-402-MOAL Task 09-00-00	Johnston Police Department	\$9,700	\$9,700	
16-402-MOAL Task 10-00-00	Sioux City Police Department	\$55,900	\$55,900	
16-402-MOAL Task 11-00-00	Story Co. Sheriff's Office	\$20,800	\$20,800	

16-402-MOAL Task 12-00-00	University of Iowa Dept. of Public Safety	\$11,300	\$11,300	
16-405d-M60T Task 01-00-00	Benton Co. Sheriff's Office	\$10,000		\$10,000
16-405d-M60T Task 02-00-00	Black Hawk Co. Sheriff's Office	\$16,500		\$16,500
16-405d-M60T Task 03-00-00	Blue Grass Police Department	\$5,500		\$5,500
16-405d-M60T Task 04-00-00	Boone Police Department	\$11,000		\$11,000
16-405d-M60T Task 05-00-00	Bremer Co. Sheriff's Office	\$4,500		\$4,500
16-405d-M60T Task 06-00-00	Buffalo Police Department	\$5,000		\$5,000
16-405d-M60T Task 07-00-00	Carlisle Police Department	\$9,750		\$9,750
16-405d-M60T Task 08-00-00	Carter Lake Police Department	\$12,500		\$12,500
16-405d-M60T Task 09-00-00	Cedar Rapids Police Department	\$39,000		\$39,000
16-405d-M60T Task 10-00-00	Clinton Co. Sheriff's Office	\$25,650		\$25,650
16-405d-M60T Task 11-00-00	Division of Criminal Investigation Criminalistics Laboratory	\$183,000		\$183,000
16-405d-M60T Task 12-00-00	Donnellson Police Department	\$4,500		\$4,500
16-405d-M60T Task 13-00-00	Dyersville Police Department	\$5,450		\$5,450
16-405d-M60T Task 14-00-00	Epworth Police Department	\$5,400		\$5,400
16-405d-M60T Task 15-00-00	Fort Madison Police Department	\$15,400		\$15,400
16-405d-M60T Task 16-00-00	Gilbertville Police Department	\$3,500		\$3,500
16-405d-M60T Task 17-00-00	Grinnell Police Department	\$9,500		\$9,500
16-405d-M60T Task 18-00-00	Hamilton Co. Sheriff's Office	\$16,500		\$16,500
16-405d-M60T Task 19-00-00	Henry Co. Sheriff's Office	\$14,300		\$14,300
16-405d-M60T Task 20-00-00	Huxley Police Department	\$6,750		\$6,750
16-405d-M60T Task 21-00-00	Iowa City Police Department	\$34,000		\$34,000
16-405d-M60T Task 22-00-00	Iowa Law Enforcement Academy	\$140,000		\$140,000
16-405d-M60T Task 23-00-00	Iowa State Patrol (402 PT)	\$350,000		\$350,000
16-405d-M60T Task 24-00-00	Iowa State University Dept. of Public Safety	\$17,118		\$17,118
16-405d-M60T Task 25-00-00	Jasper Co. Sheriff's Office	\$13,200		\$13,200
16-405d-M60T Task 26-00-00	LaPorte City Police Department	\$2,950		\$2,950
16-405d-M60T Task 27-00-00	LeMars Police Department	\$16,500		\$16,500
16-405d-M60T Task 28-00-00	LeClaire Police Department	\$19,000		\$19,000
16-405d-M60T Task 29-00-00	Linn Co. Sheriff's Office	\$38,900		\$38,900
16-405d-M60T Task 30-00-00	Lisbon Police Department	\$4,500		\$4,500
16-405d-M60T Task 31-00-00	Mercy Medical Center	\$5,500		\$5,500
16-405d-M60T Task 32-00-00	Mitchellville Police Department	\$5,700		\$5,700
16-405d-M60T Task 33-00-00	Mount Vernon Police Department	\$9,350		\$9,350
16-405d-M60T Task 34-00-00	Muscatine Co. Sheriff's Office	\$31,900		\$31,900
16-405d-M60T Task 35-00-00	Muscatine Police Department	\$14,900		\$14,900
16-405d-M60T Task 36-00-00	Oskaloosa Police Department	\$16,500		\$16,500
16-405d-M60T Task 37-00-00	Perry Police Department	\$10,800		\$10,800
16-405d-M60T Task 38-00-00	Plymouth Co. Sheriff's Office	\$10,950		\$10,950
16-405d-M60T Task 39-00-00	Polk City Police Department	\$6,250		\$6,250
16-405d-M60T Task 40-00-00	Prosecuting Attorney's Training Coord.	\$199,500		\$199,500
16-405d-M60T Task 41-00-00	Sergeant Bluff Police Department	\$8,500		\$8,500
16-405d-M60T Task 42-00-00	State Court Administrator's Office	\$17,000		\$17,000
16-405d-M60T Task 44-00-00	University Heights Police Department	\$5,950		\$5,950
16-405d-M60T Task 45-00-00	University of Northern Iowa Police Dept.	\$7,650		\$7,650
16-405d-M60T Task 46-00-00	Walcott Police Department	\$4,000		\$4,000
16-405d-M60T Task 47-00-00	Warren Co. Sheriff's Office	\$17,350		\$17,350

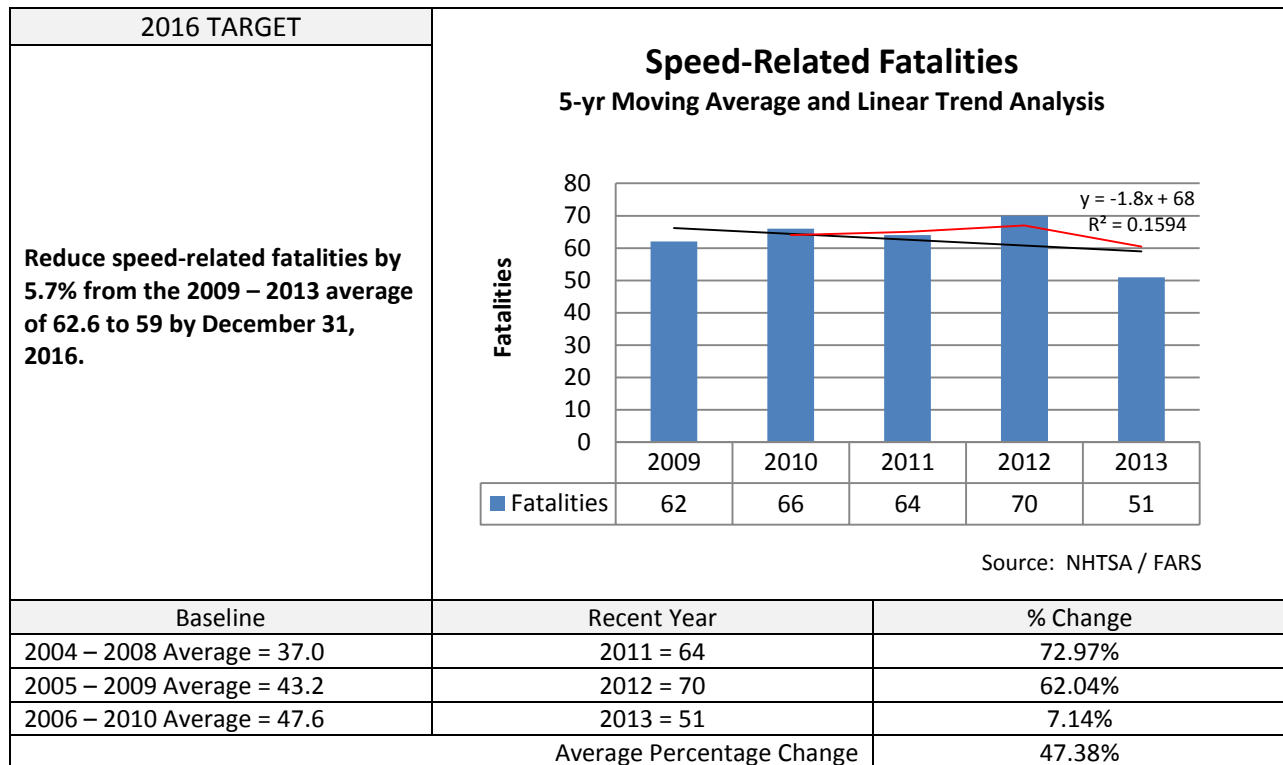
16-405d-M60T Task 48-0-00	Waterloo Police Department	\$55,500		\$55,500
16-405d-M60T Task 49-00-00	West Liberty Police Department	\$6,400		\$6,400
16-405d-M60T Task 50-00-00	Westcom Communication Center	\$4,000		\$4,000
16-405d-M60T Task 51-00-00	Windsor Heights Police Department	\$17,500		\$17,500
16-405d-M60T Task 52-00-00	Princeton Police Department	\$ 4,450		\$ 4,450
16-405d-M60T Task 53-00-00	Robins Police Department	\$5,000		\$ 5,000
16-402-MOAL Task 00-00-29	ISU Conference and Planning	\$23,000	\$23,000	
16-402-MOAL Task 03-00-00	Cedar Falls Police Department	\$7,300	\$7,300	
16-402-MOAL Task 06-00-00	Evansdale Police Department	\$4,800	\$4,800	
16-402-MOAL Task 09-00-00	Johnston Police Department	\$9,700	\$9,700	
16-402-MOAL Task 00-00-03	GTSB Travel (AL)	\$1,500	\$1,500	
16-402-MOAL Task 00-00-04	GTSB Printing	\$20,000	\$20,000	
16-402-MOAL Task 00-00-07	GTSB – Program Management (AL)	\$378,000	\$378,000	
16-405d-M60T Task 00-00-03	GTSB Travel	\$6,000		\$6,000
16-405d-M60T Task 00-00-05	GTSB – LEL Program Expenses	\$5,000		\$5,000
16-405d-M60T Task 00-00-06	GTSB – DRE Program Expenses	\$90,000		\$90,000
16-405d-M60T Task 00-00-07	GTSB- ARIDE Program Expenses	\$15,000		\$15,000
	TOTAL	\$2,559,118	\$683,600	\$1,875,518

SPEED-RELATED FATALITIES NHTSA CORE OUTCOME MEASURE C-6

After a significant decrease in speed-related fatalities in 2013, a 5-year analysis is starting to show a downward trend in this area. Although a decrease occurred between 2012 and 2013, speed remains a major concern and contributing factor for traffic fatalities and serious injuries and enforcement and educational efforts will continue through the state.

One of the main efforts to address speed is through our law enforcement partners. In FFY 2016, the GTSB will contract with 298 law enforcement agencies throughout the state. Although funding emphasizes may be specific as to occupant protection or impairment, agencies will also enforce other traffic violations including speed.

Core Performance Measures



The average percent change from the most recent three years (2011 – 2013) in relation to a 5-year baseline period has been an increase of 47.38%. If a total of this magnitude is realized through 2016, compared to a baseline of the average annual fatality count for 2009 – 2013 (62.6), it would be anticipated that speed related fatalities would continue to climb based upon the alternate baseline method.

The GTSB has set a goal to reduce speed-related fatalities by 5.7% from the 2009-2013 average of 62.9 to 59 by December 31, 2016. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2016 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Purchase equipment to support enforcement efforts.	Through the administration of federal highway safety funds, provide funding for up to \$55,000 for the purchase of NHTSA / GTSB-approved equipment that can be utilized to enforce speed.
Perform high visibility enforcement.	Through the administration of federal highway safety funds, provide overtime to be used for high visibility law enforcement efforts.
Reduce speed related fatalities.	Reduce speed related fatalities 5.7% from the 2009 – 2013 average of 62.6 to 59 by December 31, 2016.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Enforcement Safety Strategies

High Visibility Enforcement – The “Enforcement Safety Strategies” section of the SHSP includes high visibility enforcement. Law enforcement agencies throughout the state will utilize §402 funding to support overtime enforcement efforts throughout the state, including sSTEP waves and national mobilizations. Funding will also support law enforcement agencies to acquire NHTSA/GTSB approved equipment, which is also a component of the SHSP. The high visibility enforcement will increase the presence of law enforcement and with the goal to discourage unsafe driving behaviors to ultimately improve Iowa’s traffic safety culture.

Education Safety Strategies

Education is identified as an emphasis area of the SHSP. Through education efforts, traffic safety partners will provide information with the goal to discourage unsafe driving behaviors. In the spring of 2015, the GTSB released a new public service announcement (PSA) entitled “Excessive Speed”. The PSA will also be on the GTSB microsite, www.drivesmartiowa.com. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and PSAs as appropriate to support the multi-media education campaign identified in the SHSP.

Data Collection and Information Systems

Reports by ITSDS / In-Trans – The services of the Iowa Traffic Safety data Service (ITSDS) at Iowa State University provide agencies, organizations, and individuals with crash data analysis resources. ITSDS services are for individuals or entities who need to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ITSDS. Specifically for law enforcement, reports can be customized to their particular jurisdiction which can help identify evidence-based problem areas in which to focus overtime efforts.

Traffic Safety Data Analysis (TSDA) Website – Through members of STRCC, Iowa’s TSDA website was developed with the site being launched in the fall of 2014. Housed under the Department of Transportation’s website (www.iowadot.gov/tsda/index.html), the traffic records clearinghouse includes crash, roadway, driver, vehicle, injury surveillance system/emergency medical services and traffic citation/adjudication data. Crash maps are also included.

SPEED: Program and Budget Summary

The GTSB does not have projects specifically identified for the area of speed. Education and enforcement efforts conducted through §402 and 405, including sSTEP, support the efforts to bring awareness to the dangers of speeding.

MOTORCYCLIST FATALITIES / UNHELMETED MOTORCYCLIST FATALITIES

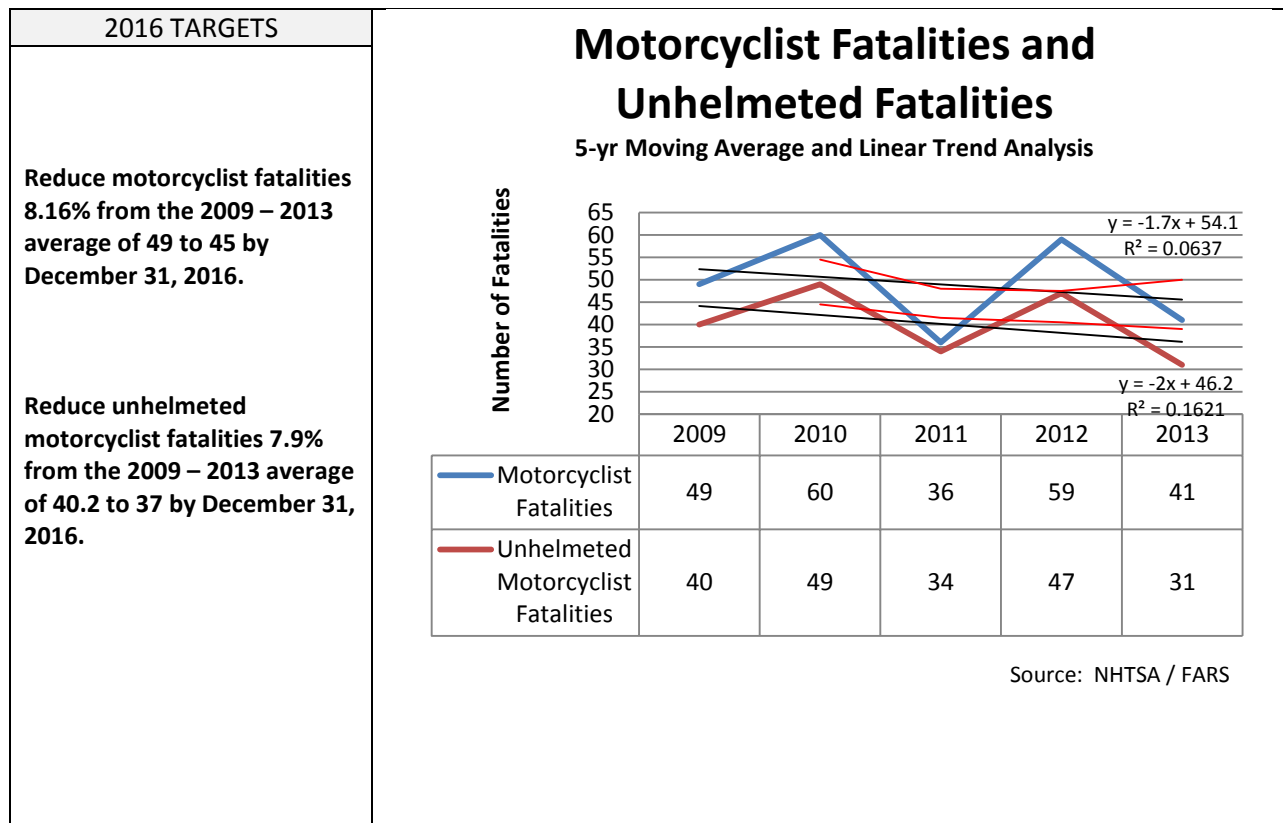
NHTSA CORE OUTCOME MEASURES C-7 AND C-8

In 2014, 12.77% of the 321 traffic fatalities in the state of Iowa were motorcycle related. Iowa continues to see an increase in motorcycle registrations throughout the state. Between 2013 and 2014, motorcycle registrations increased 1.54% as the popularity of motorcycle riding continues to grow. Recent statistics support however, that nearly 40% of motorcycle operators killed in crashes did not maintain a valid motorcycle license.

