



Executive Summary

The 2013 Annual Evaluation Report of the Governor's Traffic Safety Bureau (GTSB) summarizes efforts implemented to improve traffic safety and driving behaviors throughout the state of Iowa. The GTSB is a subdivision of the Iowa Department of Public Safety and is responsible for the administration and management of federal funds awarded to Iowa through the National Highway Traffic Safety Administration (NHTSA) for traffic safety programs. Each year, Congress allocates funds for reducing death and injuries on the nation's roadway through state allocations. During FFY 2013, the GTSB managed 296 contracts totaling \$ 6,474,507.

Iowa Department of Public Safety Commissioner, Larry L. Noble, serves as the Governor's Representative for Highway Safety. The GTSB Bureau Chief, Patrick Hoye, serves as the Administrator of Iowa's highway safety program and supervises the GTSB staff.

Contracts with state, local, and non-profit organizations are made after analysis of data. Funded agencies develop projects and programs in areas of traffic enforcement, public education and awareness that focus around improving driver behaviors with the ultimate goal to reduce death and serious injuries on Iowa's roadways.

During 2013, in partnership with other traffic safety professionals, Iowa updated the State Strategic Highway Safety Plan (SHSP). Members of the Governor's Traffic Safety Bureau served on the SHSP Advisory Board through the development of the plan. Implementation and evaluation of the plan will continue through strong partnerships with the Iowa Department of Transportation (DOT), Federal Highway Administration (FHWA), Federal Motor Carrier Safety Administration (FMCSA) and other traffic safety partners to make a positive impact in changing behaviors, improving infrastructure, and identifying other safety strategies and countermeasures.

At the time this report was prepared (12/20/2013), 308 traffic fatalities had been recorded for the year – 12.99% fewer fatalities from the same date in 2012. By working together, Iowa has reduced the number of traffic fatalities by almost 60% since 1970 and is in line to have a record-low number of fatalities in 2013.

The staff of the GTSB is dedicated to work with partners by providing program expertise to implement innovative and effective traffic safety programs. The GTSB recognizes that improving traffic safety requires collective efforts to be successful, and recognizes local, county, state, and federal partners for their commitment

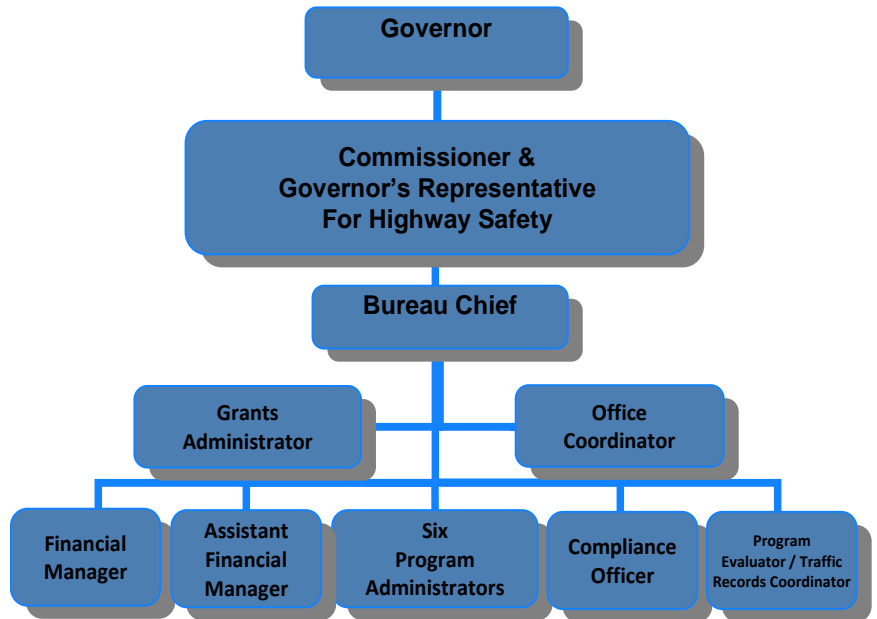
Mission Statement

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

Highway Safety Office Overview

The GTSB is comprised of a 13- member team who administered 296 contracts during FFY 2013. Contracts utilizing federally-funded money under SAFETEA-LU (Safe Accountable Flexible Efficient Transportation and Equity Act: A Legacy for Users) and MAP-21 (Moving Ahead for Progress in the 21st Century) were granted to city, county, and state entities, as well as non-profit agencies, universities and medical facilities, all working toward the common goal to reduce traffic fatalities, serious injuries and property damage in the state of Iowa. Members of the GTSB team are dedicated to ensure funded projects are conducted under uniform procedures and that performance measures and goals are being achieved.

Iowa GTSB Table of Organization



GTSB Staff, December 2012 Front Row - Left to Right: Beth Chipp, Joanne Tinker, Ihla Hochstetler, Jennifer Parsons, Audrey Becker, Amy VanGundy, Sandy Bennett. Back Row – Left to Right: Mark Nagel, Mick Mulhern, Denny Becker, Bureau Chief Patrick Hoye, Jim Meyerdirk and Randy Hunefeld.

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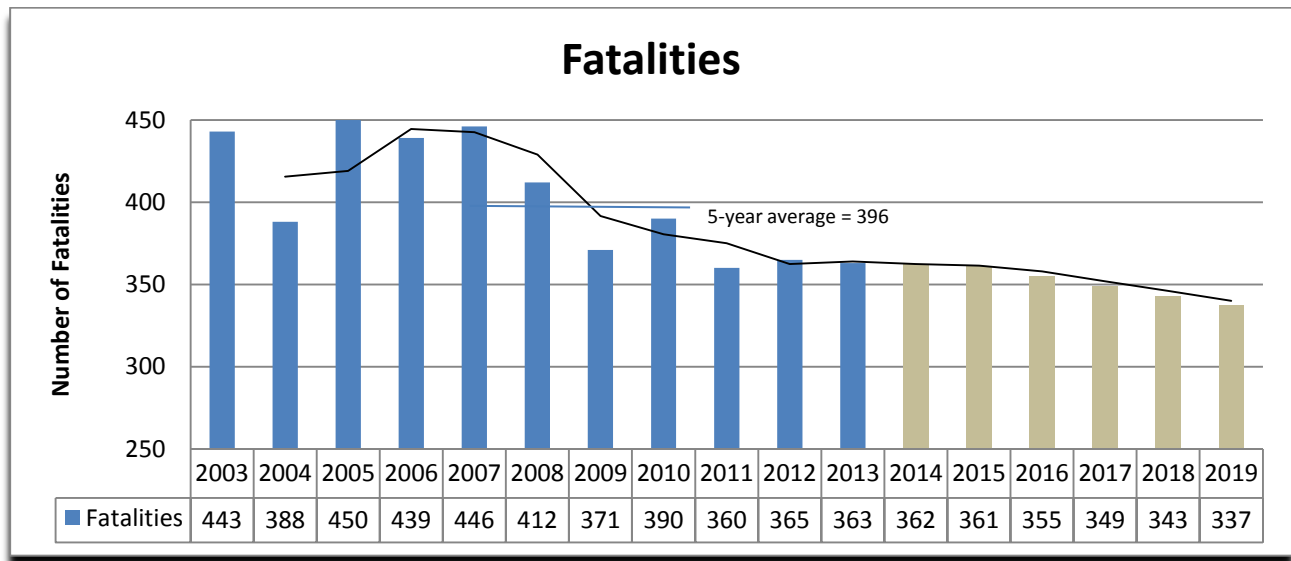
TRAFFIC SAFETY CORE PERFORMANCE MEASURES

The National Highway Traffic Safety Administration and the Governor’s Highway Safety Association (GHSA) agreed upon a minimum set of performance measures for the development and implementation of highway safety plans. The set contains 14 measures: ten core outcome measures, two behavioral measures and three activity measures.

Number of Traffic Fatalities (C-1)

Target: To decrease traffic fatalities 1.46% from the 2007 – 2011 calendar base year average of 395.8 to 390 by December 31, 2013.

Result: Traffic fatalities decreased 7.78% from the 2007 – 2011 calendar base year average of 395.8 to 365.



Source: FARS

Iowa continues to see a downward trend in traffic fatalities despite a 1.39% increase between 2011 and 2012.

Reducing fatalities and serious injury is the primary objective of efforts funded through GTSB. Such incidents affect many lives and cause great pain. Iowa utilizes crash data submitted by law enforcement which is maintained by the Iowa Department of Transportation in addition to data in NHTSA’s Fatality Analysis Reporting System (FARS) and miscellaneous NHTSA publications. Additional information is obtained through yearly observational safety belt, child restraint, and public awareness surveys. During 2012, Iowa began the process to revise the State Strategic Highway Safety Plan (SHSP) which was finalized in the fall of 2013. During this process, traffic safety partners closely reviewed data in regard to fatalities and serious injuries and will continue to review data through the implementation of the plan to identify problematic areas and primary causations so efforts to reduce traffic fatalities and serious injuries can be most effective.

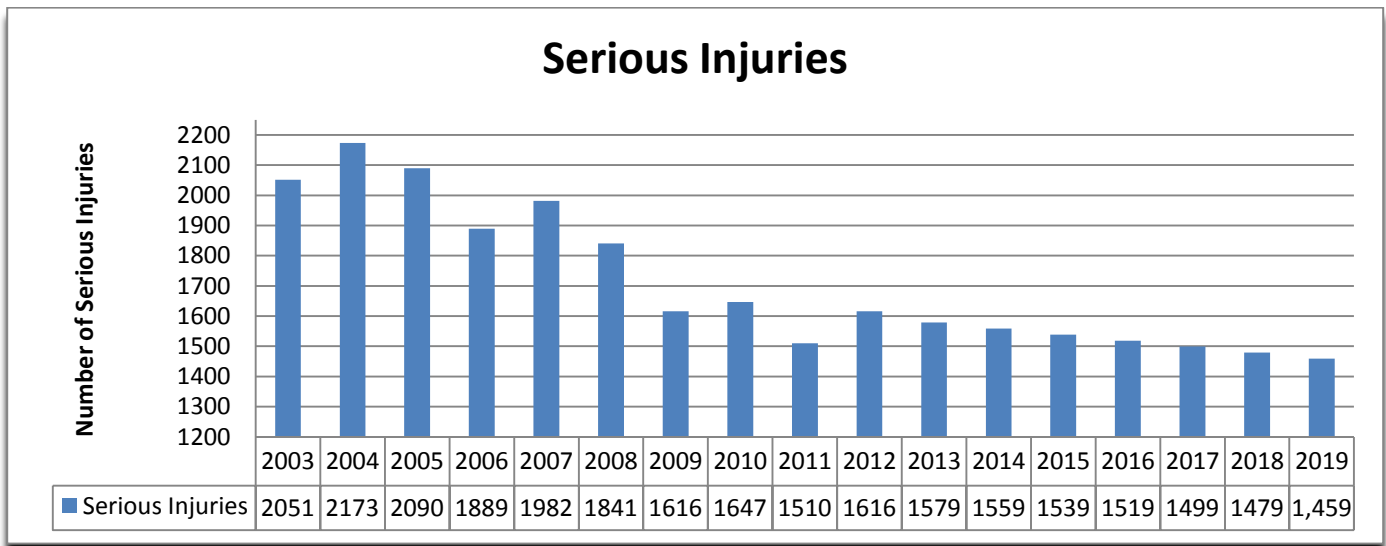
According to 2011 data maintained in FARS, Iowa ranked 22nd in the nation for the least number of traffic fatalities.

Iowa has aligned the fatality goal for FFY 2014 with the State Strategic Highway Safety Plan (SHSP) – Using a baseline of the 5-year average of fatalities between 2007 and 2011, reduce the number of traffic fatalities 15% from the 2007 – 2011 average of 396 to 337 by January 1, 2020.

Number of Serious Injuries (C-2)

Target: Decrease serious injuries by 1.17% from the 2007 – 2011 calendar base year average of 1,717 to 1,689 by December 31, 2013.

Result: Serious Injuries decreased 5.88% from the 2007 – 2011 calendar base year average of 1,717 to 1,616.



■ = SHSP Target

Source: Iowa Department of Transportation

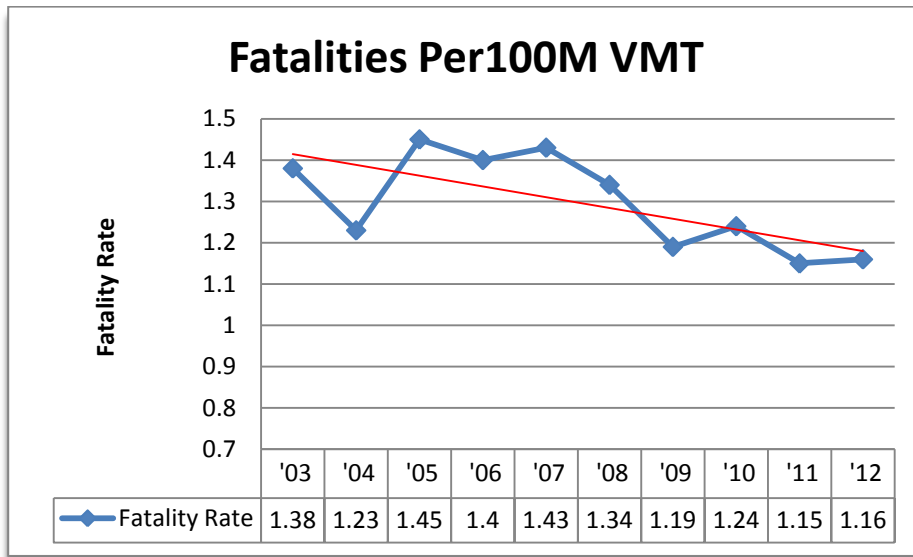
Over the past 4 years, Iowa has started to experience a fluctuation in regard to the number of serious injuries after numerous years of significant decreases. Between 2011 and 2012, there was a 7.02% increase in there number of serious injuries, however overall there remains a downward trend.

Iowa has aligned the serious injury goal for FFY 2014 with the State Strategic Highway Safety Plan (SHSP) – Using a baseline of the 5-year average of fatalities between 2007 and 2011, reduce the number of serious injuries 15% from the 2007 – 2011 average of 1,717 to 1,459 by January 1, 2020.

Fatalities per 100,000,000 Vehicle Miles Traveled (100M VMT) (C-3)

Target: Decrease fatalities per 100 M VMT 2.669% from the 2007 – 2011 calendar base year average of 1.27 to 1.24 by December 31, 2013.

Result: Fatalities per 100 M VMT decreased 6.45% from the 2007 – 2011 calendar base year average of 1.27 to 1.16*.



Iowa continues to experience a downward trend in regard to fatalities per 100 million vehicle miles traveled but continues to remain slightly above the national average.

Iowa also analyzes the trends of rural and urban fatalities by 100M vehicle miles traveled.

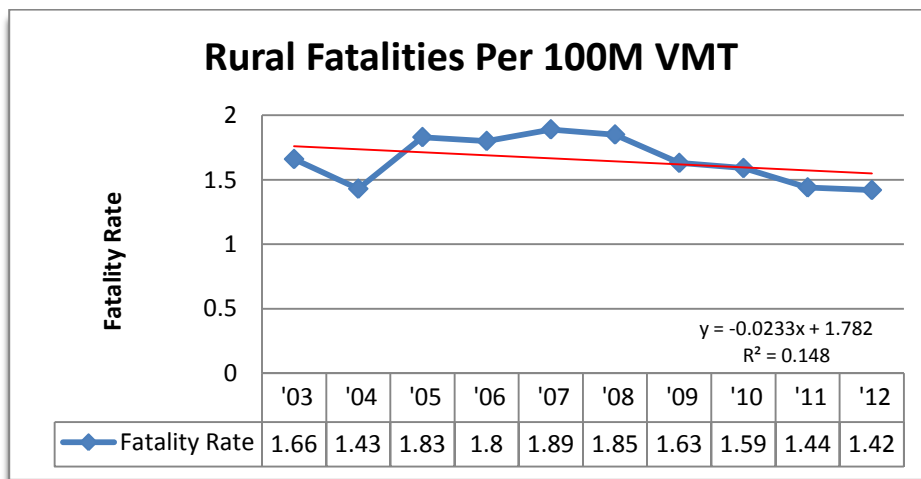
Source: FARS

* Iowa Department of Transportation preliminary data. FARS data for 2012 was unavailable at the time of the writing of this report.

Rural Fatalities per 100M VMT

Target: Reduce rural fatalities per 100M VMT 2.59% from the 2007 – 2011 calendar base year average of 1.54 to 1.50 by December 31, 2013.

Result: Rural Fatalities per 100 M VMT decreased 7.79% from the 2007 – 2011 calendar base year average of 1.54 to 1.42.



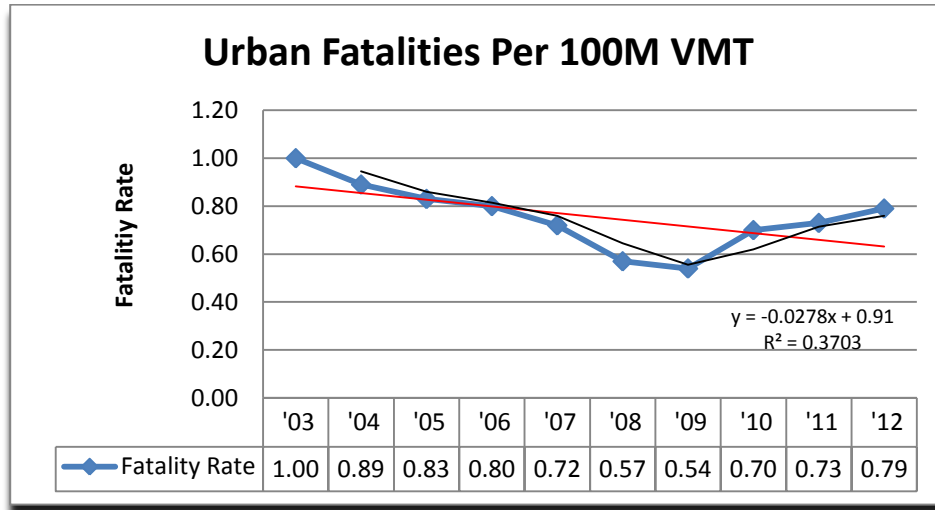
Rural fatality rate per 100 million vehicle miles traveled reflects a gradual decline when analyzing a 10-year trend line.

Source: FARS

Urban Fatalities per 100M VMT

Target: Reduce urban fatalities per 100M VMT 3.263% from the 2007 – 2011 calendar base year average of .858 to .83 by December 31, 2013.

Result: Urban fatality rates per 100 M VMT decreased 7.92% from the 2007 – 2011 calendar base year average of .858 to .079

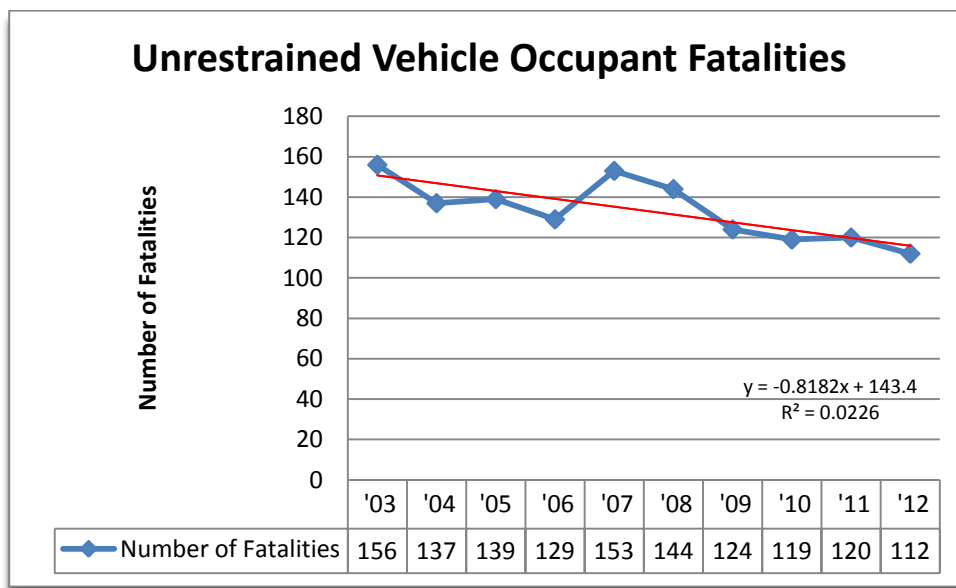


Urban fatality rates per 100 M VMT have fluctuated over the last 10 years.

