

# ANNUAL EVALUATION REPORT

FFY 2016



Iowa Department of Public Safety  
Governor's Traffic Safety Bureau  
Roxann M. Ryan, Commissioner  
Patrick Hoye, Bureau Chief



## *Executive Summary*

Iowa is proud to submit the 2016 Annual Evaluation Report of the Governor's Traffic Safety Bureau (GTSB). Our annual report summarizes the use of our Section 402 and 405 federal highway safety funds distributed to our state and provides evidence as to the status of performance measures that were established within the FFY 2016 Highway Safety Plan.

The GTSB is a Bureau within the Department of Public Safety and is responsible for overseeing traffic safety funds awarded to Iowa through the FAST Act and works closely with our partners at the National Highway Traffic Safety Administration (NHTSA). Commissioner Roxann Ryan serves as the Governor's Representative for Highway Safety and Patrick Hoyer serves as Bureau Chief for GTSB.

During FFY 2016, the GTSB managed 315 contracts totaling \$5,644,118. This funding supported efforts in a multitude of areas targeting traffic safety efforts such as impaired driving, occupant restraint, traffic records, distracted driving, youth initiatives and public awareness to name a few.

In FY 2016, Iowa used its traffic safety funds for some ground breaking strategies such as our Drowsy Driving Summit and the continued implementation of the "High 5" program, which received an IACP award in 2016 for the concept and program's ability to address seat belt compliance rates. In FY 2016, the GTSB worked closely with the Iowa Department of Transportation and our federal partners at the Federal Highway Administration and Federal Motor Carrier Safety Administration to identify uniform initiatives and set common goals so that our state Strategic Highway Safety Plan and the GTSB Highway Safety Plan mirror each other.

Iowa will continue to use our federal highway safety funds to maintain successful programs and seek new opportunities to fund new concepts that will help our state reduce fatality and serious injury crashes.

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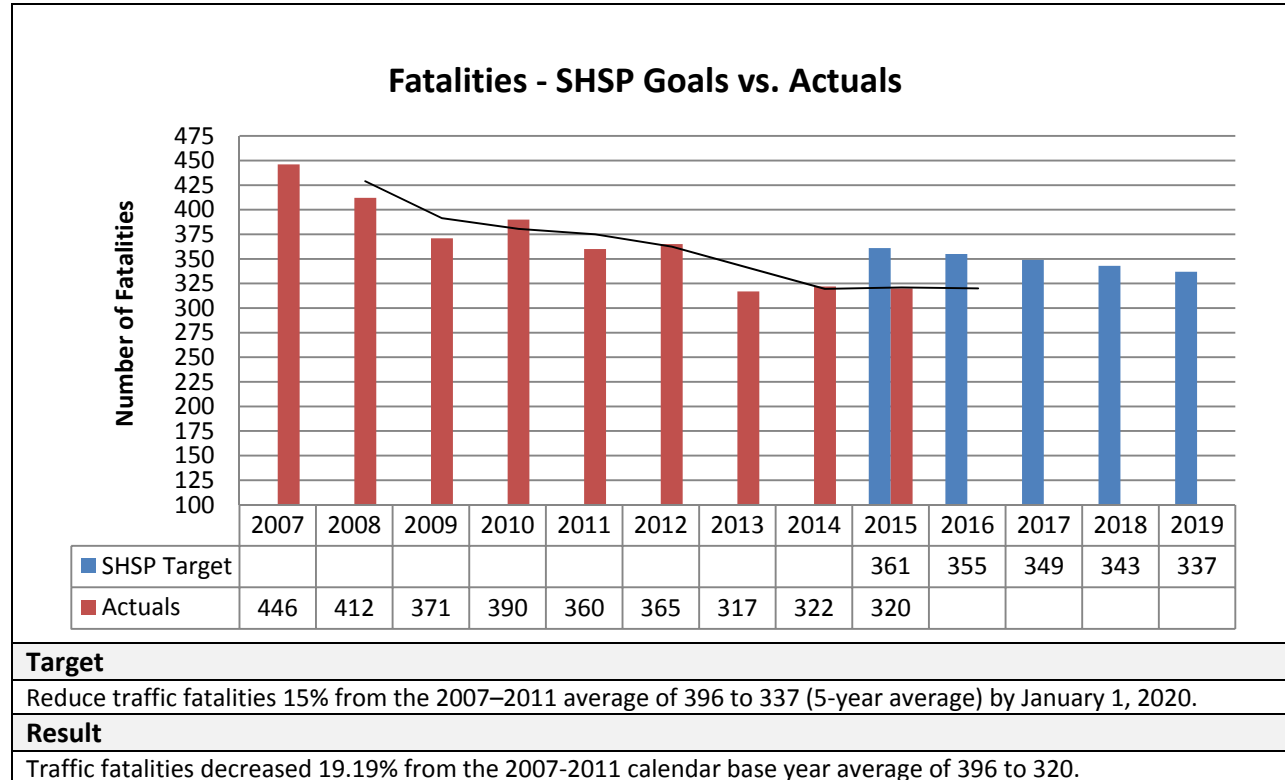


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## NHTSA Traffic Safety Core Performance Measures

The National Highway Traffic Safety Administration (NHTSA) and the Governor’s Highway Safety Association (GHSA) has agreed upon a minimum set of performance measures for the development and implementation of highway safety plans.

### Number of Traffic Fatalities (C-1)

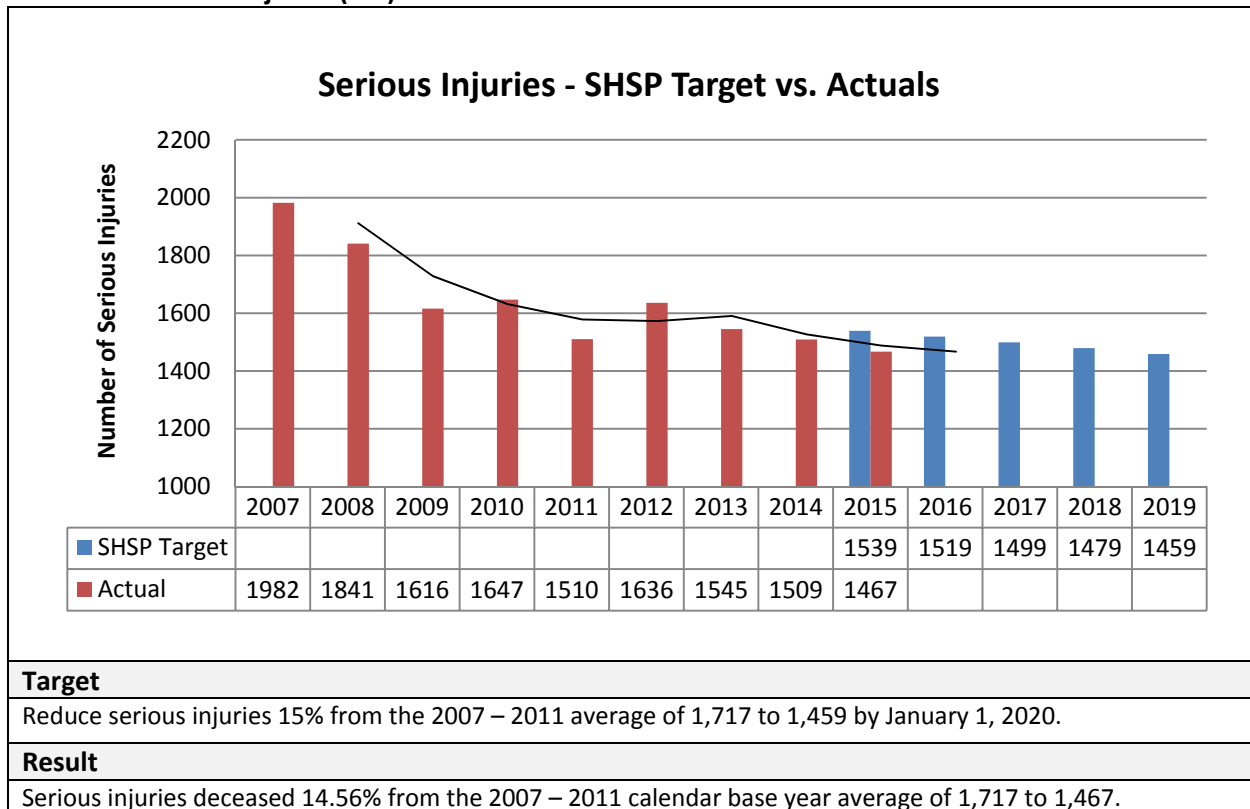


Source: NHTSA FARS, 2011-2014 Final File and 2015 Annual Report File.

In 2015, Iowa recorded 320 traffic fatalities which was a .62% decrease from 322 recorded in 2014. A moving average trend line continues to reflect a decrease. Of the 320 fatalities, 72% (230) were identified as being rural with the remaining 28% (90) being urban.

The target goal for the number of traffic fatalities was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor’s Traffic Safety Bureau, and other traffic safety professionals including the Federal Highway Administration and Federal Motor Carrier Safety Administration during the State Strategic Highway Safety Plan (SHSP) revision in 2013. Traffic safety partners analyzed five years of data (2007-2011) when setting the target. The target to reduce fatalities 15% by January 1, 2020, accounts for a reduction of approximately 6 fatalities per year. The target for the number of fatalities was aligned between the revised SHSP and the FFY 2016 Highway Safety Plan. Starting in early 2016, Iowa’s traffic safety community began working on an update to Iowa’s SHSP. This is the second of such efforts in Iowa that first became a federal requirement by the Moving Ahead for Progress in the 21<sup>st</sup> Century Act (MAP-21) legislation and was continued by Fixing America’s Surface Transportation (FAST) Act.

**Number of Serious Injuries (C-2)**



Source: Iowa Department of Transportation

Between 2014 and 2015 there was a 2.78% decrease in the number of serious injuries. As reflected in the graph, Iowa continues to see a downward trend in the number of serious injuries thus keeping the state in line to meet the goal identified in the SHSP of 1,459 by January 1, 2020.

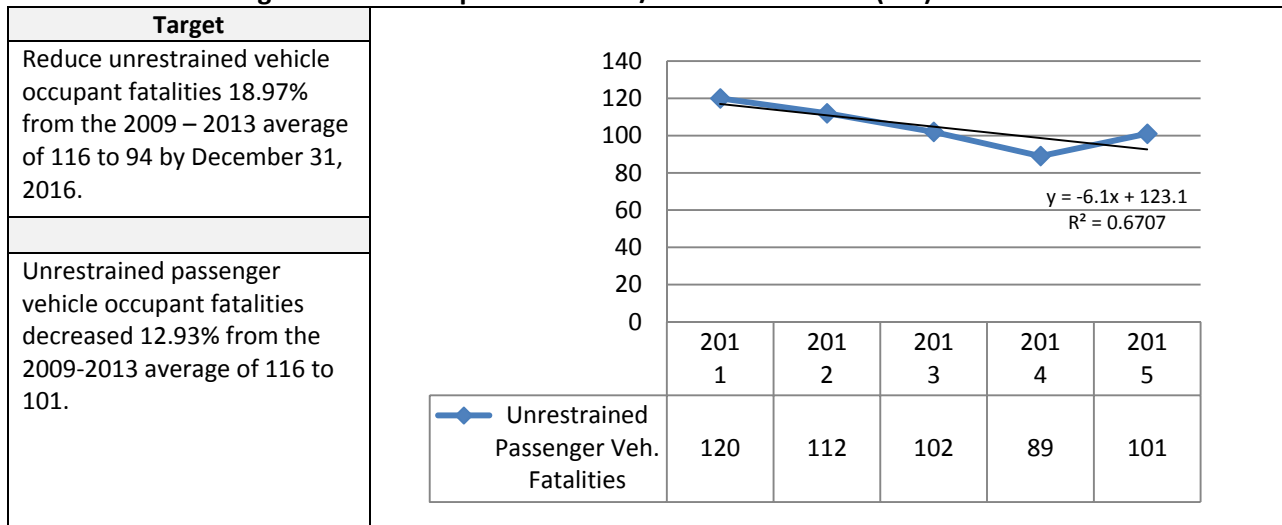
The target goal for the number of serious injuries was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor’s Traffic Safety Bureau, and other traffic safety professionals including Federal Highway Administration and Federal Motor Carrier Safety Administration during the State Strategic Highway Safety Plan revision in 2013. Traffic safety partners analyzed five years of data (2007 – 2011) when setting the target. The target to reduce serious injuries 15% by January 1, 2020, accounts for a reduction of approximately 20 per year. The target for the number of serious injuries was aligned between the revised SHSP and the FFY 2016 Highway Safety Plan. Starting in early 2016, Iowa’s traffic safety community began working on an update to Iowa’s SHSP. This is the second of such efforts in Iowa that first became a federal requirement by the Moving Ahead for Progress in the 21<sup>st</sup> Century Act (MAP-21) legislation and was continued by Fixing America’s Surface Transportation (FAST) Act.

### Fatalities per 100M Vehicle Miles Traveled (VMT) – Overall/Rural/Urban (C-3)

Fatalities Per 100M VMT (Overall)													
<b>Target</b>													
Reduce fatalities per 100M VMT 17.39% from the 2009 - 2013 average of 1.15 to .95 by December 31, 2016.													
2015 FARS data was unavailable at the time this report was written; therefore, 2014 data was used. Fatalities per 100M VMT decreased 10.43% from the 2009 - 2013 average of 1.15 to 1.03.													
	<table border="1"> <thead> <tr> <th></th> <th>2010</th> <th>2011</th> <th>2012</th> <th>2013</th> <th>2014</th> </tr> </thead> <tbody> <tr> <td>◆ Fatality Rate</td> <td>1.24</td> <td>1.15</td> <td>1.16</td> <td>1.00</td> <td>1.03</td> </tr> </tbody> </table>		2010	2011	2012	2013	2014	◆ Fatality Rate	1.24	1.15	1.16	1.00	1.03
	2010	2011	2012	2013	2014								
◆ Fatality Rate	1.24	1.15	1.16	1.00	1.03								
Rural Fatalities Per 100M VMT													
<b>Target</b>													
Reduce rural fatalities per 100M VMT 4.55% from the 2009 – 2013 average of 1.54 to 1.47 by December 31, 2016.													
2015 FARS data was unavailable at the time this report was written; therefore, 2014 data was used. Rural fatalities per 100M VMT decreased 10.39% from the 2009-2013 average of 1.54 to 1.38.													
	<table border="1"> <thead> <tr> <th></th> <th>2010</th> <th>2011</th> <th>2012</th> <th>2013</th> <th>2014</th> </tr> </thead> <tbody> <tr> <td>◆ Rural Fatality Rate</td> <td>1.59</td> <td>1.58</td> <td>1.50</td> <td>1.41</td> <td>1.38</td> </tr> </tbody> </table>		2010	2011	2012	2013	2014	◆ Rural Fatality Rate	1.59	1.58	1.50	1.41	1.38
	2010	2011	2012	2013	2014								
◆ Rural Fatality Rate	1.59	1.58	1.50	1.41	1.38								
Urban Fatalities Per 100M VMT													
<b>Target</b>													
Reduce the urban fatalities per 100M VMT 16.07% from the 2009 – 2013 average of .56 to .47 by December 31, 2016.													
2015 FARS data was unavailable at the time this report was written; therefore, 2014 data was used. Urban fatalities per 100M VMT decreased 7.14% from the 2009 – 2013 average of .56 to .52													
	<table border="1"> <thead> <tr> <th></th> <th>2010</th> <th>2011</th> <th>2012</th> <th>2013</th> <th>2014</th> </tr> </thead> <tbody> <tr> <td>◆ Urban Fatality Rate</td> <td>0.7</td> <td>0.49</td> <td>0.63</td> <td>0.45</td> <td>0.52</td> </tr> </tbody> </table>		2010	2011	2012	2013	2014	◆ Urban Fatality Rate	0.7	0.49	0.63	0.45	0.52
	2010	2011	2012	2013	2014								
◆ Urban Fatality Rate	0.7	0.49	0.63	0.45	0.52								

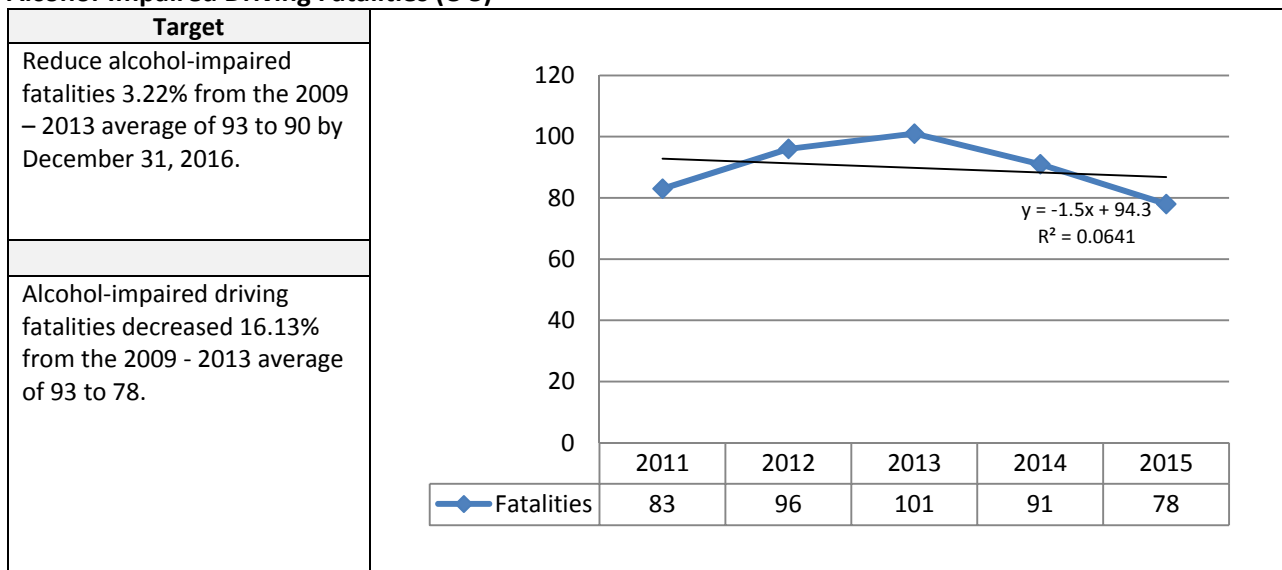
Source: NHTSA FARS, 2011-2014 Final File and 2015 Annual Report File.

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



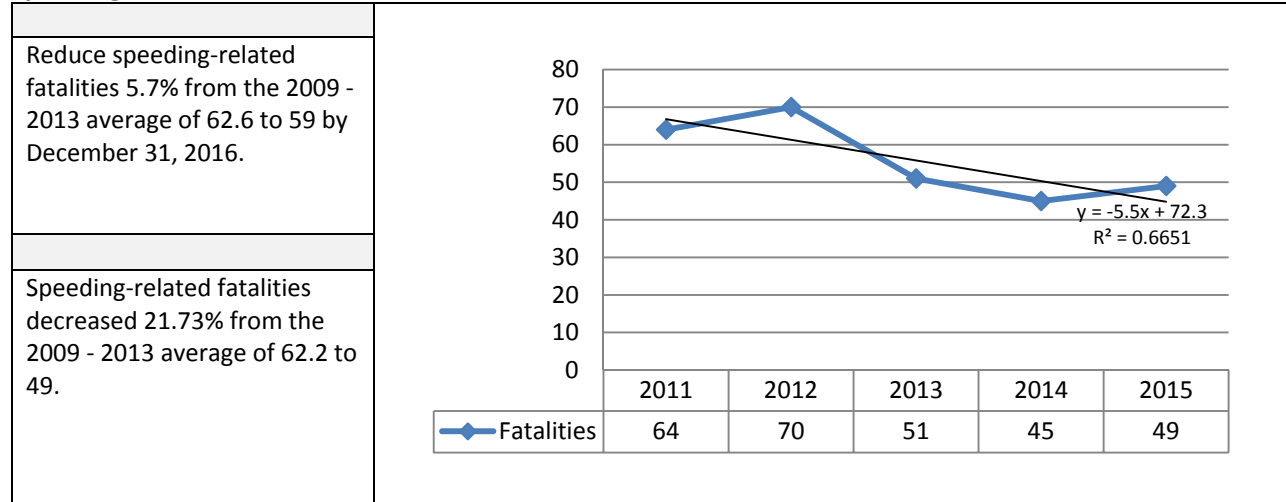
Source: NHTSA FARS, 2011-2014 Final File and 2015 Annual Report File.

