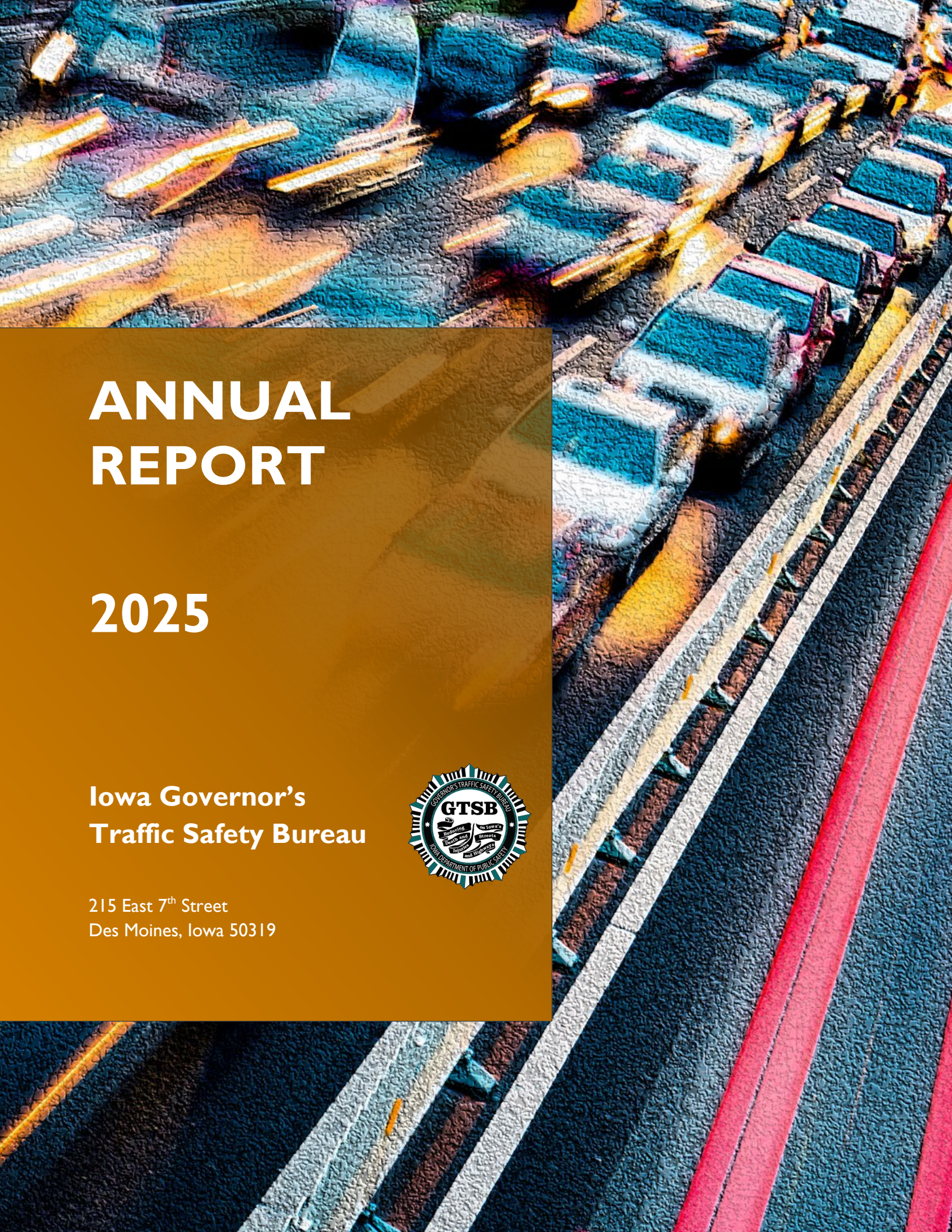

ANNUAL REPORT

2025

Iowa Governor's Traffic Safety Bureau

215 East 7th Street
Des Moines, Iowa 50319

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Overview

The National Highway Traffic Safety Administration (NHTSA), part of the US Department of Transportation, provides state highway safety offices with funding for the development and implementation of highway safety programs nationwide. These data driven, evidence-based solutions save lives, prevent injuries and reduce economic costs due to traffic crashes. In Iowa, the highway safety office is the Iowa Governor's Traffic Safety Bureau (GTSB), a subdivision of the Department of Public Safety.

GTSB's mission is to identify traffic safety issues and through partnerships with city, county, state, and local organizations, develop and implement strategies to reduce deaths and injuries on Iowa's roadways using federal funding grants to improve traffic safety. This work cannot be done singlehandedly. GTSB collaborates with many partners; law enforcement agencies, educators, engineers, emergency services, state agencies, and other traffic safety advocates to accomplish lower traffic deaths and injuries.

GTSB grants address identified highway traffic safety initiatives in the Triennial Highway Safety Plan. The following types of projects may be funded:

- Data Program Improvements to Core Highway Safety Databases
- Motorcycle Safety
- Outreach & Education
- Prevention & Intervention
- Roadway Safety
- Traffic Safety Research, Planning, and Data Integration
- Vulnerable Users – Bicycle & Pedestrian Safety
- Youth Programs

This report serves as a comprehensive review of the state's efforts to enhance traffic safety and driver behavior through federally funded initiatives. The document evaluates performance targets from the Triennial Highway Safety Plan and details a diverse array of evidence-based traffic safety activities and community partnerships.

In 2025, preliminary data shows Iowa recorded 259 vehicle fatalities, the lowest annual total since 1925. This number is a testament to the strength of collaborative partnerships, statewide implementation of the safe system approach, and the immediate impact of Iowa's new Hands-Free Driving law. However, even one fatality is too many, and GTSB and its partners are committed to furthering a better traffic safety future for all Iowans.

GTSB Team

GTSB's work is powered by the dedication and expertise of the team listed below. Their unwavering commitment to shared goals and mutual support continues to drive increased efficiencies and identification of opportunities for future improvement. Change is taking place in 2026 with the retirement of the DRE State Coordinator and the Youth Program Administrator, the promotion of the Traffic Records Program Administrator to another position within the Department, and the transfer of the Impaired Driving Program Administrator to the Traffic Records Program Administrator position.

Governor's Traffic Safety Bureau Team, as of 01/25/2026

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Vacant	Program Administrator Impaired Driving	
Vacant	Program Administrator DRE and ARIDE	

Assessment of Performance Targets

Benchmark values in the Triennial Highway Safety Plan for C-1, C-2, and C-3 were set in cooperation with the Iowa Department of Transportation (Iowa DOT), GTSB, Federal Highway Administration (FHWA), and the Federal Motor Carrier Safety Administration (FMCSA). Performance measures C-4 through C-11 play a critical role in influencing overall fatality, serious injury, and vehicle miles traveled (VMT) statistics (C-1 through C-3).

As the state implements the Safe System Approach, GTSB continues to strengthen existing partnerships while developing new alliances to address emerging traffic safety trends. State traffic safety

partners analyze data, collaborate strategically, and implement countermeasures to meet performance measures.

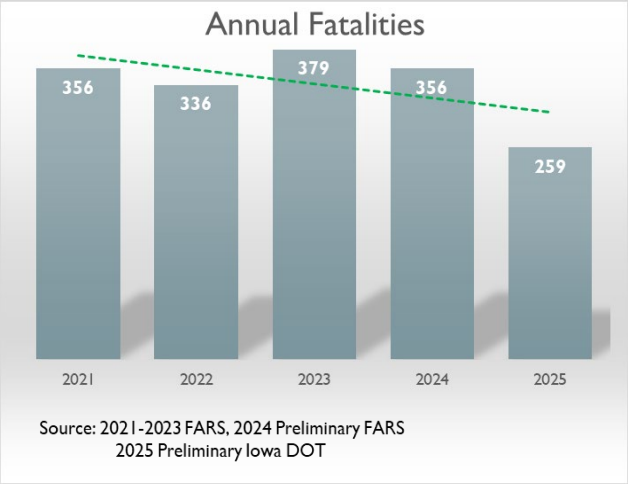
To measure performance, FARS data was used from 2021-2023. Preliminary 2024 FARS numbers and preliminary 2025 State DOT data were used to determine annual and 5-year moving averages.

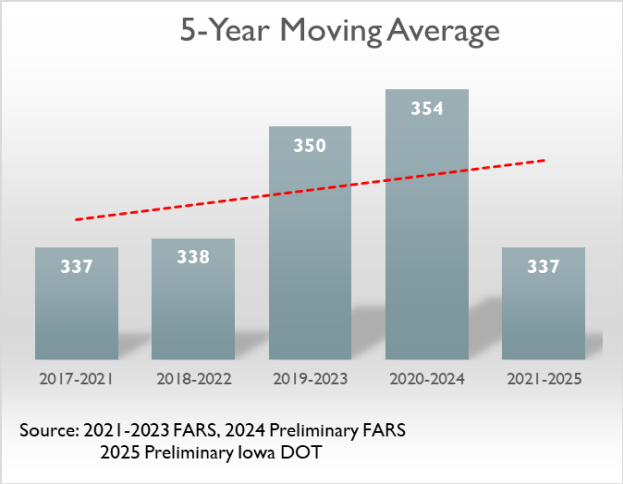
Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 25 listed in 3HSP	Data Source/ FY 25 Progress Results	On Track to Meet FY 25 Target? * *Narrative for each category below.
Federal Fiscal Year 2025					
C-1) Total Traffic Fatalities	5 Year	2021-2025	337	2021-2023 FARS, 2024 Preliminary FARS, 2025 Preliminary State DOT	Yes
C-2) Serious Injuries in Traffic Crashes	5 Year	2021-2025	1361	2021-2025 Iowa DOT	No
C-3) Fatalities/VMT	5 Year	2021-2025	1.04	2021-2023 FARS, 2024 Preliminary FARS, 2025 Preliminary State DOT	Yes
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2021-2025	88	2021-2023 FARS, 2024 Preliminary FARS, 2025 Preliminary State DOT	No
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2021-2025	104	2021-2023 FARS, 2024 Preliminary FARS, 2025 Preliminary State DOT	No
C-6) Speeding-Related Fatalities	5 Year	2021-2025	69.6	2021-2023 FARS, 2024 Preliminary FARS, 2025 Preliminary State DOT	No
C-7) Motorcyclist Fatalities	5 Year	2021-2025	52	2021-2023 FARS, 2024 Preliminary FARS, 2025 Preliminary State DOT	No
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	2021-2025	38	2021-2023 FARS, 2024 Preliminary FARS, 2025 Preliminary State DOT	No
C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes	5 Year	2021-2025	44	2021-2023 FARS, 2024 Preliminary FARS, 2025 Preliminary State DOT	No
C-10) Pedestrian Fatalities	5 Year	2021-2025	24	2021-2023 FARS, 2024 Preliminary FARS, 2025 Preliminary State DOT	No
C-11) Bicyclist Fatalities	5 Year	2021-2025	7.4	2021-2023 FARS, 2024 Preliminary FARS, 2025 Preliminary State DOT	Yes
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2025	95.90	2025 Iowa Seat Belt Use Survey, Iowa State University, Center for Statistics & Methodology and NHTSA/OPUS (95.08%)	No
Additional Performance Measure #1: Rural Traffic Safety/Rural Traffic Fatalities	5 Year	2021-2025	241	2021-2023 FARS, 2024 Preliminary FARS, 2025 Preliminary State DOT	Yes
Additional Performance Measure #2: Distracted Driving	5 Year	2021-2025	7	2021-2025 Iowa DOT	No

Detailed below are the performance metrics and associated grant-funded initiatives, highlighting their impact on program goals and any subsequent project modifications.

C-1) Total Traffic Fatalities

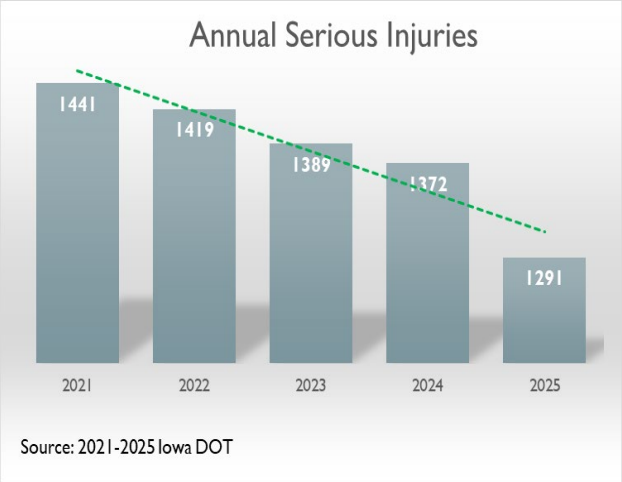
The narrative under C-3 includes C-1, C-2, and C-3.

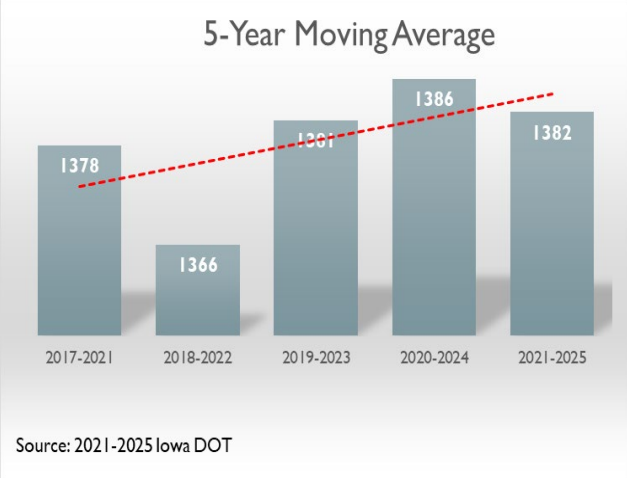




C-2) Serious Injuries in Traffic Crashes

The narrative under C-3 includes C-1, C-2, and C-3.





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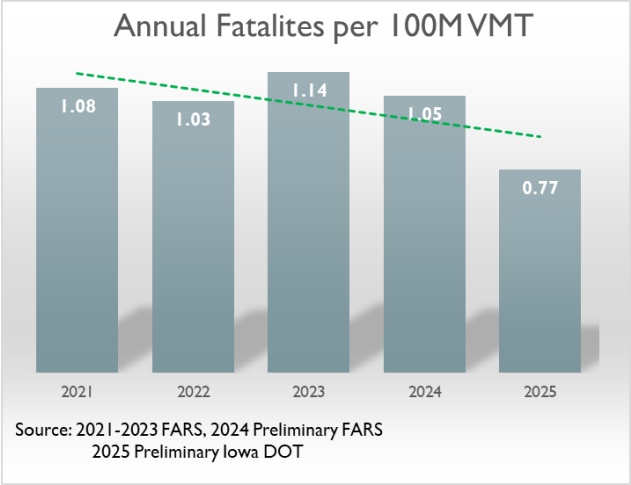
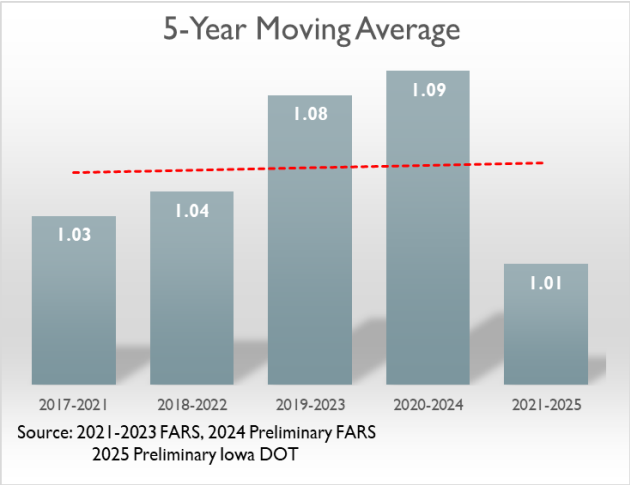
GOVERNOR'S TRAFFIC SAFETY BUREAU

C-3) Fatalities/100M VMT





The Total Traffic Fatality Target of 337 was met. Preliminary annual fatalities for the year were significantly lower at 259.

Although the Serious Injuries in Traffic Crashes target of 1361 was not met, serious injuries were lower in 2023 (1389), 2024 (1372) and again in 2025 (1291).

The target of 1.04 for Fatalities per 100M VMT was met. The annual number was .77, and the 5-year moving average is 1.01.

To further reduce traffic fatalities, serious injuries, and the fatality rate per vehicle miles traveled, the state continues to deploy an array of evidence-based countermeasures. These include, but are not limited to, high-visibility enforcement, public education, youth-targeted programming, data improvement, and specialized training for judicial and law enforcement professionals.

Following Governor Reynolds' signing of the hands-free driving law in April 2025, a six-month introductory phase beginning in July yielded over 11,000 warnings. As of January 1, 2026, law enforcement transitioned to full citation authority. To maximize the impact of this legislation, additional funding was secured in 2026 with the NHTSA Section 405(e) distracted driving awareness grant, and public education planning efforts will soon begin.

Throughout 2025, the Impaired Driving Task Force met to share information, network, and discuss projects, continuing collaboration to align efforts with the Impaired Driving Program Strategic Plan and 2022 Assessment Recommendations.

The State Traffic Records Coordinating Committee (STRCC) also met during the year and conducted a SWOT analysis with the guidance of the Governors Highway Safety Association's Consulting Services Initiative (CSI). An updated strategic plan will be presented to the group for approval in Spring 2026.

The Driver Education Advisory Committee continues to address priority recommendations from the 2023 Technical Assessment of the Driver Education Program. Notably in 2025, the Iowa DOT updated the Remedial Driver Improvement Program offering young drivers with multiple violations the option to complete a 4-hour Alive at 25 course through the Iowa-Illinois Safety Council as an alternative to license suspension. This curriculum educates participants on the dangers associated with speeding, distractions, peer pressure, and driver inexperience.

