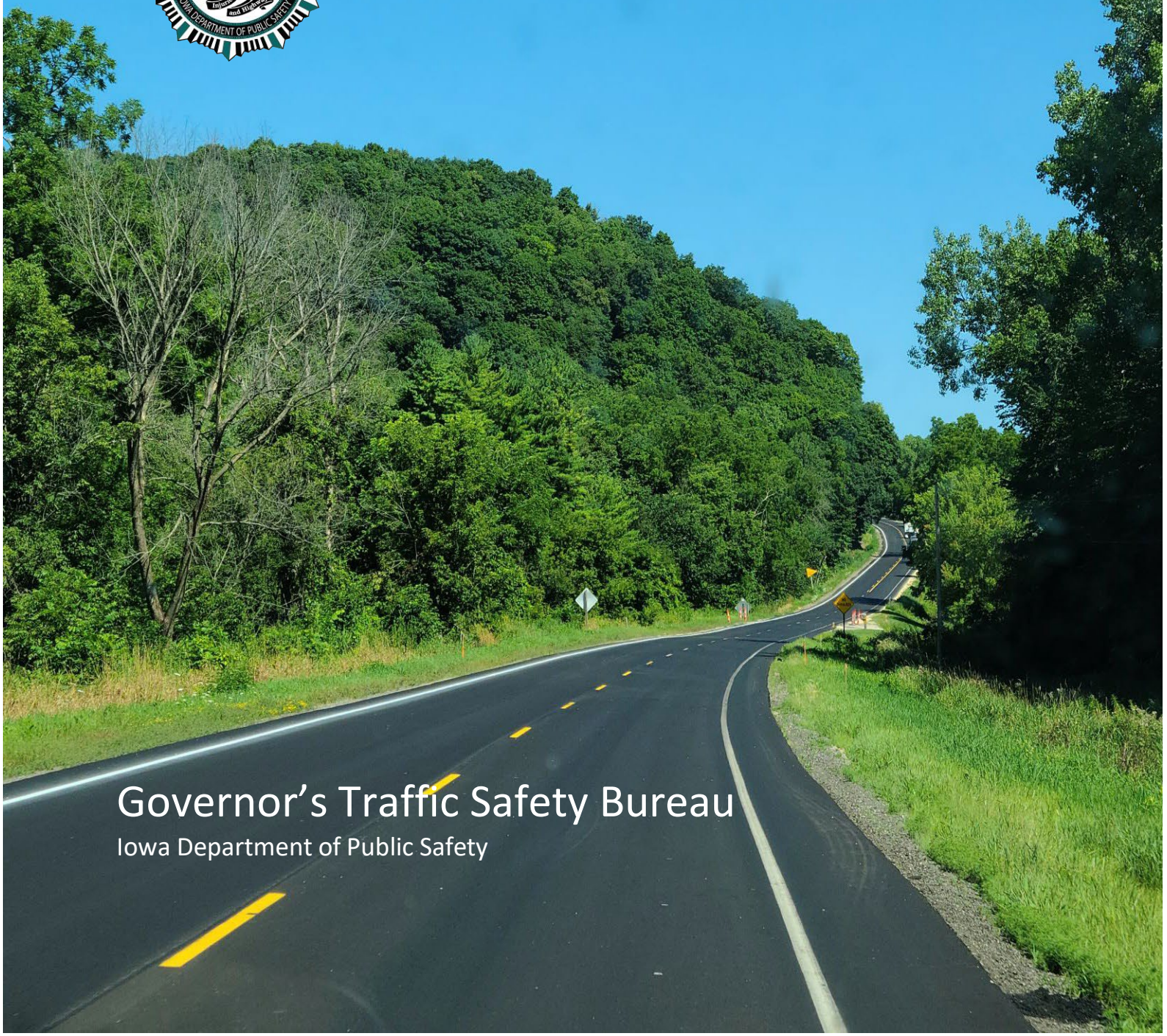
Iowa Triennial Highway Safety Plan (3HSP)

FFY 2024 – FFY 2026



Governor's Traffic Safety Bureau

Iowa Department of Public Safety

MISSION STATEMENT

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

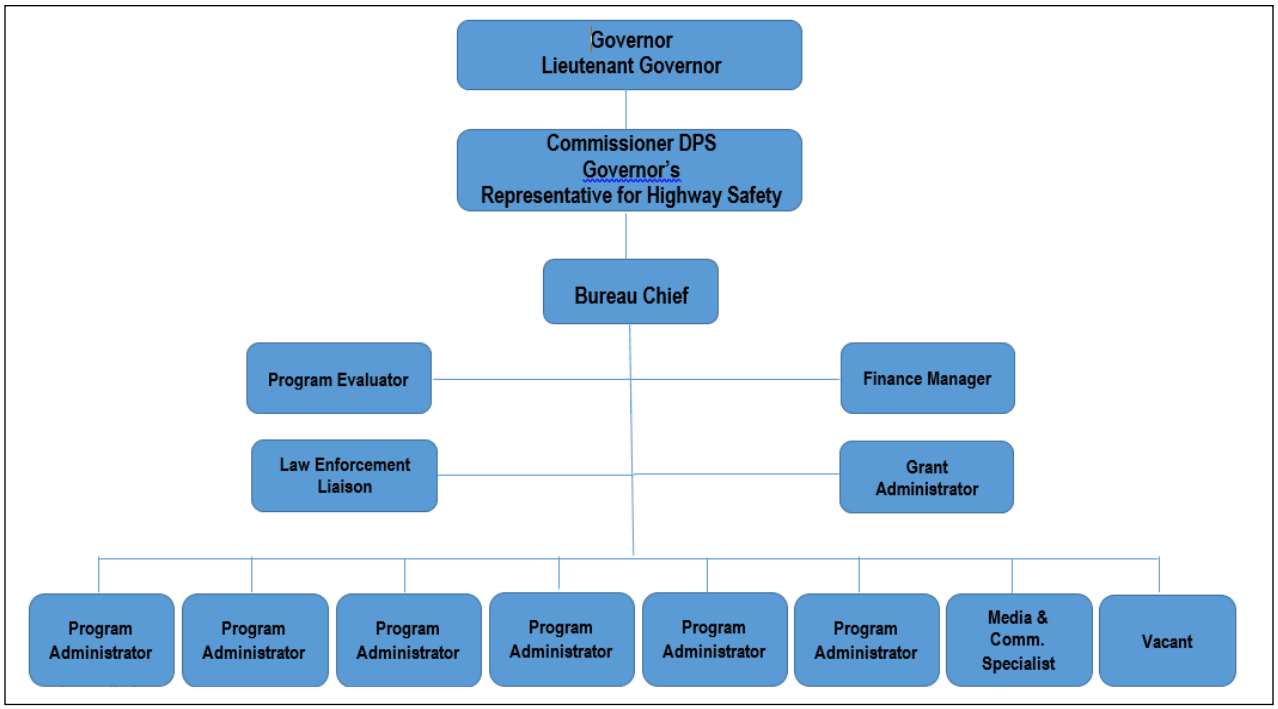
VISION

A place where motorists, pedestrians and cyclists share the safest roads in the nation.

Table of Contents

GTSB Staff

Brett Tjepkes	**Bureau Chief**	**515/725-6120** **tjepkes@dps.state.ia.us**
Dave Gross	State Traffic Records Coordinator	515/725-6126 gross@dps.state.ia.us
Sheri Krohn	Program Evaluator & Planner	515/725-6128 krohn@dps.state.ia.us
Randy Kunert	Law Enforcement Liaison	515/725-6125 kunert@dps.state.ia.us
Mick Mulhern	Program Administrator Motorcycle Safety	515/725-0148 mulhern@dps.state.ia.us
Todd Olmstead	Program Administrator Impaired Driving	515/725-6122 olmstead@dps.state.ia.us
Marigrace Porcelli	Program Administrator Occupant Protection	515/725-6130
Colleen Powell	Public Information Officer Media & Communications Specialist	515/725-6033 cpowell@dps.state.ia.us
Kristin Reed	Budget Analyst	515-725-6203 reed@dps.state.ia.us
Brandi Thompson	Program Administrator Excessive Speed	515/725-6124 thompson@dps.state.ia.us
Vacant	Administrative Assistant	



1

Highway Safety Planning Process and Problem Identification

Title 23 U.S.C. section 402 requires each state to have a highway safety program sponsored by the U.S. Secretary of Transportation and for which the Governor of the state shall be responsible. In Iowa, the Governor has designated the Commissioner of the Department of Public Safety as the Governor's Highway Safety Representative for the state and has established the Department of Public Safety, Governor's Traffic Safety Bureau as the state highway safety agency.

The purpose of the highway safety program is to provide a coordinated federal state and local effort to reduce traffic-related deaths, injuries, and property damage crashes.

1.1 Planning Process

The FFY 2024-2026 Triennial Highway Safety Plan identifies highway safety problem areas and countermeasures to address those issues. Federal funding received through the National Highway Traffic Safety Administration (NHTSA) will be utilized to support programming to address problematic areas.

1.1.1 Methods for Project Selection

To facilitate the Mission of the Governor's Traffic Safety Bureau, the GTSB solicits requests for funding from entities with a desire to address traffic safety problems within Iowa. As a selection mechanism for these projects, the GTSB has established a procedure for contract requests and project approvals. It should be noted that project approval is contingent upon NHTSA's acceptance and approval of the Highway Safety Plan. NHTSA is the ultimate authority for any project under the Federal Highway Safety Program. The following information summarizes the rules and procedures project selection:

1. Each year, the GTSB analyzes data and conducts a problem identification.
2. The mechanism the GTSB uses for primary evaluation of applications involves a review of current and previous contract results and reviewing traffic safety data for the applicant. All the information necessary for the submission of a request for funding is outlined in the Iowa Grants electronic grants system. It is necessary for the data that supports funding requests to be concise and address the traffic safety problem(s).
3. The 402 Highway Safety Program is designed to help states, counties, and communities' initiate programs to address traffic safety problems.
4. Federal highway safety grants are funding on an annual basis.
5. Final project selections are based on considerations by the Bureau Chief, Finance Manager and Program Administrator(s). If a project is selected for funding, a GTSB staff member will be assigned to help develop and implement a project.

1.1.2 State Surveys

Annual Observational Seat Belt Usage Survey

Iowa's official seat belt usage is determined through an annual survey conducted in accordance with NHTSA's "Uniform Criteria for State Observational Surveys of Seat Belt Use". The methodology used for the survey was last approved by NHTSA in the spring of 2022 after a required site re-selection process.

Child Passenger Restraint Usage Survey

An annual child restraint usage survey is conducted annually. The focus of the survey is children under the age of 18.

Public Awareness Survey

A public awareness survey has been conducted annually since 2010 with exception of 2020 due to COVID-19 restrictions. The purpose of the survey is to measure driver attitudes and behaviors regarding traffic safety issues and topics. The objective of the survey has been to focus on the driving patterns and the effectiveness of media campaigns which are centered on national mobilization s and high visibility enforcement efforts.

Pre- and Post-Event Safety Belt Usage Survey

Throughout a program year, law enforcement partners receiving Section 402/Police Traffic Services funds are required to conduct and publicize results of two observational occupant protection surveys during March and August. Agencies participating in sTEP (special Traffic Enforcement Program) are required to conduct pre-and post-seat belt usage surveys as part of the "Click It or Ticket" national mobilization in May.

1.1.3 NHTSA Facilitated Assessments

NHTSA's Assessment Program provides support to State Highway Safety Offices. A team of non-federal subject matter experts conduct a comprehensive review of a highway safety program area using an organized, objective approach, and well-defined procedures that provide an overview of the program's status, note the program's strengths and weakness, and provide recommendations for improvement.[1]

Iowa has participated in the following assessments:

- Traffic Records Assessment – The most recent Traffic Records Assessment was conducted in the fall of 2020.
- Impaired Driving Program Assessment – An Impaired Driving Program Assessment was held in April of 2022. Twelve (12) priority recommendations resulted. The GTSB is working with the Traffic Injury Research Foundation (TIRF) through a NHTSA cooperative agreement, to assist in implementing recommendations from the assessment.

1.1.4 Process Participants

The GTSB works with various traffic safety stakeholders including but not limited to the Iowa Department of Transportation, Iowa Department of Public Health and Human Services, the Iowa State Patrol, the University of Iowa, Iowa State University, Federal Highway Administration, Federal Motor Carrier Safety Administration, and NHTSA on a regular basis. Many of these stakeholders are involved in the development and implementation of the State Strategic Highway Safety Plan and are members of the Fatality Reduction Task Force.

Members of the Statewide Traffic Records Coordinating Committee (STRCC) also serve a role in establishing project priorities through the availability, accuracy, and linkage of Iowa traffic data. The membership of STRCC is diverse and represents several public agencies whose role is to capture, store, analyze, and transmit/disseminate data.

1.1.5 Reference to Countermeasures That Work

Throughout this plan are references to Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Office (CTW), 10th Edition 2020. CTW is a basic reference to assist the state highway safety offices and other stakeholders interested in highway safety to select effective, evidence-based countermeasures for traffic safety problem areas. CTW describes strategies and countermeasures, summaries the strategy and identifies effectiveness, cost, and implementation time in addition to research references. Effectiveness is shown by using a five-star rating system.

[1] NHTSA Safety Program Assessments; https://www.nhtsa.gov/highway -safety-grants-programs/safety-program-assessment.

- Countermeasures that receive a 4-star or 5-star citation have been determined to be effective.
- Countermeasures that receive a 3-star citation are considered promising, and likely to be effective.
- Countermeasures that receive a 1-star or 2-star have not been determined to be effective, either because there has been limited or no high-quality evidence (1-star), or because effectiveness is still undetermined based on the available evidence (2-star).

1.1.6 List of Information and Data Sources

The GTSB uses a variety of data resources that include, but are not limited to extensive crash data, enforcement data, judicial data, and census data.