### Alcohol-Impaired Driving Fatalities (C-5)



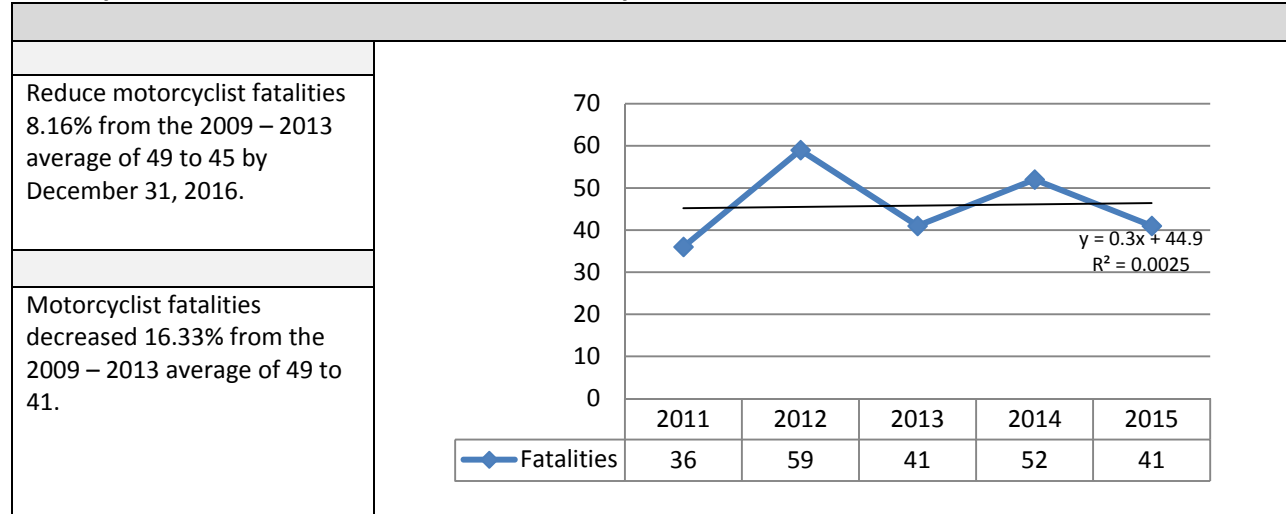
Source: NHTSA FARS, 2011-2014 Final File and 2015 Annual Report File.

### Speeding-Related Fatalities (C-6)

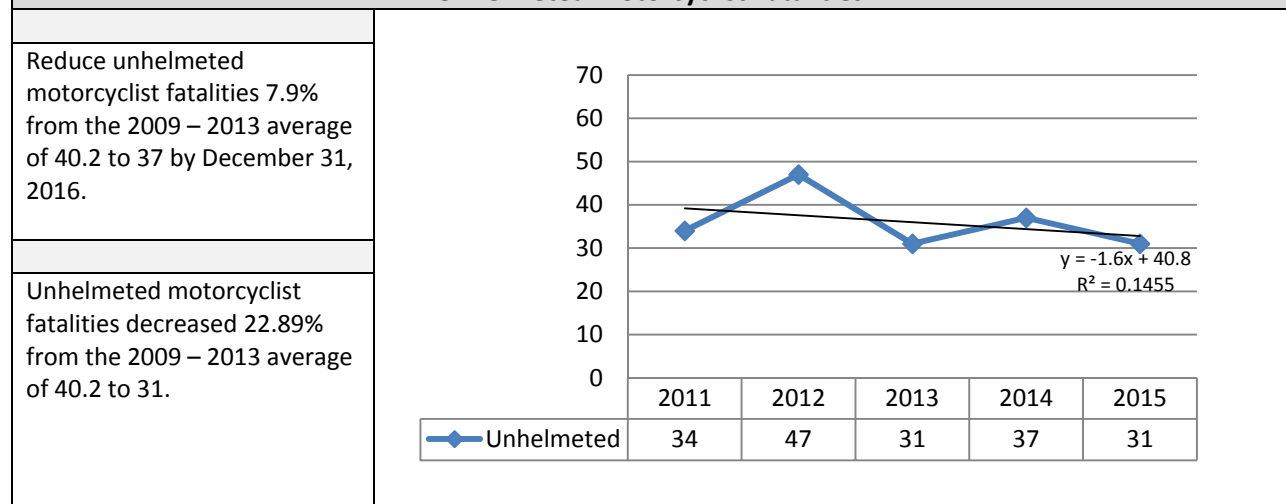


Source: NHTSA FARS, 2011-2014 Final File and 2015 Annual Report File.

### Motorcyclist Fatalities (C-7) / Unhelmeted Motorcyclist Fatalities (C-8)



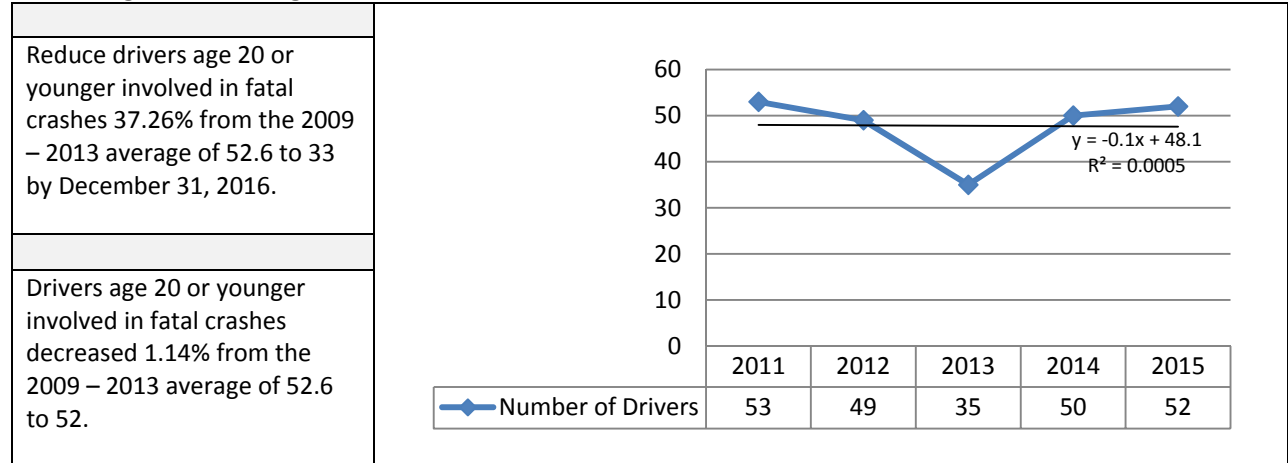
#### Unhelmeted Motorcyclist Fatalities



Source: NHTSA FARS, 2011-2014 Final File and 2015 Annual Report File.

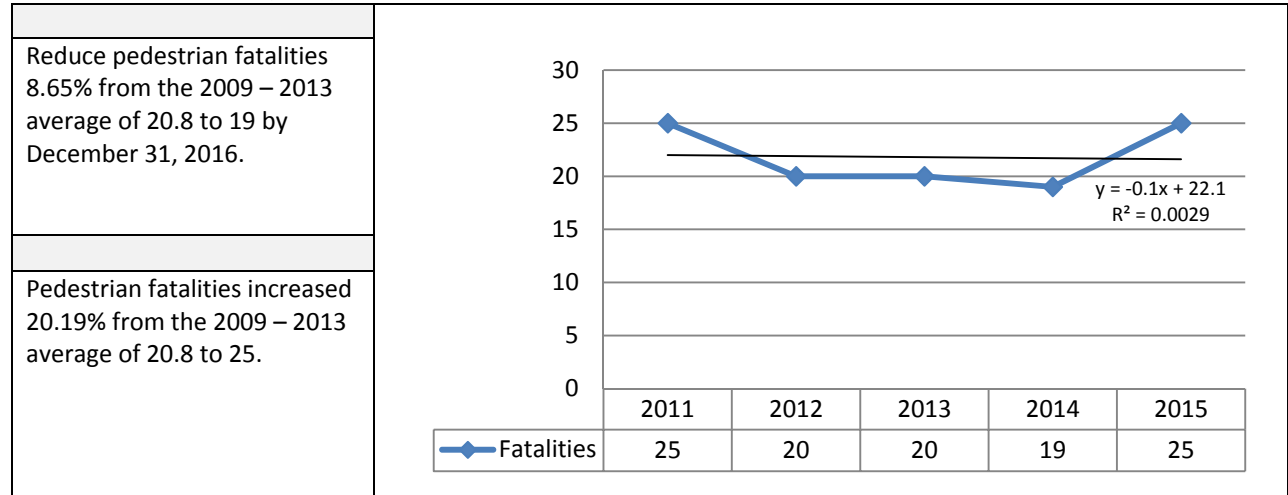


### Drivers Age 20 or Younger Involved in Fatal Crashes (C-9)



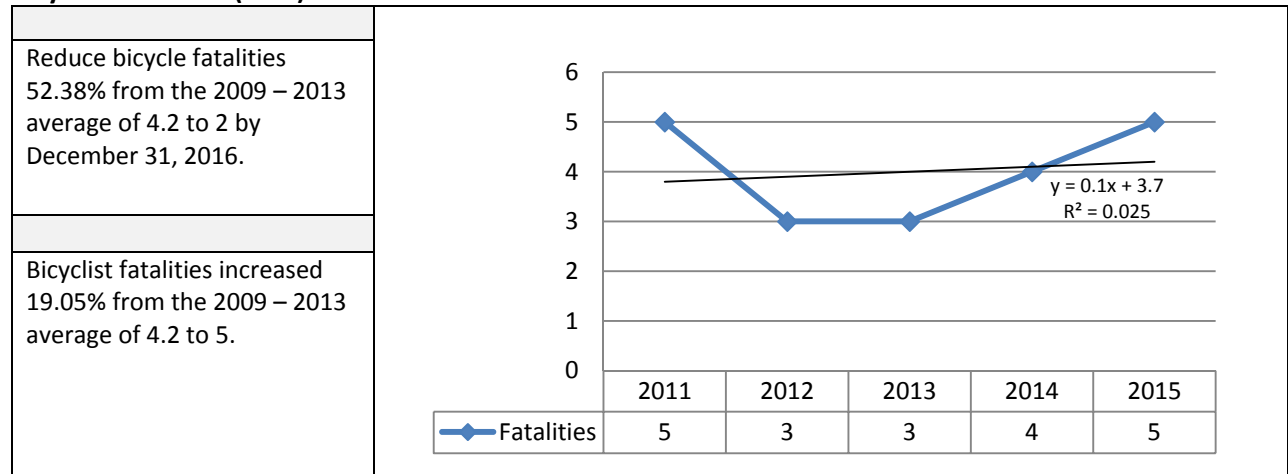
Source: NHTSA FARS, 2011-2014 Final File and 2015 Annual Report File.

### Pedestrian Fatalities (C-10)



Source: NHTSA FARS, 2011-2014 Final File and 2015 Annual Report File.

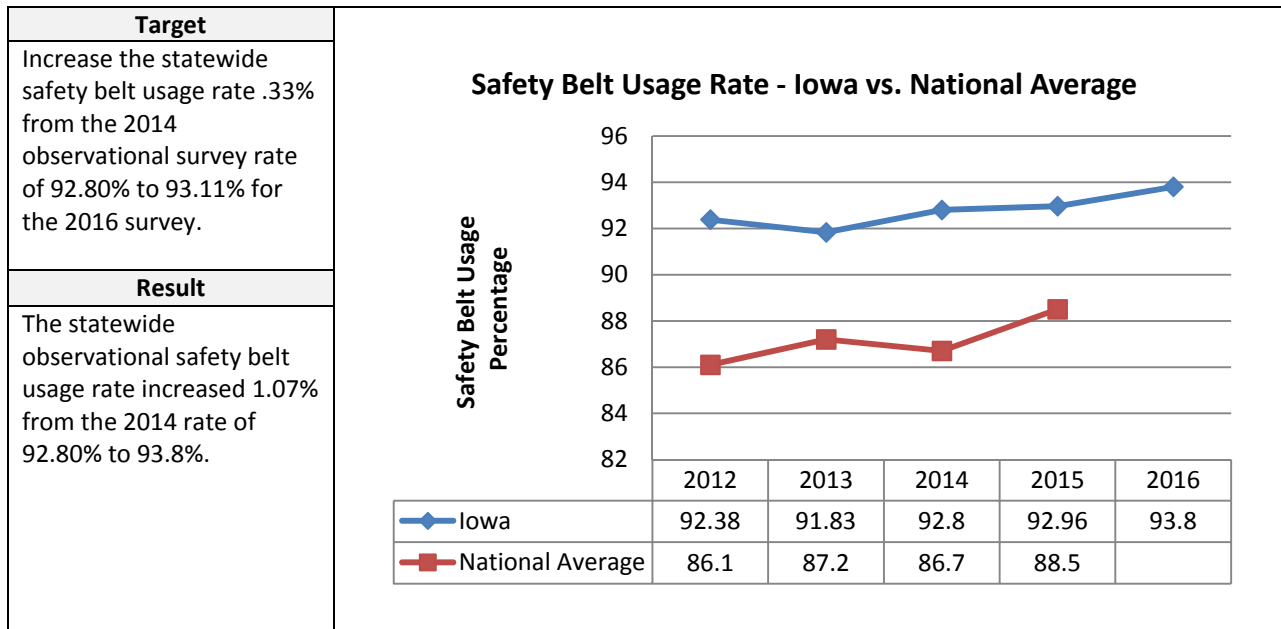
### Bicyclist Fatalities (C-11)



Source: NHTSA FARS, 2011-2014 Final File and 2015 Annual Report File.

## NHTSA Core Behavior Measures

### Observational Safety Belt Usage Survey (B-1)



The Governor’s Traffic Safety Bureau contracted with Iowa State University’s Center for Survey Statistics and methodology (CSSM) to conduct the annual seat belt use survey. The Iowa Seat Belt Survey Plan includes 75 sites sampled for annual observation, with 5 sites in each of 15 sampled counties. CSSM has worked with staff from InTrans, Iowa State University Institute for Transportation, to obtain data and photographic resources that allowed staff to examine each site for accessibility, safety, and practicality. The sites observed in 2016 were identical to those observed in 2015.

Data collection for 2016 occurred from Wednesday, June 8 through Tuesday, June 14, 2016. The 2016 seat belt use data collection resulted in the observation of 12,619 passenger vehicles, with a right front seat passenger in 5,166 of those vehicles, for a total of 17,785 potential observations of belt use. Of these 17,785 potential observations, there were 11,725 drivers and 4,706 right front passengers who were observed to be wearing seat belts (total 16,431 seat belt users). Seat belts were not worn by 572 drivers and 327 right front passengers (total 899 unbelted). Data collectors were unable to observe the seat belt use of 322 drivers and 133 passengers (total 455 unknown use). The unknown use, or “nonresponse rate” was .02558 or 2.56%. This is well within the range allowed by federal regulations, which require the nonresponse rate to be below 10%.

The number of observations in 2016 was very similar to previous years. The number of cars observed was slightly lower than in 2015 but with more right front passengers. The number of total observations this year (17,785) was slightly less than 2015 (18,075) but slightly more than 2014 (17,568). Federal regulations require a minimum of 7,500 observations, and the 2016 total of 12,619 passenger vehicles with 17,785 observed occupants far exceeds the minimum. Three data collectors were observed by a quality control monitor at two unannounced sites and one data collector was observed at one unannounced site, to ensure compliance with project protocols. This comprises 9.3% of the sites (7 of the 75), which exceeds the minimum of 5% required by federal regulations.

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 2016 is 93.8%** with a standard error of 0.47%(±).

## Public Awareness/Attitude Survey (B-2)

Since 2010, Iowa has been conducting a Public Awareness/Attitude Survey of licensed drivers with the objective to focus on driving patterns and effectiveness of media campaigns which are centered on national mobilizations and high-visibility efforts.

Iowa State University, Center for Survey Statistics and Methodology conducted the 2016 survey in accordance with the recommendations agreed upon by the NHTSA-GHSA working groups. Annually the survey has been conducted between the hours of 8:30 a.m. and 5:00 p.m. at Iowa Department of Transportation Driver Licensing Offices in five locations throughout Iowa (Ankeny, Carroll, Cedar Rapids, Council Bluffs, and Fort Dodge). The survey was voluntary and anonymous. The yearly goal was to survey a minimum of 500 licensed drivers. 804 individuals were surveyed in 2016.

The following provides the responses, by percentage of respondents, for the 2016 survey.

2016 Public Awareness/Attitude Survey Summarized Results			
Question:		Results (Percent of Respondents):	
1.	How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick-up?	Always	86.19%
		Nearly Always	9.08%
		Sometimes	3.48%
		Seldom	0.62%
		Never	0.62%
2.	In the past <u>30 days</u> , have you read, seen or heard about safety belt enforcement by any law enforcement agency?	Yes	54.73%
		No	45.02%
		Missing	0.25%
3.	In the past <u>30 days</u> , have you read, seen, or heard about night-time traffic enforcement by any law enforcement agency?	Yes	23.01%
		No	76.24%
		Missing	0.75%
4.	What do you think your chances are of getting a ticket if you don't wear your safety belt?	Very Likely	40.17%
		Somewhat Likely	41.79%
		Unlikely	10.20%
		Highly Unlikely	7.46%
		Missing	0.37%
5.	Do you think the new law requiring everyone under the age of 18 to be buckled up regardless of their seating position in a vehicle is a good law? (Enacted July 1, 2010)	Yes	91.92%
		No	7.84%
		Missing	0.25%
6.	On a local road with a 25 mph speed limit, how often do you drive faster than 35 mph?	Most of the Time	5.60%
		Half of the Time	16.67%
		Rarely	46.89%
		Never	30.72%
		Missing	0.12%
7.	On road with a 65 mph speed limit, how often do you drive faster than 75 mph?	Most of the Time	5.97%
		Half of the Time	15.67%
		Rarely	46.14%
		Never	31.84%
		Missing	0.37%
8.	In the past <u>30 days</u> , have you read, seen, or heard about any speed enforcement by any law enforcement agency?	Yes	58.21%
		No	41.54%
		Missing	0.25%
9.	What do you think the chances are of getting a ticket if you drive over the speed limit?	Very Likely	44.53%
		Somewhat Likely	44.53%

		Unlikely	7.96%
		Highly Unlikely	2.86%
		Missing	0.12%
10.	In the past <u>30 days</u> , how many times have you driven a vehicle within 2 hours after drinking alcoholic beverages?	None	85.70%
		1 Time	6.47%
		2 Times	4.35%
		3 Times	1.00%
		4 or More	2.36%
		Missing	0.12%
11.	In the past <u>30 days</u> , have you read, seen, or heard about drunk driving enforcement by any law enforcement agency?	Yes	67.54%
		No	32.46%
12.	What do you think your chances are of someone getting arrested if they drive after drinking?	Very Likely	55.35%
		Somewhat Likely	36.44%
		Unlikely	4.73%
		Highly Unlikely	3.11%
		Missing	0.37%
13.	How often do you drive on gravel roads?	Daily	13.18%
		Once a Week	12.94%
		Once a Month	30.22%
		Once a Year	26.62%
		Never	16.79%
		Missing	0.25%
14.	How often do you drive on rural hard surface roads?	Daily	48.63%
		Once a Week	13.93%
		Once a Month	19.53%
		Once a Year	10.32%
		Never	7.34%
		Missing	0.25%
15.	How often do you use a cell phone when you drive?	Always	5.60%
		Sometimes	29.98%
		Seldom	22.14%
		Only When Receiving a Call	15.42%
		Never	26.87%
16.	How often do you text or use email when you drive?	Always	1.12%
		Sometimes	12.69%
		Seldom	16.79%
		Only to Read Text or E-mail	7.46%
		Never	61.94%
17.	Gender	Male	50.37%
		Female	48.88%
		Missing	0.75%
18.	Age	Under 21	15.42%
		21-25	12.31%
		26-39	25.75%
		40-59	33.21%
		60-74	7.71%
		75 or Older	5.47%
		Missing	0.12%

19.	Have you ever fallen asleep while driving?	Yes	17.16%
		No	81.09%
		Missing	1.74%
20.	How often do you get drowsy while driving?	Daily	1.12%
		Once a Week	6.59%
		Once a Month	16.17%
		Once a Year	26.74%
		Never	47.01%
		Missing	2.36%
21.	How often do you briefly doze off while driving?	Daily	0.37%
		Once a Week	1.74%
		Once a Month	4.73%
		Once a Year	13.56%
		Never	77.49%
		Missing	2.11%

The complete survey is provided in ATTACHMENT A.

**Activity Measures/Grant-Funded Activity**

A-1	Safety Belt Citations	7,027
A-2	OWI Arrests	2,461
A-3	Speed Citations	45,061

## **State's Evidence-Based Enforcement Program –**

The state of Iowa utilizes crash data as the foundation for highway safety. In the area of enforcement, accurate and complete data are vital to target problematic areas, identify behavioral causations, and for the most effective deployment of law enforcement.

To support enforcement efforts, agencies were encouraged to use data and the GTSB assisted in providing such information. In several cases, special analysis of data was conducted by the Iowa Traffic Safety Data Service at In-Trans/Iowa State University. Other data sources were used or made known including FARS/NHTSA Reports and/or publications and results of the state's Annual Observational Safety Belt Survey and Public Awareness/Attitude Survey.

The state continues efforts to make data more readily available. For example, through the Statewide Traffic Records Coordinating Committee (STRCC) and with support of the Iowa Department of Transportation Web Team, a central website was developed and released in late 2014. Since the launch of the site, traffic safety partners continue to update and improve the data and information. The Iowa Department of Transportation is also currently working on a web-based analytical tool which will allow for the end-user to conduct their own queries and analysis of data.

Iowa's Evidence-Based Traffic Safety Enforcement Plan is a comprehensive document which support the importance of utilizing data for problem identification analysis and to set goals. Through special enforcement and education/outreach the state strives to reduce fatalities and serious injuries.