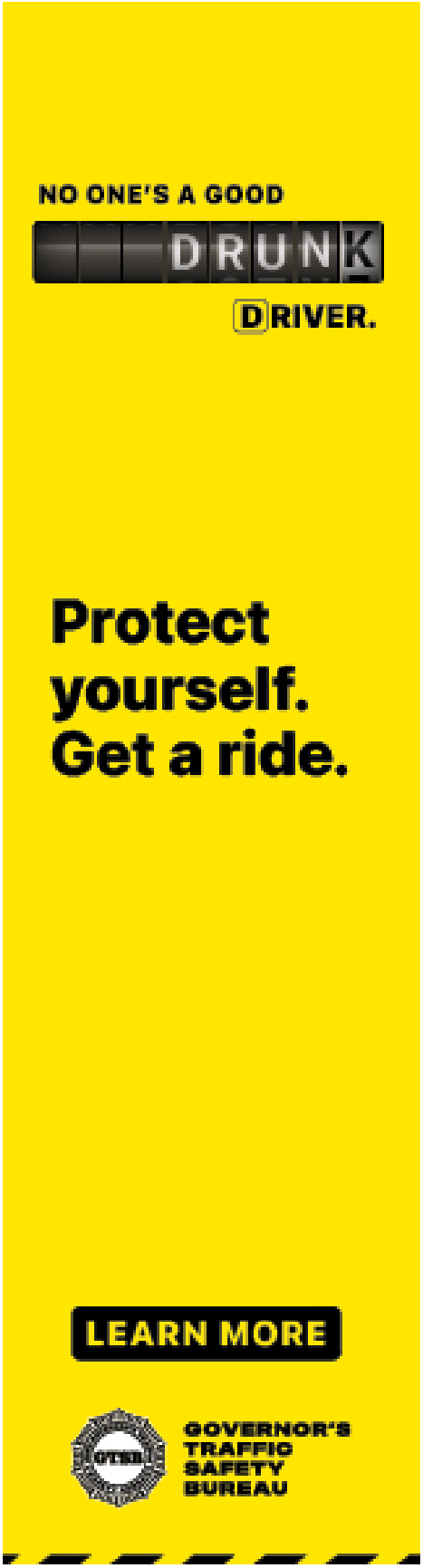
In 2025, GTSB expanded its traffic safety reach through strategic partnerships:

- MADD funding facilitated a second program manager to amplify outreach to parents, caregivers, and youth.
- The Iowa Restaurant Association expanded responsible beverage server training across the state, including Spanish language options.
- The Iowa Department of Revenue initiated alcohol compliance checks in areas where underage drivers are involved in alcohol-related crashes.
- A successful media campaign, "No One is a Good Drunk Driver," and other messaging was used heavily on billboards, radio, television, and media platforms statewide.
- High visibility enforcement was conducted throughout the year.

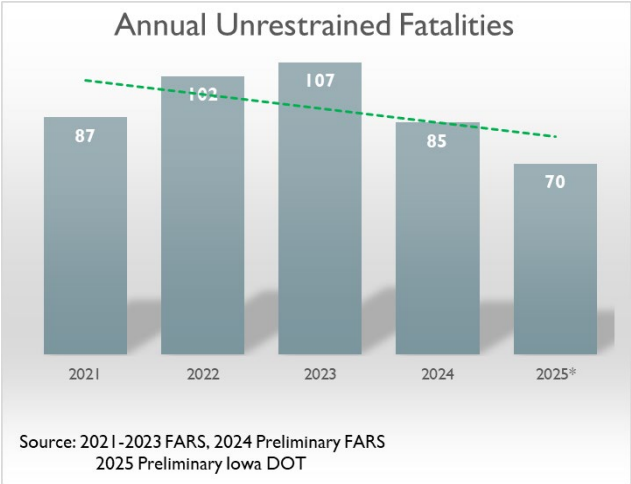
For 2026, GTSB provided additional funding for youth engagement.

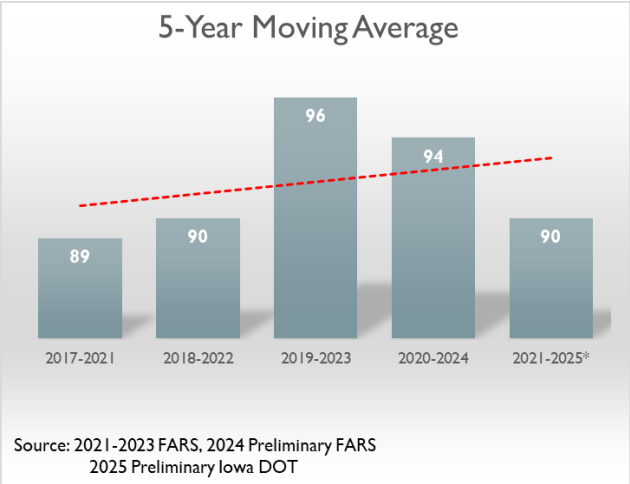
- Family, Career and Community Leaders of America (FCCLA) will support the development of Families Acting for Community Traffic Safety (FACTS) programming in middle and high schools.
- ThinkFast Interactive will offer experiential awareness traffic safety programs in 17 schools.

New 2026 funding, in addition to the Annual Grant Application projects, includes distracted driving education—timely with the new law—and funding for preventing roadside deaths. Some of those funds have been appropriated, and GTSB will focus on planning public education regarding distracted driving and Iowa's "move over" law, protecting pedestrians along the roadway.



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





Annual unrestrained fatalities dropped from 107 in 2023 to 85 in 2024. and 70 in 2025. The 5-year moving average is lower at 90 but continues to show an incline. The target of 88 was not met. To reduce unrestrained fatalities, Iowa continues to leverage a mix of short-term, long-term, and sustained high-visibility enforcement, targeted communication, and youth-focused programs.

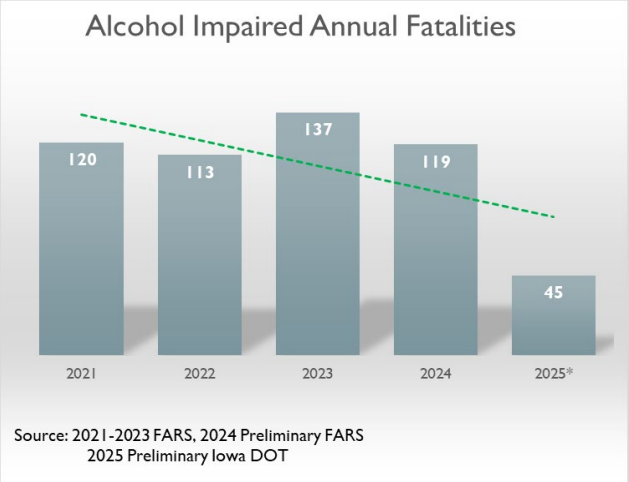
The Annual Seat Belt Survey indicated an increase over the prior year, but continuous occupant protection education remains vital. The multi-channel media campaign—spanning billboards, video games, gas pump toppers, GoBound digital banners, social media, and streaming radio—generated 54,322 clicks and will continue in 2026.

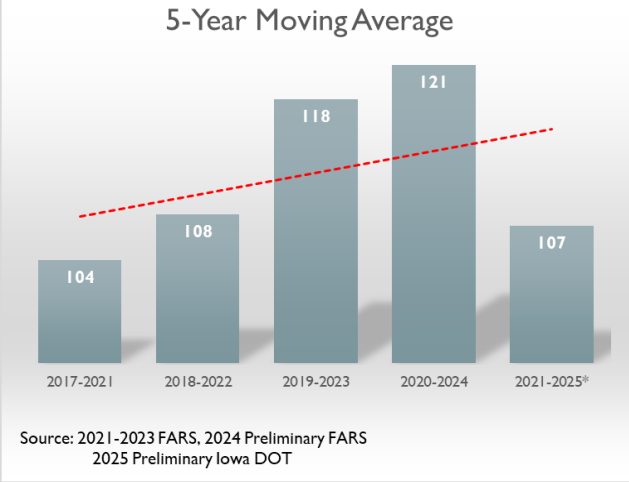
Hands-on education continues with Seat Belt Convincers. The Iowa State Patrol operates four units, often used in schools and at community gatherings across the state while a unit owned by the Eldridge Police Department and shared with other local law enforcement agencies educated over 1,000 residents in Scott County. At the Iowa State Fair, one of the nation's top ten fairs, approximately 2,000 attendees experienced a simulated crash at 5–10 mph. The 11-day event also featured a live radio interview, child restraint education by certified technicians, and brochures on the new hands-free law.

The High Five Program continues to target counties with low seat belt compliance. Following a successful 2025 Summer Kick-Off in Appanoose County-which featured car seat inspections, bicycle safety, a seat belt convincer, and a "hot car" display-the Occupant Protection Program Administrator plans to promote this model to an additional High Five county in 2026.

Occupant protection funds were invested in communities across the state by supporting the training and certification of new Child Passenger Safety Technicians (CPSTs). These technicians, in turn provided vital education, resources, and child restraints to families in need. This program will be maintained in 2026. Simultaneously, law enforcement agencies remain committed to sustaining traffic safety efforts through high-visibility occupant protection enforcement efforts throughout Iowa.

C-5) Alcohol-Impaired Driving Fatalities





The alcohol impaired driving 5-year moving average continues to show a steep incline, however the 2021-2025 5-year moving average dropped considerably from 121 to 107. The FARS numbers show a drastic increase when compared to Iowa DOT at present. The target of 104 was not met. Ongoing strategies will include enforcement, public education, media campaigns, prevention, youth programming, court education, officer training, and more.

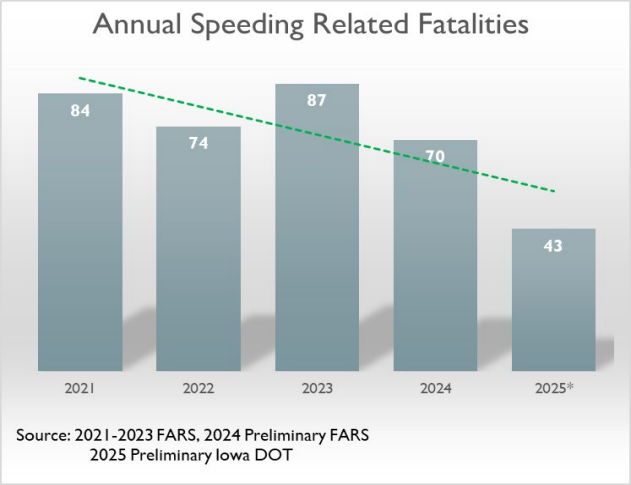
GTSB's team and the Impaired Driving Task Force continue to influence new strategies and future programming. A comprehensive suite of countermeasures is in place including high visibility enforcement, judicial and law enforcement training, enhanced lab diagnostics, and targeted media campaigns. These efforts, alongside alcohol compliance checks and prevention initiatives will be sustained throughout the year.

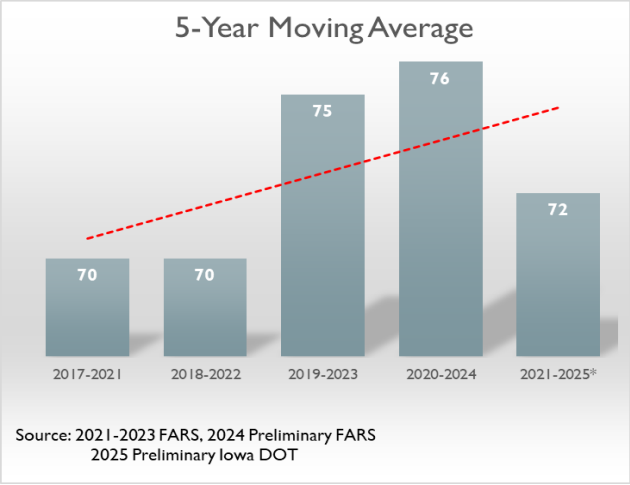
To remain at the forefront of state and national trends, the Impaired Driving Coordinator maintains participation within several key organizations, including the Alliance of Coalitions for Change, Keeping Iowans Safe from Alcohol Harms, and the ATSIP Impaired Driving Data Task Force. This professional collaboration was further reinforced in October 2024, when the Bureau Chief and Coordinator participated in the State Toxicology Assessment.

Looking ahead, the State Judicial Outreach Liaison will continue to serve as a resource for the judicial branch, collaborating with local courts to expand training and promote the adoption of specialty courts. Additionally, the Iowa State Patrol's Mobile Breath Alcohol Testing vehicle will bolster enforcement efforts at large-scale events and support local agencies through multi-jurisdictional projects.

In a positive private-public partnership, statewide beverage distributor Doll Distributing again offered $10 Uber discounts during key holidays to provide a safe, affordable alternative to impaired driving. While Doll Distributing funded the vouchers and promoted the initiative via Facebook, GTSB's partnership expanded the program's reach and maximized public participation. This collaboration again proved highly effective in 2025, with 5,718 vouchers downloaded and 2,232 individuals successfully redeeming them for a safe ride home. Awareness of the program and ridership has increased each year since implementation four years ago.

C-6) Speeding Related Fatalities





Speeding numbers in the state increased from the prior year in 2023 (87) but were lower in 2024 (70), and lower yet in 2025 (43). With the 5-year moving average at 72, the target of 69.6 was not met.

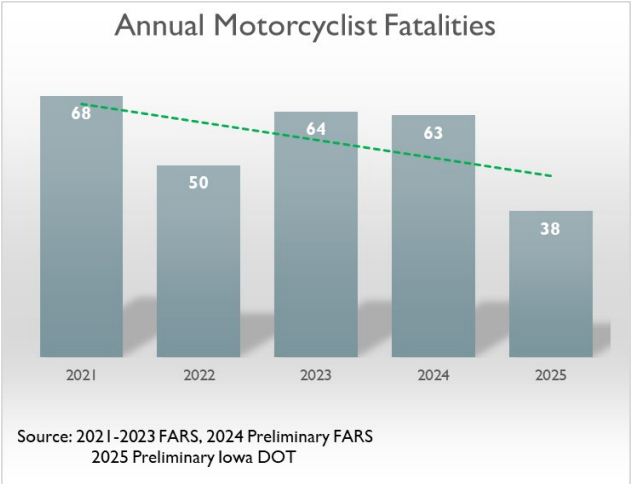
GTSB continues to work with enforcement and data partners to gain additional insight into speed-related fatalities. GTSB used public education and high visibility enforcement to address speeding issues in the state.

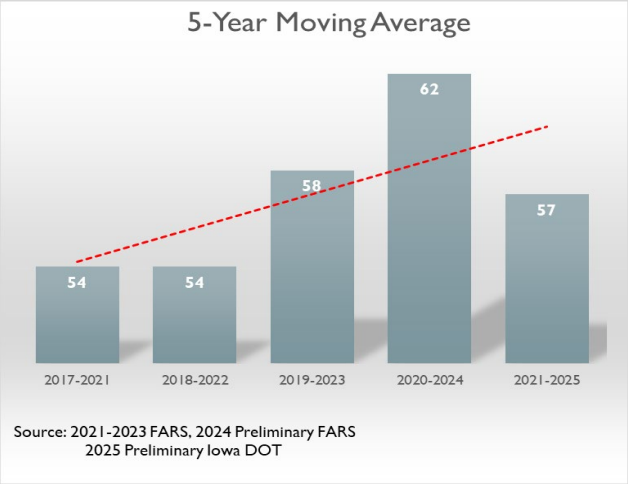
In 2024, the Iowa DOT identified six high-risk corridors prone to speed related crashes. GTSB funded high visibility enforcement in the corridors, while the DOT provided signage and educational outreach. Now in the third year, these efforts generated an additional 2,413 speed contacts in 2025. This work will continue into 2026, with five law enforcement agencies and the Iowa State Patrol maintaining coverage in each area.

Beyond these specific corridors, statewide HVE efforts resulted in over 40,000 speed-related contacts, including both citations and written warnings. To reinforce these enforcement efforts, the 2025 media campaign utilized messaging to reach drivers directly in their vehicles through traffic, weather, sports, and streaming radio, as well as via gas station TV networks.

The Iowa State Patrol continued its leadership in the Highway 20 Project, a massive multi-state initiative spanning 12 states and 3,365 miles. During six coordinated dates throughout the year, Iowa agencies were able to utilize GTSB overtime funding to bolster patrol presence and participate. The 2025 results for this project were significant with 799 participating officers, 2,952 speed citations, and 6,295 total traffic safety contacts.

C-7) Motorcyclist Fatalities





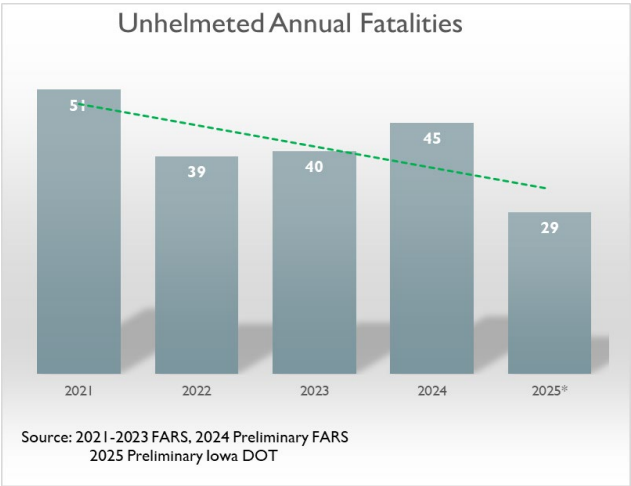
Annual motorcycle fatalities remained steady in 2023 (64) and 2024, (63) but dropped significantly to 38 in 2025. The 5-year moving average dropped to 57, although the trendline continues to increase. The target of 52 was not met. Countermeasures of communication, safety awareness and promotion of motorcycle rider education will continue.

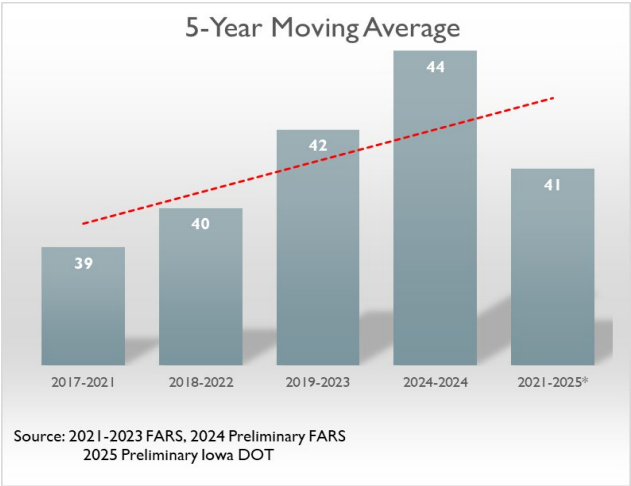
Throughout FFY 2025 and again in 2026, GTSB is continuing its partnership with Alliance Highway Safety to promote motorcycle safety at rider events across Iowa. These events feature interactive booths and surveys designed to engage the riding community directly. To extend the reach of the "Look Out for Motorcycles" message into local neighborhoods, yard signs are also distributed at each event for residents to display.