Some of the key data used for the development of the 3HSP include:

- Iowa Department of Transportation – Iowa Crash Analysis Tool, https://icat.iowadot.gov
- Fatality Analysis and Reporting System (FARS) - (including all fatality related data) https://www.nhtsa.gov/data
- Transportation Disadvantaged Census Tracts, https://usdot.maps.arcgis.com.apps.dashboards
- Data Visualization-Fatality Analysis Reporting System http://cdan.nhtsa.gov/DataVisualization/DataVisualization.htm#
- State Traffic Safety Information (STSI), https://cdan.nhtsa.gov/stsi.htm
- Iowa Justice Data Warehouse, https://humanrights.iowa.gov/cjjp/justice-data-warehouse
- Fatality and Injury Reporting System Tool (FIRST), https://cdan.dot.gov/query
- US Department of Health and Human Services Poverty Guidelines https://aspe.hhs.gov/topics/poverty-economic-mobility/poverty-guidelines/prior-hhs-poverty-guidelines-federal-register-reference/2021-poverty-guidelines
- U.S. Census, https://www.census.gov
- "Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices, 10th Edition, 2020
- NHTSA Traffic Safety Fact Sheets
- National Household Travel Survey, http://nhts.ornl.gov/
- NEMSIS Data (specific to Iowa)

1.1.7 Description of Outcomes from the Coordination of the Highway Safety Plan (HSP), Data Collection, and Information System with the State Strategic Highway Safety Plan (SHSP)

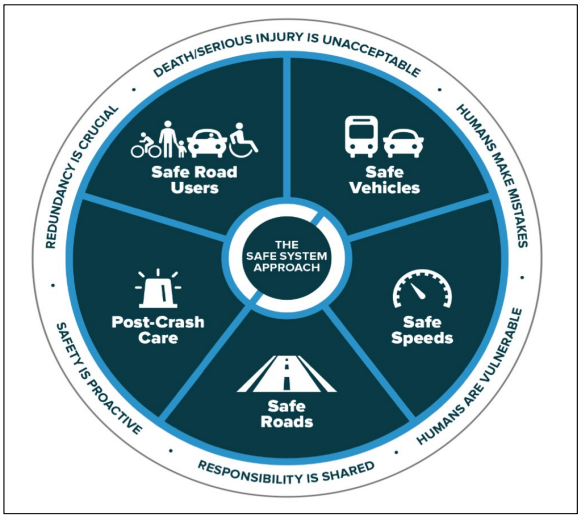
Traffic safety partners are in the process of developing the 2024-2028 Strategic Highway Safety Plan. The GTSB Bureau Chief and Program Evaluator are actively involved in this process and serve on the SHSP Advisory Committee.

1.1.8 National Roadway Safety Strategy and the Safe System Approach

The National Roadway Safety Strategy (NRSS) outlines the U.S. Department of Transportation's comprehensive approach to reverse the rise in traffic fatalities and serious injuries on the nation's highways, roads, and streets. The call-to-action outlines in the NRSS is to have everyone realize they have a responsibility to make roadways safer and that as traffic safety professionals, we cannot do it alone.

Through the NRSS, the U.S. Department of Transportation committed to a national vision of zero roadway fatalities and identified priority actions it will take through the Safety System Approach.

Traffic safety must be comprehensive. The Safe System Approach aims to eliminate fatal and serious injuries for all users by creating a transportation system that accommodates human mistakes and keeps impact on the human body at tolerable levels (FHWA, 2021). The six principles of a Safe System include:



- Death/Serous Injury is Unacceptable
- Humans Make Mistakes
- Humans are Vulnerable
- Responsibility is Shared
- Safety is Proactive
- Redundancy is Crucial

A Safe System promotes a holistic approach to safety across the entire transportation system. Safe System elements include:

- Safe Road Users
- Safe Vehicles
- Safe Speeds
- Safe Roads
- Post-Crash Care

A Safe System approach builds upon the four Es: Enforcement, Education, Engineering and Emergency Response/EMS. A Safe System approach adds the additional Es of Equity and Evaluation.

Iowa's traffic safety initiatives institutionalize Safe System principles and elements.

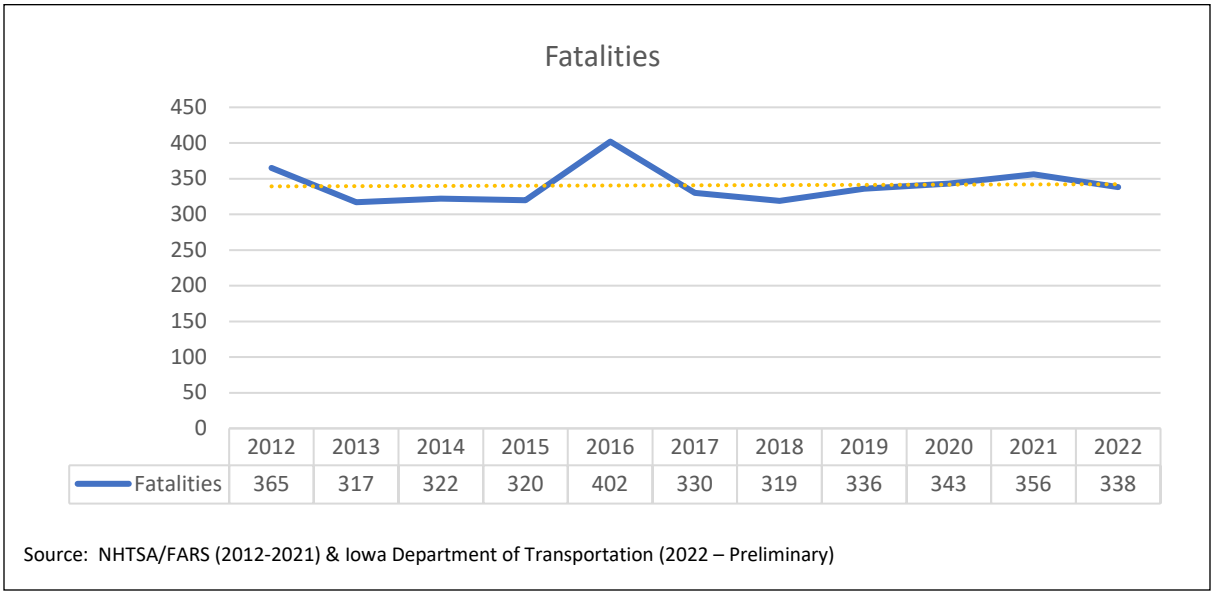
1.2 Problem Identification

Problem Identification is a method through detailed data analysis that helps to identify how big a problem is, is the trend getting better or worse, and who/what/when/where and why.

The state continues to evolve through introducing new data sources into the problem identification process.

1.2.1 Iowa Fatality and Serious Injury Trends

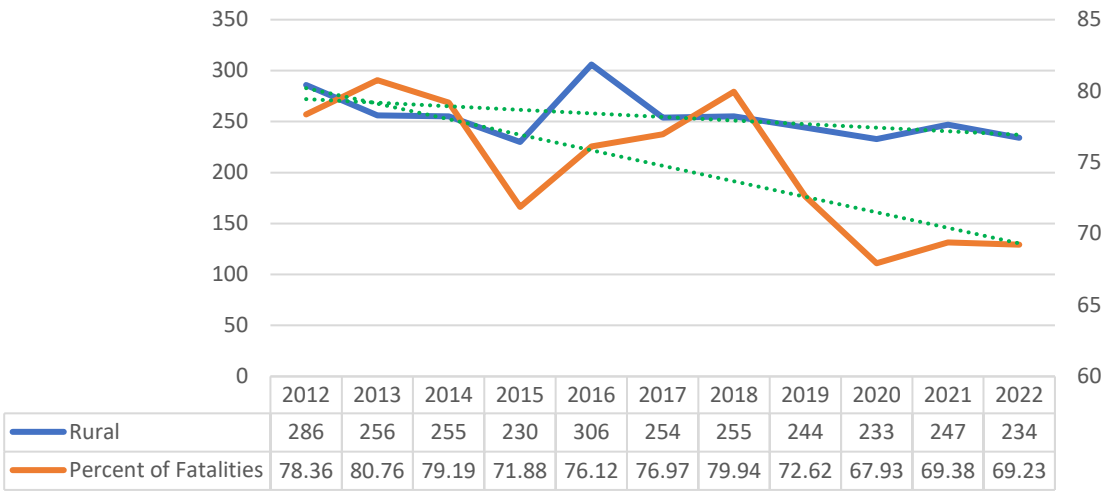
Reviewing 10-years of FARS data and 2022 Iowa DOT preliminary data, Iowa is averaging approximately 341 fatalities a year.



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Fatalities	365	317	322	320	402	330	319	336	343	356	338

Source: NHTSA/FARS (2012-2021) & Iowa Department of Transportation (2022 – Preliminary)

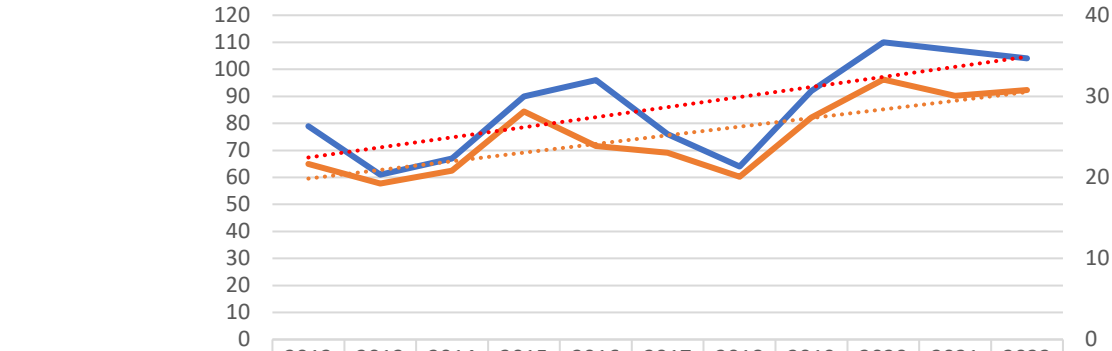
Reviewing the same years of data, the state is starting to see a downward trend in the number of rural fatalities and rural fatalities as a percent of overall fatalities. Over the 11-year period, Iowa averaged 255 rural fatalities a year with the percent of rural fatalities averaging 74.75%.



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Rural	286	256	255	230	306	254	255	244	233	247	234
Percent of Fatalities	78.36	80.76	79.19	71.88	76.12	76.97	79.94	72.62	67.93	69.38	69.23

Source: NHTSA/FARS (2012-2021) & Iowa Department of Transportation (2022 - Preliminary)

Whereas rural fatalities are starting to trend downward, Iowa is seeing a steady upward trending in urban fatalities.



	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Urban	79	61	67	90	96	76	64	92	110	107	104
Percent of Fatalities	21.64	19.24	20.81	28.13	23.88	23.03	20.06	27.38	32.07	30.06	30.77

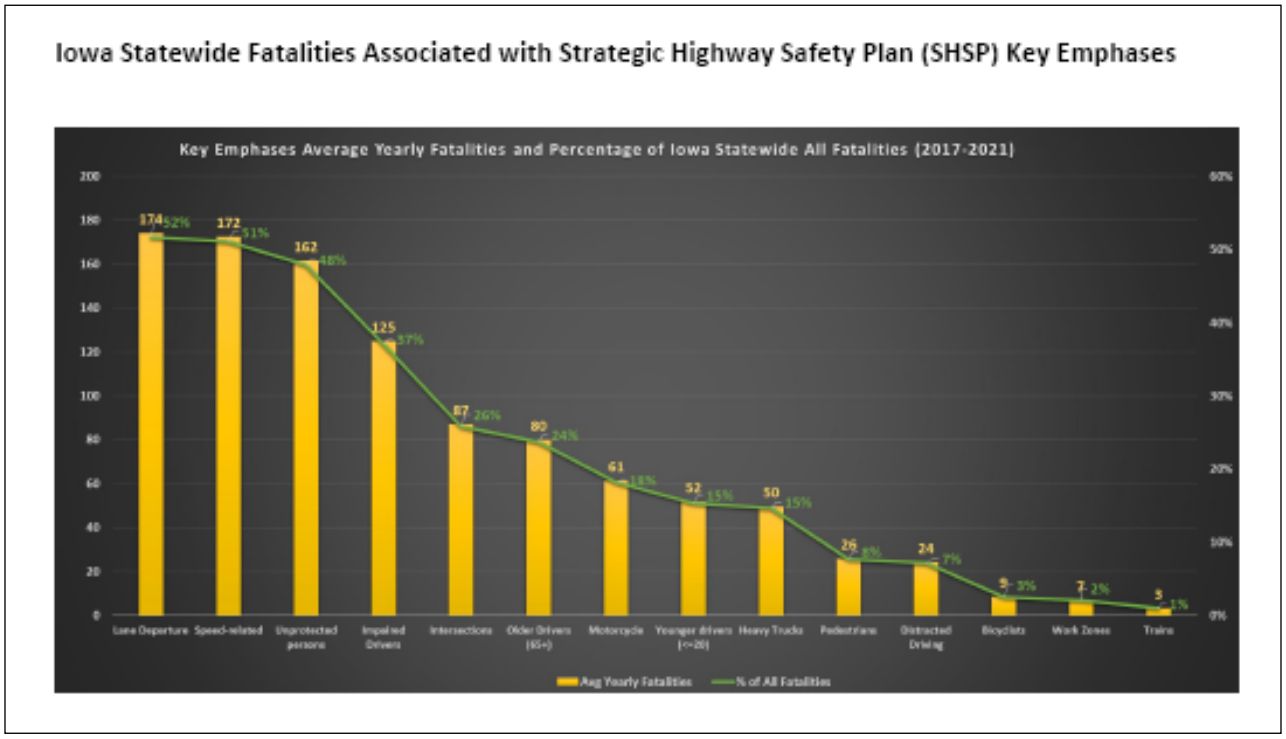
Source: NHTSA/FARS (2012-2021) & Iowa Department of Transportation (2022 – Preliminary)

Iowa ranked 8th (tied with Kansas) highest in the nation for the percentage of rural fatalities in 2019. Seventy-three percent (73%) of Iowa's fatalities were rural. Iowa ranked significantly higher in the percentage of rural

crashes than the national average (45%). However, when reviewing the fatality rate per 100M VMT, Iowa is less than the national average.[2]

	Land Use						Total Fatalities	VMT (Millions)		Fatality Rate Per 100M VMT	
	Rural		Urban		Unknown						
	Number	Percent	Number	Percent	Number	Percent	Number	Rural	Urban	Rural	Urban
Iowa	244	73%	92	27%	0	0%	336	19,956	13,581	1.22	0.68
US	16,411	45%	19,498	54%	161	0%	36,096	983,853	2,277,919	1.66	0.86

Traffic safety partners are in the process of developing the 2024-2028 Strategic Highway Safety Plan. The following chart identifies fatalities associated with the SHSP key emphasis areas being considered in the development.



