



Annual Evaluation Report FFY 2021

Iowa Governor's Traffic Safety Bureau

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



Mission Statement of the Governor's Traffic Safety Bureau

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

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NHTSA Lifetime Achievement Award – Patrick J. Hoye, Bureau Chief



NHTSA Region 7 RPM Robert Eichkorn and Iowa Department of Public Safety Commissioner Stephan Bayens recognize Bureau Chief Hoye at the annual GTSB Conference in August 2021.

Since 1983, the National Highway Traffic Safety Administration (NHTSA) has presented a Lifetime Achievement Award annually at the Lifesavers Conference to recognize and honor an individual or organization, who exemplify high standards of achievement in the field of traffic safety.

GTSB Bureau Chief Patrick J. Hoye was the 2021 recipient. In announcing this award, NHTSA Regional Administrator Susan DeCourcy pointed to Chief Hoye’s leadership, support, innovation, and partnership which extended past the borders of Iowa as the impetus to receiving this honor.

NHTSA Acting Administrator, Dr. Steven Cliff, presented this award during the virtual Lifesavers Conference in April. Patrick was also recognized for this achievement at the 2021 Governor’s Highway Traffic Safety Conference in August by NHTSA Regional Program Manager Robert Eichkorn and Iowa Department of Public Safety Commissioner Stephan Bayens.

Patrick retired in September of 2021 after 39 years of service to the Iowa Department of Public Safety; nine of which he served as the Bureau Chief of the Iowa Governor’s Traffic Safety Bureau.

Preface

Continued Impacts of the COVID-19 Global Pandemic

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

At the close of FFY 2021, the pandemic was still ongoing and involved several new variants.

In the few cases where the lingering COVID-19 restrictions and limitations affected a GTSB planned activity, an explanation is provided in the individual project summary.

State and FARS STSI Data for 2020

On November 12, 2021, the Iowa Department of Transportation added six (6) fatalities for calendar year 2020 as a result of obtaining additional information through death certificate verification. Consequently an updated state fatality number was issued. Efforts are currently underway to update the official FARS and STSI numbers. At the time of this report, the GTSB chose to reflect the more accurate and identified state number to determine if targets were met and to help determine the necessity to adjust programming efforts.

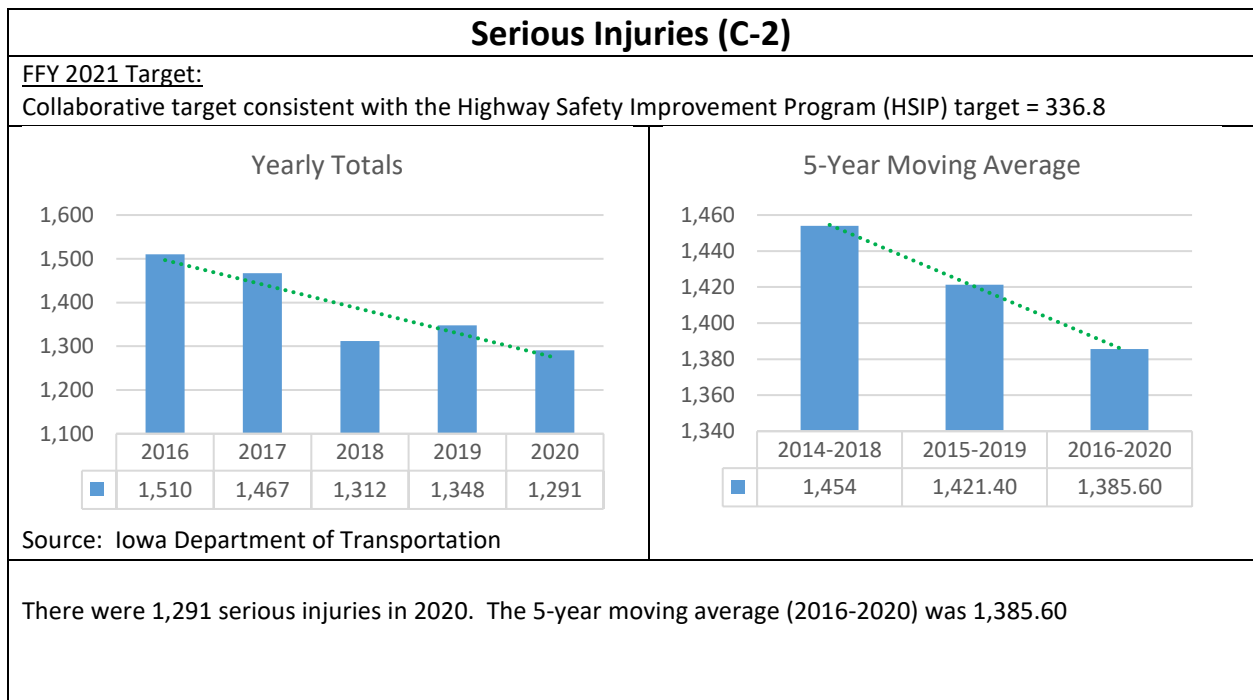
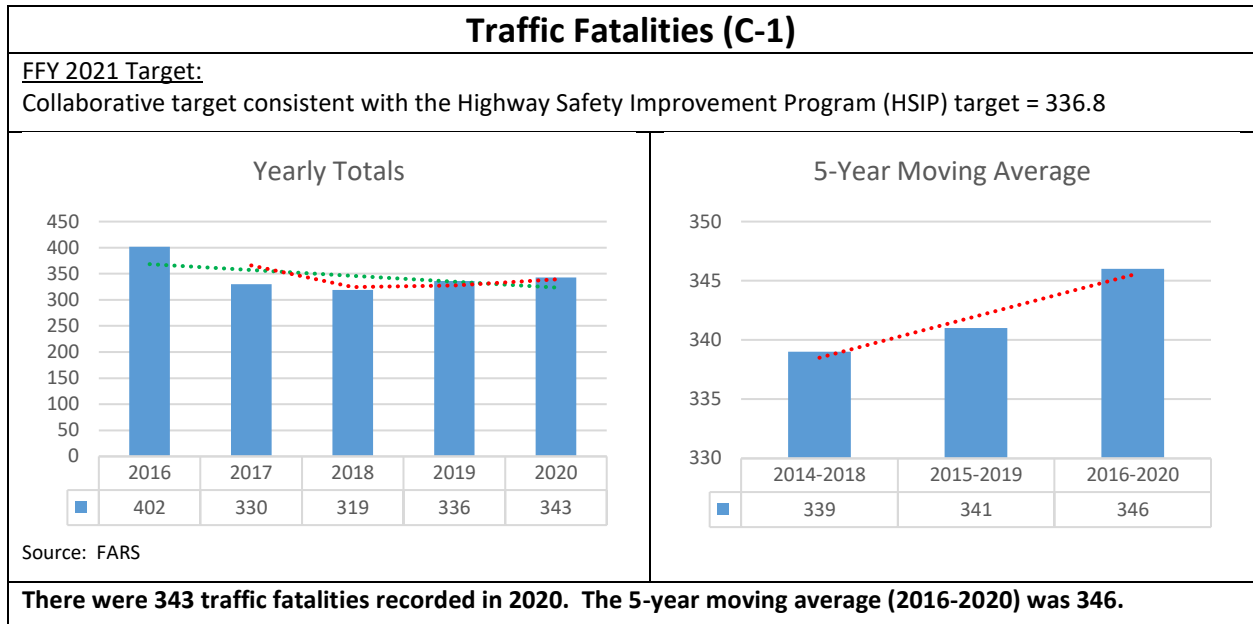
Assessment of Results in Achieving Performance Measure Target Chart FFY 2021 Annual Report									
	FFY 2021					FFY 2020			
Performance Measure	Target Period	Target Year(s)	Target Value FFY 21 HSP	Data Source/FY 21 Progress Results	On Track to Meet FY 21 Target Y/N	Target Value FFY 20 HSP	Target Year(s)	Data Source/FFY 2020 Results	Met FFY 20 Target Y/N
C-1) Total Traffic Fatalities	5 Year	2017-2021	336.8	2016-2020 FARS	In Progress	345.8	2016-2020	2016-2020 STATE 346	No
C-2) Serious Injuries in Traffic Crashes	5 Year	2017-2021	1,370.8	2016-2020 STATE	In Progress	1396.2	2016-2020	2016-2020 STATE 1,385.60	Yes
C-3) Fatalities / 100M VMT	5 Year	2017-2021	0.983	2015-2019 FARS*	In Progress	1.011	2016-2020	2015-2019 FARS	Yes
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in FFY 2021 HSP									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2017-2021	91	2020 FARS	In Progress	97	2016-2020	2016-2020 STATE 94	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2017-2021	89	2020 FARS	In Progress	91	2016-2020	2016-2020 STATE 101	No
C-6) Speeding-Related Fatalities	5-Year	2017-2021	62	2020 FARS	In Progress	70	2016-2020	2016-2020 STATE 71	No
C-7) Motorcyclist Fatalities	5 Year	2017-2021	47	2020 FARS	In Progress	48	2016-2020	2016-2020 STATE 53	No
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	2017-2021	34	2020 FARS	In Progress	35	2016-2020	2016-2020 STATE 38	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 Year	2017-2021	48	2020 FARS	In Progress	47	2016-2020	2016-2020 STATE 46	Yes
C-10) Pedestrian Fatalities	5 Year	2017-2021	21	2020 FARS	In Progress	21	2016-2020	2016-2020 STATE 24	No

C-11) Bicyclist Fatalities	5 Year	2017-2021	5	2020 FARS	In Progress	4	2016-2020	2016-2020 STATE 8	No
B-1) Observed Seat Best Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2021	94.7	State survey/	In Progress	93.9%	2020	State Survey 95.2%	Yes

*2020 FARS data was not available at the time this report was prepared; therefore, 2019 data was used.

NHTSA Traffic Safety Core Performance Measures

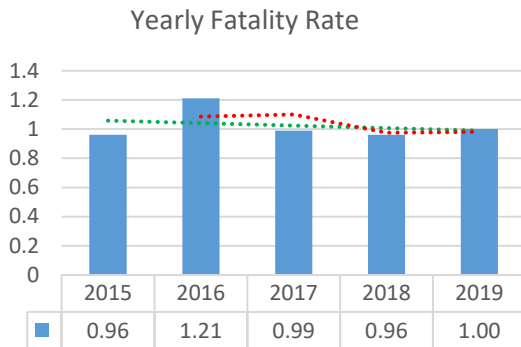
NHTSA and the Governor’s Highway Safety Association (GHSA) have agreed upon a minimum set of performance measures for the development and implementation of Highway Safety Plans. This Annual Evaluation Report depicts the activity that occurred in FFY 2021. For a traffic safety area where the state did not meet their target, an explanation is provided within the specific traffic safety performance measure area describing how the state will adjust programming.



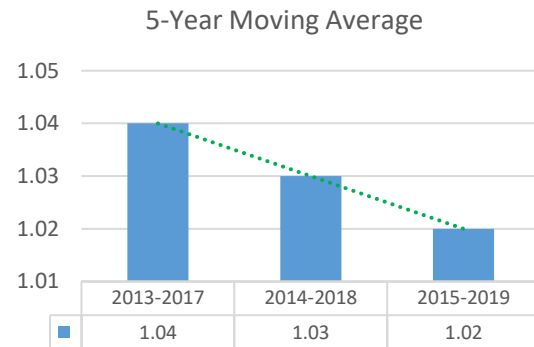
Fatalities Per 100M Vehicle Miles Traveled (C-3)

FFY 2021 Target:

Collaborative target consistent with the Highway Safety Improvement Program (HSIP) target = 0.983



Source: NHTSA



Fatalities per 100M vehicle miles travelled (2019) was 1.00. 2020 FARS data was not available at the time this report was prepared; therefore 2019 data was used.

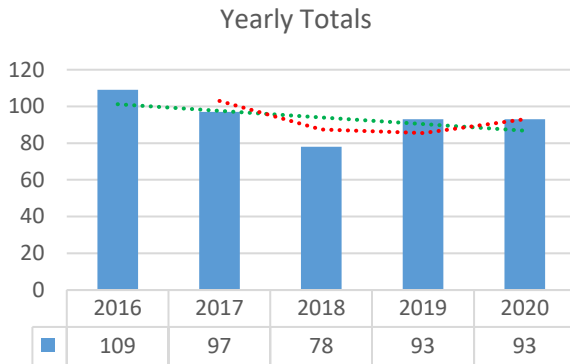
The aforementioned targets (C-1, C-2 and C-3) were set in cooperation and continuous partnerships between the Iowa Department of Transportation, Iowa Department of Public Safety/Governor's Traffic Safety Bureau and other traffic safety professionals including FHWA and FMCSA. The safety performance target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

State traffic safety partners will continue to review data and work strategically to address these performance measures.

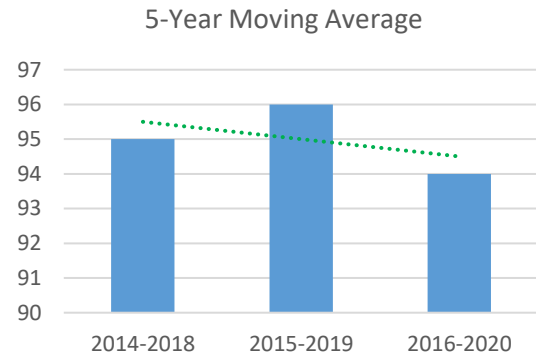
Unrestrained Passenger Vehicle Occupant Fatalities/All Seat Positions (C-4)

FFY 2021 Target:

Reduce unrestrained vehicle occupant fatalities 4.21% from the 2014-2018 average of 95 to 91 by December 31, 2021.



Source: FARS



The FFY 2020 target to reduce unrestrained passenger vehicle occupant fatalities 3.00% from the 2013-2017 average of 100 to 97 was achieved. The 2016-2020 5-year moving average was 94.

Iowa recorded a 2.66% decrease between the 2020 and 2021 annual observational seat belt survey; from 95.2% to 92.66%. This is concerning as Iowa has recorded an increase annually since 2017.

Calendar year 2021 marked the 35th anniversary of Iowa's primary belt law, yet in 2020, 44.39% of passenger vehicle occupant fatalities were unrestrained with an additional 12.56% being recorded as "unknown" as to belt usage. Although the FFY 2020 target was met, upon review of preliminary 2021 data, it is unlikely the state will meet the FFY 2021 target established for C-4.

FFY 2022

Iowa's Fatality Reduction Task Force will continue into calendar year 2022 and occupant protection will remain one of the focus areas to be addressed through enforcement and educational efforts.

In FFY 2021, the nighttime seat belt enforcement project was not as successful as planned. During FFY 2022, additional efforts will be made with the two agencies which have nighttime seat belt contracts to promote the project and to provide more specific guidance and ideas on how to implement the enforcement efforts.

Adjustments for FFY 2023

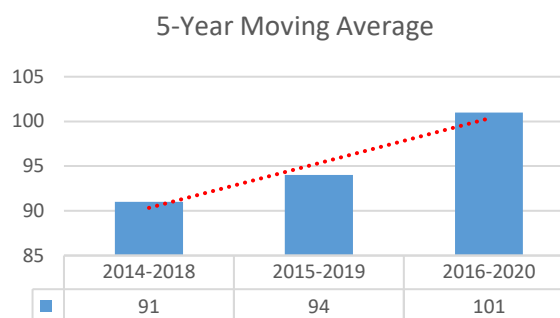
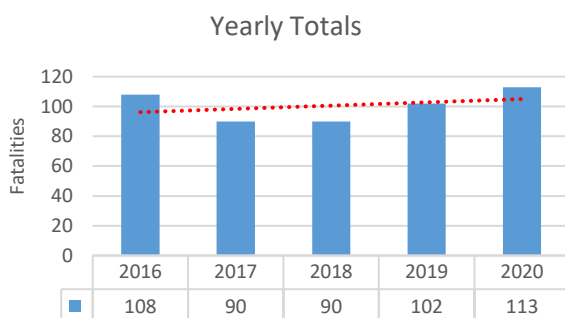
As the state does not anticipate meeting the FFY 2021 target, programming efforts to mitigate the upward trend include the following:

1. Iowa will conduct a more in-depth problem identification analysis which will include data, such as results from law enforcement observational seat belt usage surveys and the relationship of citations issued to the number of unrestrained passenger vehicle occupant fatalities with the goal to identify any discrepancies to help target specific areas of the state in which to focus occupant protection efforts.
2. The development of the FFY 2023 Highway Safety Plan will involve more specific occupant protection programming. In the past, many of the enforcement contacts were "general" and funded primarily out of Police Traffic Services program area as it was considered a "catch-all". Conversations have occurred around re-implementing the "High-Five" program as a specific occupant protection program area. The GTSB will continue to promote nighttime seat belt enforcement efforts.

Alcohol-Impaired Driving Fatalities (C-5)

FFY 2021 Target:

Reduce alcohol-impaired fatalities 2.19% from the 2014-2018 average of 91 to 89 by December 31, 2021.



Source: FARS

The FFY 2020 target to reduce alcohol-impaired driving fatalities 2.36% from the 2013-2017 average of 93.2 to 91 was not achieved. The 2016-2020 5-year moving average was 101.

Iowa continues to see an increase in alcohol-impaired driving fatalities. There was a 10.78% increase in the number of alcohol-impaired fatalities between 2019 and 2020. Upward trends are being seen for both yearly totals and 5-year moving averages. Upon reviewing preliminary 2021 data, the state does not anticipate meeting the FFY 2021 target established for C-5.

FFY 2022

Iowa has requested an Impaired Driving Program Assessment to be conducted in FFY 2022. This assessment is scheduled for April of 2022.

Iowa’s Fatality Reduction Task Force will continue into calendar year 2022, and impaired driving will remain one of the focus areas.

There have been some preliminary conversations to expand marketing campaigns for additional impaired driving messaging and the possible consolidation of individual GTSB-managed contracts to be placed with one marketing contractor. Consolidation would improve the placement of messaging in markets and areas which would have the most impact. It is also anticipated consolidation would leverage buying power.

As COVID restrictions have improved, the state is able to start hosting ARIDE courses in FFY 2022.

Iowa’s 24/7 pilot program with Woodbury County Sheriff’s Office was stopped due to COVID but conversations have recently been held to re-engaged the program with hopes for expansion into other counties in the near future.

Adjustments for FFY 2023:

As the state does not anticipate meeting the FFY 2021 target, programming efforts to mitigate the upward trends include the following:

1. Iowa will conduct a more in-depth analysis of data to help identify problematic areas of the state in which to focus impaired driving efforts; both enforcement and educational. An analysis will be conducted utilizing disposed charges in relationship to the number of alcohol-impaired driving fatalities to identify any discrepancies to help targets specific areas of the state in which to focus impaired driving related efforts.
2. The development of the FFY 2023 Highway Safety Plan will involve more specific impaired driving programming. In the past, many of the enforcement contracts were “general” and funded primarily out of Police Traffic Services program area as it was considered a “catch-all”. With the continuous

increase of impaired driving cases (both alcohol and drug impairment), it is critical programming is data-driven and focuses on specific problems. Such programming adjustments will help expend state 405d funds when properly allocated.

3. More emphasis will be placed on high visibility-enforcement efforts in conjunction with the national impaired driving mobilization campaigns.
4. Preliminary data indicates that Iowa may slip into the mid-range category as the 3-year average impaired driving fatality rate is projected to exceed 0.30. As such, the state will need to re-engage the Impaired Driving Task Force which was originally implemented in 2016 but was then dissolved. If the state does exceed an impaired driving fatality rate of 0.30, the state will have to develop an Impaired Driving Strategic Plan in order to qualify for Section 405d funding.
5. The GTSB will review the trends identified through the Annual Awareness Survey to help programming efforts.
6. The GTSB will assess and implement recommendations of the Impaired Driving Program Assessment (to be conducted in April of FFY 2022).

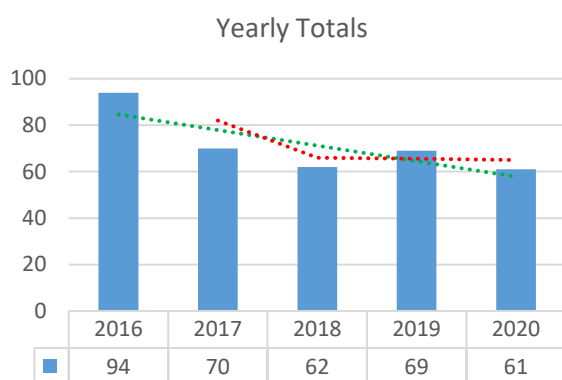


**IF YOU FEEL DIFFERENT
YOU DRIVE DIFFERENT**

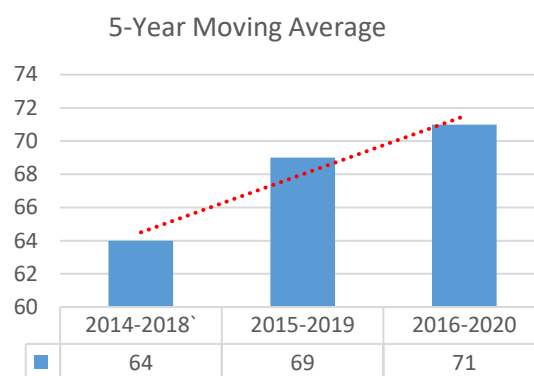
Speeding-Related Fatalities (C-6)

FFY 2021 Target:

Reduce speeding-related fatalities 3.13% from the 2014-2018 average of 64 to 62 by December 31, 2021.



Source: FARS



The FFY 2020 target to maintain the 2017 annual number of speeding-related fatalities to no more than 70 was not achieved. Although the annual number of speeding-related fatalities for 2020 was 61, the year is considered an anomaly due to the COVID-19 pandemic. During mid-2020, Iowa, along with other states saw an increase in speed issues amidst COVID-19. Therefore, the GTSB believes a more accurate assessment of results would be the 5-year moving average (2016-2020), which was 71.