The following information supports the efforts outlined in the FFY 2016 Evidence-Based Enforcement Plan. Goals listed in the plan were identical to the eleven NHTSA Traffic Safety Core Performance Measures identified in the Highway Safety Plan. See pages 3 – 8 of the Annual Evaluation Report for the target and result of each performance measure area.

### **Special Enforcement**

**sSTEP** – In FFY 2016, 171 law enforcement agencies (119 police departments, 51 sheriff offices, and the Iowa Department of Transportation/Motor Vehicle Enforcement) participated in five sSTEP (special Traffic Enforcement Program) waves throughout the year. These waves coincided with NHTSA 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 their local media and were required to conduct pre- and post-wave seat belt surveys. Through The Integer Group, special media was also purchased during the mobilization periods.

Enforcement activity totals for the sSTEP agencies for FFY 2016 is provided below. Contacts include both citations and warnings:

OWI	1,801
Drug Violation	105
Seat Belt Violation	6,048
Child Restraint Violation	585
Speed Violation	49,284
Improper Passing Violation	778
Stop Sign/Light Violation	3,138
Driving without a License	3,750
Suspended/Revoked License	2,380
Registration	9,346
Open Container	531
.02 Violation	54
Dark Windows	2,137
No Texting Law	120
No Electronic Device (GDL)	48
Other Traffic Violation	12,367
Equipment Violation	19,503
No Proof of Insurance	11,785
Move Over Violation	405
Total Violations	124,165

Media	Radio	677
	Print	1,310
	TV	667
	Digital	209
	Total	2,863

Seat Belt Surveys	Pre-Wave	91.0%
	Post-Wave	92.3%

**High Visibility Enforcement** – Section 402 and 405(d) funding supported high visibility enforcement efforts throughout the state. In addition to high visibility enforcement being part of the Evidence-Based Enforcement Plan, such efforts were also included as a primary emphasis area of the State Strategic Highway Safety Plan. During 2016, the Iowa State Patrol conducted a year-long corridor project along Highway 30. The Iowa State Patrol and other enforcement partners also participated in the NHTSA Region 7/Regional Speed Enforcement Effort – “Obey the Sign or Pay the Fine” in September (see page 30).

Overtime enforcement efforts supported by NHTSA Section 402 and 405(d) funding (does not include sTEP agencies) resulted in the following activity:

Overtime Enforcement Hours	37,335	Seat Belt Warnings (nighttime)	336
Overtime Education Hours	275	Child Restraint Citations	231
OWI Arrests – Alcohol	1,262	Child Restraint Warnings	162
OWI Tested – No Arrests	2,161	Speed Citations	20,757
OWI Arrests – Drugs	110	Speed Warnings	13,744
OWI Drug Tested – No Arrests	42	Stop Sign/Light Citations	988
.02 Violations	30	Stop Sign/Light Warnings	1,123
Underage Possession	308	No Texting Law Citation	13
Public Intoxication	701	No Texting Law Warning	35
Open Container	570	No Electronic Device Citation	9
Seat Belt Citation (daytime)	2,981	No Electronic Device Warning	35
Seat Belt Warnings (daytime)	1,258	Other Traffic Violation Citations	13,007
Seat Belt Citation (nighttime)	773	Other Traffic Violation Warnings	20,383

**High Five Rural Traffic Safety Project (High Five)** – FFY 2016 was the second year for the High Five project. See synopsis on page 19.

## **Project's Contribution to Meeting the Highway Safety Targets -**

Listed within each project summary of outcomes is a paragraph which identifies how the project contributed to meeting the state's highway safety targets.

## **Projects Not Implemented / Target Not Met –**

The FFY 2016 Highway Safety Plan listed all projects which were planned and in which funding was allocated. During FFY 2016, the state of Iowa had some projects that did not achieve the expected results. A description of why the results were not met is provided in each respective project area of this report. Specifically, please see the following pages/projects:

Page 23 - sSTEP agencies

Page 27 – Donnellson Police Department

Page 27 – Polk City Police Department

Page 33 - Sac County Sheriff's Office/S.A.F.E

Page 34 – Farm Safety 4 Just Kids (FS4JK)

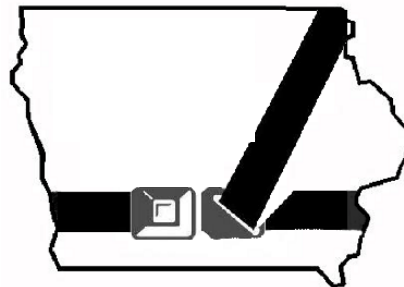
Page 47 – Iowa Sport Spotlight



## Occupant Protection

### Project Overview:

Only 18% of drivers in the state regularly wore a safety belt when Iowa enacted a primary belt law in July 1986. Since that time the state has seen a significant increase in the usage rate. The 2016 Observational Safety Belt Usage Survey conducted by Iowa State University, Center for Survey Statistics and Methodology concluded the state's usage rate currently is 93.80%<sup>1</sup>. (See "Observational Seat Belt Usage Survey"- B-1, Page 9). Iowa's usage rate is above the national of 89% (2015), and with a usage rate above 90%, Iowa is ranked as a "high" usage rate state pursuant to the FAST Act legislation.



In spite of a high observational usage rate, at the end of calendar year 2015, 44.21% of passenger vehicle fatalities were recorded as not wearing a safety belt with another 4.96% recorded as "unknown" in regard to usage.

### Targets:

- ✓ Increase the statewide safety belt usage rate .33% from the 2014 observational survey rate of 92.8% to 93.11% in 2016.
- ✓ Reduce unrestrained vehicle occupant fatalities 18.97% from the 2009 – 2013 average of 116 to 94 by December 31, 2016.

### Strategies:

- ✓ Utilize Section 402 and 405(b) funding to support overtime for high visibility enforcement.
- ✓ Support trainings, to include updates and re-certifications, for the current 390 CPS Technicians throughout the state.

### Outcomes/Results:

- ✓ The statewide observational safety belt usage rate increased 0.90% from 92.96% in 2015 to 93.80% in 2016.
- ✓ Unrestrained passenger vehicle occupant fatalities decreased 12.93% from the 2009 - 2013 average of 116 to 101.

From both an enforcement and education prospective, efforts of agencies receiving occupant protection funding supported the importance of traffic safety while keeping targets and strategies aligned with the Strategic Highway Safety Plan.

The 2016 statewide observational safety belt usage survey established a usage rate of 93.8% which was a .90% increase over the 2015 rate of 92.96%. Detailed information about the survey can be found on page 9. Iowa continues to be classified as a "high safety belt usage state" for purposes of Section 405(b) funding.

Since 1985, Iowa has had a law requiring all young children riding in motor vehicles to be properly protected through the use of child seats, booster seats, and/or seat belts. Iowa's current child passenger safety law require that:

1. Children must ride in an appropriate rear-facing child safety seat until one year of age and at least 20 pounds.
2. Children must ride in a child safety seat or a booster seat through the age of 5 years.
3. Children ages 6 through 17 must ride in a booster seat and/or seat belt.

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<sup>1</sup> Iowa Seat Belt Use Survey, 2016 Data Collection Methodology Report, September 13, 2016, Iowa State University, Center for Survey Statistics and Methodology.

The University of Iowa, Injury Prevention Research Center conducts an Annual Child Restraint Usage Survey. The survey was implemented at sites such as gas stations or fast food restaurants where the surveyor could approach the motor vehicle and quickly collect the desired information. Results from the 2016 survey indicate that the vast majority of Iowans understand the importance of restraining their children. This is especially true for infants with nearly 100% being restrained in child safety seats. Overall, 90.9% of all children observed were properly restrained, down slightly compared to the 2015 survey (92.3%).

In 2016 45 new child passenger safety technicians were certified, including all Public Resource Officers of the Iowa State Patrol.

**Grant Recipient: Law Enforcement Agencies (402)**


<u>Agency</u>	<u>Project #</u>
<b>Council Bluffs Police Department</b>	<b>16-402-M0OP, Task 01-00-00</b>
<b>DeWitt Police Department</b>	<b>16-402-M0OP, Task 02-00-00</b>
<b>Dubuque Police Department</b>	<b>16-402-M0OP, Task 03-00-00</b>
<b>Marion County Sheriff's Office</b>	<b>16-402-M0OP, Task 05-00-00</b>
<b>Marion Police Department</b>	<b>16-402-M0OP, Task 06-00-00</b>
<b>Marshalltown Police Department</b>	<b>16-402-M0OP, Task 07-00-00</b>
<b>Ottumwa Police Department</b>	<b>16-402-M0OP, Task 08-00-00</b>
<b>Pella Police Department</b>	<b>16-402-M0OP, Task 09-00-00</b>
<b>Scott County Sheriff's Office</b>	<b>16-402-M0OP, Task 11-00-00</b>
<b>Wapello County Sheriff's Office</b>	<b>16-402-M0OP, Task 12-00-00</b>
<b>West Des Moines Police Department</b>	<b>16-402-M0OP, Task 13-00-00</b>

The following table provides the funded overtime activity by Section 402/Occupant Protection agencies:

Overtime Enforcement Hours	3725.80	Seat Belt Warnings (nighttime)	52
Overtime Education Hours	18.50	Child Restraint Citations	42
OWI Arrests – Alcohol	80	Child Restraint Warnings	27
OWI Tested – No Arrests	215	Speed Citations	2339
OWI Arrests – Drugs	7	Speed Warnings	775
OWI Drug Tested – No Arrests	9	Stop Sign/Light Citations	195
.02 Violations	0	Stop Sign/Light Warnings	212
Underage Possession	18	No Texting Law Citation	2
Public Intoxication	24	No Texting Law Warning	2
Open Container	36	No Electronic Device Citation	0
Seat Belt Citation (daytime)	903	No Electronic Device Warning	3
Seat Belt Warnings (daytime)	216	Other Traffic Violation Citations	1563
Seat Belt Citation (nighttime)	76	Other Traffic Violation Warnings	2243

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

<b>Grant Recipient: Iowa State University, Center for Survey Statistics and Methodology Public Awareness/Attitude Survey</b>	<b>Project #: 16-402-M0OP, Task 04-00-00</b>
<p>Iowa State University conducted the 2016 Public Awareness Survey. Through the survey, information was gathered on individual’s driving habits and their awareness of traffic safety media campaigns. The survey has been conducted since 2010. For consistency, the design and methodology has remained the same since the initial survey was conducted. Information was collected from licensed drivers across the state at Iowa Department of Transportation Driver License Stations in the following cities: Ankeny, Carroll, Cedar Rapids, Council Bluffs, and Fort Dodge. In 2016, 804 individuals participated and responded to the survey. The information was collected and analyzed by Iowa State University. See “Public Awareness/Attitude Survey – B-2” on page 10 and ATTACHMENT A for detailed information in regard to survey results. Information gathered in the survey will be utilized when reviewing the effectiveness of current media and outreach strategies.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as the data collected is used to evaluate the effectiveness of traffic safety programs.</p>	

<b>Grant Recipient: Central Iowa Traffic Safety Task Force Polk City Police Department</b>	<b>Project #: 16-402-M0OP, Task 10-00-00</b>
<div style="display: flex; align-items: flex-start;">  <div style="margin-left: 20px;"> <p>The Polk City Police Department managed the Central Iowa Traffic Safety Task Force (CITSTF) during FFY 2016. During FFY 2016, a 1-day training seminar was held for task force agencies. The training seminar was held on September 23, 2016 and was attended by 21 individuals. Training topics included legal updates for traffic enforcement, updates from NHTSA, distracted driving, and traffic incident management. Throughout the year CITSTF agencies also conducted multi-agency traffic enforcement projects. Agencies that make up CITSTF include: Altoona Police Department, Clive Police Department, Dallas County Sheriff’s Office, Des Moines Police Department, Iowa Department of Transportation/Motor Vehicle Enforcement, Iowa Governor’s Traffic Safety Bureau, Iowa Department of Public Health/Bureau of EMS, Iowa Law Enforcement Academy, Iowa State Patrol, Johnston Police Department, Mitchellville Police Department, Norwalk Police Department, Pleasant Hill Police Department, Polk City Police Department, Polk County Sheriff’s Office, Urbandale Police Department, Waukee Police Department, West Des Moines Police Department and Windsor Heights Police Department.</p> <p>This project contributed to the targets listed In the Highway Safety Plan through training and the enforcement of traffic laws which in turn help promote safe driving behaviors. One of the primary areas of concentration for CITSTF is seat belt usage, so efforts contribute to higher seat belt usage as reflected in the increase in the observational seat belt usage survey results.</p> </div> </div>	

<b>Grant Recipient: Iowa State University, Conference and Planning (Split)</b>	<b>Project #: 16-402-M0OP, Task 00-00-29</b>
<p>The success of the 2016 Annual Governor’s Highway Traffic Safety Conference can be attributed to the efforts of Iowa State University, Conference Planning and Management. In 2016, 260 individuals attended the conference held at the Arrowwood Resort and Conference Center in Okoboji, Iowa, April 26 – 27. Iowa State University (ISU) designed a website and electronic communications to distribute to previous years’ conference attendees as well as through the GTSB list serve to promote this event. During the conference, ISU also provided on-site registration services and helped coordinate activities during the conference. At the conclusion of the conference, evaluations were tallied and presented to the GTSB. The contractor also developed and sent out an RFP for the 2017 conference location.</p>	

This project contributed to the targets listed in the Highway Safety Plan as the conference is an opportunity in which to bring traffic safety partners together for traffic safety education and networking.

<b>Grant Recipient: Unity Point Hospital</b>	<b>Project #: 16-405b-M1CSS, Task 01-00-00</b>
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Iowa's Child Passenger Safety (CPS) Program is managed through Unity Point/Blank Children's Hospital. Funding supported a full-time state CPS Coordinator and a special needs/expectant parent coordinator. In 2016, four 4-day CPS trainings were held which increased the number of new technicians throughout the state by 45 which in turn led to technicians now being available in some counties that previously did not have a technician. One of the 4 CPS classes was requested by the Iowa Department of Public Safety who wanted their Public Resource Officers to have the CPS Technician Training. An annual CPS Technician Conference was held on April 18, 2016 with 201 in attendance. The car seat loaner program for children with special health care needs continues to be a worthy resource. This year, a total of 70 special needs restraints were loaned to families in addition to 22 special needs restraints that were permanently distributed. Two special needs trainings for currently certified CPS Technicians were held in June. In the area of expectant parents, car seat safety classes were held throughout the year with 170 in attendance. Check-up events continue to be popular. Throughout the year, 2,209 seats were inspected and 700 car seats were distributed. Unity Point recognized National Child Passenger Safety Week, Sept 18 – 24, 2016, at which time a QR code was released to route families to the Iowa CPS Network website.

This project contributed to the targets listed in the Highway Safety Plan as Unity Point coordinates all efforts in regard to child passenger safety efforts and initiatives including maintaining the 29 fit stations located throughout the state. The continuous strong results of the annual CPS survey can partially be credited to the efforts of Unity Point Hospital.

**Grant Recipient: High Five Rural Traffic Safety Project**

<u>Agency</u>	<u>Project #</u>
Boone County Sheriff's Office	16-405b-M1HVE, Task 01-00-00
Iowa State Patrol	16-405b-M1HVE, Task 02-00-00
Jackson County Sheriff's Office	16-405b-M1HVE, Task 03-00-00
Lee County Sheriff's Office	16-405b-M1HVE, Task 04-00-00
Monona County Sheriff's Office	16-405b-M1HVE, Task 05-00-00
Poweshiek County Sheriff's Office	16-405b-M1HVE, Task 06-00-00

In April 2014, Iowa initiated the High Five Rural Traffic Safety Project, commonly referred to as "High Five". 2015 data revealed 72% of fatalities were rural in nature. The emphasis of the project was to combine a three tier multi-agency effort to focus on rural counties with a high crash numbers and low safety belt compliance. After analysis of crash data and seat belt usage information, five rural counties and the Iowa State Patrol were chosen to participate in the project: Boone, Jackson, Lee, Monona, and Poweshiek. Funding was provided to the five counties, in addition to the Iowa State Patrol, to work overtime enforcement with the primary focus being occupant protection. The High Five counties were required to conduct high visibility enforcement projects, safety belt surveys and to conduct education through a variety of means in regard to the importance of seat belt usage. Law enforcement officials were also encouraged to work with county engineers and other traffic safety professionals to conduct a road safety audit within the county and to provide low-cost recommendations.

These projects contributed to the targets listed in the Highway Safety Plan as efforts are focused on rural segments of roadways and provide enforcement, education, low-cost engineering improvement ideas, and encourage seat belt usage throughout the county.

**Grant Recipient: Iowa State University  
Survey and Behavioral Services  
Annual Observational Seat Belt Survey**

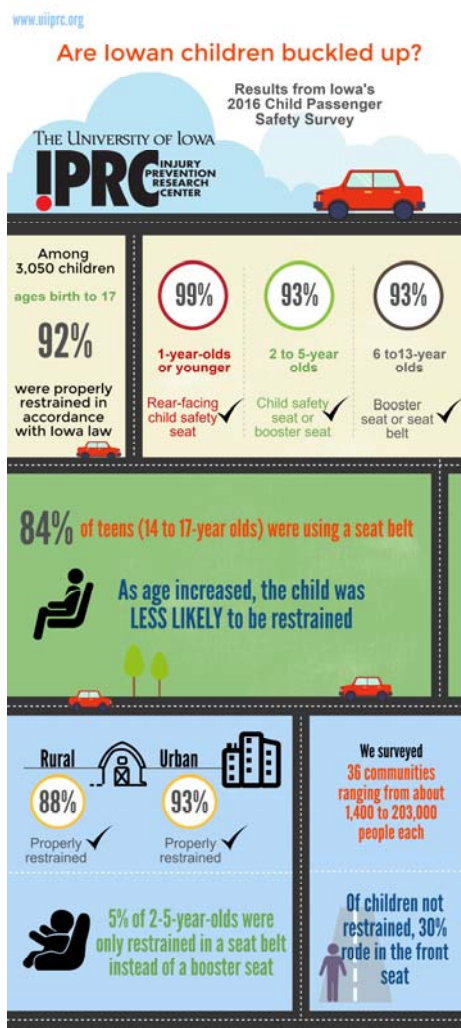
**Project #: 16-405b-M1OP, Task 01-00-00**

Iowa State University, Survey and Behavioral Research Services conducted the 2016 statewide observational safety belt usage survey in accordance to NHTSA's uniform criteria and approved methodology. Preparation for the 2016 survey included verifying the site locations, and notifying appropriate local personnel prior to the data collection. The survey results concluded Iowa's 2016 safety belt usage rate to be 93.80%. For detailed information as to the survey methodology and results, see "Observational Safety Belt Usage – B-1" on page 9.

This project contributed to the targets listed in the Highway Safety Plan as the approved methodology in which the official safety belt usage rate is determined, which in turn is utilized by the state to set targets for belt usage and for unrestrained vehicle occupant fatalities.

**Grant Recipient: University of Iowa  
Injury Prevention Research Center**

**Project #: 16-405b-M1OP, Task 02-00-00**



In order to measure compliance with the law and to direct educational efforts, observational child restraint usage surveys have been conducted annually since 1988. The GTSB has contracted with the University of Iowa, Injury Prevention Research Center to conduct the Child Passenger Safety Survey. The survey results concluded Iowa's child restraint usage rate to be 92%; a decrease of 1.92% from 2015. The chart below provides a breakdown of the survey results by age.

Age	Not Restrained Number/Percent	Restrained Number/Percent	Total
<2	1 / 0.4%	242 / 99.6%	243
2-5	23 / 2.5%	886 / 97.5%	909
6-13	101 / 7.1%	1316 / 92.9%	1417
14-17	79 / 16.5%	401 / 83.5%	480
Total	204 / 6.7%	2845 / 93.3%	3049

Results from the 2016 survey indicate that the vast majority of Iowans understand the importance of restraining their children. However, consistent with past years, the 2016 survey results indicated lower restraint use was observed for both child passengers and drivers. The infographic to the left was created by the University of Iowa, Injury Prevention Research Center to summarize the results of the 2016 Child Passenger Safety Survey.

This project contributed to the targets listed in the Highway Safety Plan through utilizing the results of the 2016 Child Passenger Safety Survey which in turn will help Iowa assess the success of child passenger safety projects and programs throughout the state.