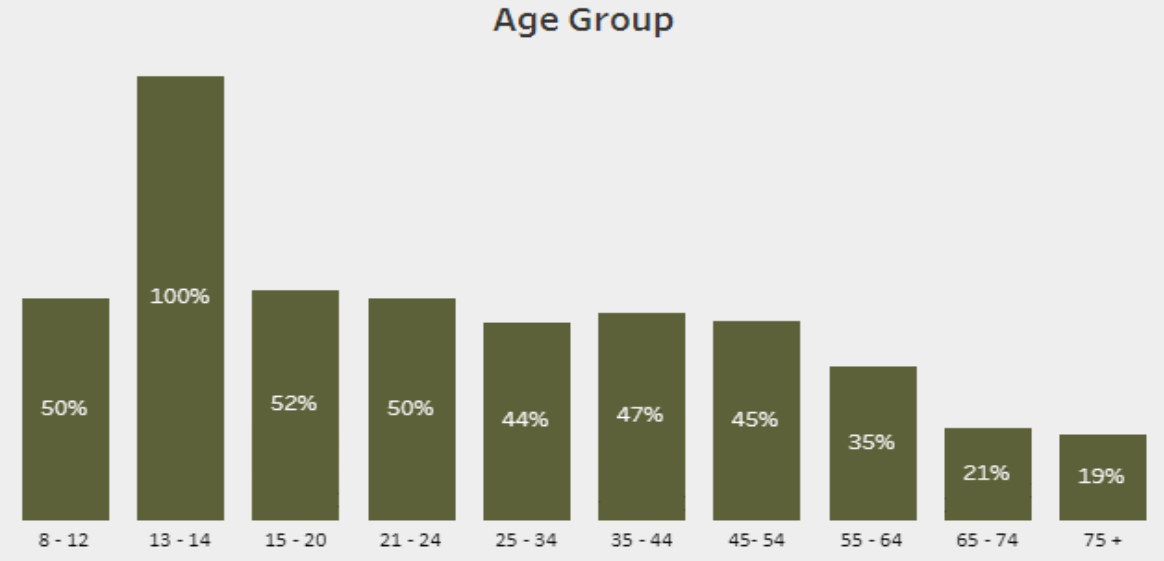
1.2.2 Occupant Protection / Unrestrained Passenger Vehicle Occupant Fatalities

Over the past 10 years (2012-2021), of the 2,346 passenger vehicle occupants killed in Iowa, 41% (959) were unrestrained.

For the years 2012-2021, 49% of passenger vehicle occupants killed during nighttime were unrestrained. This is slightly below the national average of 51%. The number of unrestrained passenger vehicle occupant killed (nighttime): 502. The total number of passenger vehicle occupants killed (nighttime): 1,017. Nighttime is defined as 6:00 p.m. – 5:59 a.m.

[2] NHTSA Traffic Safety Facts, Rural/Urban Comparison of Motor Vehicle Traffic Fatalities, 2019 Data, November 2021, DOT HS 813 206.

Unrestrained passenger vehicle occupants killed by age in 2021 is depicted in the chart below.



Of the age groups shown above, 47% of unrestrained fatalities were passengers withing the vehicle; 43% were male.

For the past three years, the number of seat belt citations written during GTSB funded overtime has increased 7.22%.

1.2.3 Impaired Driving

Alcohol-impaired fatalities represented 33% of all traffic fatalities in the state of Iowa in 2021. (FARS)

The following chart identifies the number of alcohol-related, alcohol-impaired, and drug-related crashes and fatalities in addition to the percentage of percentage of overall crashes and fatalities for 2017-2021. This data is the Iowa Department of Transportation data prior to NHTSA's imputation/analysis.

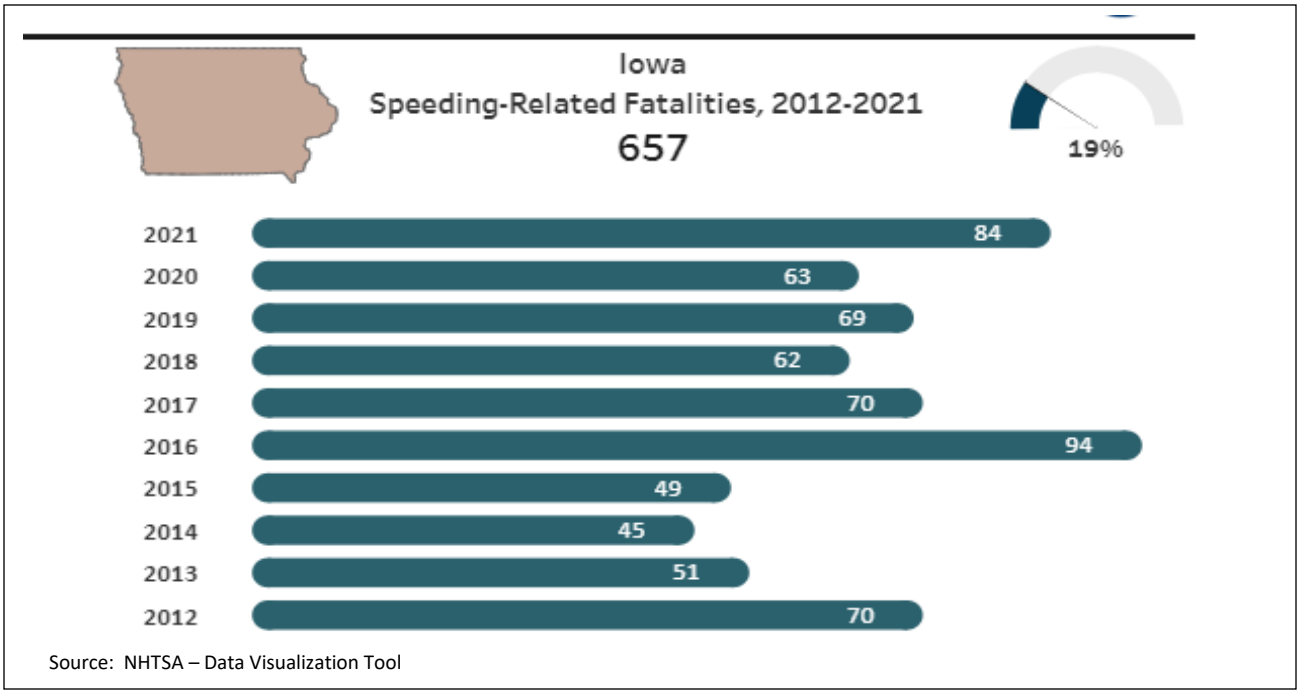
		Alcohol-Related				Alcohol-Impaired				Drug-Related			
Year	Total # of Fatalities	Crashes	%	Fatalities	%	Crashes	%	Fatalities	%	Crashes	%	Fatalities	%
2017	330	80	26.58	92	27.88	69	22.92	79	23.94	70	23.26	77	23.33
2018	319	70	24.05	82	25.71	62	21.31	73	22.88	68	23.37	80	25.08
2019	336	77	24.52	86	25.60	62	19.75	67	19.94	54	17.20	57	16.96
2020	343	73	23.55	86	25.07	56	18.06	68	19.83	76	24.52	87	25.36
2021	356	68	20.67	74	20.79	53	16.11	56	15.73	67	20.36	75	21.07

Source: Iowa Department of Transportation

For the past three years, the number of OWI arrests during GTSB funded overtime has decreased 39%.

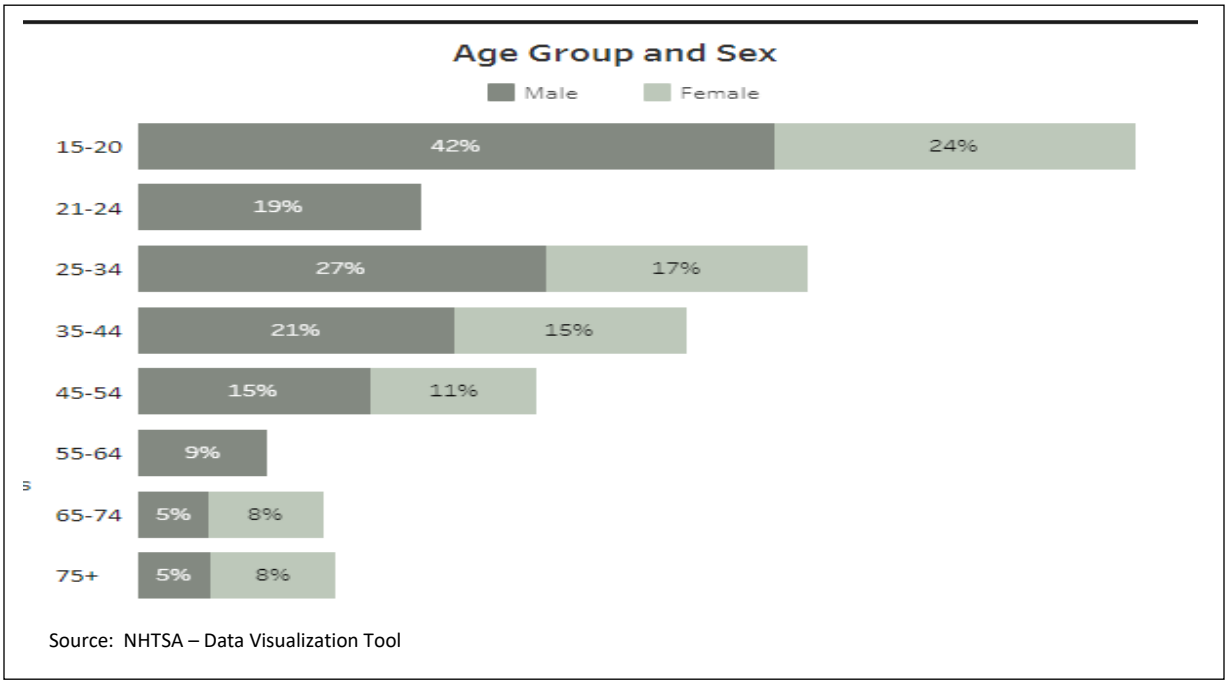
1.2.4 Speed

Speeding is one of the most common factors associated with motor vehicle crashes in the United States. Speeding endangers not only the life of the speeder, but all the people on the road around them. Speeding-related fatalities accounted for 23.6% of all traffic fatalities in the state in 2021.



Source: NHTSA – Data Visualization Tool

Speeding Drivers Involved in Fatal Crashes (2021)



Source: NHTSA – Data Visualization Tool

Males who are speeding are involved in more fatal crashes than females.

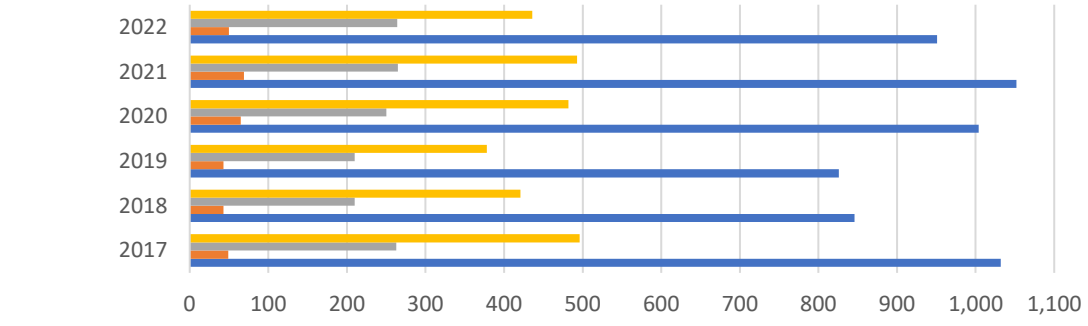
53% of passenger vehicle drivers involved in fatal crashes while speeding were also unrestrained (2020 – NHTSA/FARS).

For the past three years, the number of speed citations written during GTSB funded overtime has decreased 6.36%.

1.2.5 Motorcycle

In 2022 there were 951 motorcyclist-involved crashes. Those crashes resulted in 49 fatalities: 14.5% of all traffic fatalities in the state for the year (preliminary Iowa DOT data).

Motorcycle -involved trends for 2017-2022 are provided below.



	2017	2018	2019	2020	2021	2022
Minor Injuries	496	421	378	482	493	436
Serious Injuries	263	210	210	250	265	264
Fatalities	49	43	43	65	69	50
Total Crashes	1,032	846	826	1,004	1,052	951

Source: Iowa Department of Transportation, Iowa Crash Analysis Tool (ICAT), https://icat.iowadot.gov

Iowa Motorcyclist Fatalities by Age

Year	Age						Total
	<20	20-29	30-39	40-49	50-59	>59	
2016	2	15	9	7	20	7	60
2017	2	14	6	6	13	8	49
2018	2	8	5	8	14	6	43
2019	2	9	5	4	18	6	44
2020	2	11	10	10	16	15	64

Source: NHTSA/STSI

Over the 5-yer period of 2016-2020, motorcyclists 50 years of age and older represented 47.31% of all motorcyclist fatalities.

Iowa Motorcyclist Fatalities (2021) Helmet Usage

Helmet Use						Total		Percent Based on Known Helmet Use	
Helmeted		Unhelmeted		Unknown					
Number	Percent	Number	Percent	Number	Percent	Number	Percent	Helmeted	Unhelmeted
17	25%	51	75%	0	0%	68	100%	25%	75%

Source: NHTSA Traffic Safety Facts, 2021 Data, Motorcycles, June 2023, DOT HS 813 466

Iowa is one of three states that does not have any helmet law, regardless of age.

Iowa Motorcycle Rider Fatalities (2021) BACs

Total Fatalities	Motorcycle Rider Fatalities, by Their BACs					
	BAC=.01+ g/dL		Alcohol-Impaired			
			BAC=.08+ g/DL		BAC=.15+ g/dL	
	Number	Percent	Number	Percent	Number	Percent
64	30	47%	22	35%	12	19%

Source: NHTSA Traffic Safety Facts, 2021 Data, Motorcycles, June 2023, DOT HS 813 466

There is an over-representation of alcohol impairment in motorcycle rider fatalities. The state will continue to review trends and gather data on drug impairment and address within Iowa's Impaired Driving Strategic Plan.

1.2.6 Young Drivers

Except for 2020, the number of licensed drivers 20 years of age and younger has continued to increase annually. In 2021, the number of young drivers (age 14-20) represented 9.64% of the licensed drivers in the state. During the same year, the number of drivers aged 20 and younger involved in fatal crashes was 53; 10.84% of all drivers involved in fatal crashes.