FFY 2021 was the first year the GTSB initiated contracts that were specific to speed-related issues. The GTSB partnered with Iowa State University, In-Trans/Iowa Traffic Safety Data Service to help identify road segments with the highest crash frequency for speeding-related crashes. A speed corridor project was created from this data. Law enforcement activity reported in 2021 identified there were opportunities for improvement in project objectives and goals. The speed corridor project continues in 2022. Contract activity language was enhanced by identifying a specific corridor to augment enforcement efforts.

“Speed-Related” is a safety emphasis area included in Iowa’s State Strategic Highway Safety Plan (2019-2023).

FFY 2022

Iowa’s Fatality Reduction Task Force will continue into calendar year 2022 and speed will remain one of the focus areas.

Adjustments for FFY 2023

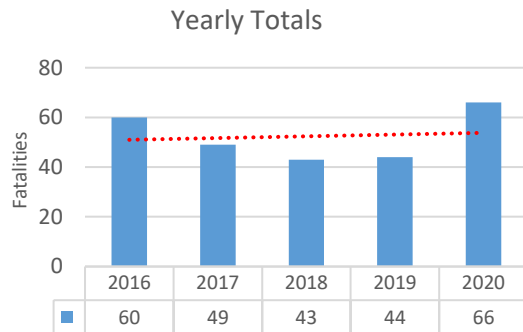
Upon review of preliminary 2021 data, it is unlikely the state will meet the FFY 2021 target established for C-6. As such, programming to mitigate speeding-related concerns include:

1. Iowa will conduct a more in-depth problem identification to identify problematic areas of the state. Speed citation and adjudication data will be incorporated into the problem identification analysis.
2. Specific to the planned speed corridor projects, the GTSB will conduct additional monitoring of speed grantees in which to refine activity to improve productivity and performance.

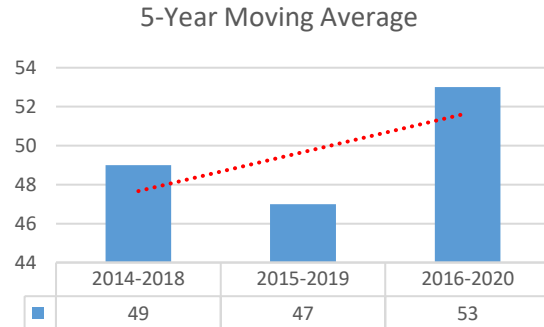
Motorcyclist Fatalities & Unhelmeted Motorcyclist Fatalities (C-7 & C-8)

FFY 2021 Targets:

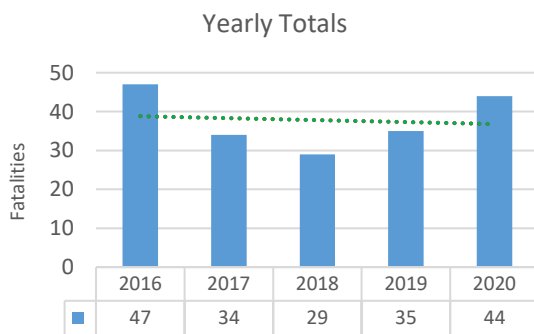
Motorcyclist Fatalities (C-7) – Reduce motorcyclist fatalities 4.08% from the 2014-2018 average of 49 to 47 by December 31, 2021.



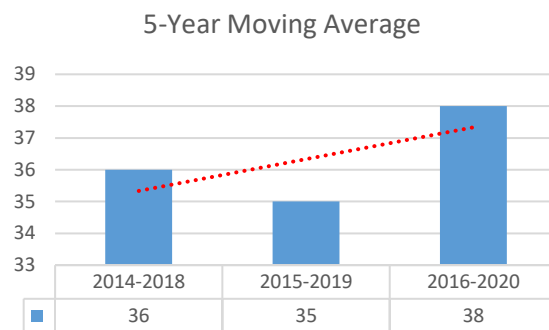
Source: FARS



Unhelmeted Motorcyclist Fatalities (C-8) – Reduce unhelmeted motorcyclist fatalities 5.55% from the 2014-2018 average of 36 to 34 by December 31, 2021.



Source: FARS



The FFY 2020 target to reduce motorcyclist fatalities 2.04% from the 2013-2017 average of 49 to 48 was not achieved. The 2016-2020 5-year moving average was 53.

The FFY 2020 target to reduce unhelmeted motorcyclist fatalities 2.77% from the 2013-2017 average of 36 to 35 was not achieved. The 2016-2020 5-year moving average was 38.

For the past 3 years, Iowa has seen an uptick in both the overall number of motorcycle fatalities and in the number of unhelmeted fatalities. Upon review of the 5-year moving averages and preliminary 2021 data, the state does not anticipate meeting the FFY 2021 targets for either C-7 or C-8.

Motorcycle use in Iowa represents a small fraction of the total amount of vehicle miles travelled in the state, however, motorcycles were involved in over 12.83% of all traffic fatalities in 2020.

FFY 2022

Motorcycles are included in the 2019-2023 Strategic Highway Safety Plan but are not identified as a specific safety emphasis area. In FFY 2021, the Iowa Department of Transportation increased educational efforts by promoting their motorcycle rider courses (22-402-M9MT, Task 01-00-00) through digital and hard copy flyers. These efforts are scheduled to be continued in FFY 2022.

In FFY 2022, the GTSB will continue efforts to promote messaging to remind motorists to be on a look out for motorcyclists and to share the road. Also, in FFY 2022, a motorcycle helmet message and campaign will be

provided through Radio Iowa (22-402-M0PM, Task 04-00-00). This is a direct result of Iowa recording 80% of motorcyclist fatalities being unhelmeted (NHTSA Traffic Safety Facts, 2019 Data, September 2021 - Revised), DOT HS 813 112) and a management consideration from Iowa's 2021 Management Review to adjust resource allocation in motorcycle program.

Adjustments for FFY 2023:

As the state does not anticipate meeting the FFY 2021 target, programming efforts to mitigate the upward trends include the following:

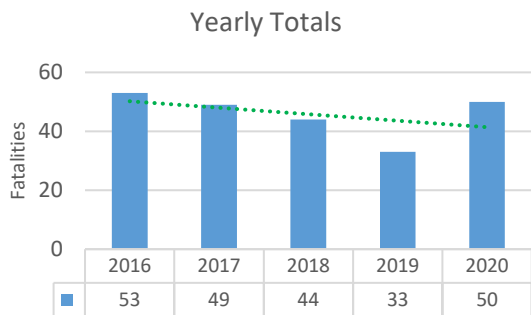
1. Further discussions will take place to increase resource allocations in the motorcycle program area as a result a management consideration from the 2021 Management Review.



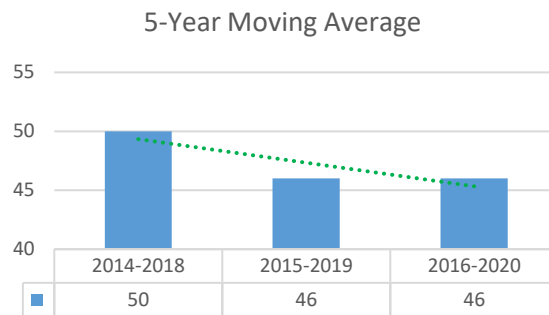
Drivers Age 20 or Younger Involved in Fatal Crashes (C-9)

FFY 2021 Target:

Reduce drivers age 20 or younger involved in fatal crashes 4.00% from the 2014-2018 average of 50 to 48 by December 31, 2021.



Source: FARS



The FFY 2020 target to reduce drivers age 20 or younger involved in fatal crashes 2.08% from the 2013-2017 average of 48 to 47 was achieved. The 2016-2019 5-year moving average was 46.

At the end of 2021, linear trend lines for yearly totals and 5-year moving average both show downward trends. However, there was a 51.51% increase in the number of drivers age 20 or younger involved in fatal crashes between 2019 and 2020. Young drivers is listed as a Safety Emphasis Area within the Strategic Highway Safety Plan (2019-2023). We must continue to identify the best way to educate teens about traffic safety. Drivers age 20 or younger represented 10.73% of all drivers involved in fatal crashes.

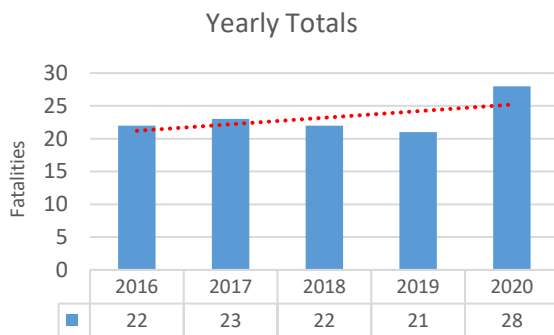
FFY 2022

A shift was made in FFY 2022 to implement the Seatbelts Are for Everyone (S.A.F.E.) program. S.A.F.E. has been successful for the past decade among teens in Kansas. The teen-run, peer-to-peer program focuses on increasing seat belt compliance and decreasing risky driving behaviors through education, positive rewards and enforcement. The COVID-19 pandemic, in some cases, has made it a little more difficult to get into the schools for traffic safety educational programs.

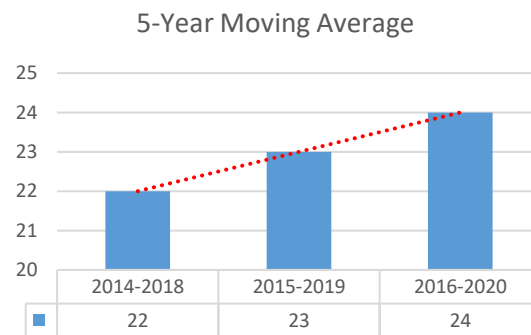
Pedestrian Fatalities (C-10)

FFY 2021 Target:

Reduce pedestrian fatalities 8.69% from the 2014-2018 average of 23 to 21 by December 31, 2021.



Source: FARS



The FFY 2020 target to reduce pedestrian fatalities 4.55% from the 2013-2017 average of 22 to 21 was not achieved. The 2016-2020 5-year moving average was 24.

Like the rest of the nation, Iowa is starting to see an upward trend in pedestrian fatalities. Between 2019 and 2020, there was a 33.33% increase in pedestrian fatalities. Data reflects an upward trend for both yearly totals and 5-year moving averages. Upon review of preliminary 2021 data, the state does not anticipate meeting the FFY 2021 target established for C-10.

FFY 2022

A pedestrian road safety assessment was conducted in Cedar Rapids, Iowa on November 16, 2021. The assessment recommendations will be compiled by In-Trans/Local Technical Assistance Program (LTAP) at Iowa State University. Follow-up will be conducted through the LTAP, Safety Circuit Rider contract (22-402-MORS, Task 01-00-00) to document the status of any recommendations implemented from the assessment.

Adjustments for FFY 2023:

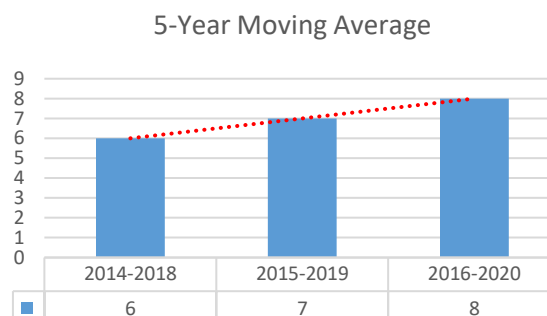
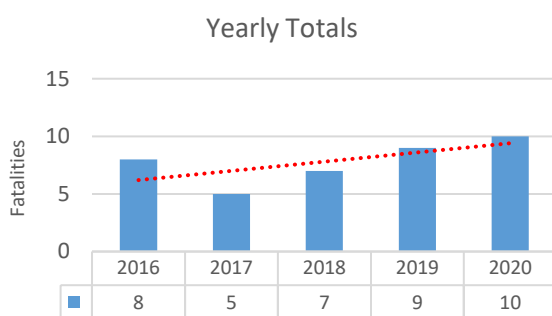
As the state does not anticipate meeting the FFY 2021 target, programming efforts to mitigate the upward trends include the following:

1. The GTSB will explore best practices of other state highway safety offices in the area of pedestrians to identify possible programming adjustments which may need to be implemented. Prior to the spike in 2020, pedestrian numbers were fairly consistent.
2. The GTSB will make an effort to identify additional stakeholders with a direct interest and connection in the area of pedestrian safety to be included in the development of the Highway Safety Plan.

Bicyclist Fatalities (C-11)

FFY 2021 Target:

Reduce bicyclist fatalities 16.67% from the 2014-2018 average of 6 to 5 by December 31, 2021.



Source: FARS

The FFY 2020 target to reduce bicyclist fatalities 20% from the 2013-2017 average of 5 to 4 was not achieved. The 2016-2020 5-year moving average was 8. Upon review of 2021 preliminary data, the state does not anticipate meeting the FFY 2021 target established for C-10 but is programming efforts to mitigate upward trends.

The past 4 consecutive years have shown a steady increase in the number of bicyclist fatalities which have resulted in upward trends for both linear and moving average trend lines.

FFY 2022

Messaging will be expanded in FFY 2022 to include a bicycle safety message.

Adjustments for FFY 2023:

As the state does not anticipate meeting the FFY 2021 target, programming efforts to mitigate the upward trends include the following:

1. The GTSB needs to consider expanding programming in the area of bicycle safety to include adult riders. There is only one GTSB-funded bicycle program currently in place that focuses primarily on bicycle helmet distribution and usage for children.
2. A more extensive problem identification needs to be conducted to identify if there are any areas within the state or a particular age group in which would benefit from additional programming.
3. Consider additional educational efforts in regard to drivers maneuvering around bicycle lanes.
4. After further data analysis, consider the possibility of a conducting a bicycle-focused road safety assessment.

NHTSA Core Behavior Measures

Observational Safety Belt Usage Survey (B-1)

The Iowa GTSB contracted with Iowa State University, Center for Survey Statistics & Methodology (21-405b-M1OP, Task 01-00-00) to conduct the seat belt use data collection/Annual Safety Belt Usage Survey for 2021.

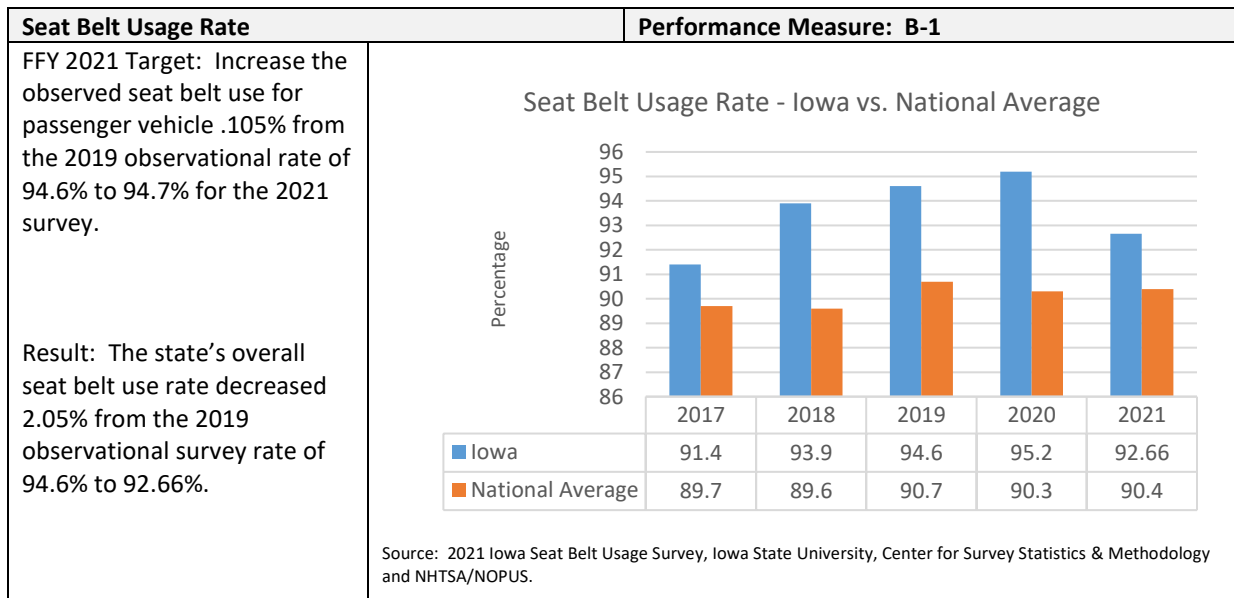
Excerpt from the ISU/CSSM Survey Report

The 2021 seat belt use data collection resulted in the observation of 12,939 passenger vehicles, with a right front seat passenger in 4,725 of those vehicle, for a total of 17,664 potential observations of belt use. Of these 17,664 potential observations, there were 12,194 drivers and 4,362 right front passengers who were observed to be wearing seat belts (total 16,556 seat belt users). Seat belts were not worn by 616 drivers and 316 right front passengers (total 932 unbelted). Data collectors were unable to observe the seat belt use of 129 drivers and 47 passengers (total 176 unknown use). The unknown use, or “nonresponsive rate” is .00996 or .996%. This is well within the range allowed by federal regulations, which require the nonresponse rate to be below 10%.

The number of observations in 2021 is 3,491 few than in 2020; the number of vehicles observed decreased by 2,749 and the number of passengers decreased by 742. The number of observations varies from year to year in part because sites are intentionally observed on different days of the week and times of day as much as is practical. In 2021, each site was observed for 45 minutes. Federal regulations require a minimum of 7,500 observations, and the 2021 total of 12,939 passenger vehicles with 17,664 observed occupants far exceeds the minimum requirements.

Federal regulations require the calculation of seat belt use to be conducted with weighted data as described in the approved survey plan. Based on the weighted data, **Iowa’s overall seat belt use rate for 2021 was 92.66%, with an estimated standard error of .91% (± 1%).**

Iowa State University, Center for Survey Statistics and Methodology will engage in site reselection for the 2022 survey in accordance with NHTSA requirements.



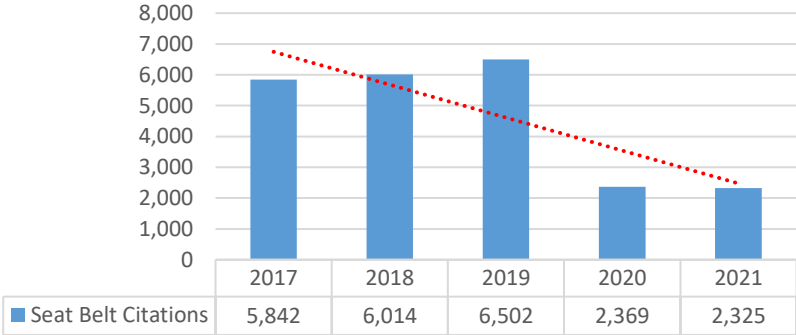
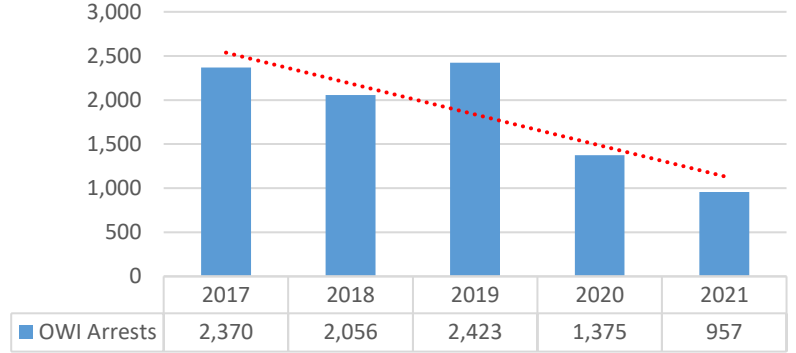
Public Awareness/Attitude Survey

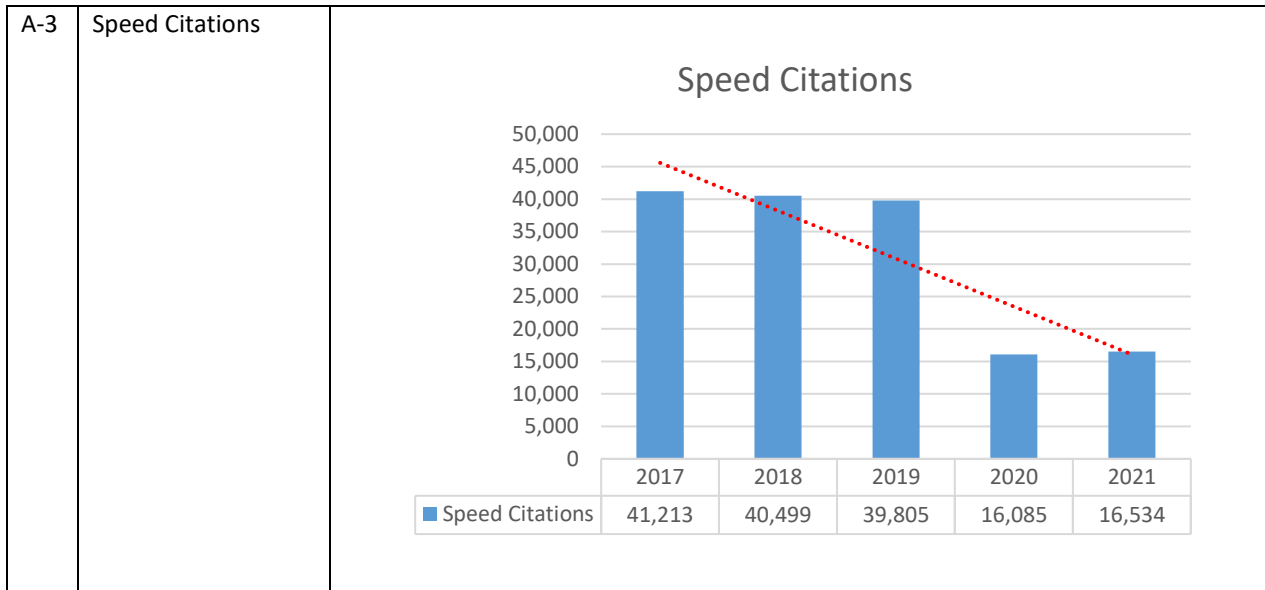
Iowa State University's Center for Survey Statistics and Methodology (CSSM) contracted with the Governor's Traffic Safety Bureau (GTSB) to conduct the 2021 Awareness Survey/Traffic Safety Survey of licensed drivers in Iowa. CSSM has conducted this survey for the GTSB since 2012, with the exception of 2020 due to restraints of the COVID-19 pandemic. The survey focuses on driving patterns and public awareness of traffic safety media campaigns.