<b>Grant Recipient: special Traffic Enforcement Program (sSTEP)</b>	<b>Project #s: 16-402-MOOP, Task 20-10-00 thru 16-402-MOOP, Task 37-50-00</b>
<p>Iowa sSTEP program allows eligibility to all law enforcement agencies within the state not already receiving other funding through GTSB for overtime and equipment. The design of the program allows for the smaller, rural enforcement agencies to receive overtime funding to work five short-term high visibility enforcement waves which coincide with national mobilization projects such as “Click It or Ticket”. Throughout the funding year, grantees were also required to conduct pre- and post-wave observational safety belt usage surveys. Agencies were encouraged to work with their local media to help spread awareness to the importance of seat belt usage. During FFY 2016, 171 law enforcement agencies participated in sSTEP (119 police departments, 51 sheriff offices, and the Iowa Department of Transportation – Motor Vehicle Enforcement).</p>	

<b>15-402-MOOP</b>	
Adams Co. Sheriff’s Office	Task 20-10-00
Akron Police Department	Task 20-20-00
Albia Police Department	Task 20-30-00
Algona Police Department	Task 20-40-00
Allamakee Co. Sheriff’s Office	Task 20-50-00
Anamosa Police Department	Task 20-60-00
Armstrong Police Department	Task 20-70-00
Arnolds Park Police Department	Task 20-80-00
Asbury Police Department	Task 20-90-00
Atlantic Police Department	Task 21-00-00
Belle Plaine Police Department	Task 21-10-00
Bellevue Police Department	Task 21-20-00
Bloomfield Police Department	Task 21-30-00
Buchanan Co. Sheriff’s Office	Task 21-40-00
Butler Co. Sheriff’s Office	Task 21-50-00
Camanche Police Department	Task 21-60-00
Cass Co. Sheriff’s Office	Task 21-70-00
Centerville Police Department	Task 21-80-00
Chariton Police Department	Task 21-90-00
Charles City Police Department	Task 22-00-00
Cherokee Co. Sheriff’s Office	Task 22-10-00
Cherokee Police Department	Task 22-20-00
Chickasaw Co. Sheriff’s Office	Task 22-30-00
Clarinda Police Department	Task 22-40-00
Clarion Police Department	Task 22-50-00
Clarke Co. Sheriff’s Office	Task 22-60-00
Clarksville Police Department	Task 22-70-00
Clay Co. Sheriff’s Office	Task 22-80-00
Clayton Co. Sheriff’s Office	Task 22-90-00
Columbus Junction Police Dept.	Task 23-00-00
Coon Rapids Police Department	Task 23-10-00
Correctionville-Anthon Police Dept.	Task 23-20-00
Corydon Police Department	Task 23-30-00
Crawford Co. Sheriff’s Office	Task 23-40-00
Cresco Police Department	Task 23-50-00
Creston Police Department	Task 23-60-00
Davis Co. Sheriff’s Office	Task 23-70-00
Dayton Police Department	Task 23-80-00
DeSoto Police Department	Task 23-90-00
Decatur Co. Sheriff’s Office	Task 24-00-00

Decorah Police Department	Task 24-10-00
Department of Transportation/ Motor Vehicle Enforcement	Task 37-60-00
Denver Police Department	Task 24-20-00
Dickinson Co. Sheriff’s Office	Task 24-30-00
Dunkerton Police Department	Task 24-40-00
Dunlap Police Department	Task 24-50-00
Durant Police Department	Task 24-60-00
Eagle Grove Police Department	Task 24-70-00
Eldora Police Department	Task 24-80-00
Elkader Police Department	Task 24-90-00
Emmet Co. Sheriff’s Office	Task 25-00-00
Emmetsburg Police Department	Task 25-10-00
Estherville Police Department	Task 25-20-00
Fairbank Police Department	Task 25-30-00
Fairfield Police Department	Task 25-40-00
Farnhamville Police Department	Task 25-50-00
Fayette Co. Sheriff’s Office	Task 25-60-00
Fayette Police Department	Task 25-70-00
Floyd Co. Sheriff’s Office	Task 25-80-00
Fonda Police Department	Task 25-90-00
Forest City Police Department	Task 26-00-00
Franklin Co. Sheriff’s Office	Task 26-10-00
Fremont Co. Sheriff’s Office	Task 26-20-00
Garner Police Department	Task 26-30-00
Glenwood Police Department	Task 26-40-00
Greene Co. Sheriff’s Office	Task 26-50-00
Grundy Center Police Department	Task 26-60-00
Grundy Co. Sheriff’s Office	Task 26-70-00
Guthrie Co. Sheriff’s Office	Task 26-80-00
Guttenberg Police Department	Task 26-90-00
Hampton Police Department	Task 27-00-00
Hardin Co. Sheriff’s Office	Task 27-10-00
Harlan Police Department	Task 27-20-00
Harrison Co. Sheriff’s Office	Task 27-30-00
Hartley Police Department	Task 27-40-00
Hinton Police Department	Task 27-50-00
Howard Co. Sheriff’s Office	Task 27-60-00
Humboldt Co. Sheriff’s Office	Task 27-70-00
Ida Co. Sheriff’s Office	Task 27-80-00
Independence Police Department	Task 27-90-00

Jackson Co. Sheriff's Office	Task 28-00-00
Janesville Police Department	Task 28-10-00
Jefferson Co. Sheriff's Office	Task 28-20-00
Jefferson Police Department	Task 28-30-00
Jesup Police Department	Task 28-40-00
Jewell Police Department	Task 28-50-00
Jones Co. Sheriff's Office	Task 28-60-00
Keokuk Co. Sheriff's Office	Task 28-70-00
Kingsley Police Department	Task 28-80-00
Lake Park Police Department	Task 28-90-00
Lake View Police Department	Task 29-00-00
Laurens Police Department	Task 29-10-00
Logan Police Department	Task 29-20-00
Louisa Co. Sheriff's Office	Task 29-30-00
Lucas Co. Sheriff's Office	Task 29-40-00
Manchester Police Department	Task 29-50-00
Maquoketa Police Department	Task 29-60-00
Marengo Police Department	Task 29-70-00
Mar-Mac Police Department	Task 29-80-00
McCausland Police Department	Task 29-90-00
Melbourne Police Department	Task 30-00-00
Meskwaki Nation Police Dept.	Task 30-10-00
Milford Police Department	Task 30-20-00
Mills Co. Sheriff's Office	Task 30-30-00
Missouri Valley Police Department	Task 30-40-00
Mitchell Co. Sheriff's Office	Task 30-50-00
Monona Police Department	Task 30-60-00
Monroe Police Department	Task 30-70-00
Montgomery Co. Sheriff's Office	Task 30-80-00
Monticello Police Department	Task 30-90-00
Montrose Police Department	Task 31-00-00
Mount Pleasant Police Dept.	Task 31-10-00
Moville Police Department	Task 31-20-00
Nashua Police Department	Task 31-30-00
Nevada Police Department	Task 31-40-00
New Hampton Police Department	Task 31-50-00
New Vienna Police Department	Task 31-60-00
Oelwein Police Department	Task 31-70-00
Okoboji Police Department	Task 31-80-00
Onawa Police Department	Task 31-90-00
Osage Police Department	Task 32-00-00
Osceola Co. Sheriff's Office	Task 32-10-00
Palo Alto Co. Sheriff's Office	Task 32-20-00
Panora Police Department	Task 32-30-00
Paullina Police Department	Task 32-40-00
Pleasantville Police Department	Task 32-50-00
Pocahontas Police Department	Task 32-60-00
Postville Police Department	Task 32-70-00

Pottawattamie Co. Sheriff's Office	Task 32-80-00
Poweshiek Co. Sheriff's Office	Task 32-90-00
Prairie City Police Department	Task 33-00-00
Preston Police Department	Task 33-10-00
Red Oak Police Department	Task 33-20-00
Remsen Police Department	Task 33-30-00
Ringgold Co. Sheriff's Office	Task 33-40-00
Sac City Police Department	Task 33-50-00
Sac Co. Sheriff's Office	Task 33-60-00
Sheffield Police Department	Task 33-70-00
Shell Rock Police Department	Task 33-80-00
Shellsburg Police Department	Task 33-90-00
Shenandoah Police Department	Task 34-00-00
Sidney Police Department	Task 34-10-00
Sigourney Police Department	Task 34-20-00
Sioux Center Police Department	Task 34-30-00
Spencer Police Department	Task 34-40-00
Spirit Lake Police Department	Task 34-50-00
Storm Lake Police Department	Task 34-60-00
Story City Police Department	Task 34-70-00
Strawberry Point Police Dept.	Task 34-80-00
Sumner Police Department	Task 34-90-00
Tama Co. Sheriff's Office	Task 35-00-00
Tama Police Department	Task 35-10-00
Taylor Co. Sheriff's Office	Task 35-20-00
Tipton Police Department	Task 35-30-00
Toledo Police Department	Task 35-40-00
Union Co. Sheriff's Office	Task 35-50-00
Van Meter Police Department	Task 35-60-00
Vinton Police Department	Task 35-70-00
Wapello Police Department	Task 35-80-00
Washington Co. Sheriff's Office	Task 35-90-00
Washington Police Department	Task 36-00-00
Waukon Police Department	Task 36-10-00
Wayne Co. Sheriff's Office	Task 36-20-00
Webster City Police Department	Task 36-30-00
Webster Co. Sheriff's Office	Task 36-40-00
West Burlington Police Dept.	Task 36-50-00
West Liberty Police Department	Task 36-60-00
West Union Police Department	Task 36-70-00
Williamsburg Police Department	Task 36-80-00
Wilton Police Department	Task 36-90-00
Winnebago Co. Sheriff's Office	Task 37-00-00
Winneshiek Co. Sheriff's Office	Task 37-10-00
Winterset Police Department	Task 37-20-00
Woodbine Police Department	Task 37-30-00
Woodward Police Department	Task 37-40-00
Worth Co. Sheriff's Office	Task 37-50-00

sTEP agencies contributed to the targets listed in the Highway Safety Plan through the specific directed overtime enforcement efforts with a primary focus on seat belt usage which in turn helps promote safe driving behaviors.

Efforts contributed to higher seat belt usage as reflected in the increase in the observational seat belt usage survey results.

The following agencies dropped from the 2016 sSTEP year and thus did not fulfill targets as outlined in the Highway Safety Plan due to staffing issues:

Clarksville Police Department  
 Correctionville Police Department  
 Dunkerton Police Department

Farnhamville Police Department  
 Panora Police Department  
 Sidney Police Department

The following agencies did not work overtime enforcement during sSTEP waves and/or did not purchase equipment; thus, did not submit claims during the funding period:

Allamakee County Sheriff's Office  
 Clay County Sheriff's Office  
 Eldora Police Department  
 Fairfield Police Department  
 Fayette Police Department  
 Greene County Sheriff's Office  
 Guthrie County Sheriff's Office  
 Guttenberg Police Department  
 Janesville Police Department  
 Jefferson County Sheriff's Office  
 Marengo Police Department

Meskwaki Nation Police Department  
 Preston Police Department  
 Sabula Police Department  
 Shellsburg Police Department  
 Shenandoah Police Department  
 Sidney Police Department  
 Storm Lake Police Department  
 Taylor County Sheriff's Office  
 Washington County Sheriff's Office  
 Webster City Police Department  
 Woodward Police Department

OWI	1,801
Drug Violation	105
Seat Belt Violation	6,048
Child Restraint Violation	585
Speed Violation	49,284
Improper Passing Violation	778
Stop Sign/Light Violation	3,138
Driving Without a License	3,750
Suspended/Revoked License	2,380
Registration	9,346
Open Container	531
.02 Violation	54
Dark Windows	2,137
No Texting Law	120
No Electronic Device (GDL)	48
Other Traffic Violations	12,367
Equipment Violation	19,503
No Proof of Insurance	11,785
Move Over Violation	405
<b>Total Violations</b>	<b>124,165</b>





## Alcohol-Impaired Driving Fatalities / Impaired Driving

### Program Overview:

In 2003, Iowa enacted .08 legislation which has strengthened Iowa's alcohol-impaired driving laws. Over the past 3 years, the state has put forth special emphasis to maintain and report more accurate information as to BAC test results in traffic records maintained by the Iowa Department of Transportation.

During FFY 2016, the GTSB utilized a combination of federal Section 402 and 405(d) monies to law enforcement agencies in support of impaired driving countermeasures. Law enforcement agencies play a huge role in the continuing efforts to combat impaired driving through both high visibility enforcement and education. Such efforts are identified in both the Highway Safety Plan and the State Strategic Highway Safety Plan. Agencies that participate in the sTEP (special Traffic Enforcement Program) waves, support national mobilizations such as "Drive Sober or Get Pulled Over".

In addition to enforcement and community outreach/educational programs, it is also critical that enforcement officers also maintain proper and current training. The state continues to see an interest by enforcement partners for the Advanced Roadside Impaired Driving Enforcement (ARIDE) and the Drug Recognition Expert (DRE) programs.

### Targets:

- ✓ Decrease alcohol-impaired fatalities 3.22% from the 2009 – 2013 average of 93 to 90 by December 31, 2016.

### Strategies:

- ✓ Provide funding to certify a minimum of 12 officers as Drug Recognition Experts (DREs).
- ✓ Provide funding to train a minimum of 100 law enforcement officers in Advanced Roadside Impaired Driving Enforcement (ARIDE).

### Outcomes/Results:

- ✓ Alcohol-impaired fatalities decreased 16.13% from the 2009 – 2013 average of 93 to 78.

Pursuant to federal legislation, the GTSB qualified for Section 405(d) as a "low-range" state based on a 3-year average of alcohol-impaired fatalities per 100M vehicle miles traveled utilizing the most recent data published and maintained in NHTSA's Fatality Analysis System (FARS). For the FFY 2016 application, 2011 – 2013 data was used for the classification calculation. FAST Act legislation specifically identifies low-range states are those with an average impaired driving fatality rate of .30 or lower, mid-range states are those with an average impaired driving fatality rate that is higher than 0.30 and lower than 0.60, and high-range states are those that have an average impaired driving fatality rate of 0.60 and higher. Iowa maintained an average of .2983 for the FFY 2016 funding period.

With the state hovering near the mid-range category, the state took a closer look at impaired driving and created an Impaired Driving Coalition. The coalition was formed to address the high percentage of impaired driving fatalities in the state and in part due to several high profile crashes that involved impaired drivers during the past year. The 24-members of the coalition were tasked to make recommendations through an Impaired Driving Plan to address and improve the impaired driving problem in the state in several areas including prevention, criminal justice, law enforcement, prosecution, adjudication, communication, treatment, and program evaluation. The diverse representation provided for a wide range of perspectives, expertise, and experiences to be considered for inclusion in the Impaired Driving



Plan. On April 12, 2016, Governor Terry E. Branstad signed a proclamation supporting and recognizing the importance of addressing the perils of impaired driving. The goal of the comprehensive plan is to bring forth strategies which could lead to the reduction of impaired driving fatalities within the state. Although not required by FAST-Act legislation for NHTSA for review and approval. funding eligibility, the state will submit the plan to



Officers train to become certified Drug Recognition Experts.

2015 data reflects that alcohol and other drugs were a factor in 37.2% of statewide fatalities. Recognizing drugs as a growing concern in regard to impaired driving, ARIDE and DRE trainings continued to be well-attended. In 2016, 11 ARIDE trainings were held in which 230 officers were trained. A total of 11 additional officers were certified as Drug Recognition Experts (DREs) with the total number of DREs in the state totaling 121.

The Iowa Division of Criminal Investigation Criminalistics Laboratory began testing for THC metabolites in blood during 2016.

**Grant Recipient: Law Enforcement Agencies (402)**

<u>Agency</u>	<u>Project #</u>
Ames Police Department	16-402-M0AL, Task 01-00-00
Boone County Sheriff's Office	16-402-M0AL, Task 02-00-00
Cedar Falls Police Department	16-402-M0AL, Task 03-00-00
Dallas County Sheriff's Office	16-402-M0AL, Task 04-00-00
Davenport Police Department	16-402-M0AL, Task 05-00-00
Dubuque County Sheriff's Office	16-402-M0AL, Task 07-00-00
Evansdale Police Department	16-402-M0AL, Task 06-00-00
Indianola Police Department	16-402-M0AL, Task 08-00-00
Johnston Police Department	16-402-M0AL, Task 09-00-00
Sioux City Police Department	16-402-M0AL, Task 10-00-00
Story County Sheriff's Office	16-402-M0AL, Task 11-00-00
University of Iowa, Dept. of Public Safety	16-402-M0AL, Task 12-00-00

The following table provides the funded overtime activity by Section 402/Alcohol agencies:

Overtime Enforcement Hours	3930.50	Seat Belt Warnings (nighttime)	34
Overtime Education Hours	62.80	Child Restraint Citations	11
OWI Arrests – Alcohol	186	Child Restraint Warnings	8
OWI Tested – No Arrests	178	Speed Citations	1477
OWI Arrests – Drugs	41	Speed Warnings	945
OWI Drug Tested – No Arrests	14	Stop Sign/Light Citations	133
.02 Violations	5	Stop Sign/Light Warnings	188
Underage Possession	46	No Texting Law Citation	0
Public Intoxication	95	No Texting Law Warning	0

Open Container	29	No Electronic Device Citation	0
Seat Belt Citation (daytime)	216	No Electronic Device Warning	0
Seat Belt Warnings (daytime)	201	Other Traffic Violation Citations	1394
Seat Belt Citation (nighttime)	26	Other Traffic Violation Warnings	2103

These projects contributed to the targets listed in the Highway Safety Plan by enforcing and promoting laws which in turn contribute to the reduction of alcohol-impaired fatalities.

<b>Grant Recipient: Iowa State University Conference and Planning (Split)</b>	<b>Project #: 16-402-M0AL, Task 00-00-29</b>
<p>The success of the 2016 Annual Governor’s Highway Traffic Safety Conference can be attributed to the efforts of Iowa State University, Conference Planning and Management. In 2016, 260 individuals attended the conference held at the Arrowwood Resort and Conference Center in Okoboji, Iowa, April 26 -27. Iowa State University (ISU) designed a website and electronic communications to distribute to previous years’ conference attendees as well as through the GTSB list serve to promote this event. During the conference, ISU also provided on-site registration services and helped coordinate activities during the conference. At the conclusion of the conference, evaluations were tallied and presented to the GTSB. The contractor also developed and sent out an RFP for the 2017 conference location.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as the conference is an opportunity in which to bring traffic safety partners together for traffic safety education and networking.</p>	

<b>Grant Recipient: Law Enforcement Agencies (405d)</b>	
<b><u>Agency</u></b>	<b><u>Project #</u></b>
<b>Benton County Sheriff’s Office</b>	<b>16-405d-M60T, Task 01-00-00</b>
<b>Black Hawk County Sheriff’s Office</b>	<b>16-405d-M60T, Task 02-00-00</b>
<b>Blue Grass Police Department</b>	<b>16-405d-M60T, Task 03-00-00</b>
<b>Boone Police Department</b>	<b>16-405d-M60T, Task 04-00-00</b>
<b>Bremer County Sheriff’s Office</b>	<b>16-405d-M60T, Task 05-00-00</b>
<b>Buffalo Police Department</b>	<b>16-405d-M60T, Task 06-00-00</b>
<b>Carlisle Police Department</b>	<b>16-405d-M60T, Task 07-00-00</b>
<b>Carter Lake Police Department</b>	<b>16-405d-M60T, Task 08-00-00</b>
<b>Cedar Rapids Police Department</b>	<b>16-405d-M60T, Task 09-00-00</b>
<b>Clinton County Sheriff’s Office</b>	<b>16-405d-M60T, Task 10-00-00</b>
<b>Donnellson Police Department*</b>	<b>16-405d-M60T, Task 12-00-00</b>
<b>Dyersville Police Department</b>	<b>16-405d-M60T, Task 13-00-00</b>
<b>Epworth Police Department</b>	<b>16-405d-M60T, Task 14-00-00</b>
<b>Fort Madison Police Department</b>	<b>16-405d-M60T, Task 15-00-00</b>
<b>Gilbertville Police Department</b>	<b>16-405d-M60T, Task 16-00-00</b>
<b>Grinnell Police Department</b>	<b>16-405d-M60T, Task 17-00-00</b>
<b>Hamilton County Sheriff’s Office</b>	<b>16-405d-M60T, Task 18-00-00</b>
<b>Henry County Sheriff’s Office</b>	<b>16-405d-M60T, Task 19-00-00</b>
<b>Huxley Police Department</b>	<b>16-405d-M60T, Task 20-00-00</b>
<b>Iowa City Police Department</b>	<b>16-405d-M60T, Task 21-00-00</b>
<b>Iowa State Patrol</b>	<b>16-405d-M60T, Task 23-00-00</b>
<b>Iowa State University Police</b>	<b>16-405d-M60T, Task 24-00-00</b>

<b>Jasper County Sheriff's Office</b>	<b>16-405d-M60T, Task 25-00-00</b>
<b>LaPorte City Police Department</b>	<b>16-405d-M60T, Task 26-00-00</b>
<b>Le Mars Police Department</b>	<b>16-405d-M60T, Task 27-00-00</b>
<b>LeClaire Police Department</b>	<b>16-405d-M60T, Task 28-00-00</b>
<b>Linn County Sheriff's Office</b>	<b>16-405d-M60T, Task 29-00-00</b>
<b>Lisbon Police Department</b>	<b>16-405d-M60T, Task 30-00-00</b>
<b>Mitchellville Police Department</b>	<b>16-405d-M60T, Task 32-00-00</b>
<b>Mount Vernon Police Department</b>	<b>16-405d-M60T, Task 33-00-00</b>
<b>Muscatine County Sheriff's Office</b>	<b>16-405d-M60T, Task 34-00-00</b>
<b>Muscatine Police Department</b>	<b>16-405d-M60T, Task 35-00-00</b>
<b>Oskaloosa Police Department</b>	<b>16-405d-M60T, Task 36-00-00</b>
<b>Perry Police Department</b>	<b>16-405d-M60T, Task 37-00-00</b>
<b>Plymouth County Sheriff's Office</b>	<b>16-405d-M60T, Task 38-00-00</b>
<b>Polk City Police Department**</b>	<b>16-405d-M60T, Task 39-00-00</b>
<b>Sergeant Bluff Police Department</b>	<b>16-405d-M60T, Task 41-00-00</b>
<b>University Heights Police Department</b>	<b>16-405d-M60T, Task 44-00-00</b>
<b>University of Northern Iowa Police Dept.</b>	<b>16-405d-M60T, Task 45-00-00</b>
<b>Walcott Police Department</b>	<b>16-405d-M60T, Task 46-00-00</b>
<b>Warren County Sheriff's Office</b>	<b>16-405d-M60T, Task 47-00-00</b>
<b>Waterloo Police Department</b>	<b>16-405d-M60T, Task 48-00-00</b>
<b>West Liberty Police Department</b>	<b>16-405d-M60T, Task 49-00-00</b>
<b>Windsor Heights Police Department</b>	<b>16-405d-M60T, Task 51-00-00</b>

The following table provides the funded overtime activity by Section 405(d) agencies:

Overtime Enforcement Hours	15363.64	Seat Belt Warnings (nighttime)	102
Overtime Education Hours	255.90	Child Restraint Citations	68
OWI Arrests – Alcohol	531	Child Restraint Warnings	52
OWI Tested – No Arrests	1177	Speed Citations	7001
OWI Arrests – Drugs	54	Speed Warnings	5992
OWI Drug Tested – No Arrests	13	Stop Sign/Light Citations	281
.02 Violations	20	Stop Sign/Light Warnings	375
Underage Possession	239	No Texting Law Citation	6
Public Intoxication	318	No Texting Law Warning	11
Open Container	230	No Electronic Device Citation	2
Seat Belt Citation (daytime)	581	No Electronic Device Warning	10
Seat Belt Warnings (daytime)	218	Other Traffic Violation Citations	4477
Seat Belt Citation (nighttime)	323	Other Traffic Violation Warnings	7735

\*Donnellson Police Department did not turn in required activity reports for the year in spite of numerous attempts to guide the agency by the assigned Program Administrator. Donnellson Police Department also did not use any of the allocated money for the year.

