

2027-2029

Triennial Highway Safety Plan



Iowa Governor's Traffic
Safety Bureau

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INTRODUCTION

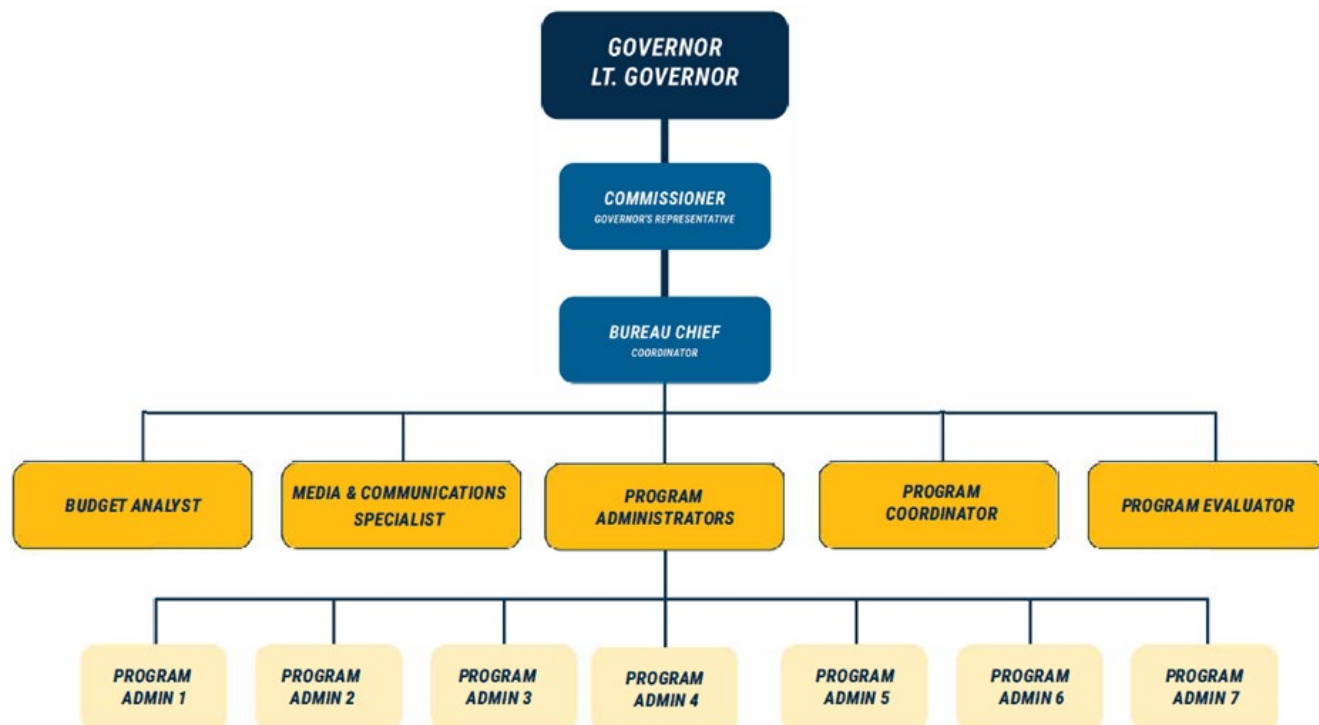
The Iowa Governor's Traffic Safety Bureau (GTSB) is the State's Highway Safety Office (SHSO) and administers the allocation of federal highway safety funds using data driven, evidence-based solutions to save lives, prevent injuries and reduce property damage costs due to traffic crashes. Behavioral safety programs are administered in accordance with uniform guidelines published by the National Highway Traffic Safety Administration (NHTSA) and the Code of Federal Regulations.

The Iowa Department of Public Safety Commissioner serves as the Governor's Highway Safety Representative (GR), a position each state must maintain to qualify for funding. The GTSB Bureau Chief is the coordinator and serves as the GR's representative providing oversight and management of the highway safety office.

GTSB coordinates Iowa's highway safety initiatives with Section 402 and Section 405 federal grant programs.

The GTSB team includes the Bureau Chief, a Program Evaluator, a Program Coordinator, a Media and Communications Specialist, a Budget Analyst, and seven Program Administrators. The Program Administrators lead specialized behavioral highway safety programs, such as occupant protection, impaired driving prevention, traffic records, the Drug Recognition Expert (DRE), and Advanced Roadside Impaired Driving Enforcement (ARIDE) Program, etc. in addition to managing a portfolio of projects in the state.

In addition to GTSB staff, a contracted State Judicial Outreach Liaison works to provide education and outreach to judges and court officials.



GTSB submits a triennial highway safety plan (THSP) to NHTSA every three years. This THSP serves as a roadmap for 2027-2029 as the State continuously works to lower the number of traffic fatalities and serious injuries in Iowa. The plan contains the performance measures, performance targets, and countermeasure strategies the State Highway Safety Office, Governor's Traffic Safety Bureau (GTSB) has set as part of Iowa's application for federal highway safety funds.

An annual grant application (AGA), and an Annual Report are also submitted to NHTSA. The AGA includes project level information for the upcoming federal fiscal year and incorporates any changes or additions to performance measures or countermeasure strategies. The Annual Report details yearly projects, performance targets, and goal completion.

HIGHWAY SAFETY PLANNING PROCESS

Iowa's highway safety planning process is cyclical and continuous. Strong partnerships with both public and private entities at the federal, state, and local level leverage a multitude of perspectives and offer balance as GTSB evaluates and plans highway safety initiatives to reduce traffic fatalities and serious injuries. Numerous partners and stakeholders provided valuable input into THSP development for 2027-2029. These organizations and groups include but are not limited to: individuals from the Iowa Department of Transportation, the Iowa Impaired Driving Task Force, the Statewide Traffic Records Coordinating Committee (STRCC), Iowa Drug Recognition Experts (DRE) and Board of Directors, Iowa State University Institute for Transportation, the Iowa State Patrol, project sub-recipients, and the motoring public.

GTSB hosts and attends state and local meetings across the state to remain current about emerging traffic safety issues, identifying additional programming needs and making necessary adjustments. Frequent and consistent contact between GTSB staff, partners, and sub-recipients provides vital information regarding trends, needed support, and issues which are incorporated into plans each year. Programming is prioritized to address the traffic safety problems and trends in the state.

DATA SOURCES

Data is the cornerstone of Iowa's traffic safety programming and is based on both current and historic data available through the [Iowa Crash Analysis Tool](#) (ICAT), related dashboards and systems available in the state. Performance measures include a baseline documenting current safety levels and targets established using the most current State data and [Fatality Analysis Reporting System](#) (FARS).

A variety of data systems, dashboards and websites are used to complete problem analysis and identification and include but are not limited to the following:

- [Iowa Department of Transportation Safety Dashboards](#)
- [Iowa Crash Analysis Tool](#)

- [Iowa Department of Management Traffic Dashboards](#)
- [State Data Center](#)
- [Seat Belt Survey](#)

PLANNING

In the past several years, Iowa has implemented the Safe System Approach which supports a culture that places safety first when making decisions. Adopted by the United States Department of Transportation, this approach builds and reinforces multiple layers of protection to minimize harm caused by traffic crashes. It recognizes that humans make mistakes, and focuses safety programs on infrastructure, human behavior, responsible oversight of the transportation industry, and emergency response.

Safe System principles include:

Death and Serious Injuries are Unacceptable-A Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries.

Humans Make Mistakes-People will inevitably make mistakes and decisions that cause or contribute to crashes, but the transportation system can be designed and operated to accommodate certain types and levels of human mistakes and avoid death and serious injuries when a crash occurs.

Humans Are Vulnerable-Human bodies have physical limits for tolerating crash forces before death or serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates physical human vulnerabilities.

Responsibility is Shared-All stakeholders, including government at all levels, industry, non-profit/advocacy, researchers, and the general public—are vital to preventing fatalities and serious injuries on our roadways.

Safety is Proactive-Proactive tools should be used to identify and address safety issues in the transportation system, rather than waiting for crashes to occur and reacting afterwards.

Redundancy is Crucial-Reducing risk requires strengthening all parts of the transportation system, so if one part fails, the other parts still protect people.

The five objectives of a Safe System Approach involve:

Safer People-Encourage safe, responsible driving and behavior by people who use our roads and create conditions that prioritize their ability to reach their destination unharmed.

Safer Roads-Design roadway environments to mitigate human mistakes and account for injury tolerances, to encourage safer behaviors, and to facilitate safe travel by the most vulnerable users.

Safer Vehicles-Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.

Safer Speeds-Promote safer speeds in all roadway environments through a combination of thoughtful, equitable, context-appropriate roadway design, appropriate speed-limit setting, targeted education, outreach campaigns, and enforcement.

Post Crash Care-Enhance the survivability of crashes through expedient access to emergency medical care, while creating a safe working environment for vital first responders and preventing secondary crashes through robust traffic incident management practices.



Source: [US Department of Transportation](#)

NHTSA has also introduced “Pathways to Safer Streets”, a national behavioral traffic safety action plan to drastically reduce traffic injuries and fatalities. The initiative shifts federal road safety policy toward an emphasis on behavioral enforcement, technology-driven interventions, and post-crash response to curb rising roadway fatalities. Pathways include re-engaging law enforcement, reducing excessive speeding, preventing impaired driving, leveraging state highway safety offices, expanding prehospital blood transfusion programs, mobilizing a national partnership strategy, increasing occupant protection use, and reducing distracted driving. The action plan will form the basis of NHTSA’s activities and partnerships through innovation and collaboration.



Source: [NHTSA](#)

The Iowa Department of Transportation’s [Strategic Highway Safety Plan](#) 2024-2028 (SHSP) uses nationally recognized pillars of highway safety countermeasures known as the “four E’s”- Education, Enforcement, Engineering, and Emergency response. A 5th E- Everyone was also included because ultimately every driver on Iowa’s roadways is responsible for making safe choices and driving responsibility.

The SHSP focuses on seven Key Emphasis Areas: Occupant Protection, Impaired Driving, Distracted Driving, Speeding, Local Roads, Lane Departures, and Intersections. Each of these areas contain strategies aimed at reducing traffic fatalities and serious injuries in Iowa. GTSB has incorporated applicable strategies into this THSP where possible.

Feedback from NHTSA file and management reviews, and NHTSA assessments and other program reviews are also incorporated during the planning process.

APPLICATION

GTSB's grant application process begins with a review of the Triennial Highway Safety Plan, Annual Grant Application, and Annual Report to determine needed updates and changes for the following federal fiscal year. The application form is reviewed, updated, and tested prior to release. Grant applications are opened each winter, inviting eligible applicants to submit project proposals to address traffic safety issues in the state. Generally, these applications are made up of the following categories, but these categories can and do change from year to year depending on traffic trends and problem identification.

- Bicycle Safety
- Data Program Improvements to Core Highway Safety Systems
- Distracted Driving
- High Visibility Enforcement
- Motorcycle Safety
- Occupant Protection
- Older Driver Safety
- Prevention and Intervention
- Public Information Campaigns
- Roadway Safety
- Traffic Safety Outreach and Education
- Traffic Safety Research, Planning, and Data Integration
- Young Driver Safety

All applications for grant funds must be data driven, address traffic safety needs, and utilize proven countermeasures. Once received, Program Administrators review applications, correspond with applicants to provide clarification, answer questions, complete risk assessments, and prepare recommendations for project selection and level of funding. A federal fiscal year budget is determined after reviewing available funding sources and amounts. The team then meets to discuss each project request and application, determine if the project is viable, and if approved, award funding. Decision letters are sent, and in mid-to-late summer, project agreements are drafted, reviewed, and sent to partners. Performance measures and targets are set for each sub-recipient and identified in Iowa's grant management system. The federal fiscal year begins October 1 of each year.

Annual Application Cycle	
DATE	ACTIVITY
Continuous and Ongoing	✓ Evaluate trends, issues, and programming needs through local and state meetings and events. ✓ Complete and provide edits and updates to the THSP and AGA.
January	✓ Review of strategic HSP, and other state plans, THSP, AGA, and previous year's annual report. ✓ Submit annual report. ✓ Application form review, updates and testing.
February	✓ Open funding opportunities.
March	✓ Application review and risk assessments. ✓ Funding and budget decisions for upcoming FFY.
April	✓ Award letters drafted and sent.
May-June	✓ Project agreements drafted and reviewed.
July	✓ Project agreements sent for signature. ✓ Submit triennial highway safety plan every 3 years
August	✓ Submit annual grant application
September	✓ Finalize prior FFY grants. ✓ Collect executed project agreements for upcoming fiscal year.
October	✓ Projects underway. ✓ Prior year grant close-out.
November-January	✓ Annual report written and submitted

STATE PROBLEM IDENTIFICATION

DEMOGRAPHIC DATA

The 23rd largest state by area, Iowa has a population of 3.2 million people. The population identifies as 84.2% white alone, 4% as Black or African American alone. The state's population has grown; however, the pace remains slow when compared to national averages.

Median age is 39.1 - 38.2 for males and 40.1 for females. Average household size is 2.3, average family size is 2.9. Of population 25 years of age and over, 29.9% have a high school degree, 19.6% have some college, but no degree, 12.2% have an associate's degree, 20.9% have a bachelor's degree, and 10.7% have a graduate or professional degree.

The poverty rate in the table is the percent of population and increased from 2000 to 2023 in all categories, apart from families with a female householder, no husband present.

The tables provide a visual representation of Iowa population demographics.

Race and Hispanic Origin

	Estimate	Percent
Total population	3,207,004	
White alone	2,701,313	84.2%
Black or African American alone	128,881	4.0%
American Indian and Alaska Native alone	12,715	0.4%
Asian alone	75,806	2.4%
Native Hawaiian and Other Pacific Islander alone	4,425	0.1%
Some other race alone	74,956	2.3%
Two or more races	208,908	6.5%
Hispanic or Latino origin	234,148	7.3%
White alone not Hispanic or Latino	2,641,989	82.4%

Median age

Total population



39.1



38.2



40.1

Sex

Male

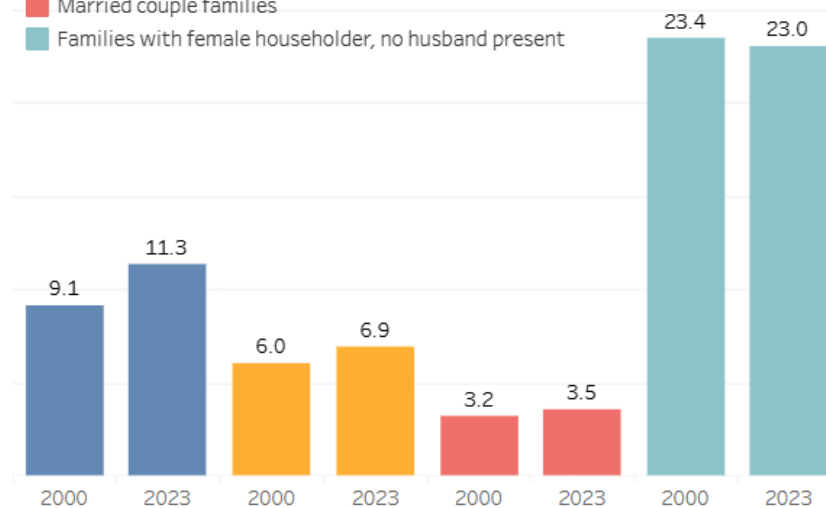
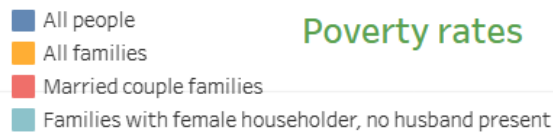
Female

Sex

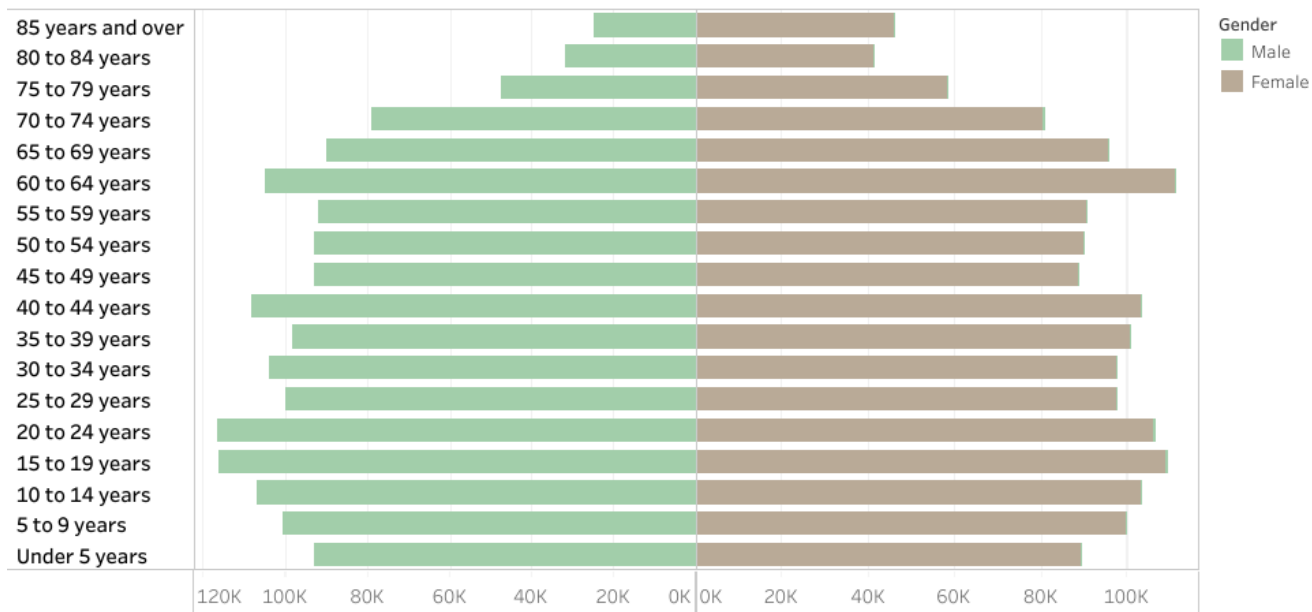
Male

Female

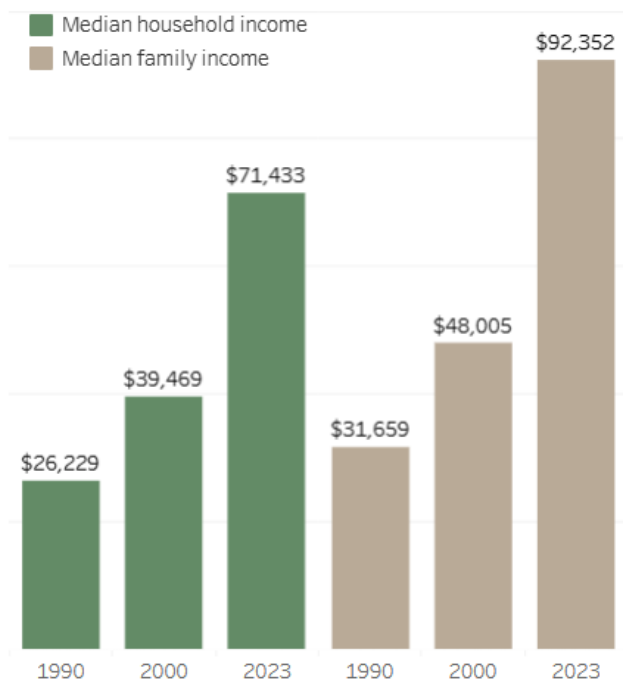
Poverty rates



Population by age and gender



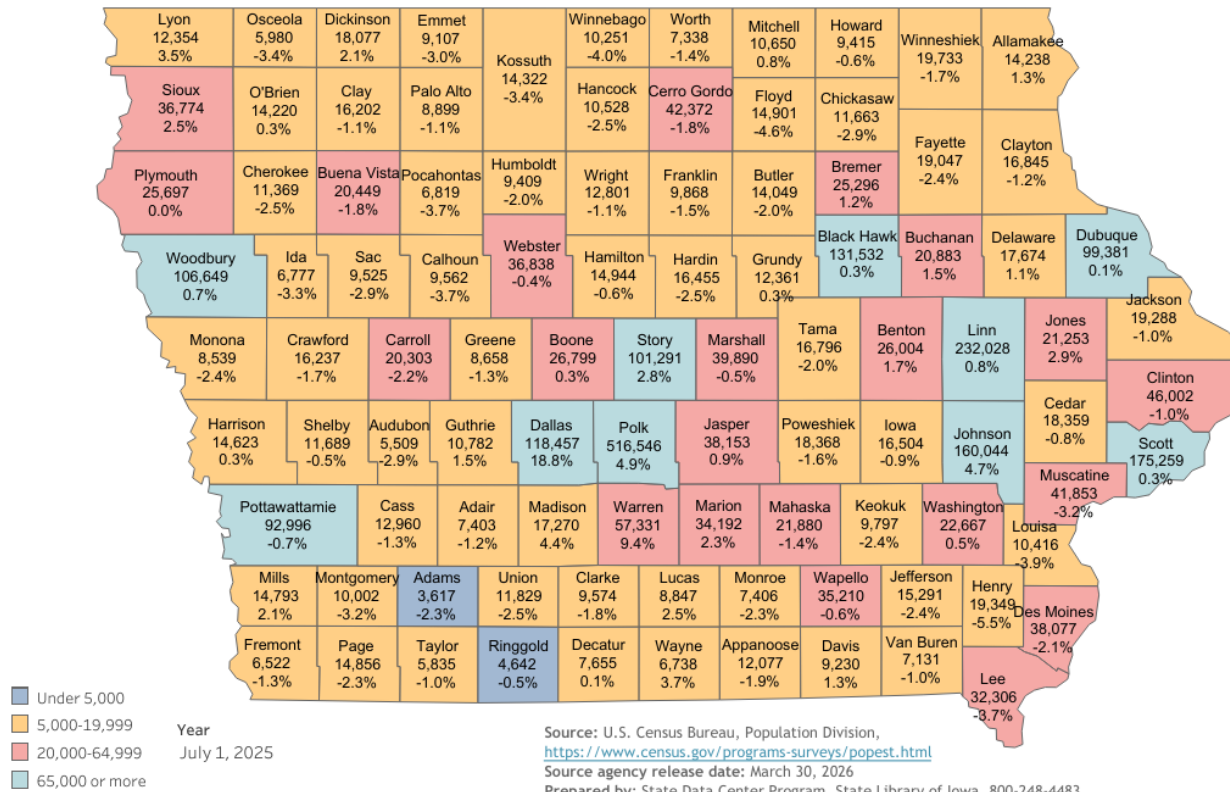
Median Income



Created by the State Data Center of Iowa
 Contact information: State Library of Iowa,
 State Data Center Program,
<http://www.iowadatacenter.org> 800-248-4483, census@iowa.gov

Iowa County Population and Percent Change

(from April 1, 2020 to July 1, 2025)



Population by county is identified on the map above. The most populated counties are in light blue and include the major urban centers in the state. Iowa has a vast range of populations in counties, ranging from 3,617 to 516,546.

COUNTY POPULATION BY SIZE CATEGORY

Max Population Size Category	County	Population
65,000 or More	Polk	516,546
	Linn	232,028
	Scott	175,259
	Johnson	160,044
	Black Hawk	131,532
	Dallas	118,457
	Woodbury	106,649

	Story	101,291
	Dubuque	99,381
	Pottawattamie	92,996
20,000-64,999	Warren	57,331
	Clinton	46,002
	Cerro Gordo	42,372
	Muscatine	41,853
	Marshall	39,890
	Jasper	38,153
	Des Moines	38,077
	Webster	36,838
	Sioux	36,774
	Wapello	35,210
	Marion	34,192
	Lee	32,306
	Boone	26,799
	Benton	26,004
	Plymouth	25,697
	Bremer	25,296
	Washington	22,667
	Mahaska	21,880
	Jones	21,253
	Buchanan	20,883
	Buena Vista	20,449
	Carroll	20,303
5,000-19,999	Winneshiek	19,733
	Henry	19,349
	Jackson	19,288
	Fayette	19,047
	Poweshiek	18,368
	Cedar	18,359
	Dickinson	18,077
	Delaware	17,674
	Madison	17,270
	Clayton	16,845
	Tama	16,796
	Iowa	16,504
	Hardin	16,455

	Crawford	16,237
	Clay	16,202
	Jefferson	15,291
	Hamilton	14,944
	Floyd	14,901
	Page	14,856
	Mills	14,793
	Harrison	14,623
	Kossuth	14,322
	Allamakee	14,238
	O'Brien	14,220
	Butler	14,049
	Cass	12,960
	Wright	12,801
	Grundy	12,361
	Lyon	12,354
	Appanoose	12,077
	Union	11,829
	Shelby	11,689
	Chickasaw	11,663
	Cherokee	11,369
	Guthrie	10,782
	Mitchell	10,650
	Hancock	10,528
	Louisa	10,416
	Winnebago	10,251
	Montgomery	10,002
	Franklin	9,868
	Keokuk	9,797
	Clarke	9,574
	Calhoun	9,562
	Sac	9,525
	Howard	9,415
	Humboldt	9,409
	Davis	9,230
	Emmet	9,107
	Palo Alto	8,899
	Lucas	8,847

	Greene	8,658
	Monona	8,539
	Decatur	7,655
	Monroe	7,406
	Adair	7,403
	Worth	7,338
	Van Buren	7,131
	Pocahontas	6,819
	Ida	6,777
	Wayne	6,738
	Fremont	6,522
	Osceola	5,980
	Taylor	5,835
	Audubon	5,509
Under 5,000	Ringgold	4,642
	Adams	3,617

Source: [Iowa State Data Center](#)

Based on the 2020 Census, Iowa is 63.2% urban and 36.8% rural. However, geographically 31 Iowa counties are mainly (above 80%) or 100% rural. This is detailed on the table below. The urban/rural breakdown in the state impacts traffic crashes, enforcement, and funding. Rural driving in Iowa involves managing higher speeds, unpaved roads, wildlife, and farm equipment. Urban driving requires constant vigilance for pedestrians, heavy traffic, and congestion.

RURAL VERSUS URBAN COUNTIES IN IOWA

	Total		Urban		Rural	
Geographic name	Number		Number	Percent	Number	Percent
Adair County	7,496		0	0.0%	7,496	100.0%
Adams County	3,704		0	0.0%	3,704	100.0%
Allamakee County	14,061		0	0.0%	14,061	100.0%
Appanoose County	12,317		5,269	42.8%	7,048	57.2%
Audubon County	5,674		0	0.0%	5,674	100.0%
Benton County	25,575		4,780	18.7%	20,795	81.3%
Black Hawk County	131,144		114,139	87.0%	17,005	13.0%
Boone County	26,715		12,511	46.8%	14,204	53.2%
Bremer County	24,988		9,159	36.7%	15,829	63.3%
Buchanan County	20,565		6,771	32.9%	13,794	67.1%
Buena Vista County	20,823		11,860	57.0%	8,963	43.0%

Butler County	14,334		0	0.0%	14,334	100.0%
Calhoun County	9,927		0	0.0%	9,927	100.0%
Carroll County	20,760		10,150	48.9%	10,610	51.1%
Cass County	13,127		6,608	50.3%	6,519	49.7%
Cedar County	18,505		0	0.0%	18,505	100.0%
Cerro Gordo County	43,127		34,360	79.7%	8,767	20.3%
Cherokee County	11,658		4,705	40.4%	6,953	59.6%
Chickasaw County	12,012		0	0.0%	12,012	100.0%
Clarke County	9,748		5,283	54.2%	4,465	45.8%
Clay County	16,384		10,967	66.9%	5,417	33.1%
Clayton County	17,043		158	0.9%	16,885	99.1%
Clinton County	46,460		32,453	69.9%	14,007	30.1%
Crawford County	16,525		8,142	49.3%	8,383	50.7%
Dallas County	99,678		78,398	78.7%	21,280	21.3%
Davis County	9,110		0	0.0%	9,110	100.0%
Decatur County	7,645		0	0.0%	7,645	100.0%
Delaware County	17,488		4,913	28.1%	12,575	71.9%
Des Moines County	38,910		28,413	73.0%	10,497	27.0%
Dickinson County	17,703		12,956	73.2%	4,747	26.8%
Dubuque County	99,266		67,774	68.3%	31,492	31.7%
Emmet County	9,388		5,774	61.5%	3,614	38.5%
Fayette County	19,509		5,871	30.1%	13,638	69.9%
Floyd County	15,627		7,255	46.4%	8,372	53.6%
Franklin County	10,019		0	0.0%	10,019	100.0%
Fremont County	6,605		9	0.1%	6,596	99.9%
Greene County	8,771		0	0.0%	8,771	100.0%
Grundy County	12,329		0	0.0%	12,329	100.0%
Guthrie County	10,623		0	0.0%	10,623	100.0%
Hamilton County	15,039		7,606	50.6%	7,433	49.4%
Hancock County	10,795		0	0.0%	10,795	100.0%
Hardin County	16,878		5,058	30.0%	11,820	70.0%
Harrison County	14,582		0	0.0%	14,582	100.0%
Henry County	20,482		9,284	45.3%	11,198	54.7%
Howard County	9,469		0	0.0%	9,469	100.0%
Humboldt County	9,597		5,339	55.6%	4,258	44.4%
Ida County	7,005		0	0.0%	7,005	100.0%
Iowa County	16,662		0	0.0%	16,662	100.0%
Jackson County	19,485		6,098	31.3%	13,387	68.7%

Jasper County	37,813		15,943	42.2%	21,870	57.8%
Jefferson County	15,663		9,211	58.8%	6,452	41.2%
Johnson County	152,854		127,396	83.3%	25,458	16.7%
Jones County	20,646		5,411	26.2%	15,235	73.8%
Keokuk County	10,033		0	0.0%	10,033	100.0%
Kossuth County	14,828		5,443	36.7%	9,385	63.3%
Lee County	33,555		19,815	59.1%	13,740	40.9%
Linn County	230,299		198,767	86.3%	31,532	13.7%
Louisa County	10,837		0	0.0%	10,837	100.0%
Lucas County	8,634		0	0.0%	8,634	100.0%
Lyon County	11,934		0	0.0%	11,934	100.0%
Madison County	16,548		5,077	30.7%	11,471	69.3%
Mahaska County	22,190		12,541	56.5%	9,649	43.5%
Marion County	33,414		17,721	53.0%	15,693	47.0%
Marshall County	40,105		27,381	68.3%	12,724	31.7%
Mills County	14,484		5,009	34.6%	9,475	65.4%
Mitchell County	10,565		0	0.0%	10,565	100.0%
Monona County	8,751		0	0.0%	8,751	100.0%
Monroe County	7,577		0	0.0%	7,577	100.0%
Montgomery County	10,330		5,516	53.4%	4,814	46.6%
Muscatine County	43,235		25,144	58.2%	18,091	41.8%
O'Brien County	14,182		5,131	36.2%	9,051	63.8%
Osceola County	6,192		0	0.0%	6,192	100.0%
Page County	15,211		10,076	66.2%	5,135	33.8%
Palo Alto County	8,996		0	0.0%	8,996	100.0%
Plymouth County	25,698		10,138	39.5%	15,560	60.5%
Pocahontas County	7,078		0	0.0%	7,078	100.0%
Polk County	492,401		470,374	95.5%	22,027	4.5%
Pottawattamie County	93,667		68,447	73.1%	25,220	26.9%
Poweshiek County	18,662		9,486	50.8%	9,176	49.2%
Ringgold County	4,663		0	0.0%	4,663	100.0%
Sac County	9,814		0	0.0%	9,814	100.0%
Scott County	174,669		151,477	86.7%	23,192	13.3%
Shelby County	11,746		4,713	40.1%	7,033	59.9%
Sioux County	35,872		15,565	43.4%	20,307	56.6%
Story County	98,537		73,069	74.2%	25,468	25.8%
Tama County	17,135		5,263	30.7%	11,872	69.3%
Taylor County	5,896		0	0.0%	5,896	100.0%

Union County	12,138	7,507	61.8%	4,631	38.2%
Van Buren County	7,203	0	0.0%	7,203	100.0%
Wapello County	35,437	25,019	70.6%	10,418	29.4%
Warren County	52,403	27,735	52.9%	24,668	47.1%
Washington County	22,565	6,846	30.3%	15,719	69.7%
Wayne County	6,497	0	0.0%	6,497	100.0%
Webster County	36,999	24,699	66.8%	12,300	33.2%
Winnebago County	10,679	0	0.0%	10,679	100.0%
Winneshiek County	20,070	7,993	39.8%	12,077	60.2%
Woodbury County	105,941	88,855	83.9%	17,086	16.1%
Worth County	7,443	0	0.0%	7,443	100.0%
Wright County	12,943	0	0.0%	12,943	100.0%

Source: [Iowa State Data Center](#)

IOWA TRAFFIC SAFETY TRENDS

Iowa has 115,064 miles of roadway, 4.6 million registered vehicles, and 2.6 million driver's licenses and IDs issued. Iowa's Vehicle Miles Traveled (VMT) has risen each year since 2021. Traffic volumes typically peak during summer construction months, with higher volume counts on municipal interstates and primary routes serving urban centers. Winter brings additional risk to the roadway with ice and snow.