The data collection process followed procedures used in past years. CSSM staff collected the data in driver licensing offices in five Iowa cities: Ankeny, Cedar Rapids, Council Bluffs, Fort Dodge and Mason City. The total number of surveys completed in 2021 was 409. This resulted in less than the minimum required by contract. Due to the COVID-19 pandemic, however, appointments are required or encouraged at many driver licensing offices and foot traffic has decreased. It was decided that the 409 surveys would be adequate representation to complete the project in 2021 in light of the smaller pool of survey participants. The methodology to complete the survey in the future may need to be reviewed if similar trends continue.

See ATTACHMENT A for a 6-year comparison of survey results.

Activity Measures/Grant Funded Activity

A-1	Safety Belt Citations	<p style="text-align: center;">Seat Belt Citations</p>  <table border="1" data-bbox="586 1213 1377 1289"> <thead> <tr> <th></th> <th>2017</th> <th>2018</th> <th>2019</th> <th>2020</th> <th>2021</th> </tr> </thead> <tbody> <tr> <td>Seat Belt Citations</td> <td>5,842</td> <td>6,014</td> <td>6,502</td> <td>2,369</td> <td>2,325</td> </tr> </tbody> </table>		2017	2018	2019	2020	2021	Seat Belt Citations	5,842	6,014	6,502	2,369	2,325
	2017	2018	2019	2020	2021									
Seat Belt Citations	5,842	6,014	6,502	2,369	2,325									
A-2	OWI Arrests	<p style="text-align: center;">OWI Arrests</p>  <table border="1" data-bbox="586 1749 1377 1822"> <thead> <tr> <th></th> <th>2017</th> <th>2018</th> <th>2019</th> <th>2020</th> <th>2021</th> </tr> </thead> <tbody> <tr> <td>OWI Arrests</td> <td>2,370</td> <td>2,056</td> <td>2,423</td> <td>1,375</td> <td>957</td> </tr> </tbody> </table>		2017	2018	2019	2020	2021	OWI Arrests	2,370	2,056	2,423	1,375	957
	2017	2018	2019	2020	2021									
OWI Arrests	2,370	2,056	2,423	1,375	957									



Federal Funds Expended on Projects

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

For Section 402, Iowa’s share-to-local benefit was 46.27% in FFY 2021.

Description of State’s Evidence-Based Enforcement Program Activities

The state of Iowa utilizes crash data as the foundation for highway safety programming. Iowa’s traffic records system is continuously improved in the areas of accuracy, completeness, timeliness uniformity, accessibility and integration. As such, the state has made improvements over the years to make data more timely, readily available and useful.

In the area of enforcement, accurate and complete data helps identify problematic to target enforcement efforts. On-going enforcement programs are implemented throughout the state with the common goal to change driving behaviors to ultimately reduce fatalities and serious injuries.

Through the funding application process, all law enforcement agencies were required to submit data which supported their application. Data was required in the areas of impaired driving, speeding and occupant protection but agencies could also submit data in other traffic safety areas if problems existed in their respective jurisdiction. Agencies were encouraged to use the Iowa Crash Analysis Tool (ICAT), <https://icat.iowadot.gov> as a resource for crash data. ICAT provides crash details to include driver and vehicle information, injuries, crash location, and road and environmental information.

Iowa’s FFY 2021 Evidence-Based Traffic Enforcement Plan included goals consistent with those identified within the Highway Safety Plan and correlated with the strategies within the State Strategic Highway Safety Plan.

High Visibility Enforcement

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

Special Traffic Enforcement Program (sSTEP)

The sSTEP agencies in FFY 2021 conducted special traffic enforcement efforts during five different waves and supported the national mobilization periods for “Click It or Ticket” and “Drive Sober or Get Pulled Over”. In addition to enforcement, agencies were asked to work with the local media and utilize sample press releases and campaign materials. A pre-and post-wave observational safety belt survey was required to be conducted and reported during the “Click It or Ticket” mobilization. Seat belt usage survey results from sSTEP agencies will be utilized for additional programming consideration in FFY 2022 and in the Highway Safety Planning process for FFY 2023.

Nighttime Seat Belt Enforcement

The nighttime seat belt enforcement project was first implemented in 2020. In FFY 2021, four agencies contracted with the GTSB for this project but only two of the four worked any activity during the year. Efforts will be made in FFY 22 to promote this project.

Central Iowa Traffic Safety Task Force (CITSTF)

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

Regional 420 Enforcement Mobilization

Iowa participated in the NHTSA Region 7 420 Event, April 18-20, 2021. Results of this activity are reported on page 32.

Mobilization Participation Information

ATTACHMENT C supports Iowa’s participation in three NHTSA designated mobilizations.

Project Contribution in Meeting Highway Safety Targets

Each project summary listing within the report provides a paragraph which specifies how the project contributed to the targets set forth within the FFY 2021 Highway Safety Plan.

Planned Activities Not Implemented/Target Not Met

Agencies that did not implement planned activities or in which targets were not met are listed below and identify the page in which an explanation is provided.

Afton Police Department – Page 58
Albia Police Department – Page 58
Armstrong Police Department – Page 58
Belle Plaine Police Department – Page 45
Cedar Rapids Police Department – Page 45
Chariton Police Department – Page 58
Colfax Police Department – Page 33
Council Bluffs Police Department – Page 48
Des Moines Police Department – Page 45

Eldridge Police Department – Page 47
Iowa City Police Department – Page 48
Jewell Police Department – Page 58
LeClaire Police Department – Page 47
Marcus Police Department – Page 58
Page County Sheriff’s Office – Page 58
Walcott Police Department – Page 47
Warren County Sheriff’s Office – Page 38
Woodward Police Department – Page 58

Program Areas

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

Program Area: Awareness Survey

Problem Statement and Overview:

In 2010, a NHTSA-GHSA (Governor’s Highway Safety Association) working group designed a set of survey questions about seat belt use, impaired driving and speeding for states to use for consistent survey data selection. It was the intent that using the same core questions in all data collection efforts would allow for states to track trends and evaluate the efficacy of their countermeasures over time. They surveys were also intended to measure behaviors, media, and enforcement efforts.

Iowa has conducted an awareness survey annually since 2010.

Targets:

- Survey 500 licensed drivers in Iowa annually

Strategies:

- Conduct a public awareness survey to a minimum of 500 licensed drivers annually
- Use survey results to help evaluate current countermeasures and for the development of additional countermeasures in future efforts

Outcomes/Results:

The awareness survey has been conducted since 2010 but the results have only been reviewed on an annual basis. A comparison of the survey results over the years will be considered for future programming (ATTACHMENT A). Some of the trends have identified opportunities in which additional countermeasures could be implemented.

Upon the outbreak of the COVID-19 pandemic, the Iowa Department of Transportation imposed restrictions of visitor/clients at the driver licensing stations across the state. This survey is currently designed to be conducted in-person and the restrictions impacted the number of individuals surveyed in 2021. The methodology of how the survey is conducted may need to be redesigned for future surveys.

Planned Activity Name: Annual Public Awareness /Attitude Survey

Subrecipient: Iowa State University, Center for Survey Statistics and Methodology

Unique Identifier/Planned Activity Number: 21-402-MOOP, Task 00-00-02

Iowa State University, Center for Survey Statistics and Methodology (CSSM) conducted the 2021 Public Awareness/Attitude Survey. The survey provided information about driving behaviors and the public’s awareness of traffic safety messaging and media campaigns. The survey was conducted at five Iowa Department of Transportation driver licensing stations in the following cities: Ankeny, Cedar Rapids, Council Bluffs, Fort Dodge and Mason City. The responses were collected and analyzed by the CSSM staff. See “Public Awareness/Attitude Survey” (see page 18). A 5-year comparison of survey results can be found in ATTACHMENT A.

This project contributed to the targets listed in the Highway Safety Plan through the responses collected as such information is used to evaluate the effectiveness of traffic safety programs and messaging throughout the state.

Program Area: Communication (Media)

Problem Statement and Overview:

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

Media models created by NHTSA are used during national mobilization events such as “Click It or Ticket” and “Drive Sober or Get Pulled Over”. The GTSB utilizes the NHTSA Communication Calendar and [TrafficSafetyMarketing.gov](https://www.traffic-safety-marketing.gov) to plan messaging. These resources are shared with partners.

Targets:

- Use a various media mix to deliver traffic safety messages

Strategies:

- Stay engaged with social media
- Encourage partners to utilize materials readily available through [TrafficSafetyMarketing.gov](https://www.traffic-safety-marketing.gov)
- Work with media partners to help identify target audiences and areas to promote traffic safety messages

Outcomes/Results:

In addition to specific projects listed below, Section 405f funding was utilized for clings and interior cards on Des Moines Area Regional Transit (DART) buses. This signage was aimed toward the general driving public with the goal to raise awareness to motorcycles on the roadway. For additional information, see page 42.

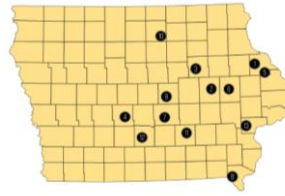
Traffic safety messaging, in general terms, has been static for years with similar banners, public service announcements, Facebook posts, etc. FFY 2023 programs will include a most specific analysis of problem areas and target audiences. New/newer content will be developed and used. Additional efforts, such as “geo-fencing”, will be expanded to reach identified targets to further our reach of prominent messaging. Throughout the year, data will be reviewed on a more routine basis to identify trends. Additional media/campaign efforts will be considered and appropriate adjustments will be made during year.

Planned Activity Name: Alliance Highway Safety – Motorsports

Subrecipient: Alliance Sport Marketing, LLC

Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 01-00-00

Alliance Highway Safety promoted highway safety messages through thirteen (13) motorsport venues located in key markets in Iowa. Each track prominently displayed signage with the “Drive Sober or Get Pulled Over” and “Click It or Ticket” message throughout the venue and in high traffic areas of the motorsport community. Alliance also utilized the graphics of the Fatality Reduction Task Force, Drive Smart Iowa: The Power is in Your Hands. Public address announcements were delivered at each motorsport event.



Crash data (fatalities, alcohol-impaired fatalities and unrestrained fatalities) and county demographics (population, density and average commute in minutes) was used to determine the venues for this project.

This project contributed to the targets listed in the Highway Safety Plan through traffic message exposure in the areas of impaired driving and occupant protection to the target audience of males ages 18-34.

MOTORSPORT VENUES

- 300 Raceway (Farley, IA)
- Benton County Raceway
- Cedar Falls Motorsports Park
- Dallas County Speedway
- Dubuque Speedway
- Hawkeye Downs (Cedar Rapids, IA)
- Iowa Speedway (Newton, IA)
- Lee County Speedway
- Marshalltown Speedway
- Mason City Motor Speedway
- Southern Iowa Speedway (Oskaloosa, IA)
- Warren County Speedway

Planned Activities Name: Cedar Rapids Kernels

Subrecipient: Cedar Rapids Kernels

Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 02-00-00

During the 2021 season, the Cedar Rapids Kernels posted an 8’x15’ outfield sign at their home field at Veterans Memorial Stadium featuring the graphic “If You Feel Different, You Drive Different. During the season, 120,756 visitors had exposure to the sign. A traffic safety messages were aired during 105 on-line broadcasts with an estimated 42,000 listeners. During the pregame of the 62 home games, a traffic safety video was also run.

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

Planned Activity Name: Iowa Barnstormers

Subrecipient: Iowa Barnstormers

Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 06-00-00

Although originally listed in the Highway Safety Plan, the GTSB did not issue a contract with the Iowa Barnstormers during FFY 2021 due to internal business issues including the inability to secure a DUNS number.

Planned Activity Name: Clinton LumberKings

Subrecipient: Clinton LumberKings

Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 03-00-00

In FFY 2021, the Clinton LumberKings returned to a full schedule after a year of relative inactivity due to COVID-19. In addition to the regular baseball schedule, non-baseball events were held at the ballpark. This allowed for additional exposure of the GTSB-funded outfield messaging.

This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure in the area of impaired driving. The “If You Feel Different You Drive Different” message was displayed during the 2021 season.

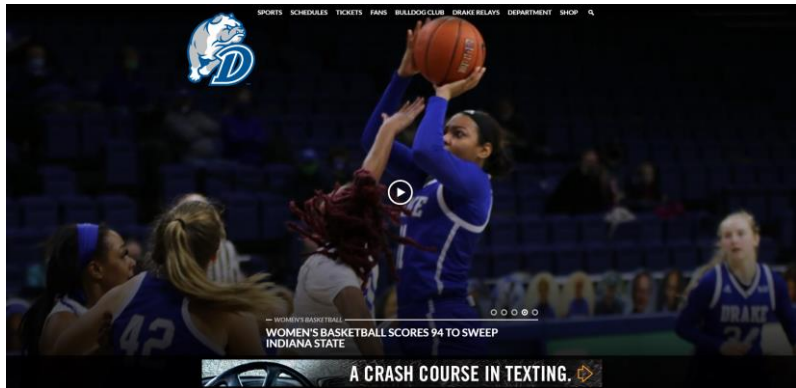
Planned Activity Name: IMG College – Drake

Subrecipient: IMG College – Drake

Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 05-00-00

Activity during FFY 2021 included the following:

- 17 PSA aired during 4 football games. 174 PSAs aired during men’s and women’s basketball games
- Traffic safety messages displayed at the scorer’s table during 7 men’s basketball home games and 6 women’s basketball home games. Total attendance of all games: 7,680.
- Rotating Traffic safety message displayed on the Drake Stadium video board during 2 football games
- A minimum of five traffic safety kickoff messages per game during 4 football games
- One traffic safety PSA shown on the video board during 4 football games. Total attendance: 1,249.
- One full-page color traffic safety advertisement in the Drake basketball program. Distributed digitally.
- Banner ads run on www.godrakebulldogs.com com with a link to the DPS/GTSB web page.



This project contributed to the targets listed in the Highway Safety Plan though traffic safety messaging in the areas of distracted driving and impaired driving.

Planned Activity Name: Iowa Cubs/Greater Des Moines Baseball Company

Subrecipient: Greater Des Moines Baseball Company

Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 04-00-00

During the 2021 season, a 14’x19’ double outfield fence sign and a 3’x6’ backlit sign was displayed at the home field for the Iowa Cubs, Principal Park. Signage delivered an impaired driving message utilizing the “Drive Sober or Get Pulled Over” logo. The location of the signage allowed for all patrons in the grandstands, skybox suites and around park to see the traffic safety message. Attendance for the Iowa Cubs was 314,749 fans during the 2021 season (May 4 – October 3). Attendance at the beginning of the season was at reduced capacity due to COVID-19 restrictions but opened for full capacity in June and through the remainder of the season. Principal Park also hosted a concert and a circus in October with over 13,100 individuals in attendance. The signage was in place for those two special events.

During the year a 4’x8’ digital sign displaying “Click It or Ticket” was displayed on a marquee on the avenue that runs by the ballpark. The 2-sided marquee can be seen by countless individuals driving in and out of downtown Des Moines. This signage displays over 40 times per hour and runs 365 days a year.

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

Planned Activity Name: Iowa Public Television
Subrecipient: Iowa PBS Foundation
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 07-00-00

Iowa Public Television delivered the following during FFY 2021:

- Four traffic safety messages created, approved, and produced
- Aired 170 fifteen second traffic safety messages (approximately 3.3 messages per week) during established times that coincided with national traffic safety campaigns that were applicable
- A traffic safety message included on the sponsor web page

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

Planned Activity Name: Iowa Wild
Subrecipient: Iowa Wild
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 08-00-00

Traffic safety messaging utilized during the 2021 season included NHTSA's tagline "If You Feel Different, You Drive Different". Total attendees to see the dasher board message was 68,000 with 4,000 being the average attendance at each game. The designated driver booth had approximately 10 fans sign up at each home game. The Iowa Wild also utilized social media to deliver traffic safety messages. As of the end of FFY 2021, social media followers for the Iowa Wild were: Facebook, 52,157; Twitter, 24.5K; and Instagram, 30.1K.

The Iowa Wild 2020-2021 season was shortened due to the COVID-19 pandemic and restrictions with the American Hockey League schedule. The season was played from 02/05/2021-05/12/2021.

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

Planned Activity Name: Iowa Wolves
Subrecipient: Iowa Wolves
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 09-00-00

Although originally listed in the Highway Safety Plan, the GTSB did not issue a contract with the Iowa Wolves during FFY 2021 due to a shortened season which was held in Florida as a result of COVID restrictions and concerns.

Planned Activity Name: KDSM-Fox
Subrecipient: KDSM LLC
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 10-00-00

The following contract activity was completed during FFY 2021.

- Delivered 300,081 commercials during 12 month campaign
- Delivered a final completion percentage of 97.83% with 293,578 impressions viewed

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

Planned Activity Name: Iowa High School Sports Network
Subrecipient: Iowa High School Sports Network (IHSSN) – Krogman & Associates
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 11-00-00

During FFY 2021, Krogman & Associates provided traffic safety messaging at Iowa high school athletic championship tournaments. These events draw large crowds in all age groups from all over the state. Krogman worked through the Iowa High School Sports Network (IHSSN) and their website, www.ihssn.com, for messaging through digital form. One tile ad and one fixed sponsor add was on the IHSSN hop page. Deliverables included the following:

<i>Championship Event / Venue</i>	<i>Deliverable(s)</i>	<i>Reach</i>
Football UNI-Dome University of Northern Iowa Cedar Falls, IA	<ul style="list-style-type: none"> - One audio mention at each of the 18 playoff games - Two 3'x 8' signs displayed - Full screen GTSB logo displayed at 18 playoff games - One :30 video board commercial aired at each of the 18 scheduled games 	<ul style="list-style-type: none"> - 310,313 livestream views - 145,888 total app plays - Attendance: 18,806
Basketball Wells Fargo Arena Des Moines, IA	<ul style="list-style-type: none"> - One audio mention aired during each semifinal and final games - One :30 video commercial aired during broadcast of 20 quarterfinals and finals games - On 3' x 24' LED sign displayed at scorer's table during 28 tournament games - Full screen GTSB logo displayed - LED ribbon board displayed during championship events - Rotating logo displayed on four sides of the LED video display during the tournament 	<ul style="list-style-type: none"> - 247,968 livestream views - 143,617 total app plays - Attendance: 40,535
Consolation games were not held due to COVID-19		
Wrestling Wells Fargo Arena Des Moines, IA	<ul style="list-style-type: none"> - Two audio mentions aired during championship event - Full screen GTSB logo displayed - LED ribbon board displayed during championship event - Rotating logo display on two sides of the LED video display during wrestling tournament - One :30 video board commercial aired for each session of the state individual championship wrestling tournament - Award presentation and graphic with logo and graphics with audio voice over aired on the TV broadcast and shown on the in-house video board with PA audio for the 285-pound class champion presentation during the individual tournament finals - Bout card presentation graphic with logo and graphics with audio voice over aired on the TV broadcast and shown on the in-house video board with in-house PA audio for announcing the wrestlers competing for the 285-pound class championship for the individual tournament finals 	<ul style="list-style-type: none"> - 32,493 livestream views - 41,329 total app plays - Attendance: 37,060
Baseball	<ul style="list-style-type: none"> - One :30 video commercial aired during broadcast during final games - 24 :30 audio commercials aired at semifinal and quarterfinals during IHSSN streaming broadcasts 	<ul style="list-style-type: none"> - Estimated total streaming views = 63,819
Co-Ed Cross Country	<ul style="list-style-type: none"> - One sign displayed at meet 	<ul style="list-style-type: none"> - Attendance: 8,915
Cheerleading	Due to COVID 19, State Cheerleading was a virtual event. In lieu of 3' x 6' sign, rotating graphics were ran during streaming broadcast.	<ul style="list-style-type: none"> - 400 views during broadcast

Co-Ed Track Drake Stadium Drake University Des Moines, IA	- Two 3' x 8' signs displayed	- Attendance: 38,204
Soccer Crownie Stadium Des Moines, IA	- One 3' x 6' sign displayed	- Attendance: 7,325

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



Planned Activity Name: Learfield
Subrecipient: Learfield
Unique Identifier/Planned Activity Number:

During FFY 2021 Learfield Sports provided safety belt, bicycle/pedestrian safety, impaired and distracted driving messages at University of Iowa



(Hawkeye) and Iowa State University (Cyclone) football and basketball games. One :30 weekday public service announcement (PSA) was aired on the Hawkeye and Cyclone unwired network between April and August and two :30 PSAs were aired during the Hawkeye and Cyclone spring games. Approved signage was provided on inside gates and sandwich boards at both of the university stadiums/arenas.

Attendance at these events was hampered slightly during this funding period as a result of COVID-19 restrictions.

This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging at state university sporting events.