Teen Licensed Drivers as a Percent of all Licensed Drivers in the State of Iowa

Age Group	2017		2018		2019		2020		2021	
	Licensed Drivers	% of All Licensed Drivers	Licensed Drivers	% of All Licensed Drivers	Licensed Drivers	% of All Licensed Drivers	Licensed Drivers	% of All Licensed Drivers	Licensed Drivers	% of All Licensed Drivers
14-15	48,951	2.14%	48,490	2.10%	49,645	2.14%	46,647	2.01%	59,032	2.52%
16-17	66,436	2.91%	65,842	2.85%	65,997	2.84%	65,512	2.83%	67,671	2.88%
18-20	105,608	4.62%	107,510	4.65%	107,956	4.65%	104,808	4.53%	106,970	4.56%
	220,995	**9.67%**	**221,842**	**9.60%**	**223,598**	**9.62%**	**216,967**	**9.37%**	**233,673**	**9.96%**
All Licensed Drivers	2,284,337		2,313,375		2,324,076		2,315,563		2,346,759	

2

Public Participation and Engagement

The Governor's Traffic Safety Bureau mission is to identify traffic safety issues, create partnerships, and implement strategies to save lives on Iowa's roads. The GTSB's Public Participation and Engagement primary goal is to utilize all available data sources to identify populations over-represented in traffic crashes resulting in injuries and fatalities. This data will identify people in affected and potentially affected communities who are traditionally under-served by traffic safety programming. Once identified, the State will engage the affected community in open dialogue to gather feedback on observed issues. Partnerships will be created based upon input to develop on-going projects and programs. Project effectiveness will be measured continually to assess driving behavioral change.

In accordance with 23 CFR 1300.11, the GTSB will make an intentional effort to:

- Work collaboratively with NHTSA and representatives from the Institute for Transportation at Iowa State University to analyze various data sources to identify communities adversely affected by traffic safety issues.
- Meet with community leaders and partners to brainstorm ways to engage members of the impacted community. A SWOT analysis will be performed to analyze and evaluate ways to strengthen traffic safety efforts using the Safe System Approach. This approach will provide the opportunity to foster new partnerships and identify ways to improve access to traffic safety programs and resources.
- Use input from community leaders to host an engagement opportunity with the impacted community and have meaningful conversation to better understand their experiences.
- Use community feedback and reference "Countermeasures that Work" to create and implement ongoing traffic safety programs in the identified overrepresented/underserved community.

2.1 Identification of the Affected and Potentially Affected Communities

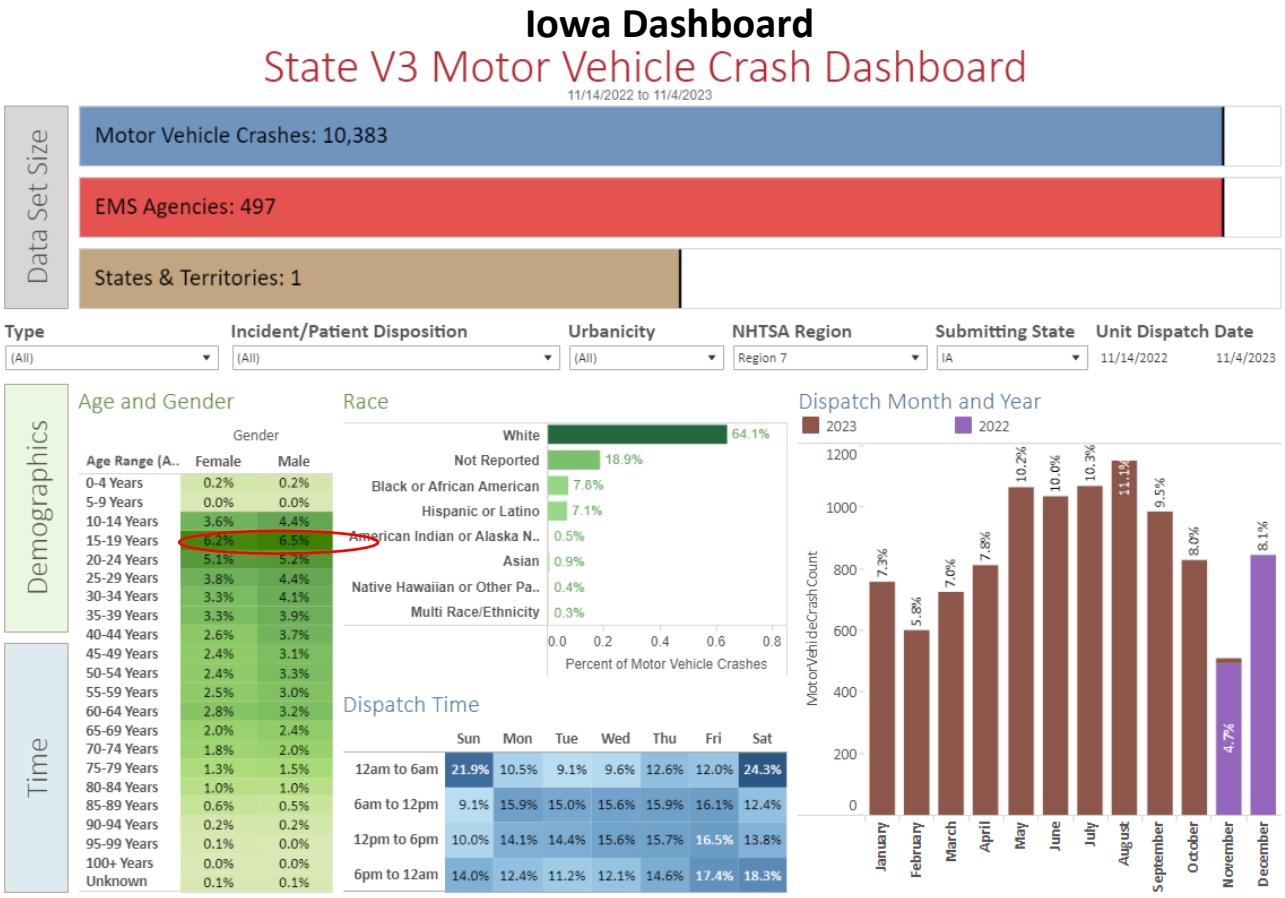
Iowa's initial goals for public engagement efforts began with several meetings and a SWOT analysis in January 2024. These are steps performed to meet the public participation and engagement goal:

1. Conduct data driven analysis using trusted data sources.
2. Perform a SWOT exercise with expanded partners.
3. Hold meaningful dialogue with the affected community.
4. Identify and implement programs with partners.
5. Assess and evaluate the effectiveness of the programs.

Initial meetings included GTSB, a representative from the Institute for Transportation at Iowa State University and NHTSA Region 7 staff to conduct a data dive to establish the focus of the public participation and engagement events.

Datasets analyzed included Fatality Analysis Reporting System (FARS), U.S. Census data, National Emergency Medical Services Information System (NEMSIS) state data, and the Iowa Crash Analysis Tool (ICAT). Census and NEMSIS data had not previously been used by GTSB for program development. Both fatality and serious injury data were considered.

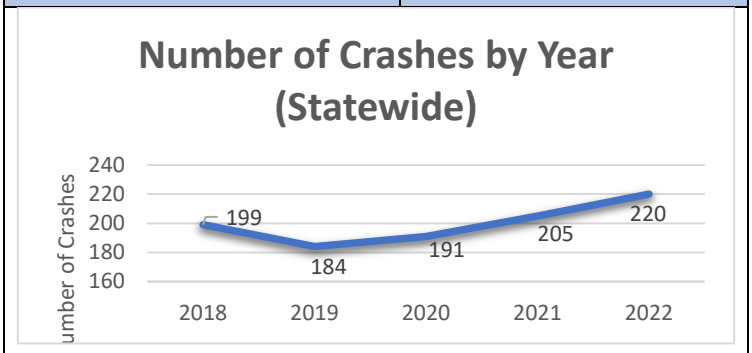
Initially, Iowa NEMSIS data was reviewed. Over the past 12 months, it was observed youth ages 15-19 were almost twice as likely to be involved in crashes requiring emergency medical services than any other age group.



Source: NEMSIS Table 1

After reviewing NEMSIS data, the Iowa Crash Analysis Tool (ICAT) was used to analyze five years of statewide data for the same age demographic of 15–19-year-olds involved in serious or fatal crashes. Data revealed a 20% increase in those crashes since 2019 across the state.

Motorists Aged 15 – 19 Involved Fatal and Serious Injury Crashes	Total Number of Crashes = 999



Source: Iowa Crash Analysis Tool (ICAT)

Table 2

To further identify an impacted community, ICAT was utilized to analyze fatal and serious injury crashes involving 15–19-year-old drivers by county. When comparing that information with Census population data, the map below shows the number of 15–19-year-old drivers involved in fatality and serious injury crashes in relation to the 15–19-year-old population in each county.

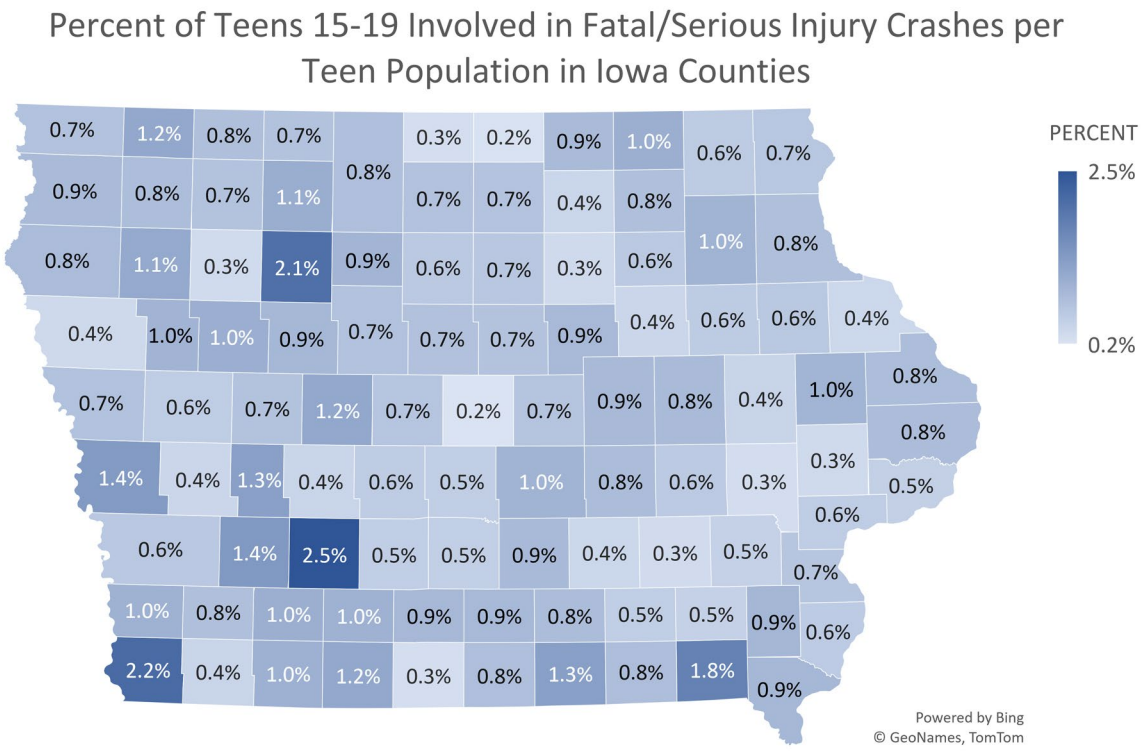


Table 3

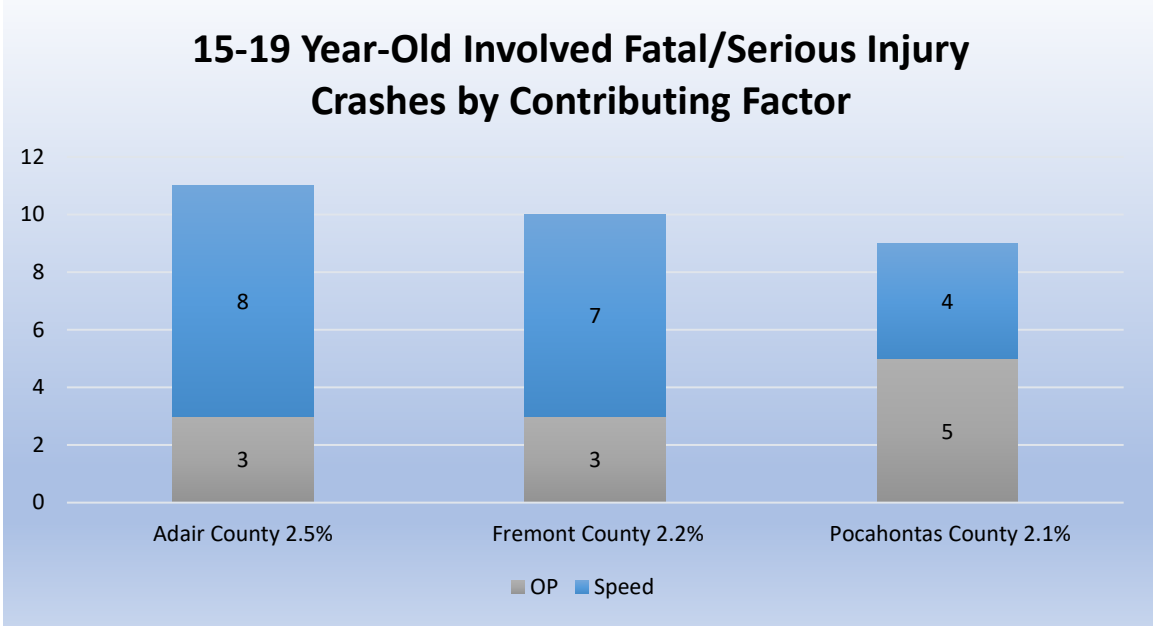
Counties with Highest Percentage of Crashes, Teens 15-19

County	Crashes Involving 15–19-year old 2018 - 2022	15–19-year-old County Census Population	15–19-year-old Representation
Adair	10	393	2.5%
Fremont	9	413	2.2%
Pocahontas	9	430	2.1%
Van Buren	8	443	1.8%
Cass	11	775	1.4%
Harrison	12	869	1.4%
Appanoose	9	691	1.3%
Audubon	4	309	1.3%
Ringgold	4	343	1.2%
Greene	7	602	1.2%

Table 4

Analyzing statewide data, Adair, Fremont, and Pocahontas counties show the highest percentage of overrepresentation for 15-19-year-old population involved in fatal and serious injury crashes. In Adair County, 2.5% of the 15-19 yr. old population were involved in fatal or serious injury crashes, 2.2% of the 15-19 yr. old population in Fremont County and 2.1% of the 15-19 yr. old population in Pocahontas County. Therefore, the 15-19 yr. old age group driving in these communities are more likely to be involved in a serious crash than those in other parts of the state.