Average travel time to work is 20 minutes, below the national average of 27.2. Most workers drove alone to work as identified in the table below or carpooled resulting in approximately 89.4% of workers on the road during the work week. This ample traffic, along with other travelers on the roadway, can lead to traffic crashes.

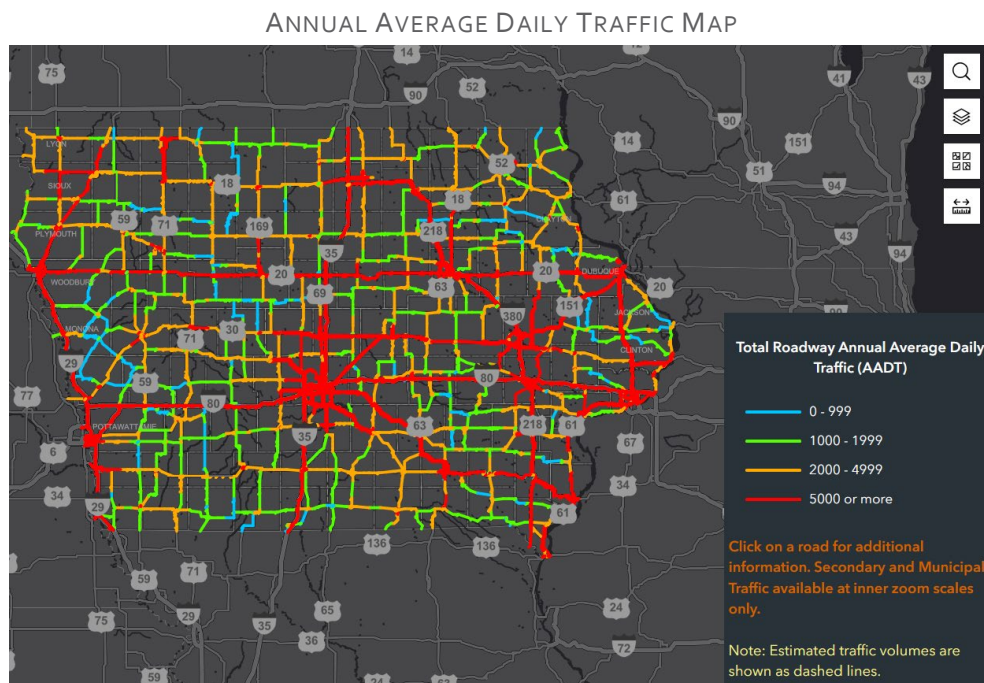
Risky driver behavior is the primary cause of roadway fatalities, including speeding, aggressive driving, distracted driving, impaired driving, and failure to use a seat belt. These behaviors put everyone at risk: passengers, other vehicle drivers and occupants, and vulnerable road users like pedestrians and bicyclists.

Means of transportation to work

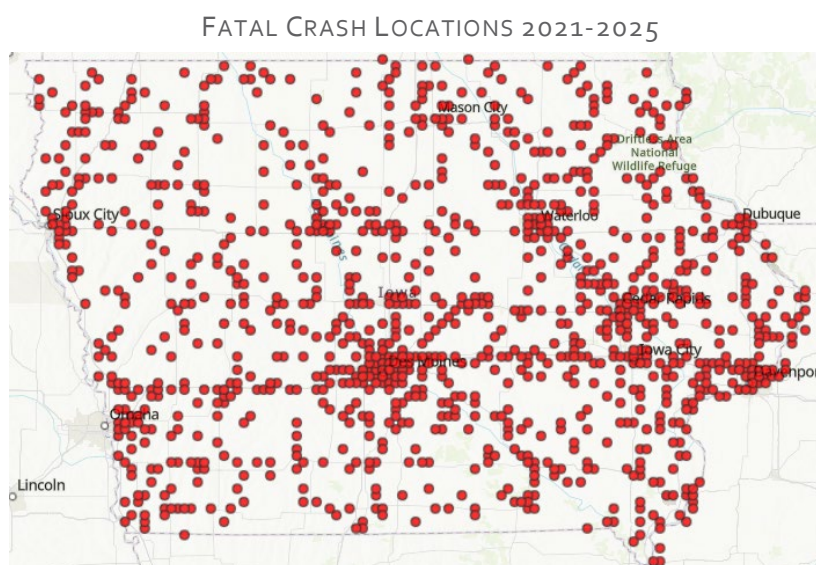
	2000	2023
Car, truck, or van-Carpooled	10.8%	8.2%
Car, truck, or van-Drove alone	78.6%	76.2%
Other means	0.5%	1.5%
Public transportation	1.0%	0.8%
Walked	4.0%	2.8%
Worked from home	4.7%	10.5%

Source: [Iowa State Data Center](#)

The map below highlights the average daily traffic totals on roadways across the state. As expected, as population increases, so does vehicle volume, but the map also documents that Iowa's highways in rural areas and counties experience high traffic volume as well. From 2021-2025, there were 1,535 fatal crashes resulting in 1,687 fatalities.



Source: [Iowa Crash Analysis Tool](#)



Source: [Iowa Crash Analysis Tool](#)

The county, number of fatal crashes, and the percentage of total fatal crashes in the table demonstrate a concentration of crashes in densely populated counties but also show a distribution of fatal crashes in rural areas statewide. Nine of the most populated ten counties in the state account for 37.86% of all fatalities.

FATAL CRASHES BY COUNTY 2021-2025

County	Number of Fatal Crashes	Percentage of Fatal Crashes
Polk, County, IA	171	11.15%
Scott, County, IA	76	4.95%
Linn, County, IA	66	4.30%
Pottawattamie County, IA	51	3.32%
Black Hawk County, IA	49	3.19%
Woodbury County, IA	40	2.61%
Dallas County, IA	35	2.28%
Dubuque County, IA	33	2.15%
Johnson County, IA	33	2.15%
Muscatine County, IA	27	1.76%
Marshall County, IA	26	1.69%
Jones County, IA	22	1.43%
Cerro Gordo County, IA	21	1.37%
Clinton County, IA	21	1.37%
Lee County, IA	21	1.37%
Plymouth County, IA	21	1.37%
Webster County, IA	21	1.37%
Benton County, IA	20	1.30%
Sioux County, IA	20	1.30%
Warren County IA	20	1.30%
Jasper County, IA	19	1.24%
Clayton County, IA	18	1.17%
Story County, IA	18	1.17%
Cedar County, IA	17	1.11%
Iowa County, IA	17	1.11%
Marion County, IA	17	1.11%
Poweshiek County, IA	17	1.11%
Wapello County, IA	17	1.11%
Fremont County, IA	16	1.04%
Hamilton County, IA	16	1.04%
Des Moines County, IA	15	0.98%

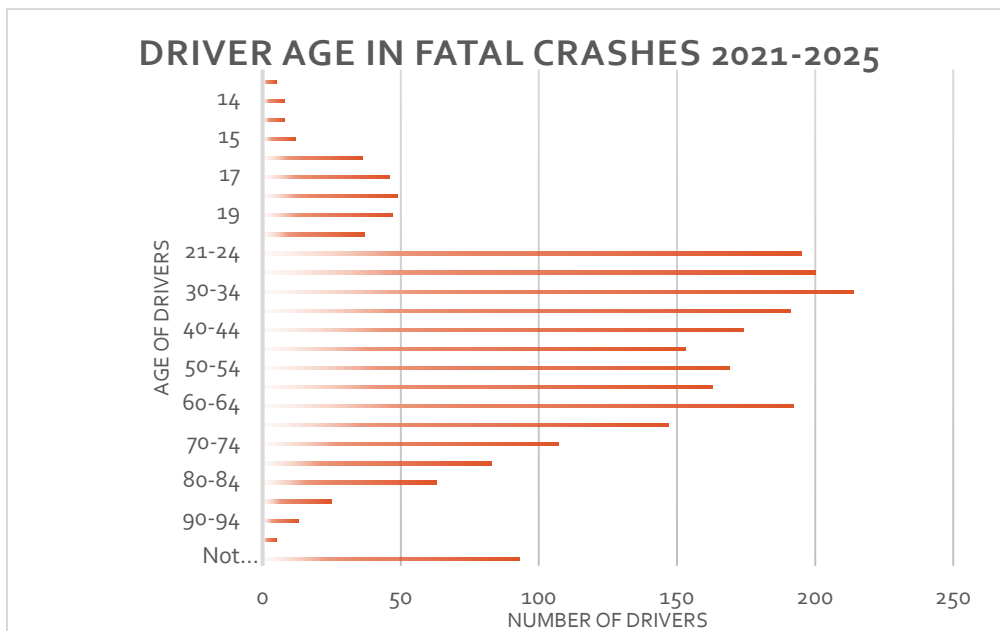
Jackson County, IA	15	0.98%
Boone County, IA	14	0.91%
Allamakee County, IA	13	0.85%
Cass County, IA	13	0.85%
Fayette County, IA	13	0.85%
Greene County, IA	13	0.85%
Harrison County, IA	13	0.85%
Henry County, IA	13	0.85%
Madison County, IA	13	0.85%
Washington County, IA	13	0.85%
Winneshiek County, IA	13	0.85%
Bremer County, IA	12	0.78%
Carroll County, IA	12	0.78%
Buena Vista County, IA	11	0.72%
Mills County, IA	11	0.72%
Butler County, IA	10	0.65%
Clarke County, IA	10	0.65%
Crawford County, IA	10	0.65%
Floyd County, IA	10	0.65%
Chickasaw County, IA	9	0.59%
Decatur County, IA	9	0.59%
Delaware County, IA	9	0.59%
Hardin County, IA	9	0.59%
Humboldt County, IA	9	0.59%
Louisa County, IA	9	0.59%
Monona County, IA	9	0.59%
Sac County, IA	9	0.59%
Adair County, IA	8	0.52%
Buchanan County, IA	8	0.52%
Clay County, IA	8	0.52%
Davis County, IA	8	0.52%
Emmet County, IA	8	0.52%
Franklin County, IA	8	0.52%
Guthrie County, IA	8	0.52%
Mahaska County, IA	8	0.52%
Mitchell County, IA	8	0.52%
Montgomery County, IA	8	0.52%
Page County, IA	8	0.52%

Tama County, IA	8	0.52%
Winnebago County, IA	8	0.52%
Worth County, IA	8	0.52%
Keokuk County, IA	7	0.46%
Kossuth County, IA	7	0.46%
Lyon County, IA	7	0.46%
O'Brien County, IA	7	0.46%
Union County, IA	7	0.46%
Audubon County, IA	6	0.39%
Hancock County, IA	6	0.39%
Ida County, IA	6	0.39%
Jefferson County, IA	6	0.39%
Monroe County, IA	6	0.39%
Wright County, IA	6	0.39%
Adams County, IA	5	0.33%
Appanoose County, IA	5	0.33%
Dickinson County, IA	5	0.33%
Howard County, IA	5	0.33%
Ringgold County, IA	5	0.33%
Shelby County, IA	5	0.33%
Wayne County, IA	5	0.33%
Calhoun County, IA	4	0.26%
Cherokee County, IA	4	0.26%
Grundy County, IA	4	0.26%
Lucas County, IA	4	0.26%
Osceola County, IA	4	0.26%
Van Buren County, IA	4	0.26%
Palo Alto County, IA	3	0.20%
Pocahontas County, IA	2	0.13%
Taylor County, IA	2	0.13%

Source: [Iowa Crash Analysis Tool](#)

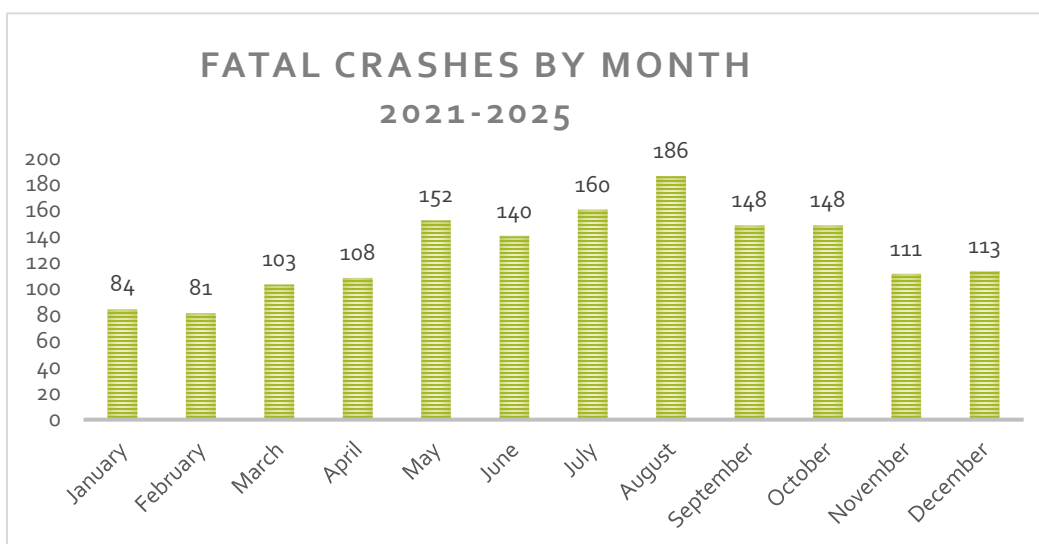
In the last five years, over 53.6% of the crashes occurred in daylight, and 76.4% in clear conditions. Most were considered non-intersection crashes with no horizontal curve in the roadway. 83.3% occurred on dry road conditions, 32.45% showed no improper action, and 19.07% lost control of the vehicle.

The following charts further show the breakdown of fatal crashes in Iowa over the last five years. Driver age in fatal crashes is predominant in the following age categories: 30-34 (214), 25-29 year olds (200), and 60-64 year-olds (192). 35-39 year-olds (191) and young drivers aged 15-19 (a total of 190) are also higher.



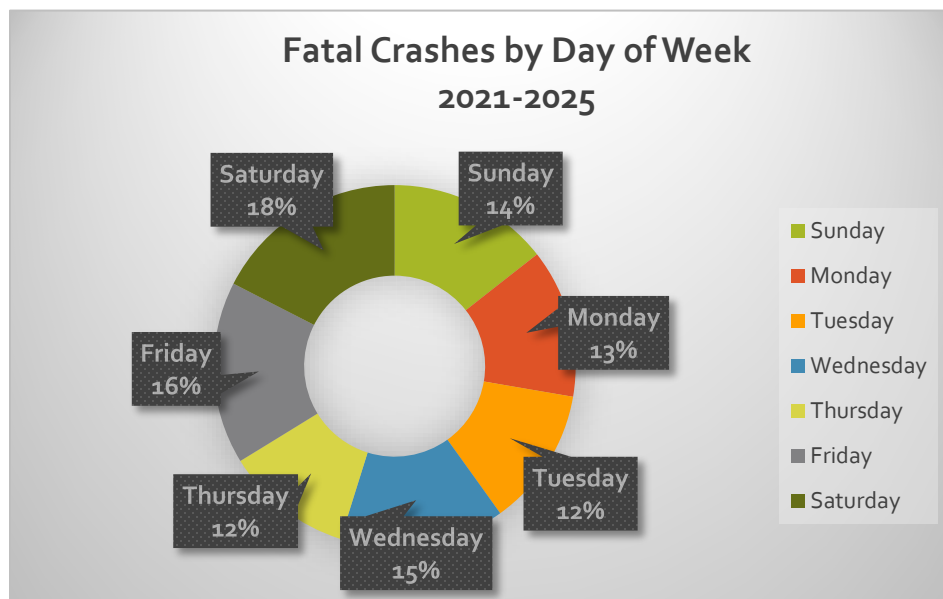
Source: [Iowa Crash Analysis Tool](#)

The months of May-October rank the highest of the 12 months for fatal crashes. This includes the period between Memorial Day and Labor Day, when the state sees an influx of visitors for the Iowa State Fair, and college football season.



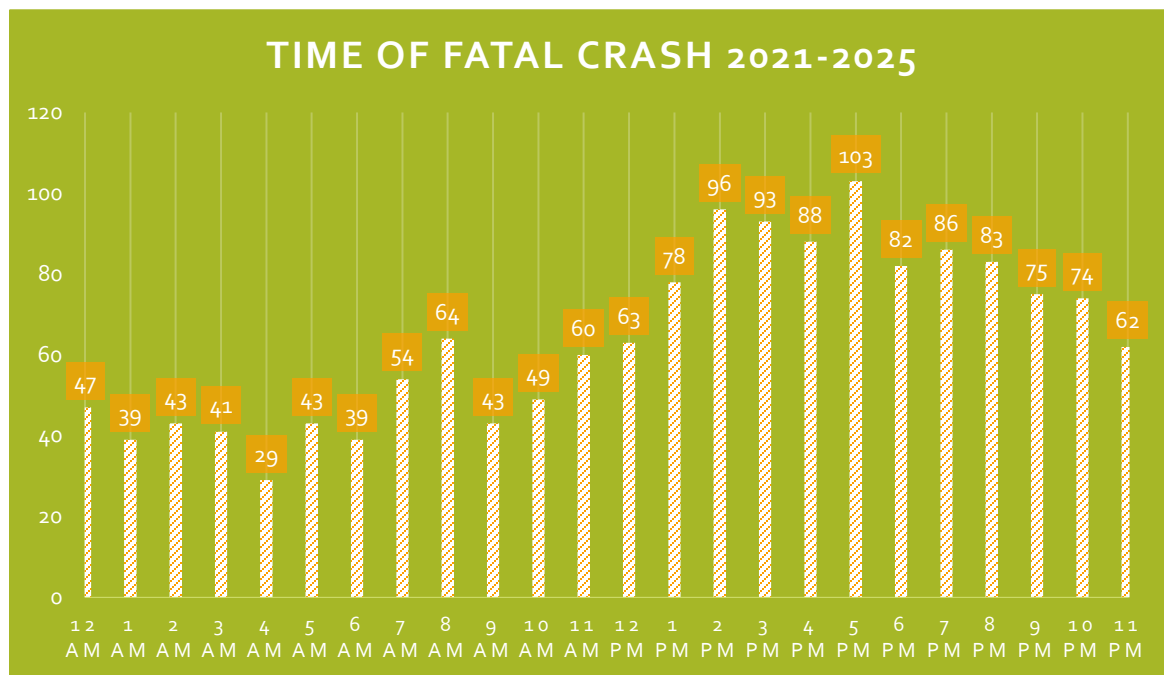
Source: [Iowa Crash Analysis Tool](#)

Day of the week for fatal crashes is steady between the seven days, with a slight increase on Wednesdays and weekends, Friday and Saturday.



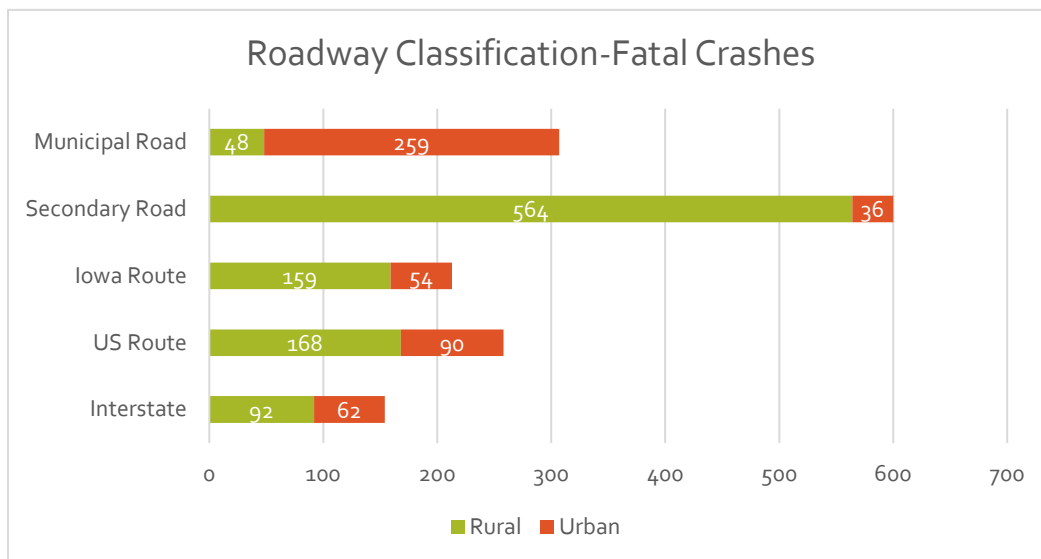
Source: [Iowa Crash Analysis Tool](#)

Fatal crashes are significantly higher from 2 pm-8 pm in the evening, after school and the workday, during the evening commute and evening activities.



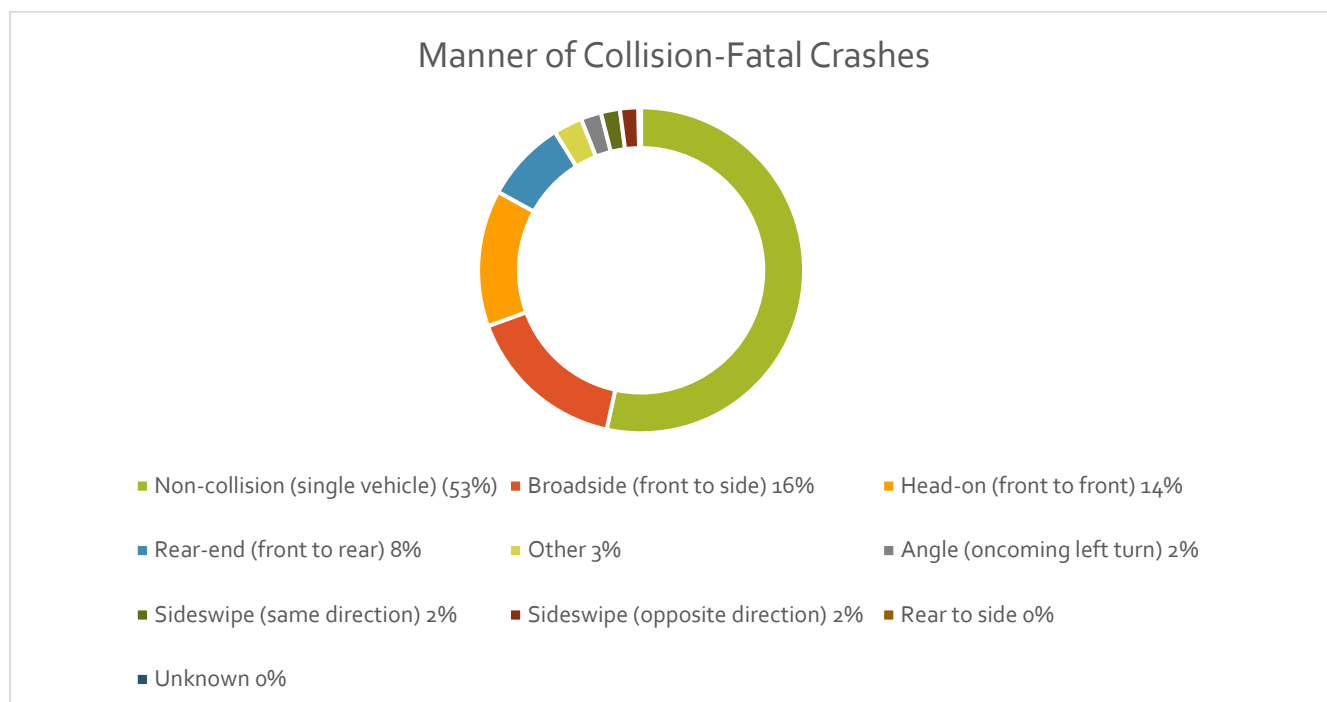
Source: [Iowa Crash Analysis Tool](#)

Fatal crashes occur on rural roadways 67% of the time, with the bulk of them on secondary roads. In urban areas, 33% of fatal crashes take place on municipal roads.



Source: [Iowa Crash Analysis Tool](#)

Over half of fatal crashes are lane departure single vehicle crashes. This is an emphasis area in the SHSP.



Source: [Iowa Crash Analysis Tool](#)

PERFORMANCE MEASURES

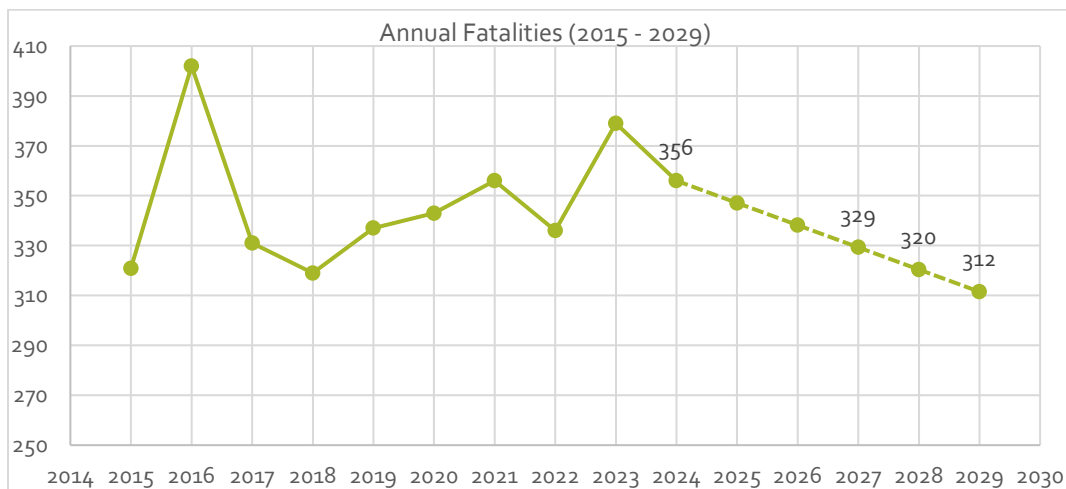
As stated, data is the foundation of GTSB's work and is used to influence driver behavioral changes to make Iowa's roadways safer. Data is used to set state targets, measure progress toward those targets, and allocate resources. GTSB will use eighteen performance measures and targets to evaluate progress, reporting annually on those measures.

The State Highway Safety Office strived to set realistic, attainable targets and therefore, the approach used to set the safety targets for 2027, 2028, and 2029 is based on the latest published fatality and serious injury data in FARS, specifically the 2024 data. GTSB set a goal of reducing traffic fatalities and serious injuries by 50 percent over 20 years, and this provided an overall framework for development of the 2027–2029 performance targets. However, each performance target was evaluated and established individually using the most currently available FARS and State crash data, recent annual and multi-year trends, the magnitude and characteristics of the identified traffic safety problem, known or anticipated changes that may affect risk, and the specific countermeasure strategies and resources planned for implementation during the triennial period.

The 2027, 2028, and 2029 targets represent the level of performance Iowa reasonably expects to achieve following implementation of the countermeasure strategies identified for each program area. The individual justification accompanying each measure explains the data, operational factors, and other considerations that influenced selection of that specific target. The long-term 50-percent reduction goal was considered as a statewide strategic objective but was not used as the sole basis for establishing any individual performance target.

All targets were established in compliance with the requirement to achieve performance that is either maintained at or improved relative to the baseline year (2024).

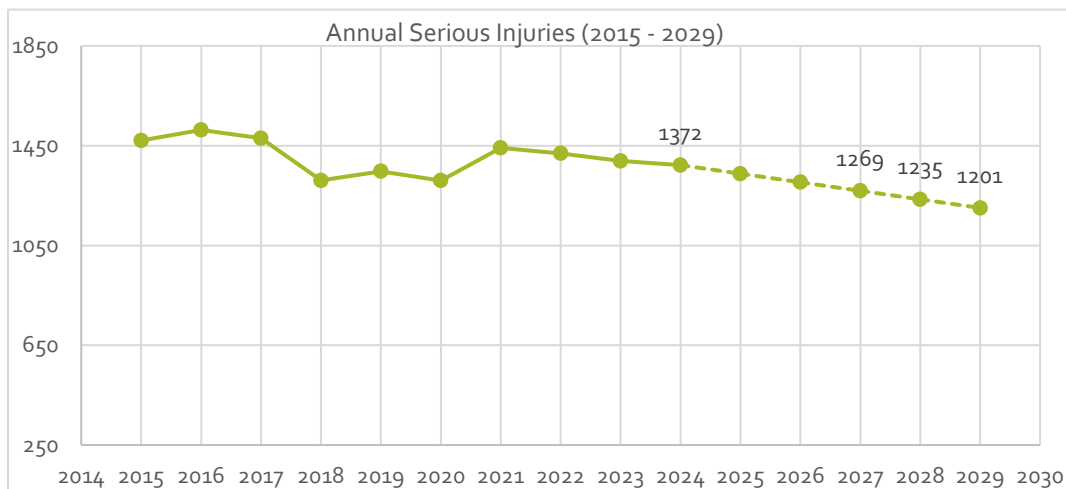
UC-1-NUMBER OF FATALITIES



Year	Baseline	2027	2028	2029
Number of Fatalities	356	329	320	312

The 2024 current safety level for UC-1 is 356 fatalities. Iowa experienced a substantial decline in fatalities in 2025, recording its lowest number of traffic fatalities since 1925. Several factors likely contributed to the decline, including implementation of Iowa’s hands-free law, a robust traffic safety media campaign, continued improvements in vehicle safety, and roadway improvements such as centerline and edge-line rumble strips. GTSB recognizes that preliminary 2026 fatality levels are higher and that five-year trends for several individual risk areas remain unfavorable. Therefore, GTSB selected targets that represent continued improvement from the 2024 baseline without assuming that the unusually low 2025 fatality level can immediately be sustained. This represents a 12.4% reduction from the 2024 safety level over the triennial period, while acknowledging year-to-year variability in a relatively small state’s fatality counts. The combination of Iowa’s recent demonstrated ability to reduce fatalities and continuation or expansion of evidence-based countermeasures supports a progressive target of 329, 320 and 312.