Planned Activity Name: Radio Iowa
Subrecipient: Radio Iowa
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 13-00-00

Radio Iowa provided a year of safety messages across Iowa’s rural radio stations. A variety of messages were produced, scripted and approved for broadcast. The safety message exposure for FFY 2021 is provided below:

- 24,280 30-second messages during 18 weeks on 93 Iowa radio stations
 - Seat belt safety messages: Campaign length 6 weeks, 7,990 paid messages
 - Impaired safety messages: Campaign length 6 weeks, 7,990 paid messages
 - Distracted driving safety messages: Campaign length 1 week, 1,390 paid messages
 - Motorcycle safety messages: Campaign length 5 weeks. 6,910 paid messages
- 4,275 10-second messages aired during 48 weeks on 65 Iowa radio stations
 - Seat belt safety messages: Campaign length 19 weeks, 1,743 billboards
 - Impaired safety messages: Campaign length 17 weeks, 1,467 billboards
 - Distracted driving safety messages: Campaign length 4 weeks, 355 billboards

- Motorcycle safety messages: Campaign length 8 weeks, 710 billboards
 Bonus Safety Messages and Value – 5,268 total messages valued at \$28,948

- Seat Belt safety messages: 923 messages, valued at \$3,976
- Impaired safety messages: 2,130 messages, valued at \$12,421
- Distracted driving safety messages: 362 messages, valued at \$2,014
- Motorcycle safety messages: 1,853 messages, valued at \$10,537

Audience Estimates: Persons 18+

- Reach: 558,500 (Number of unique people who hear your message each airing)
- Frequency: 20.0 (Number of times each person hears your message on average)
- Gross Impressions: 11,154,400 (Number of different times your message is heard during campaign)

This project contributed to the targets listed in the Highway Safety Plan through traffic safety radio messages in the areas of occupant protection, distracted driving, impaired driving and rural driving. The messages were broadcasted in rural Iowa which is a vital target area as 69% of Iowa’s traffic fatalities were rural in 2020.

Planned Activity Name: Screenvision Media
Subrecipient: Screenvision Media
Unique Identifier/Planned Activity Number: 21-405d-FDL*PM, Task 14-00-00

Screenvision provided the following activity during FFY 2021:

1 st Quarter	Impaired Driving	<ul style="list-style-type: none"> • Impaired Driver PSA Cinema Campaign, 11/20/20-12/31/20. Aired in 28 theater locations. 241 screens in urban/rural communities. Additional weeks added to the campaign to meet impressions due to COVID. • Impaired Driving Mobile Targeting Campaign, 11/20/20-12/31/20. Urban and rural zip codes geo-fencing included to Gen Z and Millennials. Delivered 571,429 impressions and 665 clicks to Drive Smart Iowa website.
2 nd Quarter	No media scheduled in 2 nd Quarter	
3 rd Quarter	Distracted Driving	<ul style="list-style-type: none"> • Distracted Driving 30 Second PSA Cinema Campaign + Billboard 5-Second PSA, 04/02/21-05/20/21. Aired in 28 theater locations. 241 screens in urban/rural communities. 262,877 impressions. • Distracted Driving Mobile Targeting Campaign with Geo-Fencing, 04/02/21-04.30.21. Gen Z and Millennials age 18-34 demographic in urban/rural communities. 676,783 impressions and 715 clicks to Drive Smart Iowa website.
	Rural Driving	<ul style="list-style-type: none"> • Rural Driving 30 Second PSA Cinema Campaign + Billboard 5 second PSA, 04/09/2021-05/20/21. Aired in 30 theater locations. 98 screens in rural communities. 60,653 impressions. • Rural Driving Mobile Targeting Campaign with Geo-Fencing, 04/09/21-04/23/21. Gen Z and Millennials, 18-34 demographics in rural communities. 209,524 with 502 clicks to Drive Smart Iowa website.
	Occupant Protection	<ul style="list-style-type: none"> • “Click It or Ticket” 30 Second PSA Cinema Campaign, 04/30/21-06/08/21. Aired in 40 theatre locations. 287 screens in urban/rural communities. 352,340 impressions. • “Click It or Ticket” Mobile Targeting Campaign with Geo-Fencing, 04/30/21-05/27/21. Gen Z and Millennials, 18-34 demographic, urban/rural communities. 606,061 impressions with 333 clicks to Drive Smart Iowa website.
4 th Quarter	Impaired Driving	<ul style="list-style-type: none"> • Impaired Driving Summer 30 Second PSA Cinema Campaign PSA, 08/20/21-09/02/21. Aired in 33 theatre locations. 273 screens in urban/rural communities. 89,256 impressions.

Rural Driving	<ul style="list-style-type: none"> • Rural Driving 30 Second PSA Cinema Campaign + Billboard 5 Second PSA, 09/10/21-09/23/21. Aired in 31 theatre locations. 99 screens in rural communities + billboard aired in 18 theatre locations and 77 screens in rural communities. 47,958 impressions. • Rural Driving Mobile Targeting Campaign with Behavioral and Proximity Targeting, 09/10/21-09/23/21. Gen Z and Millennials, 18-34 demographics Iowa rural areas. 209,524 with 385 clicks to Drive Smart Iowa website.
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This project contributed to the targets listed in the Highway Safety Plan through public service/educational announcements in the traffic safety areas of impaired driving, distracted driving, rural driving and occupant protection.

Planned Activity Name: Waterloo Bucks
Subrecipient: Waterloo Bucks
Unique Identifier/Planned Activity Number: 21-405d-FDL-*PM, Task 15-00-00

During FFY 2021, an 8' x 20' outfield sign was displayed at Riverfront Stadium, the home of the Waterloo Bucks. The sign featured the graphic "If You Feed Different, You Drive Different". It is estimated the 41,915 visitors to the stadium were exposed to the sign.



During each home game, two traffic safety videos were played after the 7th inning and in the middle of the 8th inning. Also during the 8th inning, the "Drive Sober or Get Pulled Over" graphic was display on the video board. During the 2021 season there were 37 home games had a total attendance of 30,165. Other deliverables included 74 on-line broadcasts (with approximately 18,500 listeners) and a full-page/full-color program ad; both which provided impaired driving messages.

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

Planned Activity Name: ZLR Ignition
Subrecipient: ZLR Ignition
Unique Identifier/Planned Activity Numbers: 21-405d-FDL*PM & 21-405d-FDLPEM, Task 01-00-00

ZLR Ignition served as the GTSB's main media source in FFY 2021. Through ZLR, media was purchased in support of national mobilizations. Paid media plans were coordinated with national mobilization times and messaging starting approximately a week prior to enforcement efforts. ZLR was successful in obtaining added value/earned media which included negotiated non-purchased placement of traffic safety messages. ZLR also continued to support information on social media platforms and maintained the GTSB's microsite, www.drivesmartiowa.com.

This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging. ZLR was also responsible for the media plans that correlate with the national mobilizations.

Program Area: Community Traffic Safety Programs

Problem Statement and Overview:

The Central Iowa Traffic Safety Task Force (CITSTF) is a multidisciplinary collaboration with state, county, and municipal law enforcement agencies with the primary focus of reducing traffic fatalities, vehicle related injuries, and economic costs related to unsafe motoring habits through education and enforcement.

Targets:

- Encourage a multidisciplinary approach to traffic safety enforcement and educational efforts in central Iowa

Strategies:

- Provide funding to support training efforts of the CITSTF agencies

Outcomes/Results:

The CITSTF agencies successfully conducted multi-agency enforcement efforts throughout the year. Funding provided through GTSB supported a one-day training conference.

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

Subrecipient: Mitchellville Police Department

Unique Identifier/Planned Activity Number: 21-402-M0PT, Task 00-00-10

The annual CITSTF training conference was held on September 24, 2021. Training was conducted by Kristen Formanek of the Polk County Attorney's Office and Jeremy Peterson (Iowa's TRSP) of the Iowa Attorney General's office (21-405d-FDL*PT, Task 02-00-00).

Annually, two officers are recognized for their efforts during the year. This year's recipients were:

- Officer Donevan Roe, West Des Moines Police Department, CITSTF OWI Officer of the Year
- Officer Nathan Johnston, Johnston Police Department, CITSTF Traffic Enforcement Officer of the Year



CITSTF partner agencies also planned and conducted 14 multi-agency enforcement projects during FFY 2021 which focused on driver behavior issues.

This project contributed to the targets listed in the Highway Safety Plan through training and enforcement of traffic laws which help promoted overall traffic safety.

Program Area: Impaired Driving

Problem Statement and Overview:

Pursuant to federal legislation, Iowa qualifies for Section 405d funding as a “low-range” state based on a 3-year average of alcohol-impaired driving fatalities per 100M vehicle miles travelled utilizing the most recent data published and maintained in NHTSA’s Fatality Analysis Reporting System (FARS). However, alcohol remains one of the leading causes of traffic crashes in Iowa. In 2020, 32.94% of all traffic fatalities in the state were alcohol-impaired.

Efforts to combat impaired driving continue in Iowa with the primary focus being enforcement and education. High visibility enforcement remains an effective countermeasure. During FYF 2021, the GTSB utilized a combination of Section 402 and 405d funding to support efforts. Enforcement is an emphasis area within the State Strategic Highway Safety Plan.

Targets:

- Reduce alcohol-impaired fatalities 2.19% from the 2014-2018 average of 91 to 89 by December 31, 2021

Strategies:

- Through the administration of Section 402 and 405d funds, support overtime enforcement and educational efforts
- Through the administration of Section 402 and 405d funds, provide funding for the purchase of GTSB approved equipment
- Continue training opportunities for Advanced Roadside Impaired Driving Enforcement (ARIDE)
- Continue to support certification of a minimum of 12 additional officers as DREs during the funding period
- Participate in NHTSA Regional enforcement activities focused on impaired driving
- Continue to provide funding to support the state’s Traffic Safety Resource Prosecutor (TSRP)
- Continue to provide funding to support efforts of the DCI Criminalistics Laboratory which pertain to impaired driving.

Outcomes/Results:

- The FFY 2020 target to reduce alcohol-impaired driving fatalities 2.36% from the 2013-2017 average of 93.2 to 91 was not met. The 2016-2020 5-year moving average was 101.

Impaired driving is a major concern in Iowa. Section 402 and 405d funding was utilized to support enforcement and educational efforts in FFY 2021. Funding also help support training efforts provided through the Iowa Law Enforcement Academy, State Court Administrator’s Office, and the Prosecuting Attorney Training Council/Traffic Safety Resource Prosecutor (TSRP). The Iowa Division of Criminal Investigation Criminalistics Laboratory also continued to play an integral part in Iowa’s impaired countermeasures through laboratory analysis, toxicological support, DataMaster DMT certification/maintenance and expert testimony.

Law enforcement continues to be a critical component in the state to combat impaired driving NHTSA funding continues to support specialized trainings in the areas of Advanced Roadside Impaired Driving (ARIDE) and Drug Recognition Expert (DRE) programs. However, in 2021, COVID-19 restrictions and concerns again hampered the ability to host ARIDE classes as was the case in 2020. No ARIDE trainings were held in FFY 2021.

Iowa participated in the NHTSA Region 420 enforcement event. The following chart represents the activity from Iowa enforcement officers.

Regional "420" Enforcement Campaign


Enforcement Data Reporting Form

April 18-20, 2021

Agency: Iowa's DRE Total Enforcement Numbers (Both CMV Scale and Routine Patrol Combined)

All data reported should reflect activity within the time frame of the Regional Project. (April 18-20, 2021)

1	0	Total Number of Fatalities
2	1	Total Number of Crashes
3	10	Total DRE Evaluations Conducted
4	12	Total DUI Arrests
5	2	Alcohol Impaired DUIs
6	4	Suspected Marijuana DUIs
7	6	"All Other" Drugs DUIs
8	4	Total CMV DUIs
9	0	CMV Alcohol Impaired DUIs
10	0	CMV Suspected Marijuana DUIs
11	4	CMV "All Other" Drugs DUIs
12	4	Total "Non DUI" Drug-Related Arrests
13	1	Total Felony Arrests
14	113	Total Traffic Stops (Contacts)
15	47	Total Number of Traffic Citations Issued
16	21	Number of Speed Citations
17	4	Number of Seat Belt Citations



Comments: Iowa DREs Grand Total of Enforcement Activity from April 18-20, 2021 including Salix Scale and routine patrol. Only 13 DREs reported activity from the 18th through the 20th. Four DREs worked the scale on April 20th.

Please send your completed report to: olmstead@dps.state.ia.us

Planned Activity Name: DRE Program Expenses
Subrecipient: GTSB – Internal
Unique Identifier/Planned Activity Number: 21-405d-M6OT, Task 00-00-06

One (1) DRE school was held in FFY 2021. Thirteen (13) officers successfully completed the course and required field certifications.

Planned Activity Name: Law Enforcement/HVE – 402 AL
Unique Identifier/Planned Activity Number: 21-402-MOAL HVE

Subrecipients:

Cerro Gordo Co. Sheriff's Office	21-402-MOAL, Task 01-00-00
Clear Lake Police Department	21-402-MOAL, Task 02-00-00
Dallas Co. Sheriff's Office	21-402-MOAL, Task 03-00-00
Des Moines Co. Sheriff's Office	21-402-MOAL, Task 04-00-00
Dubuque Police Department	21-402-MOAL, Task 05-00-00
Eldridge Police Department	21-402-MOAL, Task 06-00-00
Jasper Co. Sheriff's Office	21-402-MOAL, Task 07-00-00
Ottumwa Police Department	21-402-MOAL, Task 08-00-00
Waukee Police Department	21-402-MOAL, Task 09-00-00

The following table provides the overtime activity reported by agencies funded through Section 402/Alcohol.

Overall Activity – All Agencies			
Overtime Enforcement Hours	1,872	Seat Belt Warnings (Nighttime)	8
Overtime Educational Hours		Child Restraint Citations	6
OWI Arrests – Alcohol	28	Child Restraint Warnings	3
OWI Tested – No Arrests	52	Speed Citations	585
OWI Arrests - Drugs	0	Speed Warnings	741
# DRE Call Outs (GTSB Stop Only)	4	Stop Sign/Light Citations	59
OWI Drug Tested – No Arrest	27	Stop Sign/Light Warnings	82
.02 Violations	1	Electronic Device Citations	5
Underage Possession (Traffic Only)	9	Electronic Device Warnings	14
Open Container	14	Other Traffic Violation Citations	453
Seat Belt Citation (Daytime)	58	Other Traffic Violation Warnings	1,047
Seat Belt Warning (Daytime)	26		
Seat Belt Citations (Nighttime)	7		

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

Planned Activity Name: Law Enforcement/HVE – 405d

Unique Identifier/Planned Activity Number: 21-405d-M6OT HVE

Subrecipients:	Asbury Police Department	21-405d-M6OT, Task 01-00-00
	Blue Grass Police Department	21-405d-M6OT, Task 02-00-00
	Boone Police Department	21-405d-M6OT, Task 03-00-00
	Buffalo Police Department	21-405d-M6OT, Task 04-00-00
	Carroll Co. Sheriff’s Office	21-405d-M6OT, Task 05-00-00
	Cass Co. Sheriff’s Office	21-405d-M6OT, Task 06-00-00
	Cedar Co. Sheriff’s Office	21-405d-M6OT, Task 07-00-00
	Cedar Falls Public Safety	21-405d-M6OT, Task 08-00-00
	Clinton Co. Sheriff’s Office	21-405d-M6OT, Task 09-00-00
	Colfax Police Department *	21-405d-M6OT, Task 10-00-00
	Donnellson/West Point Police Department	21-405d-M6OT, Task 11-00-00
	Epworth Police Department	21-405d-M6OT, Task 12-00-00
	Evansdale Police Department	21-405d-M6OT, Task 13-00-00
	Huxley Police Department	21-405d-M6OT, Task 14-00-00
	Iowa State Patrol	21-405d-M6OT, Task 00-06-00
	Knoxville Police Department	21-405d-M6OT, Task 15-00-00
	Linn Co. Sheriff’s Office	21-405d-M6OT, Task 16-00-00
	Mitchellville Police Department	21-405d-M6OT, Task 17-00-00
	Mount Vernon Police Department	21-405d-M6OT, Task 18-00-00
	Princeton Police Department	21-405d-M6OT, Task 19-00-00
	Spirit Lake Police Department	21-405d-M6OT, Task 20-00-00
	State Center Police Department	21-405d-M6OT, Task 21-00-00
	Storm Lake Police Department	21-405d-M6OT, Task 22-00-00
	Vinton Police Department	21-405d-M6OT, Task 23-00-00
	Walcott Police Department	21-405d-M6OT, Task 24-00-00
	Washington County Sheriff’s Office	21-405d-M6OT, Task 25-00-00
	Waukon Police Department	21-405d-M6OT, Task 26-00-00
	West Burlington Police Department	21-405d-M6OT, Task 27-00-00
	Winneshiek Co. Sheriff’s Office	21-405d-M6OT, Task 28-00-00

Altoona Police Department	21-405d-M6OT, Task 00-00-01
Ankeny Police Department	21-405d-M6OT, Task 00-00-02
Des Moines Police Department	21-405d-M6OT, Task 00-00-03
Urbandale Police Department	21-405d-M6OT, Task 00-00-04
West Des Moines Police Department	21-405d-M6OT, Task 00-00-05

*Colfax Police Department terminated their FFY 2021 contract due to an officer resignation and no other staffing options at the time.

The following table provides the overtime activity reported by agencies funded through Section 405d.

Overall Activity – All Agencies			
Overtime Enforcement Hours	3,047.7	Seat Belt Warnings (Nighttime)	18
OVI Arrests – Alcohol	57	Child Restraint Citations	1
OVI Tested – No Arrests	127	Child Restraint Warnings	2
OVI Arrests - Drugs	12	Speed Citations	422
# DRE Call Outs (GTSB Stop Only)	3	Speed Warnings	1,148
OVI Drug Tested – No Arrest	11	Stop Sign/Light Citations	16
.02 Violations	3	Stop Sign/Light Warnings	81
Underage Possession (Traffic Only)	8	Electronic Device Citations	2
Open Container	25	Electronic Device Warnings	17
Seat Belt Citations (Daytime)	13	Other Traffic Violation Citations	415
Seat Belt Warnings (Daytime)	2	Other Traffic Violation Warnings	1,494
Seat Belt Citations (Nighttime)	10		

Disclaimer:

This table does not reflect the activity of the following agencies as they had “combo” contracts in FFY 2021 with funding in both 402 and 405d:

- Iowa State Patrol*
- Altoona Police Dept.*
- Ankeny Police Dept.*
- Des Moines Police Dept.*
- Urbandale Police Dept.*
- West Des Moines Police Dept.*

In FFY 2021, Iowa Grants, the state’s grants management system, did not have the capability to split out project activity between 402 and 405d funds.

The activity of the aforementioned agencies is reported under planned activity “Law Enforcement/HVE – 402 (PTS), page 55.

Efforts by these agencies contributed to the targets listed in the Highway Safety Plan through the enforcement and education of laws related to traffic safety which helps to promotor positive driving behaviors. Overtime efforts were to have an impaired emphasis.

Planned Activity Name: GTSB Travel (AL)
Subrecipient: GTSB-Internal
Unique Identifier/Planned Activity Number: 21-402-M0AL, Task 00-00-03

See Final Voucher for FFY 2021 expenditures.

Planned Activity Name: GTSB Printing (AL)
Subrecipient: GTSB-Internal
Unique Identifier/Planned Activity Number: 21-402-M0AL, Task 00-00-04

See Final Voucher for FFY 2021 expenditures.

Planned Activity Name: GTSB Program Management (AL)
Subrecipient: 21-402-MOAL, Task 00-00-07
Unique Identifier/Planned Activity Number: 21-402-MOAL, Task 00-00-07

See Final Voucher for FFY 2021 expenditures.

Planned Activity Name: Traffic Bench Book
Subrecipient: Iowa State Court Administrator's Office
Unique Identifier/Planned Activity Number: 21-405d-FDLIS, Task 02-00-00

The Judicial Traffic Law Bench book remains a vital resource for judges to access up-to-date information on traffic law and safety. Bench book usage remained steady in FFY 2021. A trend to note was a dip in users between March and September. Much of court business was suspended due to the pandemic. Increases in users was observed instances correlated to releases of new information and the resumption of court business.

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

Planned Activity Name: Law Enforcement Training
Agency: Iowa Law Enforcement Academy
Project Number: 21-405d-FDL*PT, Task 01-00-00

During FFY 2021, the Iowa Law Enforcement Academy provided training to 3,743 students and officers. The following table summarizes the classes and the number of students receiving training.

Name of Class	Number of Students	Number of Classes
Standardized Field Sobriety	242	6
Wet Labs	242	6
OWI Scenarios – Practical Field Exercise	242	6
OWI Detection/SFST Certification Through Examination	22	2
OWI Enforcement Techniques	520	10
SFST Instructor	15	1
SFST Instructor Recertification/Refresher	89	5
Drug Recognition for Street Officers	242	6
Traffic Law Enforcement	214	4
Vehicle Stops	877	21
Street Intoxication	242	6
Traffic Direction	132	2
Motor Vehicle Law – Seat Belts	169	4
Motor Vehicle Law – DOT/CDL	205	5
Radar Instructor Certification	23	2
Radar/Lidar Instructor Recertification	25	2
Radar Enforcement – Academy Class	242	3
Drug Recognition for Street Officers	242	3

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

Planned Activity Name: Iowa DCI Crime Laboratory
Subrecipient: Iowa Division of Criminal Investigation (DCI) Criminalistics Laboratory
Unique Identifier/Planned Activity Number: 21-405d-FDLS, Task 01-00-00

During FFY 2021, 808 blood alcohol only and 535 urine alcohol only samples were analyzed with 2,757 total blood and urine samples screened for the presence of drugs with all positive drug screens sent on for further conformational testing for the presence of drugs. For analytical assignments in toxicology, assignment turnaround time averaged 27 days during the year, which is well below the laboratory target of 45 days.

40.5 hours of overtime was used for work related to DataMaster DMT units during the year. 187 DMTs were certified. 318.75 hours of overtime was used for working impaired driving case confirmations in toxicology. The overtime assisted in maintaining overall case turnaround times that averaged approximate 51 days for cases completed during the year.