While 2025 media funding focused broadly on both motorist awareness and rider safety, the 2026 campaign will shift focus toward rider development. The upcoming year's media strategy is dedicated to educating both new and seasoned riders on the various professional training opportunities available throughout the state.

Managed by the Iowa DOT, comprehensive safety courses will remain available in 2026. These programs cater to all skill levels and vehicle types, including the Basic Rider Course & Basic Rider Course 2, Advanced Rider Course and the 3-Wheel Basic Rider Course.

C-8) Unhelmeted Motorcyclist Fatalities

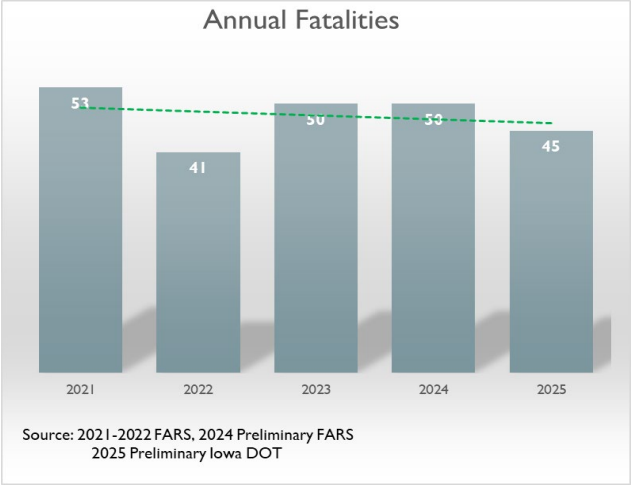


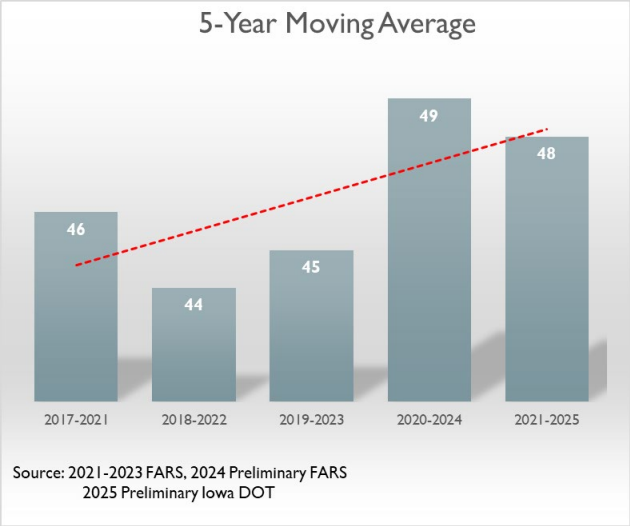


Unhelmeted rider fatalities dropped in both annual figures and in the 5-year moving average, from 45 to 29 and 44 to 41 respectively. The target of 38 was not met. Countermeasures of safety awareness and the promotion of motorcycle rider education will continue. In the absence of a state motorcycle helmet law, GTSB has prioritized proactive safety initiatives.

While the 2025 media campaign contained an element of protective gear plus rider education, the 2026 strategy will highlight rider education programs. This effort will be supported by Alliance Highway Safety, which will conduct direct outreach to the riding community at rallies throughout Iowa.

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





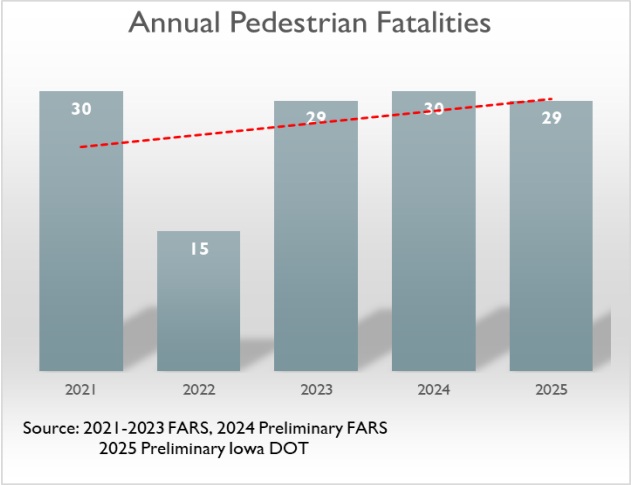
Drivers aged 20 and younger are at increased risk of crashes due to limited driving experience, creating an ongoing need for targeted education. The 5-year moving average dropped from 49 to 48 but the target of 44 was not met.

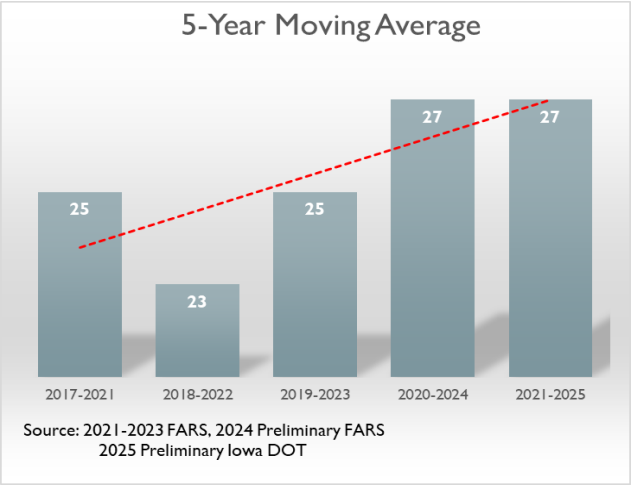
Public participation and engagement efforts ignited an expansion of youth-focused safety programming throughout 2025 and into 2026. During this period, MADD increased its capacity to provide essential education to students, parents, and guardians alike. While the "Seatbelts Are For Everyone" (SAFE) initiative concluded its programming at the end of the year, GTSB revitalized youth strategy in peer to peer and interactive learning in 2026. GTSB provided funding to FCCLA to spearhead safety education within middle and high schools, while ThinkFast Interactive is set to deliver immersive traffic safety experiences to 17 schools across the state.

Complementing these initiatives, the "Choices Matter" program remains important high school engagement, using impactful speakers and interactive displays to inspire students to make life-saving decisions behind the wheel.

On a systemic level, the Iowa DOT continues to leverage insights from the 2024 Driver Education Assessment to explore improvements and possible implementation to the state's driver education program and curriculum.

C-10) Pedestrian Fatalities

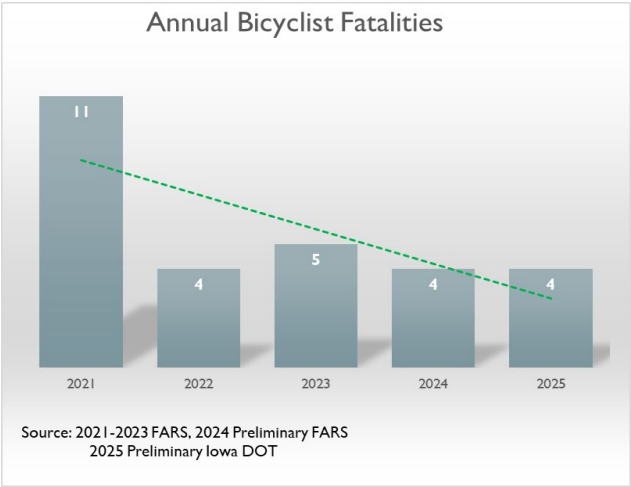


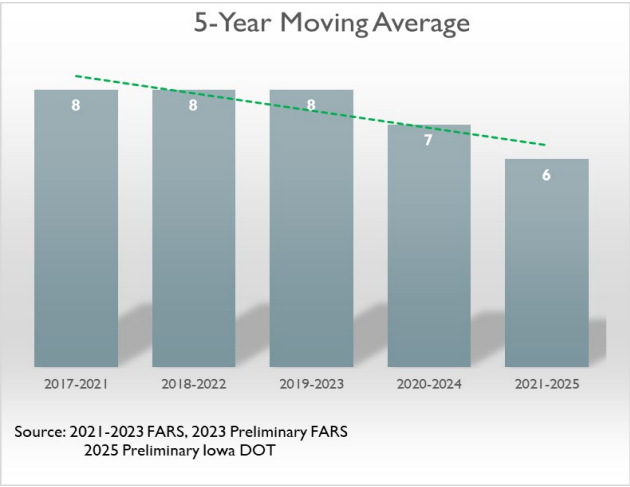


Annual pedestrian fatalities increased to 30 in 2024, and dropped by 1 in 2025 to 29, 11% of total fatalities. The 5-year moving average remained at 27, and the target of 24 was not met. GTSB continues to seek projects and partners to promote pedestrian safety.

In 2025 and 2026, GTSB continued its partnership with the Iowa DOT Local Technical Assistance Program to fund road studies focused on vulnerable road users, with a specific emphasis on enhancing safety in smaller, rural towns and cities. These efforts are complemented by statewide training for flaggers and road construction crews to improve work zone safety. Beyond these technical studies, GTSB remains committed to promoting pedestrian safety funding opportunities and extending its dedicated media campaign into the new year to maintain public awareness.

C-11) Bicyclist Fatalities



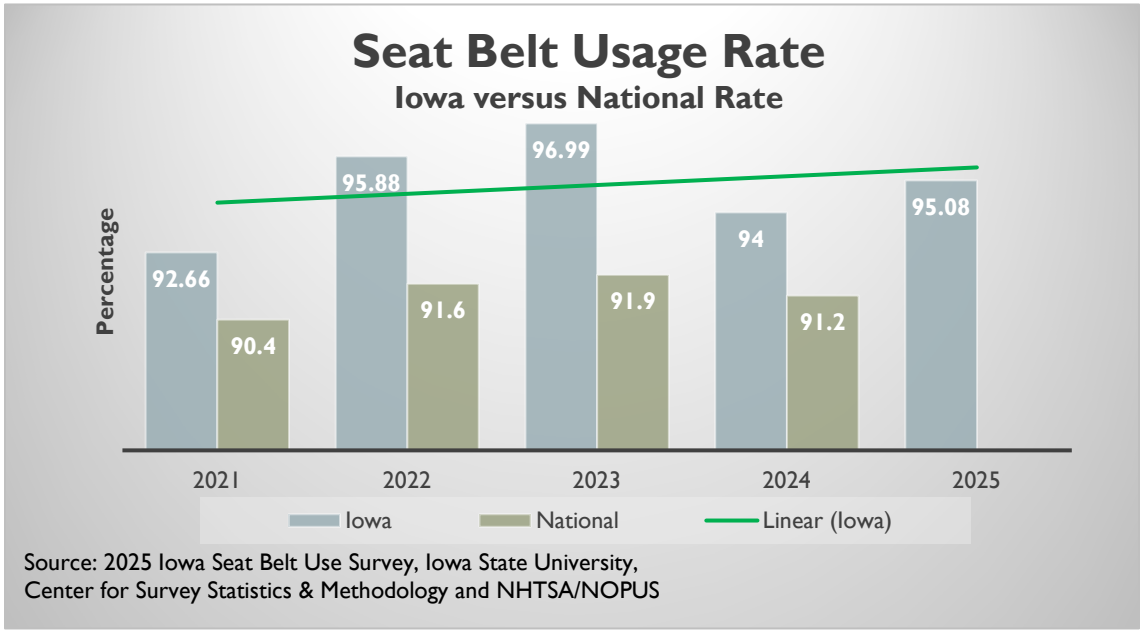


The bicyclist fatality target was 7.4, the 5-year moving average is 6. This target was met. Actual numbers were four in the last two years, but the goal is of course, zero.

Following the completion of Iowa's Vulnerable Road User Safety Assessment in 2024, GTSB established a strategic partnership with the Iowa Bicycle and Pedestrian Advisory Committee. The committee's expertise will help identify emerging safety strategies and may cultivate new community partnerships.

Bicyclist programming throughout 2025 and 2026 remains focused on conducting road studies for cities with vulnerable road user concerns, alongside the distribution of safety education materials and helmets. An addition in 2026 is a new partnership with Street Collective. This local non-profit will plan and execute a series of bike rodeos and skills courses designed for all ages across the Des Moines metropolitan area.

B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)



The Seat Belt Survey was completed by Iowa State University in 2025. The overall seat belt use rate is 95.08%, which is an increase from the previous year. The target of 95.90% was not met, but Iowa continues to focus on seat belt use and education in all counties and provides targeted messaging, enforcement, and programming in High Five counties in the state.

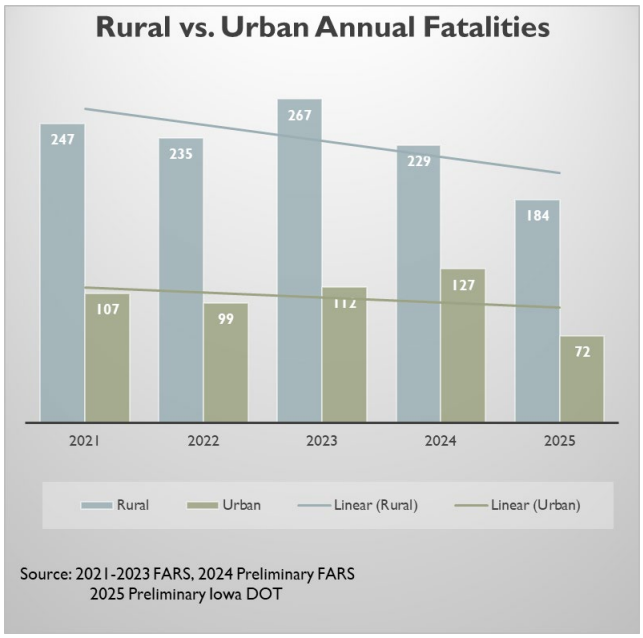
To promote seat belt awareness, local law enforcement, the Iowa State Patrol, and GTSB staff utilized five Seat Belt Convincers at community events across the state. These devices were featured at high-profile gatherings, including the Iowa State Fair, county fairs, National Night Out, and high school football games, providing Iowans with hands-on education on the life-saving importance of buckling up.

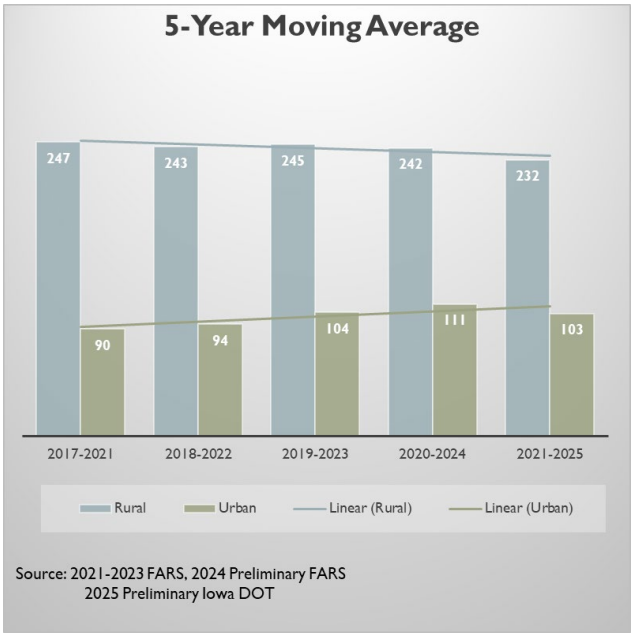
Youth engagement saw a transition in 2025 as the SAFE program—a peer-to-peer initiative focused on seat belts and distracted driving—concluded its operations in approximately 30 schools following the departure of the program manager. To ensure traffic safety education remains a priority, GTSB

launched new programming in 2026 through FCCLA and ThinkFast Interactive, which will continue to reach students in schools statewide.

These educational efforts are reinforced by an occupant protection media campaign extending through 2026 together with ongoing high-visibility enforcement. In 2025 alone, these grant-funded patrols resulted in 3,691 seat belt citations, underscoring a continued statewide commitment to saving lives.

Additional Performance Measure #1: Rural Traffic Safety/Rural Traffic Fatalities



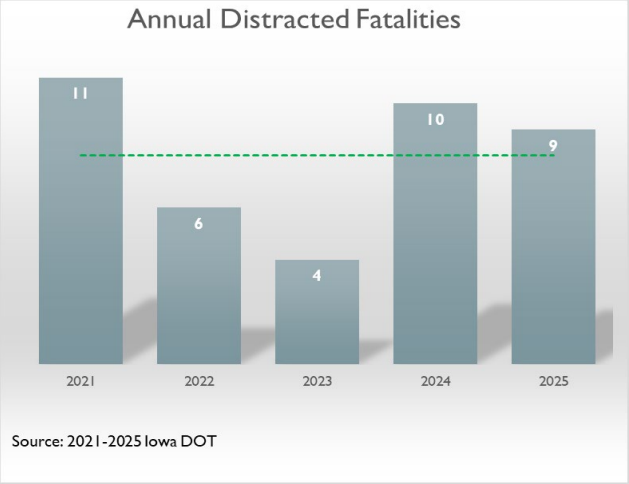


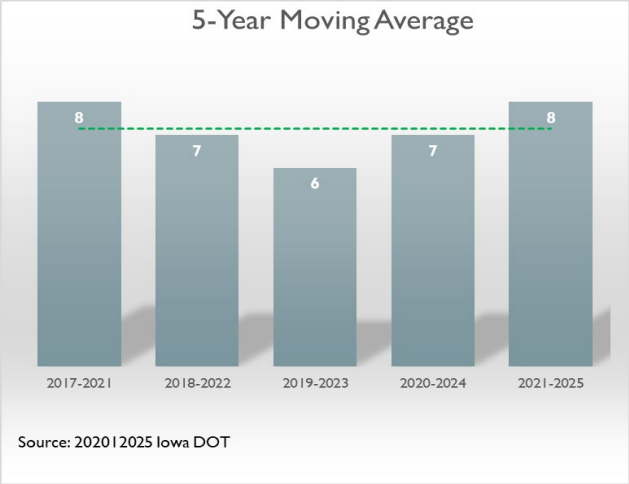
The target for Rural Traffic Safety/Rural Traffic Fatalities was 241. In 2024 rural fatalities were 232, so this target has been met. The trend line for both annual fatalities and the 5-year moving average are on a downward trend.