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

Goal: Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 1.52% from the 2007 – 2011 calendar base year average of 132 to 130 by December 31, 2013.

Result: Unrestrained passenger vehicle occupant fatalities in all seating positions decreased 15.15% from the 2007 – 2011 calendar base year average of 132 to 112 by December 31, 2013.



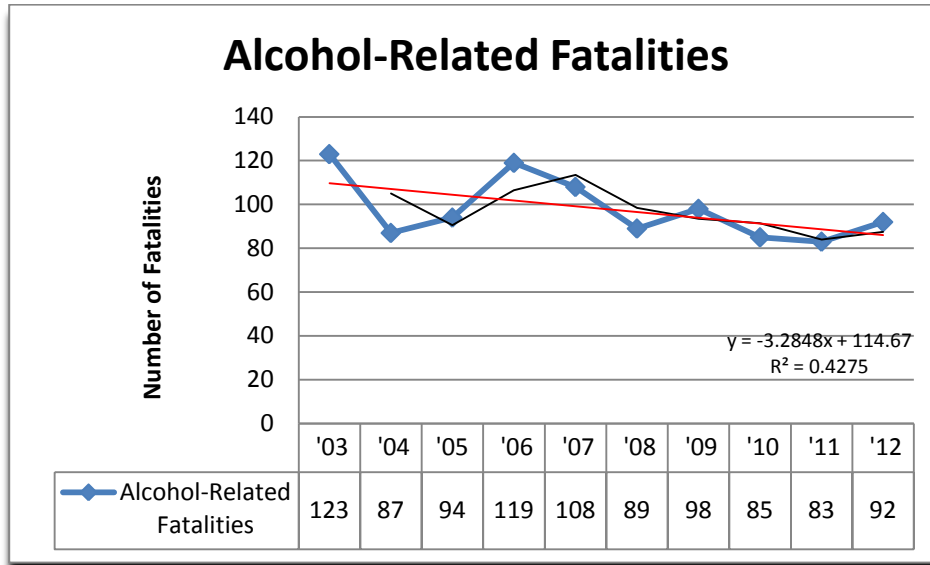
Although Iowa is experiencing a downward trend in the number of unrestrained vehicle occupant fatalities, at the end of calendar year 2012 almost 30% of fatalities for the year were unrestrained, with an additional 8.5% recorded as “unknown” by the investigating officer. Throughout FFY 2013, the importance of safety belt usage was conveyed during high visibility enforcement and education.

Source: FARS

Alcohol-Impaired Driving Fatalities (C-5)

Target: Decrease alcohol impaired driving fatalities 3.614% from the 2007 – 2011 calendar base year average from 92.6 to 89 by December 31, 2013.

Result: Alcohol-Impaired driving fatalities decreased .65% from the 2007 – 2011 calendar base year average of 92.6 to 92.



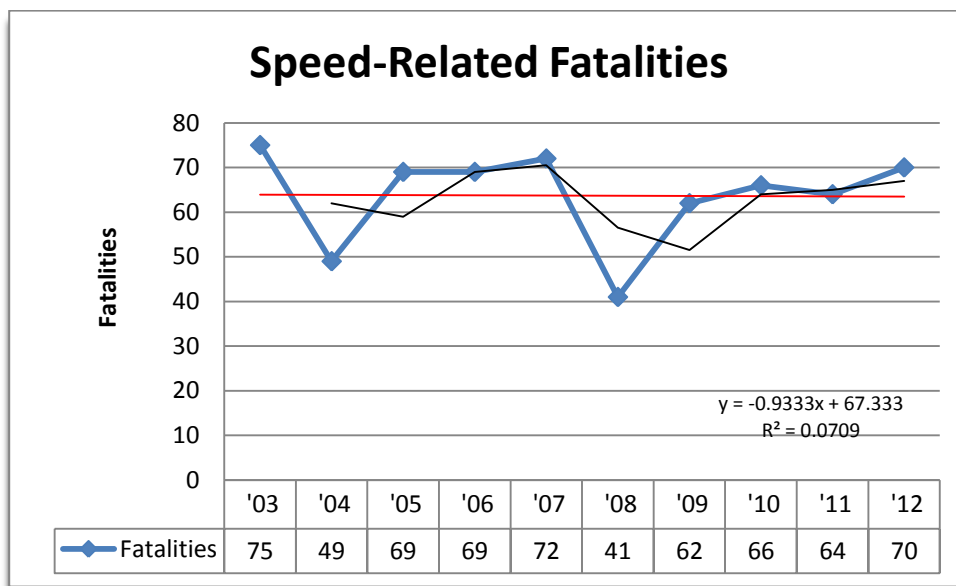
Iowa maintains a downward trend in alcohol-related fatalities in spite of a 10.84% increase between 2011 and 2012.

Source: FARS

Speed-Related Fatalities (C-6)

Target: Decrease speeding related fatalities 1.72% from the 2007 – 2011 calendar base year average of 58 to 57 by December 31, 2013.

Result: Speed-related fatalities increased 20.69% from the 2007 – 2011 calendar base year average of 58 to 70.



Speed was the highest contributing factor in fatalities and serious injuries in 2012.

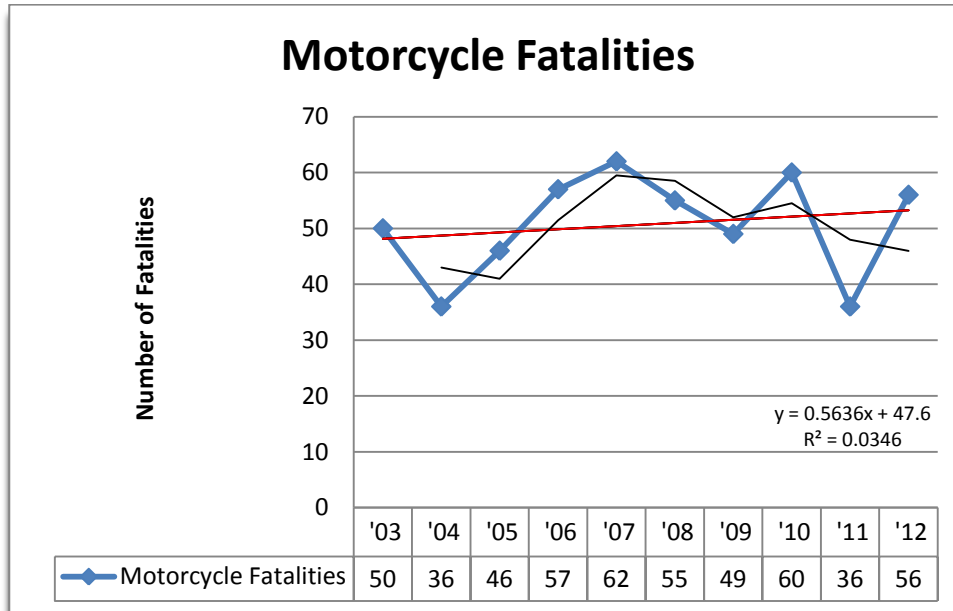
To bring education to this issues, during FFY 2013, The Integer Group developed a PSA in regard to speeding which is planned to be launched in FFY 2014.

Source: FARS

Motorcyclist Fatalities (C-7)

Target: Decrease motorcyclist fatalities 2.74% from the 2007 – 2011 calendar base year average of 51.4 to 50 by December 31, 2013.

Result: Motorcycle fatalities increased 8.95 % from the 2007 – 2011 calendar base year average of 51.4 to 56.



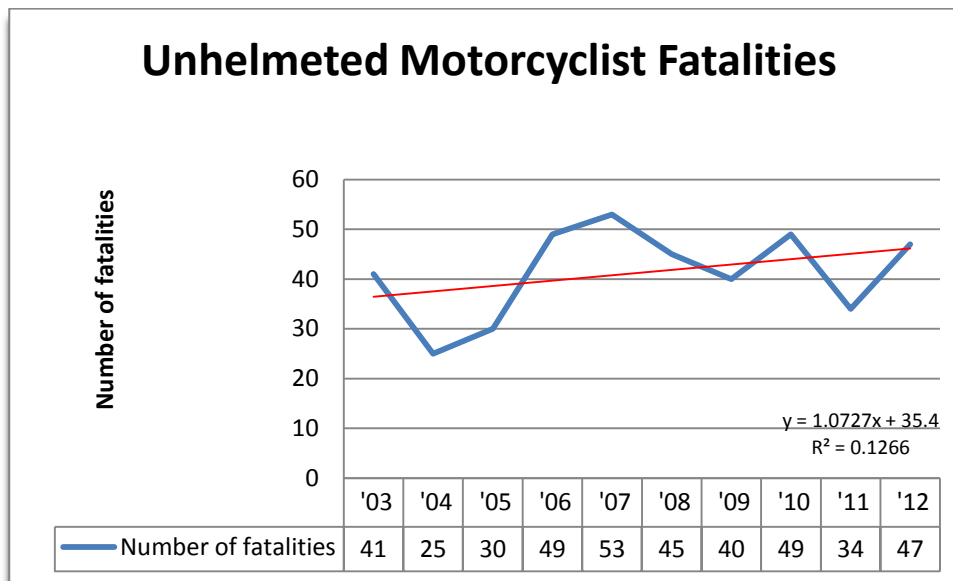
Although between 2010 and 2011, Iowa experienced a 40% decrease in motorcycle fatalities, the 10-year trend line shows an overall general increase. 2011 data should be considered an anomaly as the average of the previous five years (2006 – 2010) was 56.6 fatalities.

Source: FARS

Unhelmeted Motorcyclist Fatalities (C-8)

Target: Decrease unhelmeted motorcyclist fatalities 3.75% from the 2007 – 2011 calendar base year average of 42.6 to 41 by December 31, 2013.

Result: Unhelmeted motorcyclist fatalities increased 5.63% from the 2007 – 2011 calendar base year average of 42.6 to 45.



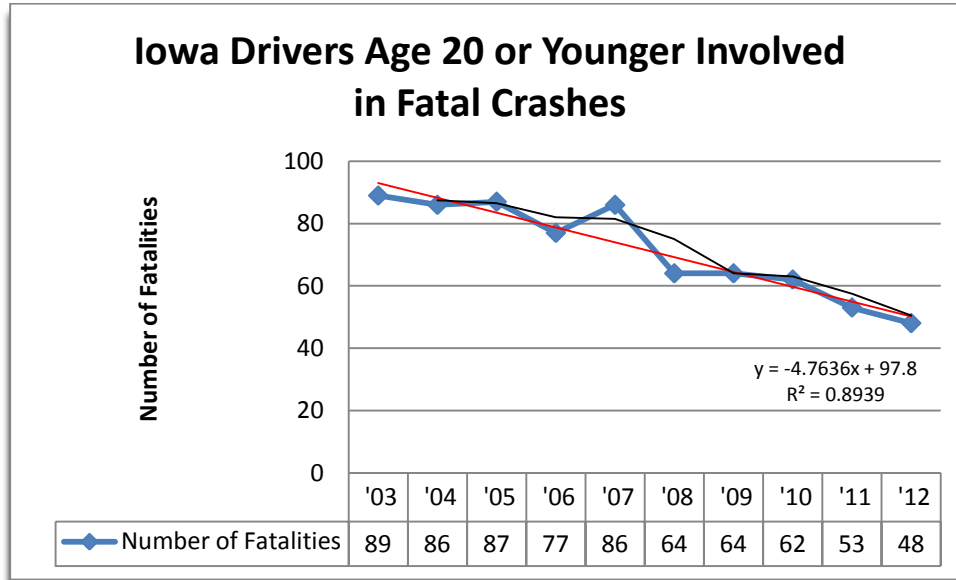
The 10-year trend line reflects a rise in unhelmeted motorcyclist fatalities. Educational efforts continue in Iowa to encourage motorcyclists to wear proper gear when riding. During FFY 13, The Integer Group (PAP 13-2010, Task 02) developed a PSA entitled “Dying Bike” which was distributed to all Iowa television stations.

Source: FARS

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

Target: Decrease drivers age 20 or younger involved in fatal crashes 2.85% from the 2007 – 2011 calendar base year average of 65.8 to 62 by December 31, 2013.

Result: Drivers age 20 or younger involved in fatal crashes decreased 24.77% from the 2007 – 2011 calendar base year average of 65.8 to 48.



Vehicle crashes continue to be the leading cause of teen deaths throughout the nation. Drivers ages 14 – 19 make up around 7.5% of all licensed drivers in Iowa. Although a ten-year analysis represents a downward trend in fatal crashes with drivers age 20 and younger, this age group still represents about 15% of all traffic-related deaths.

Iowa recognizes everyone must play a part in raising awareness of teen deaths on the roadway while also seeking solutions to end these unnecessary events. Parents, teachers, and other adults must have good driving behaviors when behind the wheel of a vehicle by driving responsibly, buckling up, driving the speed limit, and not driving impaired or distracted.

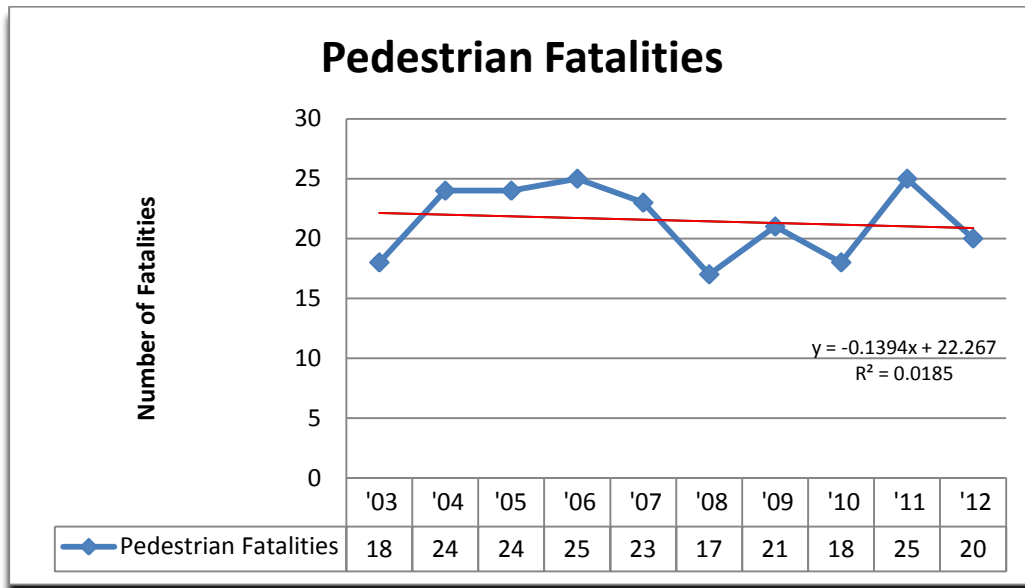
During FFY 2013, all high schools in Iowa were e-mailed information that coincided with national events and mobilizations. The schools were asked to display or read the information on daily announcements as a way to relate important traffic safety messages.

The GTSB continued its desk top driving simulator program. During FFY 2013, GTSB staff traveled to 33 events throughout the state where it is estimated 4,376 individuals, primarily young drivers, had the opportunity to have a hands-on experience on the simulator which emphasized the dangers of distracted and impaired driving.

Pedestrian Fatalities (C-10)

Target: Reduce pedestrian fatalities 8.257% from the 2007 – 2011 calendar base year average of 21.8 to 20 by December 31, 2013.

Result: Pedestrian fatalities decreased 8.257% from the 2007 – 2011 calendar base year average of 21.8 to 20.



The number of pedestrian fatalities has continued to fluctuate over the last 5 years.

Source: FARS

NHTSA CORE BEHAVIOR MEASURES

OBSERVED SAFETY BELT USAGE – (B-1)

Target: Increase the statewide observed safety belt usage rate of front seat outboard occupants in passenger vehicles .541% from the 2012 rate of 92.38% to 92.88% by December 2017.

Result: The statewide observed safety belt usage rate of front seat outboard occupants in passenger vehicles decreased .52% from the 2012 rate of 92.38% to 91.86%.

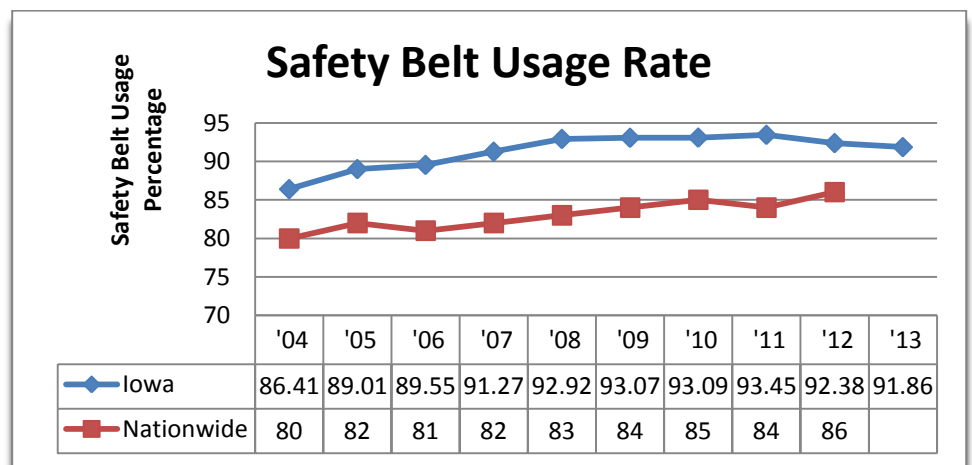
The GTSB is responsible for documenting and reporting patterns of safety belt usage for the state of Iowa. The methodology in which data is collected is consistent with NHTSA’s “Uniform Criteria for State Observational Surveys of Seat Belt Use” (Federal Register Vol. 76 No. 63, April 1, 2011, Rules and Regulations, pp. 18042 – 18059). Iowa State University, Survey and Behavioral Research Services (SBRS), 13-405, Task 11, conducted the 2013 Observational Safety Belt Usage Survey and produced a detailed report for the GTSB.

Iowa is divided into 99 counties. Seventy (70) of those counties account for 87.6% of the passenger vehicle crash related fatalities according to the NHTSA’s Fatality Analysis Reporting System (FARS) data averages for the period of 2005 – 2009. The subsample included in the survey was drawn from those 70 counties which resulted in 75 sites within 15 counties. Roads were identified by the U.S. Department of Transportation Federal Highway Administration (FHWA) Federal Functional Classification as primary roads (interstate), secondary roads (other principal arterial and minor arterial), and local roads (major collector, minor collector, and local). In addition eligible roads were divided into road segments stratified by available descriptive information. A stratified probability proportional to size (PPS) sample was employed to select the road segments to be used as observational sites. The target population of this study included all drivers and right-front passengers of all passenger vehicles that travel on Iowa’s public roadways between 7:00 a.m. to 6:00 p.m. in all days of the calendar year 2013. Passenger vehicles are defined by Criterion 1340.3 as motor vehicles with a gross vehicle weight rating of less than 10,000 pounds. The population parameter of interest was the safety belt use rate. The safety belt use rate was defined as the ratio of the miles that members of the target populations traveled while wearing safety belts to the miles that all members in the target population traveled with or without belt use.

The 2013 survey was conducted June 12 – 18, 2013. Data collection resulted in the observation of 12,936 passenger vehicles, with a right front seat passenger in 4,325 of those vehicles for a total of 17,261 potential observations. Of the 17,261 potential observations, there were 11,708 drivers and 3,810 right seat passengers who were observed to be wearing seat belts, for a total of 15,518 seat belt users. Data showed a total of 1,131 persons unbelted, and collectors were unable to observe the belt usage of 612 drivers and passengers.