\*\*Polk City Police Department turned in late reports and only worked 2 hours of overtime enforcement during the year in spite of numerous attempts to guide the agency by the assigned Program Administrator. No claims were submitted for reimbursement.

These projects contributed to the targets listed in the Highway Safety Plan through conducting high visibility enforcement and educational activities, thus helping to reduce alcohol impaired fatalities throughout the state.

**Grant Recipient: Iowa Law Enforcement Academy****Project #: 16-405d-M6OT, Task 22-00-00**

During FFY 2016, the Iowa Law Enforcement Academy (ILEA) provided training to officers from throughout the state. Section 405(d) funding helped support the training opportunities. The following table summarizes the classes and the number of students receiving training.

Name of Class	Number of Students	Number of Classes
OWI/Implied Consent & SFST Updates	49	3
Live Drinkers Assessments	230	6
Taped Drinkers Assessments	175	4
OWI Scenarios – Practical Field Exercise	242	6
Street Intoxication	177	5
SFST Instructor	35	2
SFST Instructor Recertification	25	3
Drug Recognition for Street Officers	269	7
Radar/Lidar	18	2
Radar/Lidar Instructor Recertification	0	0
Radar Enforcement	182	5
Motor Vehicle Law	1,224	32
Community Policing	152	2
Peace Officer Bill of Rights	100	2
Death Notification	85	1
Occupant Protection (Ops/TOPS)	137	3
Total	4,547	175

This project contributed to the targets listed in the Highway Safety Plan as training to enforcement officers is critical in the overall picture of traffic safety, and specifically to combat impaired driving.

**Grant Recipient: Iowa Department of Public Safety  
 Division of Criminal Investigation  
 Criminalistics Laboratory**
**Project #: 16-405d-M6OT, Task 11-00-00**

During FFY 2015, 517 blood alcohol and 361 urine alcohol samples were analyzed with 2,039 urine samples screened for the presence of drugs, of which 1,700 urine samples were confirmed for the presence of drugs. For analytical assignments in Toxicology, turnaround time averaged 21 days which is well below the laboratory target of 45 days. 243.75 hours of overtime was used for work on DMT units during this reporting period in which 212 DataMaster DMTs were certified. 96.5 hours of overtime was used for working impaired driving case confirmations in Toxicology during this reporting period. The overtime assisted in maintaining case turnaround times that averaged approximately 21 days over the annual reporting period. 489 samples were analyzed for the presence of THC related metabolites in blood with 82 of those confirmed for the presence of THC related metabolites in blood. By mid-September 2016, validation and written procedures for blood amphetamines quantitation and confirmation by LC/MS/MS were complete.

This project contributed to the targets listed in the Highway Safety Plan through their work in the area of evidentiary breath and alcohol testing which in turn supports the enforcement efforts aimed at impaired driving.

<b>Grant Recipient: Prosecuting Attorney's Training Coord.</b>	<b>Project #: 16-405d-M6OT, Task 40-00-00</b>
<p>The fiscal year featured the regular travel and workshops around the state, consultations with Iowa prosecutors and Traffic Safety Resource Prosecutors (TSRPs) around the country, and speaking appearances at conferences. In addition five newsletters were published and two editions of the OWI and Major Traffic Offenses Manual were published. Other noteworthy items from the year included: 1) Assisted legislators in drafting 24/7 proposals which generated debate, but which did not become law in the 2016 session; 2) Attended and spoke at the national TSRP conference and provided a workshop for the Arkansas DRE conference; 3) Provided information to newspapers and Iowa Public Radio regarding reckless driving issues.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as efforts are paramount in the overall prosecution of impaired driving cases in Iowa.</p>	

<b>Grant Recipient: Office of the State Court Administrator</b>	<b>Project #: 16-405d-M6OT, Task 42-00-00</b>
<p>The Office of the State Court Administrator maintained and made available a traffic law bench book to all Iowa judges, magistrates and judicial officers. The bench book is maintained on a secure internal internet site. The site has been maximized to allow quick access. A staff attorney has made presentations to judges and magistrates throughout the year to teach them about the bench book, the types of materials available, and how to access those materials. Because this is the first bench book developed by Iowa judges, the creation has been a work in progress. To date, content pertaining to all major types of judicial work are available on the bench book site. A separate area has been created for issues pertaining to traffic safety including sentencing charts for OWI related offenses. The bench book is designed to be a tool that quickly points a judge to pertinent matters of law within a given area. In addition, on-demand educational sessions have been linked topically within each area.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as the traffic law bench book supports the overall prosecution of impaired driving cases in Iowa.</p>	

<b>Grant Recipient: Mercy Medical Center</b>	<b>Project #: 16-405d-M6OT, Task 31-00-00</b>
<p>133 educational hours were used to conduct presentations to over 48 classes on impaired driving as well as a simulator. Over 1,848 students received the information. High school students were the main targets for the REAP Program (Reality Education Alcohol Prevention Program). The schools included in the Sioux City area are included Western Iowa Tech, North, East, West, Sgt. Bluff, LeMars, Dakota Valley, Akron, Rock Valley, Rock Rapids, Hull, Sloan, Merville, Lawton, and Hawarden. A press conference was also held during the funding year in partnership with Siouxland CARES on marijuana impaired driving.</p> <p>This project contributed to the targets listed in the Highway Safety Plan through efforts targeted at both impaired driving and teen/youth driving.</p>	

<b>Grant Recipient: Westcom Communication Center</b>	<b>Project #: 16-405d-M6OT, Task 50-00-00</b>
<p>Dispatch services for Westcom Communications Center support West Des Moines, Clive, Urbandale, and Norwalk Police Departments. During FFY 2015, Westcom provided 68.5 hours of overtime dispatch services. Services included handling radio traffic and requests, logging events, and querying vehicle and person files for vehicle registration records, driver license records, and stolen/wanted records.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as it supported overtime enforcement efforts conducted in the cities of West Des Moines, Clive, Urbandale, and Norwalk in central Iowa.</p>	

## Speed-Related

### Program Overview:

The National Highway Traffic Safety Administration considers a crash to be speeding-related if the driver was charged with a speeding-related offense or if an officer indicated racing, driving too fast for conditions, or exceeding the posted speed limit was a contributing factor in the crash.<sup>2</sup> Traffic records continue to identify that speed is a prevalent contributing factor in regard to fatal and serious injury crashes.

### Targets:

- ✓ Reduce speed-related fatalities 5.7% from the 2009 – 2013 average of 62.6 to 59.

### Strategies:

- ✓ Through Section 402 and 405(d) funding, support law enforcement overtime efforts.

### Outcomes/Results:

- ✓ Speed-related fatalities decreased 21.73% from the 2009 – 2013 average of 62.2 to 49.

Section 402 and 405 funding was utilized by law enforcement to provide high visibility enforcement and education in regard to speed. During FFY 2016, funded enforcement agencies reported 45,061 speed citations during the program year.

During FFY 2016 several speed-enforcement projects were conducted.

### Regional Speed Enforcement - “Obey the Sign or Pay the Fine”



From September 23-25, 2016, the Iowa State Patrol joined law enforcement from Kansas, Iowa, Missouri, Nebraska, Arkansas and Oklahoma in a Regional Speed Enforcement Campaign where officers were targeting individuals traveling above the speed limit. Specifically in Iowa, the efforts were focused on Interstate 35 and Highway 30.



*NHTSA-Region 7 Administrator Susan DeCourcy provides remarks at the Regional Speed Enforcement press conference held in Kansas City, Missouri.*

<sup>2</sup> Traffic Safety Facts, 2013 Data, July 2015, DOT HS 812 181.

Enforcement agencies reported the following results from the Regional Speed Enforcement Campaign:

	Iowa	All Participating Agencies
Total Number of Crashes	6	1,130
Total Number of Fatalities	0	12
Total Number of Traffic Citations Issued	957	10,680
Total Number of Seat Belt Citations Issued	51	738
Total Number of Speed Citations Issued	704	7,377
Total Number of Traffic Warnings Issued	957	10,284
Total OWI Arrests and Citations	7	207
Total Commercial Vehicle Citations Issued	18	259
Total Commercial Vehicle Warnings Issued	85	570
Total Drug Arrests Made	2	298
Felony Arrest/Other	12	308



### Year-Long Corridor Project



In 2016 the Iowa State Patrol conducted a year-long corridor project along Highway 30. Highway 30 was chosen after a review of historical crash data. This is the second year the Iowa State Patrol has conducted a year-long corridor project. Project highlights include:

- 2,091 Total Enforcement Contacts
- 965 Citations Issued
- 1,126 Memorandums Issued
- 9 Impaired Drivers Arrested
- 9 Narcotics Arrests
- 5 Carrying Weapons Violations (Manner of Conveyance & Trafficking Stolen Weapons)
- A motorcycle was stopped in Linn County traveling 131 m.p.h.

The 2016 Public Awareness Survey was conducted by Iowa State University, Survey and Behavioral Research Services Center for Survey Statistics and Methodology. 44.53% of respondents indicated that chances are “very likely” of getting a ticket if you drive over the speed limit with an additional 44.53% indicating chances as “somewhat likely”. When asked “In the past 30 days, have you read, seen, or heard about speed enforcement by any law enforcement agency?”, 58.21% of respondents indicated they had heard/seen such messages.



## Motorcyclist Fatalities / Unhelmeted Motorcyclist

### Program Overview:

Motorcyclist fatalities continue to be a major concern in Iowa especially as motorcycle riding continues to grow in popularity. In 2015, there were 270,453 licensed motorcycle operators in the state. This represents a .62% increase from 270,285 in 2014. In 2015 there were 190,289 registered motorcycles which reflects a 1.54% increase from 187,405 in 2014.

### Targets:

- ✓ Reduce motorcyclist fatalities 8.16% from the 2009 - 2013 average of 49 to 45.
- ✓ Reduce unhelmeted motorcyclist fatalities 7.9% from the 2009 - 2013 average of 40.2 to 37.
- ✓ Support rider coach trainings.

### Strategies:

- ✓ Provide funding to support rider coaches to be trained on motorcycle rider education.
- ✓ Utilize social media and the GTSB microsite [www.drivesmartiowa.com](http://www.drivesmartiowa.com) to promote motorcycle safety information.

### Outcomes/Results:

- ✓ Motorcycle fatalities decreased 16.33% from the 2009 - 2013 average of 49 to 41.
- ✓ Unhelmeted motorcycle fatalities decreased 22.89% from the 2009 – 2013 average of 40.2 to 31.

Efforts continue in Iowa to remind motorcyclists to be responsible riders, continue to improve driving skills, and to wear appropriate gear. Although Iowa does not have a helmet law, motorcyclists are encouraged to wear helmets, other protective gear and visible clothing.

<b>Grant Recipient: Iowa Department of Transportation Office of Driver Services</b>	<b>Project #: 16-405f-M9MA, Task 01-00-00</b>
<p>The Iowa Department of Transportation continues to support efforts focusing on motorcycle safety. In 2016, Rider Coach Updates for all current Rider Coaches were held March 19 and April 2, 2016 at Marshalltown Community College with 97 in attendance. RCP training was held for three weekends beginning on April 15, 2016 at DMACC in Ankeny. Nine candidates completed the course and were certified. One additional coach received update training. A second RCP training was held for three weekends beginning September 15, 2016, at Kirkwood Community College. Six new RCs passed the course and were certified with an additional two coaches receiving update training.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by educating motorcyclists on up-to-date motorcycle safety training.</p>	

## Drivers Age 20 or Younger Involved in Fatal Crashes / Teen Traffic Safety Program

### Program Overview:

Motor vehicle crashes remain the leading cause of death for 14 – 18 year olds in Iowa and throughout the nation.

Teen years are an impressionable time when good choices need to be made. Parents, teachers, mentors, and other adult influencers are encouraged to help keep our teen drivers safe by setting a positive example while driving.

### Targets:

- ✓ Reduce drivers age 20 or younger involved in fatal crashes 37.26% from the 2009 - 2013 average of 52.6 to 33.

### Strategies:

- ✓ Continue the desk-top driving simulator program.
- ✓ Continue the use of social media to provide a platform to provide traffic safety information.
- ✓ Continue to educate youth about the dangers of drinking and driving.

### Outcomes/Results:

- ✓ Drivers age 20 or younger involved in fatal crashes decreased 1.14% from the 2009 - 2013 average of 52.6 to 52.

<b>Grant Recipient: Creative Visions</b>	<b>Project #: 16-402-M0TSP, Task 01-00-00</b>
<p>During the year one formal traffic safety workshop was held for minority youth. Twenty-five youth were in attendance. However, there has been a number of informal gatherings in-which safe driving practices became the focus of discussions throughout the fiscal year. Creative Visions continues “Community Conversations” with the Des Moines Public School officials and other agencies having MOUs with the district. At these meetings, Creative Visions’ traffic safety information flyers were presented to school officials and agency representatives. Creative Visions also attended a number of community-wide events in which GTSB approved educational materials were displayed and distributed to youth and other community members.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as it expands education about traffic safety to minority groups.</p>	

<b>Grant Recipient: Sac County Sheriff’s Office Seat Belts are for Everyone (S.A.F.E.)</b>	<b>Project #: 16-402-M0TSP, Task 03-00-00</b>
<p>During the course of the 2015-2016 school year the coordinator position at the high school for S.A.F.E. changed and with it a new energy level. Unfortunately, there was very little effort or collaboration between the school, sheriff’s office and responding to GTSB communication into the spring months. The school year came to a close without any opportunity to meet or plan for future activities. It was at this time that the school informed GTSB that they would not be interested in renewing the contract and felt that at this time the best way to move forward was to incorporate traffic safety in other school programs.</p>	

<b>Grant Recipient: Farm Safety 4 Just Kids (FS4JK)</b>	<b>Project #: 16-405b-M1*TSP, Task 01-00-00</b>
<p>The majority of the goals and objectives were met over the course of the fiscal year. The community programs were utilized throughout a large portion of the year until roughly August. Notices were sent out nationally that FS4JK was disbanding and would not continue with any programs, projects, or activities. Remaining materials were dispersed to the project coordinator prior to shutting down. As of the close of the 4<sup>th</sup> quarter/FY, there were no contacts to receive information or data from.</p>	

## **Pedestrian**

### **Program Overview:**

In 2015, pedestrian fatalities accounted for 7.8% of all traffic-related fatalities in the state. The goal to reduce pedestrian fatalities and serious injuries is two-fold. Pedestrians must never assume a driver will see them or stop for them. Pedestrians need to be attentive, avoid possible distractions such as cell phones and other electronic devices, and be cognizant of the traffic mix. Motorists need to be aware of pedestrians at all times, observe the laws of pedestrian crosswalks, and be extra careful during times when visibility may be affected. Walking and running are activities of high popularity so it is especially important for pedestrians and motorists to be vigilant of one another.

### **Targets:**

- ✓ Reduce pedestrian fatalities 8.65% from the 2009 - 2013 average of 20.8 to 19.

### **Strategies:**

- ✓ Continue to encourage enforcement agencies to be proactive in pedestrian safety.

### **Outcomes/Results:**

- ✓ Pedestrian fatalities increased 20.19% from the 2009 – 2013 average of 20.8 to 25.

## Bicycle

**Program Overview:** The popularity of bicycling continues to increase throughout the state as both an economic form of transportation and as a popular form of leisure.

There are numerous cities that have incorporated bicycle lanes into their roadway designs and the state has more than 2,000 miles of well-constructed bicycle trails.

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

### Targets:

- ✓ Reduce bicycle fatalities 52.38% from the 2009 - 2013 average of 4.2 to 2.

### Strategies:

- ✓ Continue to educate motorists on bicycle safety through the use of printed educational material (Developed by The Integer Group in 2015).

### Outcomes/Results:

- ✓ Bicyclist fatalities increased 19.05% from the 2009 – 2013 average of 4.2 to 5.

<b>Grant Recipient: Blank Children's Hospital</b>	<b>Project #: 16-402-MOPS, Task 01-00-00</b>
During FFY 2016, Blank Children's Hospital distributed the following materials and information: 855 free helmets to 24 agencies throughout the state, 57 low-cost helmets to 2 agencies, 655 free bike reflectors, 1,030 educational handouts, and 12 Bike Safety Kits to 11 agencies. Eight agencies completed and returned their pre- and post-Observational Survey of Bicycle Helmet Use forms.	
This project contributed to the targets listed in the Highway Safety Plan as it supports the importance of bicycle helmet usage by all riders, continues to educate the public on bicyclist safety. The impact of the program can be measured through the observational surveys.	

## Police Traffic Services

### Program Overview:

Law enforcement plays an essential role in traffic safety. Agencies supported through Police Traffic Services funding utilize enforcement and educational efforts to work toward the common goal to reduce traffic fatalities and serious injuries. Funding in the area of Police Traffic Services supported the efforts of 25 law enforcement agencies in FFY 2016.

### Targets:

- ✓ Reduce traffic fatalities 15% from the 2007 - 2011 average of 396 to 337 (5-year average) by January 1, 2020.
- ✓ Reduce serious injuries 15% from the 2007 - 2011 average of 1,717 to 1,459 by January 1, 2020.
- ✓ Reduce fatalities per 100M VMT 17.39% from the 2009 - 2013 average of 1.15 to .95 by December 31, 2016.
- ✓ Reduce unrestrained vehicle occupant fatalities 18.97% from the 2009 - 2013 average of 116 to 94 by December 31, 2016.
- ✓ Reduce alcohol-impaired fatalities 3.22% from the 2009 - 2013 average of 93 to 90 by December 31, 2016.
- ✓ Reduce speed-related fatalities 5.7% from the 2009 - 2013 average of 62.6 to 59 by December 31, 2016.
- ✓ Reduce drivers age 20 or younger involved in fatal crashes 37.26% from the 2009 - 2013 average of 52.6 to 33 by December 31, 2016.

### Strategies:

- ✓ Provide funding for law enforcement agencies to conduct high visibility overtime enforcement efforts which are data-driven.
- ✓ Provide funding to support law enforcement agencies to purchase equipment such as radar units, lidar, speed trailers, in-car video cameras, and preliminary breath testers for enforcement purposes.
- ✓ Support agencies in educational efforts to emphasize safe driving behaviors.

### Outcomes/Results:

- ✓ Traffic fatalities decreased 19.19% from the 2007 - 2011 average of 396 to 320.
- ✓ Serious injuries decreased 14.56% from the 2007 - 2011 average of 1,717 to 1,467.
- ✓ Fatalities per 100M VMT decreased 10.43% from the 2009 - 2013 average of 1.15 to 1.03.
- ✓ Unrestrained vehicle occupant fatalities decreased 12.93% from the 2009 - 2013 average of 116 to 101.
- ✓ Alcohol-impaired fatalities decreased 16.13% from the 2009 - 2013 average of 93 to 78.
- ✓ Speed-related fatalities decreased 21.73% from the 2009 - 2013 average of 62.6 to 49.
- ✓ Drivers age 20 or younger involved in fatal crashes decreased 1.14% from the 2009 - 2013 average of 52.6 to 52.

Law enforcement efforts funded through Police Traffic Services support overall traffic safety initiatives and are consistent with strategies identified within the State Strategic Highway Safety Plan.