During FFY 2021, 885 blood samples have been screened for drugs, with 512 samples screening positive for one or more drugs/drug classes and advanced for conformational testing, reducing the need for agencies to send this analysis type to private laboratories for testing. Also, for this time period, approximately 429 blood samples that had previously screened positive were confirmed as follows (some samples indicated multiple drug classes).

- 51 blood samples confirmed for opiate related compounds (including 16 fentanyl)
- 61 blood samples confirmed for amphetamine/methamphetamine
- 257 blood samples confirmed for marijuana related compounds
- 67 blood samples confirmed for benzodiazepine related compounds
- 21 blood samples confirmed for cocaine related compounds
- 4 blood samples confirmed for PCP
- 20 blood samples confirmed for miscellaneous compounds



Expert testimony was provided in OWI court cases; 29 cases from the toxicology section and 20 cases from the breath alcohol section.

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

Planned Activity Name: GTSB – ARIDE Program Expenses
Subrecipient: GTSB-Internal
Unique Identifier/Planned Activity Number: 21-405d-M6OT, Task 00-00-07

Due to the continuation of the COVID-19 pandemic, no ARIDE classes were held in FFY 2021.

Planned Activity Name: TSRP/Prosecuting Attorney Training Coordinator
Subrecipient: Prosecuting Attorney Training Coordinator
Unique Identifier/Planner Activity Number: 21-405d-FDL*PT, Task 02-00-00

Iowa's Traffic Safety Resource Prosecutor (TSRP) provided various training opportunities for prosecutors, law enforcement officers (including DREs SFST instructions and radar instructors) and consulted regularly with Iowa law enforcement officers, prosecutors, attorneys, and state agencies. Some of these trainings were conducted virtually due to ongoing COVID-19 pandemic restrictions.

An emphasis was made to provide a highly visible presence in Iowa, both at the workshops presented and as a physical presence with law enforcement as they investigated impaired persons and driving cases at DRE recertification classes, visits to department, and consulting with Iowa prosecutors. Again, however, when meeting in person was not practical, technology was utilized (e.g., Microsoft Teams) to stay connected to law enforcement and prosecutors. During the year important partnerships were maintained to address impaired driving and substance use offenses, including but not limited to the Iowa Department of Public Safety (Iowa State Patrol and Division of Criminal Investigation), the Iowa Law Enforcement Academy, Iowa Department of Transportation and numerous police departments and sheriff's offices. A presentation was conducted virtually for the Iowa Judicial Magistrates conference. Also, during the year, the state TSRP attended the Annual TSRP Conference in Salt Lake City, Utah and the DAID Conference in Orlando, Florida.

During FFY 2021, multiple issues of the Highway Safety Law Update Newsletter were published and the OWI and Traffic Offenses Prosecution Manual was edited, updated and published.

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

Planned Activity Name: Governor's Highway Traffic Safety Conference
Agency: Iowa State University, Conference Planning and Management
Project Number: 21-402-M0AL, Task 00-20-00
(Combo with 21-402-M0OP, Task 00-20-00 and 21-402-M0PT, Task 00-20-00)

Iowa State University Conference Planning and Management was vital in the coordination, planning and execution of the 2021 Governor's Highway Traffic Safety Conference. The 2021 conference was held August 3-4 in Des Moines, Iowa with 224 in attendance. Iowa State University's efforts included designing a website and electronic communication to distribute to previous conference attendees. During the conference, Iowa State provided registration services and helped coordinate activities. Conference evaluations were recorded and presented to the GTSB.

This project contributed to the targets listed in the Highway Safety Plan as the annual conference is an opportunity for traffic safety professionals to gain knowledge from the information presented and allows for professional networking.

Program Area: Speed

Problem Statement and Overview:

Speeding-related fatalities continue to be a priority in the state. In 2020, 18.66% of fatalities were categorized as speeding-related. Amidst the summer months of the COVID-19 pandemic in 2020, Iowa, along with other states, experienced an increase in the number of drivers operating vehicles in excess of the posted speed limit. Additional enforcement efforts were put into place. Education efforts were modified to increase awareness as to the dangers of speeding through implementing additional radio messaging, social media posts and ads.

FFY 2021 was the first year the GTSB included specific speed-related projects within the Highway Safety Plan.

Targets:

- Reduce speeding-related fatalities 3.13% from the 2014-2018 average of 64 to 62 by December 31, 2021

Strategies:

- Identify specific corridors to conduct targeted overtime speed-enforcement efforts

Outcomes/Results:

- The FFY 2020 target to maintain the 2017 annual number of speeding-related fatalities to no more than 70 was not achieved. Although the annual number of speeding-related fatalities for 2020 was 61, the year can be considered an anomaly due to the COVID-19 pandemic. During mid-2020, Iowa, along with other states saw an increase in speed issues amidst COVID-19. Therefore, the GTSB believes a more accurate assessment of results would be the 5-year moving average (2016-2020), which was 71.

Planned Activity Name: Speed Corridors

Unique Identifier/Planned Activity Number: 21-405d-F24*SE

Subrecipients:	Cerro Gordo Co. Sheriff's Office	21-405d-F24*SE, Task 01-00-00
	Jasper Co. Sheriff's Office	21-405d-F24*SE, Task 02-00-00
	Lee Co. Sheriff's Office	21-405d-F24*SE, Task 03-00-00
	Plymouth Co. Sheriff's Office	21-405d-F24*SE, Task 04-00-00
	Warren Co. Sheriff's Office*	21-405d-F24*SE, Task 05-00-00
	Iowa State Patrol	21-405d-F24*SE, Task 06-00-00

During the fiscal year, the speed corridor activity occurred at the respective jurisdiction's discretion. Overtime planned high visibility traffic enforcement was to be conducted with efforts focused on driver speed violations at locations identified by data as high-risk corridors. Agencies were also asked to conduct at least two media contacts and to provide 6 social media public information activities aimed at improving driver speed behavior. Multi-agency enforcement events were encouraged.

The following table provides a breakdown of the activity as the result of this project.

	Cerro Gordo Co SO	Iowa State Patrol	Jasper Co SO	Lee Co SO	Plymouth Co SO
Overtime Hours	10	856.50	93.25	40.5	88
Speed Citations	15	534	25	10	30
Speed Warnings	5	311	102	17	121
Other Traffic Citations	1	503	26	13	22
Other Traffic Warnings	2	1,381	138	31	88
Media/Public Information				0	
TV	0	2	0		1
Radio	0	18	0	0	3
Print	0	5	0	0	2
Digital	0	14	3	1	1

*Warren County Sheriff's Office – A contract was never signed by Warren County for this project in FFY 2021.

This project contributed to the targets listed in the Highway Safety Plan as activities were focused on speeding issues.

Program Area: Motorcycle Safety

Problem Statement and Overview:

In 2020, Iowa recorded 65 motorcyclist fatalities which was 18.9% of all traffic fatalities in the state.

Iowa stresses both the motorcyclist and the motoring public play an integral part to reduce motorcyclist fatalities and injuries. The state continues to see an increase in the number of motorcycle registrations and license holders. Programs in Iowa encourage motorcyclists to take courses to enhance their riding skills. Educational messages remind motorists to look for motorcyclists.

Targets:

- Reduce motorcyclist fatalities 4.08% from the 2014-2018 of 49 to 47 by December 31, 2021
- Reduce unhelmeted motorcyclist fatalities 5.55% from the 2014-2018 average of 36 to 34 by December 31, 2021

Strategies:

- Continue to partner with the Iowa Department of Transportation to help fund Motorcycle Rider Education programs; both basic and advanced
- Continue to provide motorcycle safety messaging
- Support the University of Iowa, Injury Prevention Research Center's (IPRC) work in the area of motorcycle safety, specifically for tracking the adjudication process of speed and impaired driving offenses

Outcomes/Results:

- The FFY 2020 target to reduce motorcyclist fatalities 2.04% from the 2013-2017 average of 49 to 48 was not met. The 2016-2020 5-year moving average was 53
- The FFY 2020 target to reduce unhelmeted motorcyclist fatalities 2.77% from the 2013-2017 average of 36 to 35 was not met. The 2016-2020 5-year moving average was 38.

COVID-19 continued to be an obstacle in educational programs this year but in most cases such hurdles were overcome.

The University of Iowa, Injury Prevention Research Center (21-405d-FDL*IS, Task 01-00-00) continues to conduct research which includes data following the adjudication process for motorcycle crashes. Data being analyzed includes the number of sentences, types and dismissals of alcohol and speeding-related motorcycle crashes. Frequencies and proportions of convictions among motorcyclists who were involved in alcohol-related crashes were conducted, including alcohol-related convictions, no convictions, and convictions of non-alcohol-related charges. A specific alcohol-related motorcycle crash paper continues to be developed and will be published in the future.

Staff from the Iowa GTSB participated in the Region 7 Quarterly Motorcycle Coordinators Meetings. The meetings allow for the sharing, exchanging and development of ideas/programs to help increase awareness of motorcycle safety. The meetings were held virtually.

Planned Activity Name: Motorcycle Training Courses

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

Unique Identifier/Planned Activity Number: 21-405f-M9MT, Task 01-00-00

The Quality Assurance component of the motorcycle training courses continued progress through the 2021 riding season with 14 observations being documented during the fiscal year. All programs sites have been observed for compliance at least one time. One school did require additional guidance to maintain fidelity with the MSF curriculum and required a follow-up observation with all issues resolved.

RiderCoach updates were held August 28 and September 11, 2021 at Iowa Valley Community College in Marshalltown. Over 80 RiderCoaches attended the 2-day RiderCoach Updates.

Over the past several years there has been a goal to reduce the percentage of individuals holding a motorcycle registration but not a motorcycle endorsement. Progress has been made in this area. While 2021 numbers are not complete yet, through the end of September 2021, an increase was seen in the percentage of licensed registered owners.

Date Range	Motorcycle Registration Customer	Motorcycle Endorsement Customer Count	Percentage of Licensed Registered Owners
01/01/2018-12/31/2018	117,150	70,745	60.39%
01/01/2019-12/31/2019	124,216	83,560	67.27%
01/01/2020-12/31/2020	131,828	89,996	68.27%
01/01/2021-09/30/2021*	101,133	69,678	68.90%

*2021 numbers are through 09/30/2021

The 9-day Motorcycle Safety Foundation (MSF) RiderCoach Preparation Course (RCP) was conducted at Hawkeye Community College in Waterloo. Ten (10) new RiderCoach candidates successfully completed the training. The Iowa Motorcycle Rider Education (MRE) Program conducted a MSF 3-Wheel RiderCoach Preparation (3WRCP) Course to help meet the need for MRE Rider Coaches. Three (3) new candidates successfully completed the training.



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

Planned Activity Name: Motorcycle Awareness Campaign

Subrecipient: Adspasure

Unique Identifier/Planned Activity Number: 21-405f-M9MA, Task 02-00-00

During FFY 2021, a total of \$19,149 was spent on a motorcycle campaign which was displayed on transit vehicles operated by the Des Moines Area Regional Transit (DART) Authority. Seven (7) full back, 5 portrait, and 1 Supertail displays were provided during April, May and June which supported Motorcycle Safety Awareness Month (May). In August, 28 interior cards were placed on Iowa State Fair shuttle buses as additional exposure to the thousands of individuals utilizing the DART services to attend the fair. Overall the campaign received an estimated 2,515,364 impressions.



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

Program Area: Non-Motorized/Bicyclist

Problem Statement and Overview:

Bicycling remains a popular form of entertainment and is a low-cost transportation option. Although there are many miles of well-maintained bicycle trails in the state, under Iowa law, bicyclists have to follow the same rules and laws as do motorists. It is important for motorists to be extra vigilant when bicyclists are in the traffic mix. Bicyclists must obey traffic signs and signals to help motorists know their intentions. Over the past five years (2016-2020), there have been 39 bicyclist fatalities in the state of Iowa. As a result, the trend for bicyclist fatalities continues upward.

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

Targets:

- Reduce bicyclist fatalities 16.67% from the 2014-2018 average of 6 to 5 by December 31, 2021.

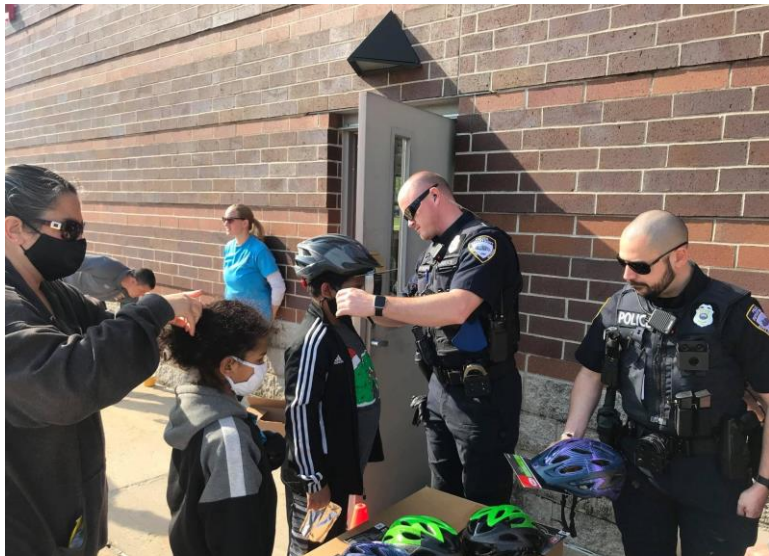
Strategies:

- Continue to support the bicycle helmet distribution program through Unity Point/Blank Children's Hospital

Outcomes/Results:

- The FFY 2020 target to reduce bicyclist fatalities 30% from the 2013-2017 average of 5 to 4 was not met. The 2016-2020 5-year moving average was 8.

Many of our law enforcement partners conduct "Bicycle Rodeos" and helmet fitting and distribution events to educate children about bicycle safety.



Planned Activity Name: All Heads Covered

Subrecipient: Unity Point Hospital/Blank Children's Hospital

Unique Identifier/Planned Activity Number: 21-402-MOPS, Task 01-00-00

During FFY 2021, no events were cancelled due to the pandemic, so helmets and proper fitting education were widely distributed throughout the state as indicated below:

- Twenty-six (26) agencies qualified for no-cost helmets and a total of 1,320 helmets were distributed
- Fifteen (15) agencies received no-cost bike reflectors for a total of 796 distributed
- Twenty (20) agencies received no-cost safety handouts for a total of 1,502 bike education handouts distributed
- Six (6) agencies received no-cost "All Heads Covered" bike safety curriculum kits for a total of eleven (11) kits distributed

“All Heads Covered” staff assisted with helmet fittings at several of the aforementioned events. Social media was used to promote summer bike safety.

Several new connections were made this year with agencies serving vulnerable populations including a Boys and Girls Club serving low-income populations in northeast Iowa, Conmigo Early Education Center in Des Moines which provides services for non-English speaking families, and the EMBARC program which serves refugee families.

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



Program Area: Non-Motorized/Pedestrian

Problem Statement and Overview:

In 2020 there were 28 pedestrian fatalities, which accounted for 8.16% of all traffic fatalities in the state for the year.

Ways to reduce pedestrian fatalities need to continue to be addressed. Efforts need to focus on both the pedestrian and the motorist. Pedestrians need to be vigilant and never assume that a driver will see them. Pedestrians need to be attentive and avoid possible distractions such as electronic devices. Motorists also need to be looking for pedestrians at all time, obey the laws of pedestrian crosswalks, and be extra careful driving during times when it may be hard to see. Popular activities such as running and walking also cause a need for both pedestrians and motorists to be vigilant of one another.

Target:

- Reduce pedestrian fatalities 8.69% from the 2014-2018 average of 23 to 21 by December 31, 2021

Strategies:

- Identify the communities where a pedestrian fatality occurred in 2019. Speed/Pedestrian grants will be made available to those jurisdictions
- Address pedestrian safety issues through both enforcement and education

Outcomes/Results:

- The FFY 2020 target to reduce pedestrian fatalities 4.55% from the 2013-2017 average of 33 to 21 was not met. The 2016-2020 5-year moving average was 24.

FFY 2021 was the first year where a specific activity was identified in the Highway Safety Plan in the area of pedestrians.

Planned Activity Name: Speed Pedestrian Project

Unique Identifier/Planned Activity Number: 21-405d-F24*PS

Subrecipients:	Altoona Police Department	21-405d-F24*PS, Task 01-00-00
	Cedar Rapids Police Department*	21-405d-F24*PS, Task 02-00-00
	Clinton Police Department	21-405d-F24*PS, Task 03-00-00
	Davenport Police Department	21-405d-F24*PS, Task 04-00-00
	Des Moines Police Department*	21-405d-F24*PS, Task 05-00-00
	Iowa State University Police Department	21-405d-F24*PS, Task 07-00-00
	Marshalltown Police Department	21-405d-F24*PS, Task 08-00-00
	Sioux City Police Department	21-405d-F24*PS, Task 09-00-00
	Waterloo Police Department	21-405d-F24*PS, Task 10-00-00
	West Des Moines Police Department	21-405d-F24*PS, Task 12-00-00

Larger cities within Iowa which had a pedestrian fatality in 2019 were asked to partner with the GTSB to conduct overtime to be focused on pedestrian safety. The activity was to be conducted at locations and times identified as high risk by the agency and supported by specific jurisdictional data.

The following table provides the activity of the participating agencies.

*The Cedar Rapids Police Department and the Des Moines Police Department did not conduct any speed pedestrian project activity during FFY 2021 due to staffing issues.

	Altoona Police Dept.	Clinton Police Dept.	Davenport Police Dept.	Iowa State University Police Dept.	Marshalltown Police Dept.	Sioux City Police Dept.	Waterloo Police Dept.	West Des Moines Police Dept.
Pedestrian Citations	0	0	0	0	0	5	0	0
Pedestrian Warnings	0	0	0	0	0	36	4	12
Driver Citations	3	0	0	0	14	0	0	6
Driver Warnings	27	0	0	0	23	13	2	37
Speed Citations	0	2	60	2	6	0	0	2
Speed Warnings	32	16	3	16	14	0	1	1
Electronic Device Citations	0	0	3	0	0	0	0	0
Electronic Device Warnings	1	0	0	0	1	0	1	0
Move Over Citations	0	0	0	0	0	0	0	0
Other Traffic Citations	4	1	0	1	7	4	1	11
Other Traffic Warnings	46	7	41	7	15	2	31	16

This project contributed to the targets identified in the Highway Safety Plan as the focus of the project was specific to pedestrian safety. Activities were to be conducted in high pedestrian area where motorists might not be expecting speed enforcement.

Program Area: Occupant Protection

Problem Statement and Overview:

When Iowa's primary safety belt law was enacted in July of 1986, only 18% of drivers in the state regularly wore a safety belt. Since that time, the state has seen a significant increase in belt usage and has been able to maintain a seat belt usage rate above the national average for several years. The 2021 Observational Safety Belt Usage Survey was conducted by Iowa State University, Center for Survey Statistics and Methodology. The 2021 usage rate was 92.66%; a 2.66% decrease from 95.2% in 2020. (See "Observational Seat Belt Usage Survey" – B-1, Page 17). Iowa's usage rate is above the national average of 90.3% (2020). Pursuant to FAST-Act legislation, Iowa is classified as a "high seat belt use rate state".

Targets:

- Reduce unstrained vehicle occupant fatalities 4.21% from the 2014-2018 average of 95 to 91 by December 31, 2021

Strategies:

- Conduct a statewide observational seat belt usage survey and a statewide observational child restraint usage survey
- Conduct an annual Awareness Survey and use the results to help in the development of enforcement and educational/marketing efforts
- Through the administration of Section 402 funds, support overtime to be used for high visibility enforcement of Iowa's primary seat belt law and support partnerships and educational efforts with the goal to ultimately change driving behaviors
- Through the state's Child Passenger Safety (CPS) program, support the proper training and certification for CPS Technicians
- Utilize the seat belt convincer in the Scott County, Iowa area
- Continue nighttime seat belt enforcement efforts

Outcomes/Results:

- The FFY 2020 target to reduce unrestrained passenger vehicle occupant fatalities 3.00% from the 2013-2017 average of 100 to 97 was achieved. The 2016-2020 5-year moving average was 94.

Both enforcement and educational components have strengthened Iowa's seat belt usage over the years. Enforcement partners played a significant role in enforcing belt laws through the year. There was an extra emphasis on seat belt enforcement during the "Click It or Ticket" national mobilization.

Project/Planned Activity Name: Seat Belt Convincer Education

Unique Identifier/Planned Activity Number: 21-405b Seat Belt Convincer

Subrecipients:	Bettendorf Police Department	21-405b-M1PE, Task 01-00-00
	Blue Grass Police Department	21-405b-M1PE, Task 02-00-00
	Buffalo Police Department	21-405b-M1PE, Task 03-00-00
	Davenport Police Department	21-405b-M1PE, Task 04-00-00
	Eldridge Police Department*	21-405b-M1PE, Task 05-00-00
	LeClaire Police Department*	21-405b-M1PE, Task 06-00-00
	Princeton Police Department	21-405b-M1PE, Task 07-00-00
	Scott County Sheriff's Office	21-405b-M1PE, Task 08-00-00
	Walcott Police Department*	21-405b-M1PE, Task 09-00-00

During FFY 2021 the seat belt convincer was utilized by six (6) of the above listed agencies at thirteen (13) events throughout Scott County, Iowa. Through those events, 197 individuals experienced the seat belt convincer with several hundred more watching and hearing information about seat belt usage.

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

*The Eldridge, LeClaire, and Walcott Police Departments did not conduct any seat belt convincer activities in 2021.



Bettendorf Police Department held a seat belt convincer event on 03/07/2021 at Crow Creek Park where 30 individuals experienced the driving simulator.