Federal regulations require the calculation of seat belt use to be conducted with weighted data as described in the approved survey plan. **Based on the weighted data, Iowa’s overall seat belt use rate is 91.86% with an estimated standard of error of 0.0064 (± 1%).** This represents a decrease of .52% from the 2012 survey.

Iowa’s 2013 observational usage rate of 91.86% remains above the national average of 86% (2012). With a usage rate above 90% Iowa maintains the position of a “high belt use state” for purposes of qualifying for MAP-21, Section 405(b) funding.





December 26, 2012 – COUNCIL BLUFFS, Iowa – A crash on Interstate 80 in Council Bluffs sent three people to the hospital Wednesday afternoon, KETV-TV reported.

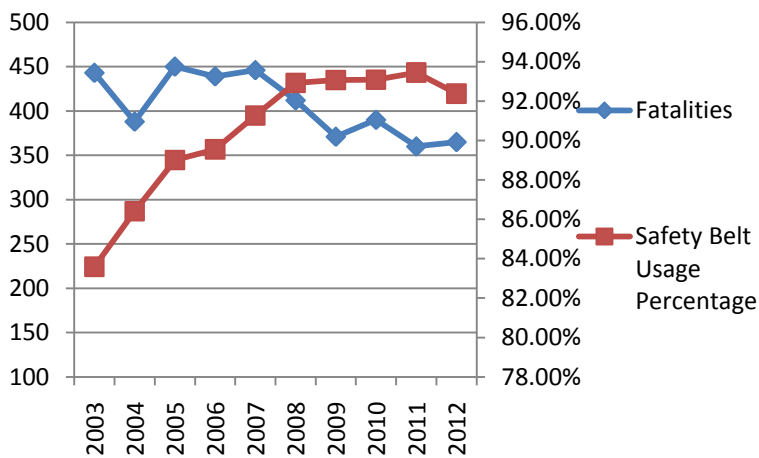
Police said everyone was wearing their seat belt.

and hit

Emergency crews rushed the woman driver and her two passengers to Mercy Hospital.

Seat belts save lives -

Fatalities and Safety Belt Usage Comparison



April 2, 2013, JONES COUNTY, Iowa (KWWL) – A one-vehicle rollover accident Tuesday sent three to the hospital, including one by air ambulance.

A Dodge Caravan headed northbound on Highway 151 in Jones County drove only the shoulder for unknown reasons on Tuesday just before 11 a.m., according to the Iowa State Patrol.

The driver, 42, of Fond du Lac, Wisconsin then lost control of the van, according to the reports. The van rolled multiple times and came to the rest on its top in the east ditch, according to the Iowa State Patrol.

The driver and a passenger, 16, both of Fond du Lac, Wisconsin were transported by ground ambulance to Jones County Hospital, according to the Iowa State Patrol crash report.

Another passenger, 77, also of Fond du Lac, Wisconsin was transported by Lifeguard Helicopter to St. Luke's Hospital, according to reports.

All three were wearing seat belts.

PUBLIC AWARENESS/ATTITUDE SURVEY – (B-2)

Public Awareness / Attitude Surveys are conducted within Iowa with the objective to focus on driving patterns and effectiveness of media campaigns that are centered on the national mobilizations / high visibility enforcement times. 2013 represented the fourth consecutive year for Iowa to conduct a public awareness / attitude survey of licensed drivers.

GTSB partnered with Iowa State University, Survey and Behavioral Research Services (OP 13-03-05-00) to conduct the public awareness attitude survey. As in the previous years, the survey was conducted within Iowa Department of Transportation Driver Licensing Offices in five different locations in Iowa: Ankeny, Carroll, Cedar Rapids, Council Bluffs, and Fort Dodge. At each location, the survey was conducted for one full day between the hours of 8:30 a.m. and 5:00 p.m. Surveys were voluntary and anonymous. The yearly goal was to survey a minimum of 500 licensed drivers. Six-hundred ninety four (694) individuals were surveyed in 2013.

The survey was designed in accordance with the recommendations set forth and agreed upon by the NHTSA – GHSA Working Groups. The survey consisted of 18 questions which included 10 core questions requested by NHTSA and GHSA as well as 6 other related questions and two demographic questions. One additional question (#19) was included in the 2013 at the Ankeny, Cedar Rapids and Council Bluffs locations at the request of the Iowa Department of Transportation who will be researching the use of electronic message boards on interstate highways.

The following encapsulates the 2013 survey.

2013 Survey Questions and Summarized Results

- 1. How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick-up?**
In 2013, 78.39% of respondents indicated they always wore a safety belt. This was recorded as a 7.82% decrease when comparing responses from 2012.
- 2. In the past 30 days, have you read, seen, or heard about safety belt enforcement by any law enforcement agency?**
In 2013, 63.69% of respondents indicated they had read, seen, or heard about safety belt enforcement. This was a 2.54% increase when comparing responses from 2012.
- 3. In the past 30 days, have you read, seen, or heard about night-time traffic enforcement by any law enforcement agency?**
Sixty-nine percent of the respondents indicated they had not heard about night-time traffic enforcement.
- 4. What do you think your chances are of getting a ticket if you don't wear your safety belt?**
Thirty-nine percent of respondents indicated they thought it was "very likely" with an additional 42.51% responding "somewhat likely".
- 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)**
A strong 90% of respondents indicated they thought the law was good.
- 6. On a local road with a 25 mph speed limit, how often do you drive faster than 35 mph?**
Over 42% of respondents indicated they "rarely" drove over 35 mph on a local road with a speed limit of 25 mph
- 7. On a road with a 65 mph speed limit, how often do you drive faster than 75 mph?**
Forty-three percent of respondents indicated they "rarely" drove faster than 75 mph in a 65 mph zone with additional 42% indicating they "never" drive over.
- 8. In the past 30 days, have you read, seen, or heard about speed enforcement by any law enforcement agency?**

In 2013, almost 63% indicated they had heard such messages.

9. What do you think the chances are of getting a ticket if you drive over the speed limit?

Most respondents thought it would “very likely” (40.35%) or “somewhat likely” (47.98%) to get a ticket.

10. In the past 30 days, how many times have you driven a vehicle within 2 hours after drinking alcoholic beverages?

Seventy-five percent indicated that within the last month they had not driven within 2 hours of consuming an alcoholic beverage.

11. In the past 30 days, have you read, seen, or heard about drunk driving enforcement by any law enforcement agency?

In 2013, almost 70% indicated they had heard such messages.

12. What do you think the chances are of someone getting arrested if they drive after drinking?

Responses indicated that most thought it would be “very likely” (50.72%) or “somewhat likely” (37.03%).

13. How often do you drive on gravel roads?

The majority of respondents indicated they drove on gravel roads “once a month” (25.07%) or “once a year” (20.32%).

14. How often do you drive on rural hard surface roads?

A strong 45% indicated driving on a rural hard surface road was a daily occurrence.

15. How often do you use a cell phone when you drive?

Responses varied. Thirty percent indicated they “never” use a cell phone when driving and 26% indicated they “sometimes” use a cell phone when driving.

16. How often do you text or email when you drive?

An overwhelming 60% indicated they “never” text or use e-mail when driving.

17. Gender

51.59 % Male; 45.97% Female; 2.45% No Reply

18. Age

Under 21 = 8.79%	60-74 = 17.15%
21 – 25 = 12.68%	75 or older = 2.74%
26 – 39 = 21.76%	Missing = 2.16%
40 – 59 = 34.73%	

19. How often do you read the electronic message boards on interstate highways? 52.16% of respondents indicated they always read electronic message boards. It should be noted that surveys conducted in Carroll and Fort Dodge did not include this question; thus 23.20% indicated “not asked”.

The complete findings of the 2013 Public Awareness/Attitude Survey can be found in ATTACHMENT A.

ACTIVITY MEASURES

Numbers reported in “Activity Measures” reflect grant-funded activity in the area of safety belts, OWI and speed.

A-1	Safety Belt Citation	2013 = 10,201
A-2	OWI Arrests	2013 = 2,783
A-3	Speed Citations	2013 = 33,261

ALCOHOL-IMPAIRED / IMPAIRED DRIVING

Program Overview

In 2003, Iowa enacted .08 legislation which has strengthened Iowa's alcohol-impaired driving overall. Between 2003 and 2009 Iowa experienced a fluctuation of alcohol-related fatalities; however, 2010, 2011 and 2012 reflected three consecutive years when alcohol-related fatalities decreased. Although the analysis of ten years of data shows Iowa with a strong downward trend, in 2012, 22% of all fatalities involved and impaired driver. Over the most recent 10-year period over 960 individuals were victims of alcohol-related crashes, thus emphasizing the need to continue efforts to change driver behaviors in regard to impaired driving.

A major component to success in reducing impaired driving can be credited to law enforcement partners who utilize federal funding to continue efforts in high-visibility enforcement and education. In addition to regular overtime efforts, agencies are encouraged to participate and support high visibility enforcement during national mobilizations such as "Drive Sober or Get Pulled Over" and the special Traffic Enforcement Program (STEP) waves held throughout the year.

Pursuant to the Moving Ahead for Progress in the 21st Century Act (MAP-21) legislation, for FFY 2013, Iowa qualified as a "low-range" state based on the average impaired fatality rate using the most recent data published and maintained in NHTSA's Fatality Analysis Reporting System (FARS). MAP-21 legislation specifically identifies low-range states are those with an average impaired driving rate of 0.30 or lower. The average impaired driving rate is based on the number of fatalities in the state where the blood alcohol concentration was at least 0.08% for every 100,000,000 vehicle miles traveled (VMT). For FFY 2013, Iowa maintained an average rate of 0.28 utilizing 2009 – 2011 data.

Iowa recognizes that impaired driving involves more than alcohol. Interest in the Advanced Roadside Impaired Driving Enforcement (ARIDE) and the Drug Recognition Expert (DRE) trainings continues to grow in Iowa. ARIDE builds upon the knowledge obtained in Standardized Field Sobriety Test (SFST) training and is a building block toward the more specialized DRE certification. ARIDE and DRE have been successful due to the commitment of other partners. The Iowa Division of Criminal Investigation (DCI) Criminalistics Laboratory conducts



the toxicology testing for the DRE program. Successful prosecution of DRE cases along with other alcohol/drug cases in the state are dependent upon the teamwork of officers, the DCI Laboratory, County Attorney Offices, and the Prosecuting Attorney's Training Council.

In NHTSA's "Traffic Safety Facts, State Alcohol-Impaired Driving Estimates", May 2013 (DOT HS 811 776), Iowa was ranked 52nd in the nation (including Puerto Rico and the District of Columbia) in regard to driver fatalities and BAC Test Status (2011 data). This has been recognized as an area in which Iowa needs to focus to improve BAC testing to provide an accurate picture of impaired-driving related fatalities. In 2011, of the 259 driver fatalities, only 25% were tested with known results; 5% were tested with unknown results; with a staggering 70% not tested at all. During FFY 2013, the area of BAC testing and report became a high priority of the GTSB.

Targets

- Decrease alcohol impaired driving fatalities 3.88% from the 2007 – 2011 calendar base year average from 92.6 to 89 by December 31, 2013.
- Increase BAC testing and reporting on fatalities throughout the state by 8%.

Strategies

- Educate law enforcement on the importance of crash data; specifically in the area of BAC testing and reporting.
- Certify 12 additional officers as Drug Recognition Experts (DREs).
- Support efforts for additional officer training in Advanced Roadside Impaired Driving Enforcement (ARIDE) and through instruction at the Iowa Law Enforcement Academy.
- Support high-visibility enforcement efforts through funding for overtime and equipment.

Results

Alcohol-impaired driving fatalities decreased .65% from the 2007 – 2011 calendar base year average of 92.6 to 92.

At the 2103 Annual Governor's Highway Traffic Safety Conference, attendees were provided information within their conference packet regarding the importance of crash data. Law enforcement is not only responsible for traffic enforcement but for the critical element of gathering complete and accurate information during traffic crash investigations as crash data is the foundation of highway safety. The information provided listed several uses of crash data including: 1) Qualify for federal funding which is awarded through GTSB to agencies throughout the state for projects which support NHTSA initiatives, 2) Conduct problem identification by county, 3) Target local and state law enforcement efforts, 4) Create and implement effective, integrated safety programs and initiatives, and 5) Make executive management decisions. Starting in FFY 2013, the GTSB partnered with the DOT and other partners to address Iowa's BAC testing ranking and to identify ways to improve the data collection.

In today's environment there is the possibility drivers may be operating a motor vehicle while using impairing drugs; both legal and illegal. The GTSB recognizes the importance of advanced training for law enforcement officers in the recognition of drugs. During FFY 2013, 253 officers were trained in ARIDE with an additional 12 officers certified as DREs. The 3-year SHSP specifically includes within the "Enforcement Safety Area" training for officers in the area of ARIDE and DRE. The goals within the plan period are to certify 36 additional DREs and train 450 officers in the area of ARIDE.

During the 2013 Governor's Highway Traffic Safety Conference, Officer Jermaine Galloway, Idaho Police Officer, Director J. Chad Professional Training, conducted a one-half day presentation entitled "Alcohol,

Drugs and our Youth – You Can't Stop What You Don't Know". The presentation was designed to provide information about the youth drug and underage drinking culture in Iowa and included visual aids and photos he acquired the day before in Des Moines.

In addition to national mobilizations, four corridor events were held during FFY 2013. Corridor projects are collaborative, high visibility events involving local, county and state agencies directed at high risk drivers. The GTSB assists these agencies through the dissemination of fatality/serious injury data and in organizing the events. During FFY 2013, 4,910 contacts were made during these events. The relationship built with local media enhanced the opportunities for increased earned media including 13 TV spots, 31 radio spots, and 49 printed articles.

Iowa qualifies as a "low-range" state (MAP-21). The "low-range" classification has been determined based on the state's average impaired driving fatality rate using the most recent available data maintained in NHTSA's Fatality Analysis Reporting System (FARS). Iowa's average rate using 2009 – 2011 data was 0.28.

Law enforcement agencies benefited from federal funding to support high visibility efforts. High visibility enforcement has been and will continue to be a focus area as those strategies are included in the State Strategic Highway Safety Plan.

Section 402 Funding

Project Summaries / Achievements

IPF LLC – Iowa Barnstormers

AL 13-02-01-00

Wells Fargo Arena is the home of Iowa's arena football team, The Barnstormers. Through IPF LLC – Iowa Barnstormers, traffic safety messages were delivered during each home game. Fans were reminded to buckle up and drive home safely with public service messages and scoreboard graphics at the end of each home game. Fan exposure was estimated to be 68,004. Messages were also provided through a website link and through TV exposures broadcasted live on Mediacom. One home game was also nationally broadcasted and replayed on CBS Sports Network. The demographics of the fan base offers a wide range of ages, occupations, and social classes; therefore, messages reached a large, diverse group of people.

Des Moines Buccaneers Hockey Club

AL 13-02-02-00

Des Moines is the home of the Des Moines Buccaneers Hockey Team. During the past season 60-second videos about distracted driving/no texting were played at the 32 home games with an estimated exposure of 40,500. The video was also included on the video section of the Des Moines Buccaneers website and on the team's Facebook page. At the end of FFY 2013 the team had 10,312 Facebook "likes" and the website averages 1,000 hits per day. Ads were also played during all games on 940 AM KPSZ radio. Internet streaming provided for additional exposure but no estimates were available.

Law Enforcement Agencies

§402 Fayette County Sheriff's Office	AL 13-02-06-00
Johnston Police Department	AL 13-02-07-00
Muscatine Police Department	AL 13-02-08-00
University of Iowa Police Dept	AL 13-02-16-00

Law enforcement agencies within the state of Iowa continued to focus efforts against impaired driving. Through overtime enforcement efforts agencies also made an impact in overall traffic violations. Funded agencies also promoted awareness through public information and education activities. Changing driving behaviors was a goal of high visibility efforts. FFY 2013, 977 hours of overtime were spent for high visibility enforcement resulting in the following activity.

Overtime Enforcement Hours	977.03	Child Restraint Citations	9
Overtime Education Hours	7.25	Child Restraint Warnings	5
OT Alcohol Inspection Hours	0	Speed Citations	206
OWI Arrests	15	Speed Warnings	523
Drug-Impaired Arrests	0	Stop Sign/Light Citations	78
.02 Violations	3	Stop Sign/Light Warning	51
Underage Possession	2	No Texting Law Citation	5
Public Intoxication	15	No Texting Law Warning	0
Open Container	11	No Electr Device Teen Citation	0
Seat Belt Citations (Day)	33	No Electr Device Teen Warning	0
Seat Belt Warnings (Day)	199	Other Traffic Violation Citation	73
Seat Belt Citations (Night)	12	Other Traffic Violation Warning	238
Seat Belt Warnings (Night)	9		

High visibility enforcement serves as a deterrent for high risk driving behaviors and supports the overall strategies of the "Enforcement Safety Area" of the SHSP.

Iowa Law Enforcement Academy**AL 13-02-09-00**

The Iowa Law Enforcement Academy (ILEA) is the ideal location in which to provide continuous training to officers from throughout the state of Iowa. During the funding period, ILEA served 2,716 students and officers through a total of 104 classes. ILEA has been a traffic safety partner with the GTSB for years. When comparing the previous funded year, the number of students receiving instruction increased 41% between FFY 2012 and FFY 2013. The number of classes held increased 33% between FFY 2012 and FFY 2103. The following chart identifies the courses provided, the number of students instructed and the number of classes held during FFY 2013.

Name of Class	Number of Students	Number of Classes
OWI/Implied Consent & SFST Updates	246	13
Live Drinkers Assessments	167	6
Taped Drinkers Assessments	167	6
OWI Scenarios – Practical Field Exercise	167	6
SFST Instructor	44	2
SFST Instructor Recertification	46	11
Drug Recognition for Street Officers (HGN-Drug Update)	178	8

Radar/Lidar	15	1
Radar/Lidar Instructor Recertification	42	1
Radar Enforcement	322	12
Motor Vehicle Law	672	20
High Speed Pursuit Policy	11	1
Occupant Protection	184	6
High Speed Pursuit Policy	11	1
Community Policing – Data Driven & Preventative Patrol	166	5
Drug Recognition for Street Officers	178	7

Trainings provided at the Iowa Law Enforcement Academy supports the overall strategies of the “Enforcement Safety Area” of the SHSP. Iowa will continue educational efforts in the drug recognition because after four consecutive years of an overall decrease in alcohol-and drug related fatalities and injuries, Iowa has experienced a 10.84% increase in alcohol-related fatalities between 2011 and 2012.

Prosecuting Attorney’s Training Council

AL 13-02-10-00

FFY 2013 provided for another year of traffic safety advocacy and legal training. The core mission of the Prosecuting Attorney’s Training Council continues to be providing regular training and assistance to Iowa prosecutors through yearly conferences, telephone consultation, and materials. The staff attorney continues to serve as a resource for the GTSB, the Iowa Division of Criminal Investigation Criminalistics Laboratory, the Iowa Department of Transportation, the Office of Drug Control Policy, and other divisions of the Iowa Department of Justice and state agencies. Five issues of the Traffic Safety Law update newsletter were published. Funding also allowed for the staff attorney to attend trainings and conferences throughout the year.

Iowa Department of Public Safety

Division of Criminal Investigation (DCI), Criminalistics Laboratory

AL 13-02-11-00

Funding during FFY 2013 helped to support overtime required of the Iowa Division of Criminal Investigation Criminalistics Laboratory in the alcohol section. The alcohol section is responsible for the maintenance and certification of the evidential breath testing instruments. Overtime funding was utilized for the installation, certification and maintenance of the 160 DataMaster DMTs throughout the state. The *Iowa Administrative Code* establishes that instruments be certified a minimum of once a year. During the funded year 460 blood alcohol and 352 urine alcohol cases were closed with 1,556 urine samples screened for the presence of drugs. 1,507 urine samples were analyzed and confirmed for the presence of drugs of which 1,089 of these being DRE cases. Expert testimony was also provided in 50 OWI cases. The DCI Laboratory continues to maintain a searchable database for breath alcohol testing, <https://breathalcohol.iowa.gov/>. The database includes certification reports and maintenance records on the DataMaster DMT evidential breath instrument, individual test data, and officer training records in regard to alcohol testing and collection.