<b>Grant Recipient: Law Enforcement Agencies</b>	
<b><u>Agency</u></b>	<b><u>Project #</u></b>
<b>Altoona Police Department</b>	<b>16-402-M0PT, Task 01-00-00</b>
<b>Ankeny Police Department</b>	<b>16-402-M0PT, Task 02-00-00</b>
<b>Bettendorf Police Department</b>	<b>16-402-M0PT, Task 03-00-00</b>
<b>Burlington Police Department</b>	<b>16-402-M0PT, Task 04-00-00</b>
<b>Cerro Gordo County Sheriff's Office</b>	<b>16-402-M0PT, Task 05-00-00</b>
<b>Clear Lake Police Department</b>	<b>16-402-M0PT, Task 06-00-00</b>
<b>Clive Police Department</b>	<b>16-402-M0PT, Task 07-00-00</b>
<b>Coralville Police Department</b>	<b>16-402-M0PT, Task 08-00-00</b>

<b>Des Moines County Sheriff's Office</b>	<b>16-402-MOPT, Task 09-00-00</b>
<b>Des Moines Police Department</b>	<b>16-402-MOPT, Task 10-00-00</b>
<b>Eldridge Police Department</b>	<b>16-402-MOPT, Task 11-00-00</b>
<b>Fort Dodge Police Department</b>	<b>16-402-MOPT, Task 12-00-00</b>
<b>Iowa State Patrol</b>	<b>16-402-MOPT, Task 00-00-23</b>
<b>Keokuk Police Department</b>	<b>16-402-MOPT, Task 13-00-00</b>
<b>Knoxville Police Department</b>	<b>16-402-MOPT, Task 14-00-00</b>
<b>Lee County Sheriff's Office</b>	<b>16-402-MOPT, Task 15-00-00</b>
<b>Marshall County Sheriff's Office</b>	<b>16-402-MOPT, Task 16-00-00</b>
<b>Newton Police Department</b>	<b>16-402-MOPT, Task 17-00-00</b>
<b>North Liberty Police Department</b>	<b>16-402-MOPT, Task 18-00-00</b>
<b>Norwalk Police Department</b>	<b>16-402-MOPT, Task 19-00-00</b>
<b>Pleasant Hill Police Department</b>	<b>16-402-MOPT, Task 20-00-00</b>
<b>Polk County Sheriff's Office</b>	<b>16-402-MOPT, Task 21-00-00</b>
<b>Urbandale Police Department</b>	<b>16-402-MOPT, Task 23-00-00</b>
<b>Waukee Police Department</b>	<b>16-402-MOPT, Task 24-00-00</b>
<b>Woodbury County Sheriff's Office</b>	<b>16-402-MOPT, Task 25-00-00</b>

Strategies used by law enforcement through high visibility enforcement and education are critical to overall traffic safety. During FFY 2016, agencies funded through Police Traffic Services expended 14,315.75 hours of overtime enforcement resulting in the following activity.

Overtime Enforcement Hours	14315.75	Seat Belt Warnings (nighttime)	148
Overtime Education Hours	237.50	Child Restraint Citations	110
OWI Arrests – Alcohol	465	Child Restraint Warnings	75
OWI Tested – No Arrests	591	Speed Citations	9940
OWI Arrests – Drugs	8	Speed Warnings	6032
OWI Drug Tested – No Arrests	6	Stop Sign/Light Citations	379
.02 Violations	5	Stop Sign/Light Warnings	348
Underage Possession	126	No Texting Law Citation	5
Public Intoxication	264	No Texting Law Warning	22
Open Container	275	No Electronic Device Citation	7
Seat Belt Citation (daytime)	1281	No Electronic Device Warning	22
Seat Belt Warnings (daytime)	623	Other Traffic Violation Citations	5573
Seat Belt Citation (nighttime)	348	Other Traffic Violation Warnings	8302

These projects contributed to the targets listed in the Highway Safety Plan by enforcing and promoting laws which in turn contribute to overall traffic safety.

<b>Grant Recipient: Scott Emergency Communications Center</b>	<b>Project #: 16-402-MOPT, Task 22-00-00</b>
<p>Scott Emergency Communications Center provided 40.5 hours of dedicated dispatch for Scott County area law enforcement agencies for special traffic enforcement projects during the 2016 contract year. Dispatch services included handling traffic and requests, logging events, and querying vehicles and persons for vehicle registration records, driver license records, and stolen/wanted records.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by supporting high visibility enforcement efforts of local agencies in the Scott County area.</p>	

<b>Grant Recipient: Iowa State University Conference and Planning (Split)</b>	<b>Project #: 16-402-MOPT, Task 00-00-29</b>
<p>The success of the 2016 Annual Governor’s Highway Traffic Safety Conference can be attributed to the efforts of Iowa State University, Conference Planning and Management. In 2016, 260 individuals attended the conference held at the Arrowwood Resort and Conference Center in Okoboji, Iowa, April 26 – 27. Iowa State University (ISU) designed a website and electronic communications to distribute to previous years’ conference attendees as well as through the GTSB list serve to promote this event. During the conference, ISU also provided on-site registration services and helped coordinate activities during the conference. At the conclusion of the conference, evaluations were tallied and presented to the GTSB. The contractor also developed and sent out an RFP for the 2017 conference location.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as the conference is an opportunity in which to bring traffic safety partners together for traffic safety education and networking.</p>	



## Roadway Safety

### Program Overview:

When considering overall traffic safety, Iowa recognizes in addition to enforcement and education, engineering is also an effective component. Section 402/Roadway Safety funding allows for partnerships with other disciplines as part of the collaborative statewide efforts for traffic safety. Projects funded through Section 402/Roadway Safety are all coordinated through the Iowa Department of Transportation, Office of Traffic and Safety.

### Targets:

- ✓ Analyze road segments in a minimum of 20 different communities and provide engineering-related recommendations.
- ✓ Expand the High Five Rural Traffic Safety program which supports engineering efforts within selected communities.

### Strategies:

- ✓ Continue to support the 11 established Multi-Disciplinary Safety Teams (MDSTs) throughout the state.
- ✓ Hold a minimum of 12 statewide MDST Advisory Team meetings during the year.
- ✓ Identify five communities in which to expand the High Five Rural Traffic Safety program.

### Outcomes/Results:

Section 402/Roadway Safety funding help support engineering and multi-disciplinary efforts and strengthened collaboration toward the ultimate goal to reduce fatalities and serious injuries. Efforts stemmed from an engineering viewpoint but also had a focus on traffic safety as a whole including education. Funding aided in the continuous multi-disciplinary collaboration recognized as necessary for the overall objective to reduce fatalities and serious injuries on the state's roadways.

<b>Grant Recipient: Iowa Department of Transportation Office of Traffic and Safety Safety Circuit Rider</b>	<b>Project #: 16-402-MORS, Task 01-00-00</b>																								
<p>This engineering and city/county agent staff training contract supported the Local Technical Assistance Program (LTAP) Safety Circuit Rider program managed through Iowa State University, Institute for Transportation. The LTAP Safety Circuit Rider program develops, leads, and instructs transportation-related training and workshop events as well as conducts outreach for city, county, and other agencies throughout the state. During FFY 2016, the following trainings were provided:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Workshops</i></th> <th style="text-align: center;"><i>Number of Trainings</i></th> <th style="text-align: center;"><i>Number in Attendance</i></th> </tr> </thead> <tbody> <tr> <td>Work Zone Safety and Flagger (Local Entities, Etc.)</td> <td style="text-align: center;">28</td> <td style="text-align: center;">506</td> </tr> <tr> <td>DOT Work Zone Safety Workshops</td> <td style="text-align: center;">9</td> <td style="text-align: center;">659</td> </tr> <tr> <td>Local Road Safety Workshops</td> <td style="text-align: center;">6</td> <td style="text-align: center;">152</td> </tr> <tr> <td>MUTCD Sign Training</td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> </tr> <tr> <td>Student Training</td> <td style="text-align: center;">3</td> <td style="text-align: center;">22</td> </tr> <tr> <td>Roadside Safety Workshops</td> <td style="text-align: center;">3</td> <td style="text-align: center;">37</td> </tr> <tr> <td style="text-align: right;">Total</td> <td style="text-align: center;">50</td> <td style="text-align: center;">1,377</td> </tr> </tbody> </table>		<i>Workshops</i>	<i>Number of Trainings</i>	<i>Number in Attendance</i>	Work Zone Safety and Flagger (Local Entities, Etc.)	28	506	DOT Work Zone Safety Workshops	9	659	Local Road Safety Workshops	6	152	MUTCD Sign Training	1	1	Student Training	3	22	Roadside Safety Workshops	3	37	Total	50	1,377
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<p>This project contributed to the targets listed in the Highway Safety Plan by improving overall traffic safety through specialized trainings/workshops.</p>																									

<b>Grant Recipient: Iowa Department of Transportation Office of Traffic and Safety Multi-Disciplinary Safety Teams (MDSTs)</b>	<b>Project #: 16-402-MORS, Task 02-00-00</b>
<p>FFY 2016 funding continued to support the MDST programs throughout the state. The MDST Advisory Team provided project guidance and support to local MDSTs. MDSTs support interdisciplinary efforts to improve safety. Through the Local Technical Assistance Program (LTAP), a staff member was hired in October of 2015 to help with MDSTs which has helped to re-energize some existing MDSTs. The functional status of each MDST group has also been identified and continues to be reviewed as the groups move forward. Throughout the year, efforts continued to finalize the MDST facilitator program website, a program brochure, a list of potential services the facilitator can provide, and a presentation to explain the program.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by supporting the concept of Multi-Disciplinary Safety Teams and encouraging the further development and expansion of MDSTs throughout the state.</p>	

<b>Grant Recipient: Iowa Department of Transportation Office of Traffic and Safety Traffic Engineering Assistance Program (TEAP)</b>	<b>Project #: 16-402-MORS, Task 03-00-00</b>
<p>Work was conducted on a total of 31 different studies. Of those, 16 were completed during the contract year and 15 studies are being carried forward. For the TEAP studies completed in FFY 2016, each study analyzed current conditions, identified and recommended improvements, and also identified potential funding sources to guide the local government toward implementation. Many of the studies utilized community involvement, with the school studies typically considering public input through various communication techniques. The initiation of TEAP studies typically started with community input meetings so that all interested parties had their concerns addressed. Engineers directed the studies and coordinated efforts that included traditional engineering coupled with community involvement and a multidisciplinary approach to solving safety issues. School studies often considered populations of higher risk children and those whose situation lead to more walking and pedaling to school.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by analyzing road systems in communities throughout the state for overall traffic engineering-related improvements.</p>	

## Traffic Records / Data Systems

### Program Overview:

Complete and accurate data provide for the quality of Iowa's overall traffic records system. The Statewide Traffic Records Coordinating Committee (STRCC) is the foundation behind Iowa's strong understanding of the importance of traffic records. The STRCC is represented by individuals from many traffic safety disciplines. Membership strives to improve the traffic records system as a whole. Efforts funded by Section 405(c) – State Traffic Information System Improvement) funding focus on the six core data sets: Crash, Roadway, Driver, Citation/Adjudication, Vehicle, and EMS with the emphasis on improving the accuracy, completeness, timeliness, uniformity, accessibility, and integration of traffic records. Projects comply with national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE).

### Targets:

- ✓ Continue to review and consider the recommendations from the 2015 Traffic Records Assessment.
- ✓ Hold a minimum of three STRCC meetings during the year.
- ✓ Through partners of the Statewide Traffic Records Coordinating Committee, update the Traffic Safety and Data Analysis (TSDA) website on a regular basis and support enhancements.
- ✓ Through the Injury Prevention Research Center, conduct specific research in regard to bicycle fatalities/injuries and the correlation of citations issued to drivers.
- ✓ Continue to promote the use of data for enforcement purposes.
- ✓ Continue work on creating a web-based analytical tool.
- ✓ Continue to collect data elements to populate the Roadway System.
- ✓ Make known and promote the data availability/resources throughout the state.

### Strategies:

- ✓ Support Iowa's analytical services for traffic data.
- ✓ Support the development of a web-based analytical tool.
- ✓ Support research efforts focusing on behavioral aspects.
- ✓ Utilize the Statewide Traffic Records Coordinating Committee as an avenue for networking and enhancement of Iowa's overall Traffic Records System.

### Outcomes/Results:

During FFY 2016, three (3) STRCC meetings were held; February 11, May 19, and September 15. The attendance at each meeting averaged around 30 individuals who represented numerous traffic safety disciplines. STRCC members understand the importance of data and how data can be utilized. The recommendations from the 2015 Traffic Records Assessment were considered and discussed at STRCC meetings throughout the year.





STRCC Meeting – February 11, 2016, Ames, IA



STRCC Meeting – September 15, 2016, Coralville, IA

<b>Grant Recipient: Iowa Department of Transportation Office of Driver Services</b>	<b>Project #: 16-405c-M3DA, Task 01-00-00</b>
<p>The Iowa Department of Transportation sub-contracts with the University of Iowa Injury Prevention Research Center (IPRC) to conduct multi-disciplinary behavioral research projects. Throughout the year the IPRC researchers and affiliated partners continue to represent the IPRC at local, national, and international meetings highlighting the research being done utilizing Iowa DOT traffic data. High priority crash research continues to be conducted in the following areas: Young Driver Crashes and Peer Occupants, Lane Departure Crashes, Farm Equipment Crashes, Bicyclist/Pedestrians, and other transportation-related agricultural injuries.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as research can assist in identifying behavioral factors directly linked to traffic safety and supports recommendations from the 2015 Traffic Records Assessment</p>	

<b>Grant Recipient: Iowa Department of Transportation Motor Vehicle Division - TraCS</b>	<b>Project #: 16-405c-M3DA, Task 02-00-00</b>
<p>Funding through this grant directly supports onsite and remote services and training as requested by law enforcement agencies. The TraCS team continues to deploy TraCS at interested agencies as well as work with agencies to increase their percentage of TraCS reports vs. paper reports. Two additional staff were added to the TraCS team this year allowing for an expansion of services to TraCS agencies. At the end of the 4<sup>th</sup> quarter of 2016, electronic crash reports being submitted were at 98.5%; the number of agencies submitting citations electronically rose to 219.</p> <p>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 collision. The Information is then sent electronically to the DOT. Enhancements in TraCS plus the addition of new agencies continue to provide for accurate, complete and timely data. The project also supports recommendations from the 2015 Traffic Records Assessment.</p>	

<b>Grant Recipient: Iowa Department of Transportation Office of Traffic and Safety</b>	<b>Project #: 16-405c-M3DA, Task 03-00-00</b>
<p>During this reporting period, data collection for municipal intersections, attribute data for horizontal curves, and road network segment-based MIRE-related elements were completed. Some of the progress for this reporting period include the following:</p> <ul style="list-style-type: none"> <li>• Municipal road intersection data collection continued with 7,400 intersections collected</li> <li>• Interchange/at-grade intersections collected: 325</li> <li>• Primary/secondary intersections collected: 725</li> <li>• Updated and integrated the interchange-related intersections.</li> <li>• Integration of collected municipal intersections</li> <li>• Additional primary road intersections identified and collected</li> <li>• Integration of updated primary and secondary road intersection</li> </ul> <p>Throughout the year, work also continued on Web-SAVER; a web-based analytical tool which will focus primarily on crash data and will be available to anyone with an internet connection.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations from the 2015 Traffic Records Assessment; specifically the development of a web-based analytical tool.</p>	

<b>Grant Recipient: Iowa Department of Human Rights Criminal and Juvenile Justice Planning (CJJP)</b>	<b>Project #: 16-405c-M3DA, Task 04-00-00</b>
<p>The integration between crash and citation data is complete and CJJP has been working with the University of Iowa, Injury Prevention Research Center. Additional collaboration with the University of Iowa was conducted for ways to further utilize the linked datasets as ways to use the data is still quite limited. In addition to the work being conducted at the University of Iowa, CJJP continued to provide data to interested parties.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations from the 2015 Traffic Records Assessment.</p>	

<b>Grant Recipient: University of Iowa Injury Prevention Research Center</b>	<b>Project #: 16-405c-M3DA, Task 05-00-00</b>
<p>Bicycle and pedestrian crash and citation/conviction data was obtained from Iowa Department of Transportation and the Iowa Criminal Justice Warehouse. Quality checks were conducted during the reporting period. Local charges were manually looked up for inclusion in the data for this project. Odds ratios and confidence intervals for predictors were created utilizing initially 2011 data. Control groups were also selected to be used for the analysis.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by conducting specific behavioral research utilizing crash data maintained by the Iowa Department of Transportation. Efforts also support the recommendations from the 2015 Traffic Records Assessment.</p>	

<b>Grant Recipient: Iowa State Patrol</b>	<b>Project #: 16-405c-M3DA, Task 06-00-00</b>
<p>In February 2016, Lt. Buck and Sgt. Farver attended the National Model Steering Committee Meeting in Albuquerque, NM. Sgt. Farver and Trp. McNally attended the ATSIP Traffic Records Forum in Baltimore, MD from August 6-10, 2016, and the TraCS National Model Steering Committee meeting Pittsburgh, PA August 11-12, 2016. Representation from the Iowa State Patrol was also present at the three STRCC meetings held during the year.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by supporting the recommendations from the 2015 Traffic Records Assessment; specifically in regard to crash data submitted by the Iowa State Patrol.</p>	

<b>Grant Recipient: Iowa State University Center for Transportation Research &amp; Education (CTRE) / Iowa Traffic Safety Data Service (ITSDS)</b>	<b>Project #: 16-405c-M3DA, Task 07-00-00</b>
<p>ITSDS addressed 143 inquiries and requests from or on behalf of approximately 60 different agencies, organizations, offices, departments or individuals. Several requests simply entailed connecting individuals with the appropriate resources while other requests required creating multiple products in different formats for multiple agencies. Yet, other requests resulted in follow-up analyses. Request frequency declined slightly from the previous contract period (by approximately 17 requests) while the agencies served during this contract period was essentially the same. This may be due, in part, to a change in the availability of Iowa DOT crash analysis tools. Additionally, data driven analysis and decision making may also be becoming more prominent. Requests covered a wide range of areas and topics.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as ITSDS is a resource for traffic data analyses from many different requestors, including enforcement agencies.</p>	

<b>Grant Recipient: Iowa Department of Public Health Bureau of Emergency and Trauma Ser.</b>	<b>Project #: 16-405c-M3DA, Task 08-00-00</b>
<p>FFY 2016 was a success for the Iowa Department of Public Health (IDPH) regarding EMS and Trauma data. Last calendar year, 2015, IDPH awarded the EMS registry and trauma registry to vendor Imagetrend which has enabled full compliance with NEMESIS 3.3.4. The Trauma registry is also in compliance with requirements from the National Trauma Data Bank (NTDB) as well as the Iowa trauma data dictionary. To improve quantity and quality, IDPH Bureau of Emergency and Trauma Services (BETS) has year to date held 55 classes around the state, providing training on the Elite EMS registry. There were many forms of training held for the Trauma patient registry, with 18 formal training sessions held around the state for beginner training, 6 formal classes held for training on the <i>Report Writer</i> functionality, and 29 one-on-one training events held for beginner and <i>Report Writer</i> training.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations from the 2015 Traffic Records Assessment.</p>	

<b>Grant Recipient: Iowa Department of Public Health CODES</b>	<b>Project #: 16-405c-M3DA, Task 09-00-00</b>
<p>During the project period all 2014 CODES data was enhanced through data linkage with the latest crash data and 2015 death information was imported and standardized.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations from the 2015 Traffic Records Assessment.</p>	

**Paid Media and Other Marketing**

The Governor’s Traffic Safety Bureau uses a variety of venues and works with the media to provide information to the public regarding traffic safety. Through paid, earned and social media, traffic safety awareness can be disseminated to a large number of people. Media relations are invaluable towards efforts to educate the public with the goal to change poor driving behaviors.

Paid media is the mechanism the GTSB uses to deliver specific messages for a particular target audience. Through the purchase of advertising, there is a guarantee the message/public service announcement will be aired at specific times and on specific stations. Media models created by NHTSA are used by the GTSB during the national mobilization events such as “Click It or Ticket” and “Drive Sober or Get Pulled Over”. State level media purchases are coordinated with national media plans during the national mobilization periods.