It is important to stress to both the motorcyclist and the rest of the motoring public to be aware of one another and to “share the road”.

\$405f funding will help support vital motorcycle training. Due to Iowa’s climate, the riding season is not year around, therefore, it is important that riders take the time to sharpen their riding skills. Both beginner and advanced rider training courses are available throughout the state can greatly improve operator skills.

Core Performance Measures



Motorcyclist Fatalities		
Baseline	Recent Year	% Change
2004 – 2008 Average = 51	2011 = 36	-29.41%
2005 – 2009 Average = 53.6	2012 = 59	10.07%
2006 – 2010 Average = 56.6	2013 = 41	-27.56%
Average Percentage Change		-15.64%

Unhelmeted Motorcyclist Fatalities		
Baseline	Recent Year	% Change
2004 – 2008 Average = 40.5	2011 = 34	-16.05%
2005 – 2009 Average = 43.2	2012 = 47	8.80%
2006 – 2010 Average = 47.2	2013 = 31	-34.32%
Average Percentage Change		-13.86%

In regard to motorcyclist fatalities, the average percent change from the most recent three years (2011 – 2013) in relation to a 5-year baseline period has been a reduction of 15.64%. If a total reduction of this magnitude is realized through 2016, compared to a baseline of the average annual fatality count for 2009 – 2013 (49), the fatality count expected in 2016 would be about 42.

In regard to unhelmeted motorcyclist fatalities, the average percent change from the most recent three years (2011 – 2013) in relation to a 5-year baseline period has been a reduction of 13.86%. If a total reduction of this magnitude is realized through 2016, compared to a baseline of the average annual fatality county for 2009 – 2013 (40.2), the fatality count expected in 2016 would be around 35.

The GTSB has set a goal to reduce motorcyclist fatalities 8.16% from the 2009 – 2013 average of 49 to 45 and reduce unhelmeted motorcyclist fatalities 7.9% from the 2009 – 2013 average of 40.2 to 37 both by December 31, 2016. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2016 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Educate both the general motoring public and motorcyclists in the area of motorcycle safety.	<ul style="list-style-type: none"> The PSA “Dying Bike” will continue to be available on the GTSB microsite www.drivesmartiowa.com and on “YouTube” for educational purposes. Motorcycle safety information will be posted on social media sites. Grantees will be encouraged to utilize information on www.trafficsafetymarketing.gov to promote motorcycle safety and for earned media purposes.
Reduce motorcycle fatalities.	<ul style="list-style-type: none"> Reduce motorcycle fatalities 8.16% from the 2009 – 2013 average of 49 to 45 by December 31, 2016. Reduce unhelmeted motorcyclist fatalities 7.96% from the 2009 – 2013 average of 40.2 to 37 by December 31, 2016.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Although not specifically included in the State Strategic Highway Safety Plan as an emphasis area, Iowa recognizes motorcycle fatalities continue to be a concern in the state of Iowa. A coordinated effort will be made between the GTSB and the Iowa Department of Transportation and other stakeholders to continue to support motorcycle safety.

Agency: Iowa Department of Transportation Office of Driver Services		Risk Assessment: Medium* (*Previous problems with reimbursement requests.)
Project #: 16-405f-M9MA Task 01-00-00		
Budget: \$80,000		
Problem Identification, Strategy Development, and Project Selection:		
The Iowa Department of Transportation, being the designated state agency having authority and jurisdiction over motorcycle safety issues pursuant to <i>Iowa Administrative Code</i> , Chapter 635, will support and enhance motorcyclist riding schools. Funds will be utilized to train rider coach instructors who in turn will train approximately 3,900 motorcycle riders throughout the year. Emphasis will be on motorcyclist safety awareness and safe-driving behaviors. Funding will also be used to equip or maintain equipment at training sites.		
Assessment of Traffic Safety Strategies: (Based upon NHTSA's Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)		
Countermeasure		Effectiveness Rating
Motorcycle Safety	Motorcycle Rider Training	★
Explanation / Example / Planned Projects		
Train approximately 3,900 motorcycle riders during the project period using the most current curriculum.		
Project Performance Measure(s):		
<ol style="list-style-type: none"> 1. Equip and/or maintain equipment at training sites throughout the state. 2. Train rider coach instructors. 3. Train approximately 3,900 riders during the project year. 		

Motorcycle Safety: Program and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source 405f
16-405f-M9MA Task 01-00-00	Iowa Department of Transportation, Office of Driver Services	\$80,000	\$80,000
16-405f-M9MT Task 00-00-03	GTSB Travel	\$ 2,000	\$2,000
TOTAL		\$82,000	\$82,000

DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES / TEEN TRAFFIC SAFETY PROGRAM NHTSA CORE OUTCOME MEASURE C-9

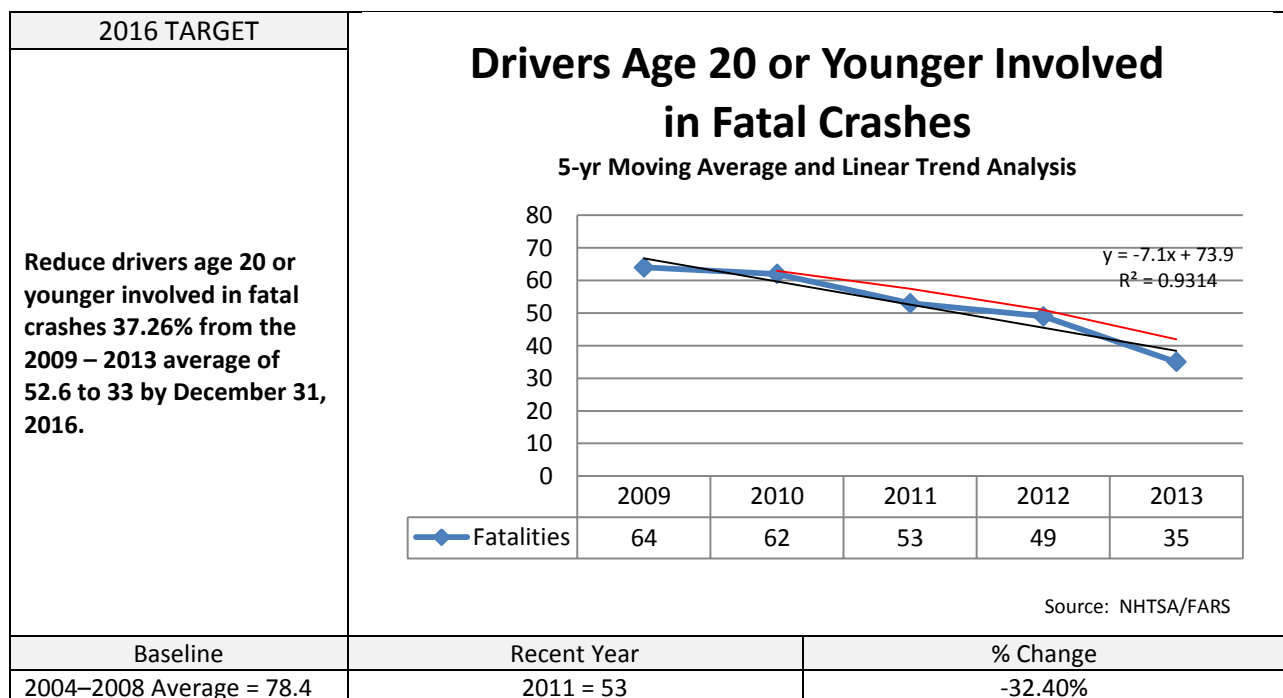
Traffic crashes remain the number one reason for death among teens nationwide. Iowa has recorded a significant reduction in the number of drivers age 20 or younger involved in fatal crashes over the past 5 years. Despite a reduction, however, the state continues to provide an emphasis on teen traffic safety education.

One of the most popular and effective programs conducted by the GTSB involves a desk-top driving simulator. The simulator program is a way to provide a hands-on education experience. Most programs are geared toward youth. The simulator is a valuable way for participants to understand how driving behaviors affect reaction times and senses. While using the simulator, “role-playing”/conversations occur with the students and the participants are distracted by either a phone call or a text message. Fatal vision goggles are also incorporated to provide for an experience in a controlled environment of the effects of impaired driving.

Pursuant to MAP-21 guidelines, Teen Traffic Safety Programs must be statewide in nature and be peer-to-peer education programs used in schools and within communities. Efforts are designed to: 1) Increase seat belt use, 2) reduce speeding, 3) reduce impaired and distracted driving, 4) reduce underage drinking, and reduce other behaviors by teen drivers that lead to injuries and fatalities. Programs supporting the efforts identified in the area of Teen Traffic Safety include Creative Visions, Seatbelts are for Everyone (SAFE), Farm Safety 4 Just Kids, and Unity Point/“One Second”. Each program focuses around the teen driver and is structured for peer-to-peer exchanges to ultimately increase awareness and modify teen driver behaviors by providing a consistent and meaningful message to young drivers/other peers.

Social media will also be utilized throughout the year. Social media is a popular way to convey information, especially among youth. Social media allows for the integration of technology, social interaction and communication in “real-time”. The GTSB actively posts traffic safety information on Facebook and Twitter.

Core Performance Measures



2005–2009 Average = 75.6	2012 = 49	-35.19%
2006–2010 Average = 70.6	2013 = 35	-50.42%
Average Percentage Change		-39.34%

The average percent change from the most recent three years (2011 – 2013) in relation to a 5-year baseline period has been a reduction of 39.34%. If a total reduction of this magnitude is realized through 2016, compared to a baseline of the average annual fatality count for 2009 – 2013 (52.6), the fatality count expected in 2016 would be about 32.

The GTSB has set a goal to reduce drivers age 20 or younger involved in fatal crashes 37.26% from the 2009 – 2013 average of 52.6 to 33 by December 31, 2016. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2016 goal.

Safety Measures and Objectives

Safety Measure	Objective(s)
Expand education about traffic safety to minority groups.	Through the efforts of Creative Visions, expand the geographical reach of educational efforts to larger schools with higher minority populations in eastern Iowa.
Educate teens about traffic safety.	<ul style="list-style-type: none"> GTSB staff to provide desk-top driving simulator program as requested throughout the state. Simulator events are primarily provided to high school-aged teens. Through the S.A.F.E. programs, educate teens about traffic safety through student led programs. Provide traffic safety information statewide to teens through Farm Safety 4 Just Kids/BUEG and Unity Point/"One Second".
Expand the S.A.F.E. program.	Identify a school district to participate in the S.A.F.E. program based on teen fatalities per school enrollment.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies

Education is identified as an emphasis of the state Strategic Highway Safety Plan. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving decisions to improve traffic safety behaviors and culture. The GTSB will incorporate the "Zero Fatalities" logo and tagline in presentations, educational materials, and public service announcements as appropriate to support the multi-media education campaign effort identified in the State Strategic Highway Safety Plan.

Countermeasures: The following outlines specific projects supported by Teen Traffic Safety Program funding.

Agency: Creative Visions Project #: 16-402-MOTSP Task 01-00-00 Budget: \$25,000		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection: Creative Visions will utilize §402 funding to work with youth to develop workshops, educational materials, and programs that promote traffic safety and the dangers of driving while distracted. The primary mission of the teen programs developed by Creative Visions is to identify traffic safety problems to reduce death and injury on Iowa's highways. Creative Vision events are designed to reach a cross-section of community members, including minorities and those who may have limited English. Through the project year, the projects and messages developed through Creative Visions will focus on safety belt usage, impaired driving, and distracted driving. Other activities will include conducting pre-and post-program evaluations, and when applicable, attitude surveys to measure awareness and knowledge of traffic safety issues. The Creative Visions website and social media postings will also be used to provide traffic safety information. In FFY 2016, Creative Visions is considering expanding their programs into the Davenport, Iowa. Funding will be used to support the program through purchasing training materials, resources, and workshop supplies.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- Impaired and Drugged Driving	Youth Programs	In FFY 2016, Creative Visions will be considering expanding their youth programs into the Davenport, IA area.	★★★
	Strategies for Low-Belt Use Groups.	The programs conducted by Creative Visions are developed for a cross-section of the young populations, and thus cover low-belt use groups.	★★★* *For stand-alone programs not supporting enforcement.
Seat Belts and Child Restraints	Strategies for Older Children	All programs provided by Creative Visions are targeted toward drivers age 20 and younger.	★★★
	Communications and Outreach / Distracted Driving	Information contained on the Creative Visions website and social media posts will include information about the dangers of distracted driving.	★
Project Performance Measure(s): 1. Expand programs to different areas of the state. 2. Report the activities conducted and the approximate number of teens involved. 3. Pre-and post-evaluations on knowledge and behaviors of belt usage, cell phone usage, impaired driving and other traffic safety issues. Results provided.			

Agency/Project: Seatbelts Are For Everyone (S.A.F.E.)			
Project #	Agency	Risk Asses.	Budget
16-402-MOTSP Task 02-00-00	Franklin Co. Sheriff's Office	Medium	\$ 2,500
16-402-MOTSP Task 03-00-00	Sac Co. Sheriff's Office	Low	\$ 2,500
			Total Budget: \$ 5,000
Problem Identification, Strategy Development, and Project Selection:			
<p>Statistics both in Iowa and nationwide reveal that car crashes are the number one cause of teen death. The S.A.F.E. program is a peer-to-peer program at the high school level conducted by key students selected/volunteering for the program and facilitated by adult leaders. S.A.F.E. will be expanded during FFY 2016 to Franklin County (Hampton-Dumont School District) in northern Iowa. Funding for S.A.F.E. will continue another year for the Sac County Sheriff's Office (East Sac County School District). The students form a small team that works together to develop and conduct traffic safety activities on a monthly or bi-monthly basis throughout the school year. Student leaders will help identify traffic safety campaign topics and activities for the school year. Through such activities traffic safety messages permeate through the school and community with the goal to change driving behaviors to ultimately reduce traffic fatalities and serious injuries. Additional goals and objectives of the S.A.F.E. program are: 1) Encourage involvement from the community, local law enforcement and schools towards one main goal – saving teen lives; 2) Conducting a program that spans over a period of time to help the ideas resonate, and 3) Reduce the number of teen fatalities and serious injuries resulting from car crashes.</p>			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
<i>Seat Belts and Child Restraints</i>	Strategies for Low-Belt-Use Groups	Continue and expand S.A.F.E. Part of the criteria for the selection of county included known seat belt usage based upon observational usage rates from annual survey and/or law enforcement partner surveys.	★★★* * Stand alone project not supporting enforcement.
	School Programs	Continue and expand S.A.F.E. Franklin County Sheriff's Office / Hampton-Dumont School District will be added in FFY 2016.	★★★★
	Communication and Outreach Strategies for Older Children	Continue and expand S.A.F.E; target audience high school aged.	★★★★
<i>Alcohol- Impaired & Drugged Driving</i>	Youth Programs	Continue and expand S.A.F.E.; target audience high school aged. Part of the educational component is to increase information about impaired driving.	★★★
<i>Distracted and Drowsy Driving</i>	Communications and Outreach / Distracted Driving	Distracted driving awareness to be included within the S.A.F.E. program.	★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Report quarterly the activities of the S.A.F.E. program, including the number of students reached. 2. Conduct pre- and post project observational safety belt surveys and report results to the GTSB. 3. Grantee to work with the media to promote the S.A.F.E. program and report media contacts. 			

Agency: Farm Safety 4 Just Kids		Risk Assessment:
Project#: 16-405b-M1*TSP Task 01-00-00		Low
Budget: \$ 26,000		
Problem Identification, Strategy Development, and Project Selection:		
<p>With over 70% of fatalities within the state occurring on rural roads, educating teens about the dangers associated with driving, especially on rural roadways, is an important component of the state’s Teen Safety Program. Farm Safety 4 Just Kids will provide educational materials to increase awareness among youth about hazards associated with driving in rural areas. Farm Safety 4 Just kids will utilize material developed under the tagline of “Buckle Up or Eat Glass” which provides education to youth groups throughout rural areas of the state. The program offers young drivers information about the hazards of driving in rural areas. Youth are involved in the program by initiating, planning, and organizing rural road safety programs for their communities which address but are not limited to seat belt use, sharing the road with farm implements, distracted driving, hazards of driving surfaces, and other rural-specific traffic safety issues. The curriculum is supported by presentations made by local law enforcement officers and community and/or peer speakers who have experience a motor vehicle crash but were saved from death or a more serious injury because they were wearing a seat belt. During the funded year, it is anticipated that Farm Safety 4 Just Kids will conduct a video contest with the youth with the topic being rural road safety issues. The Farm Safety 4 Just Kids coordinator will publicize the program through a variety of media avenues within the communities in which the program is being conducted.</p>		
Assessment of Traffic Safety Strategies: (Based upon NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 7th Edition, 2013)		
Countermeasure		Explanation / Example / Planned Projects
<i>Seat Belts and Child Restraints</i>	Strategies for Older Children	The program target is drivers age 30 and younger.
	School Programs	The programs are collaborated with school districts throughout the state.
<i>Alcohol-Impaired & Drugged Driving</i>	Minimum Drinking Age 21 Laws	The program will include information as to impaired driving and Iowa legal drinking age.
	Youth Programs	The programs are collaborated with school districts throughout the state.
<i>Distracted and Drowsy Driving</i>	Communications and Outreach / Distracted Driving	Farm Safety 4 Just Kids will coordinate with local media to promote the program within each community.
Effectiveness Rating		
		★★★
		★★★
		★★★★★
		★★
		★
Project Performance Measure(s):		
<ol style="list-style-type: none"> 1. To conduct a minimum of 15 “Buckle Up or Eat Glass” programs to youth throughout the state. 2. Conduct a youth video contest with the focus around rural traffic safety issues. 3. Report on how and where the program was publicized and the estimated exposure. 		