UC-2 NUMBER OF SERIOUS INJURIES



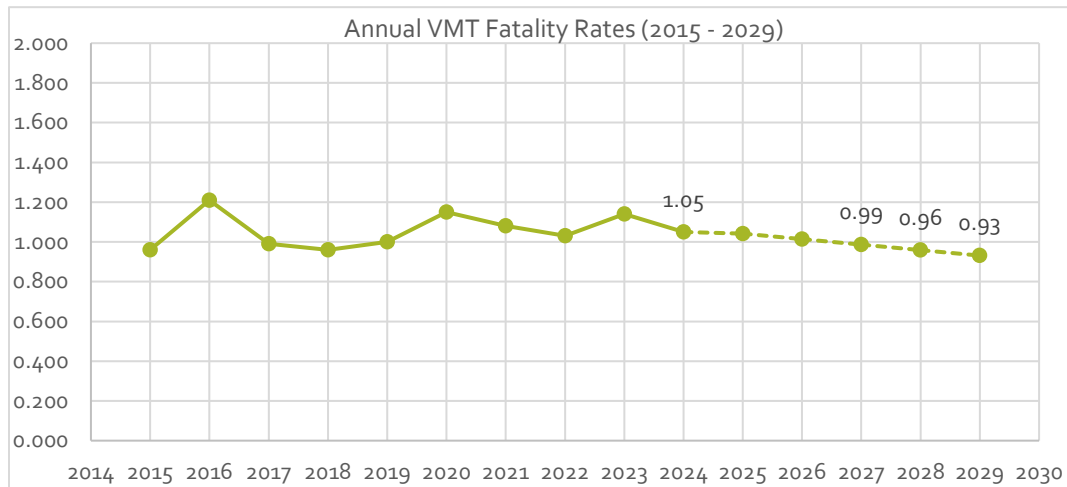
Year	Baseline	2027	2028	2029
Number of Serious Injuries	1372	1269	1235	1201

Iowa's 2024 current safety level is 1,372 serious injuries. Serious injuries are affected by many of the same behaviors and crash circumstances that produce fatalities, including impairment, speed, non-use of restraints, distraction, young-driver inexperience, and rural-road crashes.

For this reason, GTSB's strategy for reducing serious injuries is intentionally multidisciplinary rather than dependent upon one program area. The Safe System principle to reduce crash severity requires overlapping protections involving safer people, safer speeds, safer roads, safer vehicles, and post-crash care.

The 2029 target of 1,201 represents a 12.5% reduction from the 2024 level. The gradual annual benchmarks recognize that serious injuries remain subject to changes in travel, crash severity and roadway conditions while providing measurable annual improvement attributable to GTSB's statewide behavioral safety program.

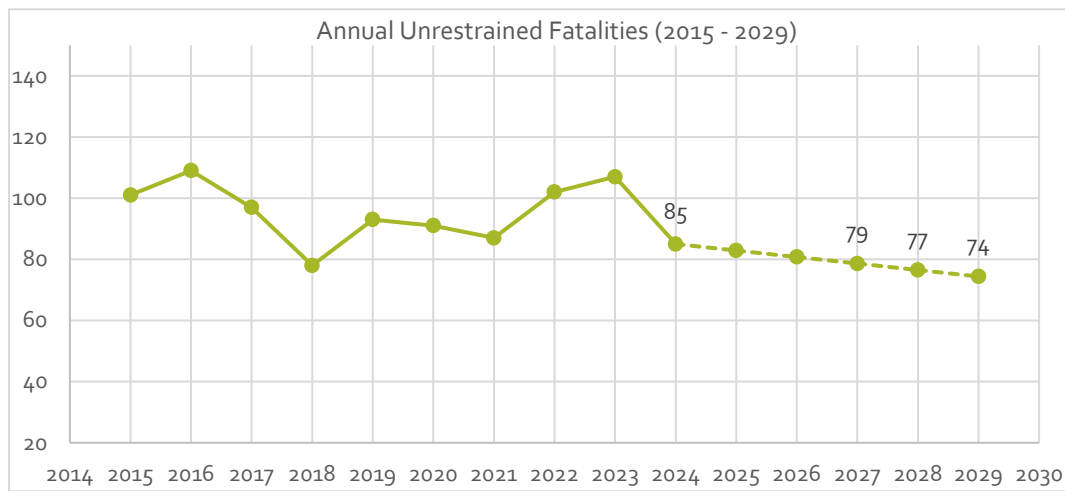
UC-3-FATALITIES PER 100 MILLION VMT



Year	Baseline	2027	2028	2029
Fatalities per 100 Million VMT	1.05	0.99	0.96	0.93

The baseline for fatalities per 100 million VMT is 1.05 for 2024. The three-year targets for the fatality rate VMT were linearly forecasted using 2015-2024 data and targets were set by dividing the total fatality count target by the linearly forecasted VMT, representing a decrease of 11.43% from the baseline by 2029. The gradual reduction of the benchmarks provides measurable annual improvement attributable to programming and statewide partners' work, while allowing for changes in travel and roadway conditions. Fatalities per vehicle miles traveled are affected by the same behaviors and crash circumstances as UC-1 and UC-2, therefore GTSB will reinforce multiple program areas.

UC-4-Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

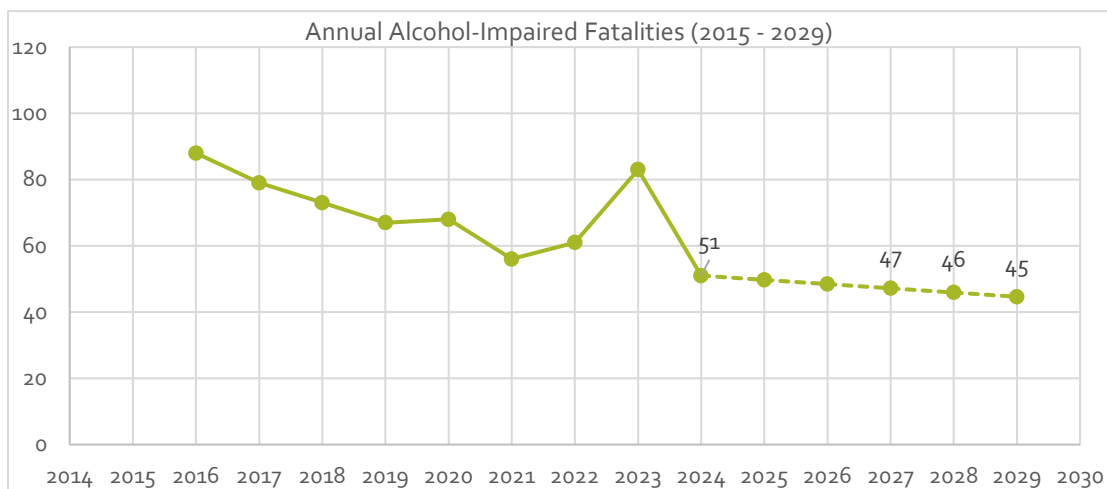


Year	Baseline	2027	2028	2029
Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	85	79	77	74

Iowa's current safety level is 85 unrestrained passenger-vehicle occupant fatalities. Restraint non-use remains an identifiable fatality problem despite Iowa's overall observed seat-belt-use rate. The target of 74 in 2029 represents a 12.9% reduction from the 2024 baseline. This target focuses on reducing fatalities among the smaller, higher-risk population that remains unrestrained through geographically and behaviorally targeted interventions.

Iowa will address this residual population through short-term high-visibility seat-belt enforcement, sustained enforcement, communications targeted toward lower-belt-use populations, and the High Five initiative in five counties with lower observed seat-belt usage.

UC-5-NUMBER OF FATALITIES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH A BAC OVER .08 (IOWA LEGAL LIMIT)

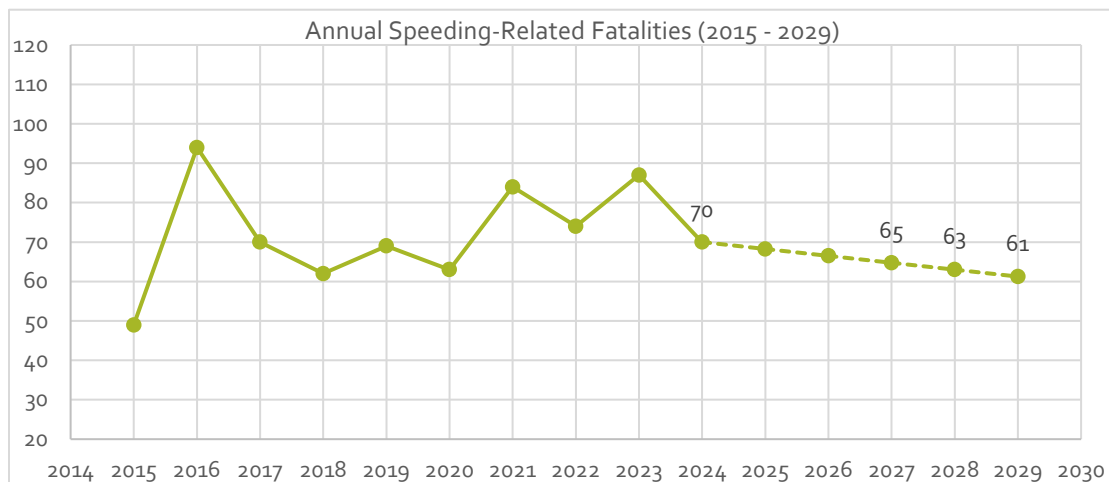


Year	Baseline	2027	2028	2029
Number of Fatalities Involving a Driver or Motorcycle Operator with a BAC over .08	51	47	46	45

Iowa’s 2024 safety level is 51 fatalities involving a driver or motorcycle operator with a BAC at or above .08. The 2029 target of 45 represents an 11.8% reduction from 2024. This is considered achievable because planned programming directly addresses both deterrence and detection while reinforcing enforcement through highly targeted communications and criminal-justice-system strategies. The relatively measured annual reductions also recognize that alcohol-impaired fatalities can fluctuate substantially from year to year.

Grantees will implement high-visibility and multi-jurisdictional enforcement in locations and during time periods where impaired driving is known to occur, including national impaired-driving mobilizations.

UC-6- NUMBER OF SPEEDING-RELATED FATALITIES

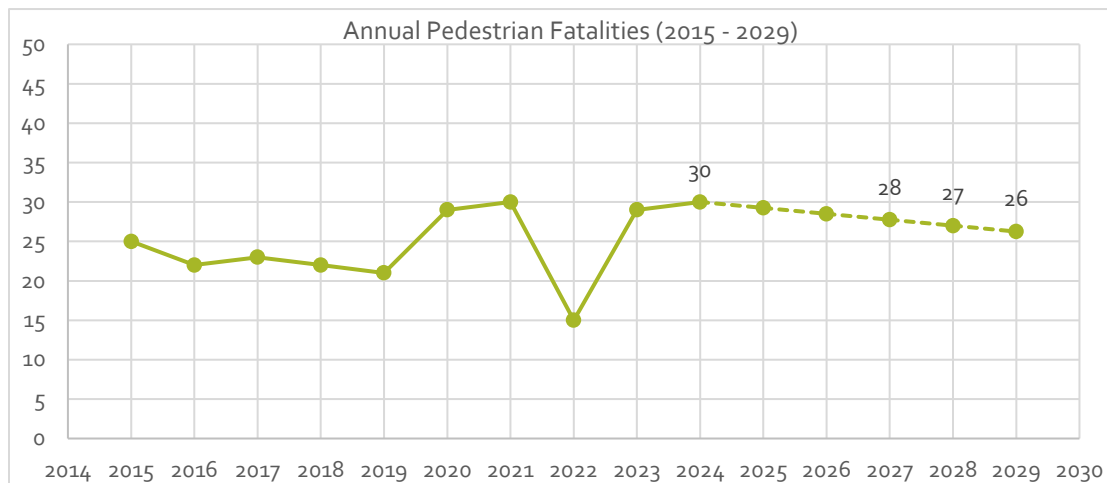


Year	Baseline	2027	2028	2029
Number of Speeding-Related Fatalities	70	65	63	61

The current safety level is 70 speeding-related fatalities. Iowa’s data provides both evidence supporting improvement and a significant countervailing risk. Speed-related fatalities have declined during each of the last three years, but the five-year moving average remains upward. One important factor influencing the target is Iowa’s July 2026 increase in the speed limit from 55 to 60 mph on most rural two-lane highways. Because this change creates uncertainty regarding future crash severity, Iowa has selected a meaningful but measured reduction rather than relying on the recent three-year decline.

The 2029 target of 61 represents a 12.9% reduction from baseline. The target is supported by the recent annual downward pattern and continued enforcement while accounting for the increased rural speed limit as a potential adverse factor.

UC-7- NUMBER OF PEDESTRIAN FATALITIES

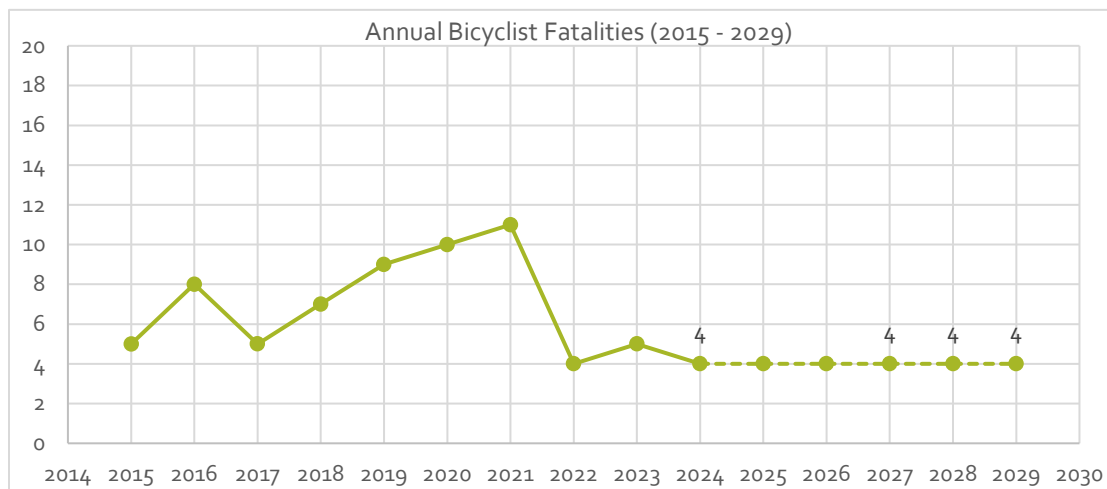


Year	Baseline	2027	2028	2029
Number of Pedestrian Fatalities	30	28	27	26

Iowa recorded 139 pedestrian fatalities and 397 serious-injury pedestrian crashes from 2021–2025. Annual pedestrian fatalities were 32, 17, 30, 31 and 29 during those years. Although the raw number has remained generally stable outside the 2022 decline, pedestrian fatalities have increased as a percentage of all Iowa traffic fatalities, reaching 11.2% in 2025. The fatality target of 26 in 2029 represents a 13.3% reduction from the 2024 safety level of 30.

The target is particularly data-driven geographically. More than half of Iowa’s pedestrian fatalities occur in Polk, Scott, Linn, Pottawattamie and Black Hawk Counties, and Iowa’s planned pedestrian media campaign will focus on those five counties. This communications with high-visibility pedestrian enforcement, enforcement of laws applying to both motorists and pedestrians, vulnerable-road-user training for local agencies and multidisciplinary Road Safety Assessments. Concentrating resources in counties representing the majority of the problem provides a direct operational basis for expecting a modest but sustained decline.

SC-1- Number of Bicyclist and Other Cyclist Fatalities

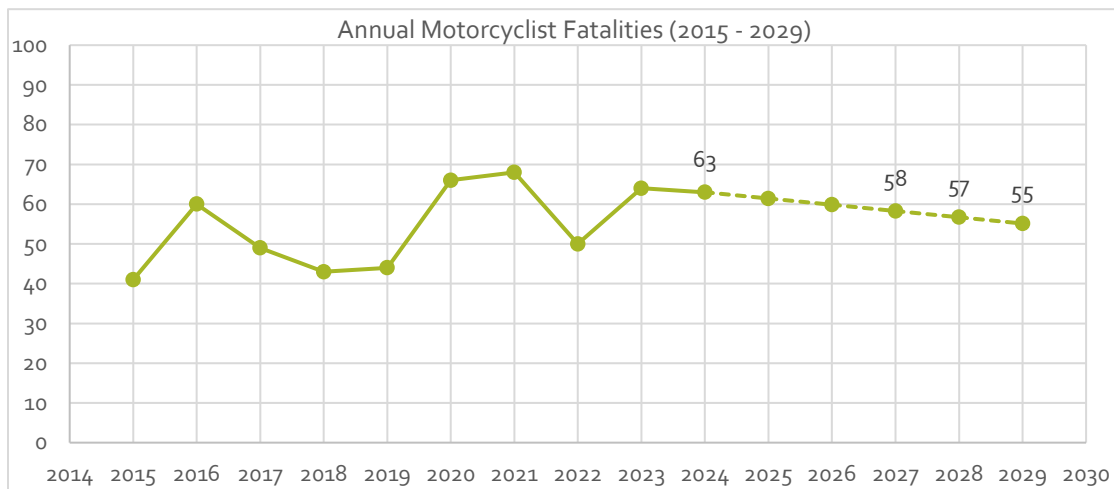


Year	Baseline	2027	2028	2029
Number of Bicyclist and Other Cyclist Fatalities	4	4	4	4

Iowa recorded 28 bicyclist fatalities and 189 suspected serious injuries from 2021–2025. Annual bicycle fatalities were 11, 4, 5, 4, and 4, while annual suspected serious injuries were 33, 32, 27, 50, and 43 during those years. Despite a sharp increase in serious bicycle injuries from 2023 to 2024, the fatality count has remained low and generally stable.

Because bicyclist fatalities represent a very low frequency and low overall proportion of Iowa's total traffic fatalities, applying projected safety improvements yields fractional estimates that, when rounded, convey constant, highly controlled performance over the triennial period. The target of 4 fatalities annually from 2027–2029 represents a maintains the 2024 baseline safety level of 4.

SC-2- Number of Motorcyclist Fatalities

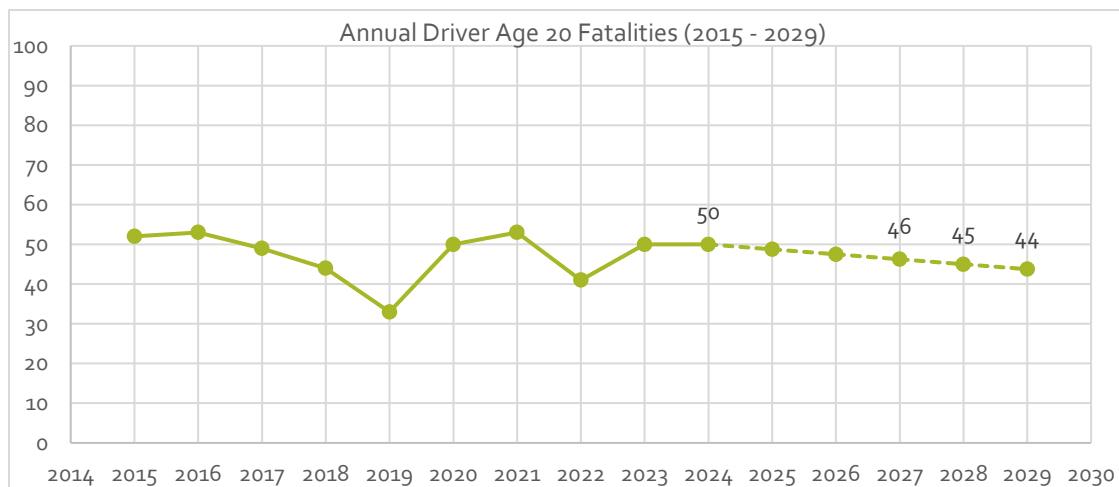


Year	Baseline	2027	2028	2029
Number of Motorcyclist Fatalities	63	58	57	55

Motorcycle crashes represent a substantial Iowa fatality problem. Motorcyclists represented 17.7% of all Iowa fatalities in 2024, when 63 riders were killed. Preliminary 2025 data declined significantly to 38 motorcycle fatalities, although motorcycle crashes remain a statewide concern. Approximately 58% of motorcycle crashes were single-vehicle crashes.

The target recognizes both the favorable 2025 result and the volatility of annual motorcycle fatality counts. Reducing the 2024 safety level from 63 to 55 by 2029 represents a 12.7% improvement. Given the much lower 2025 preliminary count and the continuation of rider training and awareness efforts, this target is viable while avoiding an assumption that a single unusually favorable year will persist unchanged.

SC-3- Number of Drivers Aged 20 or Younger Involved in Fatal Crashes

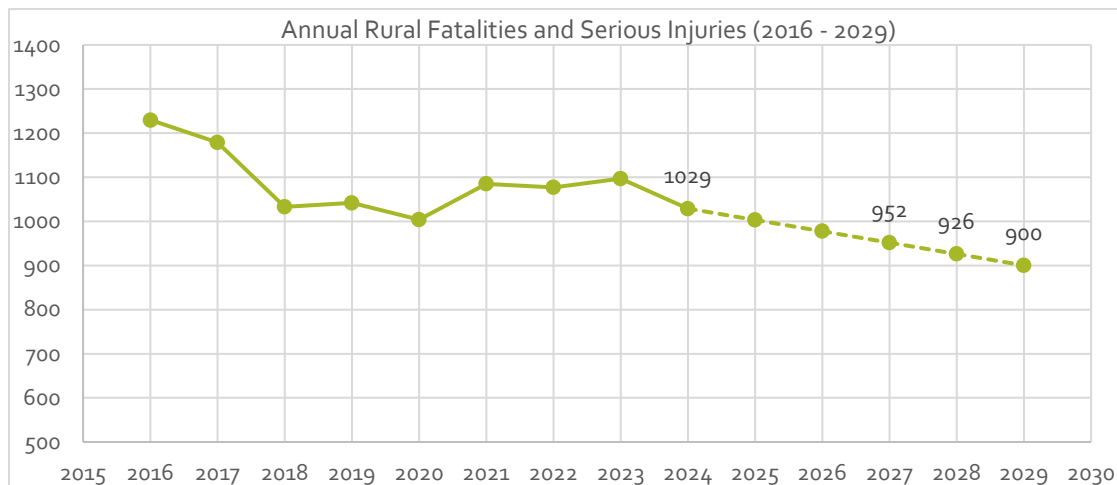


Year	Baseline	2027	2028	2029
Number of Drivers Aged 20 or Younger Involved in Fatal Crashes	50	46	45	44

Iowa's young-driver data show a mixed trend that supports a cautious target reduction. Drivers age 20 and younger involved in fatal crashes declined overall from 51 in 2021 to 43 in 2025, with annual counts of 51, 39, 45, 47 and 43. However, because total Iowa fatalities declined sharply in 2025, younger-driver involvement increased as a percentage of all fatalities, from 14.33% in 2021 to 16.60% in 2025. Young drivers face elevated risk from inexperience, distraction, lower restraint use, and impairment.

The target of 44 represents a 12% reduction from the 2024 baseline of 50 and is consistent with the slight longer-term downward trend. The target is deliberately moderate because young-driver involvement has not fallen proportionately with overall fatalities and therefore requires continued targeted intervention.

SC-5- Number of Fatalities and Serious Injuries on Rural Roads

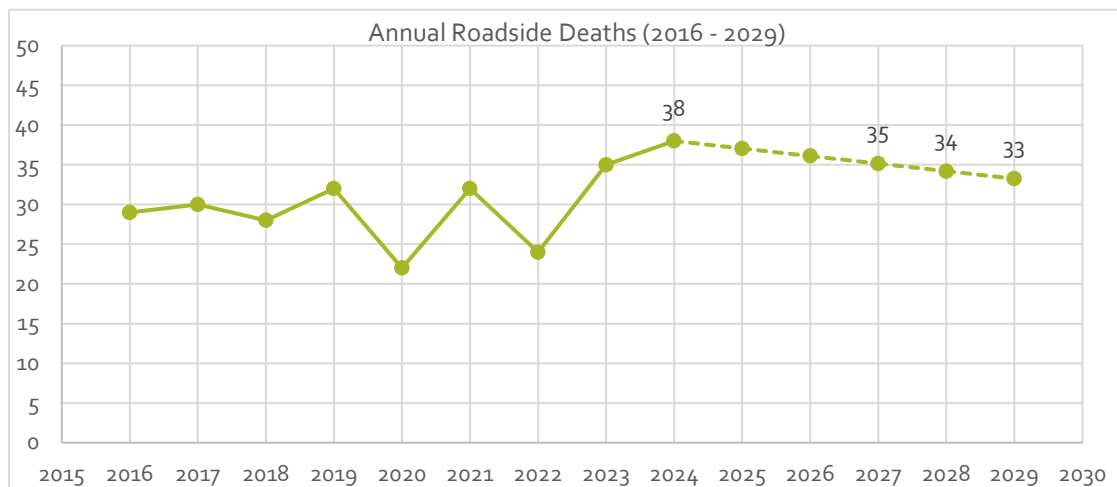


Year	Baseline	2027	2028	2029
Number of Fatalities and Serious Injuries on Rural Roads	1029	952	926	900

Rural roadway risk is particularly significant in Iowa. Although 36.8% of Iowa's population is rural, 31 counties are more than 80% or entirely rural, and the state contains more than 110,000 miles of secondary roads. Rural roads present distinct risks including higher travel speeds, gravel surfaces, two-lane highways, agricultural equipment, limited roadside protection, steep ditches, obscured intersections, and longer emergency-response distances.

From 2021–2025, rural roadways in Iowa experienced 1,032 fatal crashes and 3,295 serious injury crashes. These annual crashes resulted in a baseline of 1,029 fatalities and serious injuries on rural roads in 2024. While both fatalities and serious injury crashes on rural roads have trended downward since 2021, rural roads remain disproportionately dangerous, accounting for 59% of all traffic crashes in Iowa from 2020-2025. The 2029 target of 900 represents a 12.5% reduction from the 2024 safety level of 1,029. This steady decline will be reached through targeted speed enforcement and occupant protection campaigns.

SC-6- Number of Roadside Fatalities (First Responders, Tow Truck Drivers, Roadway Crew)

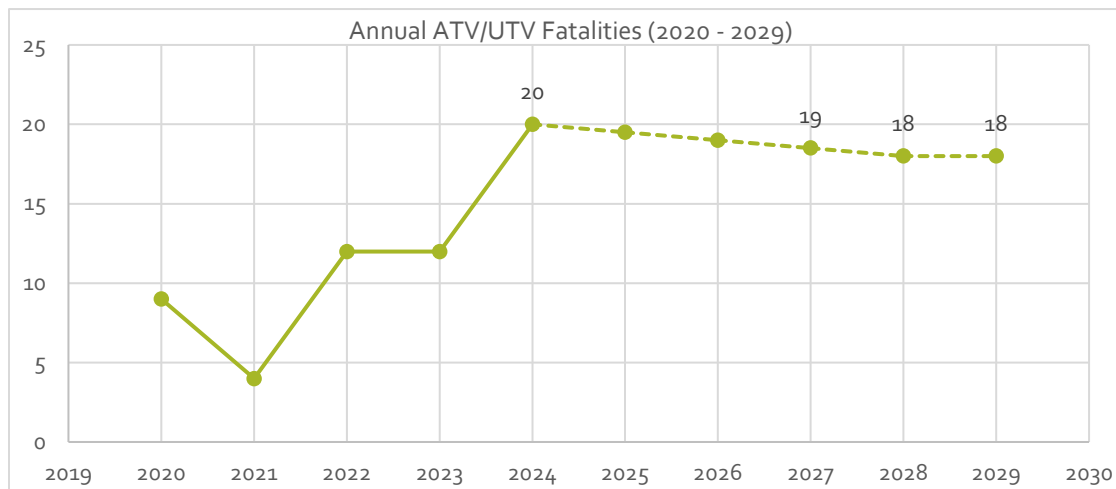


Year	Baseline	2027	2028	2029
Number of Roadside Fatalities	38	35	34	33

According to Iowa DOT data, the 5-year moving average for roadside deaths has gradually risen, moving from 28 to 30 over recent triennial periods (spanning 2016–2020 through 2020–2024). In the baseline year of 2024, Iowa recorded 38 roadside fatalities. To address this upward trend and protect vulnerable tow truck drivers, first responders, maintenance crews and occupants of disabled vehicles, Iowa's strategy is heavily reinforced by new federal funding. In 2026, the state applied for and received Section 405h Preventing Roadside Deaths Grant funds for the first time, and these funds have strengthened public media campaigns and freed up standard Section 402 funding for other critical traffic enforcement services.

The targets of 35 fatalities in 2027, 34 in 2028, and 33 in 2029 represent a total 13.2% reduction from the 2024 baseline safety level of 38. These targets were set by applying a proportional translation of key emphasis area fatalities to the overall state fatality reduction goals. Pairing targeted enforcement with a heavily expanded, multi-channel Section 405h public education campaign provides a direct operational basis for achieving a steady decline in roadside roadway trauma.

SD-1- Number of Fatalities Involving ATV/UTV



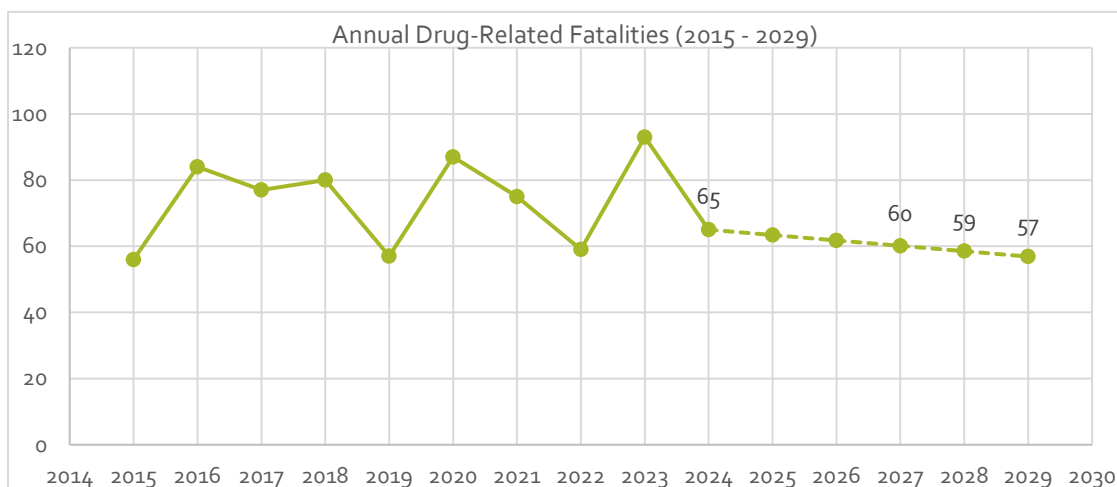
Year	Baseline	2027	2028	2029
Number of Fatalities Involving ATV/UTV	20	19	18	18

ATV/UTV fatalities present a comparatively low-frequency but increasing traffic-safety problem. Iowa's annual fatalities increased from 4 in 2021 to 12 in both 2022 and 2023 and 20 in 2024 before declining to 10 in 2025.

Because annual counts are relatively small and fluctuate considerably, Iowa selected a target that improves on the 2024 safety level without assuming that the 2025 decline to 10 will necessarily persist.

The 2029 target of 18 represents a 10% reduction from baseline. Maintaining the target at 18 between 2028 and 2029 is reasonable given the small number of events and corresponding annual variability while still demonstrating improved performance compared with the 2024 safety level.