The Integer Group

AL 13-02-12-00

See “Media and Public Outreach”, Page 58 for detailed information.

Office of the State Court Administrator**AL 13-02-13-00**

The GTSB has partnered with the Office of the State Court Administrator for several years to continue providing judges and magistrates education material. A recent needs assessment identified educational topics that would be immediately useful to Iowa judicial officers including: 1) The federal rules against and penalties for “masking” CDL driver transgressions, 2) The issues and recent legislation around “State v. Blood” issues, and 3) Legislative updates regarding traffic issues. The creation of a judicial traffic bench book was approved which will be a project during FFY 2014.

Greater Des Moines Baseball Company**AL 13-02-14-00**

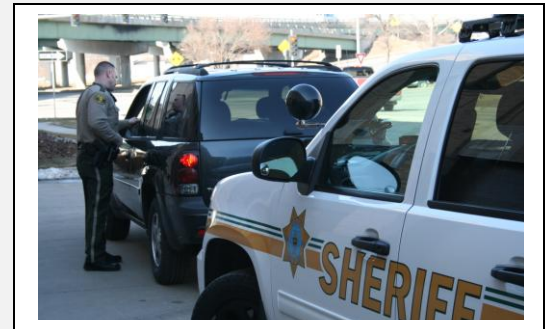
The partnership with Greater Des Moines Baseball Company continues to provide a venue to reach a wide audience. Greater Des Moines Baseball used NHTSA “One Text or Call Could Wreck it All” and “Drive Sober or Get Pulled Over” taglines for signage at Principal Park. Principal Park is the home of the Iowa Cubs baseball team, a Triple-A minor league baseball team affiliated with the Chicago Cubs. The attendance during the 2013, was slightly lower from the previous year, however, the 2013 attendance totaled 467,481 fans of all ages. Signage was displayed throughout the season on the stadium marquee sign, the outfield fence sign, and in the concourse.

Section 410 Funding**Project Summaries / Achievements****Law Enforcement Agencies**

§410	Ames Police Department	13-410, Task 01
	Benton County Sheriff's Office	13-410, Task 02
	Black Hawk County Sheriff's Office	13-410, Task 04
	Blue Grass Police Department	13-410, Task 05
	Boone Police Department	13-410, Task 06
	Buffalo Police Department	13-410, Task 07
	Carlisle Police Department	13-410, Task 08
	Clear Lake Police Department	13-410, Task 09
	Cedar Rapids Police Department	13-410, Task 10
	Clayton County Sheriff's Office	13-410, Task 11
	Clear Lake Police Department	13-410, Task 12
	Clinton County Sheriff's Office	13-410, Task 13
	Colfax Police Department	13-410, Task 14
	Dallas County Sheriff's Office	13-410, Task 15
	Dubuque County Sheriff's Office	13-410, Task 16
	Dunkerton Police Department	13-410, Task 17
	Dyersville Police Department	13-410, Task 18
	Eldridge Police Department <i>(Withdrew)</i>	13-410, Task 19
	Epworth Police Department	13-410, Task 20
	Evansdale Police Department	13-410, Task 21
	Fort Dodge Police Department	13-410, Task 22
	Fort Madison Police Department	13-410, Task 23
	Gilbertville Police Department	13-410, Task 24
	Granger Police Department <i>(Withdrew)</i>	13-410, Task 25



Hamilton County Sheriff's Office	13-410, Task 26
Harrison County Sheriff's Office	13-410, Task 27
Henry County Sheriff's Office	13-410, Task 28
Huxley Police Department	13-410, Task 29
Iowa City Police Departments	13-410, Task 30
Iowa State University Police Dept.	13-410, Task 31
Keokuk Police Department	13-410, Task 32
LaPorte City Police Department	13-410, Task 33
LeClaire Police Department	13-410, Task 34
Linn County Sheriff's Office	13-410, Task 35
Marion County Sheriff's Office	13-410, Task 36
Mount Vernon Police Department	13-410, Task 38
Muscatine County Sheriff's Office	13-410, Task 39
North Liberty Police Department	13-410, Task 40
Oelwein Police Department	13-410, Task 41
Ottumwa Police Department	13-410, Task 42
Pella Police Department	13-410, Task 43
Perry Police Department	13-410, Task 44
Plymouth County Sheriff's Office	13-410, Task 45
Polk City Police Department	13-410, Task 46
Prairie City Police Department	13-410, Task 47
Princeton Police Department	13-410, Task 48
Robins Police Department	13-410, Task 49
Sioux City Police Department	13-410, Task 50
Storm Lake Police Department	13-410, Task 51
University Heights Police Department	13-410, Task 52
University of Northern Iowa Police	13-410, Task 53
Walcott Police Department	13-410, Task 54
Wapello County Sheriff's Office	13-410, Task 55
Washington County Sheriff's Office	13-410, Task 56
Waterloo Police Department	13-410, Task 57
Webster City Police Department	13-410, Task 58
West Burlington Police Department	13-410, Task 59
West Liberty Police Department	13-410, Task 60
Woodward Police Department	13-410, Task 62



Overtime Enforcement Hours	17,353.29
Overtime Education Hours	96.5
OT Alcohol Inspection Hours	47
OWI Arrests	866
Drug-Impaired Arrests	78
.02 Violations	39
Underage Possession	595
Public Intoxication	578
OWI – Tested / No Arrest	1,375
Seat Belt Citations (Day)	442
Seat Belt Warnings (Day)	426
Seat Belt Citations (Night)	818

Child Restraint Citations	99
Child Restraint Warnings	74
Speed Citations	3,814
Speed Warnings	4,538
Stop Sign/Light Citations	476
Stop Sign/Light Warning	614
No Texting Law Citation	6
No Texting Law Warning	18
No Electr Device Teen Citation	0
No Electr Device Teen Warning	4
Other Traffic Violation Citation	3,999
Other Traffic Violation Warning	8,867

Seat Belt Warnings (Night)	365
Open Container	296

High visibility enforcement serves as a deterrent for high risk driving behaviors and supports the overall strategies of the “Enforcement Safety Area” of the SHSP.

Black Hawk Consolidated Communication Center

13-410, Task 03

Three traffic safety events were held during FFY 2013. Black Hawk Consolidated Communication Center supported these events through dispatch services. Agencies participating were the University of Northern Iowa, Cedar Falls, and Waterloo Police Departments.

Mercy Medical Center

13-410, Task 37

FFY 2013 funding supported a youth program entitled “Reality Education Alcohol Prevention” (REAP), which provided for the development and implementation of youth/alcohol education and prevention programs for appropriate aged students. A series of over 40 classes were presented to over 1,840 students on impaired driving including “Smashed” and “Dying High: Teens in the ER” and fatal vision goggle demonstrations. Classes were conducted in schools throughout Sioux City, Iowa and outlying rural school districts. Presentations were made at 19 different schools. Partnerships were also formed with Siouxland CARES and area schools to provide presentations to reduce impaired driving. Reviewing information from previous Siouxland CARES surveys to ones conducted in FFY 2013 showed considerable improvement. For example, in 1999, 57% of 10th graders indicated they had ridden with a driver who had used alcohol or drugs compared to 28% recorded in 2012. In 1999; 27% of 10th graders responded they had driven after using alcohol or drugs compared to 16% reporting in 2012. For 12th graders, in 1999, 61% had ridden with someone who used alcohol or other drugs with 32% in 2012. In 1999, 49% of 12th graders had driven after using alcohol or other drugs compared to 27% in 2012. Information about the dangers of impaired driving was provided at multiple community meetings. High school students were the main targets for the REAP program. Funding also allowed for the REAP coordinator to attend the Lifesavers Conference in Denver, Colorado, in April 2013.

Westcom Communication Center

13-410, Task 61

For some special traffic safety projects held in the Des Moines metropolitan area, Westcom Communications provides dispatch services by handling radio traffic and requests, logging events, and querying vehicles and persons for vehicle registration records, driver license records, and stolen/wanted records. Officers from West Des Moines, Clive, Urbandale, and Norwalk Police Departments assisted one another in these projects resulting in 261 traffic stops and 254 subjects logged through dispatch, 128 alcohol compliance checks in addition to five arrests and 29 cases being made. Westcom dedicated a dispatcher to support the events using 81 hours of funding.

The Integer Group

13-410, Task 68

See “Media and Public Outreach”, Page 58 for detailed information.

OCCUPANT PROTECTION PROGRAM AREA

Program Overview

When Iowa's safety belt law was enacted in July of 1986, it was recorded that approximately 18% of licensed drivers within the state regularly wore safety belt. As of FFFY 2013, Iowa's safety belt usage was 91.86%. Although Iowa maintains a high safety belt usage rate in accordance with the yearly observations survey (See "Observed Safety Belt Usage" – (B-1), page 15), at the end of calendar year 2012, 30.68% of all fatalities were recorded as not wearing a safety belt.

Targets

- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 1.52% from the 2007 – 2011 calendar base year average of 132 to 130 by December 31, 2013.
- Increase the statewide observational safety belt usage of front seat occupants in passenger vehicles from the 2011 rate of 92.38%.
- Increase the child restraint usage rate from the 2012 rate of 92.64%.

Strategies

- Have literature about safety belt usage available in Spanish.
- Continue to support certification and recertification training of Child Passenger Safety Technicians through training sessions.
- Expand the number of Child Passenger Safety Technicians throughout the state.

Results

Unrestrained passenger vehicle occupant fatalities in all seating positions decreased 15.15% from the 2007 – 2011 calendar base year average of 132 to 112.

The statewide observational safety belt usage rate decreased .56% from 92.38 in 2012 to 91.86% in 2013. The survey was conducted by Iowa State University Survey and Behavioral Research, OP 13-05-00.

A Child Restraint Usage Survey was conducted by the University of Iowa Injury Prevention Research Center, 13 -405, Task 10. Child restraint usage decreased 0.15% from 92.64% in 2012 to 92.5% in 2013.

At the 2103 Governor's Highway Traffic Safety Conference, attendees were provided information within their conference packet regarding the importance of crash data. Information indicated that crash data should not be viewed just as a requirement of the state or for insurance purposes, but rather as the foundation of highway safety. To determine accurately how many Iowans are dying because they are not buckled up would provide a clearer picture of contributing factors in fatalities in Iowa. At the close of 2012, state crash data revealed that out of the 365 total fatalities 31 (or 8.5%) were submitted indicated "unknown" safety belt usage.

Iowa's special Traffic Enforcement Program (sTEP) continues to report strong numbers during national mobilizations. Poor driving behaviors such as not buckling up, not driving the speed limit and driving impaired are targeted. In addition to the agencies contracted specifically for the sTEP waves, other law enforcement agencies are encouraged to team up and join the efforts during national mobilizations.

On September 9 and 10, 2013, Iowa hosted the 2nd Annual Midwest Regional Child Passenger Safety Conference at the Mid America Center in Council Bluffs, IA. The conference was attended by more than 300 CPS Technicians and Instructors from all NHTSA Region 7 states. The conference was highlighted by instruction from several nationally recognized manufacturers and practitioners in child passenger safety. Iowa State CPS Coordinator, Brandi Thompson, was presented the NHTSA People Saving People Award.

During the conference attendees were given the opportunity to hear from child seat manufacturers on the newest seats coming to the retail market and were part of a “hands on” installation event. The two-day conference was designed to be a mini-Lifesavers Conference allowing CEUs available to attendees in several of the topic areas. Presentations were made in the areas of rear facing until 2, parent education, social media, tether anchor points, higher weight harness seats, crash dynamics, use of the latch manual, new CPS curriculum for instructors, childhood obesity and many more. Blank Children’s Hospital, (PAP 13-405, Task 02) was instrumental in the success of the conference.



The 2nd Annual Midwest Regional Child Passenger Safety Conference was attended by more than 300 CPS Technicians and Instructors from NHTSA Region 7 states.

From both an enforcement and educational perspective, efforts by agencies funded through occupant protection helped solidify the importance of traffic safety and supported targets and strategies identified in the Strategic Highway Safety Plan.

Project Summaries / Achievements			
special Traffic Enforcement Program (sTEP)			
<u>13-03</u>			
Ackley Police Department	Task 101	Lake Park Police Department	Task 186
Adams Co. Sheriff’s Office	Task 102	Lamoni Police Department	Task 187
Akron Police Department	Task 103	Laurens Police Department	Task 189
Albia Police Department	Task 104	Leon Police Department	Task 190
Algona Police Department	Task 105	Lisbon Police Department	Task 191
Anamosa Police Department	Task 106	Logan Police Department	Task 192
Aplington Police Department	Task 107	Louisa Co. Sheriff’s Office	Task 193
Arnolds Park Police Dept.	Task 108	Lyon Co. Sheriff’s Office	Task 195
Asbury Police Department	Task 109	Madison Co. Sheriff’s Office	Task 196
Atalissa Police Department	Task 110	Madrid Police Department	Task 197
Atlantic Police Department	Task 111	Manchester Police Dept.	Task 198
Bancroft Police Department	Task 112	Manilla Police Department	Task 199
Bedford Police Department	Task 113	Manning Police Department	Task 200

Belle Plaine Police Dept.	Task 114	Maquoketa Police Dept.	Task 201
Bellevue Police Department	Task 115	Marengo Police Department	Task 202
Belmond Police Department	Task 116	Mar-Mac Police Department	Task 203
Bloomfield Police Dept.	Task 117	Merrill Police Department	Task 205
Bremer Co. Sheriff's Office	Task 118	Missouri Valley Police Dept.	Task 206
Buchanan Co. Sheriff's Office	Task 120	Mitchell Co. Sheriff's Office	Task 207
Calhoun Co. Sheriff's Office	Task 121	Mitchellville Police Dept.	Task 208
Cedar Co. Sheriff's Office	Task 122	Monona Co. Sheriff's Office	Task 209
Centerville Police Dept.	Task 123	Monona Police Department	Task 210
Chariton Police Department	Task 124	Monroe Co. Sheriff's Office	Task 211
Charles City Police Dept.	Task 125	Montgomery Co. SO	Task 212
Cherokee Co. Sheriff's Office	Task 126	Monticello Police Department	Task 213
Cherokee Police Department	Task 127	Moville Police Department	Task 215
Chickasaw Co. Sheriff's Office	Task 128	Nashua Police Department	Task 216
Clarinda Police Department	Task 129	Nevada Police Department	Task 217
Clarion Police Department	Task 130	New Hampton Police Dept.	Task 219
Clarke Co. Sheriff's Office	Task 131	New Vienna Police Department	Task 220
Clay Co. Sheriff's Office	Task 132	DOT/Motor Vehicle Enforce.	Task 221
Columbus Jct. Police Dept.	Task 133	Osage Police Department	Task 222
Coon Rapids Police Dept.	Task 134	Osceola Co. Sheriff's Office	Task 223
Correctionville/Anthon PD	Task 135	Osceola Police Department	Task 224
Crawford Co. Sheriff's Office	Task 136	Oskaloosa Police Department	Task 225
Cresco Police Department	Task 137	Otho-Duncombe Police Dept.	Task 226
Creston Police Department	Task 138	Page Co. Sheriff's Office	Task 227
Davis Co. Sheriff's Office	Task 139	Paullina Police Department	Task 229
Decatur Co. Sheriff's Office	Task 140	Peosta Police Department	Task 230
Decorah Police Department	Task 141	Postville Police Department	Task 231
Delaware Co. Sheriff's Office	Task 142	Pottawattamie Co. SO	Task 232
Denison Police Department	Task 143	Poweshiek Co. Sheriff's Office	Task 233
Denver Police Department	Task 144	Preston Police Department	Task 234
Dickinson Co. Sheriff's Office	Task 145	Ringgold Co. Sheriff's Office	Task 236
Eagle Grove Police Dept.	Task 146	Rock Valley Police Department	Task 237
Earlham Police Department	Task 147	Rockwell Police Department	Task 238
Eldon Police Department	Task 148	Sabula Police Department	Task 239
Eldora Police Department	Task 149	Sac City Police Department	Task 240
Emmetsburg Police Dept.	Task 150	Sac Co. Sheriff's Office	Task 241
Estherville Police Department	Task 151	Sheffield Police Department	Task 242
Fairbank Police Department	Task 152	Shell Rock Police Department	Task 243
Floyd Co. Sheriff's Office	Task 154	Shellsburg Police Department	Task 244
Forest City Police Dept.	Task 155	Sidney Police Department	Task 245
Fremont Co. Sheriff's Office	Task 156	Sigourney Police Department	Task 246
Garnavillo Police Department	Task 157	Sioux Co. Sheriff's Office	Task 247
Glenwood Police Department	Task 158	Sioux Rapids Police Dept.	Task 248
Greene Co Sheriff's Office	Task 159	Spencer Police Department	Task 249
Grinnell Police Department	Task 160	Spirit Lake Police Department	Task 250
Grundy Co. Sheriff's Office	Task 161	Strawberry Point Police Dept.	Task 252
Guttenberg Police Dept.	Task 162	Stuart Police Department	Task 253
Hampton Police Department	Task 163	Sutherland Police Department	Task 254

Hardin Co. Sheriff's Office	Task 164	Taylor Co. Sheriff's Office	Task 255
Harlan Police Department	Task 165	Tipton Police Department	Task 256
Hartley Police Department	Task 166	Union Co. Sheriff's Office	Task 258
Hiawatha Police Department	Task 167	Urbana Police Department	Task 259
Hinton Police Department	Task 168	Wapello Police Department	Task 260
Howard Co. Sheriff's Office	Task 169	Washington Police Department	Task 261
Humboldt Co. Sheriff's Office	Task 170	Waverly Police Department	Task 262
Humboldt Police Department	Task 171	Wayne Co. Sheriff's Office	Task 263
Ida Co. Sheriff's Office	Task 172	Webster Co. Sheriff's Office	Task 264
Indianola Police Department	Task 174	West Union Police Dept.	Task 265
Iowa State Patrol	Task 175	Williamsburg Police Dept.	Task 266
Jackson Co. Sheriff's Office	Task 176	Wilton Police Department	Task 267
Janesville Police Department	Task 177	Winterset Police Department	Task 268
Jasper Co. Sheriff's Office	Task 178	Worth Co. Sheriff's Office	Task 269
Jefferson Co. Sheriff's Off.	Task 179		
Jefferson Police Department	Task 180		
Jesup Police Department	Task 181		
Jones Co. Sheriff's Office	Task 182		
Kingsley Police Department	Task 183		
Knoxville Police Department	Task 184		



During FFY 2013, a total of 156 agencies participated in the special Traffic Enforcement Program (sTEP): 109 police departments, 45 sheriff offices, Iowa State Patrol and the Iowa Department of Transportation/Motor Vehicle Enforcement. Total activity for FFY 2013 sTEP waves can be found in ATTACHMENT B.

The Integer Group

OP 13-03-01-00

See "Media and Public Outreach", page 58 for detailed information.

Polk City Police Department

Central Iowa Traffic Safety Task Force (CITSTF)

OP 13-03-02-00

The Central Iowa Traffic Safety Task Force (CITSTF) is made up of enforcement agencies from Polk, Dallas and Warren counties. These three counties together represent the highest populated area in the state and include the capital city of Des Moines and the numerous surrounding communities. All three counties are included in Iowa's Top 22 Problem Identification counties. During FFY 2013 multi-agency high visibility enforcement efforts were conducted. In August, CITSTF hosted a 1-day training seminar for local prosecutors and law enforcement personnel. Educational and promotional materials were also developed, approved, purchased and distributed.