Agency: Unity Point / One Second Project # 16-405b-M1TSP Task 02 -00-00 Budget: \$46,000		Risk Assessment: Low
Problem Identification, Strategy Development, and Project Section:		
<p>Although Iowa maintains a 92.8% observational safety belt usage rate, preliminary Iowa Department of Transportation data indicates that in 2014, 42.06% of all passenger vehicle fatalities were unbelted, with an additional 8.15% “unknown”. Unity Point will deliver a program entitled “One Second” to help provide awareness as to the importance of wearing a safety belt at high schools throughout the state. The “One Second” program is a statewide educational program for teens and young adults regarding risky behaviors associated with being unbelted and distractions while driving. This program will cover the risks and consequences of not wearing a seat belt, driving with peer passengers, nighttime driving and impaired driving. This statewide program will reach several thousands of Iowa’s young drivers. Promotion of the “One Second” program will involve the local media within the areas the program is being conducted. Unity Point utilizes the GTSB’s Problem Identification analyses to identify school districts within problematic areas in which engage as partners for the “One Second” program.</p>		
Assessment of Traffic Safety Strategies: (Based upon NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 7th Edition, 2013)		
Countermeasure		Effectiveness Rating
Seat Belts and Child Restraints	Strategies for Older Children	★★★
	School Programs	★★★
Alcohol-Impaired & Drugged Driving	Youth Programs	★★
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	★
Project Performance Measures(s):		
<ol style="list-style-type: none"> Traffic safety education materials will be developed, approved, printed, purchased, and distributed with funding. Local media will be notified to inform the public of the traffic safety assemblies in their communities. A list of sites, date and times of presentations and the number of those in attendance will be reported. Pre- and post-activity safety belt observational surveys at local high schools will occur with at least one post-activity safety belt use program/presentation. Teachers at participating schools will be oriented to program materials and details. Utilize Unity Point affiliate locations and community champions across to the state to identify speakers to assist in the delivery of the “One Second” program. 		

Drivers Age 20 or Younger / Teen Traffic Safety Program: Program and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source	
			402	405b
16-402-MOTSP Task 01-00-00	Creative Visions	\$25,000	\$25,000	
16-402-MOTSP Task 02-00-00	Franklin Co. Sheriff's Office / S.A.F.E.	\$2,500	\$2,500	
16-402-MOTSP Task 03-00-00	Sac Co. Sheriff's Office / S.A.F.E.	\$2,500	\$2,500	
16-405b-M1*TSP Task 01-00-00	Farm Safety 4 Just Kids	\$26,000		\$26,000
16-405b-M1*TSP Task 02-00-00	Unity Point / One Second	\$46,000		\$46,000
	TOTAL:	\$102,000	\$30,000	\$72,000

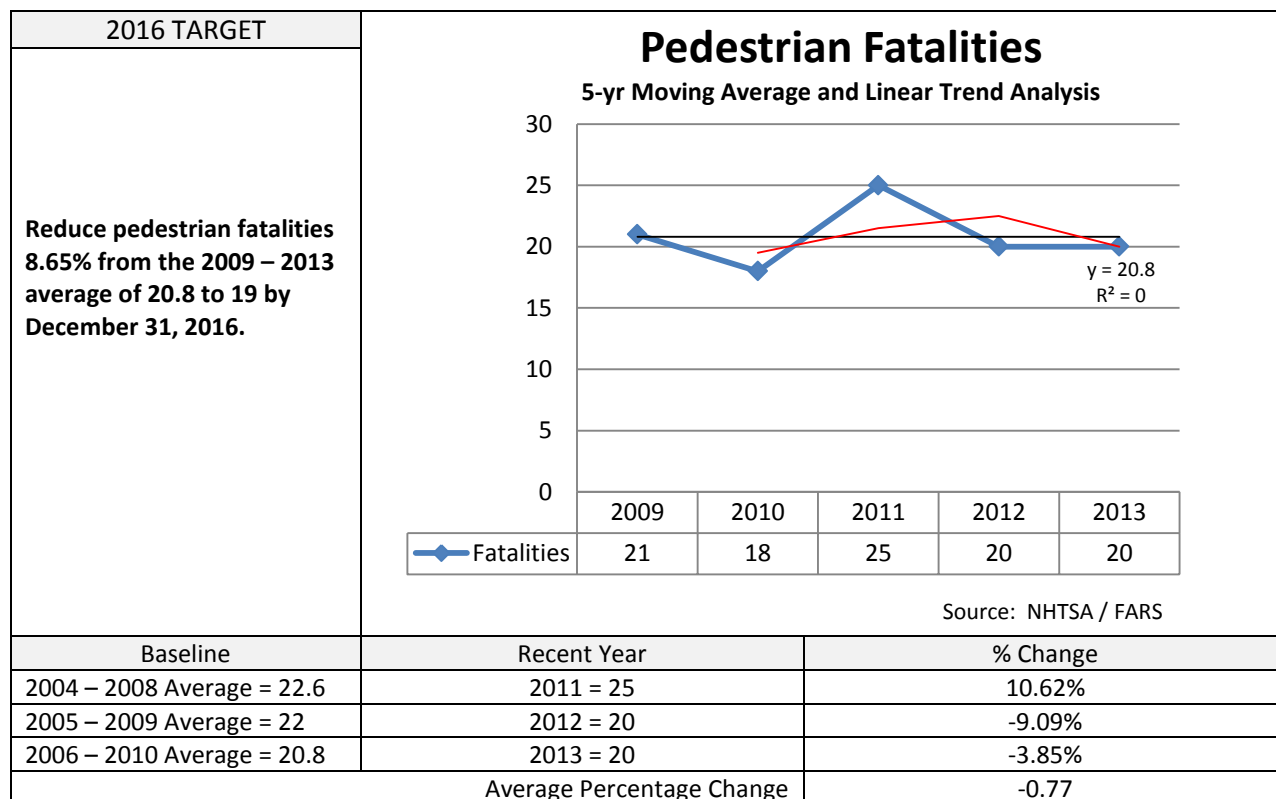
PEDESTRIAN FATALITIES NHTSA CORE OUTCOME MEASURE C-10

Pedestrians are at-risk for vehicle crashes making up 14% of all traffic crashes nationwide. Iowa lost 20 people to pedestrian fatalities in 2013, which accounted for 6.31% of all traffic fatalities within the state for the year.

In Iowa, a 5-year linear trend analysis shows pedestrian fatalities continue to remain around 21 annually. Iowa continues to use education as a component in reducing pedestrian fatalities. With continuous advancements in technology, distractions from such devices may be a factor in pedestrian fatalities. From a safety standpoint, pedestrians need to understand that even though they are walking or running they still have the same responsibility to obey the same traffic laws that motorists are subject to. Under Iowa law, motorists are to yield to pedestrians at all times, thus requiring the motorist to be conscientious of his/her surroundings.

Reviewing data, over the past 5 years, Des Moines and Sioux City had the highest number of pedestrian fatalities and injuries. Des Moines recorded 406 pedestrian-related crashes resulting in 10 deaths and 392 injuries; Sioux City had a total of 134 pedestrian-related crashes resulting in 6 fatalities and 21 major injuries. In those two communities, the police departments will be authorized to use funding for pedestrian safety educational efforts, pedestrian crossing enforcement, and to work with city engineers to identify engineering changes that could improve pedestrian safety.

Core Performance Measures



The average percent change from the most recent three years (2011 – 2013) in relation to a 5-year baseline period has been a reduction of .77%. If a total reduction of this magnitude is realized through 2016, compared to a baseline of the average annual fatality count for 2009 – 2013 (20.8), the fatality count expected in 2016 would be

remain around 20. When dealing with small numbers and data which are considered variable, it is difficult to utilize baseline calculations.

The GTSB has set a goal to reduce the number of pedestrian fatalities 8.65% from the 2009 – 2013 average of 20.8 to 19 by December 31, 2016. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2016 goal. Yet, the goal represents at least minimal improvement over current levels, and that past performance indicates can be achieved

Safety Measures and Objectives

Safety Measure	Objective(s)
Reduce pedestrian fatalities.	Reduce pedestrian fatalities 8.65% from the 2009 – 2013 average of 20.8 to 19 by December 31, 2016.
Implement engineering efforts to reduce pedestrian fatalities.	In Des Moines and Sioux City, enforcement partners will work with city engineers to consider engineering changes that improve pedestrian safety. Over the past 5 years, Des Moines and Sioux City have reported the highest number of pedestrian fatalities and injuries in the state.
Provide education about pedestrian safety.	In Des Moines and Sioux City, enforcement partners will distribute educational posters about pedestrian safety which are frequented by high numbers of individuals, such as entertainment districts. Over the past 5 years, Des Moines and Sioux City have reported the highest number of pedestrian fatalities and injuries in the state.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies

Through the SHSP development process, pedestrian fatalities did not represent a high occurrence so such strategies were not listed as a major emphasis area. Iowa does recognize pedestrian fatalities have fluctuated over the past years and that educational efforts must continue to be implemented as a strategy to reduce fatalities and serious injuries.

Pedestrian: Program and Budget Summary

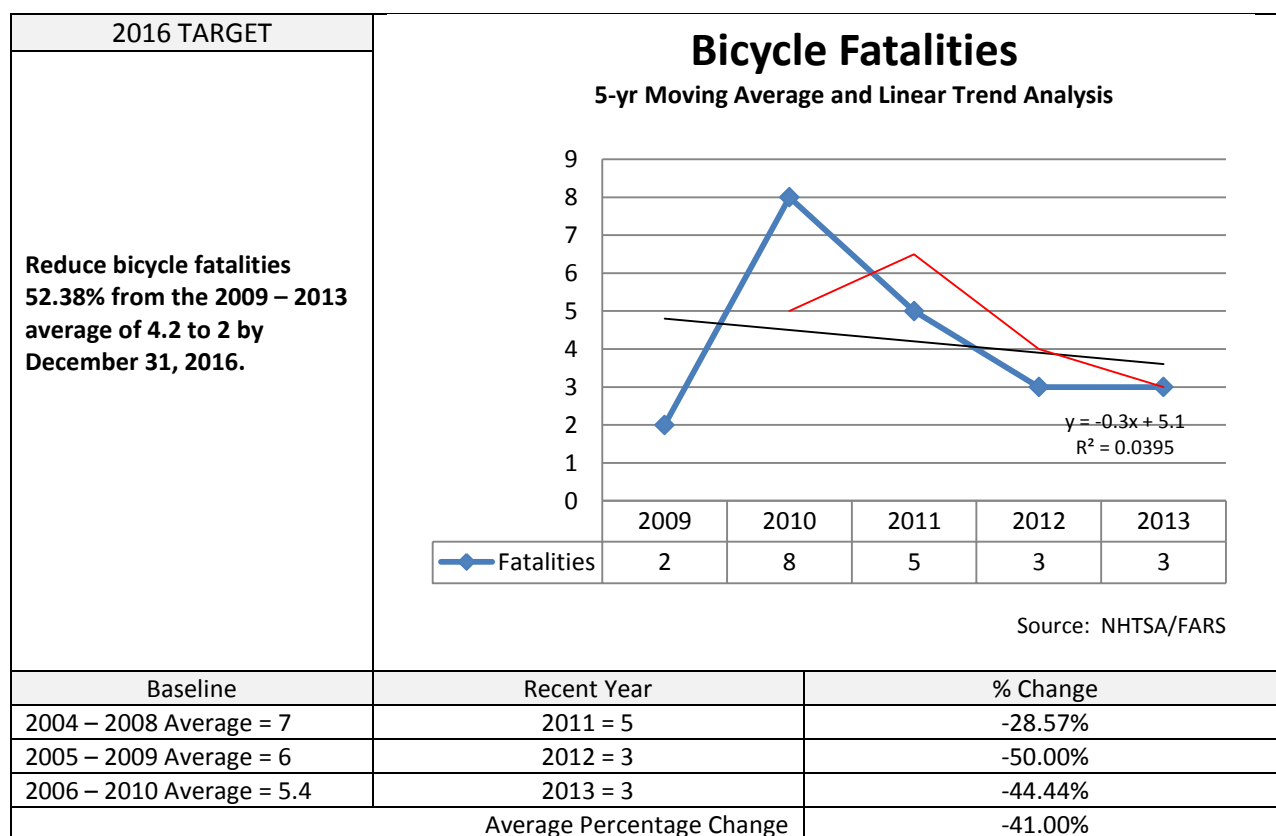
Iowa does not have programs specifically funded under pedestrian safety funding. However, an analysis of data indicates that pedestrian fatalities over the past five years have been the highest in the communities of Des Moines, Sioux City, Ames, and Iowa City. Law enforcement agencies receiving §402 or 405d funding are authorized to use a percentage of funding toward pedestrian safety projects and are encouraged to speak about pedestrian safety in presentation and other educational events.

BICYCLE FATALITIES NHTSA CORE OUTCOME MEASURE C-11

Bicycling continues in popularity from both a form of entertainment but also a low cost form of transportation. Iowa boasts well over 2,000 miles of well-constructed bicycle trails throughout the state, and many areas of the state now have bicycle lanes in their roadway designs. Under Iowa law, a bicyclist has to follow the same rules and laws as do motorists. It is important, however, for motorists to be extra vigilant when bicyclists are in the traffic mix. If a motorist is in doubt, they must yield to the bicyclists. Bicyclists must obey traffic signs and signals to help motorists know of their intentions.

The majority of bicyclist fatalities in the state of Iowa are involve individuals in the age group of 50-59.

Core Performance Measures



The average percent change from the most recent three years (2011 – 2013) in relation to a 5-year baseline period has been a reduction of 41.00%. When dealing with small numbers and data which is considered variable, it is difficult to utilize baseline calculations.

The GTSB has set a goal to reduce bicycle fatalities 52.38% from the 2009 – 2013 average of 4.2 to 2 by December 31, 2016. A 5-year moving average, 5-year linear trend, and the average percent change in the most recent three years was analyzed to set the FFY 2016 goal. Yet, the goal represents at least minimal improvement over current levels, and that past performance indicates can be achieved.

Safety Measures and Objectives

Safety Measure	Objective(s)
Continue to educate the public on bicyclist safety.	<ul style="list-style-type: none"> Continue to distribute the newly developed (FFY 2015) brochure that reminds motorists to look for bicyclists. Add information on the GTSB microsite, www.drivesmartiowa.com about bicyclist safety. Through social media, post bicycle safety messages.
Encourage the use of bicycle helmets by all riders.	Purchase and distribute approximately 600 bicycle helmets as requested at community events through the state.
Conduct usage surveys.	In the communities in which bicycle helmets are distributed, conduct a pre- and post- event survey to determine the effectiveness of the educational materials and the distribution program.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies

Through the SHSP development process, bicyclist fatalities did not represent a high occurrence so such strategies were not listed as a major emphasis area. Iowa does recognize bicyclist fatalities have fluctuated over the past years and that educational efforts must continue to be implemented as a strategy to reduce fatalities and serious injuries. In FFY 2015, a brochure was developed to remind motorists to be extra vigilant of bicyclist. This educational piece will continue to be distributed in FFY 2016.

Countermeasures: The following outline projects specific to the Bicycle Safety area.

Agency: Blank Children's Hospital		Risk Assessment: Low	
Project #: 16-402-MOPS Task 01-00-00			
Budget: \$ 9,000			
Problem Identification, Strategy Development, and Project Selection:			
Funding will be used for Blank Children's Hospital to purchase and distribute bicycle helmets and other safety materials to agencies requesting such items. In order to receive helmets purchased through this funding, agencies must contact Blank Children's Hospital and request them for a specific event, such as a bicycle rodeo. Agencies receiving helmets will also be required to do observational survey of helmet usage before and after helmet distribution.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)			
	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Bicycles	Bicycle Education for Children	Distribution of bicycle helmets and information at special community events.	★★
	Promote Bicycle Helmet Use with Education	1. Distribution of bicycle helmets and information at special community events.	★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> Purchase and distribute approximately 600 helmets throughout the state at specific events. Agencies receiving helmets report the results of helmet usage surveys. 			