The High Five projects continued their vital work across Appanoose, Fremont, Humboldt, Keokuk, and Mitchell counties. High-visibility enforcement was spearheaded by the Iowa State Patrol in 2025 and will continue through 2026, with additional local support provided by the Fremont County Sheriff's Office. To amplify these enforcement efforts, a targeted media campaign utilized a strategic mix of digital out-of-home advertising, streaming radio, and Meta platforms, successfully generating 2,864 clicks within these specific counties.

Safety efforts also addressed the evolving challenges of Iowa's roadways following the 2022 law change that granted ATV/UTV riders access to certain public roads. A multi-agency collaboration between the Iowa State Patrol, DOT, and DNR resulted in the creation and distribution of specialized educational cards. GTSB partnered with ATV/UTV dealers to provide safety information directly to new owners and showroom customers. While fatalities reached 20 in 2024, they were successfully reduced by 50% in 2025, totaling 10.

Additional Performance Measure #2: Distracted Driving





The target for Distracted Driving was 7. The 5-year moving average is currently at 8, with a decreasing trendline. This target was not met; however, the new hands-free law should lower distracted driving crashes in the state.

To ensure continued progress, Iowa will maintain its multifaceted approach of public education, community engagement, and high-visibility enforcement.

A key component of this strategy is the partnership with Alliance Highway Safety, which provides a vital link to rural and underserved communities. By hosting interactive booths at county fairs in high-fatality regions, staff have successfully engaged local residents in meaningful safety conversations. This grassroots approach has resonated deeply with the public; parents and guardians expressed significant appreciation for the program's focus on fostering safe driving habits within their communities.

The 2025 Distracted Driving Campaign achieved a massive reach, generating over 22 million impressions. This success was fueled by a mix of traditional and innovative tactics, including the introduction of grocery store standees to engage audiences in unexpected locations. These were supported by a comprehensive media buy featuring outdoor billboards, social media, traffic and weather radio, and connected TV. In addition, GTSB provided thousands of hands-free education brochures to law enforcement and other partners for distribution in the state. The campaign will continue in 2026.

Looking forward, GTSB has secured funding for distracted driving awareness for the first time. As 405(e) Distracted Driving Awareness funds are available, the Bureau will partner with ZLR to expand these educational initiatives and explore possible new ways to reduce distracted driving across the state.

Public Participation & Community Collaboration

Public Participation and Engagement Efforts (PP & E)

Public Participation and Education (PP&E) efforts in FFY 2025 focused on cultivating new partnerships and initiating dialogues to educate youth aged 15-19 on traffic safety. These foundational efforts sparked expanded programming in late FFY 2025 with further growth in FFY 2026. The strategies employed are rooted in evidence-based guidelines, including the *Uniform Guidelines for State Highway Safety Programs No. 20 (Occupant Protection)* and *No. 8 (Impaired Driving)*. Specifically, the state utilized strategies from *Countermeasures That Work* focused on communications, outreach, and safety for older children and youth.

To bolster these efforts, MADD expanded its Iowa-based staff to multiply programming across the state. Building on successful collaborations in 2025, a new project with FCCLA was funded for FFY 2026 to bring peer-to-peer traffic safety messaging and education directly into Iowa schools.

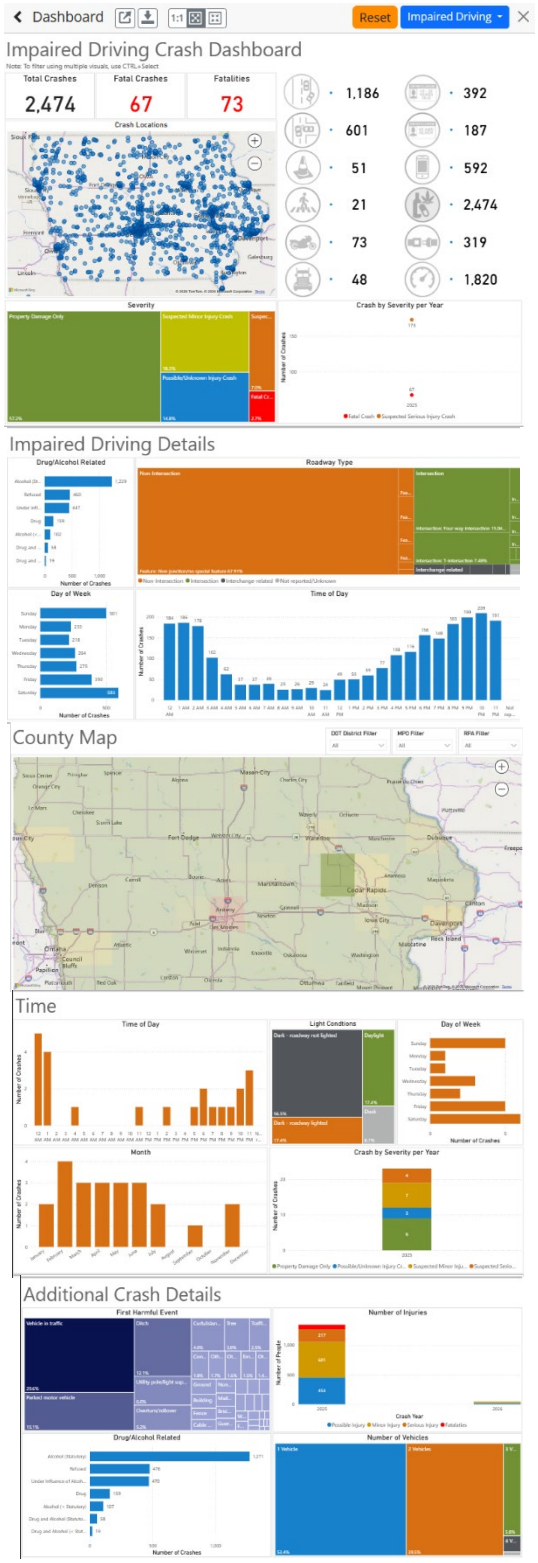
Occupant protection and distracted driving outreach also expanded statewide in 2025, with a particular focus on high-fatality counties and youth demographics. To reach teens and parents where they are most active, GTSB utilized the Bound (formerly GoBound) application—a hub for high school sports schedules, scores, and ticketing—to deliver safety messaging. Outreach even extended into video game advertising to better connect with younger drivers.

While the SAFE program concluded in 2025, a new partnership with ThinkFast Interactive will launch in 2026. This engaging, high-energy program is scheduled to reach students in 17 schools across the state. Choices Matter programming will also move forward in 2026, reaching an additional 10 schools.

Motorcycle fatalities were another topic in 2025. Preliminary data for 2025 indicates that motorcycle fatalities dropped significantly to 38, compared to 64 the previous year. This progress was supported by Alliance Highway Safety, who engaged nearly 1,400 people across 10 motorcycle rallies. Through interactive booths and direct outreach, staff distributed "Look for Motorcycles" yard signs and promoted sober riding. Insights from these events showed that over half of participants believe mandatory riding courses would make Iowa roads safer, while many riders emphasized that defensive driving and protective gear remain the most effective ways for motorcyclists to protect themselves.

A targeted media campaign also resulted in 3,650 clicks to the DOT website for motorcycle rider education.

Evidence Based Enforcement Activities



The cornerstone of highway safety programming is data. Accurate and comprehensive records enable law enforcement to pinpoint specific issues within their jurisdictions, ensuring that resources are allocated where they will have the greatest impact. To maintain this high standard, Iowa continues to enhance its traffic records by focusing on six key attributes: accuracy, completeness, timeliness, consistency, accessibility, and integration. A major milestone in this effort was the 2025 revitalization of the Statewide Traffic Records Coordinating Committee (STRCC), which utilized a thorough SWOT analysis to modernize and sharpen the state's strategic plan.

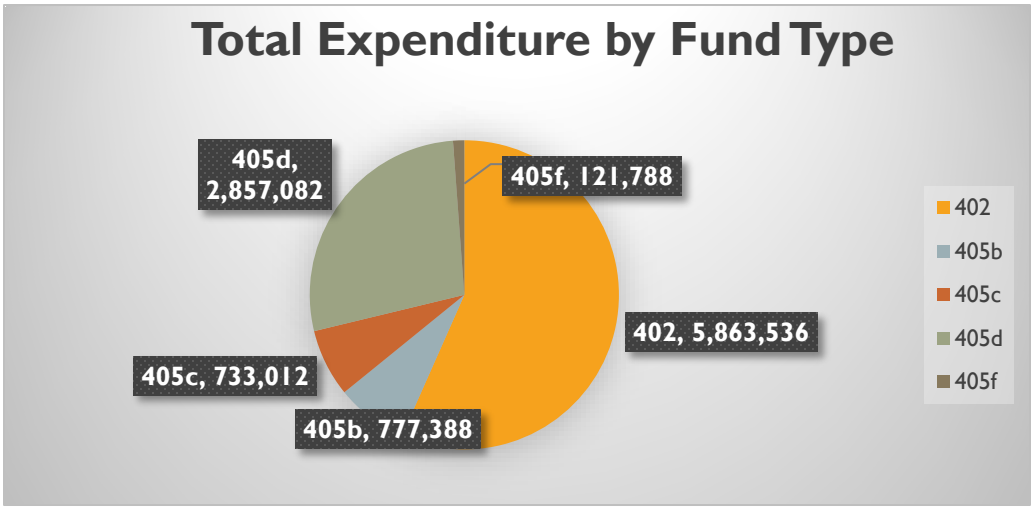
GTSB and its partners are committed to evidence-based enforcement and community-driven collaboration. By fostering ongoing dialogue and advocating for the use of community feedback, GTSB expects that safety programming is both transparent and prioritized based on local needs. To support this, agencies are encouraged to utilize resources and training from organizations like the Department of Justice and the International Association of Chiefs of Police, which help build a foundation of trust through innovative and informed policing.

To keep these initiatives moving forward, GTSB continuously refines its grant application process. Agencies requesting federal funds must provide a data-backed description of the safety issues in their specific jurisdictions, identifying proven countermeasures and action plans. Core principles of data driven decisions, a focus on effectiveness, and continuous evaluation are central to conversations with GTSB partners. This data-centric approach ensures that every grant awarded contributes directly to the goal of reducing fatalities and injuries on Iowa's roadways.

2025 Project Summary and Activity

During 2025, seventeen amendments and 1 acknowledgement were added to the AGA, and each amendment is referenced in each individual project summary later in this section.

GTSB expended a total of $10,352,806 in FF 2025. The breakdown of expenditures by funding source is below.



Several projects or individual agencies identified in the AGA were not completed. Each is listed below with the reason for project withdrawal:

Garner Police Department, 402-PT-2025 05-90-17 – Project withdrawn due to staffing levels.

Robins Police Department, 402-PT-2025 05-90-37 – Project withdrawn due to staffing levels.

Cherokee County Sheriff Office 402-PT-2025 05-90-04 – Project withdrawn due to staffing levels.

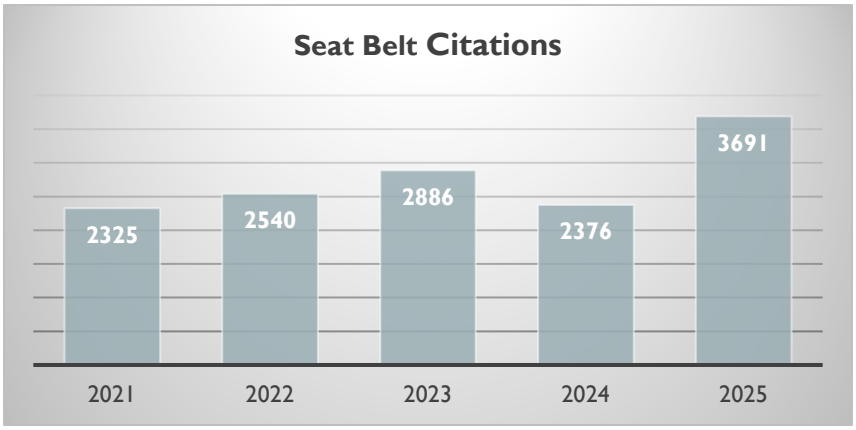
ISU-Story County Impaired Driving Early Treatment & Prevention Coalition, 405d-M5TR-2025 74-00-05 - The University opted to withdraw the project after the person responsible for its implementation left their employment.

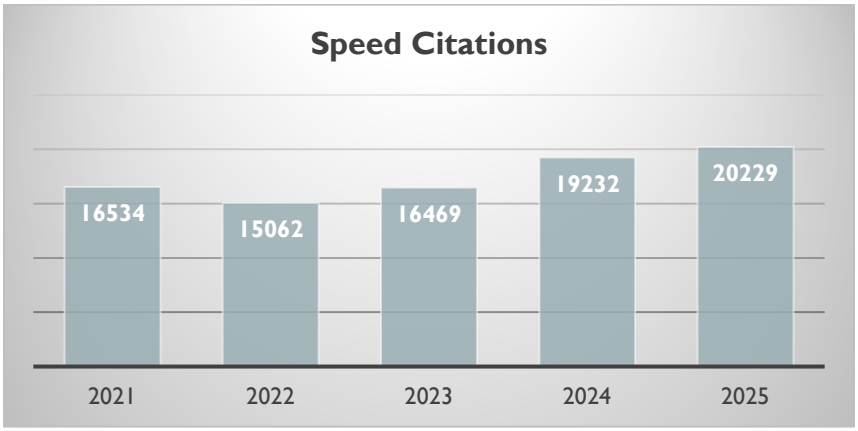
Total Section 402 local expenditure funds reached 43.15%.

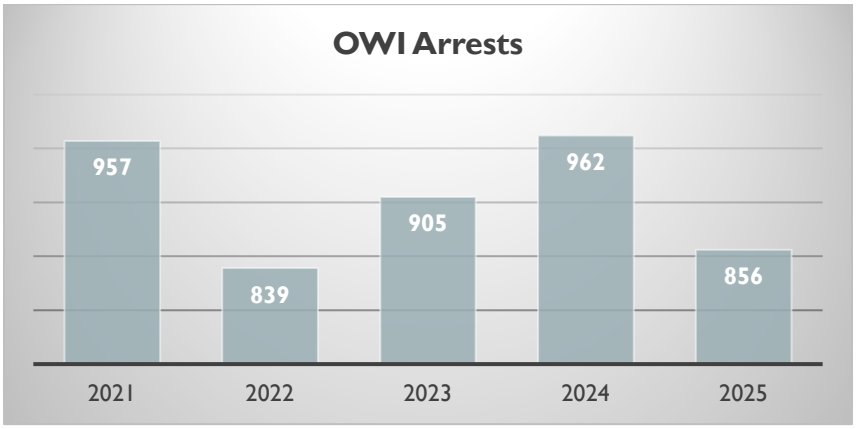
In federal fiscal year 2025, over 10% of 405(b) funding was allocated to low-income and underserved communities throughout Iowa. GTSB received $708,750.27 in 405(b) funding for the year. Of this amount, $68,000 was utilized for grant-funded car seats, distributed by technicians across Iowa who identified a financial need in underserved communities. Additionally, a minimum of $4,153.56 was spent during FY 2025 on certifying Child Passenger Safety Technicians to provide a resource in identified underserved, low-income communities across Iowa.

sTEP agencies participated in a minimum of four national mobilizations, including *Click It or Ticket, Put the Phone Away or Pay,* and two *Drive Sober or Get Pulled Over* events during the year.

Seat belt citations, OWI arrests, and speed citations issued during high-visibility enforcement are tracked year over year, with totals listed in the tables below. In 2025, both seat belt citations and speed citations increased, while OWI arrests were lower than 2024.







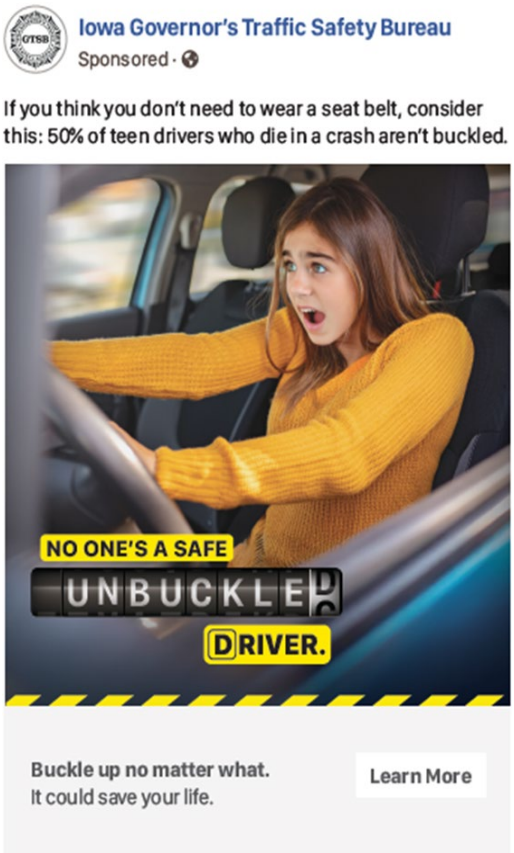
Awareness Survey

Public Awareness Survey

A public awareness survey was not conducted in FFY 2025. Surveys and public participation and engagement requirements have provided ample information and direction for programming.

Media

ZLR Ignition – Media
Project Number: 405d-B5PEM-2025 71-00-50
*405b-M1*PM-2025 27-00-50*
402-PM-2025 09-00-50
*405f-FF*PM-2025 93-00-50*
Sub-recipient: ZLR Ignition



Amendment 4 to the Annual Grant Application added ZLR Ignition as the sub-recipient and to detail funding sources and specific dollar amounts to the media project. Details for each type of campaign can be found in the appropriate program area.