Planned Activity Name: Nighttime Seat Belt Enforcement

Unique Identifier/Planned Activity Number: 21-405b-M1HVE

Subrecipients:	Ames Police Department	21-405b-M1HVE, Task 01-00-00
	Clear Lake Police Department	21-405b-M1HVE, Task 02-00-00
	Council Bluffs Police Department*	21-405b-M1HVE, Task 03-00-00
	Iowa City Police Department**	21-405b-M1HVE, Task 04-00-00

Four agencies originally contracted with the GTSB for the nighttime seat belt enforcement project. A total of 14 projects were conducted using 63 hours of overtime. Although the emphasis was on nighttime seat belt enforcement, numerous other traffic violation citations and warnings were issued during the project.

	Ames Police Department	Clear Lake Police Department	Council Bluffs Police Department*	Iowa City Police Department**
Overtime Hours	60.5	2.5	0	0
Seat Belt Citations	2	0	0	0
Seat Belt Warnings	7	0	0	0
Child Restraint Citations	0	0	0	0
Child Restraint Warnings	0	0	0	0
OWI Alcohol Citations	2	0	0	0
OWI Alcohol Warnings	5	0	0	0
OWI Drug Citations	1	0	0	0
OWI Drug Warnings	0	0	0	0
Speed Citations	14	1	0	0
Speed Warnings	7	2	0	0
Electronic Device Citations	2	0	0	0
Electronic Device Warnings	2	0	0	0
Suspended/Revoked Citations	0	0	0	0
Suspended/Revoked Warnings	0	0	0	0
Other Traffic Citations	7	0	0	0
Other Traffic Warnings	33	2	0	0
Public Information Activities (TV, Radio, Print & Digital)	12	0	0	0

*Council Bluffs Police Department informed the GTSB on July 12, 2021, that due to their department being down several officers they would need to suspend overtime for the nighttime seat belt enforcement contract. They also had some cases of COVID within their department which amplified the shortage of officer available to work.

**Iowa City Police Department informed the GTSB on August 13, 2021 that due to staffing levels they would need to suspend all GTSB activities through the end of the contract year.

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

Planned Activity Name: Annual Observational Safety Belt Usage Survey
Subrecipient: Iowa State University, Center for Survey Statistics and Methodology (CSSM)
Unique Identifier/Planned Activity Number: 21-405b-M1OP, Task 01-00-00

The Iowa GTSB partnered with Iowa State University, Center for Survey Statistics & Methodology to conduct the 2021 Iowa Seat Belt Use Survey in accordance with NHTSA's uniform criteria. There were 84 observational sites in the 2021 survey. Preparation for the survey involved several components including verifying the usability of the sample sites, revision of materials for data collectors and notification of appropriate local law enforcement personnel prior to data collection. Based on weighted data, Iowa's seat belt use rate for 2021 was 92.66%. This was a 2.66% decrease from the high of 95.2% reported in 2020.

For detailed information as to the survey methodology and results, see "Observational Safety Beat Usage- B-1" on page 17.

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

Planned Activity Name: Annual Child Passenger Safety Survey
Subrecipient: University of Iowa, Injury Prevention Research Center
Unique Identifier/Planned Activity Number: 21-402-M1OP, Task 02-00-00

The University of Iowa, Injury Prevention Research Center conducted the annual statewide observational child restraint usage survey in 36 communities across the state including rural, town, small urban and urban populations. The survey concluded that among the 2,976 children, ages 0-17, 89.8% were properly restrained in accordance with Iowa law. This was a 3.2% decrease from 93% properly restrained as recorded in 2020.

The survey also concluded the overall child passenger restraint (by any means) rate increased 2.5% from 95% in 2020 to 96.5% in 2021.

This project contributed to the targets listed in the Highway Safety Plan as the results of the 2021 child restraint survey will help Iowa assess child passenger safety projects, trainings and programs throughout the state.

Planned Activity Name: Statewide Child Passenger Safety (CPS) Program and Child Seat Distribution Program

Subrecipient: Unity Point Hospital/Blank Children’s Hospital

Unique Identifiers/Planned Activity Numbers: 21-405b-M1CPS, Task 01-00-00 and 21-402-MOCR, Task 01-00-00

During FFY 2021, Iowa’s Statewide Child Passenger Safety (CPS) Program continued to be managed through Blank Children’s Hospital. A full-time and statewide CPS coordinator program and a part-time special needs program manager are supported through this funding.

During the fiscal year, nine (9) CPS Technician Certification courses were held where 61 students were certified. A CPS Technician Update Conference was held virtually in May. Approximately 250 individuals participated in the event from Iowa, Nebraska, Kansas and Illinois.

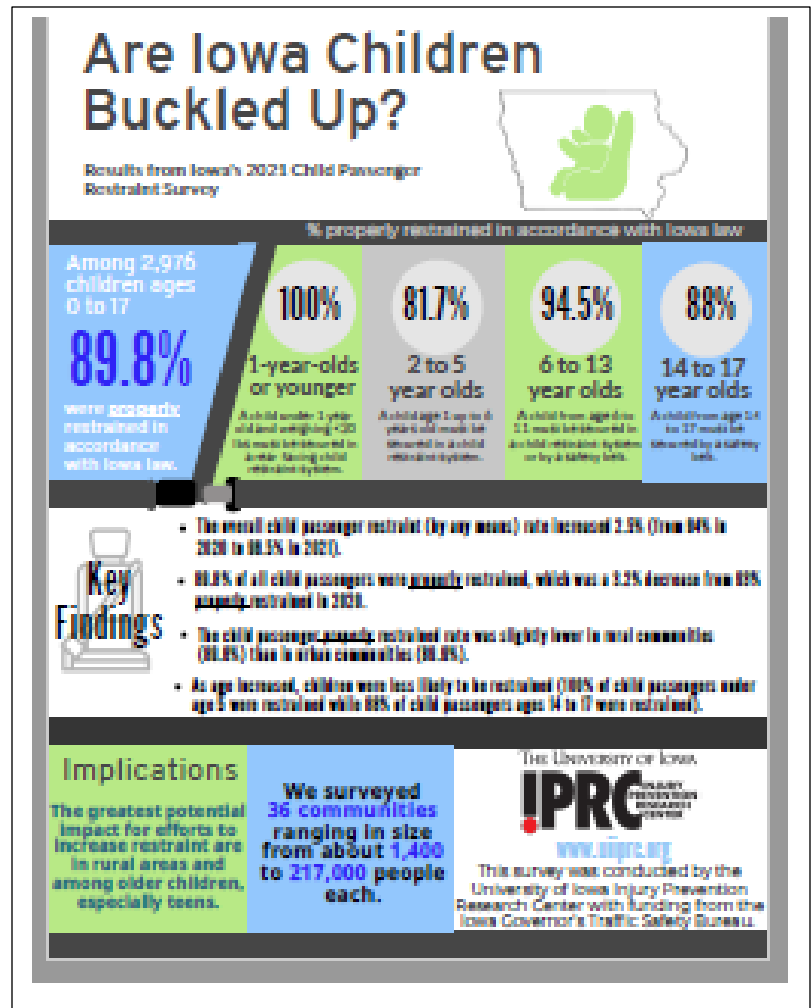
The car seat loaner program for children with special healthcare needs continues to be a resource at Blank Children’s Hospital. During FFY 2021, 105 special needs restraints were loaned to families. Seats loaned include:

16 rear-facing only seats (for less than 5# babies)	3 Monzas (adaptive booster)
24 Hippos (for children in Hip Spica Casts)	2 Carrots (adaptive booster)
1 Quokka (for children in Hip Spica Casts)	3 Vest Restraints
26 Roosevelts (for children who unbuckle)	7 conventional forward-facing car seats
8 Spirit Car Seats	1 conventional rear-facing convertible car seat
4 Churchills (adaptive booster)	

Assistance is provided to families with children who have special healthcare needs by working with insurance companies to get special needs car seats covered through insurance. If not approved by insurance, funding from this grant is available to assist families in financial need to purchase special restraints. In FFY 2021, thirty seven (37) restraints for children with special healthcare needs were permanently distributed through this program. Blank Children’s Hospital also provides giveaway restraints to families in financial need who have babies discharged at less than 5 pounds. Thirty-four (34) of these car seats were distributed this federal fiscal year.

A “Safe Travel for All Children” course was held in August with 13 participants. Those attending gained knowledge to further assist with more specialized car seats and children with complex healthcare needs throughout the state. A ½ day refresher course was also held in August for those who have taken the course in the past.

This project contributed to the targets listed in the Highway Safety Plan as it coordinates the statewide CPS programs and provides essential training to CPS Technicians throughout the state. Funding also assists in providing car seats for children with health concerns and provided funding for a car seat replacement program.



Planned Activity Name: Governor’s Highway Traffic Safety Conference

Agency: Iowa State University, Conference Planning and Management

Project Number: 21-402-M0OP, Task 00-20-00

(Combo with 21-402-M0AL, Task 00-20-00 and 21-402-M0PT, Task 00-20-00)

Iowa State University Conference Planning and Management was vital in the coordination, planning and execution of the 2021 Governor’s Highway Traffic Safety Conference. The 2021 conference was held August 3-4 in Des Moines, Iowa with 224 in attendance. Iowa State University’s efforts included designing a website and electronic communication to distribute to previous conference attendees. During the conference, Iowa State provided registration services and helped coordinate activities. Conference evaluations were recorded and presented to the GTSB.

This project contributed to the targets listed in the Highway Safety Plan as the annual conference is an opportunity for traffic safety professionals to gain knowledge from the information presented and allows for professional networking.

Planned Activity Name: GTSB – Travel

Subrecipient: GTSB Internal

Project Number: 21-405b-M1TR, Task 00-00-03

See Final Voucher for FFY 2021 expenditures.

Planned Activity Name: GTSB – Travel (OP)

Subrecipient: GTSB Internal

Project Number: 21-402-M0OP, Task 00-00-03

See Final Voucher for FFY 2021 expenditures.

Planned Activity Name: GTSB – Printing

Subrecipient: GTSB Internal

Project Number: 21-402-M0OP, Task 00-00-04

See Final Voucher for FFY 2021 expenditures.

Planned Activity Name: GTSB – Program Management (OP)

Subrecipient: GTSB Internal

Project Number: 21-402-M0OP, Task 00-00-02

See Final Voucher for FFY 2021 expenditures.



Program Area: Planning & Administration/Program Management

Problem Statement and Overview:

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

GTSB staff follow solid practices and policies for planning, programming, implementation, and monitoring/review, follow-up and adjustment throughout the year. Crash data is available to help develop data-driven programs which can be quantified and measured.

Throughout the year the staff works closely with grantees in regard to general oversight and monitoring of contracts.

Targets:

- Host an Annual Governor's Highway Traffic Safety Conference
- Identify new opportunities for traffic safety initiatives through the state

Strategies:

- Support traffic safety professionals throughout the state in regard to the implementation of strategies to support targets identified in the Highway Safety Plan and the State Strategic Highway Safety Plan
- Encourage agencies to develop multi-agency/multidisciplinary partnerships
- Continuously monitor and evaluate the effectiveness of projects toward the common goal to reduce fatalities and serious injuries on Iowa roadways
- Work with statewide traffic safety stakeholders to implement strategies within the Highway Safety Plan and the State Strategic Highway Safety Plan
- Continue to utilize analytical reports produced by the Iowa Traffic Safety Data Services
- GTSB staff to serve on special projects, teams, boards and/or coalitions
- GTSB staff to represent the Bureau by participating in meetings throughout the state
- Identify opportunities for traffic safety initiatives through the state

Outcomes/Results:

Throughout the year, GTSB staff was involved in planning, programming, implementation, monitoring, review and follow-up with contractors/sub-grantees.

As key stakeholders in traffic safety, the staff of the GTSB actively participated in webinars, conferences, meetings, and other training activities to bolster their knowledge and partake in networking with other traffic safety partners. Staff were encouraged to attend and/or participate virtually in TSI courses.

With the continuations of COVID-19 restrictions and concerns, some of GTSB daily functions were still held virtually such as site visits and meetings.

Annually the GTSB plans and hosts the Annual Governor's Highway Traffic Safety Conference. The 2021 conference was held August 3-4 in Des Moines with 224 individuals in attendance. One of the highlights of the conference is the Awards Banquet. Those receiving an award at the 2021 conference are listed below:

Commissioner's Special Award for Excellence in Traffic Safety		
<i>Recipient</i>	<i>Agency</i>	
Officer Jason Cunningham	Altoona Police Department	
Officer Jeffrey Demetri	Sioux City Police Department	
Trooper Nate Elwood	Iowa State Patrol	
Trooper Mark Gent	Iowa State Patrol	
Deputy Tyler Heck	Clay County Sheriff's Office	
Deputy Matthew Isley	Black Hawk County Sheriff's Office	
Trooper Neal Johnson	Iowa State Patrol	
Officer Andrej Klaric	Ames Police Department	
Ken Krogman	Krogman & Associates/IHSSN	
Trooper Wade Major	Iowa State Patrol	
Sergeant Jonathan C. Meyer	Sac County Sheriff's Office	
Trooper Josh Missman	Iowa State Patrol	
Trooper Chad Schweitzberger	Iowa State Patrol	
Sergeant Casee Veren	Marshalltown Police Department	
Farrell/Puente-Morales Award		
<i>Recipient</i>		
Altoona Police Department		
DRE Award Winners		
<i>Recipient</i>	<i>Agency</i>	<i>Region</i>
Ben Bartholomew	Cass County Sheriff's Office	Southwest Region
Travis Bulman	Scott County Sheriff's Office	Southeast Region
Zach Scott	Cerro Gordo County Sheriff's Office	Northeast Region
Bob Rohmiller	LeMars Police Department	Northwest Region
Jeremy Engle	Des Moines Police Department	Central Region
Karen Yaneff	Iowa State Patrol	Iowa Region/Statewide
Kipton Hayward Award		
<i>Recipient</i>	<i>Agency</i>	
Trooper Scott Devereaux	Iowa State Patrol	





Planned Activity Name: GTSB – P&A
Subrecipient: GTSB Internal
Unique Identifier/Planned Activity Number: 21-402-MOPA, Task 00-00-01

See Final Voucher for FFY 2021 expenditures.

Program Management expenditures area reported under each respective traffic safety area (Alcohol, Occupant Protection and Police Traffic Services).

Program Area: Police Traffic Services

Problem Statement and Overview:

Enforcement and education efforts by law enforcement partners are critical to promote traffic safety and to change driver behavior. Such efforts work toward the common goal to reduce fatalities and serious injuries.

Targets:

- Reduce unrestrained vehicle occupant fatalities 4.21% from the 2014-2018 average of 95 to 91 by December 31, 2021
- Reduce alcohol-impaired fatalities 2.19% from the 2014-2018 average of 91 to 89 by December 31, 2021
- Reduce speeding-related fatalities 3.13% from the 2014-2018 average of 64 to 62 by December 31, 2021

Strategies:

- Utilize Section 402 funding to support law enforcement agencies to conduct overtime enforcement efforts
- Utilize Section 402 funding to support the purchase of equipment (hand-held radar, moving radar, LIDAR, TruCam LIDAR, speed trailers, in-car video cameras, preliminary breath testers and fatal vision goggle kits) to support enforcement efforts
- Through overtime identified specifically for educational purposes, provide presentations and special community projects
- Support the purchase of educational items utilizing Section 402 funding
- Participate in a minimum of three NHTSA National Mobilizations (“Click It or Ticket” and “Drive Sober or Get Pulled Over”)

Outcomes/Results:

- The FFY 2020 target to reduce unrestrained passenger vehicle occupant fatalities 3.00% from the 2013-2017 average of 100 to 97 was achieved. The 2016-2020 5-year moving average was 94.
- The FFY 2020 target to reduce alcohol-impaired driving fatalities 2.36% from the 2013-2017 average of 93.2 to 91 was not achieved. The 2016-2020 5-year moving average was 101.
- The FFY 2020 target to maintain the 2017 annual number of speeding-related fatalities to no more than 70 was not met. Although the annual number of speeding-related fatalities for 2020 was 61 the year is considered an anomaly due to the COVID-19 pandemic. During mid-2020, Iowa, along with other states saw an increase in speed issues amidst COVID-19. Therefore, the GTSB believes the more accurate assessment of results would be the 5-year moving average (2016-2020) which was 71. As such, the target was not achieved.

Planned Activity Name: Law Enforcement/HVE – 402 (PTS)

Unique Identifier/Planned Activity Number: 21-402-HVE PTS

Recipients:	Altoona Police Department	21-402-MOPT, Task 01-00-00
	Ames Police Department	21-402-MOPT, Task 02-00-00
	Ankeny Police Department	21-402-MOPT, Task 03-00-00
	Bettendorf Police Department	21-402-MOPT, Task 04-00-00
	Black Hawk Co. Sheriff’s Office	21-402-MOPT, Task 05-00-00
	Burlington Police Department	21-402-MOPT, Task 06-00-00
	Cedar Rapids Police Department	21-402-MOPT, Task 07-00-00
	Clinton Police Department	21-402-MOPT, Task 08-00-00
	Clive Police Department	21-402-MOPT, Task 09-00-00
	Coralville Police Department	21-402-MOPT, Task 10-00-00
	Council Bluffs Police Department	21-402-MOPT, Task 11-00-00

Davenport Police Department	21-402-MOPT, Task 12-00-00
Des Moines Police Department	21-402-MOPT, Task 13-00-00
DeWitt Police Department	21-402-MOPT, Task 14-00-00
Dubuque Police Department	21-402-MOPT, Task 15-00-00
Fort Dodge Police Department	21-402-MOPT, Task 16-00-00
Fort Madison Police Department	21-402-MOPT, Task 17-00-00
Indianola Police Department	21-402-MOPT, Task 18-00-00
Iowa City Police Department	21-402-MOPT, Task 19-00-00
Iowa State Patrol	21-402-MOPT, Task 20-00-00
Johnson Co. Sheriff's Office	21-402-MOPT, Task 21-00-00
Johnston Police Department	21-402-MOPT, Task 22-00-00
LeClaire Police Department	21-402-MOPT, Task 23-00-00
Lee Co. Sheriff's Office	21-402-MOPT, Task 24-00-00
Marion Co. Sheriff's Office	21-402-MOPT, Task 25-00-00
Marion Police Department	21-402-MOPT, Task 26-00-00
Marshall Co. Sheriff's Office	21-402-MOPT, Task 27-00-00
Marshalltown Police Department	21-402-MOPT, Task 28-00-00
Mason City Police Department	21-402-MOPT, Task 29-00-00
Muscatine Co. Police Department	21-402-MOPT, Task 30-00-00
Muscatine Police Department	21-402-MOPT, Task 31-00-00
Nevada Public Safety Department	21-402-MOPT, Task 32-00-00
Newton Police Department	21-402-MOPT, Task 33-00-00
North Liberty Police Department	21-402-MOPT, Task 34-00-00
Norwalk Police Department	21-402-MOPT, Task 35-00-00
Pella Police Department	21-402-MOPT, Task 36-00-00
Perry Police Department	21-402-MOPT, Task 37-00-00
Pleasant Hill Police Department	21-402-MOPT, Task 38-00-00
Polk City Police Department	21-402-MOPT, Task 39-00-00
Polk Co. Sheriff's Office	21-402-MOPT, Task 40-00-00
Scott Co. Sheriff's Office	21-402-MOPT, Task 41-00-00
Sergeant Bluff Police Department	21-402-MOPT, Task 42-00-00
Sioux City Police Department	21-402-MOPT, Task 43-00-00
Story Co. Sheriff's Office	21-402-MOPT, Task 44-00-00
University of Northern Iowa Police Department	21-402-MOPT, Task 45-00-00
Urbandale Police Department	21-402-MOPT, Task 46-00-00
Wapello Co. Sheriff's Office	21-402-MOPT, Task 47-00-00
Warren Co. Sheriff's Office	21-402-MOPT, Task 48-00-00
Waterloo Police Department	21-402-MOPT, Task 49-00-00
West Des Moines Police Department	21-402-MOPT, Task 50-00-00
Windsor Heights Police Department	21-402-MOPT, Task 51-00-00
Woodbury Co. Sheriff's Office	21-402-MOPT, Task 52-00-00
Blue Grass Police Department	21-402-MOPT, Task 00-01-00
Buffalo Police Department	21-402-MOPT, Task 00-02-00
Cedar Falls Public Safety	21-402-MOPT, Task 00-03-00
Clinton Co. Sheriff's Office	21-402-MOPT, Task 00-04-00
Epworth Police Department	21-402-MOPT, Task 00-05-00
Evansdale Police Department	21-402-MOPT, Task 00-06-00
Mount Vernon Police Department	21-402-MOPT, Task 00-07-00
Princeton Police Department	21-402-MOPT, Task 00-08-00
Vinton Police Department	21-402-MOPT, Task 00-09-00
Washington Co. Sheriff's Office	21-402-MOPT, Task 00-10-00
West Burlington Police Department	21-402-MOPT, Task 00-11-00

The following table provides the overtime activity reported by agencies funded through Section 402 – Police Traffic Services.

Overall Activity – All Agencies			
Overtime Enforcement Hours	20,418	Child Restraint Citations	90
OWI Arrests - Alcohol	437	Child Restraint Warnings	121
OWI Tested – No Arrests	480	Speed Citations	9,917
OWI Arrests - Drugs	89	Speed Warnings	8,087
# DRE Call Outs (GTSB Stop Only)	52	Stop Sign/Light Citations	579
OWI Drug Tested – No Arrest	151	Stop Sign/Light Warnings	721
.02 Violations	19	Electronic Device Citations	154
Underage Possession (Traffic Only)	56	Electronic Device Warnings	278
Open Container	191	Other Traffic Violation Citations	11,748
Seat Belt Citations (Daytime)	1,415	Other Traffic Violation Warnings	15,862
Seat Belt Warnings (Daytime)	861		
Seat Belt Citations (Nighttime)	260		
Seat Belt Warnings (Nighttime)	317		

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

Multi-Agency Safety Checkpoint Project

On September 30, 2021, the Lee County Sheriff’s Office conducted a Safety Checkpoint project involving 41 officers from nine agencies. The project was conducted at the DOT scale house on Highway 27. The project was scheduled for 1600 – 2000 hrs. A total of 632 vehicles came through the checkpoint and of that there were 242 commercial vehicles. Signage was provided by the Iowa State Patrol. There were five K9 handlers at the project. K9s were deployed to 48 vehicles which resulted in 107 grams of marijuana being seized during the project.