Bicycle: Program and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source 402
16-402-MOPS Task 01-00-00	Blank Children's Hospital	\$ 9,000	\$ 9,000
	TOTAL:	\$ 9,000	\$ 9,000

ROADWAY SAFETY AREA

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

Core Performance Measures

Performance measures will primarily focus on the number of individuals trained in the Safety Circuit Rider and Traffic Engineering Assistance Programs in addition to the number of roadway safety analyses performed where problems are identified and effective corrective actions are recommended.

Safety Measures and Objectives

Safety Measure	Objective(s)
Assist local engineers in identifying roadway safety problems.	Analyze road systems in a minimum of 20 different communities. Make engineering-related recommendations.
Support multi-disciplinary / collaborative traffic safety efforts.	<ul style="list-style-type: none"> Expand the High Five Rural Traffic Safety program which supports engineering efforts within the selected communities. Hold a minimum of 12 statewide MDST Advisory Team meeting during FFY 2016. Continue to support the 11 established MDSTs throughout the state.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Engineering Safety Strategies

Engineering safety strategies identified within the State Strategic Highway Safety Plan are supported by both Safety Circuit Rider and the Traffic Engineering Assistance Program (TEAP). Safety Circuit Rider and TEAP provide education and support to engineers at the city and county level where such expertise is not necessarily available. The SHSP specifically identifies lane-departure-related strategies and intersection-related strategies.

Data Collection and Information Systems

Iowa’s traffic records system contains an abundance of data that can be utilized to determine problems and can support the corrective actions and recommendations made in engineering and enforcement efforts. Over the past couple of years, the Roadway System database is being populated with intersection data, which is a new data component for this database.

Countermeasures

The following outlines specific projects and programs focusing on the Roadway Safety area:

Agency: Iowa Department of Transportation, Office of Traffic and Safety Safety Circuit Rider Project #: 16-402-MORS Task 01-00-00 Budget: \$60,000	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
This engineering training contract supports the Local Technical Assistance Program (LTAP) Safety Circuit Rider Program, managed through Iowa State University, Institute for Transportation. The LTAP Safety Circuit Rider Program develops, leads, and instructs transportation-related training and workshop events as well as conducts outreach for city, county, and other agencies throughout the state. Funding will provide for a Safety Circuit Rider	

Program to assist local traffic engineers through curriculum developed by the Federal Highway Administration (FHWA). The Safety Circuit Rider program is designed to provide safety-related information, training, and support to agencies responsible for local roadway safety.	
Assessment of Traffic Safety Strategies:	★★★
A critical component in the overall success of traffic safety efforts involves engineering. Engineering safety strategies are identified within the State Strategic Highway Safety Plan. NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 7 th Edition, 2013 does not contain an area specific to roadway safety / engineering. This project was given a three star effectiveness rating based on the importance of partnerships which in turn support strategies identified in the Countermeasures Guide.	
Project Performance Measure(s):	
<ol style="list-style-type: none"> Local engineers to be trained in areas of flagger training throughout the funded year. Local engineers to be trained in areas of work zone safety throughout the funded year. 	

Agency: Iowa Department of Transportation, Office of Traffic and Safety Multi-Disciplinary Safety Teams (MDSTs) Project #: 16-402-MORS Task 02-00-00 Budget: \$20,000	Risk Assessment: Medium* <small>(*In previous contract year, grantee has claimed no expenses and/or activities when past project dates.)</small>
Problem Identification, Strategy Development, and Project Selection:	
Funding will provide for services to assist partners in the formation, development and continuation of local multi-disciplinary safety teams (MDSTs). The structure of MDST programs allows for the expertise and knowledge of traffic safety professionals to be shared through collaborative means to discuss traffic safety problems and strategies in specific areas of the state. MDST programs allow for the collaboration of enforcement, education, engineering and EMS and establishes a forum in which participants understand their part of traffic safety and how it coordinates with other areas represented on the team. Funding will allow for initial meetings between key partners for the development of new MDSTs through the state.	
Assessment of Traffic Safety Strategies:	★★★
Partnerships between traffic safety stakeholders are critical for the overall success of traffic safety efforts. NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 7 th Edition, 2013 does not contain an area specific to roadway safety / engineering. This project was given a three star effectiveness rating based on the importance of partnerships which in turn support strategies identified in the Countermeasures Guide.	
Project Performance Measure(s):	
<ol style="list-style-type: none"> Hold a minimum of 12 MDST Advisory Team meetings during the FFY. 	

Agency: Iowa Department of Transportation, Office of Traffic and Safety Traffic Engineering Assistance Program (TEAP) Project #: 16-402-MORS Task 03-00-00 Budget: \$100,000	Risk Assessment: Medium* <small>(*Grantee has been requested to submit more detailed documentation of grant activities.)</small>
Problem Identification, Strategy Development, and Project Selection:	
The Traffic Engineering Assistance Program (TEAP) grant provides traffic and safety expertise to counties and smaller cities in Iowa that do have the resources to identify solutions to traffic safety issues they are experiencing. This program will allow the Iowa DOT to have two consultants on-call to do traffic engineering studies as well as a consultant to perform roundabout reviews for all size communities. Traffic engineer consultants will conduct and	

identify cost-effective traffic safety and operational improvements to local engineers. TEAP provides engineering expertise to local areas experiencing high crash incidents and need assistance with traffic control and/or operations. Each TEAP study involves the community and all interested parties, analysis of current conditions, identification and recommendation of improvements, and identification of potential funding sources to help guide local governments toward implementation.

Assessment of Traffic Safety Strategies: ★★★

Partnerships between traffic safety stakeholders, including local engineers, are critical for the overall success of traffic safety efforts. NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 7th Edition, 2013 does not contain an area specific to roadway safety / engineering. This project was given a three star effectiveness rating based on the importance of partnerships which in turn support strategies identified in the Countermeasures Guide.

Project Performance Measure(s):

1. Analyze a minimum of 20 road systems to identify problems and recommend corrective actions.
2. Provide expertise to unions of local government in regard to need assistance.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Engineering Safety Strategies

Engineering safety strategies identified within the State Strategic Highway Safety Plan are supported by both Safety Circuit Rider and the Traffic Engineering Assistance Program (TEAP). Safety Circuit Rider and TEAP provide education and support to engineers at the city/local and county level where such expertise is not necessarily available. The Strategic Highway Safety Plan specifically identifies lane departure-related strategies and intersection-related strategies.

Data Collection and Information Systems

Iowa recognizes the importance of traffic records. Iowa’s traffic records system contains an abundance of data that can be utilized to determine problems and can support the corrective actions and recommendations made in engineering and enforcement efforts.

Roadway Safety: Project and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source \$402
16-402-MORS Task 01-00-00	Iowa Department of Transportation, Safety Circuit Rider	\$60,000	\$60,000
16-402-MORS Task 02-00-00	Iowa Department of Transportation, MDSTs	\$20,000	\$20,000
16-402-MORS Task 03-00-00	Iowa Department of Transportation, TEAP	\$100,000	\$100,000
16-402-MORS Task 00-00-01	GTSB Travel	\$10,000	\$10,000
	TOTAL	\$190,000	\$190,000

POLICE TRAFFIC SERVICES / §402

Law enforcement partners throughout the state play a significant role in the goal to change driving behaviors to ultimately reduce the number of deaths, serious injuries and property damage occurring on Iowa roadways. Agencies supported with §402 Police Traffic Services will utilize funding for high visibility enforcement and educational efforts. Efforts support statewide goals as identified in the Strategic Highway Safety Plan. Short-term high visibility enforcement coupled with media and educational components is listed in NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 7th Edition, 2013, as an effective countermeasure.

The state’s problem identification process provides the evidence for the identification of problematic areas within the state and identifies those law enforcement partners with the ultimate goal to change driving behaviors in order to decrease fatalities and serious injuries on Iowa’s roadways. Countermeasures for enforcement efforts are developed from the analysis of three years of data used in the problem identification process and composite rankings. Data from 2011 – 2013 was used for the FFY 2016 Problem identification. Enforcement agencies that make up the “Top 22” problem counties were eligible to apply for §402 funding.

Safety Measures and Objectives

Safety Measure	Objective(s)
Educate the public about traffic safety issues.	Agencies funding under §402 / Police Traffic Services will conduct a minimum of 12 public information/educational events pertaining to traffic safety during the funded year.
Support high visibility enforcement efforts.	Through the administration of §402 / Police Traffic Services funding, support overtime for high visibility enforcement programs.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Enforcement Safety Strategies

High Visibility Enforcement – The “Enforcement Safety Strategies” section of the SHSP includes high visibility enforcement. Law enforcement agencies throughout the state will utilize §402 funding to support overtime enforcement efforts throughout the state, including sSTEP waves and national mobilizations. Funding will also support law enforcement agencies to acquire NHTSA/GTSB approved equipment, which is also a component of the SHSP. The high visibility enforcement will increase the presence of law enforcement. The goal to discourage unsafe driving behaviors will ultimately improve Iowa’s traffic safety culture.

Education Safety Strategies

Education is identified as an emphasis area of the SHSP. Through educational efforts, traffic safety partners will provide information with the goal to discourage unsafe driving behaviors. Law enforcement partners funded under §402 / Police Traffic Services will all provide a minimum of 12 public information / educational events pertaining to traffic safety during the funded year.

Data Collection and Information Systems

Reports by ITSDS / In-Trans – The services of the Iowa Traffic Safety data Service (ITSDS) at Iowa State University provide agencies, organizations, and individuals with crash data analysis resources. ITSDS services are for individuals or entities who need to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. Traffic safety stakeholders are encouraged to utilize the services provided by ITSDS. Specifically for law

enforcement, reports can be customized to their particular jurisdiction which can help identify evidence-based problem areas in which to focus overtime efforts.

Traffic Safety Data Analysis (TSDA) Website – Through members of STRCC, Iowa’s TSDA website was developed with the site being launched in the fall of 2014. Housed under the Department of Transportation’s website (www.iowadot.gov/tsda/index.html), the traffic records clearinghouse includes crash, roadway, driver, vehicle, injury surveillance system/emergency medical services and traffic citation/adjudication data. Crash maps are also included.

Countermeasures – The following outlines specific projects and programs within Police Traffic Services.

Agency: Law Enforcement Agencies			
Agency	Project #	Risk Asses.	Budget
Altoona Police Department	16-402-MOPT Task 01-00-00	Low	\$ 19,500
Ankeny Police Department	16-402-MOPT Task 02-00-00	Low	\$ 32,000
Bettendorf Police Department	16-402-MOPT Task 03-00-00	Low	\$ 45,000
Burlington Police Department	16-402-MOPT Task 04-00-00	Low	\$ 12,000
Cerro Gordo Co. Sheriff’s Office	16-402-MOPT Task 05-00-00	Low	\$ 17,000
Clear Lake Police Department	16-402-MOPT Task 06-00-00	Low	\$ 19,450
Clive Police Department	16-402-MOPT Task 07-00-00	Low	\$ 16,900
Coralville Police Department	16-402-MOPT Task 08-00-00	Low	\$ 22,950
Des Moines Co. Sheriff’s Office	16-402-MOPT Task 09-00-00	Low	\$ 13,450
Des Moines Police Department	16-402-MOPT Task 10-00-00	Low	\$180,000
Eldridge Police Department	16-402-MOPT Task 11-00-00	Medium*	\$ 5,900
Fort Dodge Police Department	16-402-MOPT Task 12-00-00	Low	\$ 24,900
Iowa State Patrol	16-402-MOPT Task 00-00-23	Low	\$ 10,000
Keokuk Police Department	16-402-MOPT Task 13-00-00	Low	\$ 3,600
Knoxville Police Department	16-402-MOPT Task 14-00-00	Low	\$ 7,200
Lee Co. Sheriff’s Office	16-402-MOPT Task 15-00-00	Low	\$ 9,400
Marshall Co. Sheriff’s Office	16-402-MOPT Task 16-00-00	Low	\$ 22,300
Newton Police Department	16-402-MOPT Task 17-00-00	Low	\$ 9,000
North Liberty Police Dept.	16-402-MOPT Task 18-00-00	Low	\$ 9,950
Norwalk Police Department	16-402-MOPT Task 19-00-00	Low	\$ 10,000
Pleasant Hill Police Department	16-402-MOPT Task 20-00-00	Low	\$ 15,500
Polk Co. Sheriff’s Office	16-402-MOPT Task 21-00-00	Low	\$ 42,500
Urbandale Police Department	16-402-MOPT Task 23-00-00	Low	\$ 19,000
Waukee Police Department	16-402-MOPT Task 24-00-00	Low	\$ 14,000
Woodbury Co. Sheriff’s Office	16-402-MOPT Task 25-00-00	Low	\$ 34,750
			TOTAL: \$616,250

*New Contractor

Agencies eligible for §402 Police Traffic Services funding were determined through the Problem Identification process. In FFY 2016, 25 law enforcement agencies, including 18 police departments, 6 sheriff offices and the Iowa State Patrol, will be funded through §402 for enforcement and educational activities. Efforts will be directed at occupant restraints, impaired driving, and speed. Communities can also utilize funding to provide support special projects in the area of pedestrian and bicycle. Grantees are required to conduct at least two special enforcement events, a minimum of twelve (12) educational activities/presentations, and seat belt observational usage surveys in March and August. Funding also supports the purchase of radar and lidar units for speed enforcement and DPS-approved preliminary breath testers (PBTs) for impaired driving enforcement and for training-related training opportunities. Educational materials that are part of the GTSB’s regular promotional materials are often requested and distributed by these agencies.

Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)			
	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
<i>Seat Belts and Child Restraints</i>	State Primary Enforcement Belt Use Laws	Enforcement of primary seat belt law through overtime funding.	★★★★★
	Short-Term High-Visibility Belt Law Enforcement	<ul style="list-style-type: none"> • Participation during national mobilization periods. • Corridor enforcement and saturation patrol efforts in high crash locations. 	★★★★★
	Combined Enforcement, Nighttime	Through §402 funding, support overtime efforts for law enforcement agencies statewide.	★★★★★
	Sustained Enforcement	<ul style="list-style-type: none"> • Through §402 funding, support overtime efforts for law enforcement agencies statewide. • Encourage law enforcement agencies to utilize the state's traffic safety checkpoint trailer. 	★★★
	Strategies for Low-Belt Use Groups	From the analysis of data, identify low belt areas. Police Traffic Services funded agencies are required to complete two observed safety belt usage surveys throughout the funded year.	★★★★★
	Communications and Outreach Supporting Enforcement	Enforcement partners are encouraged to work with local media to the importance of safety belt usage and support enforcement efforts.	★★★★★
<i>Alcohol-Impaired and Drugged Driving</i>	Preliminary Breath Test Devices (PBTs)	Support the purchase of PBTs through §402 funding.	★★★★★
	Publicized Saturation Patrol Projects	Enforcement partners are encouraged to work with local media to publicize saturation patrol and to gain earned media.	★★★★★
	Open Containers	Support enforcement of open container law through §402 overtime funding.	★★★
	High Visibility Saturation Patrols	Through §402, support overtime efforts for law enforcement agencies to conduct high visibility saturation patrols.	★★★★★
	Minimum Drinking Age 21 Laws	Though §402, support overtime efforts to enforce minimum drinking laws.	★★★★★
	Enforcement of Drugged Driving	The state of Iowa currently has 124 DRE officers which are utilized to conduct evaluations on drivers suspected of being impaired with drugs.	★★★
	DWI Courts	Iowa is considering the implementation of DWI Courts in the state.	★★★★★
<i>Aggressive Driving and Speed</i>	Speed Limits	Through §402 funding, support overtime enforcement efforts including the enforcement of speed laws.	★★★★★
	Aggressive Driving and Other Laws	Through §402 funding, support efforts for the enforcement of traffic laws including speed and	★

		improper lane changes.	
	High Visibility Enforcement	Through §402 overtime funding, support short-term high visibility enforcement efforts.	★★★
	Other Enforcement Efforts	Through §402 funding, support law enforcement efforts through the purchase of technological equipment such as car video cameras, lidars and speed trailers.	★★★
<i>Young Drivers</i>	Enforcement of GDL and Zero Tolerance Laws	Enforcement of state GDL laws.	★★★★
	Cell Phone Restrictions	Enforcement of Electronic Device Laws - Prohibited Uses: All Drivers – No person shall use 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 the traveled portion of the roadway – Exception: GPS systems. Teen Drivers – 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 off the traveled portion of the roadway.	★★★
	Belt Use Requirements	Iowa has a primary law that all individuals under the age of 17 must be buckled up regardless of seating position.	★★★
<i>Pedestrians</i>	Pedestrian Safety Zones	Within the city of Des Moines, 406 pedestrian-related crashes have occurred over the past 5 years. The Des Moines Police Department has been authorized to utilize a percentage of overtime funding to provide enforcement efforts and distribute pedestrian-related educational materials in the Court Avenue entertainment district.	★★★★★
	Targeted Enforcement	Within the city of Des Moines, between 2009 and 2013, 406 pedestrian-related crashes occurred resulting in 10 deaths and 392 injuries. The Des Moines Police Department has been authorized to utilize a percentage of overtime funding to enforce pedestrian-related traffic safety issues in the Court Avenue entertainment district.	★★★
Project Performance Measure(s):			
<ol style="list-style-type: none"> 1. Through §402 Police Traffic Services, fund overtime for enforcement purposes. 2. Conduct two observational safety belt usage surveys; one in March and the other in August. 3. Conduct at least 12 traffic-related public information and/or educational activities during the funded year. 4. Conduct at least two special enforcement events during the funded year at problematic locations which are supported by data. 			