The DriveSmartIowa.com microsite continues to share traffic safety information for Iowa drivers. The site includes a Media Center where partners can download media assets for local use and is included in all campaigns.

The FFY 2025 GTSB campaign resulted in 115,116,957 impressions across all funding sources, an increase of 43 million impressions compared to FFY2024. Overall, this year's GTSB campaign drove 278,684 clicks to the website across all campaigns, also an increase of approximately 68,000 clicks.

ZLR successfully negotiated $1,964,328 in added value which expanded the reach of GTSB message through 22.9 million additional impressions. ZLR was able to negotiate this added value through excellent vendor relationships, particularly in the General and Impaired categories.

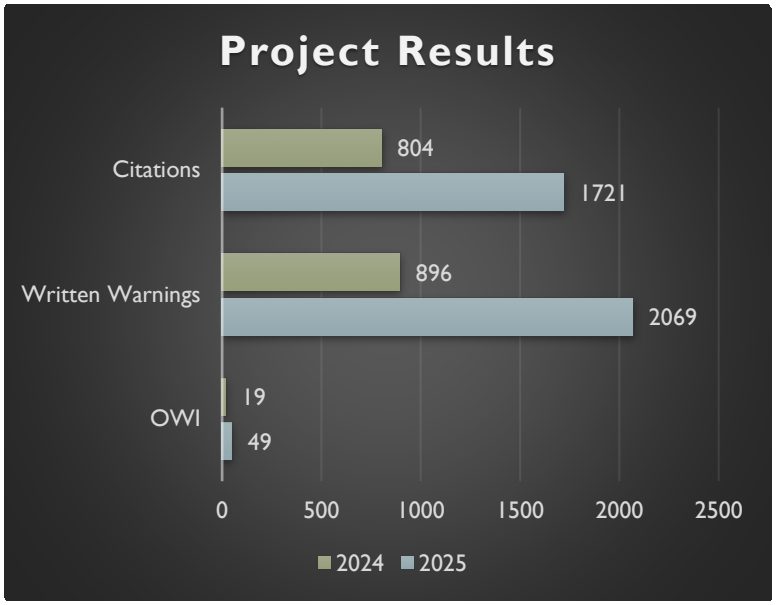
Community Traffic Safety Programs

Outreach Through County Fairs moved Distracted Driving Section.

Vehicular Heatstroke-Unattended Passengers
Project Number: 402-UNATTD-2025 14-00-50
Sub-recipient: Blank Children's Hospital

The hot vehicle display was exhibited in 39 different communities in 2025. Heatstroke awareness and education brochures were available at every event, and a banner was displayed reminding the public to lock their automobiles, keep keys out of reach, and to educate children not to play in cars. One event was the statewide school nurse conference, where 44 counties were represented, and all attendees were able to view the display and learn how to request it for community use.

Multi-jurisdictional Law Enforcement Task Force-Central Iowa Traffic Safety Task Force (CITSTF)
Project Number: 402-PT-2025 05-00-51
Sub-recipient: Central Iowa Traffic Safety Task Force



The Central Iowa Traffic Safety Task Force continues to add participating member agencies (now numbered at 20) to the task force, and promotes, manages, and participates in multi-jurisdictional projects in the metropolitan area and the state. In 2025, the number of projects increased from 7 to 10, and included saturation projects centered around the move over law, impaired driving, including drug impaired driving, speed, and general traffic safety. They also hosted an annual training and award ceremony for area law enforcement agencies.

Community Traffic Safety Health Consultant

This project was initially discussed a few years ago with the Iowa Department of Health and Human Services, but with no further movement, and the project was removed from the 2026 Annual Grant Application.

Impaired Driving

Drug Recognition Expert (DRE) Program
Project Number: 405d-B5PEM-2025 71-00-02
Sub-recipient: Governor's Traffic Safety Bureau

In 2025, the Iowa Drug Recognition Expert (DRE) Program expanded its impact, certifying 26 new experts across two DRE Schools. The program recorded 1,283 total evaluations, including 776 enforcement evaluations and 505 training, and 2 "other" assessments. Notably, the program maintained a high degree of precision with a 95% corroboration rate, even as toxicology results revealed that 43% of cases involved poly-drug use.

Field operations were highlighted by the "4/20 Project" on April 19, 2025. This high-visibility enforcement effort, led by the Central Iowa Traffic Safety Task Force, deployed 32 officers—including 11 DREs—across Des Moines and Altoona. Supported by the Iowa State Patrol Airwing, the multi-agency saturation resulted in 325 citations and 14 arrests, nine of which were for impaired driving. 12 DRE evaluations were completed during the event.

Individual and technical highlights also marked the year:

- Deputy Kyle Peterson of the Plymouth County Sheriff's Office was honored by the International Association of Chiefs of Police (IACP) for completing 62 enforcement evaluations.
- In January 2026, the Iowa team streamlined reporting by fully integrating DRE forms into the TraCS (Traffic and Criminal Software) system.
- The DRE Board met throughout the year to manage program standards, review school applications, and provide strategic direction.

Amendment 15 moved funds from this project to 405d-M5IDC-2025 76-00-01.

High Visibility Enforcement (HVE)-402 AL
Project Number: See list below.
Sub-recipient: See list below.

The law enforcement agencies listed below participated in high visibility enforcement focused on impaired driving throughout the FFY. Overall, 11,350 hours were logged and included 1,454 impaired driving contacts, 748 occupant protection contacts, 6,773 speed contacts, and 13,061 in 'Other' traffic contacts.

Subrecipient Name	***Project Number***
Adams County Sheriff Office	402-AL-2025 02-40-00
Altoona Police Department	402-AL-2025 02-40-01
Ames Police Department	402-AL-2025 02-40-02
Ankeny Police Department	402-AL-2025 02-40-03
Atlantic Police Department	402-AL-2025 02-40-04
Belle Plaine Police Department	402-AL-2025 02-40-05
Bettendorf Police Department	402-AL-2025 02-40-06
Black Hawk County Sheriff Office	402-AL-2025 02-40-07
Blue Grass Police Department	402-AL-2025 02-40-08
Boone Police Department	402-AL-2025 02-40-09
Buena Vista County Sheriff Office	402-AL-2025 02-40-10
Buffalo Police Department	402-AL-2025 02-40-11
Burlington Police Department	402-AL-2025 02-40-12
Carlisle Police Department	402-AL-2025 02-40-13
Cass County Sheriff Office	402-AL-2025 02-40-14
Cedar Falls Police Department	402-AL-2025 02-40-15
Cedar Rapids Police Department	402-AL-2025 02-40-16
Cerro Gordo County Sheriff Office	402-AL-2025 02-40-17
Chariton Police Department	402-AL-2025 02-40-18
Clear Lake Police Department	402-AL-2025 02-40-19
Clinton County Sheriff Office	402-AL-2025 02-40-20
Clinton Police Department	402-AL-2025 02-40-21
Clive Police Department	402-AL-2025 02-40-22

Coralville Police Department	402-AL-2025 02-40-23
Council Bluffs Police Department	402-AL-2025 02-40-24
Dallas County Sheriff Office	402-AL-2025 02-40-25
Davenport Police Department	402-AL-2025 02-40-26
Decorah Police Department	402-AL-2025 02-40-27
Des Moines County Sheriff Office	402-AL-2025 02-40-28
Des Moines Police Department	402-AL-2025 02-40-29
DeWitt Police Department	402-AL-2025 02-40-30
Dubuque County Sheriff Office	402-AL-2025 02-40-31
Dubuque Police Department	402-AL-2025 02-40-32
Durant Police Department	402-AL-2025 02-40-33
Eldridge Police Department	402-AL-2025 02-40-34
Epworth Police Department	402-AL-2025 02-40-35
Evansdale Police Department	402-AL-2025 02-40-36
Fayette County Sheriff Office	402-AL-2025 02-40-37
Fort Dodge Police Department	402-AL-2025 02-40-38
Fort Madison Police Department	402-AL-2025 02-40-39
Grundy Center Police Department	402-AL-2025 02-40-40
Harrison County Sheriff Office	402-AL-2025 02-40-41
Henry County Sheriff Office	402-AL-2025 02-40-42
Hiawatha Police Department	402-AL-2025 02-40-43
Hudson Police Department	402-AL-2025 02-40-44
Huxley Police Department	402-AL-2025 02-40-45
Indianola Police Department	402-AL-2025 02-40-46
Iowa City Police Department	402-AL-2025 02-40-47
Jackson County Sheriff Office	402-AL-2025 02-40-48
Jasper County Sheriff Office	402-AL-2025 02-40-49
Johnson County Sheriff Office	402-AL-2025 02-40-50
Johnston Police Department	402-AL-2025 02-40-51
Keokuk Police Department	402-AL-2025 02-40-52
Knoxville Police Department	402-AL-2025 02-40-53
Le Mars Police Department	402-AL-2025 02-40-54
LeClaire Police Department	402-AL-2025 02-40-55
Lee County Sheriff Office	402-AL-2025 02-40-56
Louisa County Sheriff Office	402-AL-2025 02-40-57
Lyon County Sheriff Office	402-AL-2025 02-40-58
Mahaska County Sheriff Office	402-AL-2025 02-40-59
Maquoketa Police Department	402-AL-2025 02-40-60
Marion County Sheriff Office	402-AL-2025 02-40-61
Marion Police Department	402-AL-2025 02-40-62
Marshall County Sheriff Office	402-AL-2025 02-40-63
Marshalltown Police Department	402-AL-2025 02-40-64
Mason City Police Department	402-AL-2025 02-40-65
Mills County Sheriff Office	402-AL-2025 02-40-66
Missouri Valley Police Department	402-AL-2025 02-40-67
Monona County Sheriff Office	402-AL-2025 02-40-68
Mount Pleasant Police Department	402-AL-2025 02-40-69
Mount Vernon-Lisbon Police Department	402-AL-2025 02-40-70
Muscatine County Sheriff Office	402-AL-2025 02-40-71
Muscatine Police Department	402-AL-2025 02-40-72
Nevada Public Safety Department	402-AL-2025 02-40-73
Newton Police Department	402-AL-2025 02-40-74
North Liberty Police Department	402-AL-2025 02-40-75

Norwalk Police Department	402-AL-2025 02-40-76
Osceola County Sheriff Office	402-AL-2025 02-40-77
Oskaloosa Police Department	402-AL-2025 02-40-78
Ottumwa Police Department	402-AL-2025 02-40-79
Pella Police Department	402-AL-2025 02-40-80
Peosta Police Department	402-AL-2025 02-40-81
Pleasant Hill Police Department	402-AL-2025 02-40-82
Pocahontas County Sheriff Office	402-AL-2025 02-40-83
Polk City Police Department	402-AL-2025 02-40-84
Polk County Sheriff Office	402-AL-2025 02-40-85
Pottawattamie County Sheriff Office	402-AL-2025 02-40-86
Red Oak Police Department	402-AL-2025 02-40-87
Scott County Sheriff Office	402-AL-2025 02-40-88
Sioux City Police Department	402-AL-2025 02-40-89
State Center Police Department	402-AL-2025 02-40-90
Story County Sheriff Office	402-AL-2025 02-40-91
Tama Police Department	402-AL-2025 02-40-92
Tipton Police Department	402-AL-2025 02-40-93
Toledo Police Department	402-AL-2025 02-40-94
Van Meter Police Department	402-AL-2025 02-40-95
Wapello County Sheriff Office	402-AL-2025 02-40-96
Warren County Sheriff Office	402-AL-2025 02-40-97
Washington County Sheriff Office	402-AL-2025 02-40-98
Washington Police Department	402-AL-2025 02-40-99
Waterloo Police Department	402-AL-2025 02-41-00
Waukee Police Department	402-AL-2025 02-41-01
Webster County Sheriff Office	402-AL-2025 02-41-02
West Burlington Police Department	402-AL-2025 02-41-03
West Des Moines Police Department	402-AL-2025 02-41-04
Winterset Police Department	402-AL-2025 02-41-05
Woodbury County Sheriff Office	402-AL-2025 02-41-06

High Visibility Enforcement-405d
Project Number: 405d-M5HVE-2025 68-40-00
Sub-recipient: Iowa State Patrol

The Iowa State Patrol spent 3398.30 hours conducting impaired driving enforcement and 171.3 hours on impaired driving education during the project year. Contacts during this time totaled 451 impaired driving contacts, 330 occupant protection citations and written warnings, 2224 speed citations and written warnings, and 4674 other traffic citations and written warnings.

Traffic Law Bench Book
Project Number: 405d-M5CS-2025 75-00-51
Sub-recipient: Iowa Judicial Branch

The Benchbook Executive Committee met 4 times during the year and in consultation with some external contacts and resources, ensured the online book remains up to date and is accessible to judicial officers and legal staff. The average number of hits of the Benchbook increased by over 15%, and the number of unique users was up over 5%. The project allowed for 2 traffic safety related

speakers, one of which presented at the 2025 Magistrates Conference and the 2025 ISBA Annual Meeting, Judges Track. The State Court Administrator and Statewide Treatment Court Coordinator served on the Impaired Driving Task Force.

DCI Lab Toxicology
Project Number: 405d-FDLBAC-2025 72-00-50
Sub-recipient: Iowa Department of Public Safety-DCI Lab

During FFY 2025, the DCI Laboratory demonstrated significant output, completing 2,965 blood and urine cases and approving 4,554 toxicology reports with an efficient average turnaround time of 18.91 days. Beyond casework, the lab strengthened field operations by certifying 188 DataMasters and conducting 10 training sessions for 263 officers.

The lab's impact extended into the courtroom, where personnel from the Toxicology and Breath Alcohol Sections provided expert testimony on approximately 56 occasions. Program funding supported these efforts through the procurement of essential toxicology supplies and DataMaster maintenance components, as well as specialized training for team members. Additionally, the lab continued its leadership in public safety by providing representation on the State's Impaired Driving Task Force.

Advanced Roadside Impaired Driving Enforcement (ARIDE) Program
Project Number: 405d-B5PEM-2025 71-00-03
Sub-recipient: Governor's Traffic Safety Bureau

ARIDE training continues to support GTSB strategies to reduce impaired driving in the state by offering an intermediate course to acquire an in depth understanding of the impairing effects of drugs, both illicit and licit, alcohol, and or a combination of the two. 12 ARIDE classes were held, an increase of 2 classes over 2025. 263 officers and prosecutors completed the course.

Iowa Law Enforcement Academy (ILEA)
Project Number: 402-PT-2025 05-00-50/405d-M5PEM-2025 69-00-50
Sub-recipient: Iowa Law Enforcement Academy

ILEA continued its work to provide traffic safety related training statewide during the year. 2 tours of ILEA from a local area community college included experiential learning with impaired goggles. In addition, ILEA provided representation on the Impaired Driving Task Force, purchased 2 Lidars and 2 Impaired Driving Goggles, and other supplies for use in programming.

Courses completed and the number of law enforcement officers trained during the year follows in the table below.

Course	Number of Courses	Officers Trained
Radar/Lidar Instructor Course	1	14
Radar/Lidar Instructor Renewal Course	2	17
Motor Vehicle Law/TRACS Courses	5	210
Traffic Incident Management Course	3	155
OWI Report Writing Course	8	350
Radar Enforcement Basic Course	5	214
Traffic Law Enforcement Course	1	47
Vehicle Stops Course	12	533
Vehicle Operations with Radar Enforcement Course	4	132
Traffic Direction Course	1	44
Motor Vehicle Law/Car Seat Emphasis Course	2	134

ILEA provided a Standardized Field Sobriety Horizontal Gaze Nystagmus (SFST-HGN) course for each basic academy and for local and state law enforcement officers. Additionally, Standardized Field Sobriety Testing (SFST) Instructor Courses for the basic academy cycle and for local and state enforcement personnel were presented as well.

Course	Number of Courses	Officers Trained
Chemical Testing Basic Course	6	230
Wet Labs	6	254
OWI Scenarios	6	254
Certification Through Examination (CTE) Chemical Testing Course	3	13
Street Intoxication Course	6	254
OWI Enforcement Techniques Course	20	842
SFST Instructor Renewal Course	5	53
SFST Instructor Course	3	36

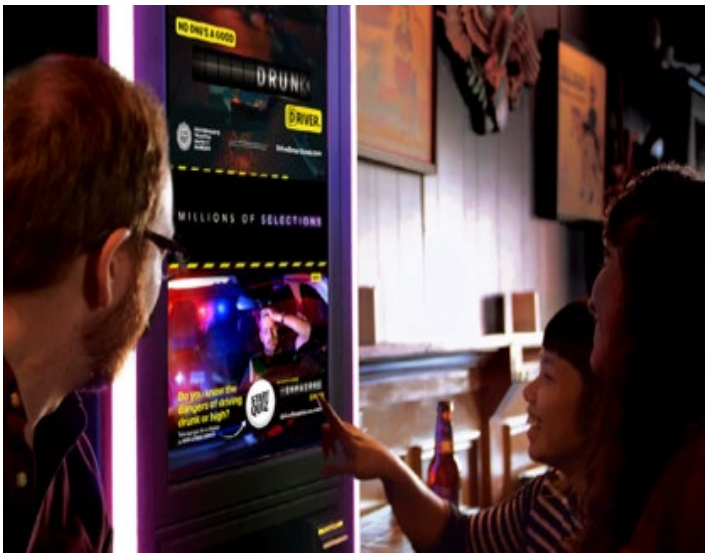
In partnership with the DRE Program, ILEA also offers a 2-hour Introduction to Drug Impaired Recognition for the basic academy training cycle and Certification Through Examination (CTE) Courses.

Course	Number of Courses	Officers Trained
ARIDE/SFST Instructor Renewal Course	2	3
Drug Recognition Course	6	254
OWI for CTE Course	3	13

Prosecutor Training-Traffic Safety Resource Prosecutor (TSRP)
Project Number: 405d-M5CS-2025 75-00-50
Sub-recipient: Office of the Attorney General of Iowa

During the 2025 project year, the Traffic Safety Resource Prosecutor (TSRP) maintained a highly visible presence across Iowa, delivering 52 presentations to an audience of 1,662 professionals, including prosecutors, law enforcement officers, and instructors. In addition to leading the Iowa Acts of Interest to Law Enforcement Workshops and facilitating the Iowa County Attorneys Fall and Spring Conferences, the TSRP served as a vital technical resource. These efforts included publishing the quarterly *Highway Safety Law Update* newsletter and updating the *OWI and Major Traffic Offense Manual*. Beyond training and publications, the TSRP provided support by routinely collaborating with law enforcement on active impaired driving investigations.