SD-2- Number of Fatalities Involving a Drug Impaired Driver

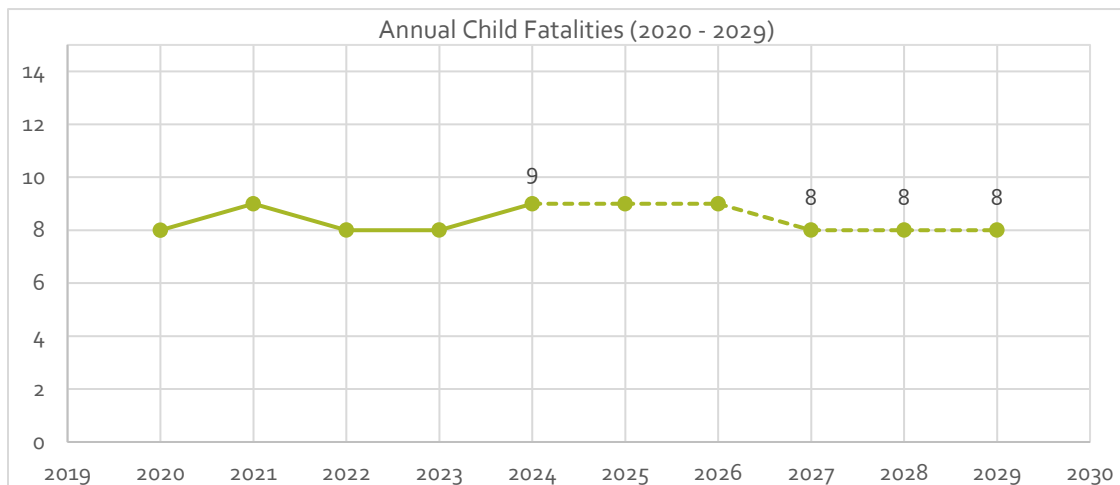


Year	Baseline	2027	2028	2029
Number of Fatalities Involving a Drug Impaired Driver	65	60	59	57

The 2024 safety level is 65 drug-impaired-driving fatalities. Drug impairment requires specialized detection capabilities because impairment may involve drugs alone, alcohol combined with drugs, or multiple drug categories, and impairment may not be apparent through conventional alcohol testing. Iowa therefore bases this target not only on historical fatality data but on the state's ability to expand the number and geographic availability of specially trained officers.

The reduction from 65 to 57 represents a 12.3% improvement from the 2024 safety level. The target is supported by the planned expansion and maintenance of DRE capacity, recurring statewide ARIDE training, targeted enforcement, and public education, all of which directly improve Iowa's ability to identify and deter drug-impaired driving.

SD-3- Number of Fatalities Involving Children Under Age 14

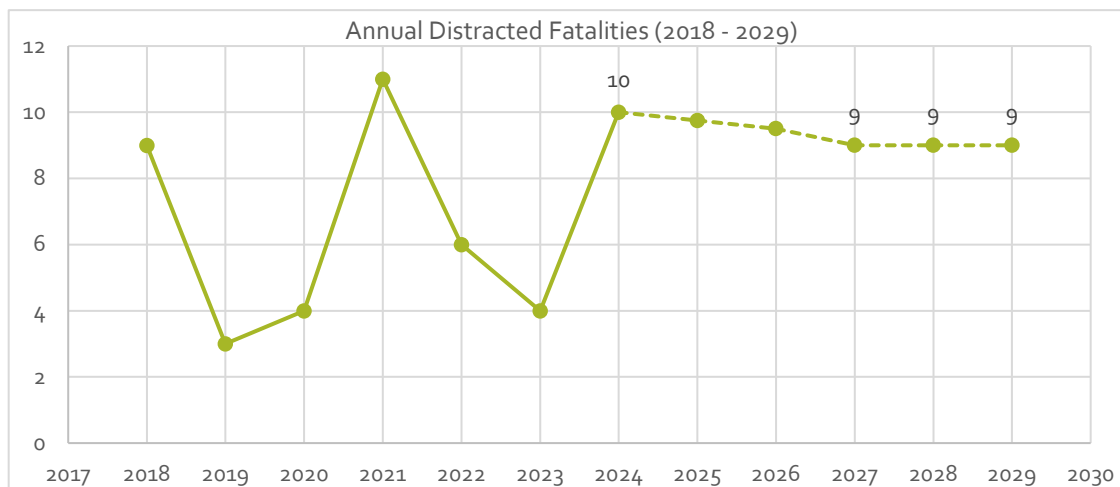


Year	Baseline	2027	2028	2029
Number of Fatalities Involving Children Under Age 14	9	8	8	8

Iowa recorded a baseline of 9 child fatalities under the age of 14 in 2024. Overarching child safety concerns in the state are driven by improper or inconsistent use of child restraints, low booster seat use among older children, and deep caregiver knowledge gaps regarding seat selection, correct harnessing, and installation. Additionally, lower-income and underserved families face significant financial barriers in accessing appropriate safety seats for their growing children.

The target of eight fatalities annually from 2027–2029 represents an 11.1% reduction from the 2024 baseline safety level of nine. Because child traffic fatalities represent a low frequency and low overall proportion of total traffic fatalities in Iowa, applying projected safety improvements yields fractional estimates that, when rounded, convey constant and highly controlled performance over the three-year period. Maintaining a robust network of certified technicians and combining child safety seat inspection stations with active enforcement provides a solid operational framework to keep child fatalities at the lowest possible level.

SD-4- Number of Fatalities Involving Distracted Drivers



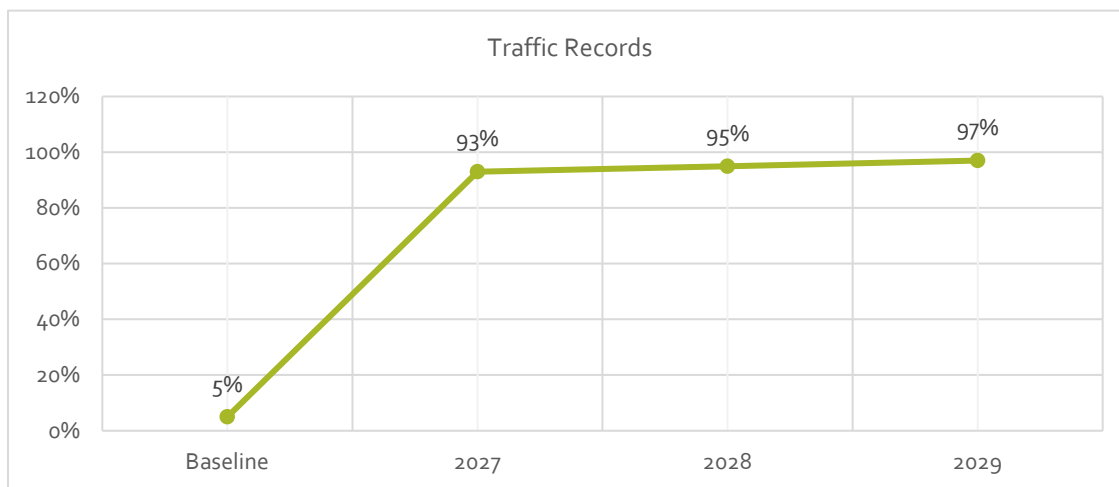
Year	Baseline	2027	2028	2029
Number of Fatalities Involving Distracted Drivers	10	9	9	9

Iowa recorded a baseline of 10 distracted-driving fatalities in 2024. Historically, distracted-driving fatal crashes fluctuated from 5 in 2021, 1 in 2022, 1 in 2023, 3 in 2024, and 4 in 2025, while suspected serious injury distracted crashes were 8, 5, 5, 4, and 7 during those same years. The general assumption though is that these numbers are underreported.

A major catalyst for the distracted driving performance target is Iowa's newly enacted hands-free law, which went into effect on July 1, 2025. This legislation is believed to have contributed significantly to a 27% reduction in statewide traffic fatalities in 2025.

The target of 9 fatalities annually for 2027–2029 represents a 10% reduction from the 2024 baseline safety level of 10. Due to a combination of both low fatality frequencies and an overall low proportion of total fatalities, the projected performance improvements yielded fractional fatality estimates. When rounded, these fatality estimates generally convey constant performance. The combination of the newly established hands-free legal framework, high enforcement rates, and a heavily funded, targeted communications campaign provides a direct operational basis for driving distracted driving fatalities to a sustained lower level.

SD-5-Traffic Records

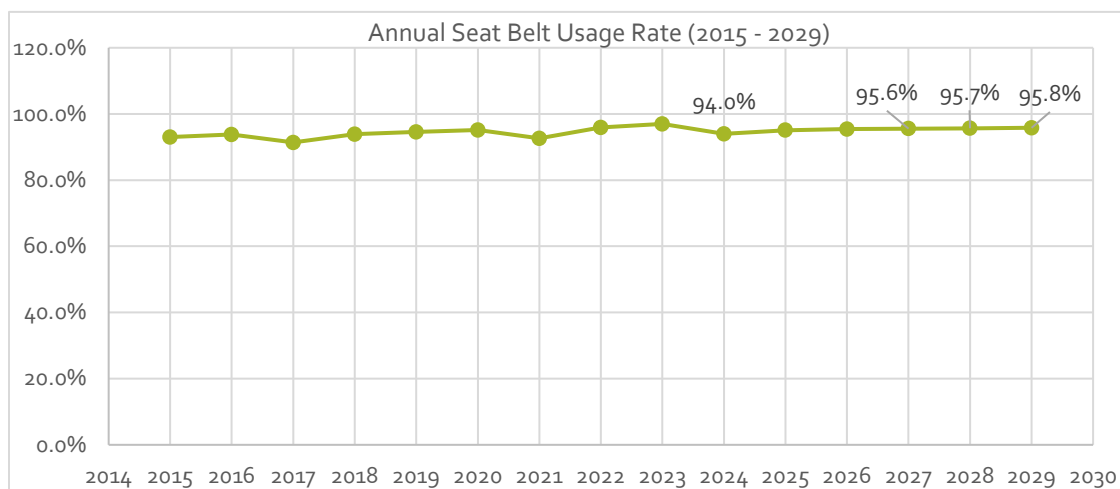


Year	Baseline	2027	2028	2029
Traffic Records	5%	93%	95%	97%

The traffic record target focuses on improving data integration between municipal traffic ordinances and Iowa Code (Chapter 321). Currently, when local or county agencies issue traffic citations under local ordinances, the state's charge code system frequently lacks a corresponding reference or mapping to the Iowa Code (Chapter 321) classification. This data gap results in inaccurate reporting of total traffic citations statewide. After initial analysis of the problem and development of this new project for 2027, a review of the intended results allowed for the setting of performance targets for this area. This project will demonstrate clear, quantitative data improvements annually and will address data uniformity, completeness, and accuracy in state data systems.

The triennial targets of 93.0 in 2027, 95.0 in 2028, and 97.0 in 2029 represent a massive, structured escalation from the 2026 benchmark safety level of 5.0. These targets were set by reviewing the intended operational results of the new 2027 integration projects. By building direct digital crosswalks, enhancing EMS reporting, and partnering with university researchers for continuous data audits, Iowa has established a concrete, highly quantitative roadmap to achieve unprecedented levels of data uniformity, completeness, and accuracy.

SD-6-Observed Seat Belt Use Rate



Year	Baseline	2027	2028	2029
Seat Belt Usage Rate	94.0%	95.6%	95.7%	95.8%

The seat belt usage target was established using a historical trendline analysis of 2015–2024 data. Detailed problem identification reveals that occupant protection compliance is not uniform across the state. The targets of 95.6% in 2027, 95.7% in 2028, and 95.8% in 2029 represent a constant and ambitious improvement over the historical baseline year average of 94.0%. These targets were established through historical trendline analysis of state survey data from 2015 to 2024. By focusing on high-visibility enforcement directly in low-belt rural counties, utilizing experiential tools like the seat belt convincer, and executing outreach campaigns, Iowa has established an operational foundation to secure sustained increases in seat belt compliance across all demographics.

2027-2029 PERFORMANCE MEASURE TABLE

Ref #	Name	Data Source (State or FARS)	Data Source Years	Current Safety Level (2024)	Target Year	2027 Benchmark	2028 Benchmark	3 Year Target (2027, 2028, 2029)
UC-1	Number of Fatalities	FARS	2020-2024	356	Annual	329	320	312
UC-2	Number of Serious Injuries	State	2020-2024	1372	Annual	1269	1235	1201
UC-3	Fatalities per 100 million VMT	FARS	2020-2024	1.05	Annual	0.99	0.96	0.93
UC-4	Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS	2020-2024	85	Annual	79	77	74
UC-5	Number of Fatalities Involving a Driver or Motorcycle Operator with a BAC Over .08 (Iowa Legal Limit)	FARS	2020-2024	51	Annual	47	46	45
UC-6	Number of Speeding-Related Fatalities	FARS	2020-2024	70	Annual	65	63	61
UC-7	Number of Pedestrian Fatalities	FARS	2020-2024	30	Annual	28	27	26
SC-1	Number of Bicyclist and Other Cyclist Fatalities	FARS	2020-2024	4	Annual	4	4	4
SC-2	Number of Motorcyclist Fatalities	FARS	2020-2024	63	Annual	58	57	55
SC-3	Number of Drivers Aged 20 or Younger Involved in Fatal Crashes	FARS	2020-2024	50	Annual	46	45	44
SC-5	Number of Fatalities and Serious Injuries on Rural Roads	State	2020-2024	1029	Annual	952	926	900
SC-6	Number of Roadside Fatalities (First Responders, Tow Truck Drivers, Roadway Crew)	State	2020-2024	38	Annual	35	34	33
SD-1	Number of Fatalities Involving ATV/UTV	State	2020-2024	20	Annual	19	18	18

SD-2	Number of Fatalities Involving a Drug Impaired Driver	State	2020-2024	65	Annual	60	59	57
SD-3	Number of Fatalities Involving Children Under Age 14	State	2020-2024	9	Annual	8	8	8
SD-4	Number of Fatalities Involving Distracted Drivers	State	2020-2024	10	Annual	9	9	9
SD-5	Traffic Records Improvement	State	2026	5.0	Annual	93.0	95.0	97.0
SD-6	Observed Seat Belt Use	State	2020-2025	94.0	Annual	95.6	95.7	95.8

PERFORMANCE REPORT

In 2025, Iowa experienced the lowest number of fatalities since 1925. Several factors likely contributed to the decline including a new hands-free law, a robust media campaign, safer cars, and the addition of center line and edge line rumble strips on many roadways. To date, Iowa is experiencing higher fatalities in 2026. In addition, the five-year moving average trendlines continue to increase for most of the performance measures, except for bicyclists, rural fatalities, and distracted driving. Traffic safety work remains vital to ensure safe roads for all Iowans.

In 2026, GTSB applied for and received additional funding sources (Sections 405e and 405h). The additional funding will strengthen the media campaigns for distracted driving and for the prevention of roadside deaths, freeing some Section 402 funding for other important work. To meet performance targets in 2027 -2029, GTSB plans to implement ongoing and new countermeasures to increase opportunities for traffic safety education in the state and expand relationships with a variety of partners to address traffic safety needs at the local level.

Performance Measure	Target Period	Target Year(s)	Benchmark Value for FY 26 listed in 3HSP	Data Source	FY 25 (Based on 5 Year Moving Average)	On Track to Meet FY 26 Target? *
Federal Fiscal Year 2025						
C-1) Total Traffic Fatalities	5 Year	2021-2025	334	2021-2024 FARS, 2025 Preliminary State DOT	337	In Progress
C-2) Serious Injuries in Traffic Crashes	5 Year	2021-2025	1358	2021-2025 Iowa DOT	1382	In Progress
C-3) Fatalities/VMT	5 Year	2021-2025	1.03	2021-2024 FARS, 2025 Preliminary State DOT	1.01	In Progress

C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2021-2025	84	2021-2024 FARS, 2025 Preliminary State DOT	90	In Progress
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2021-2025	100	2021-2024 FARS, 2025 Preliminary State DOT	107	In Progress
C-6) Speeding-Related Fatalities	5 Year	2021-2025	68	2021-2024 FARS, 2025 Preliminary State DOT	72	In Progress
C-7) Motorcyclist Fatalities	5 Year	2021-2025	51	2021-2024 FARS, 2025 Preliminary State DOT	57	In Progress
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	2021-2025	36	2021-2024 FARS, 2025 Preliminary State DOT	41	In Progress
C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes	5 Year	2021-2025	41	2021-2024 FARS, 2025 Preliminary State DOT	48	In Progress
C-10) Pedestrian Fatalities	5 Year	2021-2025	23	2021-2023 FARS, 2025 Preliminary State DOT	27	In Progress
C-11) Bicyclist Fatalities	5 Year	2021-2025	6	2021-2024 FARS, 2025 Preliminary State DOT	6	In Progress
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%)	95.08%	In Progress
Additional Performance Measure #1: Rural Traffic Safety/Rural Traffic Fatalities	5 Year	2021-2025	240	2021-2024 FARS, 2025 Preliminary State DOT	232	In Progress
Additional Performance Measure #2: Distracted Driving	5 Year	2021-2025	6	2021-2025 Iowa DOT	8	In Progress

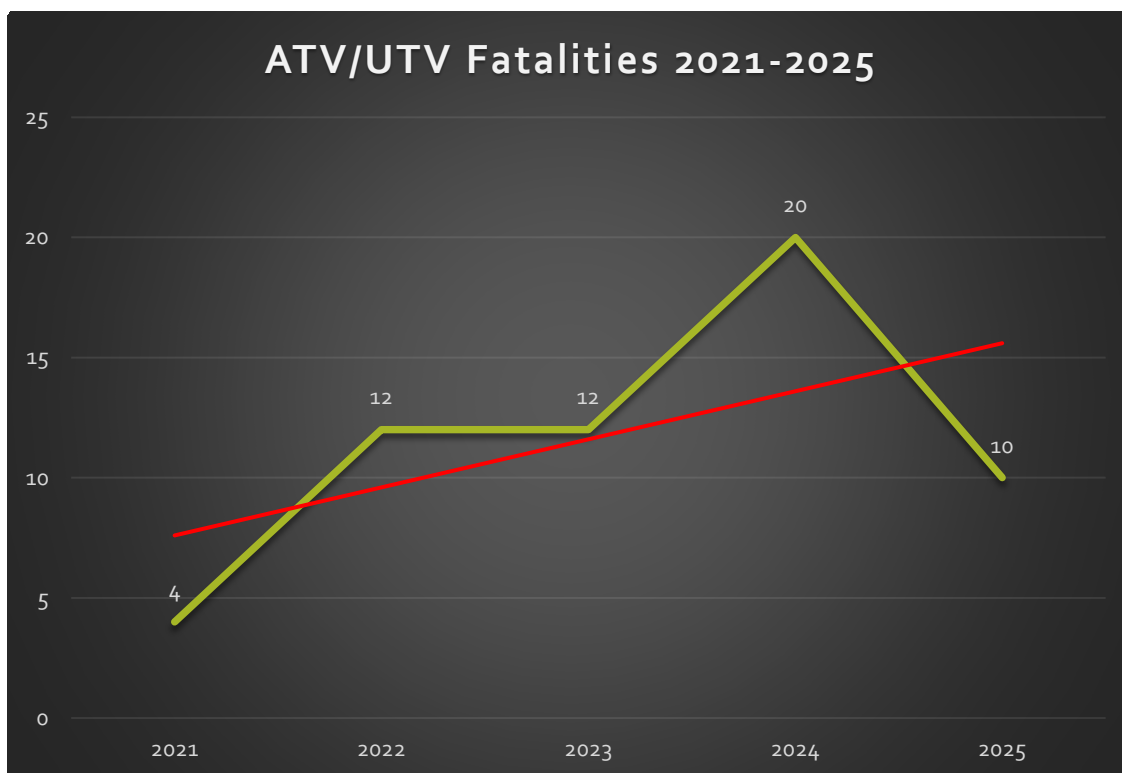
PROGRAM AREAS

ATV/UTV SAFETY

PROBLEM IDENTIFICATION

The number of fatalities involving all-terrain vehicles or utility task vehicles/off road utility vehicles have been increasing, especially since these vehicles can now be legally driven on public streets and roads in Iowa. There is confusion about the law, among both law enforcement and the public. The trendline is moving upward even though fatalities were lower in 2025.

Enforcement and education about the law and safe operation are essential and necessary to ensure these vehicles are used safely.



Source: Iowa Crash Analysis Tool

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

The performance targets that will be impacted by this program area are UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-3 Fatalities per 100 million VMT, and SD-1 Number of Fatalities Involving ATV/UTV.

Programming will reduce the number of ATV/UTV deaths through public education and law enforcement.

COUNTERMEASURE

While there is no specific countermeasure or uniform guideline for ATV/UTV use, the strategy is to promote public education through the distribution of educational brochures and a targeted media campaign. According to Countermeasures that Work, 11th Edition, "Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods that are appropriate to-and effective for-the audience and goal. Mass media campaigns are an essential part of many deterrence and prevention countermeasures that depend on public knowledge to be effective." Law enforcement on public roadways as part of traffic services enforcement programming, is a proven strategy in [Countermeasures That Work, 11th Edition](#) and [Uniform Guidelines for Highway Safety Offices, No. 15, Traffic Enforcement Services](#).

FUNDING CONSIDERATIONS

Funding considerations include problem identification, potential performance measures, project activities, location of the project, and use of funds.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

PUBLIC EDUCATION AND MEDIA CAMPAIGN

Funding is allowed under 23 U.S.C. 402. A media campaign promoting ATV/UTV safety and education will be planned, targeted, and executed using appropriate tactics as determined by the marketing firm.

Year	402
2027	\$85,000
2028	\$85,000
2029	\$85,000

HIGH VISIBILITY ENFORCEMENT

Funding is allowed under 23 U.S.C. 402. Law enforcement will be conducted during regular traffic enforcement services programming. Education brochures have been printed by the Iowa Department of Transportation and will be delivered to local law enforcement agencies as Program Administrator's educate and monitor sub-recipients.

Year	402
2027	Funding included in Traffic Enforcement Services Program Area
2028	Funding included in Traffic Enforcement Services Program Area
2029	Funding included in Traffic Enforcement Services Program Area

BICYCLE SAFETY

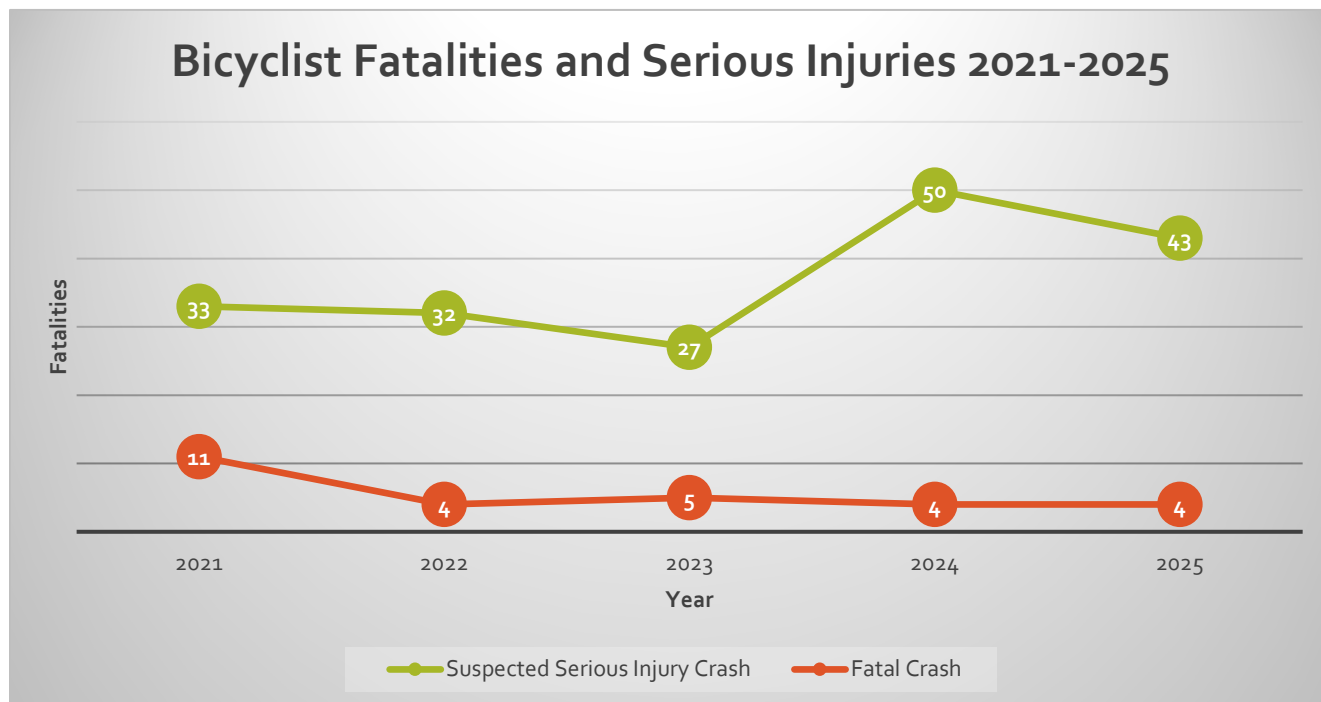
PROBLEM IDENTIFICATION

Iowa is a premier destination for cycling; known for extensive multi-use rail trails, gravel routes, and a community focused riding culture. It is also known for RAGBRAI, the oldest and largest recreational bicycle touring event in the world. This event spans the entire state from west to east over one week every July. It boasts attendees from all 50 states and multiple countries.

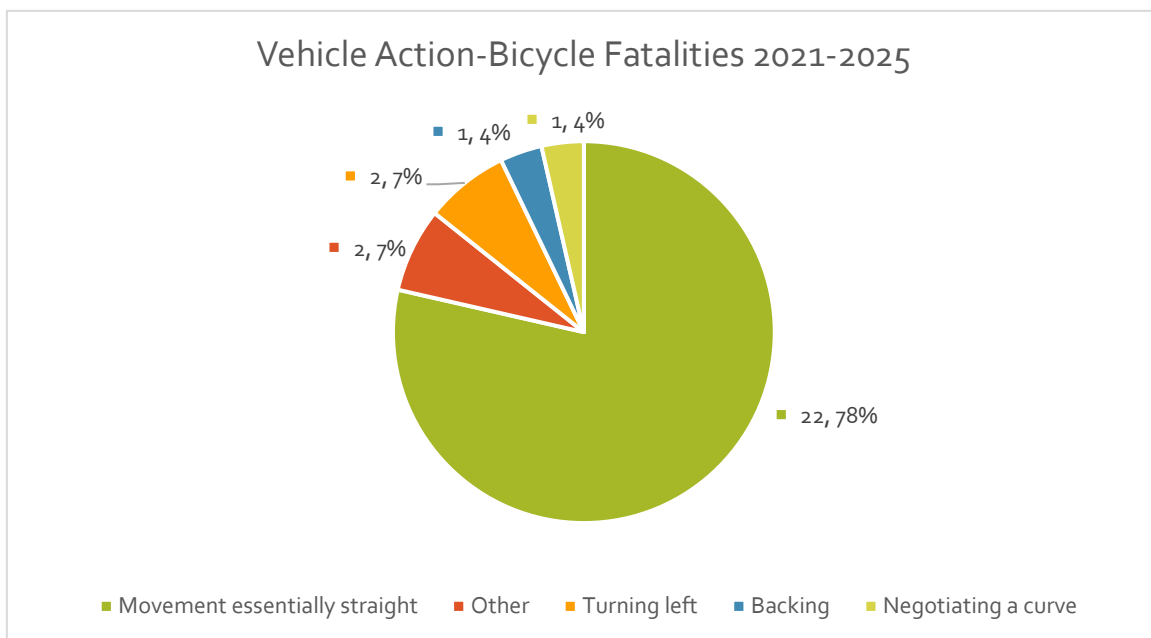
Over the past five years, Iowa experienced 28 bicyclist fatalities involving motor vehicles. The vehicle was moving straight 78.57% of the time, not turning, backing, or negotiating a curve. Fatalities occurred 39% (11) of the time on rural roadways, and 61% (17) were urban fatalities.

In the same time frame, there were 189 serious injuries. Between 2023 and 2024, there was a sharp increase in serious bicycle injuries. On 65.43% of crashes, the vehicle was essentially moving straight, 12% turning left, 13% turning right, and the remainder a variety of reasons such as overtaking/passing, stopped in traffic, negotiating a curve, or not reported and unknown. Most serious injuries took place with vehicles at 25 mph.

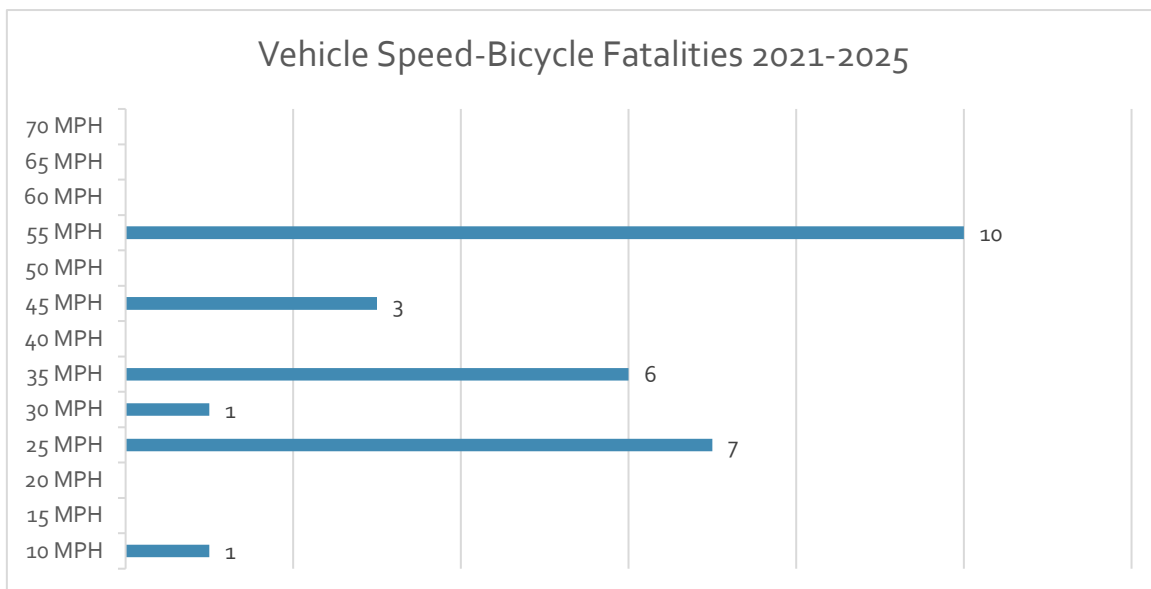
GTSB's programming will educate all bicyclists to use roadways and trails properly and to wear a helmet.



Source: [Iowa Crash Analysis Tool](#)



Source: [Iowa Crash Analysis Tool](#)



Source: [Iowa Crash Analysis Tool](#)

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

While the number of bicycle fatalities in Iowa is low, even one death is too many. Programming will include bicycle safety education, helmets, and law enforcement.

Performance targets to be impacted will be UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, and SC-1 Number of Bicyclist and Other Cyclist Fatalities.

COUNTERMEASURES

Countermeasures That Work, 11th Edition, Bicycle Safety

Promote Bicycle Helmet Use with Education, 3 Stars

Bicycle Safety Education for Children, 2 Stars

The purpose of ongoing bicycle education is to teach children basic bicycle handling skills, traffic signs, and signals, how to ride on streets with traffic present, proper helmet use, bicycle safety checks, and bicycle maintenance. Community based programs offer flexibility in tailoring programs to meet the needs of specific groups. Programs can also emphasize the importance of protective safety equipment and good bicycle maintenance practices. According to Countermeasures That Work, a review of evaluations of 13 educational programs (without legislation enactment) among children and youth found that educational programs were effective at increasing observed helmet use.

Cycling Skills, Clinics, Bike Fairs, Bike Rodeos, 1 Star

Cycling skills clinics, bicycle safety fairs, and bicycle rodeos are local events often run by law enforcement, school personnel, or other civic and volunteer organizations. If well-implemented, bicycling education programs have the potential to increase participation in bicycling, improve individual bicycling confidence, and improve overall motor skills.

Bicycle Safety Education for Adult Cyclists, 0 Stars

Nachman and Rodriguez's (2019) evaluation of adult classroom-based bicycle education reinforces past findings that adult bicycling education can influence self-perception and knowledge of the rules of riding a bicycle on public roads, but the study did not evaluate the connection to safety. Adult classroom and on-bicycle training help cyclists of varying levels enhance knowledge of traffic laws and rules of the road and skills to ride safely and more comfortably in traffic.