Agency: Scott County Communications Center		Risk Assessment:	
Project #: 16-402-MOPT Task 22-00-00		Low	
Budget: \$2,500			
Problem Identification, Strategy Development, and Project Selection:			
For some specific traffic enforcement overtime projects held in the Scott County area, the Scott County Communications Center will provide dispatch service by handling radio traffic and requests, logging events, and querying vehicle and person files for vehicle registration records, driver license records, and stolen/wanted records.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7 th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Short-Term, High Visibility Belt Law Enforcement	Dispatch services provided by the Scott County Communications Center will support high visibility enforcement efforts.	★★★★★
	Combined Enforcement, Nighttime	Dispatch services provided by the Scott County Communications Center will support combined enforcement and efforts conducted at nighttime.	★★★★★
	Sustained Enforcement	Dispatch services provided by the Scott County Communications Center will support sustained enforcement	★★★★★
Alcohol-Impaired and Drugged	Integrated Enforcement	Dispatch services provided by Scott County Communications will provide support during special projects such as safety checkpoint events.	★★★
	High Visibility Saturation Patrols	Dispatch services provided by Scott County Communications will provide support during high visibility enforcement.	★★★★★
Aggressive Driving and Speeding	High Visibility Enforcement	Services provided by the Scott County Communications Center will support high visibility enforcement efforts.	★★
Project Performance Measure(s):			
1. Provide dispatch services during special traffic enforcement overtime projects.			

Agency: Iowa State University, Conference Planning and Management (Split)		Risk Assessment:	
Project #: 16-402-MOPT Task 00-00-29		Low	
Budget: \$24,000			
Problem Identification, Strategy Development, and Project Selection:			
The annual Governor's Highway Traffic Safety Conference provides a perfect training and networking opportunity for traffic safety partners. Through Iowa State University, Conference Planning and Management, services are provided to coordinate the conference location, lodging, and meal arrangements for attendees, arranging for conference speakers, and travel arrangement, provide registration services, and conduct other conference-related tasks. Funding will also support other general conference related materials such as supplies, audio/visual support, and web support.			
Assessment of Traffic Safety Strategies:			★★★★★
The annual Governor's Highway Traffic Safety Conference provides a venue in which traffic safety partners from all disciplines can receive training and have the opportunity to network with one another. Each year the agenda contains a variety of traffic safety-related speakers, subjects and vendors. The information learned can help attendees in setting traffic safety strategies. A large percentage of participants of the governor's Highway Traffic Safety Conference are law enforcement officers. Various areas identified in NHTSA's "Countermeasures the Work:			

A Highway Safety Countermeasures Guide for State Highway Safety Offices” will be addressed during this training opportunity. For some smaller agencies, the annual conference is the only traffic safety training opportunity. The content of the agenda and the networking opportunities are important for overall efforts throughout the state. Therefore, this project was given an effectiveness rating of five stars.

Project Performance Measure(s):

1. The number of officers and other traffic safety partners trained at the conference will be reported.
2. All aspects of the conference coordinated through ISU Conference and Planning.
3. Post-conference evaluation information provided.

Police Traffic Services: Program and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source 402
16-402-MOPT Task 01-00-00	Altoona Police Department	\$ 19,500	\$19,500
16-402-MOPT Task 02-00-00	Ankeny Police Department	\$32,000	\$32,000
16-402-MOPT Task 03-00-00	Bettendorf Police Department	\$45,000	\$45,000
16-402-MOPT Task 04-00-00	Burlington Police Department	\$12,000	\$12,000
16-402-MOPT Task 05-00-00	Cerro Gordo Co Sheriff’s Office	\$17,000	\$17,000
16-402-MOPT Task 06-00-00	Clear Lake Police Department	\$19,450	\$19,450
16-402-MOPT Task 07-00-00	Clive Police Department	\$16,900	\$16,900
16-402-MOPT Task 08-00-00	Coralville Police Department	\$22,950	\$22,950
16-402-MOPT Task 09-00-00	Des Moines Co. Sheriff’s Office	\$13,450	\$13,450
16-402-MOPT Task 10-00-00	Des Moines Police Department	\$180,000	\$180,000
16-402-MOPT Task 11-00-00	Eldridge Police Department	\$5,900	\$5,900
16-402-MOPT Task 12-00-00	Fort Dodge Police Department	\$24,900	\$24,900
16-402-MOPT Task 13-00-00	Keokuk Police Department	\$3,600	\$3,600
16-402-MOPT Task 14-00-00	Knoxville Police Department	\$7,200	\$7,200
16-402-MOPT Task 15-00-00	Lee Co. Sheriff’s Office	\$9,400	\$9,400
16-402-MOPT Task 16-00-00	Marshall Co. Sheriff’s Office	\$22,300	\$22,300
16-402-MOPT Task 17-00-00	Newton Police Department	\$9,000	\$9,000
16-402-MOPT Task 18-00-00	North Liberty Police Department	\$9,950	\$9,950
16-402-MOPT Task 19-00-00	Norwalk Police Department	\$10,000	\$10,000
16-402-MOPT Task 20-00-00	Pleasant Hill Police Department	\$15,550	\$15,500
16-402-MOPT Task 21-00-00	Polk Co. Sheriff’s Office	\$42,500	\$42,500
16-402-MOPT Task 22-00-00	Scott Co. Emergency Comm. Center	\$2,500	\$2,500
16-402-MOPT Task 23-00-00	Urbandale Police Department	\$19,000	\$19,000
16-402-MOPT Task 24-00-00	Waukee Police Department	\$14,000	\$14,000
16-402-MOPT Task 25-00-00	Woodbury County Sheriff’s Office	\$34,750	\$34,750
16-402-MOPT Task 00-00-23	Iowa State Patrol	\$10,000	\$10,000
16-402-MOPT Task 00-00-29	ISU Conference and Planning (Split)	\$24,000	\$24,000
16-402-MOPT Task 00-00-03	GTSB Travel (PT)	\$9,000	\$9,000
16-402-MOPT Task 00-00-04	GTSB – Printing	\$2,000	\$2,000
16-402-MOPT Task 00-00-05	GTSB Enforcement Projects	\$1,000	\$1,000
16-402-MOPT Task 00-00-07	GTSB – Program Management (PT)	\$308,000	\$308,000
	TOTAL	\$962,750	\$962,750

DATA SYSTEMS / TRAFFIC RECORDS / §405c

Iowa's traffic records system is made up of six core datasets: crash, roadway, driver, citation, vehicle, and EMS/injury surveillance. Throughout the system, traffic records are captured, stored, analyzed, transmitted/disseminated for various traffic safety-related uses.

Iowa traffic safety professionals understand the importance of data and as such, coordinate efforts through the Statewide Traffic Records Coordinating Committee (STRCC). Iowa first initiated the traffic records committee for communication, planning and coordination of efforts in 1994. Since that time, Iowa has successfully maintained and expanded the STRCC committee throughout the years with membership including representatives in the areas of law enforcement / adjudication, public health, injury control, highway infrastructure, engineering, driver licensing, research / education and motor carrier agencies and organizations. Federal partners from NHTSA, FHWA and FMCSA are also highly involved in STRCC meeting and related efforts.

The state's traffic records system captures, stores, analyzes, transmits and disseminates data for numerous traffic safety needs. Projects funded through §405c focus on continuous improvement in the performance attributes of timeliness, accuracy, completeness, uniformity, integration, and accessibility.

Every five years a traffic records assessment is conducted under the advisory of NHTSA. The purpose of an assessment is to determine whether a state's traffic records system provides the data required for a state to complete:

- 1) A thorough and comprehensive traffic safety problem identification.
- 2) Identification and selection of the most efficient and effective traffic safety countermeasures.
- 3) Management and evaluation of implemented countermeasures.

The assessment process identifies areas that are considered deficient or weak and makes recommendations in regard to strategies that could improve the overall system. Such recommendations are reviewed by members of STRCC for implementation or possible implementation. Iowa's last traffic records assessment was conducted in April of 2011. The next traffic records assessment for Iowa is scheduled for August 31, 2015 – December 7, 2015.

The central repository for all STRCC-related materials is the Governor's Traffic Safety Bureau.

Core Performance Measures

The GTSB manages §405c money for specific projects to improve Iowa's overall traffic records system. Funding is based on an application process. Funds will support improvements within the core datasets of crash, driver, EMS /injury surveillance, roadway, and citation/adjudication. Goals for projects must address a minimum of one performance attribute in the area of accuracy, completeness, integration, timeliness, uniformity, and accessibility for quantifiable improvements. All data-related projects within the state are included in the state's Traffic Records Strategic Plan (TRSP), regardless of funding sources.

Iowa submits an annual Interim Progress Report to show quantifiable improvements in a data-related effort. For the FFY 2016 funding consideration, information was submitted on a project being conducted by the Iowa Department of Transportation, Office of Traffic and Safety in which intersection data is being collected for enhancement of the Roadway System database.

Safety Measures and Objectives

Safety Measure	Objective(s)
Maintain the Traffic Safety Data Analysis website.	Through partners of the Statewide Traffic Records Coordinating Committee (STRCC), update the TSDA website on a regular basis and support enhancements.
Encourage traffic safety partners to collaborate in regard to data-related issues and improvements.	<ul style="list-style-type: none"> • A minimum of three STRCC meeting will be held throughout the year. • A minimum of three STRCC Guidance Team meetings will be held throughout the year.
Conduct research on bicycle-related fatalities/injuries.	Through the Injury Prevention Research Center, conduct specific research in regard to bicycle fatalities/injuries and the correlation of citations issued to drivers.
Continue to promote the use of data.	Make known and promote the data availability / resources throughout the state.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Comprehensive traffic safety data is the foundation for highway safety in Iowa. Data must be accurate and complete. Analysis of the data provides for a starting point to understand factors contributing to traffic crashes. Iowa continues to improve the overall traffic records system through support of the Statewide Traffic Records Coordinating Committee (STRCC) and with the development of the Traffic Records Strategic Plan. Some of the data-related goals for FFY 2016 include:

1. Review and consider recommendations from the 2015 Traffic Records Assessment.
2. Continue to collect and populate the Roadway System with intersection data / MIRE elements.
3. Continue to populate and keep up-to-date the web portal for traffic safety data and analysis, www.iowadot.gov/tsda/index.html.
4. Create a web-based analytical tool.

Countermeasures: The following outline specific projects focusing on data system and the overall improvement of Iowa's Traffic Records System.

Agency: Iowa Department of Transportation Office of Driver Services / Injury Prevention Research Center Project #: 16-405c-M3DA Task 01-00-00 Budget: \$74,000	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
Grantee subcontracts with the University of Iowa, Injury Prevention Research Center (IPRC) to conduct relevant traffic safety research and analysis providing program direction and insights into the causation and possible solution factors to Iowa's most prevalent traffic safety problems. Multiple research activities currently underway include working with the Department of Public Health to update the Burden of Injury in Iowa Report; the ATV taskforce use of crash data to research ATV crashes and injuries, research for a new Global Road Training class and bicycle safety research. Funds also support data-related meeting and conference participation.	
Assessment of Traffic Safety Strategies: ★★★	
Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system / EMS) help identify problems and countermeasures. Projects supported by §405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements	

(MIRE). This project was given an effectiveness rating of three stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 7th Edition, 2013, does not contain an area specific to data systems / traffic records. The effectiveness rating was based upon the how data is being integrated and the research being conducted through this integration. This project also supports recommendations from the 2011 Traffic Records Assessment.

Project Performance Measure(s):

1. Track and report the number of outreach meetings conducted to promote availability of the data bank. This will be tracked by project personnel and reported through quarterly reports.
2. Number of technical assistance sessions to promote data analysis. This will be tracked by project personnel and reported through quarterly reports.
3. Number of data requests tracked. This will be tracked by project personnel and reported through quarterly reports.
4. Number of publications, reports, presentation, or other dissemination activities associated with the project activities. This will be tracked by project personnel and reported through quarterly reports.
5. Meeting with Iowa DOT officials to see input on project priorities. Propose two meeting per fiscal year.

Agency: Iowa Department of Transportation Motor Vehicle Enforcement - TraCS Project #: 16-405c-M3DA Task 02-00-00 Budget: \$200,000	Risk Assessment: Low
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Problem Identification, Strategy Development, and Project Selection:

Traffic and Criminal Software (TraCS) is a data collection and reporting tool for the public safety community to use to streamline and automate the capture and transmission of critical information from the local agency to other members of the criminal justice enterprise. The Iowa TraCS package includes components for crash reporting, citation issuance, issuing of warning tickets, operating while intoxicated reporting, commercial motor vehicle inspections, field investigative reports, complaint and affidavit reporting, and more. Funding will be used to maintain remote support capability for the TraCS team which increases efficiency as less travel time is required to support and maintain the TraCS software. This will enhance their capability to provide installation, trainings, and support as efficiently as possible. Funds will also be used to subcontract for technical support from service providers who will develop, maintain, and provide overall software maintenance for the TraCS program in Iowa. These sub-contractor activities will provide Iowa with adequate programming and support to carry out essential TraCS activities throughout the state. The TraCS project is on-going. As more and more agencies are brought into the TraCS community, those agencies will require regular maintenance, support, and staff training. TraCS agencies will require a variety of services from the TraCS Team. It remains an overall goal of the TraCS program to bring every law enforcement agency in the state up on TraCS. In order to achieve this ambitious goal there will be a continuous need to be able to provide an increasing level of technical support to the law enforcement community.

Assessment of Traffic Safety Strategies: ★★★★★

Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system / EMS) help identify problems and countermeasures. Projects supported by §405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating of five stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 7th Edition, 2013, does not contain an area specific to data systems / traffic records. The effectiveness rating was based upon comments from the 2011 Traffic Records Assessment indicating TraCS as a tremendous data-gathering tool, especially when combined with data research tools that directly link to the program. TraCS is a major component for the successful implementation of several recommendations made during the assessment. With around 95% of crash reports in the state being submitted electronically through TraCS, all efforts of the project are considered critical for traffic

records in Iowa. The recent revision of the crash form further supports the effectiveness of this project.
Project Performance Measure(s):
The number of agencies capable of submitting crash reports electronically will increase as more agencies are added to TraCS and TraCS Web and begin to transmit their reports through that process. Additionally, the number of citations, complaint and affidavits submitted electronically from existing TraCS agencies will increase as the benefits and streamlines functionality of TraCS 10 becomes fully realized.
<ol style="list-style-type: none"> 1. The percentage of crash reports submitted electronically will increase for 94% to 96%. 2. The number of agencies submitting crash reports via TraCS and TraCS Web will increase. 3. The number of agencies submitting citations and complaint and affidavits to the CJIS network will increase.

Agency: Iowa Department of Transportation Office of Traffic and Safety	Risk Assessment:
Project #: 16-405c-M3DA Task 03-00-00	Low
Budget: \$150,000	
Problem Identification, Strategy Development, and Project Selection:	
Historically, Iowa has not had an intersection/interchange database, a curve database, or a comprehensive inventory of safety countermeasures. Without these, many analysis options are not possible. For the past couple of years, much of this lack has been addressed via data collection efforts related to intersections, interchanges and curve locations. Much remains to be done, namely the remaining intersections, curve attributes, and an inventory of safety countermeasures. Additionally, now that this data exists, use and analysis of the data is needed to gain benefit from these efforts. Funding for this project will continue the development of the intersection/interchange database, the horizontal curve database, and expand development to roadway safety elements identified as lacking. During FFY 2016, project activities include completing the collection of the municipal intersection, horizontal curves, and primary road segment-based safety features. Use and analysis of these data will be through the linkage of crash data to develop products such as maps, analyses, and/or summaries that provide insight to traffic safety issues. Funding will also support updates and expansion of the Traffic Safety Data and Analysis (TSDA) website, support training related to Iowa’s safety analysis tools and attendance in traffic records conferences and/or workshops. Specifically for the safety analysis tools training, develop online, video-based training modules for the SAVER safety analysis tool pending completion of the web-based SAVER project.	
Assessment of Traffic Safety Strategies:	★★★★★
Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system / EMS) help identify problems and countermeasures. Projects supported by §405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating five stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 7 th Edition, 2013, does not contain an area specific to data systems / traffic records. The effectiveness rating was based on the integration and use of data throughout the state. The collection of intersection data has also served as the project utilized in the Interim Progress Report the last couple of years.	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. Percent collected of the municipal road network intersections; baseline is 50%. 2. Percent collected of the horizontal curve attributes; baseline is zero. 3. Percent collected of the previously uncollected roadway safety elements on the primary road network; baseline is zero. 	