Impaired Driving Media Campaign
Project Number: 405d-FDLPEM-2024 62-00-51
Sub-recipient: ZLR Ignition



Strategies focused on building awareness through impactful messaging and driving user engagement via social media to the program website. Impaired driving prevention messages were placed in relevant locations—such as bars and gas stations—and media was strategically "flighted" during key consumption periods throughout the year. This approach generated a total of 17,239,809 impressions across various platforms, including cable TV, streaming radio, Snapchat, and the Iowa State Fair. The campaign's new "hero bar network" proved to be a highly efficient use of funds, reaching the target audience while they were actively consuming alcohol and reinforcing the critical message to secure a safe ride home; this successful strategy will be continued in FFY 2026.

Highway Safety Office Program Management-AL
Project Number: 402-AL-2025 02-00-01
Sub-recipient: Iowa Governor's Traffic Safety Bureau

The funds were allocated to support a portion of GTSB staff salaries, training, and supplies dedicated to tackling the impaired driving issue in the state. Additionally, the team provided technical assistance for ongoing public information and education campaigns focused on impaired driving issues, as well as for the coordination, monitoring, and review of impaired driving grants. Amendment 13 and Amendment 16 moved funds from this project to 402-PT-2025 05-00-01.

Highway Safety Office Printing-Impaired
Project Number: 405d-B5PEM-2025 71-00-01
Sub-recipient: Iowa Governor's Traffic Safety Bureau

Funds were used for portions of GTSB printing focused on impaired driving. Amendment 13 moved funds from this project to 405d-M5IDC-2025 76-00-01.

Highway Safety Office Program Management-(405d)
Project Number: 405d-M5IDC-2025 76-00-01
Sub-recipient: Iowa Governor's Traffic Safety Bureau

The project supported portions of GTSB staff salaries focused on impaired driving, including the Impaired Driving Coordinator and State DRE Coordinator.

Highway Safety Office Travel (405d)
Project Number: 405d-M5OT-2025 73-00-01
Sub-recipient: Iowa Governor's Traffic Safety Bureau

Funds were used for portions of GTSB staff travel focused on impaired driving.

Story County Early Treatment for Impaired Driving Prevention
Project Number: 405d-M5TR-2025 74-00-50
Sub-recipient: Iowa State University

Key personnel directing this program separated from the University prior to the start of the 2025 federal fiscal year. The University opted to withdraw the project and decline the awarded funding.

Mobile Breath Alcohol Testing Unit
Project Number: 405d-M5BAC-2025 77-01-00
Sub-recipient: Iowa State Patrol

The Mobile Breath Alcohol Testing Vehicle arrived in mid-July 2025. After staff training and installation of necessary equipment, the MBAT was used in late August for a multi-jurisdictional project between Council Bluffs Police Department, Pottawattamie County Sheriff and the Iowa State Patrol. After the first deployment, some manufacturer issues were detected and fixed, delaying use until FFY 2026.

State Judicial Outreach Liaison
Project Number: None-Grant between NHTSA/American Bar Association

The State Judicial Outreach Liaison (SJOL), Judge Gary McKenrick continues to serve as a key educational resource for the judiciary, promoting national educational opportunities, and providing updates on emerging issues, evolving statutory and case law, and evidence-based methods to enhance the administration of justice. Key activities include meeting with the state DUI Court Coordinator, visiting and facilitating discussion regarding the Scott County Drug Court and possible expansion about including impaired driving, a tribal court visit, as well as attendance at various meetings, webinars and conferences, including the National Alliance to Stop Impaired Driving Conference, Iowa Impaired Driving Task Force meetings, the Judicial Education Conference, and the State Toxicology Assessment.

Responsible Beverage Server Training
Project Number: 405d-M5OT-2025 73-00-50
Sub-recipient: Iowa Restaurant Association

In FFY 2025, the Iowa Restaurant Association taught 28 ServSafe Alcohol (24 English speaking, 4 Spanish speaking) classes in 15 counties in the state. 395 attendees achieved an overall pass rate of 79.25% for English speaking classes, and 75.61% for Spanish speaking classes. 273 participants received their certification. Law enforcement officers were invited to each class to offer a different perspective through personal experience, real world tips and insight on verifying identification, and tips for challenging situations. They were able to participate in 12 of the classes.

Roughly 19% of attendees trained in ServSafe Alcohol this grant cycle fell into the 16 to 20 year old age range. Many of these participants were reached by targeting establishments with seasonal staffing, like golf courses and Adventureland. 32% of attendees trained in ServSafe Alcohol this grant cycle were from rural Iowa. Nearly 18% of the attendees trained in ServSafe Alcohol this grant cycle were Spanish language speakers. The organization worked with the Iowa Latino Hospitality Council on promotion and a native Spanish-speaking ServSafe Alcohol instructor for instruction and outreach.

Impaired Driving Media Trailer Wraps
*Project Number: 405d-F24*PM-2025 84-00-50*
Sub-recipient: Iowa Department of Revenue

Amendment 3 allowed for the wrap of 7 semi tractor trailers with an impaired driving message as well as the website drivesmartiowa.com. These semis are used to deliver alcohol to vendors statewide and travel over 20,000 miles on average each week. The trailers will be wrapped for a period of 3 years.

OWI Treatment Court Travel
Project Number: 405d-F24CS-2025 85-00-50
Sub-recipient: Iowa Judicial Branch

Added by Amendment 5, this project allowed for 2 judges, a probation officer and a MADD representative to attend OWI Treatment Court Foundational Training in Georgia. The training provided education on the key components of a treatment court as well as national best practices when dealing with drivers impaired by alcohol or other drugs. The training also allowed for observation of a nationally recognized OWI Court presided over by a judge with years of experience. The knowledge gained was shared with the Cerro Gordo Adult Drug Treatment Court team. Discussions regarding the development of an OWI court continue. OWI referrals have been low, and the team is concerned about justification of an OWI track in the county. The MADD representative used the information to develop programming to interact with treatment courts.

Alcohol Compliance Checks
*Project Number: 405d-F24*AL-2025 83-00-50*
Sub-recipient: Iowa Department of Revenue

Amendment 6 allowed for an alcohol compliance check program to be established in partnership with the Iowa Department of Revenue, Alcohol & Tax Compliance Division. The program manager worked with law enforcement agencies in 11 counties identified as having a high number of alcohol related crashes involving drivers under the age of 21. During the year, 792 compliance checks were completed. The compliance rate was 85.6%.

Speed

Iowa DOT Safety Corridors
Project Number: 402-SC-2025 07-01-00
402-SC-2025 07-01-01
402-SC-2025 07-01-02
402-SC-2024 07-01-03
402-SC-2024 07-01-04
402-SC-2024 07-01-05
Sub-recipient: Henry County Sheriff Office
Iowa State Patrol
Lee County Sheriff Office
Marion County Sheriff Office
Woodbury County Sheriff Office
Pottawattamie County Sheriff Office

This project was included in the 2025 Annual Grant Application, but law enforcement agencies and funding amounts were approved in Amendment 1. Later, in Amendment 11, Marion County Sheriff

Office funding was increased due to planning enforcement projects based not only during commute times, but also on weekends.

In 2024, the Iowa Department of Transportation (DOT) utilized a crash reduction analysis tool to identify six specific corridors with a disproportionately high risk for speed-related collisions. Recognizing that shifts in driver behavior require sustained effort, the GTSB, the DOT, and participating law enforcement agencies have committed to a multi-year funding strategy for High-Visibility Enforcement (HVE) within these areas. To support these enforcement efforts, the DOT implemented enhanced signage alongside local education and awareness initiatives designed to curb risky driving and heighten speed awareness. The outcomes of these 2025 interventions are detailed below.

Total Hours Utilized	Impaired Driving Contacts	Occupant Protection Citations	Occupant Protection Warnings	Speed Citations	Speed Warnings	Other Traffic Citations	Other Traffic Warnings
1835.8	31	113	13	1436	977	398	1269

Communication Campaign-Speed
Project Number: 402-PM-2025 09-00-50
Sub-recipient: ZLR

The speed campaign achieved strong results by integrating traditional and innovative media tactics, including the introduction of Snapchat and gas station television advertisements. These efforts were bolstered by a presence on Learfield Radio, Total Traffic & Weather Radio, and various streaming radio platforms. Ultimately, the campaign surpassed its initial goal of 8.9 million impressions, generating a total of 9,227,067 impressions.

Motorcycle Safety

Motorcycle Rider Education
Project Number: 405f-M9MP-2025 92-00-50
Sub-recipient: Iowa Department of Transportation

The Iowa Department of Transportation Motorcycle Rider Education Program offered the Basic Rider Course, Basic Rider Course II, and the 3-Wheel Basic Rider Course in 2025 using the Motorcycle Safety Foundation Curriculum. 1114 riders completed the Basic Rider Course, 11 passed the Basic Rider Course II, and 20 passed the 3-Wheel Basic Rider Course. The MRE Quality Assurance team conducted 15 visits

across the state, ensuring the courses continue to meet curriculum and course standards, and 2 RiderCoach updates were offered in the state during the year.

Motorcycle Media Campaign
*Project Number: 402-PM-2025 09-00-50 and 405f-FF*PM 93-00-50*
Sub-recipient: ZLR Ignition

The goal for the motorcycle campaign was to influence Iowans to participate in motorcycle rider education and to wear protective gear when operating a motorcycle. It was flighted April-July and used outdoor and radio executions to reach the audience while they were riding. Hyper-targeted social media directed users to the Iowa DOT website for motorcycle rider classes, and to the drivesmartiowa.com website.

Motorcycle Safety Awareness
Project Number: 402-MC-2025 12-00-50
Sub-recipient: Alliance Highway Safety

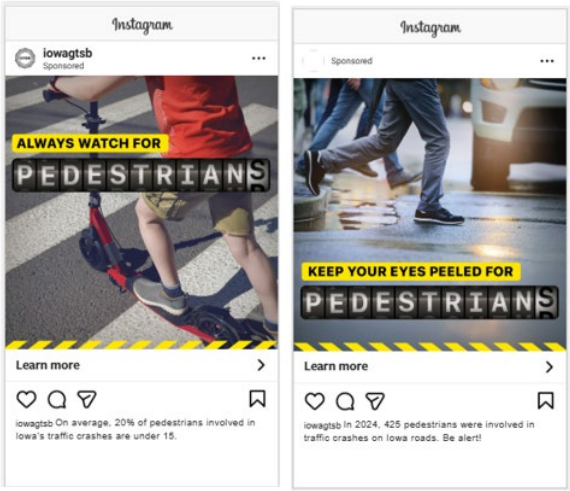
To increase motorcycle safety awareness, Alliance Highway Safety hosted interactive exhibits at 10 motorcycle rallies across Iowa. Each event featured a massive inflatable motorcycle to draw crowds, providing a focal point for meaningful engagement. Attendees were invited to participate in a "Walk-the-Line" demonstration using impairment goggles and to complete a survey regarding traffic safety attitudes and rider behavior. These interactive elements allowed staff to facilitate personal conversations with riders, gaining valuable insights while promoting safer driving practices.

Non-Motorized (Pedestrian)

Pedestrian Safety Circuit Rider-Training and Road Safety Audit
Project Number: 402-PS-2025 40-00-51
Sub-recipient: Iowa State University, Institute for Transportation-Local Technical Assistance Program (LTAP)

LTAP provided 29 work zone and flagger trainings reaching 812 agency personnel in 32 counties and cities during the project. Pedestrian safety related topics were presented to 87 attendees during the Multidisciplinary Roadway Safety Series Workshops in October. Pedestrian and vulnerable road user questions received from cities and counties were received and answered.

One specific vulnerable road user road safety assessment was conducted at two locations in an eastern Iowa city.



Pedestrian Media Campaign
Project Number: 402-PM-2025 09-00-50
Sub-recipient: ZLR Ignition

The pedestrian campaign focused on educating both drivers and pedestrians on the importance of sharing the road. Media placement was strategically "flighted" to coincide with the back-to-school season and major summer events when foot traffic is at its peak. By leveraging a mix of digital and social media tactics, the campaign successfully generated 1.3 million impressions and drove 19,723 clicks to educational resources.

Non-Motorized (Bicycle)

All Heads Covered
Project Number: 402-PS-2025 04-00-50
Sub-recipient: Iowa Health Foundation, DBA Blank Children's Hospital

In 2025, the All Heads Covered program distributed and fitted 3,086 helmets across 33 Iowa counties, including expansion into eight new service areas. Beyond distribution, the program provided curriculum kits to six organizations and delivered helmet and bicycle safety education at 11 community events. To specifically support educational outreach within "High Five" counties, the program provided no-cost helmets to agencies and schools in Mitchell and Keokuk counties. Additionally, staff participated in the Appanoose County Summer Safety Kick-Off, where they provided helmets, fittings, and safety education to local residents.

Occupant Protection (Adult and Child Passenger Safety)

Scott County Seat Belt Convincer Public Education
Project Number: 405b-M1PE-2025-22-01-00
405b-M1PE-2025 22-01-01

405b-M1PE-2025 22-01-02
405b-M1PE-2025 22-01-03
405b-M1PE-2025 22-01-04
Sub-recipient: Bettendorf Police Department
Davenport Police Department
Eldridge Police Department
Le Claire Police Department
Scott County Sheriff Office

Local law enforcement agencies in Scott County continued to utilize a seat belt convincer to educate the public on occupant protection throughout the year. Over 14,600 community participants at 11 events were exposed to the seat belt convincer and over 1,000 individuals were directly influenced by experiencing a low-speed crash.

Highway Safety Office Program Management
Project Number: 402-OP-2025 03-00-01
Sub-recipient: Governor's Traffic Safety Bureau

Dollars funded the occupant protection work completed by the Occupant Protection Program Administrator, and allowable supplies, travel and indirect costs. Amendment 13 moved funds from this project to 402-PT-025 05-00-01. Amendment 17 moved funds from this project to 402-PA-2025 01-00-01.

Occupant Protection Media Campaign
*Project Number: 405b-M1*PM-2025 27-00-50*
Sub-recipient: ZLR Ignition

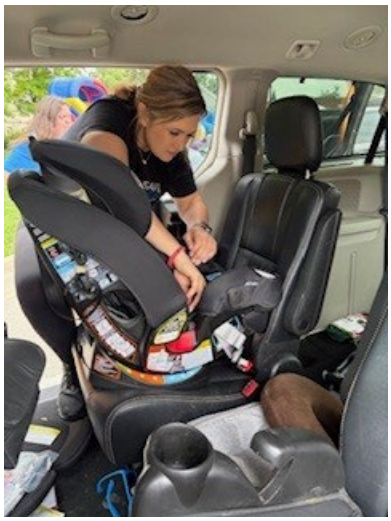
The 2025 occupant protection campaign aimed to influence Iowans to wear seatbelts on every trip, regardless of where they are seated in the vehicle. To reach the target audience while they were actively driving, the strategy utilized a blend of radio and out-of-home media, supported by digital and social tactics designed to drive engagement. A diverse range of advertising channels was employed, including a partnership with the news program *Hello Iowa*, Learfield 365, GoBound, and traditional radio and outdoor billboards. The campaign further expanded its reach through gas pump toppers, video game advertising, and focused outreach within "High Five" counties. Collectively, these efforts delivered 37.4 million ad impressions across the state.

Annual Observational Seat Belt Survey
Project Number: 405b-M1OP-2025 24-00-50
Sub-recipient: Iowa State University, Center for Survey Statistics and Methodology

The 2025 statewide seat belt survey was conducted between June 15 and July 3, resulting in 19,668 total observations. Data collection included 14,031 passenger vehicles, 5,637 of which had a right-front passenger present. Based on these findings, Iowa's weighted seat belt usage rate is 95.08%.

Statewide Child Passenger Safety (CPS) Program
Project Number: 405b-M1CPS-2025 23-00-50
Sub-recipient: Iowa Health Foundation, DBA Blank Children's Hospital

In 2025, the Iowa Child Passenger Safety (CPS) Program continued educational efforts, facilitating five in-person courses and two hybrid sessions. These initiatives successfully certified 86 new CPS technicians. Instructors received continuing education through attendance at the Lifesavers and Kidz in Motion conferences, ensuring they remain current on best practices. The program provided LATCH manuals to all current technicians statewide. Educational outreach was further enhanced by purchasing a Doona car seat to train technicians and the public on identifying counterfeit products. Over 100 technicians attended the annual CPS Conference held in May, which included a pre-conference Safe Travels for All Children (STAC) training event. Additionally, a CPS Technician (CPST) renewal course held in October successfully recertified nine technicians who were within the eligibility window. The Special Needs CPS program continued its important work, facilitating 196 case studies for children with complex healthcare needs across 46 counties and distributing 28 conventional car seats and 26 adaptive accessories.



Statewide Car Seat Distribution Program
*Project Number: 405b-M1*CR-2025 26-00-50*
Sub-recipient: Iowa Health Foundation, DBA Blank Children's Hospital

Car seats are provided to Child Passenger Safety Technicians in the state. Technicians reported inspecting 2,423 car seats in 2025. 586 car seats were provided to families and caregivers in financial need.

Child Passenger Safety Education-Marshall County
Project Number: 405b-M1CPS-2025 23-01-00
Sub-recipient: Marshall County Sheriff Office

Marshall County Sheriff Office provided car seat education and installation for 282 individuals in the Marshall County area during the year.

Public Outreach and Education-Iowa State Fair
Project Number: 402-CR-2025 08-00-01
Sub-recipient: Governor's Traffic Safety Bureau

The project provided printing for educational brochures for the 2025 Iowa State Fair. Amendment 16 moved funds from this project to 402-PT-2025 05-00-01. Amendment 17 moved excess funds from this project to 402-PA-2025 01-00-01.