The chart below breaks down the number of crashes in these counties by contributing factor highlighting speed and occupant protection as necessary program emphasis areas. It should be noted that more than one contributing factor may be assigned to a crash.



Source: Iowa Crash Analysis Tracking System (ICAT)

Table 5

These groups are in rural locations that are traditionally overrepresented in traffic data, yet a minimal amount of dedicated traffic safety efforts occur at the county level. There is clear opportunity for expanded programming and partnerships through community input and engagement.

After the data identification meetings, the SWOT meeting was scheduled in late January 2024 from 9:30 AM-3:30 PM.

Partners in attendance included:

Adair County-Casey & Guthrie Center Family and Consumer Science (FCS) & Family, Career and Community Leaders of America (FCCLA) Advisor Cathy Lange
Child Passenger Safety Technician/Union Co. Medical Center Jessica Ehrsam
Iowa Central Community College Driver's Education Instructor Sara Davis
Iowa DOT Driver Central Programs Manager Julie Johnson
Iowa DOT Driver Education Manager Vania Boyd
Iowa FCCLA Executive Director Sherry Vogel
Iowa GTSB Bureau Chief Brett Tjepkes

Iowa GTSB Media & Communications Specialist Colleen Powell
Iowa GTSB Program Administrator Genie Sterbenz
Iowa GTSB Program Administrator Marigrace Porcelli
Iowa GTSB Program Evaluator Joanne Tinker
Iowa State Patrol Public Resource Officer Ryan DeVault
Iowa State Patrol Public Resource Officer Paul Gardner
Mothers Against Drunk Driving (MADD) Program Specialist Shannon Booth
NHTSA Region 7 Administrator Susan DeCourcy
NHTSA Region 7 Highway Safety Specialist Dean Scott
NHTSA Region 7 Program Manager Aaron Bartlett
NHTSA Region 7 Team Lead Jeff Halloran
NHTSA Region 7 Team Lead Robert Eichkorn
Nodaway Valley FCS & FCCLA Advisor Karen Schulteis
Seat Belts Are For Everyone (SAFE) Program Manager Jenny Lancaster
SAFE Program Supervisor Sara Gudenkauf
SAFE Iowa Specialist Dorcas Fitzgerald
Safer Driver Solutions & IA Assoc. of Safety Education Andy Nelson
Street Smarts Owner Ed Jennings
SW Iowa Driver's Education Owner Kevin Cooper
University of Iowa Injury Prevention Research Center Lisa Roth

The meeting was held at the Department of Public Safety office in Des Moines on January 30, 2024, from 9:30 AM-3:30 PM. After initial introduction to Iowa data, the Safe System Approach, and current programming, the team conducted the S.W.O.T analysis. Below is feedback from participants.

Strengths

- Active Law Enforcement Partnerships
- Seat Belts Are For Everyone (SAFE) Programming in Iowa
- Driver education is required in the State of Iowa
- FCCLA (FACTS-Families Acting for Community Traffic Safety)
- Completed Driver Education Assessment in October 2023
- Rich Traffic Safety Data and Availability
- Willingness to Partner
- Resources and Programs
- Research
- Variety of Partners
- Education via social media
- Seat Belt Convincer available statewide
- Survivor Stories
- High Visibility Enforcement

Weaknesses

- Some do not recognize the problem.
- Staffing challenges for law enforcement
- State Law and Legislation
- Secrecy with crash causation/families don't want the truth published
- Difficult to access schools

- Responsible Beverage Server Training
- Culture
- Length of time in Driver Education (Class too short)
- Lack of appreciation for life
- Parental Involvement
- Driving with alcohol is a rite of passage/cultural
- Lack of in-person Driver Education
- Learning to Drive is not a priority for everyone.
- Phone is necessary for GPS

Opportunities

- Education
- Driver Education Assessment already complete
- HHS/Behavioral Health
- More parental involvement
- Legislation
- Peer to peer programming
- Intervention programming
- Family, Career, and Community Leaders of America (FCCLA) Conference in March 2024
- FFA/4H/Clover Kids
- Victim Impact Statement
- Judicial Support

Threats

- Legislation
- Personal Freedom
- Cost of Driver Education
- Limited Free and Reduced Programming
- Lack of access to driver education
- Lack of enforcement due to upcoming election (Sheriff Office)

2.2 Engagement Activities and Outcomes

Early in FFY 2024, GTSB began cultivating a relationship with the state FCCLA organization. Through discussion at the S.W.O.T. analysis, the GTSB was invited to a panel meeting with teens at the State Leadership Conference for the Iowa FCCLA on March 18th. This event served as an overall learning opportunity and provided GTSB with insight for future engagement events. GTSB's goal was to meet high school aged teens, share our traffic safety message, and introduce the idea of bringing a traffic safety program to their home school and community. This event is attended by over 500 teens from each FCCLA District in the state, allowing opportunity to meet with emerging youth leaders and a prime occasion to discuss traffic safety with teens. GTSB was part of a panel discussion with MADD, SAFE and the Iowa State Patrol for 2 separate sessions for one hour each (approximately 85 teen drivers). GTSB team members were able to present data regarding teen serious injuries and fatalities, and solicited feedback regarding teen driving behavior, such as seat

belt use, distracted driving, speed, whether they see traffic safety messaging, and how the GTSB could reach teens with messaging.

GTSB determined that it was essential to meet teens where they were, directly in their high schools. This narrowed the youth group solely from the affected county.

Targeted outreach events to date included high school visits in Adair County and in Pocahontas County. The goal of each sharing event was to better understand the impacted communities' experience behind the wheel. GTSB will use this input for future programming and projects. These events allowed both group and one on one conversations regarding various topics of traffic safety. GTSB recorded feedback through notetaking, as well as a survey. The survey allowed for participation by students who were not comfortable sharing in the large group discussion. Teens accessed the survey by QR code, paper copies were also made available.

Both events were held in public high schools and as such, follow current Department of Education guidelines and requirements for accessibility, including facility accessibility, accessible education materials, and the Department's fee policy, which states that "no student may be excluded from participating based on the student's parent's or guardian's financial inability to pay a fee associated with any class, program, or activity". GTSB was not made aware of any special requests or requirements from either school for accessibility needs, but in the event the need for assistance or assistive technology were made, GTSB would meet those requests.

The strategic open-ended questions asked of each group to spark conversation were:

- What do you experience behind the wheel that's unique to rural drivers?
    - What is unique to teen drivers?
    - What are challenges to being a teen driver today?
    - What might improve your experience behind the wheel? Make it safer?
    - Tell us more about drivers' education in your area:
        - Where is it offered?
        - How often is it offered?
        - Is it expensive? What does it cost?
        - Is there good communication about when/where classes are held?
- Are there any concerns specific to driving around here, in your city/county?
- We regularly send out PSAs, if we're trying to get a message in front of teen drivers, how can we reach you? (School programming, social media ads, YouTube ads, billboards, radio commercials, Spotify…)
- When you see Traffic Safety PSAs, do they resonate with you? What would connect?

The youth survey can be found here. Results from each survey and school are provided in the narrative for each school below. Specific survey results and a comparison between schools can be found in Table 6.

Tuesday, April 23, 2024 – Nodaway Valley High School, Adair County

GTSB became acquainted with Karen Schulties, the FCS instructor at Nodaway Valley High School during the S.W.O.T meeting, and she allowed GTSB to visit with her class.

Two GTSB team members met with approximately 30 students. The session started with a few ice breakers; the number of youths who had been in a crash, Iowa's crash fatality rate from 2023, what percentage of fatalities were not wearing a seat belt, and what has changed in since driving in the 1970's.

Age of Student Attendees-Adair County

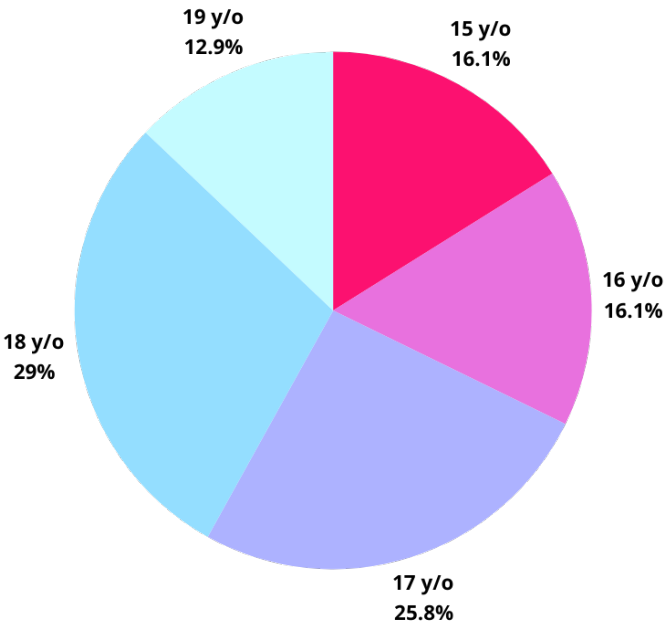


Table 6

Through open ended questions, GTSB heard most students learned their driving skills in driver education classes from a private company. They believed driver education is expensive and can be a barrier, but only a few were unable to get into a local class and had to travel to another town to take the classes. The group expressed when they drove with their instructor, they drove mostly on the highway, not on gravel as many of them must do on a regular basis. Students said passing farm equipment, or encountering animals on the roadway was not addressed in class.

Teens cited driver education did not address the distractions youth face while driving- friends in the car, cell phones, loud music, showing off, their music won't connect, etc. Students felt they had little interaction with instructors-essentially only while driving.

Concerns about driving specifically in Adair County were about one curve on Highway 25 near the town of Orient and that there were no shoulders on Highway 25 north of Interstate 35. One other area was mentioned, an intersection at 210th Street and Jordan Avenue. It is an area where many run a stop sign – the youth mentioned 3 crashes at that intersection.

Only 13 in the group stated they had completed the 30 hours of driving required with their parents.

One glaring revelation teens shared was they are not exposed to traffic safety education in school. 80% of the youth agreed that traffic safety education should be available.

Students also heard from a fellow student who is President of the Families Acting for Community Traffic Safety (FACTS) group from another high school in the state. FACTS members work to educate adults and peers about traffic safety and support enforcement of local rules and regulations.

State Trooper Sergeant Alex Dinkla talked about young adult crashes that had happened in the state. After hearing about those crashes firsthand, at least 50% of the youth said they will think twice about buckling up in the future. The real stories resonate with them.

When queried about exposure to traffic safety messaging, 54% stated they see it monthly; 30% see messaging 2-3 times per year. When then do see the messaging, 70% see it on billboards but only in a larger metropolitan area, 41% on social media, and 25% on radio.

Tuesday, April 30, 2024 – Pocahontas Area High School, Pocahontas County

GTSB partnered with Iowa State Patrol Trooper Paul Gardner, Public Resource Officer, who also attended the S.W.O.T analysis, along with the Pocahontas County Sheriff, and the Pocahontas Police Department to visit with 150 high school students regarding traffic safety.

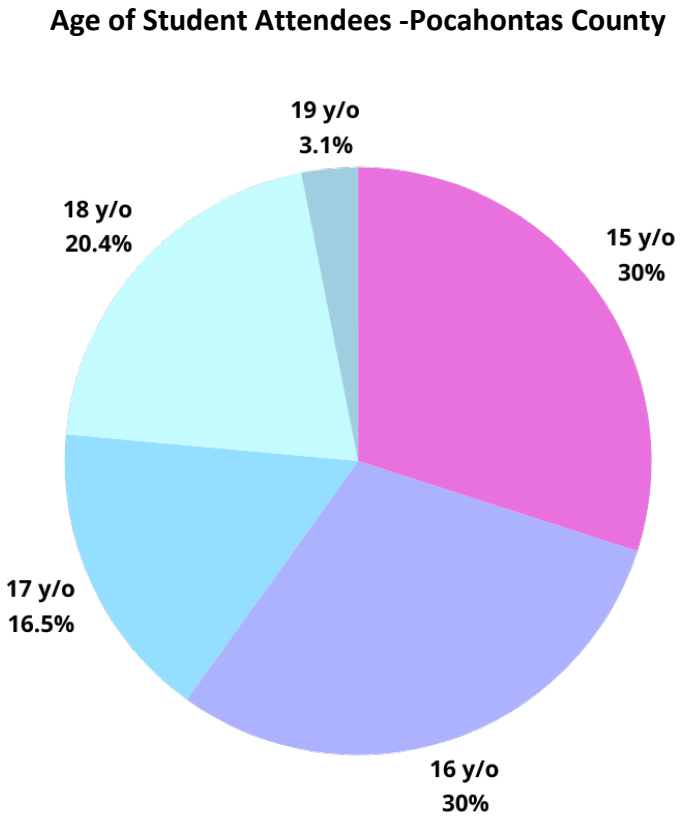


Table 7

Two GTSB members met with teens split into smaller groups in 6 different sessions. The same format as Adair County was followed.

During this engagement opportunity, 62% said they have no exposure to traffic safety education in school, of those, 80% believed this education should be offered.

Only 11% of the group recognized receiving traffic safety messaging each month. 26% said they see it 2-3 times per year. 50% said see it one time annually if at all. Of those who see it, 70% see it via social media, 40% billboards, 40% radio.

Concerns from this group were like the Adair County visit. Driver education is not addressing the distracted driving events that happen behind the wheel; friends, managing car technology or other distractions. Youth were concerned there is only one option for driver education. One participant said the speeding was a common occurrence during driving sessions. Interestingly, the students said that everyone passes driver education.

Results regarding risky driving behavior were similar from county to county. See the chart below.