FUNDING CONSIDERATIONS

Funding considerations include bicyclist fatality and serious injury data, the number of projects requesting funding, problem identification, project activities and reach, location, and prior grant experience.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

PUBLIC EDUCATION

Funding is allowed under 23 U.S.C 402 and will provide bicycle safety education in the Des Moines and Iowa City areas and biking resources statewide.

In Des Moines, a local hospital reported a 1,000% increase in e-bike and e-scooter related incidents from 2022 to 2025. Training will include sessions with both students and adults about the importance of riding traditional bicycles and electric bikes safely. Relationships will also be developed with parent/teacher organizations in schools. Many bike rodeos and parent sessions will be offered in underserved areas. Helmets will be distributed to those in need. Staff members will be certified in bicycle skills training through the League of American Bicyclists, and a fleet of bicycles will be maintained for dedicated bike rodeo use.

In Iowa City, a youth transportation survey conducted as part of the Metropolitan Planning Organization of Johnson County's Future Forward 2045: Long Range Transportation Plan underscores large gaps:

- Of 1,718 youth surveyed, 41% do not know how to use hand signals to indicate a turn as required by Iowa law.
- 94% felt comfortable riding on sidewalks. A 2009 review article by [Conor Reynolds et al. \(3\)](#) estimated that sidewalk riding poses 1.8 to 16 times increased risk of crash compared to bicycling on the street.
- 46% were not comfortable riding on the street.

Without comprehensive safety education and skill-building, young cyclists pose a risk to themselves and other roadway users. These statistics demonstrate a clear traffic safety issue: youth are riding bicycles without essential safety education. This pattern significantly increases the likelihood of crashes and near misses. Second to motor vehicles, bicycles contribute to more childhood injuries than any other consumer product.

The organization will provide bicycle education, helmets, bike rodeos, a bike camp, and weekly group rides. Instructors are also League of American Bicyclists certified.

One central Iowa hospital will provide helmets, curriculum kits, and wheeled sports education information to educators, law enforcement, and community members statewide who facilitate bike and wheeled sports safety presentations, many of which are in underserved areas.

Year	Section 402
2027	\$109,401
2028	\$109,401
2029	\$109,401

HIGH VISIBILITY ENFORCEMENT

Funding is allowed under 23 U.S.C. 402. Law enforcement agencies will conduct enforcement in areas where bicycles and vehicles meet, intersect, and share the road to ensure compliance with the law by all parties.

Year	402
2027	Funding included in Traffic Enforcement Services Program Area
2028	Funding included in Traffic Enforcement Services Program Area

2029

Funding included in Traffic Enforcement Services Program Area

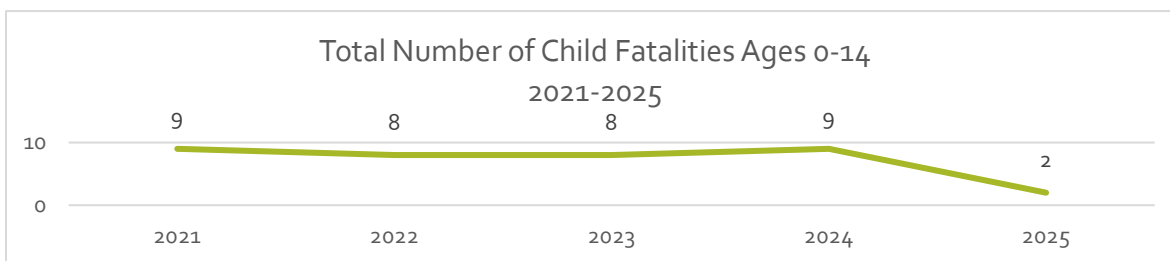
CHILD PASSENGER SAFETY

PROBLEM IDENTIFICATION

Iowa's Child Passenger Safety law requires children under one year of age and weighing less than 20 pounds be secured in a rear-facing child restraint system. A child under six years of age but older than age one and over 20 pounds must be in a child restraint system. A child at least six years of age, but under 18 years of age, shall be secured by a child restraint system in accordance with manufacturer's instructions or by a safety belt.

Recommended best practices are to keep children in car seats and booster seats until they have outgrown the height and weight requirements on the label of the seat. All children under 13 years of age are safest riding in a back seat.

From 2021-2025, a total of 36 children from birth to 14 years of age have died in traffic crashes, an average of 7.2 fatalities per year. While these numbers dropped substantially in 2025, the drop also coincided with the overall number of fatalities. It is critical that proactive programming continues.



Source: [Iowa Crash Analysis Tool](#)

CHILDREN FATALITIES BY OCCUPANT PROTECTION*, AGES 0-14 2021-2025

Year	Age Group	Occupant Protection									Total
		None used	Shoulder and lap belt used	Lap belt only used	Shoulder belt only used	Child safety seat (forward-facing)	Child safety seat (rear-facing)	Child safety seat (type unknown)	Booster seat	Unknown	Total
2021	0 years										

	1-3 years				1					1
	4-7 years		1							1
	8-12 years	2	1							3
	13-14 years	4								4
2021 Total		6	2		1					9
	0 years									
	1-3 years								1	1
	4-7 years								1	1
	8-12 years	2	1							3
	13-14 years	2	1							3
2022 Total		4	2						2	8
	0 years									
	1-3 years	2								2
	4-7 years	1								1
	8-12 years	2								2
	13-14 years	1	2							3
2023 Total		6	2							8
	0 years				1					1
	1-3 years	1								1
	4-7 years	1	2							3
	8-12 years		1							1
	13-14 years	2	1							3
2024 Total		4	4		1					9
	0 years									
	1-3 years									
	4-7 years									
	8-12 years								1	1
	13-14 years		1							1
2025 Total			1						1	2

Source: Iowa Department of Transportation

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

The program area will impact UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions, and SD-3 Number of Children Aged 14 and Young Involved in Fatal Crashes.

Programming will include prevention, enforcement, training, public information, and education to ensure children are as safe as possible in a vehicle.

COUNTERMEASURES

Countermeasures That Work, 11th Edition, Seat Belts and Child Restraints

Short-Term High Visibility Child Passenger Safety Law Enforcement, 5 Stars

Short-Term, High Visibility Seat Belt Law Enforcement, 5 Stars

Sustained Seat Belt Enforcement, 3 Stars

Child Restraint Inspection Stations, 3 Stars

Programs for Increasing Child Restraint and Booster Seat Use, 2 Stars

Distribution programs may have an impact on child restraint use in populations where child restraint use is low. Where cost is a barrier, education, fittings, and child restraints are provided to qualified families and underserved populations in need.

Uniform Guidelines for State Highway Safety Programs No. 20, Occupant Protection

As part of each state's communication program, the state should enlist the support of a variety of media, including mass media, to improve public awareness and knowledge and to support enforcement efforts to about seat belts, air bags, and child safety seats. Communication programs and materials should be culturally relevant and multilingual as appropriate.

FUNDING CONSIDERATIONS

Funds available for the FFY budget will be assessed and allocated. Problem identification, available resources, and amount of funding will be considered. In addition, state coverage, utilization of services, and the current number of child passenger safety technicians and instructors will be evaluated.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

CHILD PASSENGER SAFETY PROGRAMMING

Funding allowed under 23 CFR 1300.21(g)(1)(ii) – (v). The Iowa Child Passenger Safety (CPS) Program addresses multiple intersecting traffic safety issues affecting Iowa's children, caregivers, and communities by providing statewide education grounded in NHTSA research and proven injury prevention strategies. Overarching safety concerns include improper or inconsistent use of child restraints, limited access to appropriate seats for families with financial need, low booster seat use, and caregiver knowledge gaps regarding restraint selection, installation, and correct harnessing.

Programming will include a child passenger safety technician program, which trains technicians and instructors, manages child safety seat inspection stations, supports individual car seat checks, and facilitates car seat distribution to underserved populations statewide.

In addition, several law enforcement agencies provide child passenger safety education and child restraint check stations as needed.

Year	Section 405b
2027	\$256,965
2028	\$256,965
2029	\$256,965

UNATTENDED PASSENGER AWARENESS

Required by 1300.13(d). Vehicular heatstroke remains one of the leading causes of non-crash, vehicle-related fatalities among children in the United States. Despite widespread assumptions that such tragedies occur only in cases of neglect, national data show that in more than half of hot car deaths, the child was unknowingly left in the vehicle by a parent or primary caregiver. Nearly 48% of children unintentionally left behind were expected to be dropped off at daycare, underscoring how routine changes and memory lapses can have fatal consequences. The sub-recipient will deploy three interactive educational displays throughout Iowa at high-traffic community events, including county fairs and other public gatherings.

Year	Section 402
2027	\$5,575
2028	\$5,575
2029	\$5,575

HIGH VISIBILITY ENFORCEMENT

Funding allowed under 23 U.S.C. 402. Law enforcement relating to child restraints will be performed as part of traffic enforcement services programming.

Year	Section 402
2027	Funding included in Traffic Enforcement Services Program Area
2028	Funding included in Traffic Enforcement Services Program Area
2029	Funding included in Traffic Enforcement Services Program Area

DATA PROGRAM IMPROVEMENTS TO CORE HIGHWAY SAFETY SYSTEMS

PROBLEM IDENTIFICATION

Quality traffic records data is vital for traffic safety analysis and programming. The systems provide critical information to stakeholders including state and federal agencies, law enforcement, prosecutors, and other traffic safety professionals. Constant assessment of systems addressing crash, driver, vehicle, roadway, injury surveillance, citation, and adjudication is necessary to ensure all stakeholders have access to the most accessible, accurate, complete, integrated, timely, and uniform data to reduce traffic fatalities and serious injuries on Iowa roadways.

Programming will support partners and promote collaboration to improve core highway systems.

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

Projects in this programming area will impact UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-3 Fatalities per 100 Million VMT, UC-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions, UC-5 Number of Fatalities Involving a Driver or Motorcycle Operator with a BAC over .08, UC-6 Number of Speeding-Related Fatalities, SC-1 Number of Bicyclists and Other Cyclist Fatalities, SC-2 Number of Motorcyclist Fatalities, SC-3 Number of Drivers Aged 20 or Younger Involved in Fatal Crashes, SC-5 Number of Fatalities and Serious Injuries on Rural Roads, SC-6 Number of Roadside Fatalities, SD-1 Number of Fatalities Involving ATV/UTV, Number of Fatalities Involving a Drug Impaired Driver, SD-3 Number of Fatalities Involving Children Under Age 14, SD-4 Number of Fatalities Involving Distracted Drivers, and SD-5 Traffic Records

Traffic records support the strategic planning process for state and local agencies to identify and validate overall and evolving traffic safety program needs.

GTSB now has a Traffic Records Program Administrator to engage and manage the Statewide Traffic Records Coordinating Committee (STRCC). With this dedicated resource, renewed focus will allow for rekindled attention to traffic safety data, collaboration, and new partnerships. The committee is two-tiered, with a Guidance Team comprised of agency department management. The second level includes executives and technical staff from all relevant stakeholder groups and organizations. The diverse members of STRCC make decisions regarding membership, leadership, and changes and updates to the STRCC Charter and Strategic Plan. They also review projects to identify areas of concern, evaluate progress, and review end products upon completion.

In late 2025, STRCC completed a [SWOT Analysis](#) through the Governors Highway Safety Association's Consulting Services Initiative (CSI). The final report provided recommendations and considerations for improvement to build upon current strengths, shore up weaknesses, capitalize on opportunities, and mitigate threats where possible. STRCC also continues to use the 2020 Traffic Records Assessment, and Highway Safety

Program Guideline No. 10 as a tool to identify further areas of improvement. Each project must address a minimum of one core system (crash, driver, vehicle, roadway, injury surveillance, or citation/adjudication) and attribute (accessibility, accuracy, completeness, data integration, timeliness, or uniformity.)

COUNTERMEASURE AND UNIFORM GUIDELINES

Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline, No. 10, Traffic Records

Each State, in cooperation with its political subdivisions and tribal governments, should implement a traffic records system to support highway and traffic safety decision-making and long-range transportation planning. A complete traffic records system is necessary for identifying the locations and causes of crashes, for planning and implementing countermeasures, for operational management and control, and for evaluating highway safety programs and improvements.

FUNDING CONSIDERATIONS

Funding considerations include a review of the budget for the federal fiscal year, review of past projects and possible updates or further work needed, recommendations from 2020 Traffic Records Assessment and 2025 SWOT Analysis, discussions, and opportunities for STRCC team members to collaborate and gain fresh perspectives, and the possibility for further linkage between data systems.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

PROGRAM MANAGEMENT

Funding is allowed under 23 CFR 1300.13(a)(1)(ii) and 23 CFR 1300.22(d)(6). This will be used to fund a portion of the Traffic Records Program Administrator compensation and related travel.

Year	Section 405c
2027	\$40,000
2028	\$40,000
2029	\$40,000

CITATION AND ADJUDICATION SYSTEM

Funding is allowed under 23 CFR 1300.22(d)(4). Iowa's traffic safety ecosystem relies on the citation and adjudication core database to identify high-risk behaviors and locations. However, a significant systemic gap exists: the lack of a digital crosswalk between local/municipal ordinances and the Iowa Code (Chapter 321). This project seeks to conduct a technical audit, mapping development, and system integration required to eliminate the "data silo" between local municipal ordinances and the Iowa Code (Chapter 321).

Year	Section 405c
2027	\$34,994
2028	\$34,994
2029	\$34,994

EMERGENCY MEDICAL SERVICES

Funding is allowed under 23 CFR 1300.22(d)(1), (4), and (5). EMS patient care reports represent the only statewide data source capable of capturing physiologic indicators associated with serious injury, including initial systolic blood pressure and Glasgow Coma Scale (GCS) components. Incomplete or inconsistent documentation of physiologic injury indicators in crash-related EMS incidents may limit the state's ability to identify crash victims with serious physiologic injury who are transported from the scene but may not be classified as seriously injured in law enforcement crash reports, or to evaluate trends in injury outcomes among motor vehicle crash patients.

This project will build upon the EMS data quality framework established in FFY2026 by evaluating the completeness of physiologic injury documentation in motor vehicle crash-related EMS incidents to support identification of crash victims with physiologic indicators of serious injury using NEMSIS-compliant EMS data.

In addition to physiological injury documentation, EMS patient care reports also capture initial patient acuity as assessed during EMS evaluation. EMS incidents in which Initial Patient Acuity is missing or documented using non-standard values may limit the State's ability to interpret patient condition at the time of EMS assessment and reduce the usability of EMS data for injury surveillance and performance monitoring associated with serious injuries in traffic crashes.

Year	Section 405c
2027	\$173,963
2028	\$173,963
2029	\$173,963

TRAFFIC SAFETY DATA SERVICE

Funding is allowed under 23 CFR 1300.22(d)(4). While Iowa's crash and roadway data are comprehensive and of general high quality, inaccuracies and inconsistencies can still exist, impacting their usefulness and interpretation in monitoring and decision making. Identification of issues results in not only case-by-case corrections/improvements but also more comprehensive improvements in the areas of training, education, and reporting. Iowa State University's Iowa Traffic Safety Data Services (ITSDS) will assist in identifying possible issues, facilitating both small- and large-scale data improvements.

Even with access to these data and tools, opportunities remain in the areas of accessibility, integration, and interpretation. Gaps continue to exist between what users can gather for themselves, and what they can obtain

from those with greater expertise. As users become more familiar with traffic safety-related data and analysis opportunities, inquiries and potential applications tend to become more complex, requiring additional assistance from ITSDS to address.

Year	Section 405c
2027	\$128,211
2028	\$128,211
2029	\$128,211

DATA SYSTEM IMPROVEMENT

Funding is allowed under 23 CFR 1300.22(d)(g). This project focuses on enhancing data systems within three critical areas: Roadway Safety, Pedestrian Safety, and Occupant Protection. By leveraging the Iowa Crash Outcomes Data Evaluation System (CODES), which integrates crash data with statewide hospital records, the project will comprehensively assess crash injury outcomes. Specifically, CODES data will be analyzed to identify trends in pedestrian crashes and evaluate the behavioral factors behind unrestrained occupants. Furthermore, the study will investigate the prevalence of Advanced Driver Assistance Systems (ADAS) in Iowa-registered passenger vehicles to determine their direct impact on reducing crash rates.

Year	Section 405c
2027	\$168,852
2028	\$168,852
2029	\$168,852

DISTRACTED DRIVING

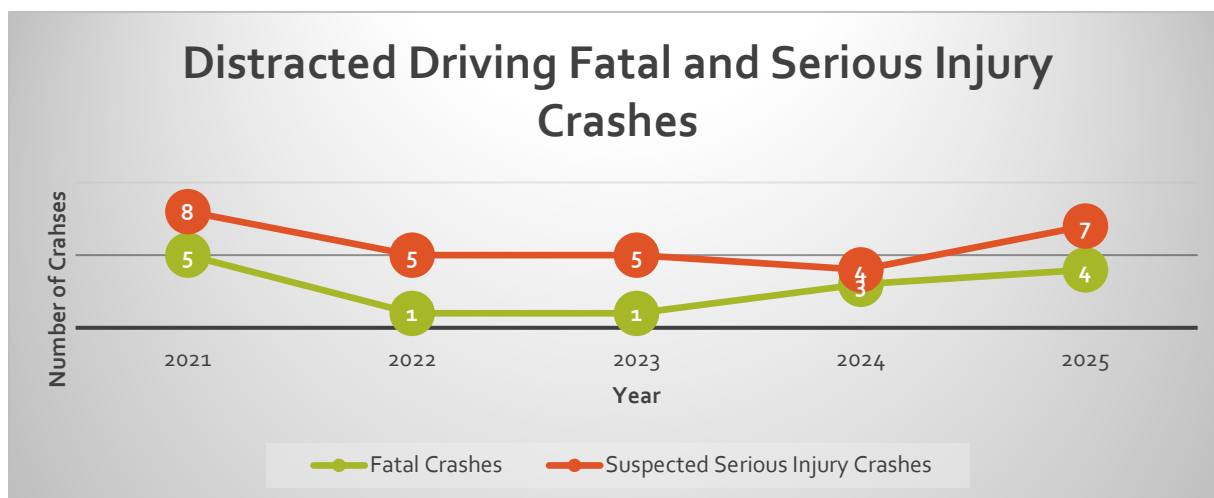
PROBLEM IDENTIFICATION

According to [Traffic Safety Facts Research Note](#), drivers' visible manipulation of handheld devices increased from 3.0 percent in 2023 to 4.5 percent in 2024. This translates to an estimated 537,946 drivers of passenger vehicles visibly manipulating handheld devices while driving during a typical daylight moment in 2024. These results are from the National Occupant Protection Use Survey (NOPUS), the only nationwide probability based observed data on driver electronic device use in the United States.

Distracted driving fatalities and serious injuries have been difficult to quantify due to Iowa's previous law that prohibited texting but allowed other electronic device use. However, after several years of effort, Iowa enacted a hands-free law on July 1, 2025. This significant piece of [legislation](#) requires hands free driving but allowed warnings for the first six months, with citation issuance beginning January 1, 2026. Hands free driving means that a phone cannot be held in any way; scrolling, typing, or interacting with your phone is not permitted. GPS

entries, streaming videos and video calls are not allowed while driving. Viewing texts, videos, or social media is off limits, as is calling, texting, or dialing unless using hands-free connection or voice activation.

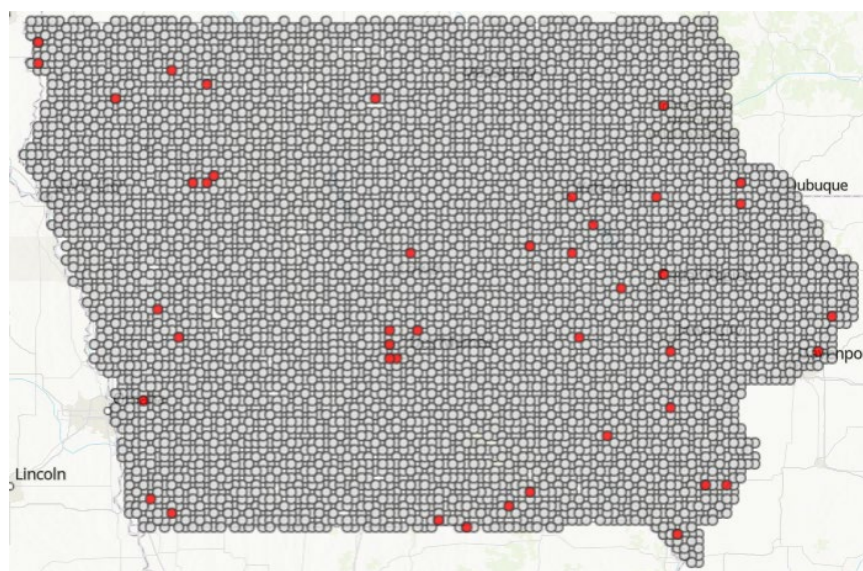
While it is believed that these numbers are drastically under-reported, the numbers have remained stagnant or have been increasing.



Source: [Iowa Crash Analysis Tool](#)

The map below shows fatal crashes attributed to distracted driving from 2021-2025.

DISTRACTED DRIVING FATAL AND SERIOUS INJURY CRASHES 2021-2025



Source: [Iowa Crash Analysis Tool](#)

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

The performance measures that will be impacted include UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-3 Fatalities per 100 million VMT, SC-5 Number of Fatalities and Serious Injuries on Rural Roads, and SD-4 Number of Distracted Driving Fatalities.

Iowa enacted a hands-free law on July 1, 2025. As of May 31, 2026, 7,114 citations and 5,803 warnings have been issued. A multi-pronged approach is necessary and will include public education, community engagement, and high-visibility enforcement that aligns with strategies in the SHSP.

COUNTERMEASURES

Countermeasures That Work, 11th Edition, Distracted Driving

High-Visibility Cell Phone Enforcement, 4 Stars

Cell Phone Laws, 2 Stars

Iowa recently enacted a hands-free law July 1, 2025. This is believed to have contributed significantly to the 27% reduction in traffic fatalities in 2025.

Communications on Outreach and Distracted Driving, 0 Stars

With the new law, it is imperative that the public understand the requirements, and the media campaign is based on a multi-pronged approach and is not stand alone as mentioned in countermeasures. GTSB received Section 405e Distracted Driving funds for the first time in 2026, which has allowed Section 402 dollars to be utilized elsewhere. Eligible uses for these funds are very limited. The campaign is highly targeted in both age and geography. Tactics included radio, television partnerships, billboards, grocery store standees, social and video. The 2025 campaign resulted in 22,065,147 impressions from a mix of out-of-home, video, and radio.

FUNDING CONSIDERATIONS

In this program area, funding considerations are based on federal regulation eligible uses, community interaction and feedback regarding distracted driving, and the paid media budget.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

HIGH VISIBILITY ENFORCEMENT

Funding is allowed under 23 U.S.C. 402. Law enforcement agencies throughout the state conduct high visibility enforcement while also conducting enforcement for speed, occupant protection, the move over law, and other traffic violations. Agencies are asked to complete a multi-jurisdictional event at least one time per project year and distracted driving may be the target of the event.

Year	Section 402
2027	Funding included in Traffic Enforcement Services Program Area
2028	Funding included in Traffic Enforcement Services Program Area
2029	Funding included in Traffic Enforcement Services Program Area

PUBLIC EDUCATION AND MEDIA CAMPAIGN

Funding allowed by 23 CFR 1300.24(f)(1). Campaign funds will be used to educate the public through advertising that contains information about the dangers of texting or using a cell phone while driving.

Year	Section 402	Section 405e
2027	140,000	\$225,000
2028	140,000	\$225,000
2029	140,000	\$225,200

IMPAIRED DRIVING (DRUG AND ALCOHOL)

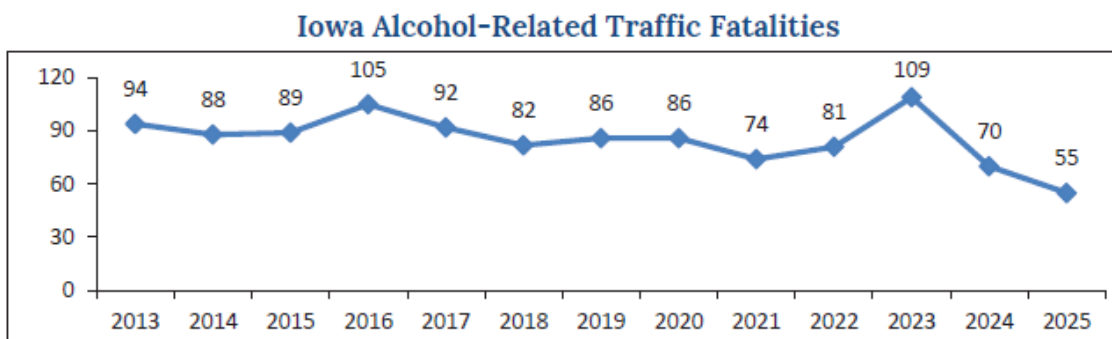
PROBLEM IDENTIFICATION

In FFY 2022, GTSB completed an Impaired Driving Assessment resulting in 12 priority recommendations, one of which was the implementation of an Impaired Driving Task Force. Task force members meet quarterly and are representative of federal, state, and local partners in the areas of education and training, compliance, judicial, state transportation, state laboratory, health and human services, and law enforcement.

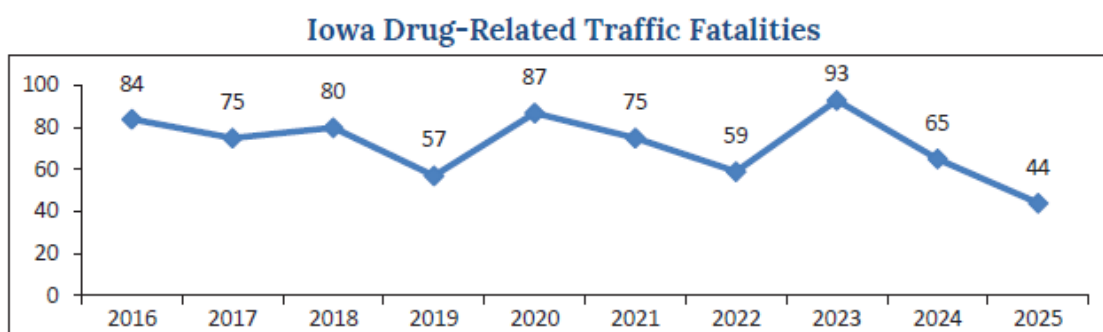
Iowa was first classified as a mid-range state for 405d eligibility purposes in 2024. This required an Impaired Driving Strategic Plan to provide overall guidance and strategies to combat impaired driving numbers in the state. The plan will be formally updated in 2028, but membership is updated annually. GTSB's Impaired Driving Coordinator is the designated lead for the task force and overall impaired driving programs.

Although impaired driving numbers have decreased over the last five-year moving average period, strategies to continue to lower impaired driving in the state are vital. In 2025, 12.75% of fatalities (33 of 259) involved alcohol as the impairing substance. Illegal substance or poly-substance use was involved in 18.5% of fatalities (47 of 259). Combined, 31.25% of traffic crash fatalities involved drugs, alcohol, or a combination of both alcohol and drugs.

The 2026 Iowa Drug Control Strategy and Drug Use Profile states reports from both behavioral health and law enforcement professionals show more lowans are using multiple substances together or in succession. Poly-substance use in the past 30 days was reported by 56.9% of patients receiving substance use disorder treatment. Alcohol use was reported by 50.6% of patients who were screened.



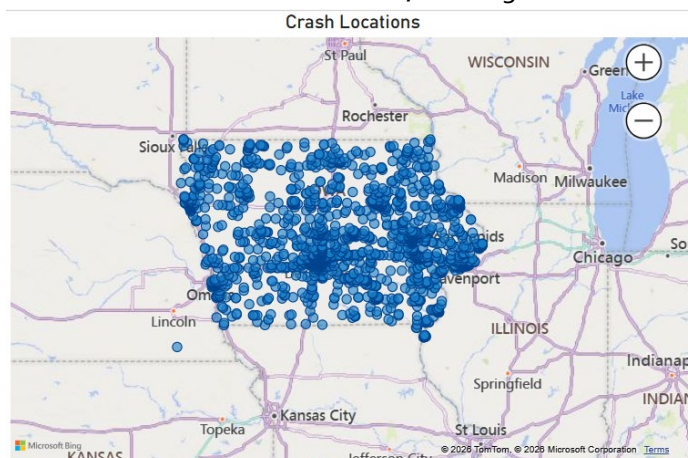
Source: Iowa Drug Control Strategy & Drug Use Profile, 2026



Source: Iowa Drug Control Strategy & Drug Use Profile, 2026

In 2025, Iowa DREs performed 837 evaluations, including 743 evaluations for impaired driving or other enforcement. Of the non-alcohol evaluations, 49% resulted in a finding of impairment from cannabis, 32% from stimulants, 11% from depressants, and 7% from narcotic analgesics.

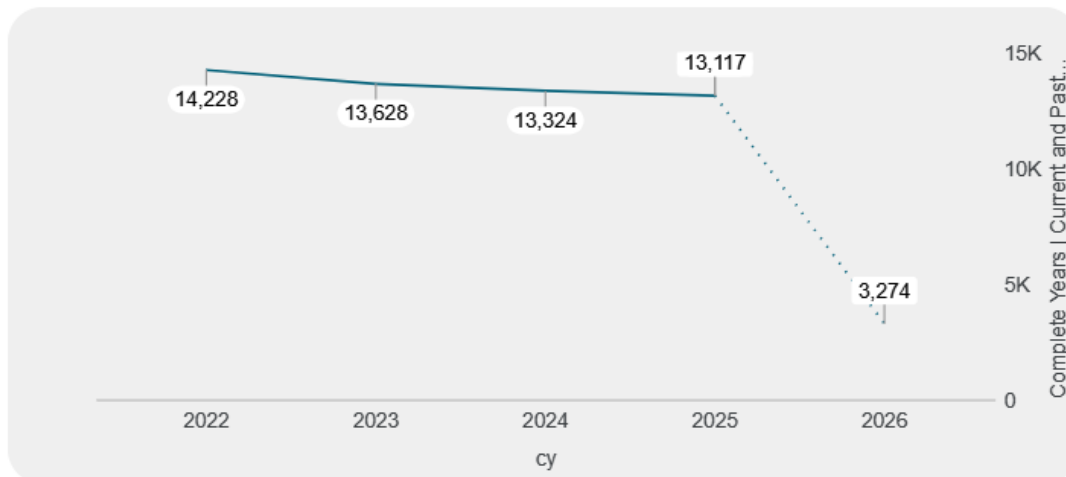
Impaired driving crash locations shown below are statewide, with higher concentrations in metropolitan areas.