The DOT Motor Vehicle Enforcement completed 11 MCSAP inspections. This resulted in two drivers put out of service and seven vehicles put out of service. Seven (7) citations and 75 warnings were issued for equipment violations. There were also 7 citations and 13 warnings for driver violations.

A special thank you to the Salvation Army for providing a canteen truck for providing food and water to all officers participating in the project.



Planned Activity Name: sSTEP (special Traffic Enforcement Program)

Unique Identifier/Planned Activity Number: 21-402-sSTEP

Subrecipients:	Adair Co. Sheriff's Office	21-402-MOPT, Task 60-00-00
	Adams Co. Sheriff's Office	21-402-MOPT, Task 60-10-00
	Afton Police Department*	21-402-MOPT, Task 60-20-00
	Albia Police Department*	21-402-MOPT, Task 60-30-00
	Algona Police Department	21-402-MOPT, Task 60-40-00
	Anamosa Police Department	21-402-MOPT, Task 60-50-00
	Armstrong Police Department*	21-402-MOPT, Task 60-60-00
	Arnolds Park Police Department	21-402-MOPT, Task 60-70-00
	Atlantic Police Department	21-402-MOPT, Task 60-80-00
	Aurelia Police Department	21-402-MOPT, Task 60-90-00
	Avoca Police Department	21-402-MOPT, Task 61-00-00
	Belle Plaine Police Department*	21-402-MOPT, Task 61-10-00
	Bellevue Police Department	21-402-MOPT, Task 61-20-00
	Bremer Co. Sheriff's Office	21-402-MOPT, Task 61-30-00
	Buchanan Co. Sheriff's Office	21-402-MOPT, Task 61-40-00
	Buena Vista Co. Sheriff's Office	21-402-MOPT, Task 61-50-00
	Butler Co. Sheriff's Office	21-402-MOPT, Task 61-60-00
	Carlisle Police Department	21-402-MOPT, Task 61-70-00
	Carroll Police Department	21-402-MOPT, Task 61-80-00
	Carter Lake Police Department	21-402-MOPT, Task 61-90-00
	Centerville Police Department	21-402-MOPT, Task 62-00-00
	Chariton Police Department*	21-402-MOPT, Task 62-10-00
	Charles City Police Department	21-402-MOPT, Task 62-20-00
	Cherokee Co. Sheriff's Office	21-402-MOPT, Task 62-30-00
	Cherokee Police Department	21-402-MOPT, Task 62-40-00
	Chickasaw Co. Sheriff's Office	21-402-MOPT, Task 62-50-00
	Clarion Police Department	21-402-MOPT, Task 62-60-00
	Clarke Co. Sheriff's Office	21-402-MOPT, Task 62-70-00
	Clay Co. Sheriff's Office	21-402-MOPT, Task 62-80-00
	Clayton Co. Sheriff's Office	21-402-MOPT, Task 62-90-00
	Columbus Junction Police Department	21-402-MOPT, Task 63-00-00
	Crawford Co. Sheriff's Office	21-402-MOPT, Task 63-10-00
	Cresco Police Department	21-402-MOPT, Task 63-20-00
	Davis Co. Sheriff's Office	21-402-MOPT, Task 63-30-00
	Decatur Co. Sheriff's Office	21-402-MOPT, Task 63-40-00
	Decorah Police Department	21-402-MOPT, Task 63-50-00
	Denver Police Department	21-402-MOPT, Task 63-60-00
	Dickinson Co. Sheriff's Office	21-402-MOPT, Task 63-70-00
	Dunlap Police Department	21-402-MOPT, Task 63-80-00
	Durant Police Department	21-402-MOPT, Task 63-90-00
	Dyersville Police Department	21-402-MOPT, Task 64-00-00
	Dysart Police Department	21-402-MOPT, Task 64-10-00
	Eagle Grove Police Department	21-402-MOPT, Task 64-20-00
	Elkader Police Department	21-402-MOPT, Task 64-30-00
	Emmet Co. Sheriff's Office	21-402-MOPT, Task 64-40-00
	Emmetsburg Police Department	21-402-MOPT, Task 64-50-00
	Estherville Police Department	21-402-MOPT, Task 64-60-00
	Fairbank Police Department	21-402-MOPT, Task 64-70-00
	Farley Police Department	21-402-MOPT, Task 64-80-00
	Fayette Police Department	21-402-MOPT, Task 64-90-00
	Floyd Co. Sheriff's Office	21-402-MOPT, Task 65-00-00

Forest City Police Department	21-402-MOPT, Task 65-10-00
Franklin Co. Sheriff's Office	21-402-MOPT, Task 65-20-00
Fremont Co. Sheriff's Office	21-402-MOPT, Task 65-30-00
Gilbertville Police Department	21-402-MOPT, Task 65-40-00
Glenwood Police Department	21-402-MOPT, Task 65-50-00
Gowrie Police Department	21-402-MOPT, Task 65-60-00
Grinnell Police Department	21-402-MOPT, Task 65-70-00
Grundy Center Police Department	21-402-MOPT, Task 65-80-00
Grundy Co. Sheriff's Office	21-402-MOPT, Task 65-90-00
Guttenberg Police Department	21-402-MOPT, Task 66-00-00
Hamilton Co. Sheriff's Office	21-402-MOPT, Task 66-10-00
Hampton Police Department	21-402-MOPT, Task 66-20-00
Hardin Co. Sheriff's Office	21-402-MOPT, Task 66-30-00
Harrison Co. Sheriff's Office	21-402-MOPT, Task 66-40-00
Hawarden Police Department	21-402-MOPT, Task 66-50-00
Hinton Police Department	21-402-MOPT, Task 66-60-00
Howard Co. Sheriff's Office	21-402-MOPT, Task 66-70-00
Humboldt Co. Sheriff's Office	21-402-MOPT, Task 66-80-00
Humboldt Police Department	21-402-MOPT, Task 66-90-00
Ida Co. Sheriff's Office	21-402-MOPT, Task 67-00-00
Independence Police Department	21-402-MOPT, Task 67-10-00
Janesville Police Department	21-402-MOPT, Task 67-20-00
Jefferson Police Department	21-402-MOPT, Task 67-30-00
Jesup Police Department	21-402-MOPT, Task 67-40-00
Jewell Police Department*	21-402-MOPT, Task 67-50-00
Jones Co. Sheriff's Office	21-402-MOPT, Task 67-60-00
Keokuk County Sheriff's Office	21-402-MOPT, Task 67-70-00
Kingsley Police Department	21-402-MOPT, Task 67-80-00
LaPorte City Police Department	21-402-MOPT, Task 67-90-00
Lansing Police Department	21-402-MOPT, Task 68-00-00
Le Mars Police Department	21-402-MOPT, Task 68-10-00
Leon Police Department	21-402-MOPT, Task 68-20-00
Lisbon Police Department	21-402-MOPT, Task 68-30-00
Logan Police Department	21-402-MOPT, Task 68-40-00
Louisa Co. Sheriff's Office	21-402-MOPT, Task 68-50-00
Lucas Co. Sheriff's Office	21-402-MOPT, Task 68-60-00
Lyon Co. Sheriff's Office	21-402-MOPT, Task 68-70-00
Madison Co. Sheriff's Office	21-402-MOPT, Task 68-80-00
Mahaska Co. Sheriff's Office	21-402-MOPT, Task 68-90-00
Manchester Police Department	21-402-MOPT, Task 69-00-00
Manning Police Department	21-402-MOPT, Task 69-10-00
Manson Police Department	21-402-MOPT, Task 69-20-00
Maquoketa Police Department	21-402-MOPT, Task 69-30-00
Marcus Police Department*	21-402-MOPT, Task 69-40-00
Marengo Police Department	21-402-MOPT, Task 69-50-00
Mar-Mac Police Department	21-402-MOPT, Task 69-60-00
McCausland Police Department	21-402-MOPT, Task 69-70-00
Melcher-Dallas Police Department	21-402-MOPT, Task 69-80-00
Merrill Police Department	21-402-MOPT, Task 69-90-00
Milford Police Department	21-402-MOPT, Task 70-00-00
Mills Co. Sheriff's Office	21-402-MOPT, Task 70-10-00
Missouri Valley Police Department	21-402-MOPT, Task 70-20-00
Monona Co. Sheriff's Office	21-402-MOPT, Task 70-30-00

Monroe Police Department	21-402-MOPT, Task 70-40-00
Montgomery Co. Sheriff's Office	21-402-MOPT, Task 70-50-00
Monticello Police Department	21-402-MOPT, Task 70-60-00
Montrose Police Department	21-402-MOPT, Task 70-70-00
Mount Pleasant Police Department	21-402-MOPT, Task 70-80-00
Moville Police Department	21-402-MOPT, Task 70-90-00
New Hampton Police Department	21-402-MOPT, Task 71-00-00
Okoboji Police Department	21-402-MOPT, Task 71-10-00
Osage Police Department	21-402-MOPT, Task 71-20-00
Osceola Co. Sheriff's Office	21-402-MOPT, Task 71-30-00
Osceola Police Department	21-402-MOPT, Task 71-40-00
Oskaloosa Police Department	21-402-MOPT, Task 71-50-00
Page Co. Sheriff's Office*	21-402-MOPT, Task 71-60-00
Palo Alto Co. Sheriff's Office	21-402-MOPT, Task 71-70-00
Panora Police Department	21-402-MOPT, Task 71-80-00
Peosta Police Department	21-402-MOPT, Task 71-90-00
Pleasantville Police Department	21-402-MOPT, Task 72-00-00
Plymouth Co. Sheriff's Office	21-402-MOPT, Task 72-10-00
Pocahontas Police Department	21-402-MOPT, Task 72-20-00
Poweshiek Co. Sheriff's Office	21-402-MOPT, Task 72-30-00
Prairie City Police Department	21-402-MOPT, Task 72-40-00
Red Oak Police Department	21-402-MOPT, Task 72-50-00
Sac City Police Department	21-402-MOPT, Task 72-60-00
Sac Co. Sheriff's Office	21-402-MOPT, Task 72-70-00
Shenandoah Police Department	21-402-MOPT, Task 72-80-00
Sioux Center Police Department	21-402-MOPT, Task 72-90-00
Spencer Police Department	21-402-MOPT, Task 73-00-00
Story City Police Department	21-402-MOPT, Task 73-10-00
Strawberry Point Police Department	21-402-MOPT, Task 73-20-00
Tama Co. Sheriff's Office	21-402-MOPT, Task 73-30-00
Taylor Co. Sheriff's Office	21-402-MOPT, Task 73-40-00
Tipton Police Department	21-402-MOPT, Task 73-50-00
Toledo Police Department	21-402-MOPT, Task 73-60-00
Tripoli Police Department	21-402-MOPT, Task 73-70-00
Wapello Police Department	21-402-MOPT, Task 73-80-00
Washington Police Department	21-402-MOPT, Task 73-90-00
Wayne Co. Sheriff's Office	21-402-MOPT, Task 74-00-00
Webster Co. Sheriff's Office	21-402-MOPT, Task 74-10-00
West Union Police Department	21-402-MOPT, Task 74-20-00
Williamsburg Police Department	21-402-MOPT, Task 74-30-00
Winnebago Co. Sheriff's Office	21-402-MOPT, Task 74-40-00
Winterset Police Department	21-402-MOPT, Task 74-50-00
Woodbine Police Department	21-402-MOPT, Task 74-60-00
Woodward Police Department*	21-402-MOPT, Task 74-70-00
Worth Co. Sheriff's Office	21-402-MOPT, Task 74-80-00

Totals for FFY 2021 sSTEP Waves		
	Citations	Warnings
OWI – Alcohol	433	240
OWI – Drugs	115	57
.02 Violations	12	21
Open Container	158	80
Seat Belts	440	1,052
Child Restraints	33	76
Speed	5,525	11,384
Stop Sign/Light	375	1,332
Electronic Device	28	127
Suspended or Revoked	1,046	80



Media Contacts	Yearly Totals
TV	124
Radio	381
Print	722
Digital	745

"Click It or Ticket" Mobilization Seat Belt Survey Results	
Pre-Wave Seat Belt Usage	87.70%
Post-Wave Seat Belt Usage	91.18%

Agencies which were part of this project contributed to the targets listed in the Highway Safety Plan as they conducted enforcement in conjunction with national mobilizations. sSTEP agencies also conducted observational seat belt usage surveys which can be used to help identify problematic areas of the state.

**Agencies which originally applied to be a sSTEP agency and were identified in the Highway Safety Plan and Project Level Detail Report which later dropped due to various issues including staffing levels and change in administration.*

Albia Police Department
 Afton Police Department
 Armstrong Police Department
 Belle Plaine Police Department
 Chariton Police Department

Jewell Police Department
 Marcus Police Department
 Page County Sheriff's Office
 Woodward Police Department

SPECIAL TRAFFIC ENFORCEMENT PROGRAM
sSTEP 2021
sSTEP Up Enforcement to Save Lives

October 2020, November 2020, December 2020, January 2021, February 2021, March 2021, April 2021, May 2021, June 2021, July 2021, August 2021, September 2021

Legend: ■ sSTEP Enforcement Wave, ■ Seat Belt Survey

GTSB
 Governor's Traffic Safety Bureau
 Iowa Department of Public Safety
 215 East 7th Street, 3rd Floor
 Des Moines, IA 50319-0248
 515-725-6121

Complete a pre & post seatbelt survey for the MAY wave.
 (2021 - 3,000)

Planned Activity Name: Governor’s Highway Traffic Safety Conference
Agency: Iowa State University, Conference Planning and Management
Project Number: 21-402-M0PT, Task 00-20-00
(Combo with 21-402-M0OP, Task 00-20-00 and 21-402-M0AL, Task 00-20-00)

Iowa State University Conference Planning and Management was vital in the coordination, planning and execution of the 2021 Governor’s Highway Traffic Safety Conference. The 2021 conference was held August 3-4 in Des Moines, Iowa with 224 in attendance. Iowa State University’s efforts included designing a website and electronic communication to distribute to previous conference attendees. During the conference, Iowa State provided registration services and helped coordinate activities. Conference evaluations were recorded and presented to the GTSB.

This project contributed to the targets listed in the Highway Safety Plan as the annual conference is an opportunity for traffic safety professionals to gain knowledge from the information presented and allows for professional networking.

Planned Activity Name: GTSB – Travel (PT)
Subrecipient: GTSB Internal
Unique Identifier/Planned Activity Number: 21-402-M0PT, Task 00-00-03

See Final Voucher for FFY 2021 expenditures.

Planned Activity Name: GTSB – Printing
Subrecipient: GTSB Internal
Unique Identifier/Planned Activity Number: 21-402-M0PT, Task 00-00-04

See Final Voucher for FFY 2021 expenditures.

Planned Activity Name: Enforcement Projects
Subrecipient: GTSB Internal
Unique Identifier/Planned Activity Number: 21-402-M0PT, Task 00-00-05

See Final Voucher for FFY 2021 expenditures.

Planned Activity Name: GTSB – Program Management (PT)
Subrecipient: GTSB Internal
Unique Identifier/Planned Activity Number: 21-402-M0PT, Task 00-00-02

See Final Voucher for FFY 2021 expenditures.

Program Area: Roadway Safety/Traffic Engineering

Problem Statement and Overview:

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

Targets:

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

Strategies:

- Support training programs designed to enhance the traffic safety expertise of engineers, traffic technicians, and maintenance personnel at the city, county and state levels
- Support existing MDSTs and support the development of new MDSTs throughout the state
- Conduct road safety assessments when appropriate or requested

Outcomes/Results:

During FFY 2021, Section 402/Roadway Safety funding helped support engineering and multidisciplinary efforts and strengthened collaboration focused on the ultimate goal to reduce fatal and serious injury crashes throughout the state. Efforts were engineering-related but also had a strong focus on overall traffic safety and education.

During the first 9 months of FFY 2021, a PowerPoint was provided by GTSB to be shared at MDST meetings which highlighted traffic safety topics and some of the programming of the office. This practice will be re-implemented during FFY 2022.

Planned Activity Name: Multidisciplinary Safety Teams (MDSTs)

Subrecipient: Iowa State University, Institute for Transportation

Unique Identifier/Planned Activity Number: 21-402-MORS, Task 02-00-00

During FFY 2021, the MDST statewide facilitator attended more than 60 MDST related meetings across Iowa in support of the 12 existing MDST groups throughout the state. The MDST groups have maintained momentum through challenges initiated by the COVID-19 pandemic. Meetings have gone back to in-person in some cases while others remain virtual or a hybrid version of both in-person and virtual. The MDST statewide assistance program continues to be discussed at many meetings, along with relevant topics that may be of interest to participating agencies. Correspondence with MDST chairpersons remains on-going and provides information on how the MDST facilitation program can assist each individual program. The MDST website is continuously updated and is a solid resource for each MDST group for planning and data exchange efforts.

This project contributed to the targets listed in the Highway Safety Plan through a joint effort between the Iowa Local Technical Assistance Program, Iowa Department of Transportation, and the Iowa Governor’s Traffic Safety Bureau by supporting the opportunity to help facilitate the development and operation of MDSTs. Collaboration helps to identify and resolve local crash causes and enhance crash response practices. These teams include a wide range of local and state safety participants from various backgrounds.

Planned Activity Name: Safety Circuit Rider
Subrecipient: Iowa State University, Institute for Transportation
Unique Identifier/Planned Activity Number: 21-402-MORS, Task 01-00-00

Over the contract period, work zone and flagger training was provided to 173 local agency staff in-person through centralized training events in the spring of 2021. Additionally, training was provided virtually to approximately 120 participants in the County Session of the Iowa DOT Work Zone Workshops on February 24. [A presentation on 2020 work zone crashes in Iowa was also made to the 2021 Iowa DOT Work Zone Safety Workshop general session for approximately 700 participants.] A virtual Local Road Safety Workshop, including presentations by GTSB, FHWA, Iowa DOT and LTAP, was held on November 17 with 85 participants. A virtual workshop on Traffic Engineering Study Basics was held on March 16 with 73 participants. A training on data collector safety was held for Iowa State University Seat Belt Usage data collectors on June 8 (5 participants). Collectively, these activities provided various safety training to 456 individuals.

Additional trainings included two FHWA Modern Roundabouts – Designed for Safety workshops on October 8 (23 participants) and October 29 (18 participants). A workshop on work zone speed and safety treatments was held on November 6 (226 participants). A webinar on work zone crash modification factors was held on December 18 (40 participants). A webinar on safety countermeasures for gravel roads was delivered on January 29 (42 participants). A webinar on the effectiveness of basic traffic signs was delivered on March 26 (72 participants). A webinar presentation on Road Safety Assessments was made on April 23 for 18 participants. Finally, a virtual safety series on a variety of topics was hosted throughout the summer. These included Reading the Road on July 9 (8 participants), Countermeasures for Road Safety on July 23 (7 participants), Take Action Now – Maintaining Safety on August 27 (4 participants), and Manual on Uniform Traffic Control Devices and Signing Basics on September 10, 2021 (59 participants). Collectively, these 10 workshops throughout the year provided safety-related training to 533 participants.

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

Planned Activity Name: Traffic Engineering Assistance Program (TEAP)
Subrecipient: Iowa Department of Transportation, Office of Traffic and Safety
Unique Identifier/Planned Activity Number: 21-402-MORS, Task 03-00-00

TEAP provides traffic and safety expertise to counties and smaller cities in Iowa that do not have the resources to justify a full-time traffic engineering staff. Through TEAP, traffic engineering analyses are conducted on high crash locations and corrective measures are developed to reduce the number and severity of traffic crashes.

Ten (10) TEAP studies were initiated with an additional 10 studies being completed during FFY 2021. Many of the studies utilized community involvement. The initiation of TEAP studies typically start with community input meetings so that all interested parties can have their concerns addressed. Engineers directed the studies and coordinated efforts.

INITIATED TEAP studies this fiscal year:

Type of Study/Review (Corridor, Intersection, Roundabout, etc.)	City/County	Roadway Name(s)	Quarter
Roundabout	Marion	Alburnett Road & Echo Hill Road	1
Roundabout	Dubuque County	John Deere Road	1
Corridor	Fairfield	Burlington Street at Main Street & 2 nd Street	1
Roundabout	Clinton	S 19 th Street & Manufacturing Drive	1

Intersection	Indianola	Iowa 92 & Buxton	1
Corridor	LeMars	Bus US 75 4-3 Lane	1
Roundabout	Altoona	Altus Commerce Center	2
Roundabout Review	Cedar Rapids	6 th Street SW & Business Drive	2
Intersection	Fairfield	2 nd Street at Broadway	3
Intersection	Anamosa	Old Dubuque Road at Sycamore Street	3

COMPLETED TEAP studies this fiscal year:

Type of Study/Review (Corridor, Intersection, Roundabout, etc.)	City/County	Roadway Name(s)	Quarter	Final Report Recvd
Roundabout	Waterloo	Shaulis Road and Hess Road	2	*NA
Roundabout	Fairfield	Iowa 1 and Libertyville Road	2	*NA
Roundabout	Janesville	US 218/IA27 Interchange with 260 th Street	2	*NA
Intersection	Indianola	Iowa 92 & Buxton	2	Y
Roundabout	Dubuque County	John Deere Road	2	*NA
Roundabout	Cedar Rapids	6 th Street SW & Business Drive	2	*NA
Intersection	Washington	IA 1 at IA 92	3	Y
Corridor	Independence	IA 150	4	Y
Corridor	Muscatine	Isett Avenue	4	Y
Corridor	Underwood	Highway Street	4	Y
Completed Roundabout Reviews do not conclude with a final report				

Final reports were provided to GTSB as follows:

Type of Study/Review (Corridor, Intersection, Roundabout, etc.)	City/County	Roadway Name(s)	Quarter Received
Intersection	Indianola	IA 92 & Buxton, IA 92 & Howard St	2
Intersection	Washington	IA 1 at IA 92	3
Corridor	Independence	IA 150	4
Corridor	Muscatine	Isett Avenue	4
Corridor	Underwood	Highway Street	4

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

Program Area: Teen Traffic Safety Program

Problem Statement and Overview:

Motor vehicle crashes remain the leading cause of death for 14-18 year olds throughout the nation. In comparison with adult drivers, young drivers are substantially over-represented in crashes.