Council Bluffs Police Department**OP 13-03-03-00**

Through Section 402 funding for enforcement overtime, the Council Bluffs Police Department was able to deploy extra officers on the street for an additional 440 hours. Officers issued 244 seat belt citations and warnings. Moving violations and other citations and warnings totaled 692 violations. Twenty-four of the violations were for impairment. The safety belt surveys showed an improvement from 79% during the first survey to nearly 92% with the second survey. Throughout the year 13 articles were published in the local newspaper with additional coverage by television stations in regard to traffic safety and enforcement. The Council Bluffs Police Department also worked with the Union Pacific Railroad, Union Pacific Police and the Iowa State Patrol on a special railroad crossing enforcement project. The department was also active in participating in corridor and national mobilization events.

Iowa State University Survey and Behavioral Research**OP 13-03-05-00**

Iowa State University, Survey and Behavioral Research Services (SBRS) contracted with the Iowa Governor's Traffic Safety Bureau to conduct the 2013 Public Awareness Survey. The goal of the survey was to gather information on driving patterns and public awareness of traffic safety media campaigns. For consistency purposes, the survey questions and design used the previous 3 years was utilized with the exception of one question which was added upon the request of the Iowa Department of Transportation to collect information about the use of digital message boards. Data was collected from licensed drivers across the state of Iowa at Iowa Department of Transportation Driver Licensing Stations in the following cities: Ankeny, Carroll, Cedar Rapids, Council Bluffs, and Fort Dodge. For the 2013 survey, 694 individuals completed the survey. The data was collected and analyzed by the SBRS staff. Please see "Public Awareness Survey – B-2" on page 17 for detailed information in regard to the survey results. Information gathered through the survey will assist the GTSB in reviewing the effectiveness of current media and outreach strategies.

Dubuque Police Department**OP 13-03-06-00**

Section 402 funding allowed the Dubuque Police Department to work 502 overtime hours of additional enforcement. During funded hours 115 seat belt citations and an additional 39 seat belt warning were issued. Over the funded year, 431 citations and 17 warnings were issued for speed violations.

Krogman & Associates, L.L.C.**OP 13-03-07-00**

The advertising provided by Krogman & Associates is during highly attended state high school championship tournaments. These events are attended by thousands of people of all ages. Beginning in the fall, safety belt messages/public service announcements and signage was displayed during the state football playoffs and championship games held at the University of Northern Iowa, UNI-Dome in Cedar Falls, Iowa. During late February and early March thousands of individuals travel to the Des Moines metropolitan area to attend state high school basketball championship tournaments and the state wrestling tournament held at Wells Fargo Arena. The state wrestling tournament boasts the largest high school wrestling crowd in the nation. The final night alone records a sellout crowd of over 77,000 spectators plus up to 400 credentialed members of the media. To wrap up the school year, additional advertising is provided at the co-ed state track championships held at Drake University in Des Moines, Iowa. Advertising during these tournaments is primarily targeted toward youth and provide a DPS/GTSB logo or graphic and the "Click It or Ticket" logo. A variety of signage was used during FFY 2013 including

rotating electronic signs, non-illuminated rotating scorer's table signs and banners. Additional internet streaming and radio commercials were part of the media mix during the state baseball, volleyball, basketball and wrestling tournament events. The semi-finals and finals for state football, basketball and wrestling were also televised. Krogman & Associates worked through the Iowa High School Sports Network (IHSSN) to have traffic safety messages and the logo of the Governor's Traffic Safety Bureau at the aforementioned events and utilized the IHSSN website, www.ihssn.com. The IHSSN has an estimated potential of reaching over 400,000 individuals annually during these athletic events.



An example of signage at the Iowa High School State Wrestling Tournament, Des Moines, Iowa.

Sports Spotlight USA, Inc.

OP 13-03-08-00

Teen drivers are the primary target audience of Sports Spotlight USA. Funding allowed Sports Spotlight to provide traffic safety messages with the potential to reach thousands of individuals through a multi-media mix including a statewide monthly sports magazine, digital magazine, weekly radio, and e-letters. The distribution of the sports magazine covers over 900 locations in the state of Iowa. Within the magazine, a full-page is dedicated to the "Student Athlete of the Month" which displays the GTSB logo, website information, in addition to a "Click It or Ticket" message. The magazine is estimated to have 75,000 readers each month.

Creative Visions

OP 13-03-10-00

During the contract period, Creative Visions conducted 20 traffic safety workshops for teens on distracted driving prevention and safety belt use. Together these 20 workshops were presented to approximately 750 – 800 attendees. Creative Visions also met with 20 various businesses with an interest in teen traffic safety to develop partnerships and to discuss a plan of action and strategies for working with the Des Moines Public School District in the middle and high schools concerning distracted driving prevention and safety belt use for the 2013-2014 school year.

West Des Moines Police Department

OP 13-03-13-00

The West Des Moines Police Department worked 575.50 hours of overtime high visibility and were active participants in Central Iowa Traffic Safety Task Force (CITSTF) events (OP 13-03-01-00). Enforcement efforts covered all areas of traffic safety. Thirty-two citations were written for seat belt violations. West Des Moines Police Department logged 462 speed citations and 185 speed warnings during the year.

Alliance Sport Marketing**13-405, Task 01**

Alliance Sport Marketing partnered with the GTSB in FFY 2013 to coordinate a “Drive Sober or Get Pulled Over” and “Click It or Ticket” campaigns through motorsport venues across the state. Alliance Sport Marketing utilized the information from Iowa’s Problem Identification identifying the Top 22 counties and the 17 motorsport venues located within those counties. The campaigns were primarily geared to males between the ages of 18 and 44. Premium signage and public address announcements were campaign elements. Schedule posters were also produced and distributed throughout the local communities. Each venue was provided 2,500 posters which were placed in high traffic areas such as gas stations and restaurants.

Blank Children’s Hospital**PAP 13-405, Task 02**

Iowa’s Statewide Child Passenger Safety (CPS) program and expectant parent programs are coordinated through Blank Children’s Hospital, Des Moines. The CPS program continues to expand in Iowa. During FFY 2013, 36 new CPS technicians were certified bringing the total number of techs to 395 statewide; an increase of 3.13% from FFY 2012. Iowa’s recertification rate for CPS technicians continues to be among the top 10 states in the nation. Nineteen car seat safety classes were held for new and expectant parents at Blank Children’s Hospital, Des Moines in which 143 individuals participated. Iowa continues the statewide special needs and loaner seat program. The car seat loaner program is for child patients with special health care needs at Unity Point Health, Des Moines, Iowa. As a means for reference and communication, Blank Children’s Hospital maintains a both a website and an 800 number. The 800 number is answered by a CPS Technician and services families statewide. Child passenger educational pieces (Know For Sure Campaign) were provided to physicians’ offices throughout the state. A total of 10,279 fliers and posters about Iowa’s law in regard to child passenger safety were distributed statewide with the Spanish version representing 7% of the information distributed. During FFY 2013, 48 special needs restraints were provided to Unity Point Health families with an additional 29 infant carriers permanently distributed to low-income families. A highlight of FFY 2013 was the NHTSA Region 7 CPS Technician Conference which was hosted by Iowa. The conference was held September 9 and 10, 2013 in Council Bluffs, Iowa. Over 310 registered technicians and instructors from Iowa, Nebraska, Kansas, Missouri and Arkansas attended the conference. FFY 2013 concluded with a successful Child Passenger Safety Week, September 15 – 21, 2013. During CPS Week, 147 seats were checked and 30 seats were distributed.

Farm Safety 4 Just Kids**13-405, Task 03**

Rural roadway safety and the “Buckle Up or Eat Glass” (BUEG) education materials were updated and new lesson plans and activities were developed. Media campaign materials, support materials and incentives were developed, approved, purchased and distributed. During the program years, 12 sites completed the BUEG project. Resources were sent to an additional 12 communities.

Blank Children's Hospital / ThinkFirst Iowa!**13-405, Task 04**

ThinkFirst Iowa!, through Blank Children's Hospital, completed 117 presentations during the FFY 2013 contract years. These life-saving presentations reached 14,750 students through school assemblies and drivers education classes. Although the goal of 120 presentations reaching 20,000 students was not met, the program was believed to be very effective to the communities and students reached. The ThinkFirst for Kids presentations were down significantly this year but the 38 presentations made reached 4,481 students. During the funded year there was a change in the administrative staff of the program and the elementary program was reviewed for duplication; both of which may have been a reason for the decrease in the number of presentations made. Schools are encouraged to notify their local media of ThinkFirst programs and assemblies. Schools also regularly post information about upcoming assemblies on their website, include in school papers or display on outdoor school marquees.

IMG College**13-405, Task 05**

IMG College, LCC provided public service messages during athletic events at Drake University in Des Moines, Iowa. Signage and audio messages were part of the mix at Drake football and basketball games during the nationally renowned Drake Relays. The Drake Relays alone hosted 45,838 spectators in 2013. Six different traffic safety messages utilizing NHTSA's tagline of "One Text or Call Could Wreck it All" were used throughout the year. Outreach mix also included the use of the large video board at the Drake Stadium, a full-page advertisement printed in the Drake Relays Program (estimated circulation 5,000), and a banner placed on Drake's website www.godrakebulldogs.com that linked to the Iowa Department of Public Safety/Governor's Traffic Safety Bureau website. The Drake website alone had more than 500,000 impressions.

Learfield Sports**13-405, Task 06**

Through Learfield Sports traffic safety messages reached thousands of individuals at Iowa State Cyclone, Iowa Hawkeye, and University of Northern Iowa Panther athletic events. The media mix included radio and web ads. Over the funded year, cyclones.com and hawkeyesports.com had a presence of 1.75 million impressions combined. Such ads were updated throughout the year to match traffic safety campaigns and special events listed on the NHTSA Communications Calendar.

Mercy Medical Center Foundation**13-405, Task 07**

Section 405(c) funding was utilized to purchase child safety seats which were distributed to parents and guardians as needed. The seats were primarily distributed to lower-income, minority families. When a seat was distributed it was also properly installed. Educational materials in both English and Spanish were distributed in regard to child passenger safety.

Screenvision Direct**13-405, Task 08**

Screenvision is the sole source provider of cinema advertising in the state of Iowa with a 90% + cinema market share. Screenvision can provide for a “geographical targeting” of consumers. 30 second PSAs were run in the following areas.

Topic Area	Cinema Flight	Number of Screens	Specific Dates	Early or Late Pre-Show	Urban or Rural Community
Impaired Driving	8 weeks	125	10/19/2012 – 12/13/2012	Early Pre-Show	Urban
Anti-Texting	2 weeks	107	1/11/2013 – 1/25/2013	Early Pre-Show	Urban
Rural Driver	4 weeks	147	3/29/2013 – 4/11/2013	Late Pre-Show	Rural
Rural Driver	4 Weeks	147	9/6/2013 – 9/19/2013	Late Pre-Show	Rural
Safety Belt	6 Weeks	107	4/12/2013 – 5/24/2013	Early Pre-Show	Urban

The Integer Group**13-405, Task 09**

See “Media and Public Outreach”, page 58 for detailed information.

University of Iowa / Injury Prevention Research Center**13-405, Task 10**

In addition to the annual seat belt usage survey, the state of Iowa conducts a statewide child restraint usage rate survey utilizing guidelines approved by NHTSA. The survey and analysis was conducted through the University of Iowa, Injury Prevention Research Center. The 2013 child restraint usage rate in 2013 was recorded at 92.5%; a .151% decrease from 2012.

ISU Survey / Behavior Research Services**13-405, Task 11**

Iowa State University’s Survey and Behavioral Research Services (SBRS) was contracted during FFY 2013 to conduct the annual seat belt survey. Data was collected and analyzed by SBRS with the result indicating Iowa’s overall seat belt usage rate for 2013 was 91.86%. See “Observed Safety Belt Usage – B-1”, on page 15 for detailed information in regard to the survey methodology and results.

POLICE TRAFFIC SERVICES

Program Overview

Police Traffic Services is an area that supports the state's enforcement strategy for high visibility enforcement. Law enforcement plays a critical role in the goal to reduce traffic deaths and serious injuries through both enforcement and educational components. During FFY 2013, 28 law enforcement agencies were funded under the Police Traffic Services emphasis area.

Targets

- Decrease traffic fatalities 1.46% from the 2007 – 2011 calendar base year average of 395.8 to 390 by December 31, 2013.
- Decrease serious injuries by 1.17% from the 2007 – 2011 calendar base year average of 1,717 to 1,689 by December 31, 2013.
- Decrease fatalities per 100 million vehicle miles traveled 2.669% from the 2007 – 2011 calendar base year average of 1.27 to 1.24 by December 31, 2013.
- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 1.65% from the 2007-2011 calendar base year average of 133.2 to 131 by December 31, 2013.
- Decrease alcohol impaired driving fatalities 3.614% from the 2007-2011 calendar base year average from 83 to 80 by December 31, 2013.
- Decrease speeding related fatalities 1.72% from the 2007-2011 calendar base year average of 58 to 57 by December 31, 2013.

Strategies

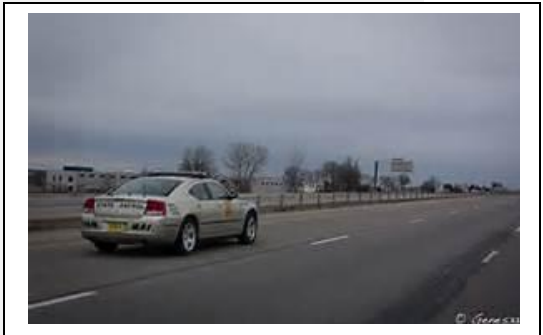
- Provide funding for law enforcement agencies to conduct data-driven high visibility enforcement.
- Utilize educational, outreach and media methods to target high-risk groups that emphasize safe driving habits.
- Purchase equipment (hand-held radar, moving radar, lidar, TruCam lidar, speed trailer, in-car video camera, preliminary breath tester, and fatal vision goggle kits) to be utilized during enforcement efforts.

Results

- Traffic fatalities decreased 7.78% from the 2007 – 2011 calendar base year average of 395.8 to 365.
- Serious injuries decreased 5.88% from the 2007 – 2011 calendar base year average of 1,717 to 1,616.
- Fatalities per 100 M VMT decreased 6.45% from the 2007 – 2011 calendar base year average of 1.27 to 1.16.
- Unrestrained passenger vehicle occupant fatalities in all seating positions decreased 15.15% from the 2007 – 2011 calendar base year average of 132 to 112.
- Alcohol impaired driving fatalities decreased .65% from the 2007 – 2011 calendar base year average of 92.6 to 92.
- Speeding related fatalities increased 20.69% from the 2007 – 2011 calendar base year average of 58 to 70.

Project Summaries / Achievements

Law Enforcement Agencies	PAP
Altoona Police Department	PT 13-04-01-00
Cedar Falls Police Department	PT 13-04-02-00
Burlington Police Department	PT 13-04-03-00
Ankeny Police Department	PT 13-04-04-00
Bettendorf Police Department	PT 13-04-05-00
Davenport Police Department	PT 13-04-06-00
DeWitt Police Department	PT 13-04-07-00
Des Moines Police Department	PT 13-04-08-00
Clive Police Department	PT 13-04-09-00
Johnson County Sheriff's Office	PT 13-04-10-00
LeMars Police Department	PT 13-04-11-00
Lee County Sheriff's Office	PT 13-04-12-00
Coralville Police Department	PT 13-04-13-00
Pleasant Hill Police Department	PT 13-04-14-00
Newton Police Department	PT 13-04-15-00
Marion Police Department	PT 13-04-16-00
Marshall County Sheriff's Office	PT 13-04-17-00
Marshalltown Police Department	PT 13-04-18-00
Norwalk Police Department	PT 13-04-19-00
Polk County Sheriff's Office	PT 13-04-20-00
Scott County Sheriff's Office	PT 13-04-21-00
Story County Sheriff's Office	PT 13-04-22-00
Urbandale Police Department	PT 13-04-23-00
Waukee Police Department	PT 13-04-24-00
Woodbury County Sheriff's Office	PT 13-04-25-00
Warren County Sheriff's Office	PT 13-04-26-00
Windsor Heights Police Department	PT 13-04-27-00
Iowa State Patrol	PT 13-04-28-00



From both an enforcement and educational perspective, efforts by agencies funded through Police Traffic Services helped solidify the importance of traffic safety and supported targets and strategies identified in the SHSP. During FFY 2013, 13,943 overtime hours were spent for high visibility enforcement resulting in the following activity.

Overtime Enforcement Hours	13,943.25
Overtime Education Hours	210.75
OT Alcohol Inspection Hours	112
OWI Arrests	537
Drug-Impaired Arrests	30
.02 Violations	31
Underage Possession	149
Public Intoxication	181
Open Container	1,540
Seat Belt Citations (Day)	1,973
Seat Belt Warnings (Day)	530
Seat Belt Citations (Night)	407
Seat Belt Warnings (Night)	258

Child Restraint Citations	258
Child Restraint Warnings	206
Speed Citations	3,885
Speed Warnings	8,019
Stop Sign/Light Citations	2,973
Stop Sign/Light Warning	299
No Texting Law Citation	156
No Texting Law Warning	8
No Electr Device Teen Citation	6
No Electr Device Teen Warning	4
Other Traffic Violation Citation	3,317
Other Traffic Violation Warning	7,597

The Integer Group

PAP 13-04, Task 29

See “Media and Public Outreach”, page 58 for detailed information.

Coming together is a beginning; keeping together is progress; working together is success. -- Henry Ford

PLANNING AND ADMINISTRATION / PROGRAM MANAGEMENT

Program Overview

During FFY 2013, the GTSB effectively managed 296 contracts utilizing sound practices through the stages of planning, programming, implementation, monitoring/review, follow-up, and adjustment. Staff was familiar with the data and areas identified in the state's Problem Identification, the GTSB's Highway Safety Plan and the Strategic Highway Safety Plan and acknowledged the importance of partnerships and collaboration to implement and fulfill countermeasures and strategies to reduce traffic fatalities and serious injuries. Staff supported grantees in regard to program efforts through thorough monitoring and oversight. In addition to the management of contracts, all GTSB Program Administrators had specific areas of expertise assigned to them including but not limited to impaired driving, youth, distracted driving, occupant protection, special Traffic Enforcement Program (sTEP), Drug Recognition Expert (DRE), and Advanced Roadside Impaired Driving Enforcement (ARIDE).

Patrick Hoyer was appointed the position of Bureau Chief of the Governor's Traffic Safety Bureau in November 2012. In that position he serves as the administrator of Iowa's highway safety program and supervises the GTSB staff. Upon his appointment, he initiated a survey to be sent to all contractors to garner feedback on how the GTSB was doing and what contractors would like from the GTSB. The Bureau overwhelmingly received positive comments from contractors. Staff of the Bureau play an integral part of Iowa's overall traffic safety program. The following paragraphs provide a synopsis of GTSB staff and duties.

Audrey Becker serves as the Grant Administrator. The position of Grant Administrator manages the GTSB's grant funding process including the use of the web-grant system. The application process is critical for the overall traffic safety program. Proper notification to agencies of available funds, posting of web applications and other contract related documents are all steps in the application process. The Grant Administrator also provides grantees information through blanket e-mails, particularly in regard to corridor events, sTEP waves, and national mobilizations such as "Click It or Ticket" and "Drive Sober or Get Pulled Over".

Program Administrator Denny Becker is the GTSB's Alcohol Program Coordinator. Denny actively served on the Black Hawk County Arrive Alive Comprehensive Traffic Safety Committee, the Black Hawk County INRCOG – Metropolitan Area Transportation Policy Board Multi-Disciplinary Safety Team, Southwest Iowa Freeway Team (SWIFT – serves Pottawattamie County, Council Bluffs and the greater Omaha Metro area) Incident Management Team, the Tri-State Traffic Incident Management Team (including the Sioux City and Woodbury County agencies, South Dakota, and Nebraska), the Strategic Prevention Framework State Incentive Grant (SPF SIG – through the Iowa Department of Public Health), and the Statewide Underage Drinking Prevention Taskforce (through the Office of Drug Control Policy and the Iowa Department of Public Health). Denny assisted two other staff members during the year in attending events in which the desktop driving simulator was presented.