Source: [Iowa Crash Analysis Tool](#)

Traffic Citation Trends

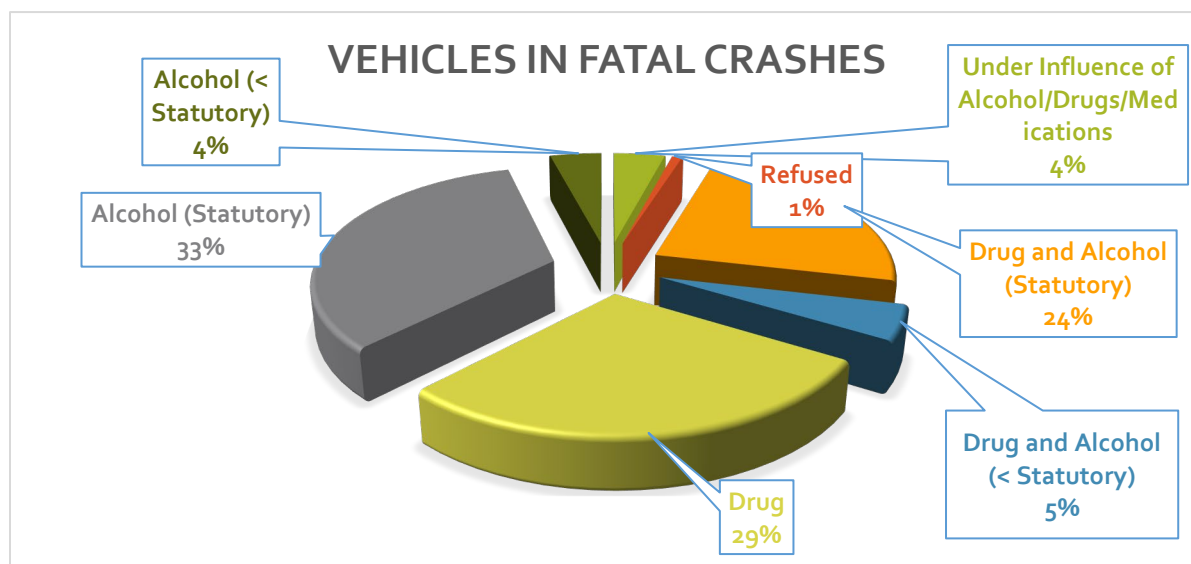
Year over Year trends for traffic charges are shown below.



Source: [Iowa Department of Management](#)

Traffic citations for impaired driving have been trending downward each year. This decrease supports the need for continued enforcement.

Of the 395 vehicles involved in fatal crashes in 2025, 122 involved some sort of alcohol, drug, or poly-substance use. An overwhelming 62% involved some sort of drug.



Source: [Iowa Crash Analysis Tool](#)

A recent survey of law enforcement agencies and community partners conducted by GTSB statewide identified a need for additional impaired driving training. GTSB is working with partners to provide this important education and guidance in the coming years.

To combat the impaired driving problem, GTSB will utilize current laws to target impaired drivers using high visibility enforcement, saturation patrols, and integrated enforcement. Equipment may be provided to support the enforcement efforts. In addition, the Highway Safety Office will use mass media to inform the public, and work to train sub-recipients and other police officers on impaired driving tactics, including DRE and ARIDE trainings. Law enforcement agencies will work to reduce underage drinking and possession of alcohol through compliance checks, and a partnership with the state's restaurant association will provide responsible alcohol server training to both owners and employees of licensed liquor establishments.

The Iowa Strategic Highway Safety Plan contains similar strategies: public awareness campaigns, training for DRE and ARIDE officers, special impaired driving patrols and related enforcement, and alternative transportation options.

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

The overall strategy is to reduce impaired driving, both alcohol and drug to lower the number of fatalities and serious injuries in the state.

Iowa is classified as a mid-range state per 23 CFR 1300.23.

ALCOHOL-IMPAIRED-DRIVING FATALITY RATES PER 100 MILLION VMT			
FATALITY ANALYSIS REPORTING SYSTEM (FARS) 2021-2023 FINAL			
2021-2023 Alcohol Impaired Fatalities	2021-2023 VMT	Rate	Classification
371	99,005	0.374324529	Mid-Range

Performance targets impacted include UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-5 Number of Fatalities Involving a Driver or Motorcycle Operator with a BAC Over .08, SC-3 Number of Drivers Aged 20 or Younger Involved in Fatal Crashes, SC-5 Number of Fatalities and Serious Injuries on Rural Roads, SD-2 Number of Fatalities Involving Drug Impaired Drivers.

COUNTERMEASURES

Countermeasures That Work, 11th Edition, Alcohol Impaired Driving

Minimum Legal Drinking Age 21 Laws, 5 Stars

Open Container Laws, 5 Stars

High Visibility Saturation Patrols, 4 Stars

Alcohol Measurement Devices, 4 Stars

DWI Courts, 4 Stars

BAC Test Refusal Penalties, 3 Stars

Integrated Enforcement, 3 Stars

Alcohol Vendor Compliance Checks, 3 Stars

Zero Tolerance Law Enforcement, 3 Stars

Mass Media Campaigns, 2 Stars

Mass media campaigns have reached many Iowans through radio, television, print, social media, and other tactics. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods that are appropriate and effective for the audience. Based on the above, GTSB is utilizing effective campaigns that are based on data and research and have been proven based on past data as identified below.

Impaired driving (alcohol) messaging in 2025 generated 16,242,911 impressions. Cable TV/Connected TV, Snapchat, and a partnership with the Iowa State Fair were used. The Hero Bar Network was a new media item, reached the audience while consuming alcohol and reinforced calling for a safe ride home. Alcohol impaired ads drove 55,789 clicks to the drivesmartiowa.com website.

Drug impaired ads resulted in 996,898 impressions through targeted digital media. Streaming radio delivered most of the impressions and played a key role in the campaign. This campaign generated 8,673 clicks to the website.

Countermeasures That Work, 11th Edition, Drug Impaired Driving

Enforcement of Drug Impaired Driving, 3 Stars

Uniform Guidelines for State Highway Safety Programs, Judicial and Court Services, No. 7

Each state should have a comprehensive judicial services program as part of its overall highway safety program. Judicial services programs should support courts in the competent and effective adjudication of both administrative and statutory law cases. Judicial services programs should, consistent with ethical and professional requirements, promote judicial outreach activity to reduce traffic crashes and resultant fatalities and injuries. Each program should include program management, resource management, training, and education as well as data and evaluation.

Uniform Guidelines for State Highway Safety Programs, Impaired Driving, No. 8

Each state should include the following as part of its impaired driving program:
Program Management and Strategic Planning, Prevention, Deterrence through the Criminal Justice System, Communication, Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation, and Program Evaluation and Data.

Uniform Guidelines for State Highway Safety Programs, Prosecutor Training, No. 12

Each state should develop and implement a comprehensive highway safety program as identified by the data, to achieve a significant reduction in traffic crashes, fatalities, and injuries on public roads. Programming should include a comprehensive prosecutorial training program that supports prosecutors in the prosecution of traffic-related cases. This includes program management, resource management, training and technical assistance, and data and evaluation.

FUNDING CONSIDERATIONS

Project requests are evaluated based on federal and state guidelines. GTSB then considers programmatic needs based on problem identification, and assessments, and/or related strategic plans. Funding considerations include all aspects of the application, with a focus on problem identification, performance measures, project activities, location of the project, prior grant experience, and use of funds, as well as traffic enforcement history of a law enforcement agency.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

PROGRAM MANAGEMENT

Funding is allowed under 23 CFR 1300.13(a)(ii), 23 CFR 1300.23(j)(1)(ii-iii) and will be used for the salary and benefits, materials and supplies necessary for programming, and training and travel of program administrators performing work in the impaired driving area, including the Impaired Driving Program Administrator, the State DRE and ARIDE Program Administrator, and the State Judicial Outreach Liaison.

Section 402 funding will be used to fund partial salaries, supplies, and travel for remaining staff at the Highway Safety Office conducting work in the impaired driving area.

Year	Section 405d	Section 402
2027	\$300,000	\$300,000
2028	\$300,000	\$300,000
2029	\$300,000	\$300,000

HIGH VISIBILITY ENFORCEMENT, SATURATION PATROLS, AND INTEGRATED IMPAIRED DRIVING ENFORCEMENT

Funding is allowed under 23 CFR 1300.23(j)(1)(i) and 23 U.S.C. Chapter 402. Law enforcement agencies in the state will perform high visibility enforcement, saturation patrols, and integrated traffic enforcement at times and in locations where drug and alcohol impaired driving is known to occur. Central Iowa also has a task force of

approximately 20 agencies who perform targeted multi-jurisdictional projects during the year to combat impaired driving. These agencies also participate in national mobilizations related to impaired driving.

Year	Section 405d	Section 402
2027	\$200,000	Funding included in Traffic Enforcement Services Program Area
2028	\$200,000	Funding included in Traffic Enforcement Services Program Area
2029	\$200,000	Funding included in Traffic Enforcement Services Program Area

PROSECUTION AND ADJUDICATION

TRAFFIC SAFETY RESOURCE PROSECUTOR

Funding is allowed under 23 CFR 1300.23(j)(1)(iii)(A) and 23 U.S.C. Chapter 4. The Traffic Safety Resource Prosecutor (TSRP) acts as a liaison between law enforcement, prosecutors, and governmental agencies and promotes uniform enforcement of impaired driving traffic laws through training, publications, and legal memorandums. The TSRP will conduct targeted workshops for both law enforcement and prosecutors on effective courtroom strategies, evidence gathering, legislative support, prosecution and charging decisions, and case law updates. In addition, the TSRP will provide services to law enforcement and the judiciary when requested on topics related to impaired and distracted driving, traffic laws, vehicle stops and searches, and advisory bulletins.

Year	Section 405d	Section 402
2027	\$199,672	\$47,543
2028	\$199,672	\$47,543
2029	\$199,672	\$47,543

JUDICIAL OUTREACH LIAISON

Funding is allowed under 23 CFR 1300.13(a)(ii) and 23 CFR 1300.23(j)(1)(iii)(A). The Judicial Outreach Liaison supports the introduction, planning, and implementation of DWI Courts in Iowa. In addition, they work with the Iowa Judicial branch to educate and provide resources on impaired driving issues in Iowa.

Year	Section 405d
2027	Included in Program Management
2028	Included in Program Management
2029	Included in Program Management

JUDICIAL BRANCH TRAINING

Funding is allowed under 23 CFR 1300.23(j)(1)(iii)(B). Iowa Judicial Branch supports the Judges Traffic Law Benchbook to ensure the safe administration of municipal infractions and criminal infractions related to impaired driving and traffic safety. They also provide speakers on traffic safety topics to judges, magistrates, and judicial officers to provide continuing legal education on the safe administration of impaired driving and traffic-related infractions.

Year	Section 402
2027	\$25,000
2028	\$25,000
2029	\$25,000

CRIME LABORATORY

Funding is allowed under 23 CFR 1300.23(j)(1)(v) and 23 CFR 1300.23(j)(1)(xi). As Iowa's sole publicly funded toxicology facility, the crime lab provides critical scientific support to law enforcement, attorneys, and the courts. The lab specializes in testing biological samples for alcohol and impairing drugs, delivering the objective data necessary for criminal investigations. The division certifies all the state's evidential breath instruments, used in over 10,000 impaired driving cases annually.

The crime lab is currently replacing its aging, 16-year-old fleet of breath instruments with state-of-the-art technology available across the state. As these breath instruments are deployed, training and certification will be provided. Furthermore, the lab actively lends its scientific expertise to the state's Drug Recognition Expert (DRE) program. Because drug trends shift rapidly, the lab constantly updates its testing methodologies to identify novel drugs of abuse and integrates cutting-edge instrumentation.

Year	Section 405d
2027	\$884,000
2028	\$884,000
2029	\$190,000

PUBLIC INFORMATION, PREVENTION, TRAINING AND EDUCATION

PUBLIC EDUCATION AND MEDIA CAMPAIGN

Funding is allowed under 23 CFR 1300.23(j)(1)(vi). The mass media campaign publicizes deterrence and prevention measures for impaired driving and uses a variety of media including radio, television, print, social and other avenues, both paid and earned. Messaging promotes the use of alternative transportation, illustrates how impaired driving can injure and kill, and urges the public not to drive impaired.

Year	Section 405d
2027	\$275,000
2028	\$275,000
2029	\$275,000

LAW ENFORCEMENT TRAINING

Funding is allowed under 23 CFR 1300.23(j)(1)(vi). The Iowa Law Enforcement Training Academy will develop and implement comprehensive training programs that enhance the accuracy of traffic incident reporting and address identified safety concerns. By leveraging data-driven strategies, these initiatives aim to reduce traffic-related fatalities and injuries on Iowa roadways, ultimately improving public safety and roadway efficiency.

Year	Section 405d	Section 402
2027	\$93,000	\$94,000
2028	\$93,000	\$94,000
2029	\$93,000	\$94,000

ALCOHOL COMPLIANCE CHECKS

Funding is allowed under 23 CFR 1300.23(j)(3). The Iowa Department of Revenue, Alcohol and Beverage Division will contract with local law enforcement agencies to conduct compliance checks in local liquor-licensed establishments in areas with increased alcohol related crashes involving drivers under the age of 21.

Year	Section 405d
2027	\$75,000
2028	\$75,000
2029	\$75,000

BEVERAGE SERVER TRAINING

Funding is allowed under 23 CFR 1300.23(j)(3). Preventing alcohol-impaired driving requires consistent, year-round messaging to both consumers and alcohol servers. Iowa's licensed bars and restaurants are critical partners in this effort, as service professionals make daily decisions that protect guests and communities. This project supports their role by providing accessible safety messaging and reinforcing best practices. Owners, managers, and their employees benefit from regular reinforcement of responsible service expectations. To drive measurable action, the project will continue promoting and presenting in-person and online ServSafe Alcohol certification. Ultimately, this initiative positions Iowa's hospitality industry as a vital ally in reducing traffic risks.

Year	Section 405d
2027	\$55,000

2028	\$55,000
2029	\$55,000

YOUTH AND CAREGIVER EDUCATION

Funding is allowed under 23 CFR 1300.23(j)(3). Iowa's youth killed in crashes involving alcohol totaled 23%, exceeding the 17% national average. Overall, impairment accounts for 37% of all Iowa traffic deaths. Safety data reveals a dangerous shift toward polysubstance use, with 20% of drivers in serious crashes testing positive for multiple drugs, including lethal combinations of legal medications, stimulants, and opioids. This crisis is intensified by a critical youth "perception gap." Only 70% of teens view driving high as dangerous compared to 90% for alcohol, resulting in 13% of students driving under the influence of marijuana compared to just 5.5% driving after drinking. To combat this rising tide of youth impairment, peer-to-peer and parent-focused programs educate families on the hidden risks of polysubstance use, expanding conversations beyond traditional alcohol safety to set lifesaving expectations.

Year	Section 405d
2027	\$127,650
2028	\$127,650
2029	\$127,650

IMPAIRED DRIVING PREVENTION

Funding is allowed under 23 CFR 1300.23(j)(3). Clinton County is located on the border with Illinois which has legalized marijuana. In 2025 alone, the county experienced 11 alcohol related crashes, five substance related crashes, and one drug related crash, showing that impairment extends beyond alcohol to include prescription medications and illicit substances. These incidents occur across rural roads, city streets, and major travel corridors, affecting all road users. This agency will complete a mass media campaign, conduct alcohol compliance checks in liquor licensed establishments in the county, and provide responsible beverage server training.

Year	Section 405d
2027	\$33,667
2028	\$33,667
2029	\$33,667

DRUG IMPAIRED DRIVING

DRUG RECOGNITION EXPERT (DRE) TRAINING

Funding is allowed under 23 CFR 1300.23(j)(1)(vi). Iowa maintains a strong DRE Program preparing police officers to recognize impairment in drivers under the influence of drugs other than or in addition to alcohol. DRE protocol is a standardized and systematic method of examining a driver to determine whether the suspect is impaired; and if so, whether the impairment relates to drugs or a medical condition; and if drugs, what category or combination of categories of drugs are the likely cause of the impairment. Every DRE conducts the evaluation the same way, for every person, whenever possible. For several years, GTSB has held two DRE Schools to increase the number of DREs to 150 based on the Impaired Driving Assessment recommendation in 2022. That goal was reached, and GTSB offered only one school in 2026. However, through attrition the number of DREs has already fallen well below the 150 goal. Therefore, two schools may be re-considered for 2027 and future years. Conducting two schools will be contingent on the number of qualified applicants.

Year	Section 405d
2027	\$330,000
2028	\$330,000
2029	\$330,000

ADVANCED ROADSIDE IMPAIRED DRIVING ENFORCEMENT (ARIDE) TRAINING

Funding is allowed under 23 CFR 1300.23(j)(1)(vi). Free ARIDE training is offered 12 to 15 times each year. To qualify for the course, an officer must be proficient and demonstrate skills in the administration and evaluation of the battery of tests involved with SFST. Once qualified, the officer will learn to recognize if an individual may be under the influence of drugs/alcohol or under the combined influence of drugs/alcohol or suffering from injury or illness producing signs like alcohol/drug impairment. Additionally, the student will recognize the broad category or categories of drugs inducing the observable signs of impairment. County attorneys and law enforcement officers actively involved in proactive OWI and traffic enforcement are encouraged to attend this hands-on, intensive two-day training program.

Year	Section 405d
2027	\$30,000
2028	\$30,000
2029	\$30,000

HIGH VISIBILITY ENFORCEMENT, SATURATION PATROLS, AND INTEGRATED IMPAIRED DRIVING ENFORCEMENT

Funding is allowed under 23 CFR 1300.23(j)(1)(i) and 23 U.S.C. 402. Law enforcement agencies in the state will perform high visibility enforcement, saturation patrols, and integrated traffic enforcement at times and in

locations where drug and alcohol impaired driving is known to occur. Central Iowa also has a task force of approximately 20 agencies who perform targeted multi-jurisdictional projects during the year to combat impaired driving. These agencies also participate in national mobilizations related to impaired driving.

Year	Section 402
2027	Funding included in Traffic Enforcement Services Program Area
2028	Funding included in Traffic Enforcement Services Program Area
2029	Funding included in Traffic Enforcement Services Program Area

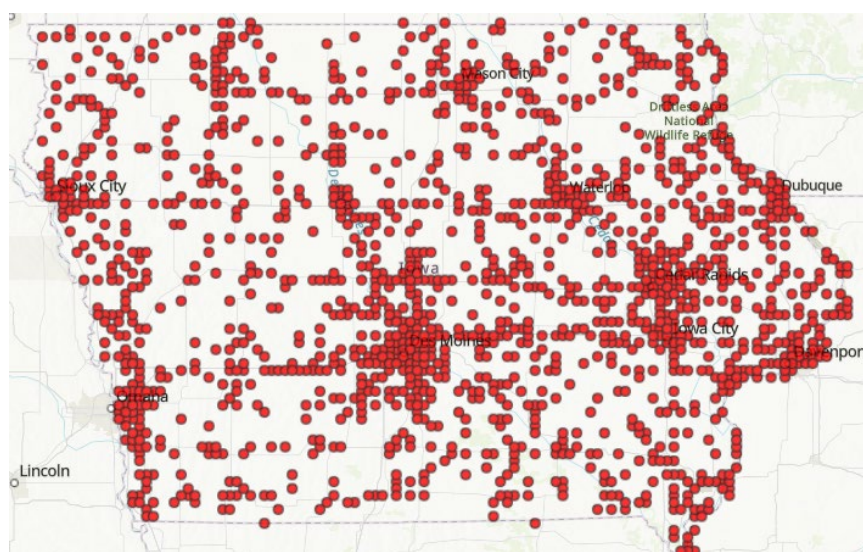
MOTORCYCLE SAFETY

PROBLEM IDENTIFICATION

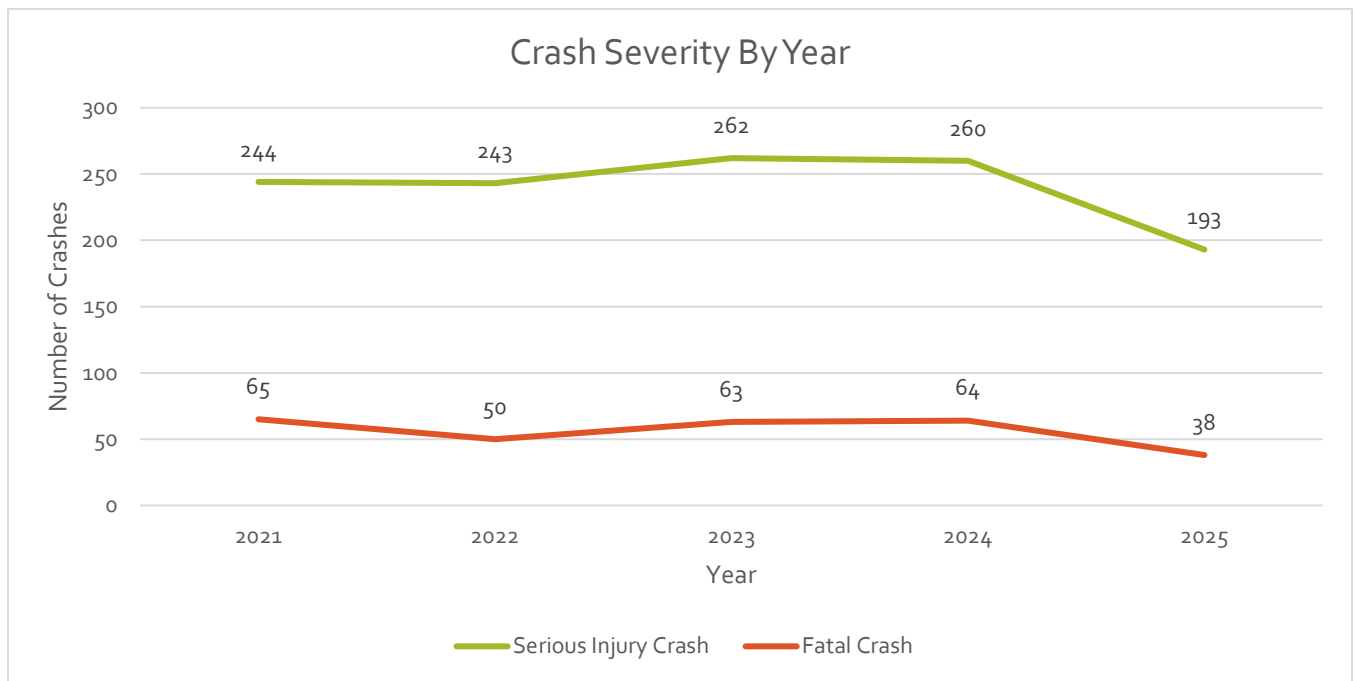
There have been 4,896 motorcycle crashes, 1,482 suspected serious injuries, and 289 motorcycle fatalities in the past five years in Iowa. In 2024, motorcycle fatalities accounted for 17.7% (63) of fatalities. In 2025, that figure dropped to 14.67% with 38 fatalities, lower, but still a concern. Motorcycle involved crashes are higher in metropolitan areas but occur statewide. Crashes in urban areas total 63.33% with 36.66% in rural areas. Approximately 58% of motorcycle crashes were single vehicle.

Efforts to reduce motorcycle involved crashes and fatalities in Iowa include supporting motorcycle rider education and a media campaign for driver awareness.

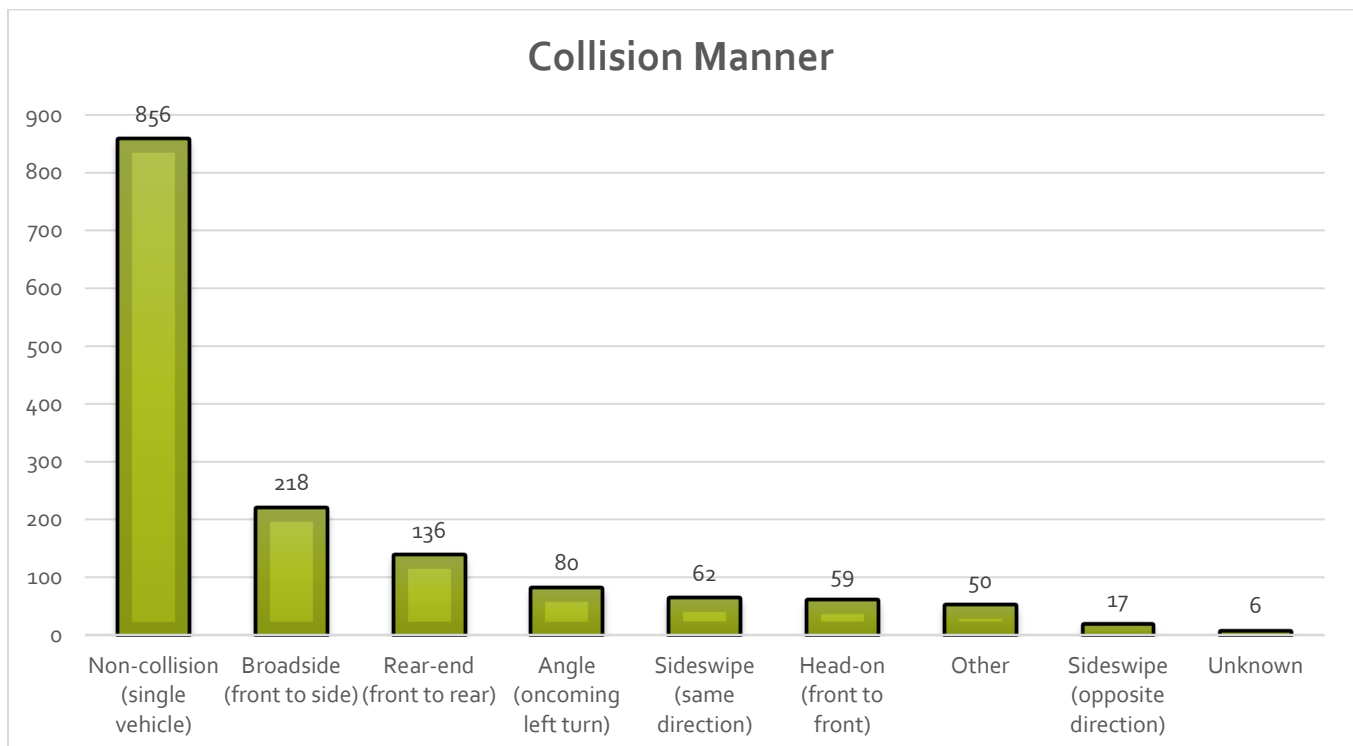
MOTORCYCLE INVOLVED CRASHES 2021-2025



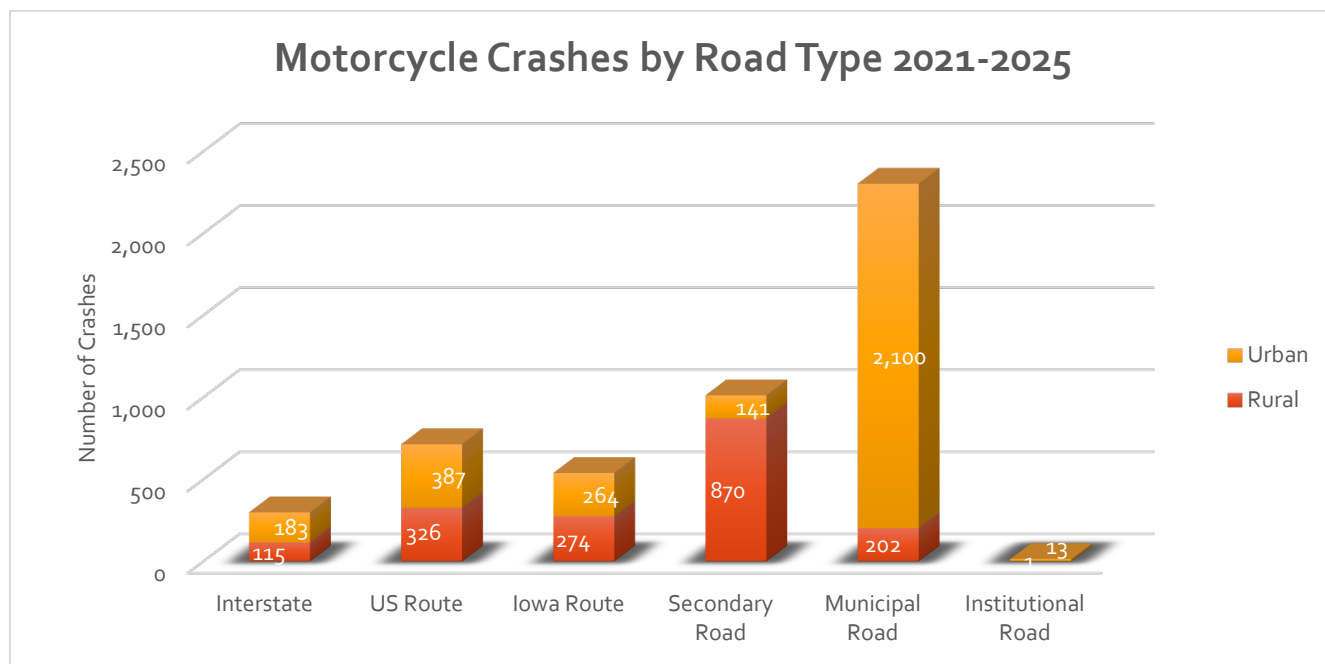
Source: [Iowa Crash Analysis Tool](#)



Source: [Iowa Crash Analysis Tool](#)



Source: [Iowa Crash Analysis Tool](#)



Source: [Iowa Crash Analysis Tool](#)

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

Performance targets impacted are UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-3 Fatalities per 100 million VMT, UC-5 Number of Fatalities Involving a Driver or Motorcycle Operation with a BAC Over .08, SC-2 Number of Motorcyclist Fatalities, SC-5 Number of Fatalities and Serious Injuries on Rural Roads, SD-2 Number of Fatalities Involving a Drug Impaired Driver, and SD-4 Number of Fatalities Involving Distracted Drivers.

Motorcycle training is an important part of reducing motorcycle fatalities. In Iowa, Basic, Intermediate, and Advanced courses are offered with curriculum from the Motorcycle Safety Foundation.

A media campaign will enhance driver awareness of motorcyclists and urge both to share the road safely.

COUNTERMEASURES

[Countermeasures That Work, 11th Edition, Motorcycle Safety](#)

Motorcycle Rider Training, 2 Stars

NHTSA's Motorcycle Safety Five-Year Plan recommends that states conduct frequent and timely education and rider training at sites that are accessible throughout each state (NHTSA, 2019). States should provide motorcycle training on a timely basis to those who wish to take it.

Communication Campaigns to Increase Motorist Awareness of Motorcyclists, o Stars

Some states conduct communication and outreach campaigns to increase motorists' awareness of motorcyclists. While there are no evaluations on effectiveness, media campaigns encourage both riders and drivers to consider safety and training.

Uniform Guidelines for State Highway Safety Programs, No.3, Motorcycle Safety

Each state, in cooperation with other parties as appropriate, should develop and implement a comprehensive highway safety program, reflective of state demographics, to achieve a significant reduction in motorcycle traffic crashes, fatalities, and injuries on public roads.

FUNDING CONSIDERATIONS

Project requests are evaluated based on federal and state guidelines. GTSB then considers programmatic needs based on problem identification, and assessments, and/or related strategic plans.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

MOTORCYCLE RIDER EDUCATION

Funding is allowed under 23 CFR 1300.25(m)(1)(iii). Motorcycle Rider Education is an important part of motorcycle safety and is led by the Department of Transportation. Educational materials to promote motorcycle rider education will be shared across the state. In addition, Iowa Licensed Rider Coaches will receive training, and the education program will utilize a quality assurance program to monitor the quality and consistency of courses, and ensure proper curriculum is used.

Year	Section 405f
2027	\$18,330
2028	\$18,330
2029	\$18,330

HIGH VISIBILITY ENFORCEMENT

23 U.S.C. 402. Law enforcement agencies in the state will perform high visibility enforcement, saturation patrols, and integrated traffic enforcement at times and in locations where drug impaired driving is known to occur. Central Iowa also has a task force of approximately 20 agencies who perform targeted multi-jurisdictional projects during the year to combat impaired driving. These agencies also participate in national mobilizations related to impaired driving.

Year	Section 402
2027	Funding included in Traffic Enforcement Services Program Area

2028	Funding included in Traffic Enforcement Services Program Area
2029	Funding included in Traffic Enforcement Services Program Area

PUBLIC EDUCATION AND MEDIA CAMPAIGN

Funding is allowed under 23 CFR 1300.25(m)(1)(iv). The media campaign will create public awareness to enhance driver awareness of motorcyclists.