Iowa has a GDL law which allows for a learner's permit to be obtained at age 14. The state continues to see a slight increase in the number of licensed drivers age 14-20, therefore, the work in the area of youth drivers must remain a priority.

Targets:

- Reduce drivers age 30 or younger involved in fatal crashes 4.00% from the 2014-2018 average of 50 to 48 by December 31, 2021

Strategies:

- Fund a school-based program.

Outcomes/Results:

- The FFY 2020 target to reduce drivers age 20 or younger involved in fatal crashes 2.08 from the 2013-2017 average of 48 to 47 was achieved. The 2016-2019 5-year moving average was 46.

Planned Activity Name: Choices Matter

Subrecipient: Alliance Highway Safety

Unique Identifier/Planned Activity Number: 21-402-MOTSP, Task 01-00-00



During FFY 2021, Alliance Highway Safety provided the Choices Matter high school education campaign at ten school functions throughout the year. Through the Choices Matter format, on-site visits engaged students through a presentation by a guest speaker and a hands-on experience through a driving simulator while wearing impaired goggles. These activities helped to demonstrate the dangers of impaired driving and distracted driving. The featured speaker helped students to understand that their choices matter and affect family members, close friends, and even strangers. Schools were chosen after an analysis of crash data (to include fatalities, unrestrained fatalities and alcohol-impaired fatalities) and county demographics

(population and density/square mile).

This project contributed to the targets listed in the Highway Safety Plan as activities are specific to teen drivers.



The GTSB staff and the Altoona Police Department partnered to instruct at driver's education classes at Southeast Polk Community School District. Students received training on safe driving and activities which reinforced the importance of good driving habits. The student in the photo to the left is using a flashlight as a car to try to stay on the road and avoid another vehicle.

Program Area: Traffic Records

Problem Statement and Overview:

Traffic safety professionals in Iowa recognize quality traffic records are vital in planning, managing and evaluating traffic safety programs. The Statewide Traffic Records Coordinating Committee (STRCC) promotes the continuous improvement of Iowa's overall traffic records system. STRCC is comprised of professionals from various traffic safety disciplines. Iowa's traffic records system includes six core datasets: Crash, Vehicle, Driver, Roadway, Citation/Adjudication, and EMS/Injury Surveillance. STRCC members understand traffic records are the foundation for overall traffic safety projects and that data is utilized to help identify problems and effective countermeasures. Data is also used to evaluate the effectiveness of projects.

Iowa's traffic data sets comply with national data standards such as NHTSA's Fatality Analysis Reporting System (FARS), Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Information System (NEMIS) and Model Inventory Roadway Elements (MIRE).

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

Targets:

- Hold a minimum of three (3) STRCC meetings throughout the year and make efforts to re-engage the STRCC Guidance Team

Strategies:

- Utilize STRCC as a mechanism to continue strong networking for overall enforcement of Iowa's Traffic Records System
- Review and consider recommendations from the 2020 Traffic Records Assessment
- Support the development of analytical tools and promote the utilization of such tools
- Encourage the formation of sub-committees for special projects
- Support research efforts which utilize Iowa's traffic records

Outcomes/Results:

During FFY 2021, three STRCC meetings were held. All were held virtually as a result of continued COVID-19 pandemic restrictions and concerns. In the virtual setting, the number of those participating in the meetings has remained consistent and several new members have joined STRCC because of the "ease" of attending and participating in the meetings. Moving forward, a hybrid method will be considered for both an in-person and a virtual option for STRCC meetings.

Membership provides representation from numerous traffic safety disciplines which is critical to improve traffic records. Membership represents the various departments which capture, store, analyze, transmit and disseminate traffic records. However, there continues to be a challenge to identify agenda topics for STRCC meeting that move discussions in regard to overall traffic records improvements.

A Traffic Records Assessment was conducted in the fall and early winter of 2020. The assessment report-out was conducted on December 1, 2020. The assessment consisted of 328 questions which were assigned to and answered by Iowa's subject matter experts. The NHTSA Traffic Records Assessment Team provided an in-depth peer review of Iowa's overall Traffic Records System. The state's responses were rated against an "Ideal System" and were categorized as "Meeting the Ideal", "Partially Meeting the Ideal", and "Does Not Meet the Ideal". Overall, Iowa met or partially met the Advisory Ideal 66% of the time. The Traffic Records Assessment provided both recommendations and considerations in the following areas (excerpted from the Final Assessment Report):

TRCC	Considerations	Recommendations
	<ul style="list-style-type: none"> Develop performance measures for all six core data systems Consider expanding the executive membership of the TRCC to have membership from all six core data systems Consider creating a formal process for custodial agencies to seek, obtain and utilize feedback from the TRCC members in the planning of projects or system redesigns 	None provided by the assessment team.
Strategic Planning	Considerations	Recommendations
	<ul style="list-style-type: none"> Revise the strategic plan to include content to address life cycle costs, outreach and training efforts for local needs and coordination with other federal systems such as FARS and SafetyNet Update and create where needed performance measures which clearly identify a baseline, a goal and a timeframe for measurement 	None provided by the assessment team.
Crash	Considerations	Recommendations
	<ul style="list-style-type: none"> Update the crash system data dictionary to include the fields, derived fields, edit checks, and validation rules. Make this dictionary available to the appropriate personnel. Develop performance measures to easily identify improvements, deficiencies, or degradation of performance. These performance measures should have a baseline and a goal. Measures should be quantifiable and be designed to identify and monitor changes. Conduct periodic data quality reviews of the crash system data and share results with data stakeholders through the TRCC 	<ul style="list-style-type: none"> Improve the applicable guidelines for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory Improve the data dictionary for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
Vehicle	Considerations	Recommendations
	<ul style="list-style-type: none"> Because the vehicle record system is new and the staff is becoming more familiar with the new processes, serious consideration should be given to establish timeliness, accuracy, completeness, uniformity, integration, and accessibility performance measures. Once in place, these performance measures would aide data managers and users in maintaining maximum system performance and efficiency. The Iowa Vehicle System only uses a subset of the available NMVTIS title brands. The State should consider updating the current title brands to include exact NMVTIS nomenclature. 	<ul style="list-style-type: none"> Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory Improve the procedures/process flows for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
Driver	Considerations	Recommendations
	<ul style="list-style-type: none"> Develop a comprehensive data management program and share reports and trends with the TRCC and data managers and users Establish a formal DUI Tracking System with interfaces to the driver system to ensure problem drivers are identified Create a formal data dictionary with all field values defined including null codes Create a comprehensive process flow diagram for the driver system demonstrating all interfaces, inputs, and outputs 	<ul style="list-style-type: none"> Improve the data dictionary for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory
Roadway	Considerations	Recommendations
	<ul style="list-style-type: none"> Develop performance measures for all six core traffic records performance attributes. Performance measures must include the establishment of baselines, goals and measures tailored to the needs of data managers and users Expand the number of local and regional agencies interfacing with the State's enterprise roadway information system <ul style="list-style-type: none"> Establish guidelines for presenting data quality management reports to the TRCC on a regular basis Complete the data dictionary with all the MIRE elements collected 	<ul style="list-style-type: none"> Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory

Citation and Adjudication	Considerations	Recommendations
	<ul style="list-style-type: none"> • Provide data quality reports to the TRCC. Iowa's TRCC should consider requesting data quality management reports or briefings about data collection, quality assurance and dissemination as a staple of their regular meetings. This would be a great way to share information amongst the six component record areas, to address performance measures, and receive project updates. • It is suggested the State explore the feasibility of establishing numeric goals-performance metrics for the citation system and incorporate the development of timeliness, accuracy, completeness, uniformity, integration, and accessibility performance measures tailor to the needs of citation systems managers and data users 	<ul style="list-style-type: none"> • Improve the data quality control program for the Citation and Adjudication systems to reflect best practices • Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory
Injury Surveillance	Considerations	Recommendations
	<ul style="list-style-type: none"> • Formalize the data quality assurance process at the State level for the EMS data. The Iowa Department of Public Health, Bureau of Emergency and Trauma Services has made progress towards identifying and implementing some performance measures (timeliness, accuracy regarding duplicate records, completeness as a manual process). Continue to add critical data elements periodically to those performance measures. Once established, consider adding uniformity and/or accessibility measures. • Institute data integration performance measures applicable to the EMS to the crash linkage with the primary numeric goal of expected number of records linked. Establish the baseline and as the EMS data matures, measure systemic improvements in the linkage. • Include the EMS data in the CODES (Crash Outcome Data Evaluation System) linkage conducted by the University of Iowa, Injury Prevention Research Center pending appropriate approvals. • Conduct periodic data quality reviews of the emergency department and the hospital discharge data. Though collected and processed by the Iowa Hospital Association, the State may want to ensure that critical data elements, or the most used or required data elements, contain expected values and are logically consistent. Errors or inconsistencies in the data should be reported to the Iowa Hospital Association. • Institute timeliness performance measures for trauma registry data. Administrative Rule establishes the deadline for submission and those not in compliance are contacted by the Iowa Department of Public Health, Bureau of Emergency and Trauma Services and subject to penalty. Instituting a timeliness performance measure and monitoring over time will provide a visual of which trauma centers submit within what timelines, identify repeat offenders, and detect trends in the data. • Share quality data reports with the State TRCC. The data quality reports for the trauma registry data do not have to identify patients, providers, or trauma centers but give a general understanding as to any issues that may prohibit the integration or use of the trauma data with respect to motor vehicle crash injuries and traffic safety. This is applicable to the emergency department data, the hospital data, the hospital discharge data, and the vial records data. 	<ul style="list-style-type: none"> • Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in Traffic Records Program Assessment Advisory • Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory

<i>Data Use and Integration</i>	<i>Considerations</i>	<i>Recommendations</i>
	<ul style="list-style-type: none"> • The State should consider leveraging the expertise of the TRCC to lead an effort to formalize a Data Governance structure for all traffic safety systems • Coordinate efforts with the University of Iowa to develop highly integrated datasets for the State. Leverage and utilize existing University projects to integrate more datasets for the State. 	None provided by the assessment team.

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

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

Iowa’s Traffic Records Coordinator and several STRCC members participated in the NHTSA Region 7 Traffic Records Strategic Planning Workshop in February 2021.

The 2021 Traffic Records Forum, hosted by the Association of Transportation Safety Information Professionals, was held virtually. This allowed for several STRCC members to participate in the forum due to no travel and minimal expense compared to attending in-person.

Planned Activity Name: Iowa Traffic and Criminal Software (TraCS)
Subrecipient: Iowa Department of Transportation, Office of Motor Vehicle Enforcement
Unique Identifier/Planned Activity Number: 21-405c-M3DA, Task 02-00-00

Section 405c funding supported onsite and remote services and training for law enforcement agencies which utilize TraCS. During FFY 2021, the TraCS team continued to provide installation, training, and technical field support as requested. During FFY 2021, 10 additional agencies were added the number of agencies submitting crash reports electronically to the Iowa Department of Transportation for a total of 392 agencies at the end of the year. The addition of TraCS agencies has allowed for a steady submission of electronic crash reports. The cumulative electronic crash report submission rate for FFY 2021 was 99.73%, a .21% increase from 2020. Eight (8) additional agencies began the submission of electronic citations and complaints and affidavits to the CJIS Network/Iowa Courts for a total of 357 agencies electronically submitting this information statewide; a 2.29% increase in the number of agencies from 2020.

This project contributed to the targets listed in the Highway Safety Plan as TraCS is an initiative of the Iowa Department of Transportation to collect data from law enforcement at the scene of a motor vehicle crash and from other roadside enforcement efforts. Enhancements in TraCS, plus the addition of new agencies, continue to provide accurate, complete and timely data. This project also supports recommendations from the 2020 Traffic Records Assessment.

Planned Activity Name: Roadway Safety Data. Collection, Maintenance, Analysis Totals, Training
Subrecipient: Iowa Department of Transportation, Office of Traffic and Safety
Unique Identifier/Planned Activity Number: 21-405c-M3DA, Task 03-00-00

Primary activity in 2021 focused around the improvement of data documentation and enhancements to the Iowa Crash Analysis Tool (ICAT), <https://icat.iowadot.gov>. Activity in regard to data documentation included the formation of a team which met and continued to update and refine data dictionaries which directly coincides with

recommendations of the 2020 Traffic Records Assessment. Activity associated with ICAT included the creation of four separate dashboards for general crashes, work zone crashes, non-motorist-crashes and speed-related crashes. The dashboards were published to the Iowa DOT Power BI service with nightly updates. Database maintenance, enhancements and validations are on-going.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations from the 2020 Traffic Records Assessment; specifically in regard to data dictionaries and the development, support and maintenance of a web-based analytical tool for crash data.

Planned Activity Name: CJP – Data Linkage

Subrecipient: Iowa Department of Human Rights, Criminal and Juvenile Justice Planning

Unique Identifier/Planned Activity Number: 21-405c-M3DA, Task 04-00-00

During FFY 2021, CJP used a tool called Universe Platter to build the “shells” for both an adult court and juvenile court data dictionary and a back end database. CJP conducts research on a variety of adult court data. During FFY 2021, data was compiled and analyzed. CJP reviewed the data quality of the Judicial Branch Case Management System for traffic offenses. A report was generated that looked at charges and convictions and made recommendations on how to improve current and historical data. With the onset of COVID-19, speeding across the state was considered a hot topic from a traffic safety perspective. A research report was compiled and submitted to the GTSB for review.

This project contributed to targets listed in the Highway Safety Plan as it support recommendations of 2020 Traffic Records Assessment, specifically in regard to data dictionaries. CJP is also a resource for statewide citation and adjudication data for various traffic safety needs and research projects.

Planned Activity Name: Iowa Traffic Safety Data Services (ITSDS)

Subrecipient: Iowa State University, ITSDS

Unique Identifier/Planned Activity Numbers: 21-405c-M3DA, Task 05-00-00 & 21-405d-FDL*IS, Task 00-04-00

During FFY 2021, Iowa State University Institute for Transportation/ITSDS worked with more than 20 different departments, bureaus, agencies, organizations, companies and universities conducting more than 70 unique activities and meetings. Several activities involved multiple agencies and/or were quite extensive with multiple deliverables. Several requests entailed connecting individuals with the appropriate resources or coordinating regarding crash database details. Other requests required follow-up analyses. Several support efforts spanned most, or all, of the contract period from development, updating and maintaining such as various crash dashboards. Spatial and hot spot analyses were also conducted, specifically with respect to rural primary and secondary crashes. The objectives of these analyses were to: 1) determine if secondary road crashes were occurring nearer to primary roads or distributed throughout the network, 2) identify possible locations where enforcement on the primary system may potentially also impact secondary road crash experience. In general, ITSDS coordinated on data requests and broader data requests. This included Multidisciplinary Safety Series support. Additionally, ITSDS coordinated with Iowa DOT, Traffic and Safety regarding crash database updates, potential issues or inconsistencies.

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

Planned Activity Name: EMS Data Improvement

Subrecipient: Iowa Department of Public Health, Bureau of Emergency and Trauma Services (BETS)

Unique Identifier/Planned Activity Numbers: 21-405c-M3DA, Task 06-00-00 & 21-405d-FDL*EM, Task 00-01-00

Early in the fiscal year, BETS developed a performance measure timeliness report which lists all active Iowa EMS services and their respective average time between incident unit notified and date/time incident was input into the State EMS incident registry. Data quality issues were discussed with the Quality Assurance System Performance subcommittee. An emphasis was placed on the element “Provider Impressions” which is one of the most requested data points by internal and external entities. The subcommittee shared these concerns with the broader EMS Advisory Committee and plan to seek ways of getting greater compliance with populating this element and others. Recent functionality added to the EMS incident registry allows users to set up multiple default values for certain incident scenarios.

Annually state highway safety offices must submit detailed information on data-related projects to be reviewed by NHTSA for measurable progress calculated on baseline values and current measures.

For the FFY 2021 Interim Progress Report, Iowa utilized a project managed by the Iowa Department of Public Health. Iowa showed progress in uniformity of the EMS/Injury System as measured in terms of an increase both in the number of EMS agencies submitting National Emergency Medical Service Information System (NEMSIS) v3 compliant incidents and the number of incidents that are NEMSIS v3 compliant.

During FFY 2021, a schematron was updated and applied to all EMS incidents. A schematron is the name given to what is essentially a document of edit and audit rules that are applied to an incident in the EMS incident registry. These rules are either applied immediately to the data as it is being entered or when services upload their data from a third party vendor.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations set forth in the 2020 Traffic Records Assessment. The efforts also specifically address issues of timeliness, accuracy and completeness in regard to EMS data.

Planned Activity Name: Data Integration and Quality Monitoring for High-Risk and Vulnerable Road Users

Subrecipient: University of Iowa, Injury Prevention Research Center (IPRC)

Unique Identifier/Planned Activity Number: 21-405d-FDL*IS, Task 01-00-00

A basic methodology for following the adjudication process for motorcycle crashes was developed and tested. IPRC shifted from the data sample being examined from a small subset to a full set of motorcycle crashes available. Using the larger sample size allows for the improvement of the accuracy of the analysis by having more relevant crash cases to examine. The expansion of the dataset allowed for all motor vehicle crashes to be reviewed rather than just a focus on motorcycle-related. Charge and conviction data was also requested from the Department of Human Rights, Criminal and Juvenile Justice Planning. An analysis of the data was conducted in regard to the number of sentences, types, and dismissals of alcohol and speeding-related motorcycle crashes. Frequencies and proportions of convictions among motorcyclist who were involved in alcohol-related crashes were conducted, including alcohol-related convictions, no convictions and convictions of non-alcohol related charges.

A second analysis of data was conducted to assess the differential impact of having received a warning vs. charged on subsequent culpability in a crash event. Deterrence of risky driving behavior is important for the prevention of crashes and injuries. The analysis of data concluded there was little evidence on the deterrent effect of issuing warnings versus citations to drivers regarding prevention of future crashes.

This project contributed to the targets listed within the Highway Safety Plan as analysis of data was conducted in the specific area of motorcycles. Such results will be considered in future implementation of projects. Linkage of datasets also allowed for the analysis of citation and warning data.

Planned Activity Name: Text Analysis of Crash Report Narratives to Evaluate Crash Data Quality
Subrecipient: University of Iowa, National Driving Simulator
Unique Identifier/Planned Activity Number: 21-405d-FDL*IS, Task 02-00-00

Activity for this contract focused on text analysis of crash report narratives. Data analysis procedures were developed using Python and the Natural Language Processing Toolkit. The focus was on determine a way to score crashes involving a driver distraction involving electronic devices. Rules-based and automatically-trained algorithms were developed in order to compare and contrast the two methods. Lists of words that frequently appear in narratives for crashes involving driver distraction and crashes with no driver distraction indicated have been generated and are being used to develop the rules-based classification.

This project contributed to the targets listed within the Highway Safety Plan as it focuses on the completeness of crash data. This specific analysis of data also focused on the specific area of distracted driving.

Planned Activity Name: Driver Behavior and Medical Outcomes Data Improvement
Subrecipient: Iowa Department of Transportation, Office of Driver and Identification Services
Unique Identifier/Planned Activity Number: 21-405c-M3DA, Task 01-00-00

Noteworthy Events/Projects to Promote Traffic Safety and Enhance Partnerships

Fatality Reduction Task Force

Iowa's Fatality Reduction Task Force was created to help identify countermeasures for implementation in the short term and beyond to help Iowa achieve a goal of less than 300 traffic fatalities annually, with the ultimate goal of zero. The immediate goal of the Task Force was to identify 3-4 action items that can be implemented upon the start of calendar year 2021, and offer recommendations that will have the most impact.

Results of this collaboration in 2021 include:

Initial Task Force Partners:

- Iowa Department of Public Safety
 - Iowa State Patrol
 - Governor's Traffic Safety Bureau
- Iowa Department of Transportation
- Iowa Police Chiefs Association
- Iowa State Sheriffs' and Deputies Assoc.
- National Highway Traffic Safety Admin.
- Federal Highway Administration
- Federal Motor Carrier Safety Admin.
- Iowa State University/In-Trans
- AAA of Iowa/Minnesota

1. A Fatality Reduction Task Force Press Briefing was conducted on the west steps of the Iowa State Capitol building that garnered considerable public awareness.



2. Law enforcement agencies throughout Iowa conducted joint enforcement waves that involved partners from state, county and local levels.
3. State and local partners created an extensive media content plan that was cross-promoted for maximum statewide reach.



4. During the 2021-2022 school year, the Seatbelts Are For Everyone (S.A.F.E.) Program will be introduced to young drivers in Iowa to educate them of the importance of occupant protection, increase seatbelt usage, and decrease risky driving behavior.
5. Legislation was enacted for vehicle homicide involving excessive speed, and although it did not pass, legislation was proposed requiring drivers to go hands free with electronic communication devices. These initiatives were recommendations from the Task Force and broadly supported by law enforcement organizations across Iowa.

Iowa State Fair

In 2021, The GTSB continued the tradition of an educational display booth at the Iowa State Fair. The purpose of the booth is to provide traffic safety information to fairgoers. The Iowa State Fair is the largest outreach project conducted by the GTSB during the year as approximately one million individuals attend the fair annually over the 10-day event. The diverse audience is reached during this event.





IOWA GOVERNOR'S TRAFFIC SAFETY BUREAU

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