Planning & Administration

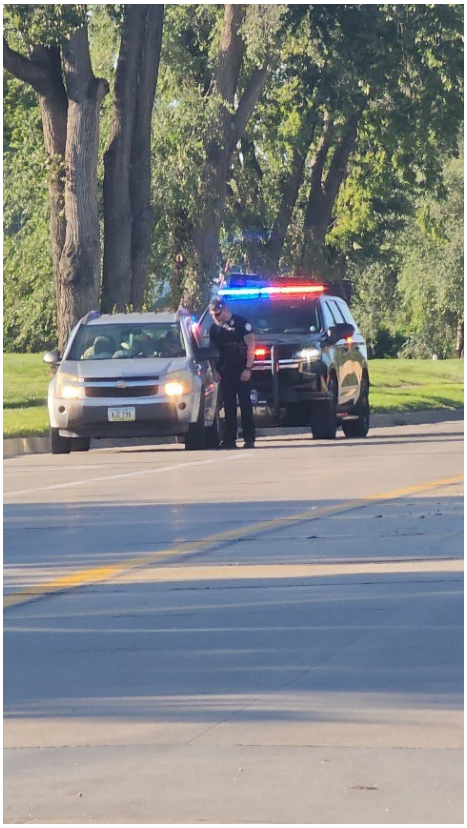
Highway Safety Office Program Management
Project Number: 402-PA-2025 01-00-01
Sub-recipient: Governor's Traffic Safety Bureau

Funding supported staff salaries, benefits, and resources to effectively manage the highway safety office. Specific positions covered included the Bureau Chief, Finance Manager, and Program Coordinator.

Program Management

Iowa Grants Dashboard
*Project Number: 405b-M1*TR-2025 25-00-50*
Sub-recipient: ISU Institute for Transportation (InTrans)

The Iowa Grants Dashboard is a comprehensive tool designed for both GTSB staff and law enforcement agencies to track grant fund usage, set goals, and measure accomplishments. In FFY 2025, several programming updates and enhancements were implemented. The system is updated daily and accessible 24/7, providing real-time monitoring capabilities. GTSB staff can view data for all agencies collectively or select individual agencies for more detailed insights. Program Administrators utilize the dashboard for ongoing oversight and during site visits, while agency leadership can regularly check in to track grant progress throughout the year.



Police Traffic Services

High Visibility Enforcement
Project Number: See list below.
Sub-recipient: See list below.

Throughout the federal fiscal year, the agencies listed below conducted High-Visibility Enforcement (HVE) focused on impaired driving, occupant protection, speeding, and other traffic safety

violations. Agencies dedicated 191.75 hours of overtime to public traffic safety education within their communities and are required to execute two targeted traffic projects—one focused on nighttime safety and another involving multi-jurisdictional collaboration. Local outreach includes a minimum of 12 public information activities and two occupant protection surveys annually. A detailed breakdown of total enforcement hours and contacts is provided in the table below.

Two agencies requested additional dollars Belle Plaine Police Department, Sergeant Bluff Police Department:

Moving Radar to support HVE
Project Number: 402-PT-2025 05-01-11
Sub-recipient: Sergeant Bluff Police Department

Amendment 8 added $2000.00 for a moving radar to support speed enforcement in Sergeant Bluff. The radar was purchased and is in use at the department. The agency also conducts high visibility enforcement and is included in the table below.

Preliminary Breath Tester Purchase to support HVE
Project Number: 402-PT-2025 05-40-05
Sub-recipient: Belle Plaine Police Department

The purchase of two Preliminary Breath Testers (PBTs) with a reimbursement amount of $800 was approved during the year as Amendment 9. This equipment supported impaired driving enforcement in the City of Belle Plaine. The agency also conducts high visibility enforcement and is included in the table below.

Total Hours Utilized	Impaired Driving Contacts*	Occupant Protection Citations	Occupant Protection Warnings	Speed Citations	Speed Warnings	Other Traffic Citations	Other Traffic Warnings
20,909.7	503	1741	1649	9520	10,154	7097	16,291

* Impaired driving contacts include OWI arrests, OWI tested, but not arrested, DRE Call-out (on GTSB OT only), .02 violations, underage possession (traffic only), and open container violators.

Subrecipient Name	***Project Number***
Adams County Sheriff Office	402-PT-2025 05-40-00
Altoona Police Department	402-PT-2025 05-40-01
Ames Police Department	402-PT-2025 05-40-02
Ankeny Police Department	402-PT-2025 05-40-03
Atlantic Police Department	402-PT-2025 05-40-04
Belle Plaine Police Department	402-PT-2025 05-40-05
Bettendorf Police Department	402-PT-2025 05-40-06
Black Hawk County Sheriff Office	402-PT-2025 05-40-07
Blue Grass Police Department	402-PT-2025 05-40-08
Boone Police Department	402-PT-2025 05-40-09

Buena Vista County Sheriff Office	402-PT-2025 05-40-10
Buffalo Police Department	402-PT-2025 05-40-11
Burlington Police Department	402-PT-2025 05-40-12
Carlisle Police Department	402-PT-2025 05-40-13
Cass County Sheriff Office	402-PT-2025 05-40-14
Cedar Falls Police Department	402-PT-2025 05-40-15
Cedar Rapids Police Department	402-PT-2025 05-40-16
Cerro Gordo County Sheriff Office	402-PT-2025 05-40-17
Chariton Police Department	402-PT-2025 05-40-18
Clear Lake Police Department	402-PT-2025 05-40-19
Clinton County Sheriff Office	402-PT-2025 05-40-20
Clinton Police Department	402-PT-2025 05-40-21
Clive Police Department	402-PT-2025 05-40-22
Coralville Police Department	402-PT-2025 05-40-23
Council Bluffs Police Department	402-PT-2025 05-40-24
Dallas County Sheriff Office	402-PT-2025 05-40-25
Davenport Police Department	402-PT-2025 05-40-26
Decorah Police Department	402-PT-2025 05-40-27
Des Moines County Sheriff Office	402-PT-2025 05-40-28
Des Moines Police Department	402-PT-2025 05-40-29
DeWitt Police Department	402-PT-2025 05-40-30
Dubuque County Sheriff Office	402-PT-2025 05-40-31
Dubuque Police Department	402-PT-2025 05-40-32
Durant Police Department	402-PT-2025 05-40-33
Eldridge Police Department	402-PT-2025 05-40-34
Epworth Police Department	402-PT-2025 05-40-35
Evansdale Police Department	402-PT-2025 05-40-36
Fayette County Sheriff Office	402-PT-2025 05-40-37
Fort Dodge Police Department	402-PT-2025 05-40-38
Fort Madison Police Department	402-PT-2025 05-40-39
Grundy Center Police Department	402-PT-2025 05-40-40
Harrison County Sheriff Office	402-PT-2025 05-40-41
Henry County Sheriff Office	402-PT-2025 05-40-42
Hiawatha Police Department	402-PT-2025 05-40-43
Hudson Police Department	402-PT-2025 05-40-44
Huxley Police Department	402-PT-2025 05-40-45
Indianola Police Department	402-PT-2025 05-40-46
Iowa City Police Department	402-PT-2025 05-40-47
Iowa State Patrol	402-PT-2025 05-40-48
Jackson County Sheriff Office	402-PT-2025 05-40-49
Jasper County Sheriff Office	402-PT-2025 05-40-50

Johnson County Sheriff Office	402-PT-2025 05-40-51
Johnston Police Department	402-PT-2025 05-40-52
Keokuk Police Department	402-PT-2025 05-40-53
Knoxville Police Department	402-PT-2025 05-40-54
Le Mars Police Department	402-PT-2025 05-40-55
LeClaire Police Department	402-PT-2025 05-40-56
Lee County Sheriff Office	402-PT-2025 05-40-57
Louisa County Sheriff Office	402-PT-2025 05-40-58
Lyon County Sheriff Office	402-PT-2025 05-40-59
Mahaska County Sheriff's Office	402-PT-2025 05-40-60
Maquoketa Police Department	402-PT-2025 05-40-61
Marion County Sheriff Office	402-PT-2025 05-40-62
Marion Police Department	402-PT-2025 05-40-63
Marshall County Sheriff's Office	402-PT-2025 05-40-64
Marshalltown Police Department	402-PT-2025 05-40-65
Mason City Police Department	402-PT-2025 05-40-66
Mills County Sheriff Office	402-PT-2025 05-40-67
Missouri Valley Police Department	402-PT-2025 05-40-68
Monona County Sheriff Office	402-PT-2025 05-40-69
Mount Pleasant Police Department	402-PT-2025 05-40-70
Mount Vernon-Lisbon Police Department	402-PT-2025 05-40-71
Muscatine County Sheriff Office	402-PT-2025 05-40-72
Muscatine Police Department	402-PT-2025 05-40-73
Nevada Public Safety Department	402-PT-2025 05-40-74
Newton Police Department	402-PT-2025 05-40-75
North Liberty Police Department	402-PT-2025 05-40-76
Norwalk Police Department	402-PT-2025 05-40-77
Osceola County Sheriff Office	402-PT-2025 05-40-78
Oskaloosa Police Department	402-PT-2025 05-40-79
Ottumwa Police Department	402-PT-2025 05-40-80
Pella Police Department	402-PT-2025 05-40-81
Peosta Police Department	402-PT-2025 05-40-82
Pleasant Hill Police Department	402-PT-2025 05-40-83
Pocahontas County Sheriff Office	402-PT-2025 05-40-84
Polk City Police Department	402-PT-2025 05-40-85
Polk County Sheriff Office	402-PT-2025 05-40-86
Pottawattamie County Sheriff Office	402-PT-2025 05-40-87
Red Oak Police Department	402-PT-2025 05-40-88
Scott County Sheriff Office	402-PT-2025 05-40-89
Sioux City Police Department	402-PT-2025 05-40-90
State Center Police Department	402-PT-2025 05-40-91

Story County Sheriff Office	402-PT-2025 05-40-92
Tama Police Department	402-PT-2025 05-40-93
Tipton Police Department	402-PT-2025 05-40-94
Toledo Police Department	402-PT-2025 05-40-95
Van Meter Police Department	402-PT-2025 05-40-96
Wapello County Sheriff Office	402-PT-2025 05-40-97
Warren County Sheriff Office	402-PT-2025 05-40-98
Washington County Sheriff Office	402-PT-2025 05-40-99
Washington Police Department	402-PT-2025 05-41-00
Waterloo Police Department	402-PT-2025 05-41-01
Waukee Police Department	402-PT-2025 05-41-02
Webster County Sheriff Office	402-PT-2025 05-41-03
West Burlington Police Department	402-PT-2025 05-41-04
West Des Moines Police Department	402-PT-2025 05-41-05
Winterset Police Department	402-PT-2025 05-41-06
Woodbury County Sheriff Office	402-PT-2025 05-41-07
Adair County Sheriff Office	402-PT-2025 05-01-00
Bloomfield Police Dept	402-PT-2025 05-01-01
Boone County Sheriff Office	402-PT-2025 05-01-02
Carter Lake Police Department	402-PT-2025 05-01-03
Crawford County Sheriff Office	402-PT-2025 05-01-04
Glenwood Police Department	402-PT-2025 05-01-05
Ida County Sheriff Office	402-PT-2025 05-01-06
Lucas Co Sheriff Office	402-PT-2025 05-01-07
Palo Alto County Sheriff Office	402-PT-2025 05-01-08
Perry Police Department	402-PT-2025 05-01-09
Plymouth County Sheriff Office	402-PT-2025 05-01-10
Sergeant Bluff Police Department	402-PT-2025 05-01-11

Special Traffic Enforcement Program (sTEP)
Project Number: See list below.
Sub-recipient: Governor's Traffic Safety Bureau

sTEP agencies participated in ten waves, including 4 national mobilizations in 2025. Agencies conducted 4585.53 hours of high visibility enforcement for impaired driving, occupant protection, speed violations and other traffic safety violations. In addition to the enforcement numbers below, 632 media contacts were made in local communities. Law enforcement agencies were asked to complete one multi-jurisdictional project, and seat belt surveys were conducted pre and post wave in the May national mobilization. The number of contacts is detailed in the table below.

Several agencies were awarded funds but opted not to execute the project agreement.

The reasons were due to staffing levels and included the Cherokee County Sheriff Office, Garner Police Department, and Robins Police Department.

FFY 2025 sTEP Wave Contacts											
	11/17/24-12/1/24	12/13/24-01/01/25	02/09/25	03/13/25-03/21/25	04/01/25-04/08/25	04/18/25-04/22/25	05/05/25	05/19/25-06/01/25	07/03/25-07/07/25	08/15/25-09/01/25	Grand Total
OWI-Alc	18	7	2	11	1	3	4	6	7	35	94
OWI-Drugs	3	3	1	2	0	6	1	3	0	3	22
.02 Violations	0	0	0	1	0	0	0	0	0	1	2
Open Container	3	1	0	0	1	0	0	0	0	7	13
Seat Belts	55	16	1	49	12	8	7	82	30	140	400
Child Restraints	4	6	0	4	0	1	0	8	4	11	38
Speed	769	349	117	368	203	158	39	533	280	1234	4050
Stop Sign/Light	29	24	8	29	10	11	2	33	11	63	220
Electronic Device	7	8	2	6	3	3	0	4	16	88	137
Other Traffic	679	351	118	358	162	247	54	415	232	1056	3672
Total Violations per Wave	1567	765	250	828	392	437	107	1084	580	2638	8648

Subrecipient Name	***Project Number***
Algona Police Department	402-PT-2025 05-90-00
Asbury Police Department	402-PT-2025 05-90-01
Butler County Sheriff Office	402-PT-2025 05-90-02
Charles City Police Department	402-PT-2025 05-90-03
Chickasaw County Sheriff Office	402-PT-2025 05-90-05
Clayton County Sheriff Office	402-PT-2025 05-90-06
Colfax Police Department	402-PT-2025 05-90-07
Columbus Junction Police Department	402-PT-2025 05-90-08
Denison Police Department	402-PT-2025 05-90-09
Eagle Grove Police Department	402-PT-2025 05-90-10
Earlham Police Department	402-PT-2025 05-90-11
Eldora Police Department	402-PT-2025 05-90-12
Emmet County Sheriff Office	402-PT-2025 05-90-13
Emmetsburg Police Department	402-PT-2025 05-90-14
Estherville Police Department	402-PT-2025 05-90-15
Floyd County Sheriff Office	402-PT-2025 05-90-16
Granger Police Department	402-PT-2025 05-90-18
Grinnell Police Department	402-PT-2025 05-90-19
Hamilton County Sheriff Office	402-PT-2025 05-90-20
Hampton Police Department	402-PT-2025 05-90-21
Hardin County Sheriff Office	402-PT-2025 05-90-22
Hinton Police Department	402-PT-2025 05-90-23

Iowa State Patrol	402-PT-2025 05-90-24
Jesup Police Department	402-PT-2025 05-90-25
Lake Mills Police Department	402-PT-2025 05-90-26
Madrid Police Department	402-PT-2025 05-90-27
Mar-Mac Police Department	402-PT-2025 05-90-28
Monroe Police Department	402-PT-2025 05-90-29
Monticello Police Department	402-PT-2025 05-90-30
Montrose Police Department	402-PT-2025 05-90-31
New Hampton Police Department	402-PT-2025 05-90-32
Pocahontas Police Department	402-PT-2025 05-90-33
Prairie City Police Department	402-PT-2025 05-90-34
Preston Police Department	402-PT-2025 05-90-35
Remsen Police Department	402-PT-2025 05-90-36
Sabula Police Department	402-PT-2025 05-90-38
Sioux Center Police Department	402-PT-2025 05-90-39
Sumner Police Department	402-PT-2025 05-90-40
Tama County Sheriff Office	402-PT-2025 05-90-41
Urbandale Police Department	402-PT-2025 05-90-42
Vinton Police Department	402-PT-2025 05-90-43
Waukon Police Department	402-PT-2025 05-90-44
Webster City Police Department	402-PT-2025 05-90-45
West Union Police Department	402-PT-2025 05-90-46

Program Management-PT
Project Number: 402-PT-2025 05-00-01
Sub-recipient: Iowa Governor's Traffic Safety Bureau

Funding covered a portion of salaries for Program Administrators and Program Evaluator, supplies and indirect costs. Amendment 14 moved funds from this project to 402-PT-2025 05-00-03. Amendment 16 added funds and moved funds from 402-CR-2025 08-00-01 and 402-AL-2025 02-00-01 to this project.

Program Management-PT Travel
Project Number: 402-PT-2025 05-00-02
Sub-recipient: Iowa Governor's Traffic Safety Bureau

This project funded training and travel for Program Administrators and the Program Evaluator.

Program Management-PT Printing
Project Number: 402-PT-2025 05-00-03
Sub-recipient: Iowa Governor's Traffic Safety Bureau

Dollars were used for educational brochures and printing costs.

GTSB Traffic Safety Conference
Project Number: 402-PT-2025 05-00-52
Sub-recipient: Iowa State University-Conference Planning & Management

The Annual Grant Application identified the partnership with Iowa State University Conference Planning and Management to manage GTSB Annual Traffic Safety Conference, but Amendment 2 finalized the funding amount. The conference was held June 12-13, 2025 with pre-conference events held on June 11th. The event included vendors, keynote, general and breakout sessions, and an award luncheon to honor individual partners and organizations for their achievements in the past year. Post attendance evaluations proved our partners continue to find the event well organized and valuable to their work.

Law Enforcement Liaison
Project Number: 402-PT-2025 05-00-01 (Program Management Funds)
Sub-recipient: Governor's Traffic Safety Bureau

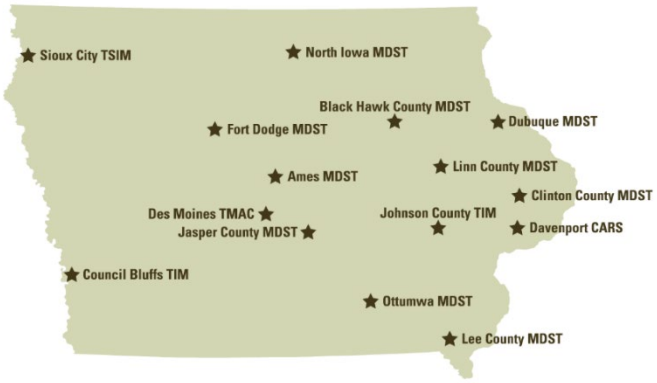
Law Enforcement Liaison Randy Kunert retired in June 2025. GTSB is re-evaluating the duties of this position and a determination of need will be made later.