Agency: Iowa Department of Human Rights Criminal and Juvenile Justice Planning (CJJP) Project #: 16-405c-M3DA Task 04-00-00 Budget: \$35,000	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
<p>With the linkage of the DOT crash data and the courts citation data, CJJP is working on providing data to agencies for research purposes and also conducting their own study on drivers under 21 with alcohol-related crashes. The project's main goal is to increase awareness of this data linkage and collaborate with other entities to provide data and assist in research and analysis efforts. Several research projects were initiated with the University of Iowa in FFY 2014 and may continue with updated data. These projects are: 1) Examining citation histories of drivers who hit vulnerable road users, 2) An epidemiologic analysis of crashes and citations to drivers age 15 and under, and 3) An analysis of elderly drivers. Increased utilization of the linked dataset will improve roadway safety and will facilitate better decision support research.</p>	
Assessment of Traffic Safety Strategies: ★★	
<p>Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system / EMS) help identify problems and countermeasures. Projects supported by §405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE). This project was given an effectiveness rating five stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 7th Edition, 2013, does not contain an area specific to data systems / traffic records. The effectiveness rating was based on the integration and use of data throughout the state.</p>	
Project Performance Measure(s):	
<ol style="list-style-type: none"> 1. CJJP will monitor requests for citation data as well as for the linked citation/crash dataset. It is anticipated that some standard reports for the crash data will be developed to look at trend data. 2. Other performance measures being reviewed for FFY 2016. 	

Agency: University of Iowa Injury Prevention Research Center Project #: 16-405c-M3DA Task 05-00-00 Budget: \$26,100	Risk Assessment: Medium* * New Contractor
Problem Identification, Strategy Development, and Project Selection:	
<p>The vast majority of research into bicycling and pedestrian injuries has focused on the roadway infrastructure and the behavior of the bicyclist or pedestrian. Very few studies have examined the behavior of drivers that hit bicycle or pedestrians, and this lack of knowledge represents a critical gap in our ability to prevent these types of collisions. The objective of this study is to integrate crash, licensure, and citation/conviction data to better understand dynamics and the contribution of motor vehicle drivers to bicycle and pedestrian crashes. This will be the first study to integrate crash, licensure, and citation/conviction data to examine bicycle and pedestrian crashes. This project will be in two phases. The first phase will be a descriptive analysis of the charges and convictions related to bicycle-motor vehicle and pedestrian-motor vehicle crashes. The primary comparison will be between drivers who receive citations and conviction in bicycle and pedestrian crashes versus drivers who do not. The second phase will be a case-control study conducted to examine driving history as a predictor of drivers involved in such collisions. This project will integrate driver (licensure) and citation/conviction data.</p>	
Assessment of Traffic Safety Strategies: ★★	
<p>Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system / EMS) help identify problems and countermeasures. Projects supported by §405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records</p>	

system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory or Roadway Elements (MIRE). This project was given an effectiveness rating five stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 7th Edition, 2013, does not contain an area specific to data systems / traffic records. The effectiveness rating was based on the integration and use of data throughout the state.

Project Performance Measure(s):

1. Number of publications, reports, presentations, or other dissemination activities associated with project activities will be reported on a quarterly basis.

Agency: Iowa State Patrol Project #: 16-405c-M3DA Task 06-00-00 Budget: \$ 7,500	Risk Assessment: Low
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Problem Identification, Strategy Development, and Project Selection:

This project will enable the Iowa State Patrol to remain a key partner in addressing Iowa's highway safety data changes by attending various meetings and events that contain a nexus to traffic records and information management. Attending traffic records/information management conferences will lead to a more knowledgeable, informed staff who can implement solutions that are consistent with best practices and industry standards, thus leading to an overall improvement in the various core highway safety data systems of interest to law enforcement. This project is continue to be on on-going project as there will always be emerging opportunities to improve data systems and to adapt to changing business needs/requirements.

Assessment of Traffic Safety Strategies:

★★★

Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system / EMS) help identify problems and countermeasures. Projects supported by §405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory or Roadway Elements (MIRE). This project was given an effectiveness rating of three stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 7th Edition, 2013, does not contain an area specific to data systems / traffic records. The effectiveness rating was based on the fact the Iowa State Patrol is a large contributor of crash data. It is crucial to have qualified and involved individuals representing the Iowa State Patrol and the needs of other law enforcement agencies through the development and enhancements of electronic data systems and technology.

Project Performance Measure(s):

1. During FFY 2016, represent the Iowa State Patrol at one or more data-related training or conference.
2. During FFY 2016, represent the Iowa State Patrol at one or more TraCS National Model User Group meetings.
3. A representative of the Iowa State Patrol will attend all scheduled STRCC meetings during FFY 2016.

Agency: Iowa State University / CTRE - ITSDS Project #: 16-405c-M3DA Task 07-00-00 Budget: \$ 108,000	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
<p>The Iowa Traffic Safety Data Service (ITSDS) provides agencies, organizations, and individuals with crash data analysis resources in Iowa. ITSDS serves the gap between what safety data users can gather for themselves, and what they can obtain from experts. ITSDS also can provide the expertise to effectively assimilate, analyze and present crash data for the end user. The services of ITSDS are for anyone who needs to examine crash data to make decisions about funding, improving roads, implementing enforcement, writing reports and proposals, designing presentation, or increasing traffic safety awareness. The expected impact of this project is increased use of safety data in decision making, particularly in the areas of engineering, law enforcement, education and health.</p>	
Assessment of Traffic Safety Strategies: ★★★★★	
<p>Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system / EMS) help identify problems and countermeasures. Projects supported by §405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory or Roadway Elements (MIRE). This project was given an effectiveness rating five stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", 7th Edition, 2013, does not contain an area specific to data systems / traffic records. The effectiveness rating was based on the integration and use of data throughout the state.</p>	
Project Performance Measure(s):	
<p>ITSDS generally performs safety analyses on an "on demand" basis for ad hoc requests and semi-regular analysis as well as special projects for various agencies. Given the diverse nature of requests, specifically with respect to complexity, and resulting products, it can be difficult to accurately assess the extent of ITSDS' performance simply through request frequency and unique agencies, organizations and individuals served. The primary performance measures are: 1) The number of analysis requested and addressed by ITSDS, including the number of products or deliverables provided, and 2) the number of agencies, organizations or individuals submitting requests to, and/or being served by ITSDS.</p>	

Agency: Iowa Department of Public Health / EMS Project #: 16-405c-M3DA Task 08-00-00 Budget: \$65,000	Risk Assessment: Low
Problem Identification, Strategy Development, and Project Selection:	
<p>This grant provides support for coordination of EMS and trauma data to ensure data quality and improve analysis. Work continues by the grantee to conduct training to boost the number of EMS services submitting run data in addition to improving the quality of such data. The new EMS run registry, Image Trend's state Rescue Bridge, has an error check functionality expected to further improve the quantity and quality of EMS data. The grantee will provide additional on-line training webinars for both new and experienced users.</p>	
Assessment of Traffic Safety Strategies: ★★★	
<p>Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system / EMS) help identify problems and countermeasures. Projects supported by §405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory or Roadway Elements (MIRE).</p>	
<p>This project was given an effectiveness rating of three stars. NHTSA's "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Officers", 7th Edition, 2013, does not contain an area</p>	

specific to data systems / traffic records. The effectiveness rating was based upon the importance of EMS / injury surveillance information in the overall state traffic records system. The transition to NEMSIS 3 will further enhance the EMS data.

Project Performance Measure(s):

The Iowa Department of Public Health Bureau of Emergency and Trauma Services will:

1. Provide technical support to EMS agencies and aide in the transition from NEMSIS 2 to NEMSIS 3 requirements in the ImageTrend system by January 1, 2016.
2. Provide technical support to trauma centers and aide in the transition from ICD-9 to ICD-10 in the ImageTrend system by October 1, 2015.
3. Utilize National EMS Information System (NEMSIS) organization tools to audit overall data quality for comparing historical data to contemporary data, comparison between service segments, and comparison of state data quality to national data quality quarterly.
4. With implementation and training of the new system the bureau will sustain EMS run data compliance at 98% through September 2016.

<p>Agency: Iowa Department of Public Health / CODES Project #: 16-405c-M3DA Task 09-00-00 Budget: \$17,000</p>	<p>Risk Assessment: Low</p>
<p>Problem Identification, Strategy Development, and Project Selection:</p>	
<p>This project focuses on a continual need for more data on cost and nature of injury than what is available on crash records. Through integration of crash records with health-related databases and report data derived from such linkages will expand the report and analyses of the data. An objective of this project would be for data to be available for users, such as policy makers, concerning injury ad hospital costs when making decisions concerning traffic in Iowa.</p>	
<p>Assessment of Traffic Safety Strategies: ★</p>	
<p>Traffic records data from the six core data sets (crash, roadway, driver, citation/adjudication, vehicle and injury surveillance system / EMS) help identify problems and countermeasures. Projects supported by §405c funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of the records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory or Roadway Elements (MIRE).</p>	
<p>This project was given an effectiveness rating five stars. NHTSA’s “Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices”, 7th Edition, 2013, does not contain an area specific to data systems / traffic records. The effectiveness rating was based on the integration and use of data throughout the state.</p>	
<p>Project Performance Measure(s):</p>	
<p>1. Performance measures are being reviewed for FFY 2016.</p>	

Data Systems / Traffic Records: Program and Budget Summary

Project #	Project Name / Agency	Budget	Budget Source 405(c)
16-405c-M3DA Task 01-00-00	Iowa Department of Transportation / Driver Services	\$74,000	\$74,000
16-405c-M3DA Task 02-00-00	Iowa Department of Transportation / Motor Vehicle Division – TraCS	\$200,000	\$200,000
16-405c-M3DA Task 03-00-00	Iowa Department of Transportation / Office of Traffic and Safety	\$150,000	\$150,000
16-405c-M3DA Task 04-00-00	Iowa Department of Human Rights / CJP – Traffic Citation and Crash Reporting	\$35,000	\$35,000
16-405c-M3DA Task 05-00-00	University of Iowa / Injury Prevention Research Center	\$26,100	\$26,100
16-405c-M3DA Task 06-00-00	Iowa State Patrol	\$7,500	\$7,500
16-405c-M3DA Task 07-00-00	Iowa State University / CTRE – ITSDS	\$108,000	\$108,000
16-405c-M3DA Task 08-00-00	Iowa Department of Public Health / EMS	\$65,000	\$65,000
16-405c-M3DA Task 09-00-00	Iowa Department of Public Health / CODES	\$17,000	\$17,000
16-405c-M3DA Task 00-00-03	GTSB Travel	\$3,500	\$3,500
	TOTAL	\$686,100	\$686,100

PAID MEDIA AND OTHER MARKETING

A variety of strategies supported by §402 and 405 will be used to provide public awareness to traffic safety issues with the goal to ultimately change driver behavior.

Different strategies will be used to deliver the traffic safety messages and educate the public. Paid media will be secured to support the national mobilizations “Drive Sober or Get Pulled Over” and “Click It or Ticket”. Previously PSAs and print materials produced by The Integer Group, Iowa’s primary media source, will be available for use on the GTSB microsite, www.drivesmartiowa.com. A variety of venues will provide signage, web banners, radio spots, and other media mixes throughout the state to provide awareness in the areas of safety belt usage, impaired driving, distracted driving, motorcycles and speed. All these strategies, along with Facebook and Twitter postings by the GTSB’s Social Media Coordinator, are meant to raise awareness and change driving behaviors in Iowa. NHTSA’s “Countermeasures that Work: A Highway Safety Measures Guide for State Highway Safety Offices”, 7th Edition 2013, include communication and outreach efforts with various effectiveness ratings.

Safety Measures and Objectives

Safety Measure	Objective(s)
Support national mobilizations.	Through The Integer Group, secure paid media on television, radio, and Pandora across Iowa for the delivery of NHTSA PSAs and taglines, including “Click It or Ticket” and Iowa’s newly developed award-winning PSA “Stay Connected”.
Provide current information and expand information contained on GTSB microsite.	Through funding awarded to The Integer Group, continue to provide current information and expand information provided on GTSB’s internet microsite, www.drivesmartiowa.com . Information will be added in regard to bicycle, pedestrian, speed and youth drivers.
Provide information about bicycle safety.	Continue to distribute the brochure developed by The Integer Group in FFY 2015 in regard to bicycle safety.
Target problematic age groups.	Through Alliance Sport Marketing, target 18-34 year old male drivers on the dangers of impaired driving and the importance of belt usage

State Goals/Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies

Educating the public about traffic safety is an emphasis area of the State Strategic Highway Safety Plan. Through the SHSP Process, the focus of strategies was on the long-term vision to reduce fatalities to zero in Iowa. Through educational efforts, traffic safety partners will provide information with the goal to discourage un-safe driving decisions to improve traffic safety behaviors and culture. The GTSB will incorporate the “Zero Fatalities” logo into presentations, promotional items, and PSAs as appropriate to support the multi-media education campaign efforts identified in the SHSP.

Data Collection and Information Systems

Iowa traffic records are utilized to assist in setting goals and evaluating the effectiveness of countermeasures. Media partners utilize data to help determine target audiences. Data users will be encouraged to use recently developed and releases traffic safety data analysis website, www.iowadot.gov/tsda.index.html.

Countermeasures:

The following outlines specific projects supported by paid media funding.

Agency: Cedar Rapids Kernels		Risk Assessment:	
Project #: 16-405b-M1*PM Task 02-00-00		Medium*	
Budget: \$ 6,450		(*New Contractor)	
Problem Identification, Strategy Development, and Project Selection:			
The Cedar Rapids Kernels will provide an 8' x 15' outfield tri-vision signage and 70 radio messages on KMRY Radio during Kernels broadcast along with messages streamed online. They have an audience reach of 250,000 at their stadium each season. Messages will be focused on impaired driving, distracted driving, and seat belt use.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7 th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- Impaired & Drugged Driving	Mass-Media Campaigns	NHTSA taglines in regard to impaired driving will be used on signage and radio messages throughout the season.	★★★
Seat-Belt and Child Restraints	Supporting Enforcement	NHTSA taglines in regard to belt usage that support enforcement efforts, such as "Click It or Ticket" will be used on signage and radio messages throughout the season.	★★★★★
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	"One Text or Call Could Wreck It All" will be used on signage and radio messages throughout the season.	★
Project Performance Measure(s):			
1. Traffic safety signage will be provided with the estimated exposure numbers reported. Exposure numbers to include the number of times and dates each message was provided.			

Agency: Greater Des Moines Baseball		Risk Assessment:	
Project #: 16-405b-M1*PM Task 03-00-00		Low	
Budget: \$20,000			
Problem Identification, Strategy Development, and Project Selection:			
Funding awarded to Greater Des Moines Baseball will be utilized to provide traffic safety messages for attendees of Iowa Cubs games. The Iowa Cubs are a Triple-A baseball team. Their home field is Principal Park in Des Moines, Iowa. Traffic safety messages will include static and digital signage located at several areas throughout the Principal Park complex. Therefore, the traffic safety messaging provided at this venue has a potential to reach individuals of all ages and backgrounds. An added bonus to this contract is television coverage when a game is aired or the Iowa High School Baseball Championships are played and aired.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7 th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- Impaired & Drugged Driving	Mass-Media Campaigns	Static and digital signage with an alcohol message will be displayed in the Principal Park concourse area.	★★★

<i>Seat Belts and Child Restraints</i>	Supporting Enforcement	Messages on the Principal Park marquee outside the stadium complex will display traffic safety messages, some coinciding with local enforcement events, including "Click It Or Ticket".	★★★★★
<i>Distracted and Drowsy Driving</i>	Communication and Outreach / Distracted Driving.	"One Text or Call Could Wreck It All" will be the traffic safety message / tagline on an outfield sign at Principal Park.	★
Project Performance Measure(s):			
1. Traffic safety signage provide with the estimated exposure numbers reported. Exposure numbers to include the number of times and dates each message was provided.			

Agency: IMG College - Drake		Risk Assessment:	
Project #: 16-405b-M1*PM Task 04-00-00		Low	
Budget: \$28,000			
Problem Identification, Strategy Development, and Project Selection:			
Public service announcements containing traffic safety messages will be aired during Drake University football, men's basketball, and women's basketball by the Drake Sports Network on KRNT 1350 AM radio. Radio program coverage will include the pre-game show, play-by-play and post-game shows. The radio program coverage reaches listeners in approximately 17 of Iowa's 99 counties. Additional traffic safety messages will be displayed at scorer tables and on electronic panels at athletic events. Public service announcements will also be shown on the video board during each home football game. Drake University is also home of the Drake Relays. The Drake Relays is a premiere track and field meet drawing thousands of athletes and fans from all across the country. During the relays, traffic safety messaging also includes a full-page advertisement within the printed relay program with an estimated circulation of 5,000. Exposure throughout the funded year is estimated to be 788,000.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7 th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
<i>Seat Belt and Child Restraints</i>	Communications and Outreach Supporting Enforcement	NHTSA taglines in regard to belt usage that support enforcement efforts such as "Click It or Ticket" will be used on signage and messages at Drake athletic events.	★★★★★
<i>Distracted and Drowsy Driving</i>	Communications and Outreach on Distracted Driving	"One Text or Call Could Wreck It All" will be used on signed and other messages at Drake athletic events.	★
Project Performance Measure(s):			
1. Traffic safety message exposure will be reported by the type of message displayed, the timing of the messages, and the number of individuals attending events.			