Sandy Bennett serves in the positions of Compliance Officer and Program Administrator. In addition to managing grants, other responsibilities include the coordination of all the GTSB's media, special projects, outreach at the Iowa State Fair, and the planning of the GTSB Annual Governor's Highway Traffic Safety Conference. Throughout the year Sandy also attend Statewide Traffic Records Coordinating Committee meetings.

In addition to managing contracts, Program Administrator Jim Meyerdirk serves as the Bureau's Law Enforcement Liaison and manages Iowa's Drug Recognition Expert (DRE) program. Jim also organizes corridor events and Advanced Roadside Impaired Driving Enforcement Program (ARIDE) trainings throughout the state.

Program Administrator Mick Mulhern serves as the Youth Coordinator and manages the Bureau's social media through postings on Facebook and Twitter. Mick also assisted two other Program Administrators throughout the year at events where the GTSB's desktop driving simulator was utilized to deliver messages on the dangers of distracted and impaired driving. Mick was also asked by the DOT to be part of a panel of presenters during a break out session at the Lifesaver's Conference in Denver, CO in April on social media and its uses in the traffic safety area. In June, 2013 Mick was asked by TSA and NHTSA Region 7 to participate as part of a team to create and "Youth Traffic Safety Program". The team included various members from DOT and NHTSA and worked together in Oklahoma City to develop curriculum for use in the traffic safety industry through a desk top instructor led webinar concept.

Program Administrator Mark Nagel serves as Iowa's Occupant Protection Coordinator. In addition to managing grants, during FFY 2013 Mark served on the Steering Committee of the Greater Des Moines SAFE KIDS Coalition, Central Iowa Traffic Safety Task Force (CITSTF) and was a member of the Des Moines Fit Station. Mark is Certified Passenger Safety Technician and helped organize and host the NHTSA Region 7 Child Passenger Safety Regional Conference held in Council Bluffs, IA, September, 2013.

Program Administrator Jennifer Parsons specializes in the area of distracted driving. In addition to managing contracts, Jennifer is a member of the National Association of Women Highway Safety Leaders and an organization within the Quad Cities area called "Community Awareness of Road Safety" (CARS). Jennifer was one of three GTSB staff who traveled throughout the state to present the desktop driving simulator to help deliver messages on the dangers of distracted and impaired driving. During FFY 2013, Jennifer began the development of "Employer Distracted Driving Program".

Randy Hunefeld serves as the Program Administrator for the special Traffic Enforcement Program (sSTEP). During FFY 2013 there were 156 sSTEP contracts. Randy represents the GTSB by serving on many committees and projects including State Road Safety Audit Teams and Local Agency Safety Workshops. Randy also serves on the Multi-Disciplinary Safety Team (MDST) Advisory Team and actively participated in MDSTs in Sioux City, Clinton, Dubuque, Ames, Fort Dodge, Mason City, Davenport, Waterloo, Des Moines and Council Bluffs.

Beth Chipp continued to be responsible for the GTSB's overall budget, claims processing and financial audits. Beth is proficient in the use of NHTSA's Grant Tracking System to set up accounts to prepare federal vouchers to reimburse claims submitted for traffic safety project expenses. An important element of her position is to assist grantees and GTSB team members on financial matters. Beth will be retiring on December 31, 2013 after 34 years with the state of Iowa; 5 of which were with GTSB.

Amy VanGundy is the Bureau's Assistant Financial Manager. Duties of the position included auditing contractor claims for reimbursement of purchases, travel and overtime, audit GTSB and other direct-bill travel claims in addition to maintaining databases for equipment purchases by contractors and A-133 audits.

Joanne Tinker serves as the Program Evaluator and is responsible for preparing the Highway Safety Plan/Funding Applications, the Problem Identification report and the GTSB Annual Evaluation Report. Joanne also serves as a co-chair of the Statewide Traffic Records Coordinating Committee (STRCC) and is responsible for the submission of the Traffic Records Strategic Plan and reporting of data-related projects within the Traffic Records Improvement Program Reporting System (TRIPRS). During FFY 2013, Joanne served on the State Strategic Highway Safety Plan (SHSP) Advisory Committee.

Ihla Hochstetler serves as the GTSB Office Coordinator and is the Administrative Assistant to the Bureau Chief. Other duties include providing assistance in numerous other areas including DRE Board Secretary, program administration, office inventory, financial management, contract equipment database, and resource library. Ihla is responsible for the supply and distribution of GTSB promotional items and educational materials.

A highlight of every fiscal year is the Annual Governor's Highway Traffic Safety Conference which is well attended and provides a venue to recognize partners that have exemplified outstanding traffic safety efforts and projects.

Targets

- Provide expertise, analytical experience and data necessary for partners to initiate effective highway safety projects.
- Evaluate/monitor the effectiveness of projects toward the common goal to reduce fatalities and serious injuries on Iowa's roadways.
- Represent the Governor's Traffic Safety Bureau on the SHSP Advisory Board.
- Support the implementation of the safety strategies within the SHSP with the Highway Safety Plan.
- Host an Annual Governor's Highway Traffic Safety Conference.
- Ensure the coordination of the Highway Safety Plan with the state's SHSP.
- Evaluate traffic safety projects.

Strategies

- Through continues training efforts, keep the GTSB team updated on the process of electronic grant monitoring to simplify contract compliance and overall program management.
- Through electronic grant monitoring, ensure consistency on grant reporting.
- Review opportunities for highway safety initiatives throughout the state.

Results

In November 2012 when a survey was sent out to GTSB contractors about their experience with the Governor's Traffic Safety Bureau.

- *77% felt they had an excellent relationship with the Bureau;*
- *83% felt they had an excellent relationship with their Program Administrator;*
- *85% felt that being a partner with the GTSB has made a substantial positive impact on traffic safety in their community*

On March 19-20, 2013 the Iowa Governor's Traffic Safety Bureau held its 23rd Annual Governor's Highway Traffic Safety Conference at the Meadows Conference Center, Altoona, Iowa. Nearly 270 attendees heard presentations on crash reduction, speed enforcement, new federal highway safety directives, mental health issues and traffic safety, commercial vehicle enforcement, and traffic safety issues for youth.

Conference evaluations revealed it to be one of the most successful conferences ever held by the Bureau. Overall, participants ranked the conference as “excellent” (88.7%). Speakers were ranked 94% as “excellent”. One speaker received an “excellent” rating from *every* attendee. Comments on the conference included:

- “All of the speakers were knowledgeable and presented well. The ease of registration and the facility were outstanding. Good visual presentation and a nice variety of breakout sessions.”
- “Everything was well put together. I had a great experience at the conference and hopefully will be back next year. The guest speaker on day two was phenomenal!”
- “There was a lot of information that was useful and that I will be able to take back to the office.”
- “Awesome conference!”
- “It was good to see what tools and resources are out there and available for law enforcement.”

During the event, outstanding traffic safety efforts were recognized with awards presented by the Iowa Department of Public Safety Commissioner. Commissioner’s Special Awards for Traffic Safety were presented to:

- Sergeant Paul Batcheller, Iowa City Police Department
- Kevin Blanshan, Iowa Northland Regional Council of Governments
- James Bleskacek, Iowa Division of Criminal Investigation Laboratory
- Jack Latterell, Safety Engineering Consultant
- Major Tim Leinen, Iowa State Patrol
- Tom McDonald, Iowa State University Institute for Transportation
- Officer Samuel Miller, Davenport Police Department
- Sr. Police Officer Christopher Mock, Des Moines Police Department
- Trooper Durk Pearston, Iowa State Patrol
- David Porter, Assistant Polk County Attorney
- Trooper Nate Snieder, Iowa State Patrol
- Mary Stahlhut, Iowa Department of Transportation
- Trooper Tyson Underwood, Iowa State Patrol
- Randy Will, Webster County Engineer
- Norwalk Fire Department

Officer Mike Dixon of the Des Moines Police Department was presented with the Kip Hayward Award for his efforts in removing impaired drivers from our roads and reducing traffic related deaths and injuries. The award is named in honor of the late Polk County Iowa Deputy Kipton Hayward who was killed by an impaired driving during a traffic stop with another impaired driver. Trooper Brian Moses of the Iowa State Patrol was recognized as “Class Valedictorian” of a recent Drug Recognition Expert certification training. Other law enforcement officers recognized for their efforts in apprehending impaired drivers were:

- Deputy Benjamin Bartholomew, Cass County Sheriff’s Office
- Officer Colin Boone, Des Moines Police Department
- Officer Jeremy Bossard, Iowa City Police Department
- Trooper Marc Griggs, Iowa State Patrol
- Deputy Caleb Haverdink, Sioux County Sheriff’s Office
- Officer Allen Ludeking, Decorah Police Department
- Patrolman Dan Plueger, Le Mars Police Department
- Officer Brad Walter, Waterloo Police Department

Project Summaries / Achievements

Iowa State University Conference Planning and Management AL/OP/PT 13-07-02-00

Iowa State University Conference Planning was an integral part of the success of the 2013 Governor's Traffic Safety Conference. The 2013 conference was held at The Meadows Convention Center, Altoona, IA, March 19 - 20, 2013. There were 369 individuals registered for the conference. The contractor did the behind the scenes work to send out and review proposals for the conference location and developed a website and electronic communications for the conference registration process. All registration fees, conference handouts and billings were handled by the contractor. Iowa State University, Conference Planning and Management have been secured for FFY 2014 and are underway in the planning of the 2014 conference to be held at Grand River Center/Grand Harbor Resort, Dubuque, Iowa, April 9 – 10, 2014.

PEDESTRIAN/BICYCLE SAFETY AREA

Program Overview

In 2010, 4,280 pedestrians were killed and an estimated 70,000 were injured in traffic crashes in the United States. On average, a pedestrian was killed every two hours and injured every eight minutes in traffic crashes (NHTSA, "Traffic Safety Facts – Pedestrians", 2010 Data, DOT HS 811 625, August 2012)

The goal to reduce pedestrian fatalities and serious injuries is two-fold, as is bicyclist safety. Pedestrian and bicycle safety involves the pedestrian / bicyclist and motorists. NHTSA's brochure "Everyone is a Pedestrian!", (DOT HS 811 785, June 2013) sets the perspective of pedestrian safety by saying "whenever you are not in your vehicle, you are a pedestrian".

Pedestrians, bicyclists, and motorists all have a right to use Iowa's roadways. Pedestrians and bicyclists should never assume that a driver will see them. Pedestrians need be attentive, avoid possible distractions such as electronic devices and know the traffic mix. The same is true for bicyclists. Motorists need to be aware of pedestrians and bicyclists at all times, observe the laws of pedestrian crosswalks and be extra careful during times when it is hard to see, such as nighttime or during bad weather – to name a few. Walking, running, and bicycling activities are gaining in popularity in Iowa; therefore, it is especially important for pedestrians, bicyclists, and motorists to be vigilant of one another.



A sign in downtown Des Moines reminds motorists to be alert and yield to pedestrians.

Targets

- Reduce pedestrian fatalities 8.257% from the 2007-2011 calendar base year average of 21.8 to 20 by December 31, 2013.
- Purchase and distribute bicycle helmets throughout the state to encourage usage by all riders.

Strategies

- Through contractual services, address bicycle safety needs through the purchase and distribution of bicycle helmets to communities across Iowa.

Results

The goal to reduce pedestrian fatalities was met. Over the past 5 years there has been significant fluctuation in pedestrian fatalities. When analyzing the last 5 years of data (2008 – 2012) Iowa has experienced an upward trend in the number of pedestrian fatalities. That, in part, could be because of a 39% increase in fatalities between 2010 and 2011. This one year of such an increase may have been an anomaly that shifted the trend.

Project Summaries / Achievements

Blank Children's Hospital

PS 13-08-01

During FFY 2013, six communities across Iowa (Urbandale, Carroll, Adel, Waverly, Glidden and Des Moines) were provided with helmets that were distributed to children during health fairs, bike rodeos and EMS awareness activities. Each community was given NHTSA's instructions on fitting helmets. Bicycle reflectors were also distributed to all the communities that received helmets. Pre- and post-observational surveys were conducted in each of the communities. Four of the six communities where helmets were distributed and education provided saw an increase in helmet use. Bicycle safety was also promoted during the Des Moines Downtown Farmers Market during May. Blank Children's Hospital also distributed bicycle helmets on an as needed basis to low income and minority individuals through the emergency department and the Center for Advocacy and Outreach. During the funded year a total of 465 helmets were distributed. Bicycle safety education kits have been assembled for the Iowa State Patrol Safety Education Officers. Each kit contains "All Heads Covered" curriculum, Jell-O brain mold, sample helmet, helmet fit test cards and educational materials.



To be effective, bicycle helmets need to be fit properly. A helmet needs to be snug and fit level on the head.

ROADWAY SAFETY AREA

Program Overview

The Roadway Safety area allows for further partnerships that include the element of engineering in addition to the importance of collaboration. Roadway Safety contracts with the Iowa Department of Transportation were supported through Section 402 funding. Specific program areas included Safety Circuit Rider, Traffic Engineering Assistance Program (TEAP) and Multidisciplinary Safety Teams (MDSTs).

Targets

- To provide the contractual services necessary to complete traffic engineering studies at the city and county levels where such expertise is not available.
- To participate in training programs designed to enhance the traffic safety expertise of engineers, traffic technicians and maintenance personnel at the state, county and city levels.
- Continue to develop and support the concept of Multidisciplinary Safety Teams.

Strategies

- Continue the partnership with the Iowa Department of Transportation to facilitate engineering improvements in all areas of the state.
- Target road safety efforts in Iowa's work crash corridors utilizing the Iowa Department of Transportation's identified top 5% locations.
- Educate local traffic safety personnel to enhance traffic safety stakeholders to become involved in groups such as Multi-Disciplinary Safety Teams.

Results

Section 402 funding helped support engineering and multidisciplinary efforts and strengthened collaboration toward the ultimate goal to reduce fatalities and serious injuries.

Project Summaries / Achievements

Iowa Department of Transportation Office of Traffic and Safety/Safety Circuit Rider RS 13-10-01

Section 402 funding provided to the Safety Circuit Rider Program supported local traffic safety efforts and promoted growth in safety awareness. During FFY 2013, 583 engineers and their staff were trained in the circuit rider program. The number of individuals trained was 62% higher than the goal of 360 for the year. An additional 44 workshops were conducted for where 1,487 state and local employees were trained in the FHWA-approved courses. Registered flagger training and work zone safety and flagger training workshops were also presented. Individuals managing the circuit rider program also participated in all sessions of the Local Agency Fall Safety Workshops scheduled in October 2012.

**Iowa Department of Transportation
Office of Traffic and Safety/TEAP
RS 13-10-02**

Through the Traffic Engineering Assistance Program (TEAP) traffic engineering expertise was provided to local governments with the ultimate goal to identify cost-effective traffic safety and operational improvements as well as potential funding sources to assist in the implementation of the recommendations. This program was available to cities and counties, typically with populations of less than 35,000, which did not have the resources of an on-staff traffic engineer. Work was conducted on a total of 40 different studies. TEAP Traffic Safety studies were completed at 14 locations. An additional 5 studies were completed for Safe Routes to School locations. There are 13 TEAP studies being carried forward. 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.

**Iowa Department of Transportation
Office of Traffic and Safety/MDSTs
RS 13-10-03**

FFY 2013 funding supported for the continuation of a Multidisciplinary Safety Team (MDST) Advisory Team. The MDST Advisory Team consists of members from the Governor's Traffic Safety Bureau; Iowa Department of Transportation Offices of Traffic and Safety, Systems Planning, Emergency Operations, and Motor Vehicle Enforcement; Federal Highway Administration (FHWA), Iowa State University – Institute for Transportation, Safety Circuit Rider, the Iowa State Patrol in addition to state fire response personnel. The MDST Advisory Board met 12 times during FFY 2013.

The structure of MDSTs allows for traffic safety professionals from enforcement, engineering and other safety-related disciplines to hold stakeholder meetings where local safety issues are addressed.



The MDST Advisory Team met at the Department of Transportation Office in Ames, Iowa in December of 2012. Representatives from NHTSA's Region 7 Office (Susan DeCourcy, Romell Cooks and Dean Scott) and Patrick Hoyer, GTSB Bureau Chief were also in attendance.

YOUTH/ALCOHOL SAFETY PROGRAM

Program Overview

At the end of 2012, there were 170,550 licensed drivers in the state of Iowa 19 years of age and younger. This represented 7.9% of all licensed drivers in Iowa. Although Iowa is experiencing a general downward trend in the number of teen fatalities, drivers under 20 years of age still represented 13.15% of traffic fatalities in 2012. In addition, of the 47,818 total crashes reported in Iowa in 2012, drivers 19 and under were involved in 6,959, or 14.6%.

Targets

- To decrease drivers age 20 or younger involved in fatal crashes 2.85% from the 2007 – 2011 calendar base year average of 65.8 to 62 by December 31, 2013.

Strategies

- Through the promotion of social norming, peer interaction and discussion of possible alternative, extend a positive influence on Iowa teens and young adults in regard to the use of alcohol, illegal drug use, particularly as it relates to the operation of a motor vehicle.

Results

- Fatalities of drivers age 20 and younger decreased 27% from the 2007 - 2011 calendar base year average of 65.8 to 48.

Youth alcohol programs provided for educational events and materials in regard to the impact of alcohol. In addition to impaired driving, programs and presentations also incorporated other traffic safety messages in their projects.

During the year staff of the GTSB touched on the dangers of impaired driving through the desk top simulator presentations and programs at high schools by incorporating fatal vision goggles so students could experience in a safe manner the effects of alcohol.

“Involving and engaging teens in the safety process helps them understand that the freedom of mobility comes with choosing responsibility behind the wheel.”

David Strickland
Administrator, NHTSA
Students Against Destructive
Decisions (SADD)
Teen Traffic Safety Briefing
Washington, D.C.
“Choose Freedom,
Choose Responsibility”

Project Summaries / Achievements

Iowa State University, Department of Public Safety

YA 13-11-01-00

Through this project, Iowa State University students were provided the opportunity to create traffic programs to be implemented within the high school setting. Throughout the year 415 high school students representing 31 Iowa counties were reached through this program. Programs were geared toward changing driver behavior. A college program reached an additional 2,512 students in face to face events. Student participants were reminded of the risks associated with alcohol-impaired, drowsy, and distracted driving. The venues provided an opportunity to share driving situations for future safety strategies.

Department of Transportation, Office of Traffic and Safety

YA 13-11-02-00

The program was not conducted this year. A new effort has been planned for FFY 2014.

Morningside College

YA 13-11-03-00

No additional colleges were secured for the "Sober Driving Saves" program. Western Iowa Tech Community College, Briar Cliff University, University of Iowa and Grinnell College were all contacted. Individuals at each of the colleges were interested, however they were not able to follow through and acquire support to implement a new program.

TRAFFIC RECORDS

Program Overview

Iowa recognizes the importance of quality traffic records. To be able to plan, manage, and evaluate a traffic safety program, quality records are essential. Through the Statewide Traffic Records Coordinating Committee (STRCC), Iowa strives to continually improve the overall traffic records system. STRCC is comprised of professionals from various traffic safety disciplines. Iowa's traffic records system includes six core datasets – crash, vehicle, driver, roadway, citation/adjudication, and EMS/Injury Surveillance. STRCC understands that traffic records data is the foundation for overall traffic safety projects as the data is used to identify problems and countermeasures. Projects supported by federal funding focus on improving the accuracy, completeness, timeliness, uniformity, accessibility and integration of the overall traffic records system while complying to national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory of Roadway Elements (MIRE).

Iowa continues to maintain and manage state data-related projects in NHTSA's Traffic Records Improvement Program Reporting System (TRIPRS).