Year	Section 405f
2027	\$80,000
2028	\$80,000
2029	\$80,000

OCCUPANT PROTECTION

PROBLEM IDENTIFICATION

Most Iowans admit wearing a seat belt is a simple and effective way to protect all vehicle occupants in a crash. Unfortunately, not every Iowan heeds this message.

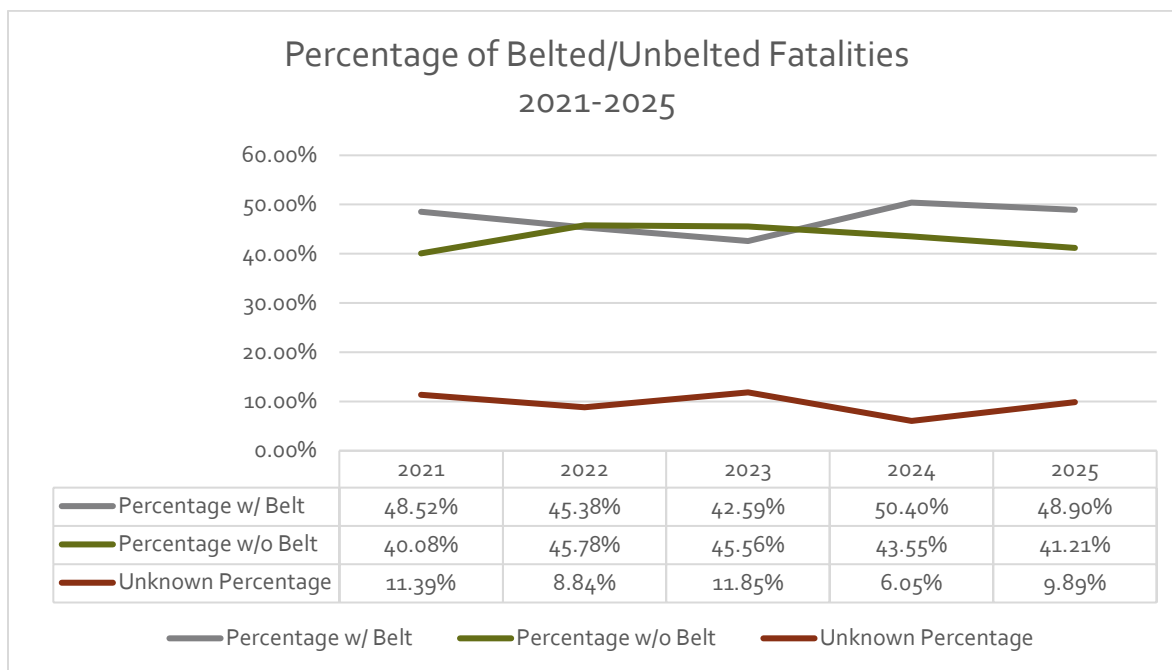
Based on NHTSA's Fatal Motor Vehicle Crash Data Visualization dashboard, from 2014-2023 in Iowa, 46% of passenger vehicle occupants killed were in rural areas, and 43% in urban areas.

Of the unrestrained fatalities, 44% were drivers of the vehicle, and 50% were passengers. In the same timeframe, 43% of unrestrained occupants killed were in the front row, 64% were seated in the second row, and 77% of unrestrained occupants were in the third row.

Iowa has a primary enforcement law that requires all front-seat passengers to wear seat belts. In addition, occupants in the back seat under the age of 18 must also use a child restraint system in accordance with manufacturer's instructions or wear seat belts.

Although Iowa maintains a high seat belt compliance rate, the state continues to experience an average of 43% of unbuckled fatalities each year. This number has fluctuated slightly the past five years but is beginning to show a downward trend. The results of occupant protection high visibility enforcement from sub-recipients in 2025 showed a 55% increase in occupant protection citations.

Continued enforcement, education, and media campaigns are important to influence Iowans to buckle up every time, on every trip. This work is in line with the Iowa Strategic Highway Safety Plan.



Source: [Iowa Crash Analysis Tool](#)

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

The following performance targets will be impacted by occupant protection programming: UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions, SC-3 Number of Drivers Aged 20 or Younger Involved in Fatal Crashes, SC-5 Number of Fatalities and Serious Injuries on Rural Roads, SD-1 Number of ATV/UTV Fatalities, SD-3 Number of Fatalities of Children Aged 13 and Younger, SD-6 Observed Seat Belt Use.

To reduce fatalities and serious injuries caused when vehicle occupants are not buckled, high visibility enforcement and a media campaign, coupled with education through law enforcement agencies and the highway safety office remain important countermeasures.

COUNTERMEASURES

Countermeasures That Work, 11th Edition, Seat Belts and Child Restraints

Short-Term, High Visibility Seat Belt Law Enforcement, 5 Stars

Nighttime, High Visibility Seat Belt Law Enforcement, 4 Stars

Communication Strategies for Low-Belt-Use Groups as Part of HVE, 4 Stars

Sustained Seat Belt Enforcement, 3 Stars

Uniform Guidelines for State Highway Safety Programs No. 20, Occupant Protection

As part of each state's communication program, the state should enlist the support of a variety of media, including mass media, to improve public awareness and knowledge and to support enforcement efforts to about seat belts, air bags, and child safety seats. Communication programs and materials should be culturally relevant and multilingual as appropriate.

FUNDING CONSIDERATIONS

Project requests are evaluated based on federal and state guidelines and then programmatic needs based on problem identification, and assessments, and/or related strategic plans. Funding considerations include all aspects of the application, with a focus on problem identification, performance measures, project activities, location of the project, prior grant experience, and use of funds, as well as traffic enforcement history if a law enforcement agency.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

PROGRAM MANAGEMENT

Funding for program management is allowed under CFR 1300.13(a)(1)(ii). The project will provide salaries, benefits, materials and supplies, travel, and indirect costs for Program Administrators and other staff working on occupant protection-related projects and activities.

Year	Section 402
2027	\$185,000
2028	\$185,000
2029	\$185,000

HIGH VISIBILITY ENFORCEMENT

Funding is allowed under 23 CFR 1300.21(g)(1)(i). High visibility enforcement will be conducted by sub-recipients along with occupant protection education to the local community.

Year	Section 402
2027	Funding included in Traffic Enforcement Services Program Area
2028	Funding included in Traffic Enforcement Services Program Area
2029	Funding included in Traffic Enforcement Services Program Area

SEAT BELT SURVEY

This project is funded by 23 CFR 1300.21(g)(1)(vi) for the annual occupant protection survey. Re-selection of observation sites will be required in 2027 to comply with 23 CFR 1340.12.

Year	Section 405b
2027	\$25,000
2028	\$20,000
2029	\$20,000

PUBLIC EDUCATION AND MEDIA CAMPAIGN

A media campaign will be funded by 23 CFR 1300.21(g)(2)(ii) to educate the public on the importance of seat belt and child restraint use.

Year	Section 402
2027	\$185,000
2028	\$185,000
2029	\$185,000

SEAT BELT CONVINCER AND EDUCATION

Funding is provided through 23 CFR 1300.21 (g)(2)(ii) and 23 U.S.C 402. This project will fund a seat belt convincer in southern Iowa for use by local law enforcement agencies in the area. Additional funding will be used specifically to educate the public using the seat belt convincer on the importance of seat belt use at local community events such as county fairs, farmers markets, football games etc.

Year	Section 405b	Section 402
2027	\$8,800	\$30,350
2028	\$10,800	\$0
2029	\$10,800	\$0

PUBLIC EDUCATION AND SURVEY

Funding is allowable through 23 U.S.C 402. This project will educate the public on the topic of occupant protection, and they will be asked to complete a survey regarding perceptions and opinions about occupant protection. This will take place at rodeos in the state, which generally attracts a larger Hispanic population.

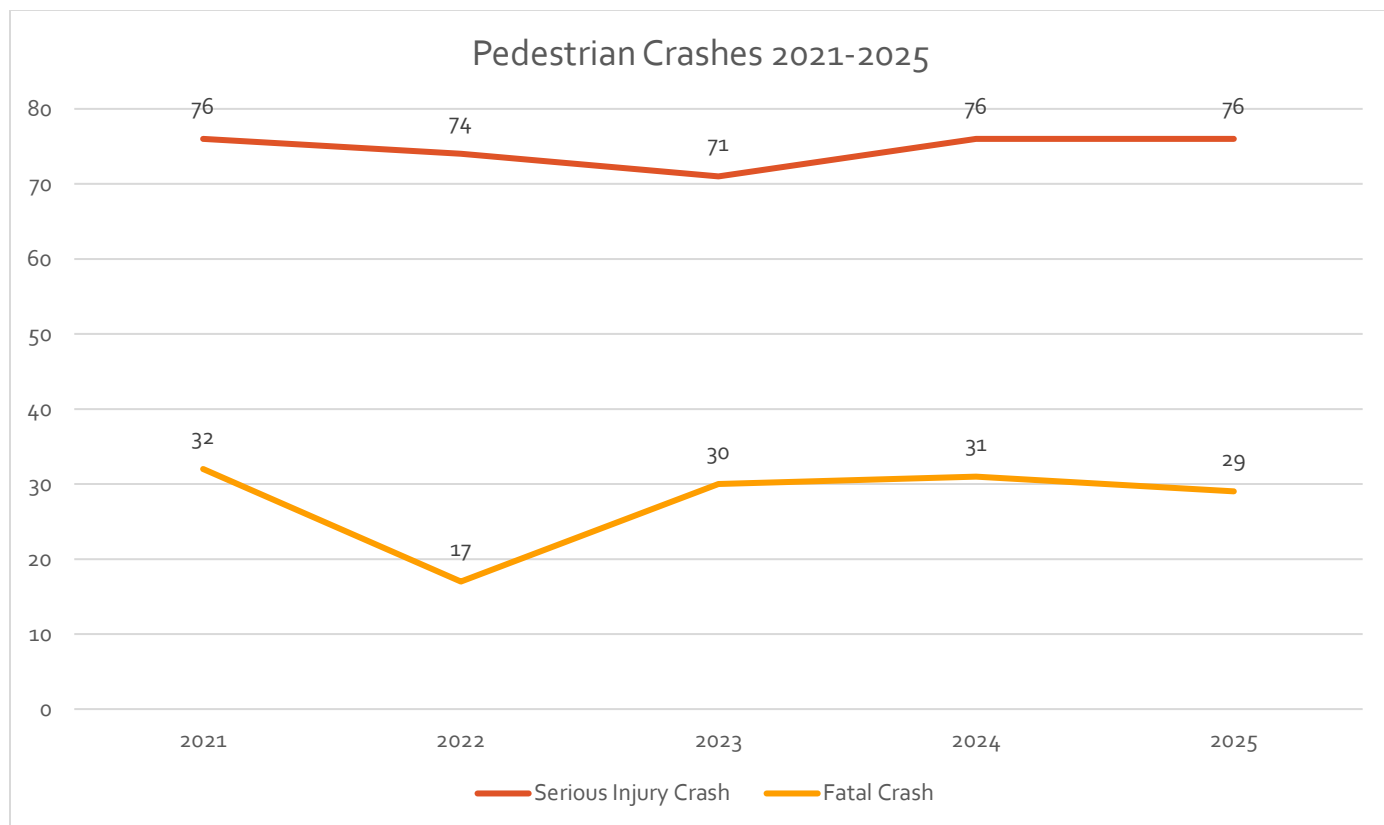
Year	Section 402
2027	\$49,999.00
2028	\$49,999.00
2029	\$49,999.00

PEDESTRIAN SAFETY

PROBLEM IDENTIFICATION

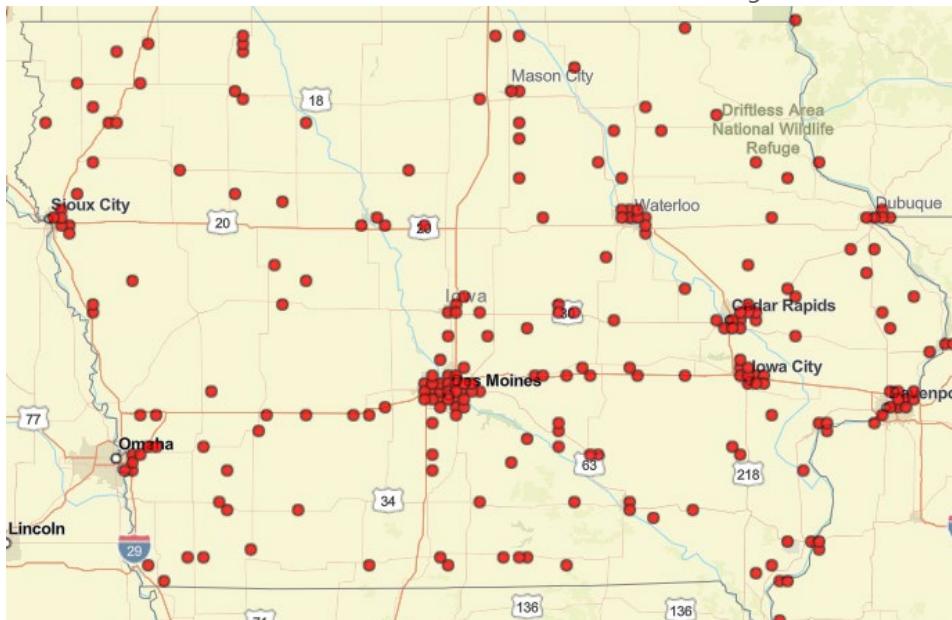
From 2021-2025 there have been 139 pedestrian fatalities, and 397 serious injury crashes in the state. Numbers remained stable apart from 2022, which saw a dip in fatalities.

Pedestrian involved crashes are taking place throughout the state, though concentrated in metropolitan areas. The percentage of fatalities to total fatalities has been increasing.



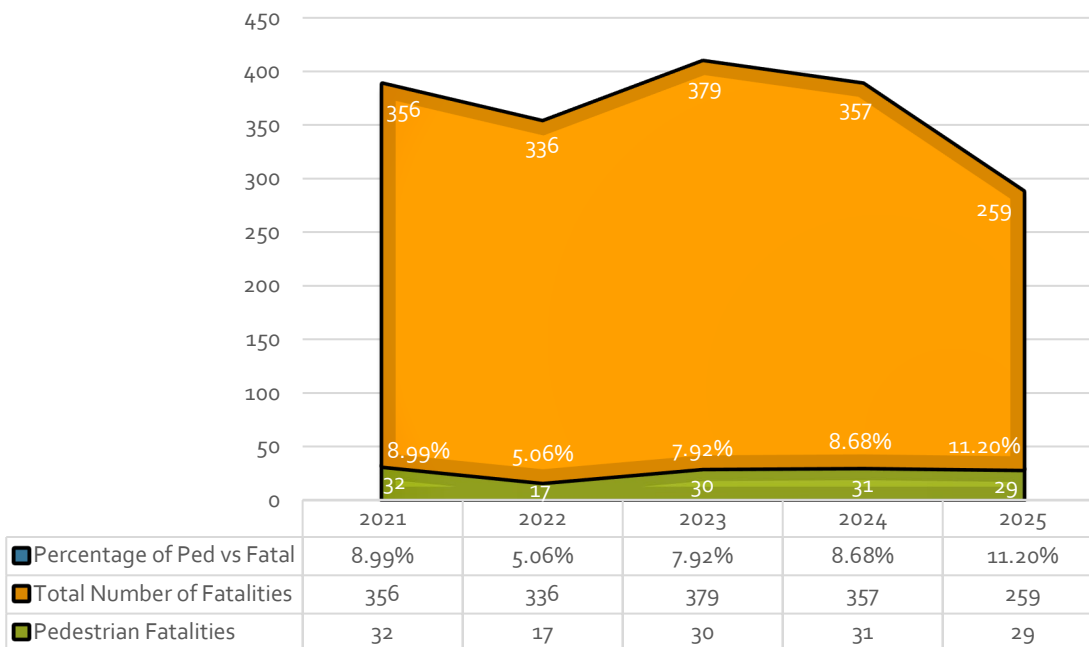
Source: [Iowa Crash Analysis Tool](#)

PEDESTRIAN INVOLVED CRASHES 2021-2025



Source: [Iowa Crash Analysis Tool](#)

Pedestrian Fatalities to Total Fatalities



Source: [Iowa Crash Analysis Tool](#)

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

The performance targets impacted by pedestrian programming will include UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, and UC-7 Number of Pedestrian Fatalities.

In line with the SHSP, GTSB will launch a public media campaign and high-visibility enforcement to increase driver awareness of pedestrians. Enforcement of pedestrian laws for both pedestrians and drivers will be conducted.

COUNTERMEASURE

Countermeasures That Work, 11th Edition, Pedestrian Safety

High Visibility Enforcement at Pedestrian Crossings, 3 Stars

Conspicuity Enhancement, 2 Stars

Research has demonstrated that conspicuity is greatly enhanced at night when pedestrians are in motion and use retroreflective clothing, especially on their extremities, but no studies have linked the use of the visibility aids to a decrease in crashes (Kwan & Mapstone, 2006).

Uniform Guidelines for State Highway Safety Programs No. 14, Pedestrian and Bicycle Safety

Pedestrian and bicyclist safety requires the support and coordinated activity of multidisciplinary agencies, at both the state and local levels. Highway and traffic engineering is a critical element of any motor vehicle crash reduction program, but it is especially important for the safe movement of pedestrians and bicyclists. Each state should ensure that pedestrian and bicycle programs include a highway and traffic engineering component that is coordinated with enforcement and educational efforts. This engineering component should improve the safety of pedestrians and bicyclists through the design, construction, operation, and maintenance of engineering measures.

FUNDING CONSIDERATIONS

Funding considerations include problem identification, project activities, reach, and use of funds.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

PUBLIC EDUCATION AND MEDIA CAMPAIGN

Funding is allowed under 23 U.S.C. 402. A pedestrian education media campaign will be launched with a focus in five counties: Polk, Scott, Linn, Pottawattamie, and Black Hawk. According to NHTSA, over half of Iowa's pedestrian fatalities occurred in these areas.

Year	Section 402
2027	\$130,000
2028	\$130,000
2029	\$130,000

ROADWAY SAFETY TRAINING

Funding is allowed under 23 U.S.C. 402. This project aims to deliver vulnerable road user-related safety training to local government agency personnel (e.g., city and county engineering and maintenance staff) at or near their workplaces. Many of these agencies have limited training budgets and struggle to send personnel to distant training locations, particularly for topics like work zones, flagger training or pedestrian safety treatments and countermeasures. Road Safety Assessments (RSAs) offer another tool to address vulnerable road user crashes. RSA facilitation unites professionals from law enforcement, engineering, planning, emergency response, and other fields to proactively tackle roadway safety in a multidisciplinary manner. Collectively, these activities enhance traffic safety in Iowa in multiple ways; safer work zones and fostering both field-level safety and professional relationships.

Year	Section 402
2027	\$38,934
2028	\$38,934
2029	\$38,934

HIGH VISIBILITY ENFORCEMENT

Funding is allowed under 23 U.S.C. 402. A law enforcement agency in a city with a state university will conduct targeted enforcement and education for pedestrians and drivers.

Year	Section 402
2027	\$1,650
2028	\$1,650
2029	\$1,650

PLANNING AND ADMINISTRATION

Funding used for Planning and Administration is allowed under 23 CFR 1300(13)(a).

This project covers funding for the Bureau Chief, Program Coordinator, and Budget Analyst and includes compensation and operational expenses like travel, supplies, and indirect costs.

Year	Section 402	State Funds
2027	\$250,000	\$250,000
2028	\$250,000	\$250,000
2029	\$250,000	\$250,000

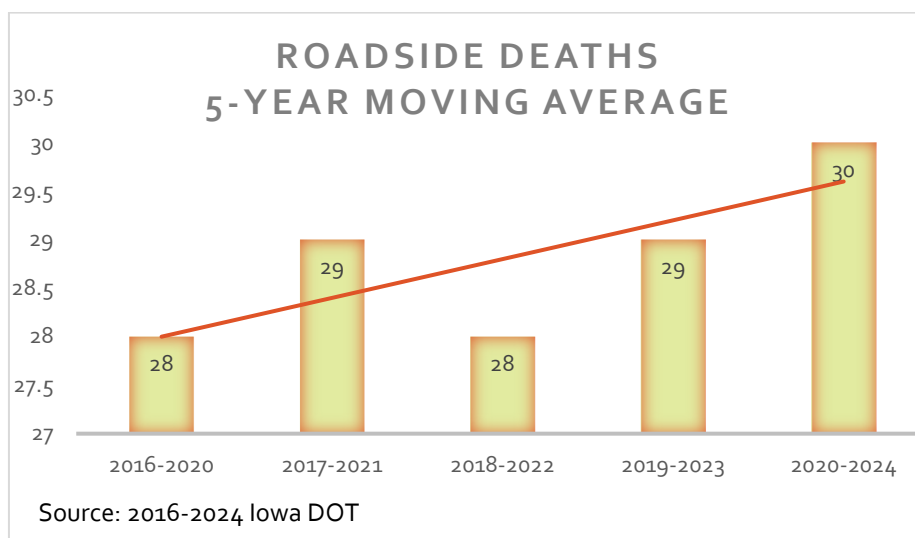
PREVENTING ROADSIDE DEATHS

PROBLEM IDENTIFICATION

This funding will be crucial for a public education campaign on the safety of vehicles and individuals stopped on the roadside, emphasizing Iowa's move over law and saving lives. Five-year moving average data from the Iowa DOT indicates a concerning trend: from 2020 to 2024, Iowa saw an increase in fatalities from motor vehicles striking other vehicles and individuals stopped on the roadside. Although numbers dipped in 2022, they have risen since that time.

The Move Over Law in Iowa requires drivers to vacate the lane closest to any stationary vehicles with flashing or hazard lights activated, or slow down to a safe and reasonable speed below the posted speed limit. These laws protect motorists, including motorists stranded by the side of the road, people being transported in emergency vehicles, and personnel at high risk while performing their duties on Iowa's roadways.

Enforcement of the move over law is conducted by sub-recipients in the Traffic Enforcement Services program area. Public education is key to protecting not only vulnerable road workers and first responders, but also occupants of disabled vehicles.



IDENTIFICATION OF PERFORMANCE TARGET AND LINK

The program area will impact UC-1 Number of Fatalities, UC-2 Number of Serious Injuries and SC-6 number of Roadside Fatalities.

In accordance with 23 CFR 1300.27, these funds will be used to educate the public regarding the safety of vehicles and individuals stopped at the roadside through public information campaigns for the purpose of reducing roadside deaths and injuries. In addition, sub-recipients with high visibility enforcement are asked to complete annual goals, one of which is contacts for move-over violations. This high visibility enforcement is conducted with Traffic Enforcement Services funds.

COUNTERMEASURE

A state identified countermeasure includes a public education campaign and high visibility law enforcement. Law enforcement on public roadways as part of traffic services enforcement programming, is a proven strategy in [Countermeasures That Work, 11th Edition](#) and [Uniform Guidelines for Highway Safety Offices, No. 15, Traffic Enforcement Services](#).

[Uniform Guidelines for State Highway Safety Program, Highway Safety Program Guideline No. 15, Traffic Enforcement Services](#)

Providing traffic enforcement services and the enforcement of traffic laws and ordinances is a responsibility shared by all law enforcement agencies. Among the primary objectives of this function is encouraging motorists and pedestrians to comply voluntarily with the laws and ordinances. States should develop and implement communication strategies directed at supporting policy and program elements.

Public awareness and knowledge about traffic enforcement services are essential for sustaining increased compliance with traffic laws and regulations. Communications should highlight and support specific program activities underway in the community and communication programs and materials should be culturally relevant, appropriate to the audience and multilingual as necessary.

FUNDING CONSIDERATIONS

Law enforcement sub-recipients will be asked to provide enforcement through Section 402 dollars and traffic enforcement services programming. Numerical goals established by sub-recipients for move over violations are set each year.

The Highway Safety Office will contract with a marketing firm for the public education campaign.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

HIGH VISIBILITY ENFORCEMENT

Funding is allowed under 23 U.S.C. 402. Agencies will complete enforcement of the move-over law and may choose to partner with another agency to conduct a project.

Year	Section 402 (HVE)
2027	Included in Traffic Enforcement Services
2028	Included in Traffic Enforcement Services
2029	Included in Traffic Enforcement Services

PUBLIC EDUCATION AND MEDIA CAMPAIGN

Funding is allowed under 23 CFR 1300.27(e)(2) and 23 U.S.C. 402. A media campaign will educate the public regarding the need to move over for all flashing lights. This includes first responders, law enforcement, transportation workers, tow drivers, drivers, and occupants of disabled vehicles.

Year	Section 402 (Media)	Section 405h
2027	\$50,000	\$50,000
2028	\$50,000	\$50,000
2029	\$50,000	\$50,000

RURAL ROAD FATALITIES

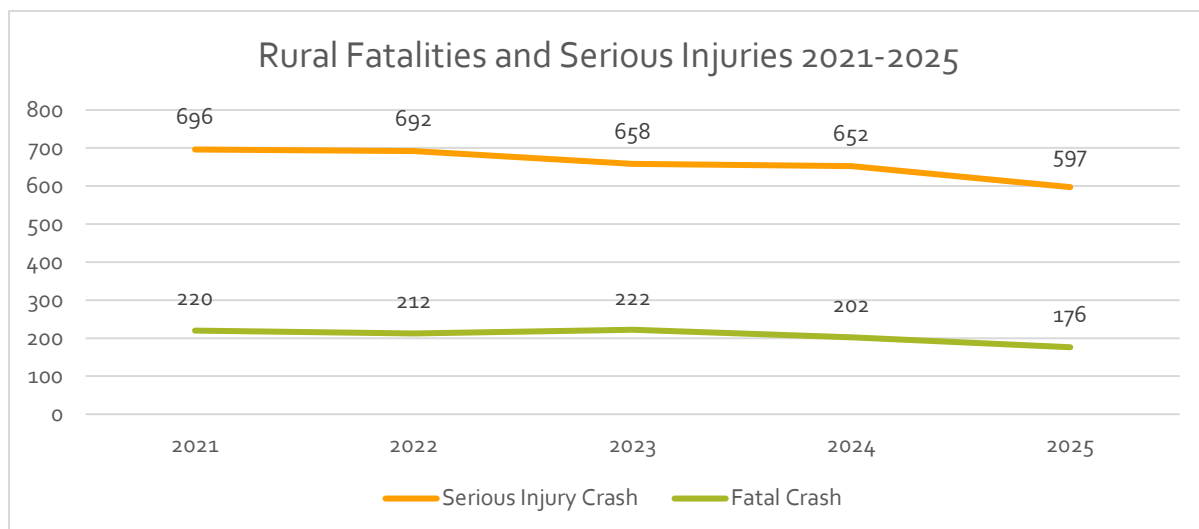
PROBLEM IDENTIFICATION

Nationally, FARS data shows rural traffic fatalities decreased 4% from 2023. An estimated 20% of the U.S. population lived in rural areas, and according to FHWA, 31% of the total VMT in 2023 were in rural areas. However, rural areas accounted for 41% of all traffic fatalities in 2023.

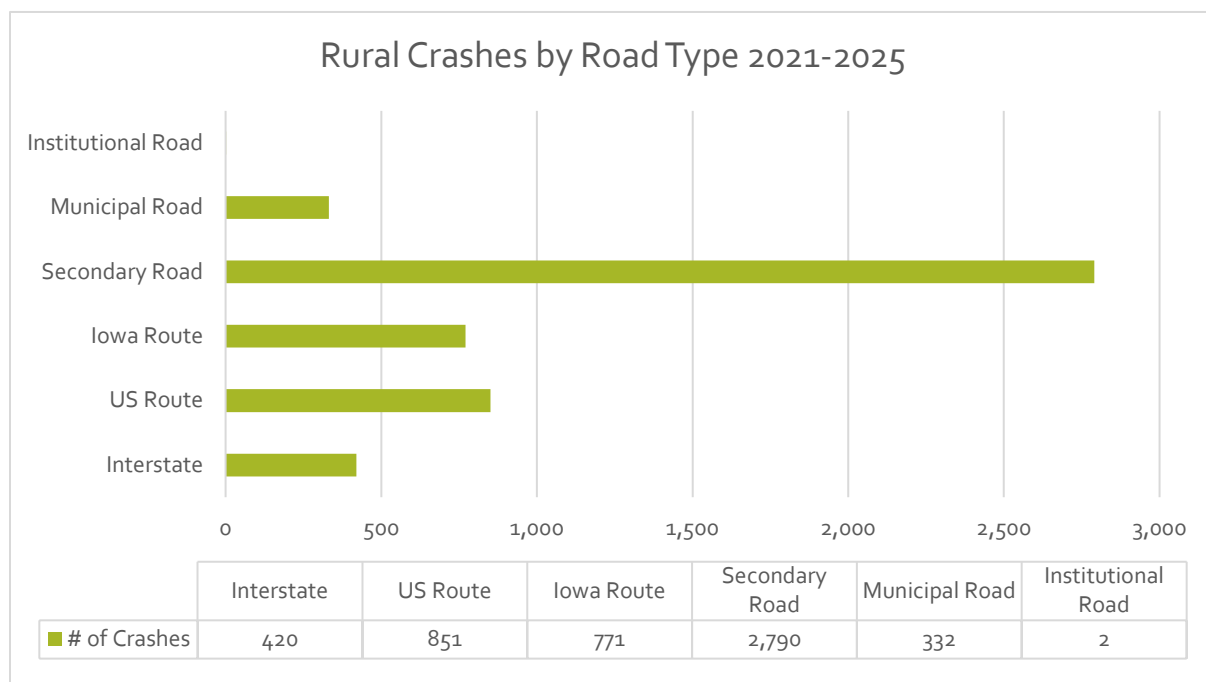
Based on the 2020 Census, Iowa is 63.2% urban and 36.8% rural. However, geographically 31 Iowa counties are mainly (above 80%) or 100% rural. There are over 110,000 miles of secondary roads in Iowa, mainly gravel surfaces and local two-lane highways. Slow moving tractors and wide farm machinery are common sights on secondary roads and can be a hazard. Rural roads often lack guardrails and have steep ditches on either side. Blind spots caused by overgrown vegetation, crops and rolling hills can obscure intersections and driveways.

From 2020-2025, 59% of traffic crashes in Iowa were rural. Both fatalities and serious injury crashes in rural areas are showing a downward trend, but speed limits will soon increase from 55 mph to 60 mph on most two-lane

highways in July 2026. Based on an Insurance Institute for Highway Safety study, a five mph increase on non-interstates and freeways is associated with an increase in fatalities between 2.8% and 4%.



Source: [Iowa Crash Analysis Tool](#)



Source: [Iowa Crash Analysis Tool](#)

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

Projects in this programming area will impact UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-3 Fatalities per 100 Million VMT, UC-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions, UC-5 Number of Fatalities Involving a Driver or Motorcycle Operator with a BAC over .08, UC-6, Number of Speeding-Related Fatalities, SC-3 Number of Drivers Aged 20 or Younger Involved in Fatal Crashes, and SC-5 Number of Fatalities and Serious Injuries on Rural Roads.

The High Five program is implemented in five counties as a data driven, multi-disciplinary approach aimed to increase seat belt usage and public education for occupant protection. This includes child passenger safety education, the hot car display, and additional child restraint inspection events. In addition, targeted enforcement efforts for seat belt usage and child restraint usage are conducted.

Enforcement efforts are also conducted under Traffic Enforcement Services.