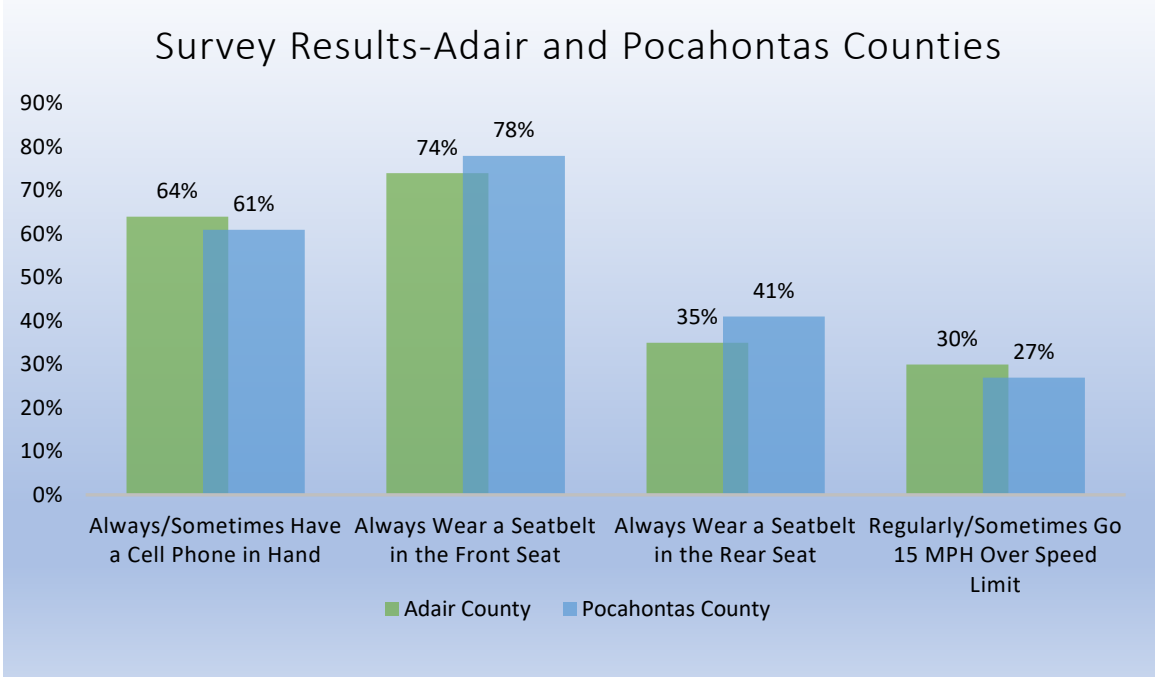


Table 8

After each event, survey results were tallied and the GTSB team met to debrief and discuss outcomes, survey measurement, and results. The feedback provided at the engagement sessions has been telling. Traffic safety education and messaging is lacking in rural counties in Iowa, and therefore GTSB has implemented and will continue to seek and implement additional programming not only in the affecting counties, but in rural counties statewide. This need for programming will drive changes to the highway safety plan for the remainder of FFY 2024 and into FFY 2025 and 2026. Ultimately, the group concluded:

- Traffic safety education and messaging is limited in each of the affected counties and likely also in other rural counties in the state.
- Barriers to driver education include cost, instructor engagement, parental involvement (ensuring driving hours are completed).
- Youth, age 15-19 are concerned about traffic safety, but continue risky driving behaviors.

GTSB will continue community engagement for the affected counties, and in response to the key feedback received to date, the following opportunities have been identified for the remainder of federal fiscal year 2024. The activities below support countermeasures for behavior change including *Youth Programs* and *Media Campaigns* for MADD under impaired driving, communication, and outreach school-based programming for SAFE and FCCLA under *Programs for Older Children* for seat belt usage.

- Nodaway Valley High School has committed to participating in SAFE programming for the 24-25 school year.
- Leverage partnerships with existing grantees such as SAFE and MADD in each affected county to reach teens and provide additional traffic safety programming.
- Partner with FCCLA to implement a traffic safety public service announcement contest for Fall FCCLA rallies.
- GTSB will continue to seek opportunities to engage teen groups in the counties of Adair, Fremont, and Pocahontas for direct engagement on teen driver perspectives.
- Continue the cultivation of new partnerships such as, but not limited to FCCLA in each affected county to reach teens and provide additional traffic safety programming.
- Encourage law enforcement partners in each affected county to utilize grant funds for community education to teen drivers, parents, and caregivers.
- Conduct an in-depth review of motorcycle crash data to determine if this group has potential need for future public participation and engagement. If identified as over-represented, utilize GTSB's current relationship with Alliance Highway Safety to better understand a rider's experience to target future programming.

2.3 Ongoing Engagement Planning

GTSB's prolonged goal is to utilize available data sources to identify populations over-represented in traffic crashes resulting in injuries and fatalities continuing in youth aged 15-19, and exploring motorcycle data as stated earlier, as well other identified over-represented or underserved groups. The GTSB will engage the affected community in open dialogue to gather feedback on observed issues. Partnerships will be created based upon input to develop on-going projects and programs. Project effectiveness to improve highway safety will be measured continually to assess driving behavioral change.

In year two and three of the Highway Safety Plan, GTSB will continue to review and analyze data to see if the target counties for youth have changed, in addition to identifying other opportunities for meaningful community engagement. The community engagement events will be provided in an accessible format. GTSB will ensure access to all attendees taking into consideration facility accessibility, accessible education materials, language barriers, and will make every attempt to accommodate requests such as communication aids or services.

Planned pre-engagement activities are below.

- Cultivate new partnerships that can be created in the affected counties (Adair, Pocahontas, and Fremont) to promote traffic safety and potentially expand programming to the top ten affected counties as identified above.
- Explore grant opportunities to provide cost assistance for driver education.
- In October 2023, GTSB partnered with Iowa DOT to complete a Driver Education State Assessment. Continue collaboration with the Iowa Department of Transportation to further implement recommendations in the final report.
- Plan and implement a media campaign promoting safe driving behavior that targets impacted communities using media platforms identified during engagement opportunities.
- If data warrants, conduct meaningful engagement at motorcycle rallies across the State to gather community input regarding motorcycle programming.
- Establish a rapport with ABATE of Iowa through GTSB's partnership with the Iowa DOT.
- Continue to monitor low seat belt compliance counties, such as Mitchell County and other rural counties in the High Five Occupant Protection program for over-representation of unbelted fatalities.

These activities will produce additional opportunities to gather feedback from affected communities. GTSB will use the Countermeasures That Work Guide, Uniform Guidelines for State Highway Safety Program, programming ideas from partners and Iowa communities to continue to provide programming to promote traffic safety and reduce fatalities in the state. The insight gained from continued community engagement will be used in the highway safety planning process for problem identification and to develop and implement relevant programs.

3

Performance Report

Iowa's progress toward meeting performance targets is provided below.

Performance Measure Name	Progress/Alignment with Triennial HSP/How Countermeasure Strategies Contribute to Meeting Targets
C-1) Number of traffic fatalities (FARS)	**Progress: In Progress** A 3.79% increase in traffic fatalities was recorded between 2020 (343) and 2021 (356). Despite this annual increase, the 5-year moving averages are starting to level out. The 5-year moving average for 2018-2022 was 338.4. Preliminary Iowa Department of Transportation data indicates there were 338 fatalities in 2022. **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** The outcome of the projects identified within C-4 through C-11 directly impact the success of meeting the targets for C-1. Upward trends in several of the performance measure areas are negatively impacting meeting and improving overall traffic fatality numbers. For the Triennial HSP, the State of Iowa is making concerted efforts to analyze data from sources previously considered non-traditional to identify communities and populations to direct and target programming. The state is embracing the elements of the Safe System Approach in these efforts. Iowa's Fatality Reduction Task Force continues to meet and is currently focusing on lane departures as a main contributing factor in traffic crashes. Some of the main behavioral areas that have a correlation to lane departures include speed, impairment, and distracted driving. **Describe how countermeasure strategies implemented during the triennial period contributed to meeting the State's targets:** N/A for FFY 24 submission.
C-2) Number of	**Progress: In Progress**

serious injuries in traffic crashes (state crash data files)	A 9.71 increase in serious injuries was recorded between 2020 (1,308) and 2021 (1,435). However, the 5-year averages are showing a downward trend. The 2018-2022 average was 1,364.8. **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** The outcome of the projects identified within C-4 through C-11 directly impact the success of meeting the targets for C-2. Upward trends in several of the performance measures areas are negatively impacting meeting and improving overall traffic fatality numbers. For the Triennial HSP, the State of Iowa is making concerted efforts to analyze data from sources previously considered non-traditional to identify communities and populations to direct and target programming. The state is embracing the elements of the Safe System Approach in these efforts. The State of Iowa has re-engaged the Fatality Reduction Task Force. Through an in-depth analysis of data, lane departures have been identified as a major contributing factor in traffic crashes. **Describe how countermeasure strategies implemented during the triennial period contributed to meeting the State's targets:** N/A for FFY 24 submission.
C-3) Fatalities/100M VMT (FARS and FHWA)	**Progress: In Progress** Annually between 2020 and 2021 there was a 6.09% decrease in the fatality rate from 1.15 to 1.08. Over the 5-year period of 2017-2021, the fatality rate has averaged 1.04. **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** The outcome of the projects identified within C-4 through C-11 directly impact the success of meeting the targets for C-3. Upward trends in several of the performance measures areas are negatively impacting meeting and improving overall traffic fatality numbers. For the Triennial HSP, the State of Iowa is making concerted efforts to analyze data from sources previously considered non-traditional to identify communities and populations to direct and target programming. The state is embracing the elements of the Safe System Approach in these efforts. The State of Iowa has re-engaged the Fatality Reduction Task Force. Through an in-depth analysis of data, lane departures were determined to be the focus of the task force for 2023. **Describe how countermeasure strategies implemented during the triennial period contributed to meeting the State's targets:** N/A for FFY 24 submission.
C-4) Number of	**Progress: In Progress**

unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	The state is not seeing significant progress in the area of a reduction of unrestrained passenger vehicle occupant fatalities; however, 5-year averages remain steady. Between 2020 and 2021, there was a 4.39% increase in the number of unrestrained passenger vehicle occupant fatalities. **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** In addition to the Annual Observational Seat Belt Usage Survey, the GTSB will partner with InTrans at Iowa State University to further the collection and analysis of connected vehicle data. Connected vehicle data can provide data analysis to create real-time insight. This data will help the GTSB further evolve existing programs and has the potential to bring awareness of the importance of seat belt usage in areas of the state that are not covered through the 84 sites of the current survey methodology. **Describe how countermeasure strategies implement during the triennial period contributed to meeting the State's targets:** N/A for FFY 24 submission.
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above (FARS)	**Progress: In Progress** The state continues an upward trend in alcohol-impaired driving fatalities**.** In 2021, alcohol-impaired fatalities accounted for 33% of all traffic fatalities in the state. **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** The State of Iowa has slid from a low-range to a mid-range classification for Section 405d funding qualification criteria. As the state continues an Impaired Driving Task Force and develops the states Impaired Driving Plan, new partnerships and projects will emerge which should have a positive impact in this program area. **Describe how countermeasure strategies implemented during the triennial period contributed to meeting the State's targets:** N/A for FFY 24 submission.
C-6) Number of speeding-related fatalities (FARS)	**Progress: In Progress** In 2020, speeding-related fatalities accounted for 18% of all traffic fatalities in the state**.** This was a 11.6 percent decrease from the previous year. Speeding-related fatalities, however increased from 63 to 84 between 2020 to 2021; a 33.33% increase and 23.6% of all traffic fatalities. Speeding remains a major concern in the state as speeding-related fatalities have averaged 19% of all fatalities over a 10-year period (2011-2020). **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** The GTSB will partner with the Iowa Department of Transportation on identified safety corridors through funding to support law enforcement activities to focus on speed. As the partnership develops, there may become public engagement opportunities. Iowa State University, Institute for Transportation will continue to further data analysis applications as new technologies emerge.
C-7) Number of	**Progress**: In Progress

motorcyclist fatalities	In 2020, motorcyclist fatalities accounted for 19% of all traffic fatalities in the state. The trend continued upward between 2020 and 2021 as fatalities increased from 64 to 68. Preliminary Iowa Department of Transportation data indicates there were 49 motorcyclist fatalities in 2022. **Extent to which the State's progress is achieving targets aligns with the Triennial HSP:** The significant decrease in motorcyclist fatalities in 2022 is encouraging, however, predictive models continue to show upward trending for the triennial period. As the GTSB recognizes motorcyclist fatalities are overrepresented, there will be additional monies allocated to communications and outreach, including partnering with Alliance Highway Safety for specific motorcycle outreach. **Describe how countermeasure strategies implemented during the triennial period contributed to meeting the State's targets:** N/A for FFY 24 submission.
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	**Progress: In Progress** Between 2020 and 2021, there was an 18.60% increase in the number of unhelmeted motorcyclist fatalities with 44 fatalities recorded in 2020 and 51 in 2021. Preliminary Iowa Department of Transportation data indicates there were 38 unhelmeted motorcyclist fatalities in 2022 (78%). **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** Seventy-five percent (75%) of motorcyclist fatalities were unhelmeted in 2021. Triennial HSP programming will incorporate countermeasures to mitigate upward trends by expanding the number of motorcycle rider education instructors and adding additional outreach and engagement to motor enthusiasts through the Alliance Highway Safety's Motorcycle Safety Program. **Describe how countermeasure strategies implemented during the triennial period contributed to meeting the State's targets**: N/A for FFY 24 submission.
C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)	**Progress: In Progress** Between 2020 and 2021, there was an 8% increase in the number of drivers aged 20 or younger involved in fatal crashes. There were 50 fatalities recorded in 2020 and 53 recorded in 2021. Despite the increase between those 2 years, the 5-year moving average is trending downward. **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** In FFY 22 GTSB began a partnership with Seatbelts Are For Everyone (S.A.F.E.). The S.A.F.E. program has since been introduced into 28 schools throughout the state and continues to grow. The Alliance "Choices Matter" program will focus on impaired driving at 10 schools throughout the state. **Describe how countermeasure strategies implement during the triennial period contributed to meeting the State's targets:** N/A for FFY 24 submission.
C-10) Number of pedestrian fatalities (FARS)	**Progress: In Progress** Thirty (30) pedestrian fatalities were recorded in FFY 2021. This is the highest number of pedestrian fatalities ever recorded in Iowa. Preliminary Iowa Department of Transportation data indicates there were 17 pedestrian fatalities in 2022, however, this is being considered a possible outlier as a 5-year average (2017-2021) is 25. When including the preliminary data, a 5-year linear trend plateaus around 24. **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** Iowa recognizes the national trend for pedestrian fatalities is on the rise (except