Iowa has clearly identified two areas where crash data could be improved: Occupant Protection and BAC Testing. FFY 2012 crash data indicated that out of the 365 fatalities, 31 (8.5%) were submitted indicating "unknown" safety belt usage. From that information it is difficult to accurately report how many fatalities occurred where the victim did not use a safety belt. Iowa currently ranks 52nd in the nation (including Puerto Rico and the District of Columbia) NHTSA "Traffic Safety Facts, State Alcohol-Impaired Driving Estimates – 2011 Data", May 2013, DOT HS 811 776) in testing of BAC in drivers involved in fatal collisions. 2011 data reflects 70% of Iowa's driver fatalities were not tested for BAC. Through enhancements within TraCS Version 10 and education, Iowa anticipates measureable improvement in both areas.

Targets

- Continue the review and implementation of recommendations identified from the 2011 Traffic Records Assessment to improve the overall effectiveness and completeness of the traffic records system.
- To provide for continued support of the statewide electronic crash reporting through Traffic Records and Crime Software (TraCS).
- Continue to integrate crash data/utilization for use by the injury prevention research community.
- Deploy a traffic records portal.
- Expand the roadway system through the collection of intersection / interchange data.
- Continue utilizing the Traffic Records Improvement Program Reporting System (TRIPRS) for project management.

Strategies

- With assistance of the Iowa Department of Transportation Web Team, design a data portal to include all areas of traffic records.
- Support the upgrade of TraCS 7.3 to TraCS 10 through funding for overtime and support services.
- Expand the possibilities of integration of crash and citation data for current and future
- Utilize TRIPRS to manage data-related projects with emphasis on setting goals and performance measures.

Results / Overall Achievements

During FFY 2013, four STRCC meetings were held: October 10, 2012; January 31, 2013; May 23, 2013; and September 26, 2013. The attendance at each meeting ranged between 35 to 45 individuals with those attending representing an array of traffic safety partners from numerous disciplines.

Crash data was the foundation and driving force for the development of the Iowa Strategic Highway Safety Plan (SHSP). Through the collaboration of numerous traffic safety partners the coordinated safety plan provides a comprehensive framework for reducing highway fatalities and serious injuries. The 2-year plan was written using a data-

driven, innovative and proactive planning process that coordinates with the FFY 2014 Highway Safety Plan. The collective goal between the two plans is to achieve a 15% reduction in fatalities and major injuries by the year 2020. The 3-year SHSP specifically addresses research and data and recognizes that in addition to crash data, records in regard to vehicle, driver, roadway, citation and medical outcome records provide pertinent information to complete the picture of traffic safety. To strengthen the data quality and accessibility, two goals identified in the SHSP include: 1) Launch a traffic records web portal to provide access to all six safety data sets by the end of the three-year period, and 2) Create a web-based analytical tool by the end of the three-year plan period.

The data portal development was delayed due to the involvement of key data personnel with the SHSP revision. Near the end of FFY 2013, representatives from the six data system area met to revisit the data portal concept and project with an anticipated launch of a website with the assistance of the Iowa Department of Transportation web team. Through the discussion for the data-portal development, initial concepts for the web-based analytical tool were identified.

Iowa utilizes the Traffic Records Improvement Program Reporting System (TRIPRS) to maintain detailed information on all traffic records projects in the state's Traffic Records Strategic Plan (TRSP).



The September 26, 2013 Statewide Traffic Records Coordinating Committee (STRCC) was held in Iowa City, IA.

The crash data system was enhanced as law enforcement agencies utilizing Traffic and Criminal Software (TraCS) were converted to Version 10. Enhancements through the upgraded software will improve the accuracy and completeness of electronically submitted data.

Project Summaries / Achievements

Iowa Department of Transportation/Driver Services

13-408, Task 01

Funding through this projects supports behavior studies and research conducted at the University of Iowa Injury Prevention Research Center (IPRC). Through the integration of driver and crash data the IPRC continues behavioral studies and research. Work continues on a research project titled "Epidemiology of Farm Equipment/Vehicle Roadway Crashes". The goal of this project is to profile crashes and subsequent injuries, and identify individual, vehicle and environmental risk factors using Department of Transportation data from nine Midwestern states. Studies also continue in the young-driver in-car camera project, ATV crashes, and the pilot project for digital imaging by responding public safety personnel at the scene of a motor vehicle accident to be transmitted to the receiving hospital emergency department for assessment of the type of injuries.

Iowa Department of Transportation

Motor Vehicle Enforcement / TraCS

PAP 13-408, Task 2

Section 408 funding was utilized to support TraCS (Traffic and Criminal Software) throughout Iowa. TraCS is the electronic platform utilized in Iowa to collect crash data. Fields within TraCS mirror the Iowa Crash Report form, designed around federal guidelines such as the Model Minimum Uniform Crash Criteria (MMUCC) and the Fatality Analysis Reporting System (FARS). TraCS continues to improve traffic records in the state of Iowa by improving accuracy, completeness, timeliness and uniformity. During FFY 2013, work continued to convert to TraCS Version 10 with the goal to have the conversion completed by the spring of 2014. At the close of FFY 2013, 205 Iowa law enforcement agencies submitted crash reports electronically and at the end of the 4th Quarter of FFY 2012, 92% of crashes were reported electronically. At the beginning of the FFY, 63% of traffic citations were submitted electronically increasing to 65% by the close of the program year.

Iowa Department of Transportation

Office of Traffic and Safety

PAP 13-408, Task 03

Through FFY 2013 funding, the Iowa Department of Transportation, Office of Traffic and Safety began the process to enhance the roadway data system with intersection and interchange data. Iowa's Geographic Information Management System (GIMS), maintained by the Iowa Department of Transportation for roadway and traffic volume data will be expanded through this project. Prior to this project, Iowa did not maintain intersection/interchange data; thus the project started at a baseline of zero. Intersection elements were collected during FFY 2013. Due to the number of intersections in Iowa (165,264) the collection efforts first focused on the primary system and then the secondary and municipal systems. During FFY 2013, 80% of the primary system elements were collected and stored in an interim database. An additional 80% of the secondary system elements were also collected and stored in an interim database. Collection of intersection/interchange elements will be continued in FFY 2014. FFY 2013 also produced the development of 30 videos for the web-based CMaT video training, however, as of the close of the funding year, the training videos had not been posted to the web.

Iowa State Patrol**PAP 13-408, Task 04**

During FFY 2013, the Iowa State Patrol finalized the purchase, installation and training of the “vistaFX3 Pro Recon+” 3-D animation software. The software allows Iowa State Patrol reconstructionists to create graphical linear momentum analysis with real-time calculations. The final training on the software was provided during this funding period to 22 Iowa State Patrol accident reconstructionists. Funding also allowed for an officer of the Iowa State Patrol to attend the National Model Steering Committee Meeting in Charlotte, North Carolina, August 22 – 23, 2013. The Iowa State Patrol continues to provide input in the future development of the Traffic and Criminal Software (TraCS) through the attendance at National Model meetings and other highway safety data improvement/management conferences and seminars.

In-Trans at Iowa State University /**Iowa Traffic Safety Data Service****PAP 13-408, Task 05**

In-Trans and the Iowa Traffic Safety Data Service (ITSDS) provide traffic safety data-related analyses and presentation materials as requested for decision-making, effective presentation of information, and education. During FFY 2013 ITSDS addressed over 100 requests from or on behalf of more than 30 different agencies / individuals. Major efforts completed or undertaken during FFY 2013 included a motorcycle helmet survey and analysis, creation of specialized county maps, preparation of lane departure crash data, creation of specialized maps for each sTEP agency and for use at the Fall Safety Workshops. ITSDS also provided ongoing support for several Department of Transportation, Office of Traffic and Safety efforts in addition to requests that were multidisciplinary in nature. Most importantly, the safety data analysis conducted by the ITSDS has assisted agencies in better decision making through the effective use of limited resources. Funding also allowed for In-Trans/ITSDS staff to attend the International Traffic Records Forum in October 2012 in Biloxi, Mississippi in October 2012.

Iowa Department of Public Health / EMS**PAP 13-408, Task 06**

The collection of EMS run data was successful in 2013 as the Iowa Department of Public Health is now in the possession of large amounts of data. Over the course of FFY 2013, 384 services submitted EMS run data. All EMS coordinators, EMS advisory boards, etc. are aware of EMS service responsibility, and over the years significant progress has been made. The emphasis with the Department of Public Health, Bureau of EMS in addition to other states and federal partners is switching emphasis to data quality, which may be challenging for the submission of run data. The Department of Public Health has issued an RFP for the requirements to move to NEMESIS, Version 3.

Iowa Department of Public Health / CODES**PAP 13-408, Task 07**

During the funded year, 2012 inpatient hospital data, outpatient emergency department data, and 2012 death data was imported for linkage to crash data. A report entitled “A Comparison of Iowa Crashes Involving Older Drivers Using Linked Data” was completed in addition to a report updating motor vehicle related deaths from 2007 – 2010. Both reports were added to the CODES website at <http://www.idph.state.ia.us/apl/codes.asp>. The report “A Comparison of Iowa Crashes involving Older Drivers Using Lined Data” was presented to the Statewide Traffic Records Coordinating Committee (STRCC) in January 2013. Funding in this area also allowed for CODES specialists to attend the 38th Annual Traffic Records Forum in Biloxi, Mississippi in October of 2012.

MOTORCYCLES

Program Overview

As the popularity of motorcycle riding is increasing, Iowa has strived to remind motorists to be vigilant of motorcyclists and to share the road. In turn, motorcyclists are encouraged to improve their riding skills, wear appropriate gear, and to be cognizant of the rest of the motoring public. The use of motorcycles continues to expand in Iowa. In 2011 there were 267,550 licensed motorcyclists in Iowa.

Targets

- Decrease motorcycle fatalities 2.74% from the 2007 – 2011 calendar base year average of 51.4 to 50 by December 31, 2013.
- Decrease unhelmeted motorcyclist fatalities 3.75% from the 2007 – 2011 calendar base year average of 42.6 to 41 by December 31, 2013.

Strategies

- Continue motorcycle safety by supporting an Annual Motorcycle Safety Forum.
- Continue promoting motorcyclists to enhance their riding skills and personal safety by attending motorcycle training programs and wearing protective gear.
- Expand efforts to improve safety awareness of motorcycles for both riders and the general public through educational materials, outreach and media campaigns.

Results

- Motorcycle fatalities increased 8.95% from the 2007 – 2011 calendar base year average of 51.4 to 56.
- Unhelmeted motorcyclist fatalities increased 5.63% from the 2007 – 2011 calendar base year average of 42.6 to 45.

Due to Iowa's weather conditions, the amount of time when individuals can ride is limited. That makes it especially important to recognize the needs of riders and to remind them about being a responsible rider, wear the appropriate gear and ride within their limits. Although Iowa does not have a helmet law, motorcyclists are encouraged to wear helmets, other protective gear and visible clothing.

Project Summaries / Achievements

Iowa Department of Driver Services

PAP 12-2010, Task 01

2013 marked the 10th year of the Motorcycle Forum which was held in Des Moines in April. With a record crowd of over 500 in attendance, the speakers addressed accident scene management, riding in groups, stats and insurance. Coupons for free course training were distributed at the forum with a great deal of those coupons being redeemed. "Share the Road" brochures were updated and will continue to be used throughout the state for motorcycle education programs.



The Integer Group
PAP 13-2010, Task 02

See “Media and Public Outreach”, page 58 for detailed information.

Radio Iowa News
PAP 13-2010, Task 01

Radio Iowa produced traffic safety radio messages for statewide broadcast; eight general traffic safety messages and 10 motorcycle specific messages. A total of 15 traffic safety messages aired per week on two statewide networks: Radio Iowa – 64 stations and Brownfield Iowa – 55 stations. Distributed traffic safety messages for 14 weeks totaled 12,780 radio station messages. Additional motorcycle specific safety messages were aired over a 12-week campaign totaling 10,212 total local radio station messages. Donated messages accounted for 10 messages on Brownfield and 61 on Iowa Radio, totally 4,444 donated local radio station messages in regard to traffic safety in general. The donated airtime and reduced rate value equaled \$ 3,728. An additional 3 messages on Brownfield and 40 messages on Radio Iowa were specific to motorcycle safety totaling 2,725 donated local radio station messages. The donated airtime and reduced rate value specific to motorcycle safety was \$ 9,738. The exposure is estimated as follows:

Traffic Safety Messages

Reach: 746,200 (*Net number of different people who hear your message at any given exposure.*)

Frequency: 12.4 (*Net number of times each person hears it on average.*)

Gross Impressions: 9,280,900 (*Number of different times your message is heard on average.*)

Motorcycle Specific Safety Messages

Reach: 741,100 (*Net number of different people who hear your message at any given exposure.*)

Frequency: 11.5 (*Net number of times each person hears it on average.*)

Gross Impressions: 8,556,400 (*Number of different times your message is heard on average.*)

SPEED

Data reflects that speed is one of the most prevalent factors contributing to fatal and serious traffic crashes. Speed continues to be a difficult area to address as society seems to be drawn to entertainment and vehicle advertisements where high-speed and reckless driving is portrayed. In Iowa, speed was reported as a contributing factor in almost 20% of all fatalities in 2012. Over the last decade, speed has been the number one causation for traffic fatalities and serious injuries in the state of Iowa. Between 2007 and 2011, 67% of speed-related fatal and serious injury crashes occurred in rural areas.

*“Leave sooner, driver slower,
live longer” – Author
Unknown*

Over the last decade the number of speed-related fatalities has fluctuated quite significantly. Although the 10-year trend line shows a downward trend, speed-related fatalities increased 30% between 2011 and 2012. The moving average reflects a steady upward trend. Therefore, Iowa continues enforcement and education efforts in regard to speed, including the development of a new public service announcement which is anticipated to be released in FFY 2014.

The topic of speed was also addressed during the 2013 Governor’s Highway Traffic Safety Conference where Trooper Vince Kurtz, Iowa State Patrol, provided a presentation during one of the breakout sessions. He focused on the importance of speed enforcement. There were 240 individuals attending the conference who had the opportunity to hear his presentation.

Section 402 and 405 funding is utilized by law enforcement to provide high-visibility enforcement and education in regard to speed. During FFY 2013, funded agencies reported 33,261 speed citations during the program year. Although Iowa does not have projects targeted only at speed, enforcement efforts conducted through Section 402 and 405 funds, including sSTEP, support the efforts to lower speed-related fatalities and serious injuries.

The *2013 Public Awareness Survey* revealed 40.35% of respondents indicated that chances are “very likely of getting a ticket if you drive over the speed limit with an additional 47.98% 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?” 62.97% of respondents indicated that they had heard such messages.

During FFY 2013, The Integer Group, the Bureau’s main media source, developed a PSA entitled “Excessive Speeding” which is anticipated to be launched during FFY 2014.

DISTRACTED DRIVING

Desk-Top Driving Simulator

During 2013 the GTSB continued a desk top driving simulator program as part of the education component of traffic safety. The hands-on approach was well-received and was an effective way for participants to understand how driving behaviors affect reaction times. In addition to distractions such as text messaging, fatal vision goggles were sometimes incorporated to provide for an experience of how driving is affected when impaired.

The GTSB staff continually receives requests for staff to present the driving simulator program throughout the state. During FFY 2013, GTSB staff participated in 33 events in which it is estimated 4,376 individuals, primarily young drivers, have been reached.

Employer Distracted Driving Program

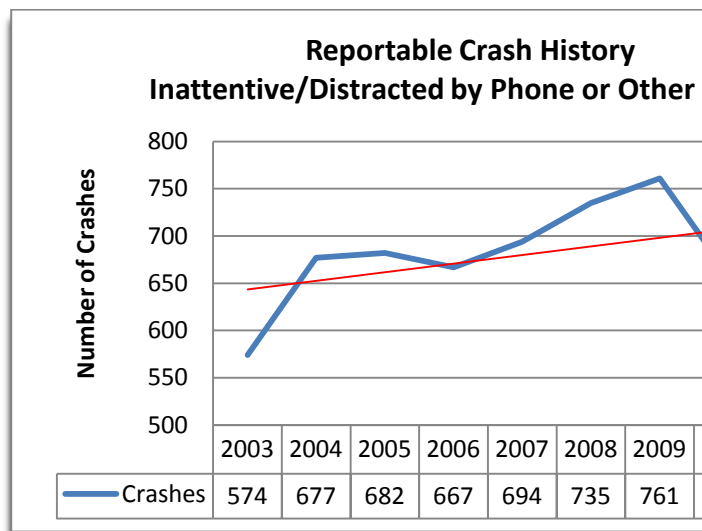
During 2013, the GTSB started developing an Employer Distracted Driving Program. The purpose of the Employer Distracted Driving Program is to educate Iowa businesses about the dangers of using electronic communications devices while driving. Not only is employee safety an issue, but company liability is a growing factor. Businesses will be encouraged to implement electronic communication device policies for their employees as a catalyst for traffic safety.

Distracted driving lessons - Students face obstacles behind the wheel

Thursday, April 25, 2013



A LeMars Community High School student drives a driving simulator car while texting Tuesday at the school. Students learned about the dangers of distracted and impaired driving during an Iowa Governor's Traffic Safety Bureau program.



Source: Iowa Department of Transportation

Distracted driving has become an epidemic. The ten year trend shows driving related crashes steadily increasing.

RURAL ROADS

There are over 114,000,000 miles of public roadways in Iowa, of which 90,075 miles are classified as secondary roadway systems. Due to the makeup of the state, it does not come by surprise that Iowa is ranked 9th in the nation in the category of miles of rural roads. Although the rural fatality rate per 100 million vehicle miles traveled has been decreasing over the past 5 years, the fatality rate was recorded at 1.58 for FFY 2011; thus causing fatalities on such roadways to continue to be a concern.

Data supports that most rural road crashes are single vehicle crashes with contributing factors including but not limited to road departures, failing to yield, driving too fast, driver inexperience and losing control.

Over 25% of respondents during the 2013 Public Awareness / Attitude Survey indicated they drove on a gravel road once a month while a strong 46% indicated driving on a rural hard surface road was a daily occurrence.

Funded projects specifically focusing on rural road safety included Farm Safety 4 Just Kids, PAP 13-405, Task 3 and Radio Iowa News, PAP 13-2010, Task 3.

Law enforcement is encouraged to utilize available crash data and maps to identify high risk locations and causations to help address secondary rural road safety. Since rural roads are maintained at a local and county level, the partnerships that are strengthened through Multi-Disciplinary Safety Teams (MDSTs) have also been utilized through the state to address secondary rural road safety through both a systematic and behavioral approach.

Another means in which collaboration occurs in regard to rural road safety is through Local Agency Safety Workshops. During FFY 2013, six (6) workshops were held around the state at no cost to the participants. Workshops are intended for local professionals from planning agencies, law enforcement, engineering, consulting, and other disciplines at all level of government.

Secondary rural roads have many hazards including hills and narrow two-lane highways, farm implements and animals.



MEDIA AND PUBLIC OUTREACH

Media can be a valuable way to raise awareness and/or generate support. Media can also report on the distressing results of a traffic crash. Media relations are invaluable toward the overall objective to educate the public and to change driving behaviors. Media strategies utilized by the state of Iowa take into account the various ways to disseminate information through paid, earned, and social media.

Paid Media

Paid media is the mechanism Iowa uses which delivers a specific message intended for a particular audience. By purchasing advertising, there is a guarantee that the message will be played at specific times and on specific stations. Media models established by NHTSA are used by the GTSB during the national mobilization events such as “Driver Sober or Get Pulled Over” and “Click It or Ticket”. Paid media plans are coordinated with national plans during mobilization times with messages starting a week prior to the enforcement events.