<b>Grant Recipient: Cedar Rapids Kernels</b>	<b>Project #: 16-405b-M1*PM, Task 02-00-00</b>
<p>The Cedar Rapids Kernels are a Class A minor league baseball team based in Cedar Rapids, Iowa. During the 2016 season, the Kernels posted an 8’x15’ rotating Tri-Vision Sign displaying “Drive Sober or Get Pulled Over” graphic during the 73 home games from April through September. Attendance during this time period was 168,073. Seventy traffic safety messages were aired during the Kernels broadcasts for both home and away games. Kernels broadcasts could be found on KMRE Radio and listeners could also catch the game online at <a href="http://www.kernels.com">www.kernels.com</a>, <a href="http://www.kmry.com">www.kmry.com</a> and view an online webcast through MiLB TV. Through the 145 total games (including playoff games and the Midwest League All-Star Game) an estimated number of listeners from April through September was 170,000. The Kernels also ran a DPS/GTSB approved traffic safety public service announcements at Veteran’s Memorial Stadium during the pre-game of each of the 73 home games.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure in the areas of occupant protection, impaired driving and distracted driving.</p>	

<b>Grant Recipient: Greater Des Moines Baseball</b>	<b>Project #: 16-405b-M1*PM, Task 03-00-00</b>
<p>Through Greater Des Moines Baseball, the 2016 season of the Iowa Cubs was a great venue in which to provide traffic safety messages. Signage was provided at Principal Park in Des Moines, Iowa, which is the home of Iowa’s Triple-A baseball team, the Iowa Cubs. Traffic safety signage included a marquee sign (“Click It or Ticket”), a concourse backlit sign (“Drive Sober or Get Pulled Over”), and an outfield fence sign (“One Text or Call Could Wreck it All”). The outfield fence sign provided exposure not only to the baseball fans within the complex but could also be seen during television broadcasts and sport reports on news stations. The Iowa Cubs attendance for the 2016 season was 504,160. Attendance was down slightly (0.08%) from the 2015 season. In addition to the regular Iowa Cubs season, Principal Park also welcomed the 2016 Iowa High School Baseball Tournament which brings thousands of fans to the complex.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure in the areas of occupant protection, impaired driving and distracted driving.</p>	

<b>Grant Recipient: IMG College – Drake</b>	<b>Project #: 16-405b-M1*PM, Task 04-00-00</b>
<p>Athletic events at Drake University provide for an ideal venue in which to provide traffic safety messaging. During the FFY 2016 reporting period, the following exposure was reported:</p> <ul style="list-style-type: none"> <li>• PSA announcements aired during each Drake football game. Total of 45 :30 spots and 11 in-game reads.</li> <li>• PSA announcements aired during each Drake Men’s and Women’s Basketball games. Total of 192 :30 spots and 67 in-game reads.</li> <li>• Two minute message displayed on LED scorer’s table for each Men’s and Women’s home basketball game. Total of 31 games. Total attendance 87,314.</li> <li>• Rotating LED ad panel rotation during Drake football games. Total of 11 games. Total attendance 13,310.</li> <li>• Rotating LED ad panel rotation during 2016 Drake Relays, April 28 – 30, 2016. Attendance 39,000.</li> <li>• A-frame signage during 2016 Drake Relays, April 28 – 30 – 2016. Attendance 39,000.</li> <li>• Minimum of five traffic safety messages during each home Drake football game. Total of 11 games. Total attendance 13,310.</li> <li>• PSA shown on video board during each Drake home football game. Total of 11 games. Total attendance 13,310.</li> <li>• PSA message shown at 2016 Drake Relays, April 28 – 30, 2016. Attendance 39,000.</li> <li>• One full-page playbill size advertisement printed in Drake men’s and women’s basketball program for the 2015 – 2016 season. Estimated 25,000 printed and circulated.</li> <li>• One full-page color advertisement printed in Drake Relays 2016 program. Approximated 3,000 printed and circulated.</li> <li>• One :30 second traffic safety message run during each hour of live streaming coverage during the 2016 Drake Relays, April 28 – 30, 2016. 12,944 impressions.</li> <li>• Minimum 1.8 million impressions on Super Leaderboard and minimum of 400,000 impressions on Story Ad Spot with a link back to GTSB website.</li> </ul> <p>This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure in the areas of occupant protection and distracted driving.</p>	

<b>Grant Recipient: Iowa Barnstormers</b>	<b>Project #: 16-405b-M1*PM, Task 04-00-00</b>
<p>Over the course of the Iowa Barnstormers 2016 season there were 8 home games at Wells Fargo Arena in Des Moines. During the season a public address message reminding fans to buckle up and drive home safely in addition to scoreboard graphics and sideline dasher boards were seen by approximately 51,797 fans. The DPS/GTSB logo was also displayed on the Barnstormer website which received approximately 7,000 visits per week.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure in the areas of occupant protection and distracted driving.</p>	

<b>Grant Recipient: Iowa Sport Spotlight</b>	<b>Project #: 16-405b-M1*PM, Task 05-00-00</b>
<p>Iowa Sport Spotlight was listed in the Highway Safety Plan but a contract was never signed with them for FFY 2016.</p>	



<b>Grant Recipient: Iowa Wild</b>	<b>Project #: 16-405b-M1*PM, Task 06-00-00</b>
<p>During the 2016 season, those attending Iowa Wild home games were encouraged to sign up as a designated driver and were rewarded for pledging to be the designated driver with a free soda from the concessions. Traffic safety messaging utilized “Buzzed Driving is Drunk Driving – designate a sober driver” on dasher boards and graphics throughout the venue in addition to 30-second messages being aired during each game. The total attendance for home games was 228,000. The Iowa Wild website and social media, including Facebook and Twitter, posts provided facts and information to promote safe and sober driving.</p> <p>This project contributed to the targets listed in the Highway Safety Plan through traffic safety message exposure in the areas of occupant protection, impaired driving and distracted driving.</p>	

<b>Grant Recipient: Krogman &amp; Associates</b>	<b>Project #: 16-405b-M1*PM, Task 07-00-00</b>
<p>During FFY 2016, the GTSB partnered with Krogman &amp; Associates to provide radio announcements, internet streaming and signage at state high school championship athletic tournaments. These events draw large crowds annually to the venues in which the events are being held. Krogman &amp; Associates worked through the Iowa High School Sports Network (IHSSN) and their website, <a href="http://www.ihssn.com">www.ihssn.com</a>, to have traffic safety messages and the GTSB logo provided at the championship events. During the year, the following were provided by Krogman &amp; Associates:</p> <p>Oct/Nov/Dec A 138 x 140 pixel-wide tile ad on the IHSSN sponsor page and one rotating sponsor ad on the IHSSN home page of the <a href="http://www.ihssn.com">www.ihssn.com</a> website</p> <p>November State High School Football Championships: 15 30-second commercials, 18 3’ x 8’ sign (GTSB and “Click It or Ticket” logo), internet streaming, GTSB and “Click It or Ticket” logos displayed on the video boards, and one 30-second video announcement at three championship games. State High School Cross Country Meet: One 3’ x 6’ sign State High School Cheerleading Championships: One 3’ x 6’ sign</p> <p>Jan/Feb/Mar A 138 x 140 pixel-wide tile ad on the IHSSN sponsor page and one rotating sponsor ad on the IHSSN home page of the <a href="http://www.ihssn.com">www.ihssn.com</a> website</p> <p>March State High School Boys Basketball Championships: 32 30-second radio announcements, Two 3’ x 16’ LED signs displayed at the scorers tables during 32 tournament games, internet streaming, full-screen DPS/GTSB logo displayed on the video board, a rotating graphic on the LED Ribbon Board, rotating logo displayed on two sides of the LED video display during all basketball championships, and one 30-second video announcement and 10 30-second safety announcements televised during the 4 final championship games State High School Wrestling Championships: Internet streaming, full-screen DPS/GTSB logo displayed on the video board, rotating graphic on the LED Ribbon Board, rotating logo displayed on two sides of the LED video display during all wrestling championships, rotating logo displayed on the television broadcast during semi-finals.</p> <p>May State High School Co-Ed Track Championships: One 3’ x 8’ sign</p> <p>June State High School Soccer Championships: One 3’ x 8’ sign during 3-day Tournament</p> <p>July State High School Boys Baseball Championships: 28 30-second radio announcements</p> <p>Over 149,000 viewers logged on to baseball, football, wrestling and basketball video webcasts.</p> <p>This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging in the area of occupant protection.</p>	

<b>Grant Recipient: Waterloo Bucks</b>	<b>Project #: 16-405b-M1*PM, Task 08-00-00</b>
<p>The Waterloo Bucks posted an 8’x20’ outfield sign with an approved DPS/GTSB traffic safety graphic at Riverfront Stadium during the 36 home games from May through August. The graphic utilized was “Drive Sober or Get Pulled Over”. A minimum of 72 traffic safety messages were aired during Bucks broadcasts for both home and away games and could be found online at <a href="http://www.waterloobucks.com">www.waterloobucks.com</a>. Through the 70 total games, an estimated number of listeners was estimated to be 35,000. A full-page, full-color DPS/GTSB traffic safety message and graphic was provided in each Bucks Souvenir Program during the 36 home games. Attendance at the Bucks games during 2016 was 43,277. In addition, Riverfront Stadium held 15 additional events providing for an estimated additional 2,700 fans exposed to the outfield sign during these events.</p> <p>This project contributed to the targets listed in the Highway Safety Plan through traffic safety message exposure in the areas of occupant protection, distracted driving, and impaired driving.</p>	

<b>Grant Recipient: Alliance Sport Marketing</b>	<b>Project #'s: 16-405b-M1*PM, Task 01-00-00 16-405b-M1PE, Task 01-00-00</b>
<p>Alliance Sport Marketing partnered with the GTSB to coordinate traffic safety messaging to include premium signage, public service announcements, and schedule posters at 17 motorsport venues throughout the state. A minimum of 3 announcements were made at each event and 2,000 schedule posters were produced and distributed through the motorsport communities for a total of 36,000 posters being distributed. All signage and messaging included “Click It or Ticket”, “Drive Sober or Get Pulled Over” and “Zero Fatalities” logos. Alliance targeted males age 18-34; a demographic category identified as “at risk” by NHTSA.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by as this project specifically targeted 18-34 year old male drivers on the dangers of impaired driving and the importance of belt usage.</p>	

<b>Grant Recipient: Radio Iowa News</b>	<b>Project #: 16-405b-M1*PM, Task 10-00-00 Project #: 16-405f-M9MA, Task 02-00-00</b>
<p>Radio Iowa provided a year of safety messages across Iowa’s rural radio stations. A variety of new messages were developed and geared toward target audiences. All goals for the airing of traffic safety messages were met or exceeded.</p> <p>This project contributed to the targets listed in the Highway Safety Plan through traffic safety radio messages in the area of impaired driving, occupant protection, distracted/drowsy driving and motorcycles.</p>	

<b>Grant Recipient: Screenvision Direct</b>			<b>Project #: 16-402-MOPM, Task 03-00-00</b>		
A variety of public service announcements were provided through campaigns managed by Screenvision Direct. Campaigns were based on “geographical targeting” throughout the state. Screenvision Direct is a sole source provider of cinema advertising in the state with a 90% cinema market share. The following public service announcements were aired in urban communities:					
<i>Traffic Safety Area</i>	<i># of Screens</i>	<i>Reporting Period</i>	<i>Admissions</i>	<i>Ad Count</i>	<i>Theatre Locations</i>
Impaired Driving	125	11/20/15-12/10/16	172,000	7,088	Des Moines, Urbandale, Johnston, Waterloo, Coralville, Iowa City, Cedar Rapids, Cedar Falls, Clinton, Burlington, and Sioux City
Impaired Driving	125	8/5/2016-8/25/16	119,700	7,088	
Distracted Driving	125	03/18/16-4/14/16	141,982	11,025	
Safety Belt	107	5/6/16-6/2/16	172,000	9,437	
The following public service announcements were aired in rural communities:					
<i>Traffic Safety Area</i>	<i># of Screens</i>	<i>Reporting Period</i>	<i>Admissions</i>	<i>Ad Count</i>	<i>Theatre Locations</i>
Rural Driving	100	04/15/16-4/28/16	65,400	3,780	Ft. Dodge, Clarion, Iowa Falls, Mount Ayr, Osceola, Jesup, Shenandoah, Coralville, Oelwein, Gladbrook, Waverly, Burlington, Clinton, Mason City, DeWitt, Sibley, LeMars, Orange City, Sheldon, Sioux City, and Ottumwa
This project contributed to the targets listed in the Highway Safety Plan through public service/educational announcements in four traffic safety areas. Special focus was also placed on rural driving due to the high percent of rural traffic fatalities and injuries throughout the state.					

<b>Grant Recipient: Learfield Sports</b>		<b>Project #'s: 16-405b-M1PE, Task 02-00-00 16-405d-M60T, Task 00-00-02</b>	
Throughout FFY 2016, public service announcements were developed, approved, and aired during athletic events at Iowa State University and the University of Iowa focusing on safety belt use, bicycle/pedestrian safety and impaired/distracted driving. FFY 2016 activity included the following:			
<ul style="list-style-type: none"> <li>• 164 live spots with 15,780 impressions (exposure)</li> <li>• 26,551 spots aired on 70+ stations reaching all 99 counties (over 1 million listeners)</li> <li>• 2,176 web ads posted with exposure of 2,059,539</li> <li>• 246,690 fans viewed signage at stadiums and countless more on TV and digital</li> <li>• 324,024 estimated fans at stadiums exposed to signage</li> </ul>			
These projects contributed to the targets listed in the Highway Safety Plan through traffic safety messaging in numerous areas.			

**Grant Recipient: The Integer Group**

**Project #'s: 16-405b-M1\*PM, Task 05-00-00  
16-405d-M6OT, Task 43-00-00  
16-405b-M1\*PE, Task 03-00-00**

The Integer Group is the GTSB's main media source. Through The Integer Group, media is purchased in support of national mobilizations and other campaigns. Media plans for "Click It or Ticket" and distracted driving campaigns were developed and approved. During FFY 2016, The Integer Group also developed a new PSA for drowsy driving, "Don't Wake Up to a Nightmare". FFY 2016 campaign recap is as follows:

**Distracted Driving –**

- Paid schedule ran April 4-9 and added value ran April 1-3; April 10-16
- Radio: "Crash Course in Texting" :30 – 100 TRP per market; 812 total commercials
- Digital: Video, Audio & Display – 4,306,486 impressions and 2,732 clicks

**Seat Belt Safety –**

- Paid schedule ran May 16-30 and added value ran May 9-June 16
- Radio: "Stay Connected. Buckle Up" :30 – 300 TRP per market; 2,117 total commercials
- Digital: Video, Audio & Display – 2,987,322 impressions and 1,800 clicks
- TV: "Stay Connected. Buckle Up" :30 – 150 TRP; 32 Total Commercials

**Impaired Driving –**

- Paid schedule ran July 1 – 4, August 17 – 21, August 22 – 28, August 31 – September 5 and added value ran July 31 – September 11.
- Radio: "Rockstars Ride in Limos" :30 – 300 TRP per market; 2,418 total commercials
- Digital: Video, Audio & Display – 8,529,713 impressions and 1,147 clicks
- TV: "Rockstars Ride in Limos":30 – 150 TRP; 17 total commercials including Super Bowl
- Social Media:
  - Instagram: 165,048 impressions, 112 clicks to start the Journey & 50 clicks to Drivesmartiowa.com
  - Snapchat: 80/35 and Iowa State Fair – 2,166 filters used and 107,669 filters viewed



*Filming of the PSA entitled "Don't Wake Up to a Nightmare"- May 2016.*

These projects contributed to the targets listed in the Highway Safety Plan primarily by securing paid media with bonus added value, and to continue to provide current information the GTSB microsite, [www.drivesmartiowa.com](http://www.drivesmartiowa.com).

## **Planning and Administration / Program Management**

### **Program Overview:**

GTSB staff follows solid practices and policies for planning, programming, implementation, monitoring/review, follow-up and adjustment throughout the year. Staff is aware of crash data that is available to help develop data-driven programs which can be quantified and measured. Staff is familiar with the Problem Identification process and is familiar with the goals within the Highway Safety Plan in addition to collaborative goals identified within the State Strategic Highway Safety Plan. Staff works closely with grantees through the program year in regard to general oversight and monitoring. In addition to the management of contracts, all GTSB Program Administrators have specialized assignments such as impaired driving, distracted driving, youth, occupant protection, sSTEP and Advanced Roadside Driving Enforcement (ARIDE) /Drug Recognition Expert (DRE).

### **Targets:**

- ✓ Work with statewide traffic safety stakeholders to update the State Strategic Highway Safety Plan.
- ✓ Continuously monitor and evaluate the effectiveness of projects toward the common goal to reduce fatalities and serious injuries on Iowa roadways.
- ✓ Ensure the continuation of multi-disciplinary partnerships and collaboration.
- ✓ Host an annual traffic safety conference.
- ✓ Support traffic safety professionals throughout the state in regard to the implementation of safety strategies identified in the Highway Safety Plan and Strategic Highway Safety Plan.

### **Strategies:**

- ✓ Identify opportunities for highway safety initiatives through the state.
- ✓ Represent the GTSB by participating in meetings throughout the state.
- ✓ Serve on special boards and coalitions.

### **Outcomes/Results:**

During FFY 2016 the GTSB staff managed 315 contracts. Through grant administration, staff was involved in planning, programming, implementation, monitoring, review, follow-up and adjustment. Staff members and job descriptions are provided on page 2.

Annually the GTSB hosts an annual conference. The 2016 Annual Governor's Highway Traffic Safety Conference was held in Okoboji, Iowa, with 260 in attendance. Topics of the conference included a NHTSA update, effective roadside investigation and court testimony, back seat belts, drowsy driving, drugged driving and heroin use in Iowa, "Below 100", case law updates and traffic stops.

## 2016 Governor's Highway Traffic Safety Conference

### 2016 Award Winners

#### Commissioner's Special Award for Traffic Safety

Jim Brown, Traffic Anchor, WHO Radio  
Autumn Morrison, Manager, Casey's General Store  
Russ Engstler, Trooper, Iowa State Patrol  
Kent Gries, Deputy, Guthrie County Sheriff's Office  
Mark Harmon, Senior Police Officer, Altoona Police Department  
Sean Hartman, Deputy, Bremer County Sheriff's Office  
Geoff Huff, Commander, Ames Police Department  
Vince Kurtz, Trooper, Iowa State Patrol  
R. Allan Nebus, Officer-Retired, Iowa City Police Department  
David Saldivar, Trooper, Iowa State Patrol  
Michael Trimble, Trooper, Iowa State Patrol  
Jacob Wingert, Deputy Sheriff, Plymouth County Sheriff's Office  
Highway Corridor Project – Iowa State Patrol

#### Top Regional DREs

Benjamin Bartholomew, Deputy, Cass County Sheriff's Office  
Marc Griggs, Trooper, Iowa State Patrol  
Michael Trimble, Trooper, Iowa State Patrol  
Ryan Hauge, Officer, Ames, Police Department  
Dan Plueger, Senior Officer, LeMars Police Department  
Brad Reinhard, Officer, Iowa City Police Department  
David Hinz, Sergeant, Black Hawk County Sheriff's Office

#### DRE Class Valedictorian

Jared Rude, Trooper, Iowa State Patrol

#### Kip Hayward Award

Todd Olmstead, Sergeant, Iowa State Patrol



*Photos Top to Bottom:*

*Top two photos – GTSB conference attendees listening to conference speakers.*

*Pete Grady presenting at the 2016 conference.*

*GTSB Bureau Chief Patrick Hoye, Commander Geoff Huff (Ames, Police Department) and Commissioner Roxann Ryan.*

*GTSB Staff: Front Row Left to Right – Mark Nagel, Mick Mulhern, Jim Meyerdirk, Bureau Chief Patrick Hoye, and Larry Grant. Back Row left to Right – Sandy Bennett, Ihla Oertwig, Cinnamon Weinman, Jennifer Parsons, and Joanne Tinker. Not pictured – Denny Becker*

## Special Areas and Projects / Noteworthy Practices

### High Five Rural Traffic Safety Project – Road Safety Audits

The High Five Rural Traffic Safety Project is a 3-tier project involving enforcement, education and engineering. A component of the engineering initiatives is to conduct road safety audits within the High Five counties. Although no NHTSA funding is utilized in the engineering initiatives, the exercise provides a great opportunity for traffic safety stakeholders to work together on data-driven segments of roadways to improve overall safety. The audits provide recommendations primarily for low-cost engineering improvements.



### Drowsy Driving

Being drowsy while driving is dangerous. Sleepiness slows reaction times, affects judgment, and decreases performance; therefore, drowsy driving can be considered as dangerous as impaired driving. Research indicates that being awake for 18 hours produces an impairment equal to a blood alcohol concentration of .05 or higher. NHTSA has estimated that nationwide drowsy driving was responsible for 72,000 crashes, 44,000 injuries and 800 deaths in 2013.

Education is one of the keys to combating drowsy driving. Everyone at one time or another has been affected by drowsiness when driving. There are many reasons for sleepiness including too little sleep, interrupted sleep, undiagnosed or untreated sleep disorders, side effects of some medicine and shift work. With the increase of hectic personal and work schedules, drowsy driving is a serious problem throughout the United States.

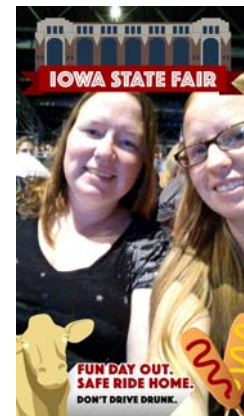
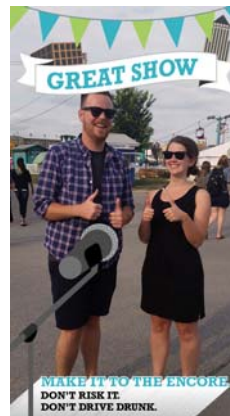
Administrator Mark R. Rosekind has made drowsy driving one of NHTSA's four "D" priorities, which already included drunk, drugged and distracted driving. So in 2016, Iowa, working with NHTSA Region 7, created an initiative to address drowsy driving. The initiative included an enforcement, education/awareness, and engineering component.

In response to the high number of lane departure crashes that Iowa was experiencing, the GTSB took a closer look at possible contributing circumstances. Drowsy driving was identified as one of the factors in lane departure crashes and accordingly a plan was implemented to address this issue.

### Snapchat

During 2016, the GTSB unveiled Snapchat filters during highly attended events in central Iowa to remind the public to celebrate responsibly. By the use of Snapchat filters, the GTSB hoped to spread the message of the dangers of driving while impaired.

The filters were created by The Integer Group.