Agency: Iowa Barnstormers		Risk Assessment:	
Project #: 16-405b-M1*PM Task 04-00-00		Low	
Budget: \$6,000			
Problem Identification, Strategy Development, and Project Selection:			
The grantee will provide signage and messages during eight home arena football games with exposure to be around 81,000 fans annually, therefore, messaging is seen/heard by a variety of fans. At the conclusion of each home game, a special message will be made to urge fans to buckle up and to drive home safely. Live game exposure reaches about 450,000 across the state. Facebook postings reach over 11,000 and Twitter reaches over 6,500. Website postings garner 364,000 hits yearly. Two distracted driving signs are displayed in the arena and a live message will be read as fans leave the stadium.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7 th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belt and Child Restraints	Supporting Enforcement	Signage and print material will utilize NHTSA tagline "Click It or Ticket" which supports enforcement efforts.	★★★★★
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	"One Text or Call Could Wreck it All" will be used on signage and radio messages throughout the season.	★
Project Performance Measure(s):			
1. Provide messages and signage at all Iowa Barnstormer's home games and report the estimated exposure.			

Agency: Iowa Sport Spotlight		Risk Assessment:	
Project #: 16-405b-M1*PM Task 05-00-00		Low	
Budget: \$13,500			
Problem Identification, Strategy Development, and Project Selection:			
Iowa Sport Spotlight's primary target is teen drivers. Through a multi-media mix, Iowa Sport Spotlight has the potential to reach thousands of individuals through a statewide sports magazine, digital magazines, weekly radio and TV shows / advertising, and through e-newsletters. The distribution of just the monthly magazine alone is more than 600 locations across the state with an estimated 75,000 readers each month. Each monthly magazine features a "Student Athlete of the Month" page that also contains a traffic safety message.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7 th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belt and Child Restraints	Supporting Enforcement	The "Student Athlete of the Month" page will contain the NHTSA tagline of "Click It or Ticket", as an educational message and supports enforcement efforts.	★★★★★
Project Performance Measure(s):			
1. Distribute print magazines to 600 locations statewide each containing traffic safety messaging.			

Agency: Iowa Wild		Risk Assessment:	
Project #: 16-405b-M1*PM Task 06-00-00		Medium*	
Budget: \$8,000		(*New Contractor)	
Problem Identification, Strategy Development, and Project Selection:			
<p>Grantee is the media source for the Iowa Wild, American Hockey League, an affiliate of the National Hockey League's Minnesota Wild. The Wild play 38 home games with attendance of more than 220,000 yearly. Their social media garners over 30,000 on Facebook, nearly 12,000 on Twitter, over 30,000 on YouTube, and over 16,100,000 via their website. The Wild will provide arena signage, live messages, LED and Scoreboard graphics during each game and will post on social media. Activities will include a designated driver booth at home games and radio messages as well as community events. In addition, the Iowa Wild Mascot, "Crash" will be used to feature state of the art digital airings.</p>			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol-Impaired & Drugged Driving	Mass Media Campaigns	NHTSA taglines in regard to impaired driving will be used on signage and messages throughout the season.	★★★
Seat Belts and Child Restraints	Communications and Outreach Supporting Enforcement	NHTSA taglines in regard to belt usage that support enforcement efforts such as "Click It or Ticket" will be used on signage and messages throughout the season.	★★★★★
Distracted and Drowsy Driving	Communications and Outreach on Distracted Driving	"One Text or Call Could Wreck It all" will be used on signage and other messages throughout the season.	★
Project Performance Measure(s):			
1. Traffic safety signage will be provided with the estimated exposure numbers reported. Exposure numbers to include the number of times and dates each message was provided.			

Agency: Krogman & Associates		Risk Assessment:	
Project #: 16-405b-M1*PM Task 07-00-00		Low	
Budget: \$10,150			
Problem Identification, Strategy Development, and Project Selection:			
<p>Thousands of spectators and athletes attend the Iowa state high school athletic championship tournaments each year. Through the Iowa High School Sports Network (IHSSN), Krogman and Associates will provide safety belt messages to be aired as public service announcements as well as signage to be displayed at all state tournament basketball games and wrestling tournaments at Wells Fargo Arena in Des Moines. In addition to banners being displayed, signage will also include rotating electronic signs, non-illuminated rotating score table signs. During the state football playoffs and championship games held at the University of Northern Iowa / UNI-Dome, in Cedar Falls, Iowa, and at the co-ed state track championships at Drake University in Des Moines, Iowa, and the State Cheerleading Championships in Des Moines, Iowa, signage will also be provided. Krogman & Associates will also provide internet streaming, including radio commercials for 78 events throughout the year during baseball, volleyball, state wrestling finals, and state basketball tournament events. The IHSSN website will also display the Department of Public Safety, Governor's Traffic Safety Bureau logos with links to the GTSB website during the championship periods. The IHSSN has an estimated potential of reaching over 400,000 individuals of all ages who</p>			

are attendance during the championship events. However, the target audience for Krogman & Associates efforts is primarily youth.

Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)

Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Seat Belts and Child Restraints	Communication and Outreach Supporting Enforcement	NHTSA taglines in regard to belt usage that support enforcement efforts, such as "Click It or Ticket" will be used on signage and messaging during the high school championship events.	★★★★★
	Strategies for Older Children	The primary target for signage and messaging at the high school championship events is high-school aged drivers.	★★★

Project Performance Measure(s):

1. Provide 30-second radio announcements during 18 state championship football games.
2. Provide 30-second radio announcements during 67 state championship basketball games.

Agency: Waterloo Bucks Project #: 16-405b-M1*PM Task 08-00-00 Budget: \$3,500		Risk Assessment: Medium* (*New Contractor)	
Problem Identification, Strategy Development, and Project Selection: The Waterloo Bucks will provide an 8' x 20' outfield fence sign and 72 radio commercials during Bucks broadcasts along with a full page ad in their program which is updated three times during the season. They have an audience reach of 100,000 each season. Messages will focus on impaired driving, distracted driving and seat belt use.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7 th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Distracted and Drowsy Driving	Communications and Outreach on Distracted Driving	"One Text or Call Could Wreck It All" will be used on signage and radio messages throughout the season.	★
Alcohol- Impaired & Drugged Driving	Mass Media Campaigns	NHTSA taglines in regard to impaired driving will be used on signage and radio messages throughout the season.	★★★
Seat Belts and Child Restraints	Communications and Outreach Supporting Enforcement	NHTSA taglines in regard to belt usage that support enforcement efforts, such as "Click It or Ticket" will be used on signage and radio messages throughout the season.	★★★★★
Project Performance Measure(s): 1. Traffic safety signage will be provided with the estimated exposure numbers reported. Exposure numbers to include the number of times and dates each message was provided.			

Agency: Alliance Sport Marketing Project #s / Budget: 16-405b-M1*PM Task 01-00-00 \$39,500 16-405b-M1PE Task 01-00-00 \$39,600 Total: \$79,100		Risk Assessment: Low	
Problem Identification, Strategy Development, and Project Selection: Alliance Sport Marketing targets the higher-risk segment of the motoring public which includes 16 – 34 year old males. Alliance Sport Marketing focuses their efforts within the “Top 22” counties as identified through the Problem Identification process. Within the “Top 22” counties, there are 17 motorsport venues in which Alliance provides signage, public service announcement, and race schedule calendars which utilize the taglines of “Click It or Ticket” and “Drive Sober or Get Pulled Over” Similar messages are also displayed and announced at the Iowa Speedway in Newton, Iowa, and the Knoxville Speedway in Knoxville, Iowa. Both the Iowa Speedway and the Knoxville Speedway draw attendees from not only around the state but from around the nation. Alliance Sport Marketing has identified the race fan demographics as being approximately 60% male. 37% of attendees represent the age group on 18-34 year olds.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 7 th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- Impaired and Drugged Driving	Mass Media Campaigns	The target audience for signage and messaging is 18 – 34 year old males. NHTSA taglines in addition to other messaging in regard to impaired driving will be used throughout the race season.	★★★
Seat Belts and Child Restraints	Communications and Outreach Supporting Enforcement	NHTSA taglines in regard to belt usage that support enforcement efforts, such as “Click It or Ticket” will be used on signage and other messaging used throughout the race season.	★★★★★
Project Performance Measure(s): 1. Provide traffic safety messaging / signage at the 17 race venues within the “Top 22” counties during the race season (April – September 2016). Messaging will include the tagline “Click It or Ticket”.			

Agency: Radio Iowa News		Risk Assessment:	
Project #: 16-405b-M1*PM Task 10-00-00		Low	
Budget: \$99,600			
Problem Identification, Strategy Development, and Project Selection:			
The grantee provides radio messaging on 110 rural Iowa stations across Iowa reaching 672,700 listeners 8.1 times for a total exposure of 5,471,600 per message. Over 200 rural traffic safety messages are aired during 16 key weeks and another 156 motorcycle safety messages are aired over 12 weeks. Radio Iowa staff are extremely efficient in creating, producing, and airing new messages at the GTSB's direction.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)			
	Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
<i>Alcohol-Impaired & Drugged Driving</i>	Mass Media Campaigns	Through Radio Iowa, traffic safety messages will be developed and aired in regard to impaired driving. Messaging will include the NHTSA taglines.	★★★
	Communications and Outreach Supporting Enforcement	Through Radio Iowa, traffic safety messages will be developed and aired in regard to belt usage and will be planned to be aired around national mobilization periods.	★★★★★
<i>Seat Belts and Child Restraints</i>	Strategies for Low-Belt-Use Groups	The audience for messages on Radio Iowa News are targeted for the rural communities, which data indicate are areas of lower belt usage.	★★★ * *For stand-alone programs not supporting enforcement.
	Communications and Outreach / Distracted Driving	Through Radio Iowa, traffic safety messages will be developed and aired in regard to distracted driving. Messaging will also include NHTSA taglines.	★
<i>Motorcycles</i>	Conspicuity and Protective Clothing	Through Radio Iowa, traffic safety messages will be developed and aired in regard to motorcycle safety to remind motorcyclists to make themselves conspicuous so that other drivers can see them.	★
	Other Driver Awareness of Motorcycles	Through Radio Iowa, traffic safety messages will be developed and aired to remind drivers to be on the look-out for motorcyclists and to "Share the Road".	★
Project Performance Measure(s):			
1. Messages throughout the year will be aired on 118 Iowa radio stations with estimated exposure reported.			

Agency: Screenvision Direct		Risk Assessment:	
Project #: 16-402-M0PM Task 03-00-00		Low	
Budget: \$40,555			
Problem Identification, Strategy Development, and Project Selection:			
Screenvision is a sole-source for advertising within local movie theatres. Through Screenvision, GTSB public service announcements (PSAs) will be run at selected movie theatres throughout the state. Through this venue, PSAs are seen by a diverse audience. Research indicates over 70% of Americans go to movies at some time during the year. The PSAs planned to be run in FFY 2016 will include impaired driving, distracted driving, and occupant protection messages.			
Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7th Edition, 2013)			
Countermeasure		Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol- Impaired & Drugged Driving	Mass-Media Campaigns	NHTSA taglines and GTSB-produced public service announcements in regard to impaired driving will be used.	★★★
	Communications and Outreach Supporting Enforcement	NHTSA taglines and GTSB-produced public service announcements in regard to seat belt usage will be used that support enforcement efforts (such as "Click It or Ticket").	★★★★★
Seat Belts and Child Restraints	Strategies for Low-Belt-Use Groups	Public service announcements will be run at theatres throughout the state, many of which are within rural communities where data supports that belt usage is lower.	★★★* *For stand-alone programs not supporting enforcement.
	Communications and Outreach / Distracted Driving	NHTSA taglines and GTSB-produced public service announcements in regard to distracted driving will be used.	★
Project Performance Measure(s):			
1. Quarterly reports will be provided and will include information about the PSA being delivered, the theatre location, and the dates/times the PSA was aired.			

Agency: The Integer Group		Risk Assessment:	
Project#:		Low	
16-405b-M1*PM Task 05-00-00 \$ 17,000			
16-405d-M6OT Task 43-00-00 \$ 175,000			
16-405b-M1*PE Task 03-00-00 \$ 165,000			
Total: \$192,000			
Problem Identification, Strategy Development, and Project Selection:			
The Integer Group is the GTSB's main media group. The grantee is primarily utilized for the development of media materials to be used statewide including traditional methods such as television, radio and print ads. The Integer Group secures paid media in support of national mobilizations at which times NHTSA PSAs and /or taglines are utilized. Newer areas of the media mix in the past couple of years include Pandora and video machines. The Integer Group will also maintain regular communication and will track activities with mass media to determine the extent of the use of public service materials for future planning and the analysis of the messaging. Integer will continue to maintain and update the GTSB microsite www.drivesmartiowa.com .			

Assessment of Traffic Safety Strategies: (Based upon NHTSA's "Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 7 th Edition, 2013)			
Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating	
Alcohol Impaired & Drugged Driving	Mass-media Campaigns	The Integer Group will secure paid media for national mobilization periods including "Drive Sober or Get Pulled Over".	★★★
	Designated Drivers	Continue to utilize previously developed PSAs entitled "Smart Car" and "Friends Do Whatever It Takes". PSAs available at www.drivesmartiowa.com .	★★
Seat Belts and Child Restraints	Communication and Outreach Supporting Enforcement	Paid media is secured during the national mobilization periods. Safety belt messaging includes "Click It or Ticket".	★★★★★
	Strategies for Booster Seat Use	Maintain the car seat calculator within the Child Passenger Safety information on www.drivesmartiowa.com .	★★ *
	Strategies for Low-Belt-Use Groups	Public service announcements developed and used by Integer and other media outlets were developed after analyzing data to determine a target audience and the appropriate messaging.	★★ *
Distracted and Drowsy Driving	Communications and Outreach / Distracted Driving	Public service announcements and other media materials have been developed. Some utilize the NHTSA tagline of "One Text or Call Could Wreck it All". Information is available electronically on the GTSB microsite www.drivesmartiowa.com .	★
Motorcycle	Conspicuity and Protective Clothing	Public service announcements and other media materials have been developed and are utilized statewide. Information is also available electronically on the GTSB microsite www.drivesmartiowa.com .	★
Bicycle	Share the Road Awareness Programs	In FFY 2015, the Integer Group developed a brochure focusing on driver awareness of bicycles. Distribution of the material will continue in FFY 2016 and will be part of bicycle information added on the GTSB's microsite, www.drivesmartiowa.com .	★
Pedestrian	Communications and Outreach	In FFY 2016, the Integer Group will expand the information currently on www.drivesmartiowa.com to include information in regard to pedestrians. Specifics have not been determined.	★★
Young Drivers		In FFY 2016, The Integer Group will expand the information currently on www.drivesmartiowa.com to include information in regard to young drivers. Specifics have not been determined.	
Aggressive Driving and Speeding		In FFY 2015, a newly developed public service announcement entitled "Excessive Speed" was released regarding speeding. The PSA is also available on www.drivesmartiowa.com .	

Project Performance Measure(s):
<ol style="list-style-type: none"> Secure paid media for the national mobilizations “Click It or Ticket” and “Drive Sober or Get Pulled Over”. Maintain and expand traffic safety information and PSAs available on the GTSB microsite www.drivesmartiowa.com.

Agency: Learfield Sports Project #: 16-405b-M1PE Task 02-00-00 \$ 109,000 16-405d-M60T Task 00-00-02 \$ 80,000 Total: \$189,000	Risk Assessment: Low
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Problem Identification, Strategy Development, and Project Selection:

The grantee provides media for Iowa’s three state universities; University of Iowa, Iowa State University, and University of Northern Iowa. Stadium signage, live messages, radio messages and internet campaigns are provided. Learfield reached over 1 million radio listeners, 850,000 monthly web visitors and nearly 2 million fans attend athletic events yearly. They routinely provide custom graphics for all GTSB/NHTSA campaigns. Radio messages are tailored for their fans and read by well-known sports announcers Gary Dolphin and John Walter.