Roadway Safety/Traffic Engineering

Safety Circuit Rider
Project Number: 402-RS-2025 06-00-51
Sub-recipient: ISU Local Technical Assistance Program (LTAP)

LTAP provided training courses, workshops and presentations for state and local transportation staff on traffic safety-related topics. Multidisciplinary Roadway Safety workshops were held in five locations across the state, and three road safety assessments (3 counties, 8 intersections) were completed in the year. The equipment loan program remained active and technical assistance was routinely provided to agencies as requested.

Multi-Discipline Safety Teams (MDST)
Project Number: 402-RS-2025 06-00-50
Sub-recipient: ISU Institute for Transportation



The MDST representative continued to collaborate with GTSB, Iowa DOT, and other agencies to provide presentations, crash maps, GIS data, workshops, etc. for MDST meetings. Attendance, involvement and support were provided to MDST groups in Ames, Clinton, Council Bluffs, Davenport, Des Moines, Dubuque, Lee County, North Iowa and Sioux City. Johnson and Linn County groups were inactive but are preparing to resurrect meetings. The MDST website was reviewed and revamped, improving visibility and appearance. New group development will continue and the MDST representative will coordinate a statewide MDST chairperson roundtable to discuss ways to improve operations.

Quick Clearance/Post Crash Care
Project Number: 402-RS-2025 06-00-52
Sub-recipient: Sioux City Police Department

Amendment 7 to the Annual Grant Application added a quick clearance/post-crash care project allowing for the completion of FHWA Traffic Incident Management Responder training for the Department's officers, implementation of those strategies to enhance post-crash care aiming to reduce resolution times for vehicle entrapments and fatal crashes, and the purchase of a small, unmanned aircraft system. The Sioux City Police Department analyzed data regarding fatal traffic collisions from January 2025 through September 2025. Two city crashes at the same location offered a direct comparison of efficiency and resulted in a reduction in roadway clearance and reopening by 3.5 hours. Based on comparative data, had the SCPD relied exclusively on the X10 for the analyzed highway incidents, clearance times may have been reduced by approximately 20% to 40%. To validate this estimate, a drone unit member responded to a personal injury collision on an interstate access road.

The X10 completed a 3D scan of the scene in approximately 20 minutes, whereas the traditional ground-based scan required approximately 60 minutes. Prior to this project, approximately 40% of the department completed Traffic Incident Management training (TIM). TIM training often recommends prior National Incident Management Training (NIMS) training as a prerequisite because it builds upon foundational Incident Command System (ICS) principles. The Sioux City Police Department is pursuing NIMS instructor training for the four officers assigned to the traffic unit. This will enable the department to conduct regular, in-house NIMS training for sworn officers.

Rural Traffic Safety Program

High Five Occupant Protection

Project Number: 405b-M1HVE-2025 20-01-00
Sub-recipient: Iowa State Patrol

The Iowa State Patrol continued occupant protection work in each of the High Five counties, Appanoose, Fremont, Humboldt, Keokuk, and Mitchell. 796 hours of enforcement resulted in 536 occupant protection citations and 14 warnings. In addition, there were 12 impaired driving contacts, 631 speed contacts, and 948 other traffic violation stops. 99.5 hours were spent educating the public on occupant protection and traffic safety topics in those counties.

Teen Traffic Safety Program

Alive at 25
Project Number: 402-DE-2025 11-00-50
Sub-recipient: Dubuque Driving Academy, LLC

Thirty-four students in Dubuque County completed the *Alive at 25* course, including 306 hours of community service. While the City of Dubuque Attorney's office has been fully onboard with this program, multiple attempts to engage the Dubuque County Attorney have been unsuccessful, and thus, the Dubuque Driving Academy has started to work with nearby county attorneys to expand classes. The agency conducted a review of first-time offenders in Dubuque County to evaluate the relationship between specific defensive driving courses and recidivism rates. The analysis revealed a difference in outcomes: 25% of those who completed the standard NSC defensive driving course became repeat offenders, whereas the recidivism rate for those who took the *Alive at 25* course was lower at just 7%.

Seat Belts Are For Everyone (SAFE)
Project Number: 402-TSP-2025 10-00-51
Sub-recipient: DCCCA, Inc.

The SAFE program recruited 32 schools in the state for the 2024-2025 school year, however the Iowa Traffic Safety Specialist left DCCCA employment and was not replaced. Grant funds from AAA and Honda provided the schools with funding for prizes for the schools. The ThinkFast program was provided in 20 schools statewide and reached approximately 5,571 students. This project was not continued in 2026.

Choices Matter
Project Number: 402-TSP-2025 10-00-50
Sub-recipient: Alliance Highway Safety

Alliance Highway Safety continued to present the Choices Matter program in 10 schools in the counties of Pottawattamie (4), Hardin, Black Hawk (2), Louisa, Linn (2). These counties were selected based on the Five-Year Fatality Rank, the Five-Year Rank per 100k population, and the 5-Year Total Rank of Percent. This initiative focuses on educating young drivers about the lasting and sometimes deadly consequences of impaired driving, occupant protection, and distracted driving. Programming reached approximately 2099 students through school assemblies and offered students the opportunity to engage with the presenter and participate in a series of interactive traffic safety activities such as the Walk-the-Line Challenge with impaired goggles and the Oculus Impaired Driving Simulator.

Youth Outreach-Power of You(th)
Project Number: 405d-M5OT-2025 73-00-51
Sub-Recipient: Mothers Against Drunk Driving (MADD)

In 2025, MADD prioritized outreach in Iowa counties with above-average OWI and underage OWI rates, focusing on "High Five" regions, urban centers, and university communities. Two staff members delivered the Power of Parents program to 187 caregivers, while the Power of You(th) curriculum reached 2,770 students statewide. Post-presentation surveys by nearly 1,000 students indicated a significantly improved understanding of legal age requirements and the dangers of riding with impaired drivers. Additionally, Promposal educated 380 high school students, and the Power of Me! program educated 266 elementary students. MADD also expanded its influence by collaborating with the Driver Education Advisory Committee to review standardizing curricula and exploring a peer-to-peer model where high schoolers mentor younger students. They partnered with the DNR on UTV/ATV impairment initiatives and worked with agencies like the Louisa County Sheriff and Keokuk PD on Saturation Saturday planning. MADD also hosted the Iowa Walk, a Law Enforcement Recognition event, and a vigil to honor victims of impaired driving.

Distracted Driving

Media-Distracted Driving
Project Number: 402-PM-2025 09-00-50
Sub-recipient: ZLR

To educate Iowans on the new hands-free legislation, the distracted driving public education campaign was strategically timed to launch alongside the law's effective date on July 1, 2025. This state-wide effort utilized a combination of outdoor billboards and social media to reach all drivers. The campaign was successful, generating 5,323,620 total impressions. Furthermore, Meta platforms served as a highly effective engagement tool, driving 7,147 users to DriveSmartIowa.com for additional information on the new law.

Alliance Highway Safety-Distracted Driving Education at County Fairs
Project Number: 402-DD-2025 15-00-50
Sub-recipient: Alliance Highway Safety

During the summer of 2025, distracted driving education was a focal point at several major county fairs, including Linn, Dallas, and Clinton counties, as well as the Mississippi Valley Fair. These events featured a dedicated booth centered on the "No One's A Good Distracted Driver" campaign, which proved particularly timely as Iowa's new hands-free law went into effect on July 1. The booths drew significant interest from the 55,150 total fair attendees, with 1,525 individuals engaging directly with staff to share personal stories and discuss the importance of responsible driving. Nearly 500 fairgoers completed a voluntary survey, which revealed that 81% of respondents were already aware of the new hands-free legislation and 90% expressed comfort using voice-activated technologies while driving.

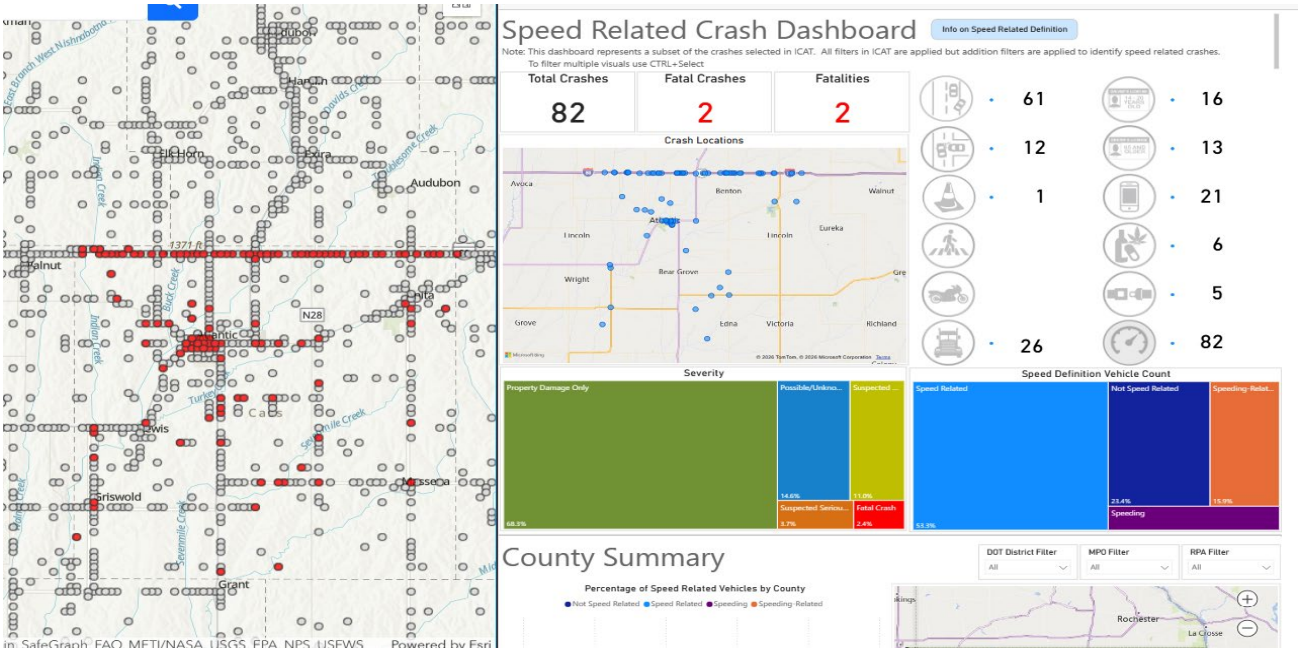
Traffic Records

Iowa Traffic Safety Data Service (ITSDS)
Project Number: 405c-B3DSA-2025 43-00-50/405c-M3DA-2025 40-00-50
Sub-recipient: Iowa State University-Institute for Transportation (InTrans)

In 2025, InTrans supported nearly 60 activities focused on improving crash and safety data, participating in both the State Traffic Records Coordinating Committee (STRCC) and the Motor Carrier Safety Assistance Program (MCSAP) Working Group. This technical assistance benefited a wide range of stakeholders, including Iowa state departments, federal agencies, academic institutions, and private sector consultants. InTrans also conducted attribute queries and temporal comparisons to identify reporting inaccuracies. Discovered issues and ad hoc data discrepancies were regularly shared with the Iowa DOT for investigation and correction, ensuring the continued integrity of the state's crash data.

Improvement of Data/Analysis
Project Number: 405c-B3SA-2025 42-00-50/405c-M3DA-2025 40-00-51
Sub-recipient: Iowa Department of Transportation

The Iowa DOT assessed the need for routine Safety Performance Function (SPF) model development for roadway facilities and determined that a full refresh is not necessary every two years; the timing for future development will be decided following the final report. Within the current project year, new intersection and segment SPFs were successfully completed, and their associated public dashboards have been updated and linked. An evaluation of the effectiveness of Dynamic Speed Feedback Signs is currently underway. Preliminary results indicate a reduction of 5 to 10 mph among extreme speeders at gateway sign locations. Edits and refinements continue on a separate Safety Impact Dashboard, which is expected to be made publicly available in FFY 2026, complementing the existing Iowa Crash Analysis Tool Key Emphasis Area dashboards. The crash data user group completed a review of the crash report form and guidance for compliance with the MMUCC 6th edition, exploring data discrepancies in the process. Members of the DOT team continue to co-chair the State Traffic Records Coordinating Committee (STRCC) and participate in Impaired Driving Task Force meetings.



Justice Data Warehouse
Project Number: 405c-B3C-2025 41-00-50/405c-M3DA-2025 40-00-52
Sub-recipient: Iowa Department of Management

The project aimed to enhance traffic safety analysis by integrating traffic conviction records with crash data in Iowa from calendar years 2023 and 2024. By aligning traffic-related convictions with crash variables (e.g. demographic, geographic, temporal) this project connected previously siloed information to reveal new insights. The pilot integration will improve insights, identify conditions that tend to be present when the crash occurs, thereby enabling proactive safety measures, enhance resource allocation, help agencies prioritize interventions in counties with elevated risk profiles, support data-driven policy, and provide decision-makers with actionable data to refine enforcement strategies and educational campaign details.

Amendment 10, in the amount of $50,000 allowed for data migration to the Google Cloud environment. This migration and subsequent review allowed for the substantial refinement of requirements for targeted analysis and reporting. Department of Management continued to provide input to STRCC.

Law Enforcement Dashboard
Project Number: 405c-B3SA-2025 42-00-52/ 405c-M3DA-2025 40-00-53
Sub-recipient: Iowa State University Institute for Transportation

Based on input from the Iowa State Patrol (ISP), several changes were made to the dashboard in 2025. ISP enforcement data is updated every two weeks, and subsequently the number of views has increased dramatically. InTrans continues to attend STRCC.

TraCS
Project Number: 405c-B3SA-2025 42-00-51/405c-M3DA-2025 40-00-54
Sub-recipient: Iowa Department of Transportation

During the grant period, the state achieved a 99.92% electronic submission rate, receiving 58,534 crash reports via TraCS compared to only 46 paper reports. While system-wide enhancements were deferred due to the transition to the new ARTS system, the continued use of remote software significantly increased operational efficiency and reduced the need for statewide travel. Additionally, four validation updates requested by the DOT's Motor Vehicle Division were successfully integrated into TraCS. A key milestone occurred in July 2025 with the relaunch of the DRE electronic form, which had previously been suspended for validation and process rule updates. To support this relaunch, a comprehensive TraCS DRE user guide was distributed to all practitioners. Since then, 72 DRE forms have been uploaded to the NHTSA national database, and as of January 2026, all DREs now submit their

enforcement evaluations through this centralized system. Furthering engagement and collaboration, a statewide TraCS user group meeting was held in March 2025 with 170 attendees. TraCS leadership continues to serve on the Impaired Driving Task Force and STRCC.

EMS Data Improvement and Utilization
Project Number: 405c-B3C-2025 41-00-51/405c-M3DA-2025 40-00-55
Sub-recipient: Iowa Department of Health and Human Services

During the project year, the Iowa Department of Health and Human Services-Bureau of Emergency Medical and Trauma Services (BEMTS) conducted four webinars designed to increase provider proficiency with EMS systems and quality measures. These sessions provided detailed instruction on the functionality of the EMS incident registry and the strategic use of performance data.
To further refine assessment capabilities at the local and state levels, BEMTS continues to integrate NEMSQA quality measures, improving data integrity across national, state, and local registries. The bureau also finalized the implementation of NEMSIS-defined lists for "Cause of Injury" and "Incident Location Type." While adoption of the ImageTrend Continuum platform has grown gradually over the year, increased usage is anticipated as the upcoming webinars and newsletters highlight NEMSQA quality measures. Additionally, BEMTS maintains active leadership roles on both the Impaired Driving Task Force and STRCC.

Injury Prevention Research Center
Project Number: 405c-B3RSRCH-2025 44-00-50/405c-M3DA-2024 40-00-56
Sub-recipient: University of Iowa-Injury Prevention Research Center (IPRC)

Driver Behavior and Medical Outcomes Data Improvement and Linkage

FY25 Year-End Report

Submitted November 1, 2025

Prepared by the University of Iowa Injury Prevention Research Center
Under contract to Iowa Governor's Traffic Safety Bureau
405c-B3RSRCH-2025 44-00-50 / 405c-M3DA-2025 40-00--016

IOWA
Injury Prevention Research Center

GTSB

In 2026, this project focused on integrating multiple traffic record systems to monitor risk factors for motor vehicle crashes and improve overall data quality. Central to this effort was the maintenance of the Crash Outcome Data Evaluation System (CODES), which links crash, hospital (inpatient and emergency department), and fatality (FARS) data to analyze long-term injury outcomes, disability rates, and hospital charges. Despite challenges involving data access permissions and software transitions, the project achieved several key milestones:

- ✓ Data Integration & Linkage: Secured authorization from the Iowa Hospital Association and the Agency for Healthcare Research and Quality (AHRQ) to link individual-level crash records with hospital data.
- ✓ System Modernization: Developed new data linkage procedures using updated software, creating a deidentified CODES dataset covering 2016–2021 and comparing its performance against previous methodologies.

- ✓ Spatial Analysis: Integrated crash data with spatial resources to examine how specific location characteristics influence regional crash patterns.
- ✓ Quality Oversight: Evaluated new crash data sources to identify inaccuracies, sharing these findings with state partners to facilitate corrections.
- ✓ The project also maintained active participation in the State Traffic Records Coordinating Committee (STRCC) to ensure ongoing alignment with statewide safety goals.

GHSA Traffic Records SWOT Analysis
Project Number: 405c-B3SP-2025 46-00-50
Sub-recipient: GHSA-CSI

Amendment 12 to the AGA approved the Governor's Highway Safety Association SWOT analysis of the STRCC. The GHSA consultant first met with the Traffic Records Program Administrator and all stakeholders to conduct an analysis of Iowa's traffic safety data systems (roadway, crash, adjudication, injury surveillance, vehicle, and driver. Secondly, a cross analysis detailed recurring themes between systems, and then STRCC met to better understand how the systems function, identify key objectives and priorities, address challenges and break down silos. The final report will be used to update goals and objects in STRCC's strategic plan.