**Fall Safety Workshops**

Local road safety training workshops were held during October of 2015 at 6 locations throughout the state. The workshops were co-sponsored by the Iowa Department of Transportation Systems Planning and Local Systems offices, Federal Highway Administration (FHWA) – Iowa Division, GTSB, and the Iowa Local Technical Assistance Program (LTAP) to provide current information and advice for improving safety on local agencies' roads and streets in terms of planning, enforcement, education and engineering. The workshops provide a venue in which traffic safety professionals have an opportunity to meet, learn, interact and provide opinions and/or suggestions to strengthen and expand overall safety through a multi-disciplinary manner.

**Multi-Disciplinary Safety Teams**

Multi-Disciplinary Safety Teams (MDSTs) provide for a collaborative approach to bring together engineering, law enforcement, emergency services, fire prevention, Iowa Department of Transportation, the GTSB, traffic data, and the Federal Highway Safety Administration (FHWA) to discuss traffic safety issues that are specific to their local area. The collaboration establishes a forum where participants understand how their part of traffic safety coordinates with other areas represented on the team. The networking increases communication and cooperation; thus, in turn provides support for traffic safety projects and improvements.



## Miscellaneous Highlights/Special Events/Recognitions

### Drowsy Driving

#### Drowsy Driving Summit

In 2016, the state of Iowa hosted the nation's first state Drowsy Driving Summit. The purpose of the Summit was to increase public awareness in regard to drowsy driving. NHTSA Administrator Mark R. Rosekind, along with Iowa Governor Terry E. Branstad and a panel of University of Iowa professors and researchers presented work that has been ongoing for years. Those in attendance included traffic safety practitioners, law enforcement elected officials, community and business partners, and researchers.



#### Hy-Vee Grocery Store Chain / Corporate Involvement

Hy-Vee assisted the GTSB in providing educational materials in regard to drowsy driving. In support of the Drowsy Driving Summit, they provided a large display sign. They also developed informational flyers to give to give motorists tips on avoiding drowsy driving and provided them in their grocery bags for store patrons. Hy-Vee operates 230 retail stores in Iowa and seven other Midwest states (Illinois, Kansas, Minnesota, Missouri, Nebraska, South Dakota, and Wisconsin). This effort was done at no cost to the GTSB as all expenses incurred were paid for by Hy-Vee.



#### Iowa State Patrol Initiatives

Two major interstates cross Iowa, I-35 and I-80, and thus is suited for a large amount of commerce traffic. To address the large number of crashes involving commercial motor vehicles, the Iowa State Patrol partnered with Federal Motor Carrier Safety Administration (FMCSA) to provide additional training to troopers about large truck and bus-related enforcement. This training highlighted that an alarming percent of commercial motor vehicle crashes were related to drivers who were out of compliance with driver's hours; a leading cause of drowsy driving. A component of this training was the development of a visor card for law enforcement to utilize as a reference tool. To date, all active members of the Iowa State Patrol have been trained. The State Patrol will provide this training opportunity to county and local officers in the future.

Efforts to educate the public on the dangers of drowsy driving by the Iowa State Patrol also included presentations by the Public Resource Officers (PROs). The ISP PROs developed a presentation for schools, businesses and service/community organizations to educate the public about drowsy driving which includes who is most at risk, warning signs for drowsy driving, and ways to prevent it.

## Special Awards

**International Telly Award** - In May, The Integer Group received an International Telly Award (Bronze) in recognition of the TV public service campaign, “Rockstars Ride in Limos” urging people not to drive but find a safe ride home after consuming alcohol. The Telly Awards, founded in 1979, honors outstanding content in TV & Cable, Digital and Streaming, and Non-Broadcast. Each year, over 13,000 entries from all 50 states and numerous countries are received. It is a great honor to be selected as a Silver or Bronze winner. A panel of 500+ accomplished industry professionals judge the competition, recognizing entries that show distinction in creative work against a high standard of merit.



**Drowsy Driving PSA – Awards** -In June, the Uniform Safety Education Officers (U.S.E.O.W) selected both the radio and the TV versions of Iowa’s newest Public Service Announcement on Drowsy Driving for recognition with their 1<sup>st</sup> Place awards. The U.S.E.O.W. consists of representatives from 22 state police and highway patrols and conducts a safety workshop each year. At that workshop, they recognize achievements in effective public service

traffic safety campaigns. In support of NHTSA Administrator Dr. Mark Rosekind’s initiative to educate the motoring public to the very real dangers and prevalence of drowsy driving, the Iowa GTSB oversaw the creation and production of the public service announcement by The Integer Group.

## International Association of Chiefs of Police – National Law Enforcement Challenge Award High Five Rural Traffic Safety Program

The Iowa Governor’s Traffic Safety Bureau received a National Law Enforcement Challenge Award



at the 2016 International Association of Chiefs of Police (IACP) Conference in San Diego, CA on October 18. The GTSB was awarded first place honors in the Regional Enforcement Efforts category for coordinating and implementing the High Five Rural Traffic Safety Project in the state of Iowa. The NLEC is supported through a cooperative agreement by NHTSA and is managed by the International Association of Chiefs of Police, working collaboratively with the National Sheriff’s Association, the Governor’s Highway Safety Association, and the American Associate of Motor Vehicle Association.

## International Safety Media Award

In September, the International Safety Media Award (ISMA) sponsored by the Alaska Injury Prevention Center, recognized the radio version of “Rockstars Ride in Limos” produced by The Integer Group. Hundreds of safety promoters have been honored for their media. Winners are chosen by an international panel of judges, and are awarded in Gold, Silver, or Bronze. In 2016, over 100 pieces of media were received from every continent except Antarctica. The 2016 awards were announced in Tampere, Finland at the 12<sup>th</sup> World Conference on Injury Prevention and Safety Promotion. This is the 1<sup>st</sup> time a GTSB PSA has received this international award.



### **Federal Funds Expended on Projects**

The GTSB 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 55.36% for FFY 2016.

### **Partnerships for Success – Training, Technical Assistance, and other Expertise**

As key stakeholders in traffic safety, the staff of the GTSB actively participates in webinars, conferences, meetings, and other training activities to bolster their knowledge and partake in networking with other traffic safety partners. Staff will continue to be encouraged to attend trainings in NHTSA's core areas of program management, financial management, data analysis, and instructor development.



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

### **The Future**

As provided in the FFY 2017 Highway Safety Plan, the state of Iowa will continue to be cognizant of traffic safety laws and trends in which to build and maintain partnerships to develop initiatives to reduce traffic fatalities and serious injuries. The GTSB will continue to use a data-driven approach and will utilize resources such as NHTSA's "Countermeasures that Work" when developing strategies for program implement and evaluation.

Effective January 1, 2017, the state will release a revised Strategic Highway Safety Plan in partnership with various traffic safety stakeholders.

## Attachments

ATTACHMENT A	Public Awareness/Attitude Survey
ATTACHMENT B	FFY 2016 Final Voucher

For Additional Information Please Contact:

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

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[www.iowagtsb.org](http://www.iowagtsb.org)

**Governor's Traffic Safety Bureau  
Traffic Safety Survey Report  
2016**

Iowa State University's Center for Survey Statistics and Methodology (CSSM) contracted with the Iowa Governor's Traffic Safety Bureau (GTSB) to conduct the 2016 Traffic Safety Survey of licensed drivers in Iowa. This is the 5<sup>th</sup> year that CSSM (formerly Survey and Behavioral Research Services) has conducted this survey for the GTSB. The survey focuses on driving patterns and public awareness of traffic safety media campaigns and is designed to obtain information for reporting to the National Highway Traffic Safety Administration. Primary contact at the Iowa GTSB is Mark Nagel, GTSB Occupant Protection Coordinator.

The 2016 Traffic Safety Survey consisted of 23 questions on a one-page document (both sides) designed for self-administration. It contained the same 23 questions used in 2015, including 10 core questions requested by the NHTSA, six other related questions, two demographic items (age and gender), and five questions focusing on drowsy driving.

The data collection process followed procedures used in past years. CSSM staff collected the data in driver licensing offices in five Iowa cities: Ankeny, Carroll, Cedar Rapids, Council Bluffs, and Fort Dodge. Two staff members were used in Ankeny and one in each of the other locations. Data was collected in each city on a single day, from 8:30 am to 5 pm in Ankeny, Cedar Rapids, and Council Bluffs; and from 8:30 am to 2 pm in Carroll and Fort Dodge. A copy of the paper survey was given on a clipboard to people in the waiting area of each driver licensing office. Surveys were voluntary and anonymous. The driver licensing office employees were helpful and cooperative. CSSM has learned that the Carroll office will be closing later this year, so next year a different city may need to be substituted. No other problems or complications were encountered.

The schedule and response for each city is shown below.

City	Date	Day of Week	Completed Surveys
Ankeny	August 3, 2016	Wednesday	312
Carroll	August 16, 2016	Tuesday	31
Cedar Rapids	July 27, 2016	Wednesday	258
Council Bluffs	July 29, 2016	Friday	164
Fort Dodge	July 28, 2016	Thursday	39
<b>TOTAL OF ALL LOCATIONS</b>			<b>804</b>

The total number of traffic safety surveys completed in 2016 was 804. This compares to 663 surveys completed in 2015, 713 in 2014, 694 in 2013, and 702 in 2012. NHTSA reporting requires a minimum of 500 completed surveys.

Completed surveys were key entered and checked by CSSM staff. Response frequency tables were developed using SAS. This report, an Excel data file, code manual, response frequency tables, and survey questionnaire were delivered to Mark Nagel of the GTSB on September 16, 2016.

## Traffic Safety Survey 2016 Tables

### Response Frequency Tables

City				
City	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Ankeny	312	38.81	312	38.81
Carroll	31	3.86	343	42.66
Cedar Rapids	258	32.09	601	74.75
Council Bluffs	164	20.40	765	95.15
Fort Dodge	39	4.85	804	100.00

Q1: How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick-up?					
	Q1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	Always	693	86.19	693	86.19
2	Nearly always	73	9.08	766	95.27
3	Sometimes	28	3.48	794	98.76
4	Seldom	5	0.62	799	99.38
5	Never	5	0.62	804	100.00

Q2: In the past <u>30 days</u> , have you read, seen, or heard about safety belt enforcement by any law enforcement agency?					
	Q2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	Yes	440	54.73	440	54.73
2	No	362	45.02	802	99.75
9	Missing	2	0.25	804	100.00

Q3: In the past <u>30 days</u> , have you read, seen, or heard about night-time traffic enforcement by any law enforcement agency?					
	Q3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	Yes	185	23.01	185	23.01
2	No	613	76.24	798	99.25
9	Missing	6	0.75	804	100.00

## *Traffic Safety Survey 2016 Tables*

### *Response Frequency Tables*

<b>Q4: What do you think your chances are of getting a ticket if you don't wear your safety belt?</b>					
	<b>Q4</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1</b>	<b>Very likely</b>	323	40.17	323	40.17
<b>2</b>	<b>Somewhat likely</b>	336	41.79	659	81.97
<b>3</b>	<b>Unlikely</b>	82	10.20	741	92.16
<b>4</b>	<b>Highly unlikely</b>	60	7.46	801	99.63
<b>9</b>	<b>Missing</b>	3	0.37	804	100.00

<b>Q5: Do you think the new law requiring everyone under the age of 18 to be buckled up regardless of their seating position in a vehicle is a good law?</b>					
	<b>Q5</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1</b>	<b>Yes</b>	739	91.92	739	91.92
<b>2</b>	<b>No</b>	63	7.84	802	99.75
<b>9</b>	<b>Missing</b>	2	0.25	804	100.00

<b>Q6: On a local road with a 25 mph speed limit, how often do you drive faster than 35 mph?</b>					
	<b>Q6</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1</b>	<b>Most of the time</b>	45	5.60	45	5.60
<b>2</b>	<b>Half of the time</b>	134	16.67	179	22.26
<b>3</b>	<b>Rarely</b>	377	46.89	556	69.15
<b>4</b>	<b>Never</b>	247	30.72	803	99.88
<b>9</b>	<b>Missing</b>	1	0.12	804	100.00



## Traffic Safety Survey 2016 Tables

### Response Frequency Tables

<b>Q7: On a road with a 65 mph speed limit, how often do you drive faster than 75 mph?</b>					
	<b>Q7</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1</b>	<b>Most of the time</b>	48	5.97	48	5.97
<b>2</b>	<b>Half of the time</b>	126	15.67	174	21.64
<b>3</b>	<b>Rarely</b>	371	46.14	545	67.79
<b>4</b>	<b>Never</b>	256	31.84	801	99.63
<b>9</b>	<b>Missing</b>	3	0.37	804	100.00

<b>Q8: In the past 30 days, have you read, seen, or heard about speed enforcement by any law enforcement agency?</b>					
	<b>Q8</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1</b>	<b>Yes</b>	468	58.21	468	58.21
<b>2</b>	<b>No</b>	334	41.54	802	99.75
<b>9</b>	<b>Missing</b>	2	0.25	804	100.00

<b>Q9: What do you think the chances are of getting a ticket if you drive over the speed limit?</b>					
	<b>Q9</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1</b>	<b>Very likely</b>	358	44.53	358	44.53
<b>2</b>	<b>Somewhat likely</b>	358	44.53	716	89.05
<b>3</b>	<b>Unlikely</b>	64	7.96	780	97.01
<b>4</b>	<b>Highly unlikely</b>	23	2.86	803	99.88
<b>9</b>	<b>Missing</b>	1	0.12	804	100.00

## *Traffic Safety Survey 2016 Tables*

### *Response Frequency Tables*

<b>Q10: In the past 30 days, how many times have you driven a vehicle within 2 hours after drinking alcoholic beverages?</b>				
<b>Q10</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>0 None</b>	689	85.70	689	85.70
<b>1 1 time</b>	52	6.47	741	92.16
<b>2 2 times</b>	35	4.35	776	96.52
<b>3 3 times</b>	8	1.00	784	97.51
<b>4 4 or more</b>	19	2.36	803	99.88
<b>9 Missing</b>	1	0.12	804	100.00

<b>Q11: In the past 30 days, have you read, seen, or heard about drunk driving enforcement by any law enforcement agency?</b>				
<b>Q11</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1 Yes</b>	543	67.54	543	67.54
<b>2 No</b>	261	32.46	804	100.00

<b>Q12: What do you think the chances are of someone getting arrested if they drive after drinking?</b>				
<b>Q12</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1 Very likely</b>	445	55.35	445	55.35
<b>2 Somewhat likely</b>	293	36.44	738	91.79
<b>3 Unlikely</b>	38	4.73	776	96.52
<b>4 Highly unlikely</b>	25	3.11	801	99.63
<b>9 Missing</b>	3	0.37	804	100.00

## Traffic Safety Survey 2016 Tables

### Response Frequency Tables

Q13: How often do you drive on gravel roads?				
Q13	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Daily	106	13.18	106	13.18
2 Once a week	104	12.94	210	26.12
3 Once a month	243	30.22	453	56.34
4 Once a year	214	26.62	667	82.96
5 Never	135	16.79	802	99.75
9 Missing	2	0.25	804	100.00

Q14: How often do you drive on rural hard surface roads?				
Q14	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Daily	391	48.63	391	48.63
2 Once a week	112	13.93	503	62.56
3 Once a month	157	19.53	660	82.09
4 Once a year	83	10.32	743	92.41
5 Never	59	7.34	802	99.75
9 Missing	2	0.25	804	100.00

Q15: How often do you use a cell phone when you drive?				
Q15	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Always	45	5.60	45	5.60
2 Sometimes	241	29.98	286	35.57
3 Seldom	178	22.14	464	57.71
4 Only when receiving a call	124	15.42	588	73.13
5 Never	216	26.87	804	100.00

## Traffic Safety Survey 2016 Tables

### Response Frequency Tables

Q16: How often do you text or use email when you drive?				
Q16	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Always	9	1.12	9	1.12
2 Sometimes	102	12.69	111	13.81
3 Seldom	135	16.79	246	30.60
4 Only to read text or email	60	7.46	306	38.06
5 Never	498	61.94	804	100.00

Q17: Your gender				
Q17	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Male	405	50.37	405	50.37
2 Female	393	48.88	798	99.25
9 Missing	6	0.75	804	100.00

Q18: Your age				
Q18	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 Under 21	124	15.42	124	15.42
2 21-25	99	12.31	223	27.74
3 26-39	207	25.75	430	53.48
4 40-59	267	33.21	697	86.69
5 60-74	62	7.71	759	94.40
6 75 or older	44	5.47	803	99.88
9 Missing	1	0.12	804	100.00

## Traffic Safety Survey 2016 Tables

### Response Frequency Tables

<b>Q19: Have you ever fallen asleep while driving?</b>					
	<b>Q19</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1</b>	<b>Yes</b>	138	17.16	138	17.16
<b>2</b>	<b>No</b>	652	81.09	790	98.26
<b>9</b>	<b>Missing</b>	14	1.74	804	100.00

<b>Q20: How often do you get drowsy while driving?</b>					
	<b>Q20</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1</b>	<b>Daily</b>	9	1.12	9	1.12
<b>2</b>	<b>Once a week</b>	53	6.59	62	7.71
<b>3</b>	<b>Once a month</b>	130	16.17	192	23.88
<b>4</b>	<b>Once a year</b>	215	26.74	407	50.62
<b>5</b>	<b>Never</b>	378	47.01	785	97.64
<b>9</b>	<b>Missing</b>	19	2.36	804	100.00

<b>Q21: How often do you briefly doze off while driving?</b>					
	<b>Q21</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1</b>	<b>Daily</b>	3	0.37	3	0.37
<b>2</b>	<b>Once a week</b>	14	1.74	17	2.11
<b>3</b>	<b>Once a month</b>	38	4.73	55	6.84
<b>4</b>	<b>Once a year</b>	109	13.56	164	20.40
<b>5</b>	<b>Never</b>	623	77.49	787	97.89
<b>9</b>	<b>Missing</b>	17	2.11	804	100.00

## Traffic Safety Survey 2016 Tables

### Response Frequency Tables

<b>Q22_1: What causes you to become drowsy while driving?</b> <b>Not enough sleep</b>				
Q22_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
<b>0 No, response not circled</b>	449	55.85	449	55.85
<b>1 Yes, response circled</b>	308	38.31	757	94.15
<b>9 Missing</b>	47	5.85	804	100.00

<b>Q22_2: What causes you to become drowsy while driving?</b> <b>After eating</b>				
Q22_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
<b>0 No, response not circled</b>	703	87.44	703	87.44
<b>1 Yes, response circled</b>	54	6.72	757	94.15
<b>9 Missing</b>	47	5.85	804	100.00

<b>Q22_3: What causes you to become drowsy while driving?</b> <b>Long drive</b>				
Q22_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
<b>0 No, response not circled</b>	449	55.85	449	55.85
<b>1 Yes, response circled</b>	308	38.31	757	94.15
<b>9 Missing</b>	47	5.85	804	100.00

<b>Q22_4: What causes you to become drowsy while driving?</b> <b>Driving at night</b>				
Q22_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
<b>0 No, response not circled</b>	591	73.51	591	73.51
<b>1 Yes, response circled</b>	166	20.65	757	94.15
<b>9 Missing</b>	47	5.85	804	100.00

## Traffic Safety Survey 2016 Tables

### Response Frequency Tables

<b>Q22_5: What causes you to become drowsy while driving? Nothing/Don't get drowsy</b>				
Q22_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
<b>0 No, response not circled</b>	528	65.67	528	65.67
<b>1 Yes, response circled</b>	229	28.48	757	94.15
<b>9 Missing</b>	47	5.85	804	100.00

<b>Q22_6: What causes you to become drowsy while driving? Other</b>				
Q22_6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
<b>0 No, response not circled</b>	736	91.54	736	91.54
<b>1 Yes, response circled</b>	21	2.61	757	94.15
<b>9 Missing</b>	47	5.85	804	100.00

<b>Q22 Combined: What causes you to become drowsy while driving?</b>				
Q22	Yes (circled)		No (not circled)	
	Number	Percent	Number	Percent
<b>22_1 Not enough sleep</b>	308	38.31	449	55.85
<b>22_2 After eating</b>	54	6.72	703	87.44
<b>22_3 Long drive</b>	308	38.31	449	55.85
<b>22_4 Driving at night</b>	166	20.65	591	73.51
<b>22_5 Nothing/Don't get drowsy</b>	229	28.48	528	65.67
<b>22_6 Other</b>	21	2.61	736	91.54

## *Traffic Safety Survey 2016 Tables*

### *Response Frequency Tables*

<b>Q22_6spec: Other things that cause you to become drowsy while driving</b>				
<b>Q22_6spec</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>0 Not applicable, Other was not circled</b>	736	91.54	736	91.54
<b>1 Tired after working</b>	12	1.49	748	93.03
<b>2 After exercising</b>	1	0.12	749	93.16
<b>3 Other, short attention span, boredom</b>	4	0.50	753	93.66
<b>9 Missing</b>	51	6.34	804	100.00

<b>Q23: Have you ever crossed the centerline or dropped off onto the shoulder of the road because you were driving drowsy?</b>				
<b>Q23</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Frequency</b>	<b>Cumulative Percent</b>
<b>1 Yes</b>	202	25.12	202	25.12
<b>2 No</b>	585	72.76	787	97.89
<b>9 Missing</b>	17	2.11	804	100.00