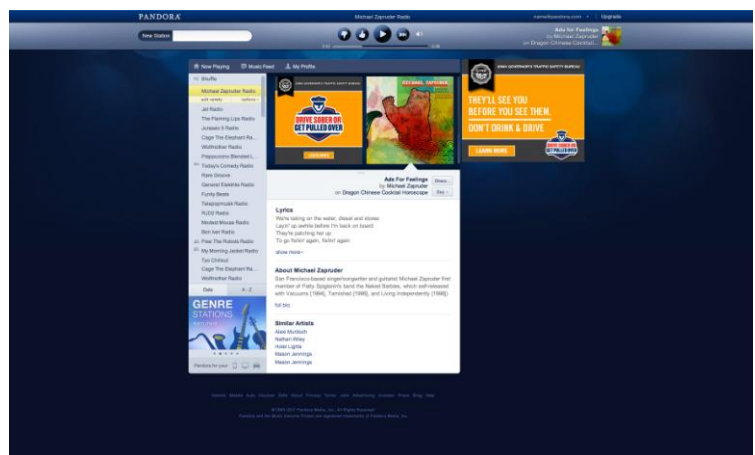


The Integer Group

The GTSB’s main media source, The Integer Group, secured paid media for the “Drive Sober or Get Pulled Over” August/September campaign using NHTSA’s “They’ll See You Before You See Them” impaired motorist and Iowa’s “Smart Car” PSAs. Paid media was secured in support of national mobilizations. Besides local radio time, Integer utilized two new outlets; Pandora and over 450 video machines. A strategy within the Strategic Highway Safety Plan includes launching a multimedia “Zero Fatalities” campaign. Starting in FFY 2014, the “Zero Fatalities- A Goal We Can All Live With” logo and tagline will be incorporated into paid media strategies.

PAP 13-410, Task 68

Funding was utilized to provide a state-wide campaign (8/16 – 9/2/2013) on Pandora Digital radio featuring the “Want Ad” PSA from NHTSA and new digital assets were developed for the Pandora smart phone app. A state-wide campaign (8/16 – 9/2/2013) was also run on AMI Entertainment Digital Jukeboxes featuring the “They’ll See You Before You See Them” PSA from NHTSA, GTSB’s “Smart Car” PSA in addition to new assets developed for the jukebox distribution. The national mobilization was supported through state-wide radio spots using the “Want Ad” PSA from NHTSA. The OWI brochures previously developed were updated.



This image depicts one of the recent Pandora ads that ran in support of the August/September sSTEP and national mobilization.

PAP 13-405, Task 09

The Integer Group secured and negotiated the media plan for the “Click It or Ticket” national mobilizations. Funding supported the development and maintenance of child passenger safety information on Iowa’s microsite, drivesmartiowa.com. Video players were reformatted, social media share buttons were added, in addition to updated child seat calculator information. Previously developed “Sitting Up High” coloring books and “Buckle Up Baby” and “Buckle Up Kid” were updated and reprinted for continued distribution.



With motorcycle fatalities on the rise, the PSA entitled “Dying Bike” was developed and aired to provide education to encourage every motorcycle rider to follow a few, but effective practices such as always wearing a helmet and high-visibility clothing.

PAP 13-03, Task 01

A distracted driving PSA entitled “History of Bad Ideas” was designed, produced and distributed to all Iowa television stations. A similar radio spot was also produced. Approved newspaper ads were distributed. Integer negotiated a free distribution of these ads through the Iowa Newspaper Association which resulted in more ads being placed in Iowa newspapers. The distracted driving PSA, social media share icons and facts/statistics were added to the microsite, drivesmartiowa.com

PAP 13-04, Task 29

The Integer Group developed and produced a TV PSA entitled “Makeshift Crosses and Tombstones” with the emphasis on speed. Prior to being developed, concepts were reviewed with a focus group of students from Drake University in Des Moines, IA. A radio PSA entitled “Drive Faster, Die Faster”, newspaper ads and outdoor ads were also developed. As of the close of FFY 2013, these items had not been approved for distribution.

PAP 13-2010, Task 02

During FFY 13, The Integer Group developed a PSA entitled “Dying Bike” which was distributed to all Iowa television stations. Social media as well as the microsite drivesmartiowa.com were part of the media mix specific to motorcycles.

Earned Media

An important element to gain earned media is the ability to capture the attention of the media who subsequently provide coverage for enforcement and educational activities. Law enforcement agencies are encouraged to work with their local media outlets when doing a special enforcement effort such as a sSTEP wave or corridor event by providing news releases in addition to information and opportunities in which they can build upon to develop an interesting news story or article. Media involvement can help create credibility which can be influential when incorporated as part of the comprehensive approach to traffic safety.

Earned media throughout the year strengthened the importance of traffic safety. Through Radio Iowa (PAP 13-2010, Task 03) donated messages accounted for 10 messages on Brownfield and 61 on Iowa Radio, totalling 4,444 donated local radio station messages in regard to traffic safety in general. The

donated airtime and reduced rate value equaled \$ 3,728. An additional 3 messages on Brownfield and 40 messages on Radio Iowa were specific to motorcycle safety totaling 2,725 donated local radio station messages. The donated airtime and reduced rate value specific to motorcycle safety was \$ 9,738.

Social Media

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

During FFY 2014, the GTSB will continue to use social media and will explore current trends

Miscellaneous Outreach

Iowa State Fair - The largest outreach project of the Governor's Traffic Safety Bureau is the Iowa State Fair. The nationally recognized 11-day event is held each August and boasts around 1 million in attendance. Traditionally the GTSB has a display booth within the "Hall of Law". Traffic safety partners from throughout the state assisted the GTSB to staff the booth every day. During the event, educational and promotional items were handed out including child passenger safety materials available in Spanish. Due to the size of the event traffic there is great opportunity to reach a diverse group of people.

Traffic Safety Calendar – During FFY 2012 a Traffic Safety Calendar was designed to assist GTSB contractors in planning traffic safety events. The calendar lists both national and state events and includes NHTSA taglines, web addresses for agencies to review for additional information in addition to the name of the GTSB Program Administrator to contact for more information or details.

Promotional / Educational Materials - In addition to promotional and educational materials purchased and distributed by contracted partners, the GTSB has available a variety of brochures and promotional materials. Items are requested through our office to be utilized by contracted agencies, private organizations, and schools. Education is a key component in the process to change driving behaviors, and thus the overall driving culture. Distribution of promotional materials per year include 50,000 "buckle-up" pencils, 20,000 "Booze + Cruise = Lose" notepads, 20,000 .08 OWI law guides, 40,000 CPS guides, 20,000 "Know for Sure" brochures, and 30,000 coloring books (Sitting Up High). The GTSB also maintains 3 "Vince and Larry" sets available for loan from our resource library to promote the importance of buckling up.

New Legislation

The 2013 Iowa Legislature passed an enhanced Graduated Drivers' License (GDL) system to be enacted January 1, 2014. The strengthened GDL system requires a longer (12-month) learner's permit before the teen can obtain their intermediate license and contains a passenger restriction.

Iowa Strategic Highway Safety Plan

The U.S. Department of Transportation requires states to have a statewide coordinated and comprehensive plan to reduce highway fatalities and serious injuries on all public roads. Iowa's traffic safety partners began working on a revision to Iowa's Strategic Highway Safety Plan (SHSP). The updated version was completed during FFY2013 addressing safety strategies to be implemented over the next 3 years. The goals within the Strategic Highway Safety Plan are consistent with those in the Highway Safety Plan and the Commercial Vehicle Safety Plan of the Iowa Department of Transportation, Motor Vehicle Division. The plan does not address every safety strategy that is being implemented throughout the state, but focuses primarily upon strategies with the greatest potential to reduce crashes and injuries.

Data was the foundation and driving force for the development of the plan. The SHSP was written using a data-driven, innovative and proactive planning process.

ATTACHMENT C contains the Safety Strategies identified in the Strategic Highway Safety Plan.

Traffic Safety partners committed to the strategies and goals identified throughout the SHSP. To insure implementation, the SHSP Advisory Board and key leaders will meet and report progress quarterly starting in FFY 2014.

In the 2013 SHSP, the collective goal is to achieve a 15% reduction in both fatalities and major injuries by the year 2020. Efforts by all safety partners will play a role toward reaching the goal and support the national vision of "Zero Fatalities".

The logo features the word "Zero" in a large, bold, red sans-serif font, with a small registered trademark symbol (®) to its upper right. Below "Zero" is the word "Fatalities" in a slightly smaller, bold, red sans-serif font. A thin horizontal line is positioned below "Fatalities".

A Goal We Can All Live With

During FFY 2014, Iowa will launch a multimedia "Zero Fatalities" campaign as specified in the 2013 Strategic Highway Safety Plan. The image above represents the logo that will be utilized in this effort.

Noteworthy Practices

Advanced Roadside Impaired Driving Enforcement (ARIDE) And Drug Recognition Expert (DRE)

To help combat impaired driving, the GTSB strongly supports ARIDE training and DRE programs in Iowa. ARIDE builds upon the knowledge officers learn in Standardized Field Sobriety Test (SFST) training and is considered a building block toward DRE certification. During FFY 2013, 253 officers received the ARIDE training. During FFY 2013, 12 officers were certified in DRE bringing the total number of certified DRE officers in the state of Iowa to 126. The training plus the specialization of the Iowa Division of Criminal Investigation (DCI) Criminalistics Laboratory, County Attorney's Office and the Prosecuting Attorney's Training Council provides a strong foundation for the successful prosecution of impairment cases.

The logo for ARIDE (Advanced Roadside Impaired Driving Enforcement) features the word "ARIDE" in a bold, red, sans-serif font with a slight 3D effect, set against a white background within a black rectangular border.

An example of the benefits of DRE training and collaboration –

09/28/2013

Sioux County Sheriff Drug Recognition Expert Helps Train New Drug Recognition Experts In Des Moines

kiwaradio.com/local-news/

Des Moines, Iowa — The Sioux County Sheriff's Office Drug Recognition Expert had a chance recently to help some new trainees in Des Moines.

The Sheriff's Office reports that on Thursday, September 19, Deputy Caleb Haverdink, the sheriff's office certified Drug Recognition Expert (DRE), participated in ride- along training in Des Moines.

The Iowa Governor's Traffic Safety Bureau (GTSB) recently held their annual certification class for new DRE officers. They requested other certified DREs from Iowa law enforcement agencies to assist with this annual training. Haverdink's role was to help new DRE officers find and evaluate drivers suspected to be under the influence of drugs. This allowed new DRE's to complete their required in state field evaluations.

Haverdink worked with an officer from the Iowa Department of Transportation Commercial Motor Vehicle Enforcement. Together they encountered three people who were suspected and subsequently arrested for operating a vehicle while under the influence of an illegal drug. Haverdink performed a total of 15 other motorist evaluations during the training period.

Capt. Jamison Van Voorst said, "Deputy Haverdink has done an outstanding job as a DRE in Sioux County. His diligence and expertise has led to numerous arrests. It was a good experience for Haverdink to participate and share his knowledge and training to this new class of DREs, who can now go out and be a part of keeping our Iowa roadways safe."



One of the Local Agency Safety Workshops was held on October 16, 2012 in Ames, Iowa.

Local Agency Safety Workshops

The GTSB assists in the planning and presentations for the DOT/ Office of Traffic and Safety Annual Fall Safety Workshops. Other partners include Iowa DOT Systems Planning and Local Systems, Federal Highway Administration (FHWA), InTrans at Iowa State University and the Iowa Local Technical Assistance Program (LTAP). The workshops are held at locations throughout the state and are intended for local professionals from planning agencies, law enforcement, engineering, consulting, and other disciplines in all levels of government. At the workshops, professionals could interact with one another to learn and share experience, opinions, and suggestions for the overall purpose to improve traffic safety issues from a local multidisciplinary approach. Six (6) safety workshops were held in October 2012. As a result of a FFY 2013 Local Agency Safety Workshop and a suggestion of an attendee, Iowa began the process to procure a traffic safety checkpoint trailer to be that will be available to traffic safety partners.

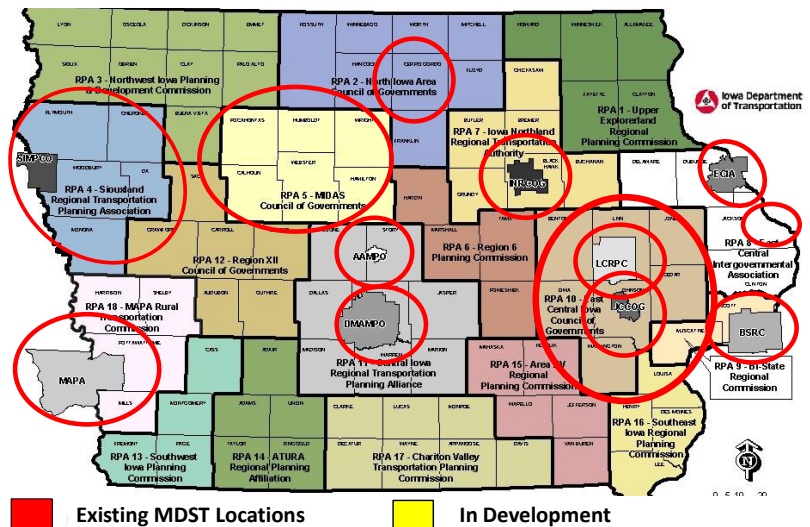


Traffic safety partners participating in a MDST meeting in Mason City, Iowa.

Multi-Disciplinary Safety Teams (MDSTs)

MDSTs provide for a collaborative approach to bring together traffic and transportation engineering, law enforcement, emergency services, fire prevention, Iowa DOT, the GTSB and Federal Highway Safety Administration (FHWA) together 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 which in turn provides support for traffic safety projects and improvements. Currently there are 13 existing MDSTs in Iowa which are supported in part by the MDST Advisory Board (RS 13-10-03).

Current MDST Locations



Special Events -

The I-80 Challenge

Through the analysis of 2012, the 289 mile stretch of Interstate 80 through Iowa accounted for 6% of all traffic fatalities for the year. Due to previous successes of other special multijurisdictional programs, the concept of the I-80 Challenge was conceived by GTSB Bureau Chief Pat Hoye and was created around NHTSA's "More Cops, More Stops" campaign. The vision behind the I-80 Challenge was to have 8 days with 0 fatalities through the strategy of high visibility enforcement and support of media. Interstate 80, encompassing 11 states and 2,900 miles of roadway, was chosen as the "challenge" road for 2013. The 2,900 mile corridor runs across the nation from San Francisco, California to Teaneck, New Jersey. The I-80 Challenge was recognized as the first of such efforts in the nation where numerous states teamed to work the entire length of a particular corridor during the same time period. The concept was supported by IACP, FHWA, and NHTSA. The 11 states included California, Illinois, Indiana, Iowa, Nebraska, Nevada, New Jersey, Ohio, Pennsylvania, Utah and Wyoming. In Iowa, local law enforcement agencies along the Interstate 80 corridor were also encouraged to participate in the challenge.



Iowa's Governor Terry E. Barnstead proclaimed July 24 – 31, 2013, as "The I-80 Challenge". With representation from participating states present at the kickoff at the Iowa State Capitol, the collaborative efforts were initiated.



The I-80 Challenge kickoff at the Iowa State Capitol - Clockwise: Patrol vehicles representing participating law enforcement agencies parked along the west steps of the Iowa State Capitol; Representatives from participating agencies is the rotunda of the Iowa State Capitol; Anne Ferro, Administrator, Federal Motor Carrier Safety Administration acknowledged the importance of the efforts of the I-80 Challenge during the kickoff event.

The 11 state police / highway patrol agencies concluded the eight day effort across Interstate 80 at midnight July 31, 2013. The event generated media exposure nationwide. The eleven states from California to New Jersey dedicated nearly 23,000 enforcement hours to the I-80 Challenge. The officers working along I-80 removed 162 impaired drivers from the road, and issued 14,274 traffic citations and 9,411 warnings to passenger vehicles drivers. Additionally, 1,711 citations and 2,978 warnings were issued to commercial motor vehicle drivers. Although the emphasis of the I-80 Challenge was traffic safety, officers were also able to apprehend numerous subjects who were utilizing I-80 for criminal activities including the seizure of over \$2.5 million in illegal drugs. During the 8-day challenge period, 2 fatalities occurred. The fatalities occurred in Nebraska and Ohio.

During the challenge, motorists were surveyed at rest areas around the Des Moines metropolitan area. The motorists surveyed reported a noticeable increase in the law enforcement presence along I-80 and complemented the use of the Iowa Department of Transportation's dynamic message boards which displayed traffic safety messages. The majority of those surveyed could recall the safety message displayed. Prior to the I-80 Challenge dynamic message boards within Iowa had not been utilized for safety messages. Since the I-80 Challenge Iowa now utilizes message boards for traffic safety purposes along primary highways. This practice will continue as a means to strengthen the public's perception of traffic safety and was included in the revised Strategic Highway Safety Plan.



The state of Iowa now utilizes the Iowa Department of Transportation's dynamic message boards to display traffic safety messages.



Federal Funds Expended on Projects

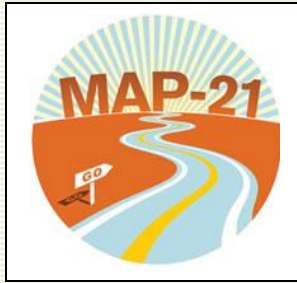
The Governor's Traffic Safety Bureau enters data at the project level in the Federal Grant Tracking System (GTS). The amount of federal funds expended and share to local benefit on each project is identified in the final voucher and is provided as ATTACHMENT D. For Section 402, Iowa's share to local benefit was 52%.

Training, Technical Assistance, Expertise And other Resources Necessary for Success

Staff of the GTSB participates in training opportunities, conferences and webinars when available to strengthen their knowledge and allow for networking with other traffic safety partners. Staff will continue to be encouraged to attend trainings in NHTSA's core areas such as program management, financial management, instructor development and data analysis.

The GTSB is proud of its relationship with the NHTSA – Region 7 staff. Region 7 staff is available to provide guidance and support. Iowa will continue to be committed toward the mission of NHTSA and will work directly with NHTSA – Region 7 to reduce deaths and serious injuries associated with traffic crashes. The GTSB would especially like to extend their appreciation and best wishes to Romell Cooks, Regional Administrator, NHTSA – Region 7 for her sincere dedication toward traffic safety. Ms Cooks retired from the NHTSA-Region 7 office in July of 2013. Her expertise, dedication, and friendship helped build Iowa's traffic safety program. At the 2013 Governor's Highway Traffic Safety Conference Ms. Cooks was recognized for her commitment to traffic safety.

The GTSB recognizes that collaboration is the key to success. The GTSB is committed to maintain strong partners who share the common goals to reduce traffic fatalities and serious injuries on Iowa's roadways. It would be impossible to identify every single safety strategy being implemented throughout the state, but the GTSB recognizes every partner and project is important for the overall mission.



Looking To The Future

Iowa will continue to be cognizant of requirements of the transportation bill “Moving Ahead for Progress in the 21st Century” (MAP-21). Programs will be data driven and Iowa will utilize materials such as NHTSA’s “Countermeasures that Work” to help set strategies for program implementation and success.

The GTSB will continue its strong partnerships with other traffic safety entities and will support projects that coincide with the State’s Strategic Highway Safety Plan (SHSP). The GTSB will be an active partner in the implementation of unified strategies with the overarching goal to reduce fatalities and serious injuries on Iowa’s roadways.

Data will continue to be a fundamental part of traffic safety initiatives in Iowa. Collection, analysis and dissemination of data provide traffic safety partners the ability to develop countermeasures and strategies. Through the Statewide Traffic Records Coordinating Committee (STRCC), projects will be supported to further strengthen the state’s data systems.

In recognition of the growing issue of drug impairment, the GTSB will continue to support DRE and ARIDE instruction. Such specialized trainings increase the number of certified officers to combat impaired driving and support the state’s highway safety targets.

The GTSB will initiate an “Employer Distracted Driving Program” to encourage Iowa businesses to implement electronic communication device policies for their employees.

The GTSB will continue to utilize social media and will explore current trends.

Secondary roads make up approximately 90,075 miles of roads in the state of Iowa. Over half of Iowa’s fatalities occur on secondary /rural roadways. The GTSB will continue to develop innovative ways to bring law enforcement, education and general awareness to rural road safety issues.

Pursuant to the Strategic Highway Safety Plan, the state of Iowa will develop and launch a strategic communication plan integrating the Toward Zero Deaths initiative, called “Zero Fatalities”.

The success of all efforts in Iowa can be credited to strong partnerships and collaborative efforts.