COUNTERMEASURES

[Countermeasures That Work, 11th Edition, Seat Belts and Child Restraints](#)

Short-Term, High-Visibility Seat Belt Law Enforcement, 5 Stars

Short-Term, High Visibility Child Passenger Safety Law Enforcement, 5 Stars

Communication Strategies for Low-Belt-Use Groups as Part of HVE, 4 Stars

Sustained Seat Belt Enforcement, 3 Stars

[Uniform Guidelines for State Highway Safety Program, Highway Safety Program Guideline No. 21, Roadway Safety](#)

An effective Roadway Safety program is based on sound analyses of roadway-related crash information and applies engineering principles in identifying highway design or operational improvements that will address the crash problem. The SHSA should: Foster an ongoing dialogue among all disciplines with a vested interest in highway safety, including engineers, enforcement personnel, traffic safety specialists, driver licensing administrators, CMV safety specialists, and data specialists; Promote a multi-disciplinary approach to addressing highway safety issues which focuses on comprehensive solutions to identified problems; Assist community leaders in managing and/or coordinating roadway safety issues which fall under the jurisdiction of local communities.

FUNDING CONSIDERATIONS

Project requests are evaluated based on federal and state guidelines and then programmatic needs based on problem identification, and assessments, and/or related strategic plans. Funding considerations include all aspects of the application, with a focus on problem identification, performance measures, project activities,

location of the project, prior grant experience, and use of funds, as well as traffic enforcement history of a law enforcement agency.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

HIGH VISIBILITY ENFORCEMENT

Funding is allowed under 23 CFR 1300.21(g)(1). The project will specifically target five counties with lower seat belt use percentage through high visibility enforcement in each county.

Year	Section 405b
2027	\$132,500
2028	\$132,500
2029	\$132,500

CHILD PASSENGER SAFETY EDUCATION

Funding is allowed under 23 CFR 1300.21(g)(1)(ii), (iii), (iv), and (v). Focused education from child passenger safety professionals will be offered, and an emphasis on gaining additional certified child passenger safety technicians each High Five County where needed.

Year	Section 405b
2027	Funding included in Child Passenger Safety Program Area
2028	Funding included in Child Passenger Safety Program Area
2029	Funding included in Child Passenger Safety Program Area

ROADWAY SAFETY

Funding is allowed under 23 U.S.C. 402. Based on the problem identification above, GTSB will fund a project to provide support to counties through use of vehicle speed and crash data for targeted enforcement, allow for road safety assessments to improve rural road safety, and provide education through local multi-disciplinary safety teams.

Year	Section 402
2027	\$41,000
2028	\$41,000
2029	\$41,000

SPEED

PROBLEM IDENTIFICATION

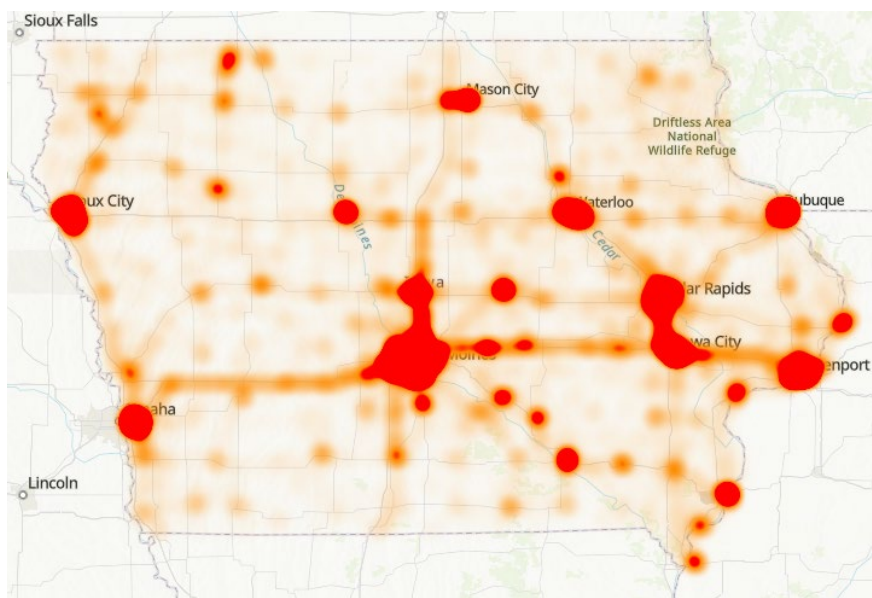
High visibility enforcement, saturation patrols, and integrated enforcement are used to deter speeding and other traffic violations such as occupant protection, distracted driving, and impaired driving. Law enforcement agencies perform work in high crash or high violation geographical areas using expanded patrols, saturation projects, or multi-jurisdictional projects. The presence of law enforcement and citations invoke a deterrent for aggressive drivers.

In Iowa, speed-related fatalities (defined as exceeded authorized speed, driving too fast for conditions, followed too close, operating a vehicle in a reckless, erratic, careless, negligent manner, and aggressive driving/road rage) have dropped in each of the last three years, however the five-year moving average continues to demonstrate an upward trend.

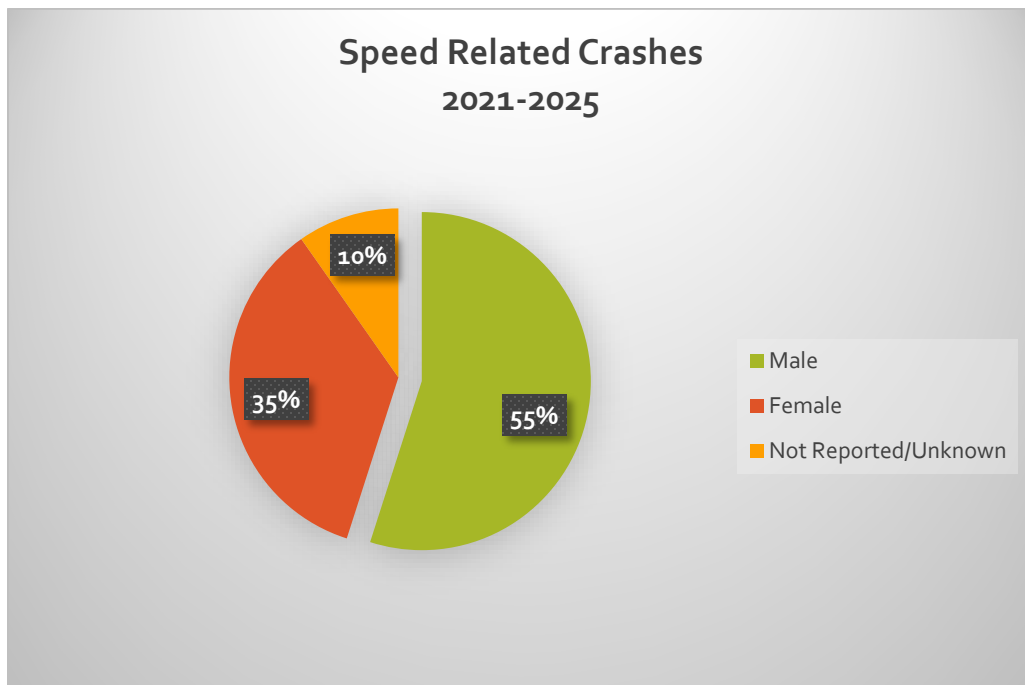
Over the past five years, 866 fatalities and 3,013 serious injuries have been speed related. Male drivers account for 55% of these crashes, with the largest age range between 21 and 29.

Speeding contributes to the frequency and severity of crashes. On average, in the last quarter of 2023 74% of traffic was driving over the posted speed limit on Iowa rural interstates. And beginning July 1, 2026, speed limits on most rural two-lane highways will increase from 55 mph to 60 mph.

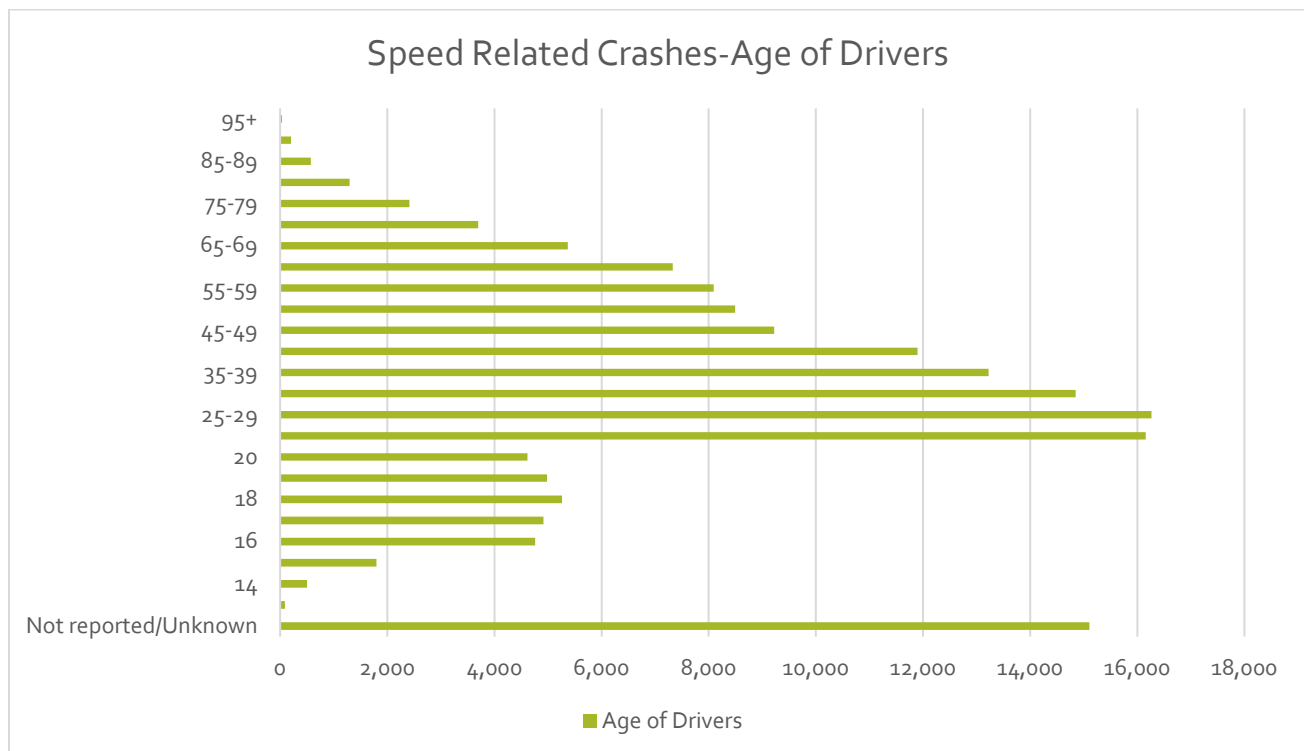
HEAT MAP OF SPEED RELATED CRASHES 2021-2025



Source: [Iowa Crash Analysis Tool](#)



Source: [Iowa Crash Analysis Tool](#)



Source: [Iowa Crash Analysis Tool](#)

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

Performance targets impacted include UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-6 Number of Speeding-Related Fatalities, and SC-5 Number of Fatalities and Serious Injuries on Rural Roads.

Tactics include high visibility enforcement, saturation projects, and multi-jurisdictional projects statewide as well as supporting the purchase of speed equipment, such as dynamic speed signs, radars, lidars, etc.

COUNTERMEASURES

Countermeasures That Work, 11th Edition, Speeding and Speed Management

Dynamic Speed Display/Feedback Signs, 5 Stars

High-Visibility Enforcement, 4 Stars

Uniform Guidelines for State Highway Safety Programs, No. 19, Speed Management

Enforcement is critical to achieve compliance with speed limits. More than half of all traffic stops result from speeding violations, and public support for speed enforcement activities depends on the confidence of the public that speed enforcement is fair, rational, and motivated by safety concerns.

FUNDING CONSIDERATIONS

Project requests are evaluated based on federal and state guidelines and then programmatic needs based on problem identification, and assessments, and/or related strategic plans. Funding considerations include all aspects of the application, with a focus on problem identification, performance measures, project activities, location of the project, prior grant experience, and use of funds, as well as traffic enforcement history if a law enforcement agency.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

Funding is allowed under 23 U.S.C. 402. Law enforcement agencies throughout the state conduct high visibility enforcement while also conducting enforcement for distracted driving, occupant protection, the move over law, and other traffic violations. Agencies are asked to complete a multi-jurisdictional event at least once per project year and often speed may be the target of the event.

Year	Section 402
2027	Funding included in Traffic Enforcement Services Program Area
2028	Funding included in Traffic Enforcement Services Program Area
2029	Funding included in Traffic Enforcement Services Program Area

TRAFFIC ENFORCEMENT SERVICES

PROBLEM IDENTIFICATION

Law enforcement is a critical pillar of traffic safety and deters risky driver behaviors. This enforcement may include high visibility enforcement, both short term enforcement and nighttime enforcement as well as saturation and multi-jurisdictional patrols. Based on Countermeasures that Work, all types of enforcement have proven to be effective. Sub-recipients are asked to use data to identify high-crash or high-violation locations, corridors, or areas for enforcement. Agencies also participate in national mobilizations. Problem identification is included in each individual program area throughout this highway safety plan.

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

Projects in this programming area will impact UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-3 Fatalities per 100 Million VMT, UC-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions, UC-5 Number of Fatalities Involving a Driver or Motorcycle Operator with a BAC over .08, UC-6 Number of Speeding-Related Fatalities, SC-1 Number of Bicyclists and Other Cyclist Fatalities, SC-2 Number of Motorcyclist Fatalities, SC-3 Number of Drivers Aged 20 or Younger Involved in Fatal Crashes, SC-5 Number of Fatalities and Serious Injuries on Rural Roads, SC-6 Number of Roadside Fatalities, SD-1 Number of Fatalities Involving ATV/UTV, Number of Fatalities Involving a Drug Impaired Driver, SD-3 Number of Fatalities Involving Children Under Age 14, and SD-4 Number of Fatalities Involving Distracted Drivers.

Enforcement is a vital part of highway safety office programming, provides general deterrence, and makes drivers acutely aware of the consequences of risky choices including speeding, distracted driving, impaired driving, or not wearing a seat belt.

COUNTERMEASURES

[Countermeasures That Work, 11th Edition, Seat Belts and Child Restraints](#)

Short-Term High Visibility Child Passenger Safety Law Enforcement, 5 Stars

[Countermeasures That Work, 11th Edition, Distracted Driving](#)

High-Visibility Cell Phone Enforcement, 4 Stars

[Countermeasures That Work, 11th Edition, Alcohol Impaired Driving](#)

High Visibility Saturation Patrols, 4 Stars

Alcohol Measurement Devices, 4 Stars

Integrated Enforcement, 3 Stars

Zero Tolerance Law Enforcement, 3 Stars

Countermeasures That Work, 11th Edition, Drug Impaired Driving

Enforcement of Drug Impaired Driving, 3 Stars

Countermeasures That Work, 11th Edition, Seat Belts and Child Restraints

Short-Term, High Visibility Seat Belt Law Enforcement, 5 Stars

Nighttime, High Visibility Seat Belt Law Enforcement, 4 Stars

Sustained Seat Belt Enforcement, 3 Stars

Countermeasures That Work, 11th Edition, Speeding and Speed Management

Dynamic Speed Display/Feedback Signs, 5 Stars

High-Visibility Enforcement, 4 Stars

Uniform Guidelines for State Highway Safety Program, Highway Safety Program Guideline No. 15, Traffic Enforcement Services

Providing traffic enforcement services and the enforcement of traffic laws and ordinances is a responsibility shared by all law enforcement agencies. Among the primary objectives of this function is encouraging motorists and pedestrians to comply voluntarily with the laws and ordinances. States should develop and implement communication strategies directed at supporting policy and program elements.

Uniform Guidelines for State Highway Safety Programs, No. 19, Speed Management

Enforcement is critical to achieve compliance with speed limits. More than half of all traffic stops result from speeding violations, and public support for speed enforcement activities depends on the confidence of the public that speed enforcement is fair, rational, and motivated by safety concerns.

FUNDING CONSIDERATIONS

Project requests are evaluated based on federal and state guidelines. GTSB then considers programmatic needs based on problem identification, and assessments, and/or related strategic plans. Funding considerations include all aspects of the application, with a focus on problem identification, performance measures, project activities, location of the project, prior grant experience, and use of funds, as well as traffic enforcement history if a law enforcement agency.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

HIGH VISIBILITY ENFORCEMENT

Funding allowed under 23 U.S.C. 402. This program encompasses enforcement of all types of traffic violations and equipment to support that work.

Year	Section 402
2027	\$3,523,775
2028	\$3,523,775
2029	\$3,523,775

PROGRAM MANAGEMENT

Funding allowed under 23 U.S.C. 402. This will be used to support the salaries, supplies, and travel of highway safety office staff for traffic safety related activities and work.

Year	Section 402
2027	\$700,000
2028	\$700,000
2029	\$700,000

TRAFFIC SAFETY OUTREACH AND EDUCATION

PROBLEM IDENTIFICATION

Traffic safety outreach and education are the backbone of effective law enforcement. It promotes collaboration and partnerships, and a traffic safety culture. It supports proactive community focused prevention and strengthens community trust, while educating the public on the dangers of risky driving.

Law enforcement training is a critical investment in public safety. It equips officers with the skills and knowledge necessary to enforce laws, promote human interaction, manage resiliency, and build community trust through professional development.

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

Performance targets impacted by traffic safety outreach and education will include UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-3 Fatalities per 100 million VMT, UC-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions, UC-5 Number of Fatalities involving a Driver or Motorcycle Operation with a BAC over .08, UC-6 Number of Speeding Related Fatalities, UC-7 Number of Pedestrian Fatalities, SC-2 Number of Motorcyclist Fatalities, SC-3 Number of Drivers Aged 20 or Younger Involved in Fatal Crashes, SC-5 Number of Roadside Fatalities, SD-1 Number of ATV/UTV Fatalities, SD-2 Number of Fatalities of Involving a Drug Impaired Driver, SD-4 Number of Fatalities Involving a Distracted Driver, Improvement of Core Data Systems, and Observed Seat Belt Use.

COUNTERMEASURES

Uniform Guidelines for State Highway Safety Programs, No. 15, Traffic Enforcement Services

Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources.

FUNDING CONSIDERATIONS

Project requests are evaluated based on federal and state guidelines, programmatic needs based on problem identification, and assessments, and/or related strategic plans. Funding considerations include all aspects of the application, with a focus on problem identification, performance measures, project activities, effectiveness, prior grant experience, and use of funds.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

EDUCATION

GOVERNOR'S TRAFFIC SAFETY CONFERENCE

Funding allowed under 23 U.S.C. 402. The annual conference will bring together cities, county, state, and national traffic safety professionals to discuss traffic safety issues, brainstorm solutions to issues, share strategies, highlight successes, and recognize important contributions to traffic safety in Iowa.

Year	Section 402
2027	\$86,400
2028	\$86,400
2029	\$86,400

LAW ENFORCEMENT DASHBOARD

Funding allowed under 23 U.S.C. 402. This dashboard allows law enforcement sub-recipients to monitor progress toward project requirements, including dollars spent, activities completed and goal progress and completion. It allows command staff to view progress with little effort, ensuring grant activities are monitored regularly.

Year	Section 402
2027	\$5,750
2028	\$5,750
2029	\$5,750

CENTRAL IOWA TRAFFIC SAFETY TASK FORCE

Funding allowed under 23 U.S.C. 402. The Central Iowa Traffic Safety Task Force (CITSTF) serves nine central Iowa counties, coordinating member agencies to address high risk driving behaviors, including impaired and drugged driving, distracted driving, speeding, move-over violations, reckless driving, and unlawful street takeovers. CITSTF uses statewide and local crash data to deploy resources when and where they are most needed, concentrating multi-agency projects on high-risk dates, corridors, and times of day, and aligning operations with Governor's Traffic Safety Bureau initiatives. Through combined enforcement efforts, community outreach, and media partnerships, and officer education, the task force has raised public awareness of traffic safety laws and delivered consistent, evidence-based traffic safety messaging to communities across the region.

Year	Section 402
2027	\$36,250
2028	\$26,250
2029	\$26,250

PUBLIC EDUCATION AND MEDIA CAMPAIGN

Funding allowed under 23 U.S.C. 402. The paid media campaign requires the use of a broad array of channels and tactics and is used to complement and reinforce primary advertising. A portion of this will be used to wrap a trailer which will transport a car demonstrating the effects of poor driver behavior which may include distracted driving, speed, and/or impaired driving to educate young adults, parents, and caregivers. Funds in this line will also provide overall support to the media campaign, including assistance with tracking results, refining targeting, and updating creative assets when necessary.

Year	Section 402
2027	\$27,000
2028	\$17,000
2029	\$17,000

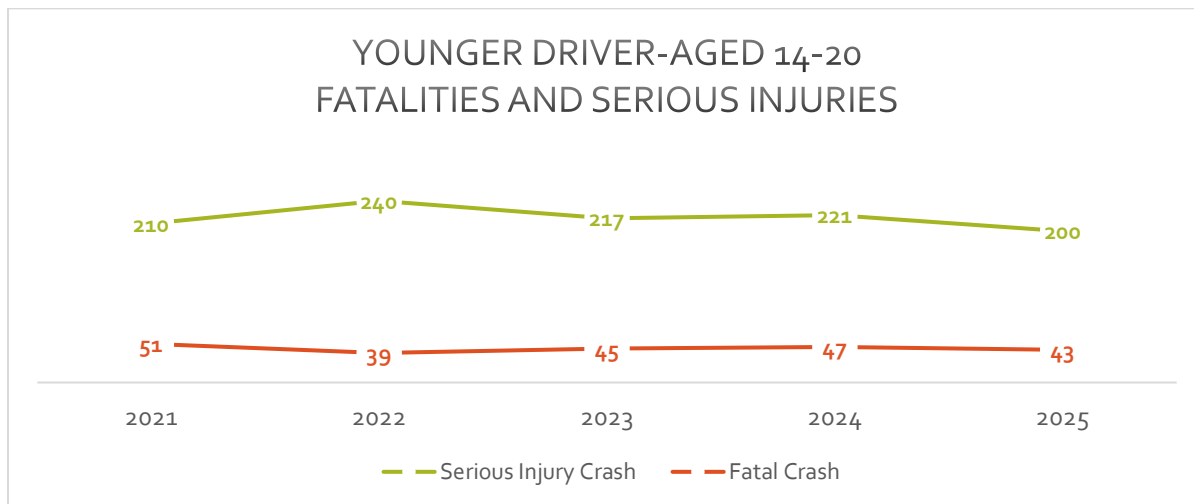
YOUNG DRIVER SAFETY

PROBLEM IDENTIFICATION

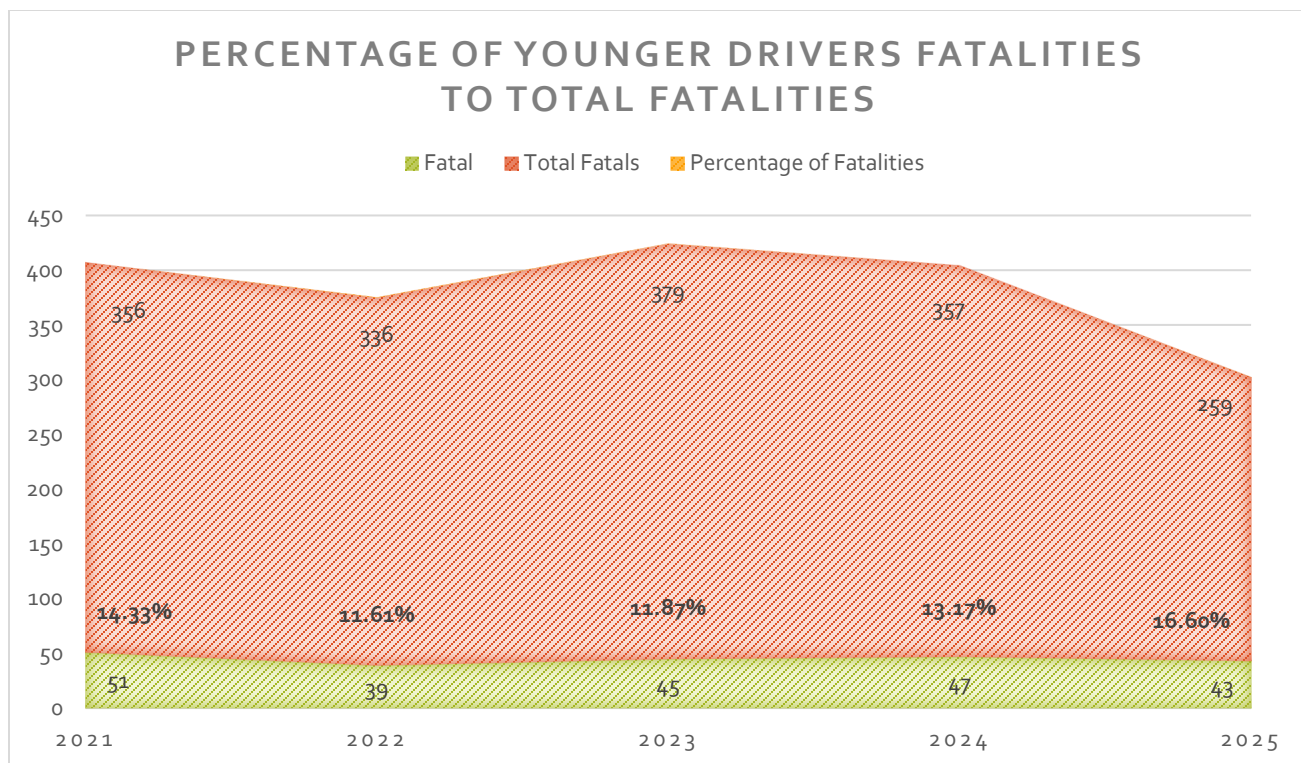
Younger drivers aged 14-20 face multiple risks when behind the wheel. Using data from the National Household Travel Survey, the fatal crash rate per mile driven for 16-19 year-olds is nearly three times the rate for drivers ages 20 and over. In Iowa, teens start driving as early as 14.

Risk factors include inexperience, distracted driving, low seat belt usage, and impairment. A comprehensive campaign of public awareness, education, and enforcement can reduce younger driver crashes.

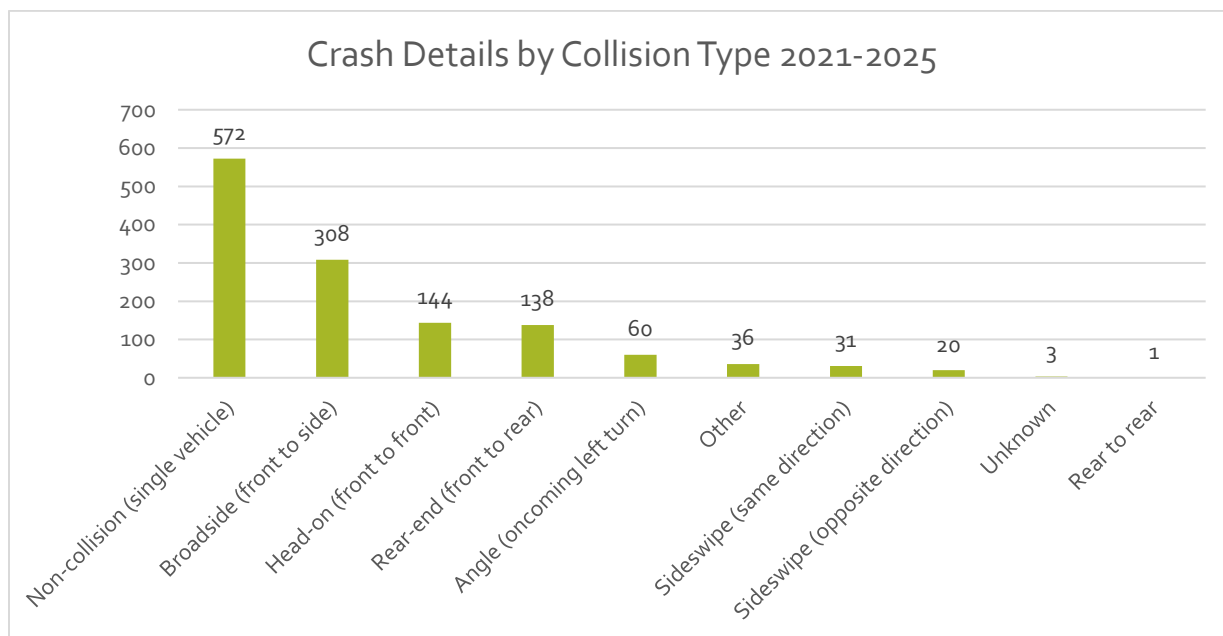
Numbers have been on a very slight downward trend, however, the percentage of younger driver fatalities to total fatalities has been increasing.



Source: [Iowa Crash Analysis Tool](#)



Source: [Iowa Crash Analysis Tool](#)



Source: [Iowa Crash Analysis Tool](#)

IDENTIFICATION OF PERFORMANCE TARGET AND LINK

Performance targets impacted by this programming include UC-1 Number of Fatalities, UC-2 Number of Serious Injuries, UC-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions, SC-3, Number of Drivers Aged 20 or Young Involved in Fatal Crashes, SD-4 Number of Distracted Drivers.

To reduce young driver fatalities and serious injuries, GTSB will influence behavior through targeted training, education, and enforcement.

COUNTERMEASURE

[Uniform Guidelines for State Highway Safety Programs, No. 4, Driver Education](#)

Each state, in cooperation with its political subdivisions and tribal governments, should develop and implement a comprehensive, culturally competent highway safety program, reflective of state demographics, to achieve a significant reduction in traffic crashes, fatalities and injuries on public roads. All programs should be data driven, and the highway safety program should include a driver education and training program designed to educate new drivers and provide remedial training for existing drivers. This guideline describes the components that the state driver education program should include and the minimum criteria that the program components should meet. Resources permitting, schools should also include traffic safety education for children and youth designed to engender knowledge of safe driving practices. States should develop and implement communication strategies directed at supporting policy and program elements. The SHSO, in collaboration and cooperation with driver education and training

and highway safety partners, should consider a statewide communications plan and campaign that identifies audiences at particular risk and develops appropriate messages.

FUNDING CONSIDERATIONS

Project requests are evaluated based on federal and state guidelines and then programmatic needs based on problem identification, and assessments, and/or related strategic plans. Funding considerations include all aspects of the application, with a focus on problem identification, performance measures, project activities, location of the project, prior grant experience, and use of funds.

FUND SOURCE AND ESTIMATED ALLOCATION OF FUNDS

EDUCATION

DRIVER TRAINING

Funded from 23 U.S.C. 402, this program offers Alive at 25 defensive driving training to Dubuque County youth and young adults who have committed first or second traffic violations and face state driving sanctions. The National Safety Council's Alive at 25 Defensive Driving curriculum focuses on behavior change, decision-making, and personal responsibility. Participants engage in interactive learning that emphasizes personal decision-making and risk awareness, the emotional and financial consequences of traffic incidents, and strategies to avoid repeat offenses. Instruction includes discussion-based learning, real-world scenarios, and reflection activities designed to connect traffic safety choices to real life outcomes.

Year	Section 402
2027	\$5,300
2028	\$5,300
2029	\$5,300

IN-SCHOOL EDUCATION

Funding allowed by 23 U.S.C. 402. In-school education programs will educate and influence the driving behavior of students on various topics including the dangers of speed, distracted driving, and other risky behavior along with occupant protection and other safety tactics. Programming will include interactional peer-to-peer education and experiential awareness programming.

Year	Section 402
2027	\$81,049
2028	\$81,049
2029	\$81,049

HIGH VISIBILITY ENFORCEMENT

Funding is allowed under 23 U.S.C. 402. Law enforcement agencies throughout the state will conduct high visibility enforcement while also conducting enforcement for distracted driving, occupant protection, the move over law, and other traffic violations.

Year	Section 402
2027	Funding included in Traffic Enforcement Services Program Area
2028	Funding included in Traffic Enforcement Services Program Area
2029	Funding included in Traffic Enforcement Services Program Area