	for the preliminary 2022 data), there has been a general annual increase in Iowa. **Describe how countermeasure strategies implemented during the triennial period contributed to meeting the State's targets:** N/A for FFY 24 submission.
C-11) Number of bicyclist fatalities (FARS)	**Progress: In Progress** Bicyclist fatalities increased 120% between 2017 and 2021. In 2021, there were 11 bicyclist fatalities. Iowa Department of Transportation preliminary data indicates there were 3 fatalities in 2022. The decrease in fatalities in 2022 has reversed the upward 5-year linear trend. **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** The GTSB became involved in Iowa's Bicycle and Pedestrian Advisory Committee during the spring of 2023. Conversations will continue to bring the topic of safety to this committee with the desired outcome of fostering new partners through this engagement. The Iowa Bicycle Coalition will become a new subgrantee beginning in FFY 2024. **Describe how countermeasure strategies implemented during the triennial period contributed to meeting the State's targets**: N/A for FFY 24 submission.
Additional Performance Measure #1 – Rural Traffic Safety, Rural Traffic Fatalities	**Progress: In Progress** Over the past 5 years (2017-2021) Iowa is seeing a downward trend in rural fatalities. The downward trend continued into 2022 with preliminary Iowa DOT data indicated there were 234 rural fatalities which represented 69.23% of all traffic fatalities. **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** The High Five Rural Traffic Safety Program was re-engaged in FFY 2023. The counties were selected based on low belt usage and high percentage of unbelted fatal and serious injury crashes. The **Describe how countermeasure strategies implemented during the triennial period contributed to meeting the State's targets:** N/A for FFY 24 submission.
Additional Performance Measure #2 – Distracted Driving	**Progress: In Progress** Distraction continues to be a concern in Iowa. In 2020 there were 4 recorded fatalities due to a driver being distracted by use of phone or another electronic device. In 2021, that number sharply rose to 11 fatalities. During the 2023 Iowa Legislation session, Senate File 207 was proposed to amend Iowa's current law allowing the use of an electronic device in a voice activated or hands-free mode only when driving. Despite efforts to bring forth legislation, proposals continue to fall short. **Extent to which the State's progress in achieving targets aligns with the Triennial HSP:** FFY 2023 was the first year the state identified a specific performance measure for distracted driving. Although a 5-year analysis depicts a downward linear trend, there is still a concern around the area of distracted driving because it is believed to be underreported. **Describe how countermeasure strategies implemented during the triennial period contributed to meeting the State's targets:** N/A for FFY 24 submission.

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupant (Annual Survey)	**Progress:** Iowa continues to maintain a strong observational seat belt usage rate. The official state survey for 2022 was 95.88%. **Extent to which the State's progress in achieving targets aligns with the Triennial HSP**: Despite a high observational rate, the state is concerned as to the high number of unrestrained passenger vehicle occupant fatalities that continue to occur. In addition to the analysis of crash data and observational usage surveys conducted by law enforcement partners, the state will be supporting the collection and use of connected vehicle data to help identify areas of low belt usage around the state where programming efforts can be initiated or strengthened. **Describe how countermeasure strategies implemented during the triennial period contributed to meeting the State's targets:** N/A for FFY 24 submission.

4

Performance Plan

		BASE YEARS				
PERFORMANCE PLAN CHART – 2023 Highway Safety Plan		2017	2018	2019	2020	2021
C-1 Traffic Fatalities	FARS	330	319	336	343	356
	5-Year Rolling Average	338 (2013-2017)	339 (2014-2018)	341 (2015-2019)	346 (2016-2020)	337 (2017-2021)
	Reduce the number of fatalities 1.30% from the 2018-2022 average of 338.4 to a 2022-2026 average of 334 by December 31, 2026.					
C-2 Serious Injuries in Traffic Crashes		2017	2018	2019	2020	2021
	State	1,480	1,312	1,349	1,308	1,435
	5-Year Rolling Average	1,507 (2013-2017)	1,456 (2014-2018)	1,425 (2015-2019)	1,392 (2016-2020)	1,376 (2017-2021)
	Reduce the number of serious injuries in traffic crashes .48% from the 2018-2022 average of 1,364.6 to a 2022-2026 average of 1,358 by December 31, 2026.					
C-3 Fatalities/100M VMT		2017	2018	2019	2020	2021
	FARS	0.99	0.96	1.00	1.15	1.08
	5-Year Rolling Average	1.04 (2013-2017)	1.03 (2014-2018)	1.02 (2015-2019)	1.06 (2016-2020)	1.04 (2017-2021)
	Reduce fatalities/100M VMT .96% from the2017-2021 average of 1.04 to a 2022-2026 average of 1.03 by December 31, 2026.					
C-4 Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions		2017	2018	2019	2020	2021
	FARS	97	78	93	91	87
	5-Year Rolling Average	100 (2013-2017)	95 (2014-2018)	96 (2015-2019)	94 (2016-2020)	89 (2017-2021)
	Reduce the number of unrestrained passenger vehicle occupant fatalities 6.66% from the 2017-2021 average of 90 to a 2022-2026 average of 84 by December 31, 2026.					
C-5 Alcohol-Impaired Driving Fatalities		2017	2018	2019	2020	2021
	FARS	90	90	102	118	118
	5-Year Rolling Average	94 (2013-2017)	91 (2014-2018)	94 (2015-2019)	102 (2016-2020)	104 (2017-2021)
	Reduce the number of alcohol-impaired driving fatalities 3.47% from the 2017-2021 average of 103.6 to a 2022-2026 average of 100 by December 31, 2026.					
C-6 Speeding-Related Fatalities		2017	2018	2019	2020	2021
	FARS	70	62	69	63	84
	5-Year Rolling Average	62 (2013-2017)	64 (2014-2018)	69 2015-2019)	71 (2016-2020)	70 (2017-2021)
	Reduce the number of speeding-related fatalities 2.30% from the 2017-2021 average of 69.6 to a 2022-2026 average of 68 by December 31, 2026.					
C-7 Motorcyclist Fatalities		2017	2018	2019	2020	2021
	FARS	49	43	44	65	68
	5-Year Rolling Average	49 (2013-2017)	49 (2014-2018)	47 (2015-2019)	52 (2016-2020)	54 (2017-2021)
	Reduce the number of motorcyclist fatalities 5.20% from the 2017-2021 average of 53.8 to a 2022-2026 average of 51 by December 31, 2026.					

C-8 Unhelmeted Motorcyclist Fatalities		2017	2018	2019	2020	2021
	FARS	34	29	35	44	51
	5-Year Rolling Average	36 (2013-2017)	36 (2014-2018)	35 (2015-2019)	38 (2016-2020)	39 (2017-2021)
	Reduce the number of unhelmeted motorcyclist fatalities 6.74% from the 2017-2021 average of 38.6 to a 2022-2026 average of 36 by December 31, 2026.					
C-9 Drivers Aged 20 or Younger Involved in Fatal Crashes		2017	2018	2019	2020	2021
	FARS	49	44	33	50	53
	5-Year Rolling Average	48 (2013-2017)	50 (2014-2018)	46 (2015-2019)	46 (2016-2020)	46 (2017-2021)
	Reduce the number of drivers aged 20 or younger involved in fatal crashes 10.48% from the 2017-2021 average of 45.8 to a 2022-2026 average of 41 by December 31, 2026.					
C-10 Pedestrian Fatalities		2017	2018	2019	2020	2021
	FARS	23	22	21	29	30
	5-Year Rolling Average	22 (2013-2017)	22 (2014-2018)	23 (2015-2019)	23 (2016-2020)	25 (2017-2021)
	Reduce the number of pedestrian fatalities 8% from the 2017-2021 average of 25 to a 2022-2026 average of 23 by December 31, 2026.					
C-11 Bicyclist Fatalities		2017	2018	2019	2020	2021
	FARS	5	7	9	10	11
	5-Year Rolling Average	5 (2013-2017)	6 (2014-2018)	7 (2015-2019)	8 (2016-2020)	8 (2017-2021)
	Reduce the number of bicyclist fatalities 18.92% from the 2018-2022 average of 7.4 to a 2022-2026 average of 6 by December 31, 2026.					
Additional Performance Measure #1: Rural Traffic Safety/Rural Traffic Fatalities		2017	2018	2019	2020	2021
	FARS	254	255	244	233	247
	5-Year Rolling Average	260 (2013-2017)	260 (2014-2018)	258 (2015-2019)	258 (2016-2020)	247 (2017-2021)
	Reduce the number of rural traffic fatalities 1.07% from the 2018-2022 average of 242.6 to a 2022-2026 average of 240 by December 31, 2026.					
Additional Performance Measure #2: Distracted Driving *(Fatalities as a Result of Distraction by Use of Phone or Other Device)*		2017	2018	2019	2020	2021
	State	10	9	3	4	11
	5-Year Rolling Average	9.4 (2013-2017)	10.6 (2014-2018)	9.8 (2015-2019)	7.8 (2016-2020)	7 (2017-2021)
	Reduce the number of distracted driving fatalities 18.91% from the 2017-2021 average of 7.4 to a 2022-2026 average of 6 by December 31, 2026.					
B-1 Observed Seatbelt Use for Passenger Vehicle, Front Seat Outboard Occupants (State Survey)		2018	2019	2020	2021	2022
	State Annual	93.9	94.6	95.2	92.66	95.88
	Increase the observed seat belt use rate for passenger vehicles 0.023% from the 2022 observational survey rate of 95.88% to 96.1% for the 2026 survey.					

Performance Measure		Target Period	Target Start Year	Target End Year	Target Value
C-1	Number of traffic fatalities (FARS)	5-Year	2024	2026	334
C-2	Number of serious injuries in traffic crashes (State crash data files)	5-Year	2024	2026	1,358
C-3	Fatalities/100M VMT (FARS)	5-Year	2024	2026	1.03
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5-Year	2024	2026	84
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5-Year	2024	2026	100
C-6	Number of speeding-related fatalities (FARS)	5-Year	2024	2026	68
C-7	Number of motorcyclist fatalities (FARS)	5-Year	2024	2026	51
C-8	Number of unhelmeted motorcyclist fatalities (FARS)	5-Year	2024	2026	36
C-9	Number of drivers aged 20 or younger involved in fatal crashes (FARS)	5-Year	2024	2026	41
C-10	Number of pedestrian fatalities (FARS)	5-Year	2024	2026	23
C-11	Number of bicyclist fatalities (FARS)	5-Year	2024	2026	6
Additional Performance Measure #1: Rural Traffic Safety/Rural Traffic Fatalities		5-Year	2024	2026	240
Additional Performance Measure #2: Distracted Driving		5-Year	2024	2026	6
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants (Annual Survey)	Annual	2024	2026	96.1

5

Performance Measures

5.1

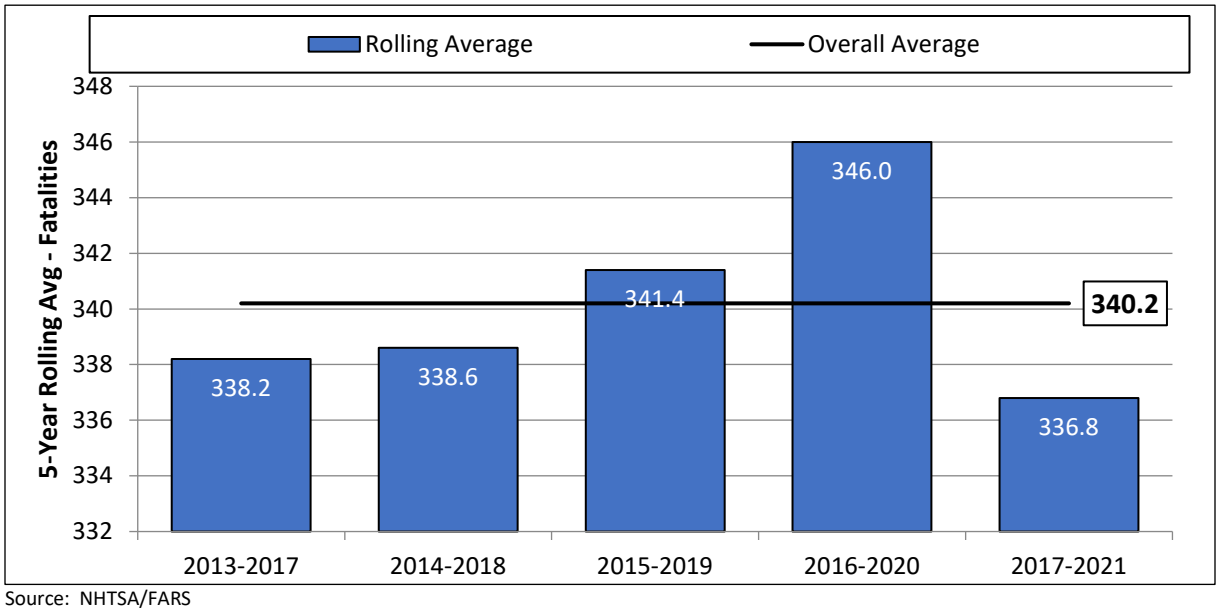
C-1 Number of Traffic Fatalities

3HSP Performance Measure	Reduce the number of fatalities 1.30% from the 2018-2022 average of 338.4 to a 2022-2026 average of 334 by December 31, 2026.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 2025 Targets
2013-2017 Avg = 339	2020 = 343	1.18	1.67	**FFY 2024 – Maintain the number of fatalities to be no more than the 2018 – 2022 5-year average of 338.4 by December 31, 2024.**
2014-2018 Avg = 339	2021 = 356	5.01		
2015-2019 Avg = 342	2022 = 338	-1.17		
2016-2020 Avg = 346				**FFY 2025 – Reduce the number of fatalities .41% from the 2018 – 2022 average of 338.4 to a 2021-2025 average of 337 (2021-2025 average) by December 31, 2025.**
2017-2021 Avg = 337				
2018-2022 Avg = 341				

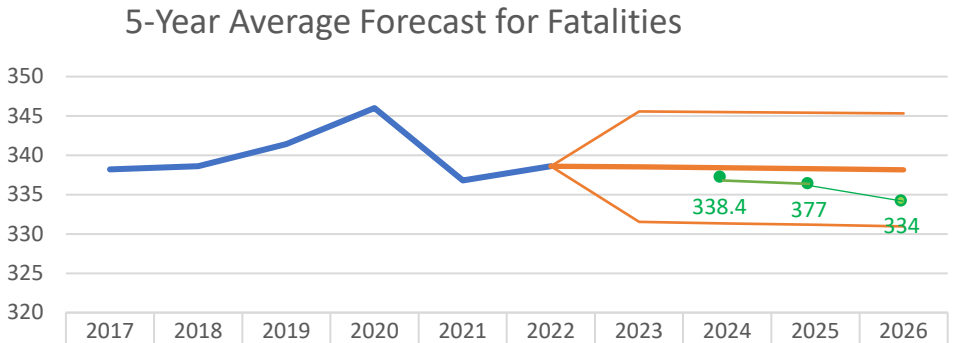


Source: NHTSA/FARS

Target Justification

The average percent change from the most recent three years (2020-2022) in relation to a 5-year baseline period has been an increase of 1.67%. If an increase of this magnitude is realized through 2023, compared to a baseline average of the average annual fatality count for 2018-2022 (338.4), the fatality count expected for 2024 would be approximately 344.