Assessment of Traffic Safety Strategies: (Based upon NHTSA’s “Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices”, 7th Edition, 2013)

Countermeasure	Explanation / Example / Planned Projects	Effectiveness Rating
Alcohol Impaired & Drugged Driving	Mass-media Campaigns NHTSA taglines in regard to impaired driving will be used on signage and messages during athletic events at the University of Iowa, Iowa State University, and University of Northern Iowa.	★★★
Seat Belts and Child Restraints	Communication and Outreach Supporting Enforcement NHTSA taglines in regard to belt usage that support enforcement efforts such as “Click It or Ticket” will be used on signage and messages during athletic events at the University of Iowa, Iowa State University and University of Northern Iowa.	★★★★★
Distracted & Drowsy Driving	Communications and Outreach / Distracted Driving “One Text or Call Could Wreck It All” will be used on signage and other messages throughout during athletic events at the University of Iowa, Iowa State University and University of Northern Iowa.	★

Project Performance Measure(s):
<ol style="list-style-type: none"> Traffic safety signage and messaging will be provided with the estimated exposure numbers, including web exposure, will be reported. Exposure numbers to include the number of times and the dates each message was provided.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Education Safety Strategies

Education is identified as an emphasis area of the SHSP. Through education efforts, traffic safety partners will provide information with the goal to discourage unsafe driving behaviors. In the spring of 2015, the GTSB released a new public service announcement (PSA) entitled “Excessive Speed”. The PSA will also be on the GTSB microsite, www.drivesmartiowa.com. The GTSB will incorporate the “Zero Fatalities” logo into presentations, educational items, and PSAs as appropriate to support the multi-media education campaign identified in the SHSP.

Data Collection and Information Systems

Traffic Safety Data Analysis (TSDA) Website – Through members of STRCC, Iowa’s TSDA website was developed with the site being launched in the fall of 2014. Housed under the Department of Transportation’s website (www.iowadot.gov/tsda/index.html), the traffic records clearinghouse includes crash, roadway, driver, vehicle, injury surveillance system/emergency medical services and traffic citation/adjudication data. Crash maps are also included.

Paid Media: Program and Budget Summary:

Project Number	Project Name	Budget	Budget Source	
			405b	405d
16-405b-M1*PM Task 02-00-00	Cedar Rapids Kernels	\$ 6,450	\$ 6,450	
16-405b-M1*PM Task 03-00-00	Greater Des Moines Baseball	\$ 20,000	\$20,000	
16-405b-M1*PM Task 04-00-00	IMG College – Drake	\$ 28,000	\$28,000	
16-405b-M1*PM Task 05-00-00	The Integer Group	\$192,000	\$17,000	
16-405d-M6OT Task 43-00-00				\$175,000
16-405b-M1*PE Task 03-00-00			\$165,000	
16-405b-M1*PM Task 06-00-00	Iowa Barnstormers	\$ 6,000	\$6,000	
16-405b-M1*PM Task 07-00-00	Iowa Sport Spotlight	\$13,500	\$13,500	
16-405b-M1*PM Task 09-00-00	Krogman & Associates	\$10,150	\$10,150	
16-405b-M1*PM Task 08-00-00	Waterloo Bucks	\$ 3,500	\$3,500	
16-405b-M1*PM Task 01-00-00	Alliance Sport Marketing	\$79,100	\$39,500	
16-405b-M1PE Task 01-00-00			\$39,600	
16-402-M0PM Task 02-00-00	Radio Iowa	\$99,600	\$99,600	
16-405b-M1*PM Task 11-00-00	Screenvision Direct	\$40,555	\$40,555	
16-405b-M1PE Task 02-00-00	Learfield Sports	\$189,000	\$109,000	
16-405d-M6OT Task 00-00-02				\$80,000
TOTAL		\$860,855	\$605,855	\$255,000

PLANNING AND ADMINISTRATION

Staffing and resources will be provided through Planning and Administration for the successful management of \$402 and 405 funding. Through Planning and Administration, staff will be available to assist contractors through the \$402 and 405 funding application process and for financial assistance. There are three GTSB positions directly funded through Planning and Administration (Bureau Chief, Financial Manager, and Grants Administrator). These positions are critical for implementation and the success of all programs.

Core Performance Measures:

Performance measures for this project include providing timely and quality program oversight, training, and support to traffic safety partners.

Countermeasure:

Program Planning and Administration Project: 16-402-MOPA Task 00-00-01 Budget: \$190,000
Project Description and Strategies: Funding in this area will be used for staff and resources to successfully implement and management programs to meet the goals and objectives to reduce crashes resulting in injuries and fatalities on Iowa roadways. Positions covered under this funding support the positions of Bureau Chief, Financial Manager, and Grants Administrator. Funding will be utilized for basic administrative costs including office and travel expenses.
Project Performance Measures: 1. Provide quality and timely program oversight.

Planning and Administration: Program and Budget Summary

Project Number	Project Name	Budget	Budget Source 402
16-402-MOPA Task 00-00-01	Program Planning and Administration	\$190,000	\$190,000
	TOTAL	\$190,000	\$190,000

PROGRAM MANAGEMENT

Adequate staff and resources are necessary to effectively manage state traffic safety funding and programs that support the mission of the Governor's Traffic Safety Bureau: "To identify traffic safety 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."

The 12-member GTSB staff is committed to manage programs to endure the federal highway safety program for the state of Iowa is run in an efficient and effective manner.

Program Management involves providing quality and timely project management – including the evaluation of risk and continuous monitoring, technical and analytical experience, and support. The GTSB staff is actively involved in meetings, conferences, and trainings, and through such have strengthened their professional relationships with traffic safety stakeholders. GTSB Program Administrators funded through Program Management funding will manage individual highway safety projects, monitor the projects throughout the year, and help agencies use data to help formulate performance measures. The GTSB Program Evaluator coordinates data to provide for problem identification analysis, assists in setting performance measures, and serves as a co-chair to the Statewide Traffic Records Coordinating Committee. The Office Coordinator will provide support to the Bureau Chief, maintain the education materials, fills orders as requested and provides administrative support for ARIDE and DRE.

State Goals / Coordination of Highway Safety Plan, Data Collection, and Information System with State Strategic Highway Safety Plan (SHSP)

Program Administrators are familiar with the data utilized during the Problem Identification process and will assist contractors in further analyzing data and goal setting. Programs Administrators will be apprised of the performance of grantees and will consider risk and will monitor on an on-going basis. Staff will collaborate with traffic safety stakeholders to work toward the state's short-term goal to promote and support education, enforcement, engineering, and policies support the SHSP / HSP goal to reduce the number of fatalities 15% from the 2007 – 2011 average of 396 to 337 and to reduce serious injuries 15% from the 23007 – 2011 average of 1,717 to 1,459 by January 1, 2020.

Program Management: Program and Budget Summary

Please see special project areas.

SPECIAL ADDITIONAL PROGRAM AREAS

Social Media – Social media continues to be a means of interactions where people create, share, and exchange information virtually. Social media captures a diverse audience which is connected through such networking. Social media allows for information to be posted and then re-posted indefinitely so it is impossible to estimate how far-reaching social media can be. The GTSB utilizes both Twitter and Facebook as sites where traffic safety information is posted on a regular basis. Information shared includes but is not limited to news articles, press released, and high visibility enforcement efforts. During FFY 2016, the GTSB will continue to use social media and will continue to explore current trends.

Safe Lanes – In FFY 2014, the GTSB developed and initiated Safe Lanes Employee Distracted Driving Program to encourage businesses to create and implement distracted driving policies for their employees. The GTSB has developed a guide to creating and implementing a personalized copy of a cell phone policy. The guide includes fact sheets, tips for managing common distractions, information on the need to implement and enforce cell phone policies, and sample policies that can be adapted to any business. Information about Safe Lanes is available from the GTSB office and is also on-line on the GTSB microsite, www.drivesmartiowa.com.



Checkpoint Trailer – Through a partnership with the Iowa Department of Transportation the state of Iowa created a traffic safety checkpoint trailer which is equipped for law enforcement agencies to use during checkpoint events. The checkpoint trailer is equipped with: 200 traffic cones, 30 channelizer cones, 30 base plates for channelizer cones, 36 plastic folding chairs, 25 traffic safety reflective vests, 6 plastic folding tables, 13 various warning signs, hand counters, and other miscellaneous items.



WHO/iheart Radio – In the fall of 2014, a partnership began with WHO/iheart Radio out of Des Moines, Iowa. The morning and evening traffic reporter energetically delivers special traffic messages and data to listeners. The reporter develops short PSAs that correspond with special campaigns or other events. WHO is one of the largest radio stations in the state.

IOWA'S TRAFFIC SAFETY CULTURE

It is important to consider traffic safety culture when implementing traffic safety projects. Traffic safety culture describes the social and cultural environment influencing crashes with includes values, belief and overall behavior. Traffic safety in the Unites States involves entities from a national perspective, to individual drivers, passengers, motorcyclists, pedestrians and bicyclists. Iowa's ultimate goal is to achieve "zero fatalities". To make changes in traffic safety culture, a long-term vision is required and efforts must be of a cyclical repetitive in nature.

STATE DEMOGRAPHICS

There are 56,271 square miles of total area ranking Iowa 23rd in the nation for total area. There are 114,000 miles of public roadways in the state. Due to the central geographic location, Iowa is well suited to support strong commerce. Iowa has the capability to export products all over the world with a combination of air, water, rail, and highway system. Interstate 35 and Interstate 80 are major coast to coast interstates what pass through Iowa.

Iowa's population is approximately 3,046,355 (2010 U.S. Census). The state is divided into 99 counties with 948 municipalities.

State of Iowa HS 217/ Highway Safety Program Cost Summary

Program Area Code	HSP Approved Program Funds	Match Funds	Previous Balance	Increase/ Decrease	Current Balance	Share to Local Benefit
16-MOPA	\$190,000	\$190,000	\$190,000	\$0	\$380,000	\$0
16-MOAL	\$683,600	\$0	\$614,525	\$69,075	\$683,600	\$304,100
16-MOPM	\$0	\$0	\$248,396	(\$248,396)	\$0	\$0
16-MOOP	\$1,401,600	\$0	\$1,173,105	\$228,495	\$1,401,600	\$1,348,200
16-MOPT	\$962,750	\$655,390	\$843,070	\$119,680	\$1,616,400	\$635,750
16-MOPS	\$9,000	\$0	\$9,000	\$0	\$9,000	\$9,000
16-MORS	\$190,000	\$0	\$175,000	\$15,000	\$190,000	\$80,000
16-MOTSP	\$30,000	\$0	\$25,000	\$5,000	\$30,000	\$5,000
16-405b	\$433,500	\$86,700	\$374,700	\$58,800	\$520,200	\$86,500
16-405b (Media)	\$313,600	\$62,720	\$246,375	\$67,225	\$376,320	\$0
16-405b M1*MC	\$0	\$0	\$40,000	(\$40,000)	\$0	\$0
16-405b M1*TP	\$72,000	\$14,400	\$72,000	\$0	\$86,400	\$72,000
16-405b M1*PM	\$292,255	\$58,451	\$0	\$292,255	\$350,706	\$0
16-405c	\$686,100	\$137,220	\$715,500	(\$29,400)	\$823,320	\$675,100
16-405d	\$1,620,518	\$324,104	\$1,739,538	(\$119,020)	\$1,944,622	\$1,264,518
16-405d (Media)	\$255,000	\$51,000	\$292,175	(\$37,175)	\$306,000	\$0
16-405f	\$82,000	\$16,400	\$51,600	\$30,400	\$98,400	\$77,000
TOTAL	\$7,221,923	\$1,596,385	\$6,809,984	\$411,939	\$8,818,308	\$4,557,168



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

Region 7
Arkansas, Iowa, Kansas,
Missouri, Nebraska

August 24, 2015

901 Locust, Suite 466
Kansas City, MO 64106
Phone: 816-329-3900
Fax: 816-329-3910

Roxann Ryan
Commissioner
Department of Public Safety
Public Safety Building, 3rd Floor
215 East 7th Street
Des Moines, Iowa 50319-0248

Dear Commissioner Ryan:

We have reviewed Iowa's fiscal year 2016 Highway Safety Plan (HSP) received on July 1, 2015. Based on this submission we find your State's Highway Safety Plan to be in compliance with the requirements of 23 CFR Part 1200 and the Iowa Highway Safety Plan is approved.

This determination does not constitute an obligation of Federal funds for the fiscal year identified above or an authorization to incur costs against those funds. The obligation of Section 402 program funds will be effected in writing by the NHTSA Administrator at the commencement of the fiscal year identified above. However, Federal funds reprogrammed from the prior-year HSP (carry-forward funds) will be available for immediate use by the State on October 1, 2015. Reimbursement will be contingent upon the submission of an updated HS Form 217 (or the electronic equivalent) and an updated project list, consistent with the requirement of 23 CFR §1200.15(d), within 30 days after either the beginning of the fiscal year identified above or the date of this letter, whichever is later.

We congratulate you and the Governor's Traffic Safety Bureau (GTSB) on your accomplishments in advancing our shared safety mission. However there is more work to do. We all are stewards of public dollars, whether NHTSA or any other Federal funds. We encourage you, in the spirit of stewardship, to meet our expectation that our safety dollars be used to advance safety. Please keep in mind that if you have a project/contract or purchase of equipment that is not 100% highway safety related, then it must be split funded. Also, if you're developing a program and/or media campaign that could be considered edgy, please contact us for discussion and determination of appropriateness.

As a reminder, approval of the HSP does not constitute approval of equipment purchases. Please provide a written request along with adequate justification for all purchases exceeding the per unit threshold of \$5,000.

The following are strengths that have been identified in your HSP:

Fatalities

Congratulations! Iowa had a significant decrease in fatalities from the FY 2012 number of 365 to





U.S. Department
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Region 7
Arkansas, Iowa, Kansas,
Missouri, Nebraska

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Phone: 816-329-3900
Fax: 816-329-3910

August 24, 2015

The Honorable Terry E. Branstad
Governor of Iowa
State Capital Building
Des Moines, Iowa 50319

Dear Governor Branstad:

We have reviewed Iowa's fiscal year 2016 Highway Safety Plan as received on July 1, 2015. Based on this submission we find your State's Highway Safety Plan to be in compliance with the requirements of 23 CFR Part 1200 and the Iowa Highway Safety Plan is approved.

Specific details relating to the plan will be provided to Iowa's Governor's Traffic Safety Bureau, your State Representative for Highway Safety.

We look forward to working with Iowa's Governor's Traffic Safety Bureau and its partners to meet our mutual goals of reducing fatalities, injuries, and crashes on Iowa's roads.

If you would like any additional information on the review of Iowa's Highway Safety Plan, please feel free to contact me at (816) 329-3900.

Sincerely,

Susan DeCourcy
Regional Administrator

cc: Roxann Ryan, DPS Commissioner
Mary D. Gunnels, NHTSA, Associate Administrator, ROPD
Pat Hoye, GTSB Bureau Chief
Karen Bobo, FHWA Division Administrator



317 in FY 2013. This is truly a great accomplishment for the State of Iowa. We want to thank the Governor's Traffic Safety Bureau for the hard work and dedication to creating great programs that help move the needle. Programs like the Drug Evaluation and Classification (DEC), I-80 Challenge, Sustained Traffic Enforcement Program (sTEP) and many more contributed to a year of great success in reducing fatalities. Lastly as a result of this hard work Iowa also experienced its lowest fatality rate in 10 years with a rate of 1.00.

Risk Assessment:

The inclusion of a Risk Assessment Rating for each project listed in the HSP really enhances your grant approval process. By looking at the grantees past performance in the areas of timeliness of reports, audit findings, claims, site visit problems/resolutions and their previous productivity in conducting the objectives of the grant, you now have a measurement that tells you how the sub-grantee is likely to perform in the future. More importantly the risk assessment rating gives the sub-grantee a performance starting point which can be improved upon by increasing productivity in the areas being evaluated so that future project ratings will improve, thus creating a stronger overall program.

High Five Rural Traffic Safety Project:

The addition of the High Five Rural Belt Initiative has really provided a spark in the rural areas of Iowa. Based on the significant seatbelt use increases of the last five counties who participated in the project, we are truly optimistic that this belt initiative will bring great gains in FY 2016. What's truly innovative about this high visibility enforcement (HVE) effort is its design to be a multi-agency effort that incorporates the three "E's", Engineering, Enforcement and Education. The project includes low cost engineering improvements by way of road safety audits and a focused state and local media campaign that educates the motoring public on the unrestrained problem that exists in each of the five counties involved in the rural belt project.

One area identified as an opportunity for the GTSB to improve is lowering the impaired fatality rate in the State. In 2013 Iowa had 103 impaired driving fatalities with a BAC of .08 or higher and with an impaired fatality rate of 32 percent, ranking Iowa 32nd in the nation. What is most alarming is that in FY 2010 Iowa had an impaired fatality rate of 22 percent and that rate has increased 10 percent in a span of five years. In light of this growing trend, it is our suggestion that you create an Impaired Driving Task Force that would be comprised of law enforcement, judges, prosecutors and other traffic safety advocates who are committed in the area of reducing impaired driving fatalities and injuries. If you would like assistance addressing this issue, please contact us at (816) 329-3900.

We look forward to working with you, the GTSB, and its partners on the successful implementation of this plan and all future traffic safety endeavors.

Sincerely,


Susan DeCourcy
Regional Administrator

cc: Mary D. Gunnels, NHTSA, Associate Administrator, ROPD
Patrick J. Hoye, Bureau Chief