There was a 5.06% decrease in fatalities between 2021 and 2022. The forecast model below reflects that fatalities may plateau around 338. The GTSB, however, will continue to strive to reduce fatalities over the triennial period by evaluating and adjusting current programs and activities to align with emerging trends and issues. There will also be a concerted effort to create and build upon existing partnerships.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities	338.2	338.6	341.4	346	336.8	338.6				
Forecast(Fatalities)						338.6	338.55	338.42	338.28	338.15
Lower Confidence Bound(Fatalities)						338.60	331.53	331.34	331.15	330.96
Upper Confidence Bound(Fatalities)						338.60	345.57	345.49	345.42	345.34

3HSP Targets

Source: NHTSA/FARS

5.2

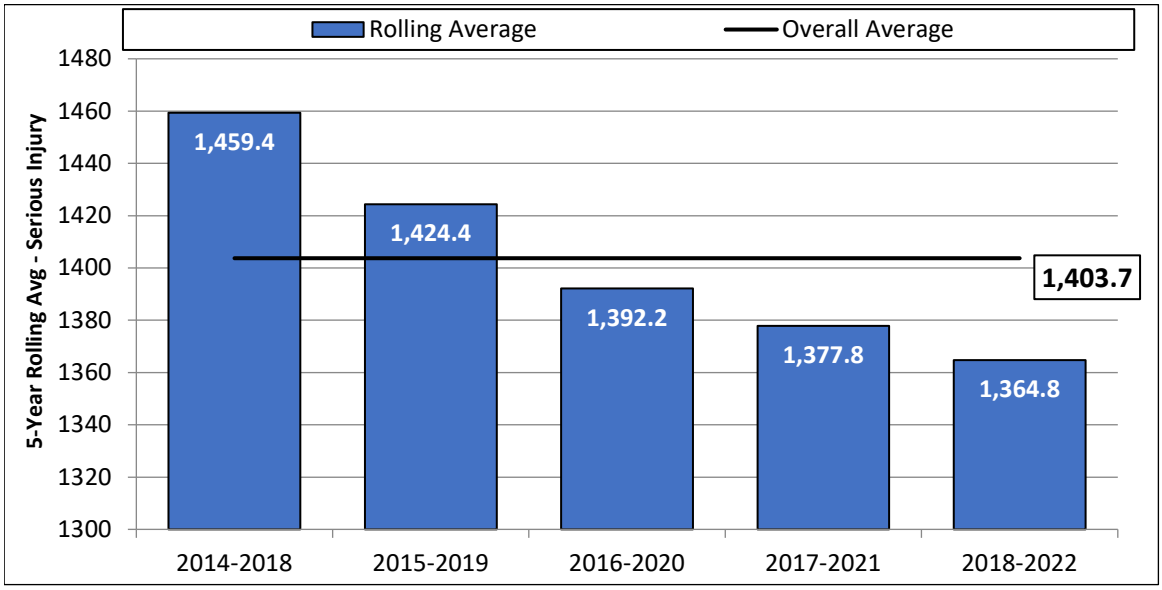
C-2 Number of Serious Injuries in Traffic Crashes

3HSP Performance Measure	Reduce the number of serious injuries in traffic crashes .48% from the 2018-2022 average of 1,364.6 to a 2022-2026 average of 1,358 by December 31, 2026.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 25 Targets
2013-2017 Avg = 1,507	2020 = 1,310	-13.07	-5.05	**FFY 2024 – Reduce the number of serious injuries in traffic crashes .12% from the 2018-2022 average of 1,364.6 to 1,363 (2020-2024 average) by December 31, 2024.**
2014-2018 Avg = 1,460	2021 = 1,441	-1.31		
2015-2019 Avg = 1,425	2022 = 1,414	-0.77		
2016-2020 Avg = 1,393				**FFY 2025 – Reduce the number of serious injuries in traffic crashes 2.6% from the 2018-2022 average of 1,364.6 to 1,361 (2021-2025 average) by December 31, 2025.**
2017-2021 Avg = 1,378				
2018-2022 Avg = 1,36				



Source: Iowa Department of Transportation/ICAT

Target Justification

The average percent change from the most recent three years (2019-2021) in relation to a 5-year baseline period has been a decrease of 5.05%. If a decrease of this magnitude is realized through 2024 compared to a baseline of serious injuries for 2017-2021 (1,364.8), serious injuries would be 1,296.

5.3

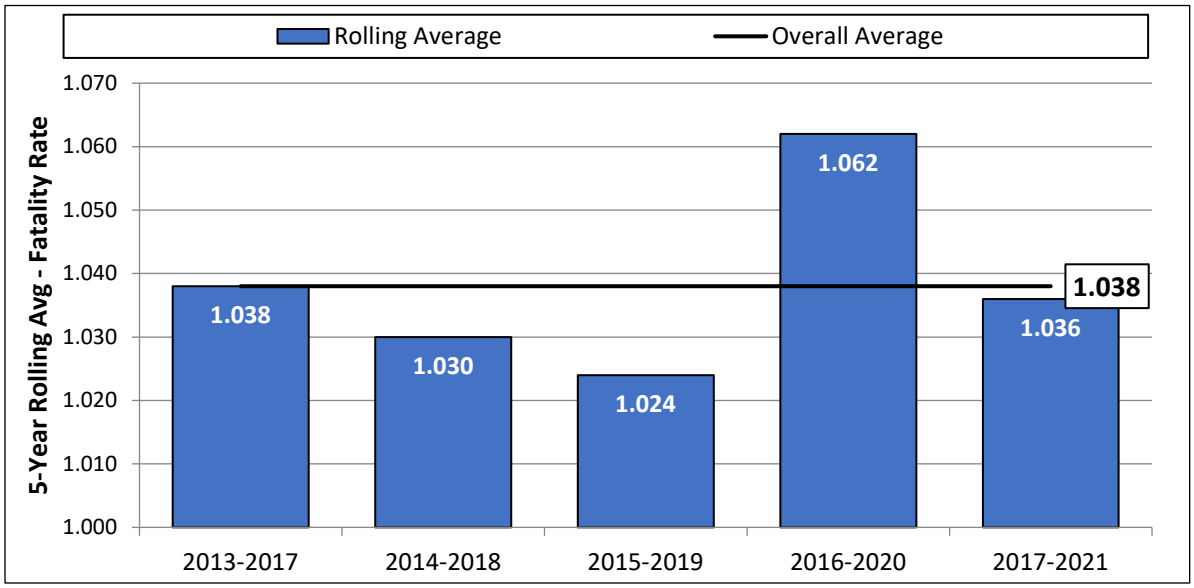
C-3 Fatalities/100M VMT

3HSP Performance Measure	Reduce fatalities per 100M VMT 0.96% from the 2017-2021 average of 1.04 to a 2022-2026 average of 1.03 by December 31, 2025.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 24 Targets
2012-2016 Avg = 1.07	2019 = 1.00	-6.54	2.96	**FFY 2024 – Maintain fatalities per 100M VMT to be no more than the 2017-2021 5-year average of 1.04 by December 31, 2024.**
2013-2017 Avg = 1.04	2020 = 1.15	10.58		
2014-2018 Avg = 1.03	2021 = 1.08	4.85		
2015-2019 Avg = 1.02				**FFY 2025 – Maintain fatalities per 100M VMT to be no more than the 2017-2021 5-year average of 1.04 by December 31, 2025.**
2016-2020 Avg = 1.06				
2017-2021 Avg = 1.03				

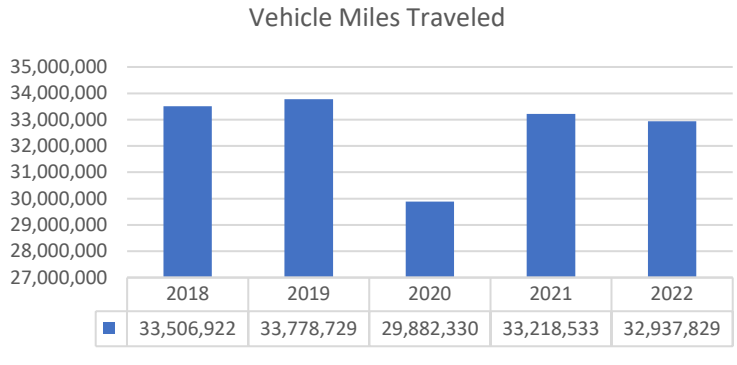


Source: NHTSA/FARS

Target Justification

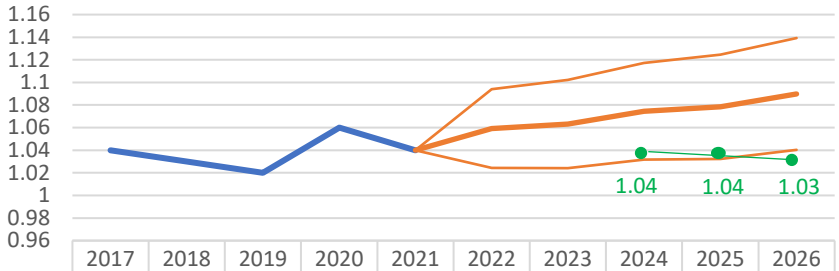
The average percent change from the most recent three years (2019-2021) in relation to a 5-year baseline period has been an increase of 2.96%. If an increase of this magnitude is realized through 2024 compared to a baseline of the average rate for 2017-2021 (1.036), the vehicles per 100M VMT would be 1.067.

A 5-year analysis is starting to show a downward trend in the number of vehicle miles traveled.



Source: Iowa Department of Transportation

5-Year Average Forecast for Fatalities Per 100 Million Vehicle Miles Traveled



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities/100M VMT	1.04	1.03	1.02	1.06	1.04					
Forecast(Fatalities/100M VMT)					1.04	1.06	1.06	1.07	1.08	1.09
Lower Confidence Bound(Fatalities/100M VMT)					1.04	1.02	1.02	1.03	1.03	1.04
Upper Confidence Bound(Fatalities/100M VMT)					1.04	1.09	1.10	1.12	1.12	1.14
3HSP Targets										

Source: NHTSA/FARS (2017-2021 Actual Values)

5.4

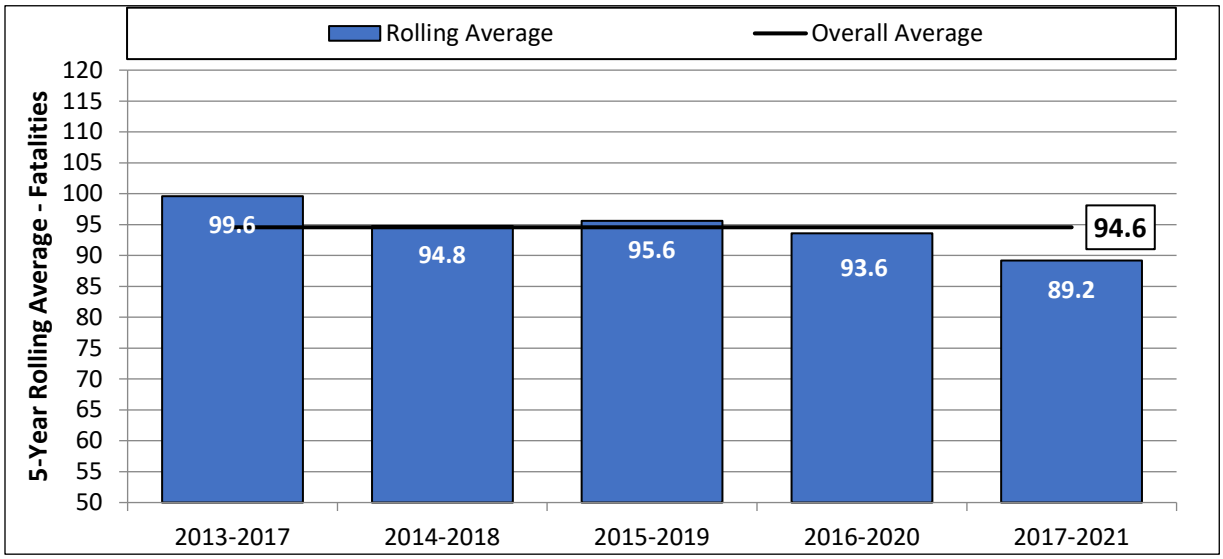
C-4 Unrestrained Passenger Vehicle Occupant Fatalities

3HSP Performance Measure	Reduce the number of unrestrained passenger vehicle occupant fatalities 6.66% from the 2017-2021 average of 90 to a 2022-2026 average of 84 by December 31, 2026.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 25 Targets
2012-2016 Avg = 103	2019 = 93	-9.71	-9.04	**FFY 2024 - Reduce the number of unrestrained passenger vehicle occupant fatalities 1.11% from the 2017-2021 average of 90 to 89 (2020-2024 average) by December 31, 2024.**
2013-2017 Avg = 100	2020 = 91	-9.00		
2014-2018 Avg = 95	2021 = 87	-8.42		
2015-2019 Avg = 96				**FFY 2025 – Reduce the number of unrestrained passenger vehicle occupant fatalities 2.22% from the 2017-2021 average of 90 to 88 (2021-2025 average) by December 31, 2025.**
2016-2020 Avg = 94				
2017-2021 Avg = 89				



Source: NHTSA/FARS

Target Justification

The average percentage change from the most recent three years (2019-2021) in relation to a 5-year baseline period has been a decrease of 9.04. If a decrease of this magnitude is realized through 2024 compared to a baseline of the average annual fatality count for 2017-2021 (90). The fatality count expected in 2024 would be approximately 82.

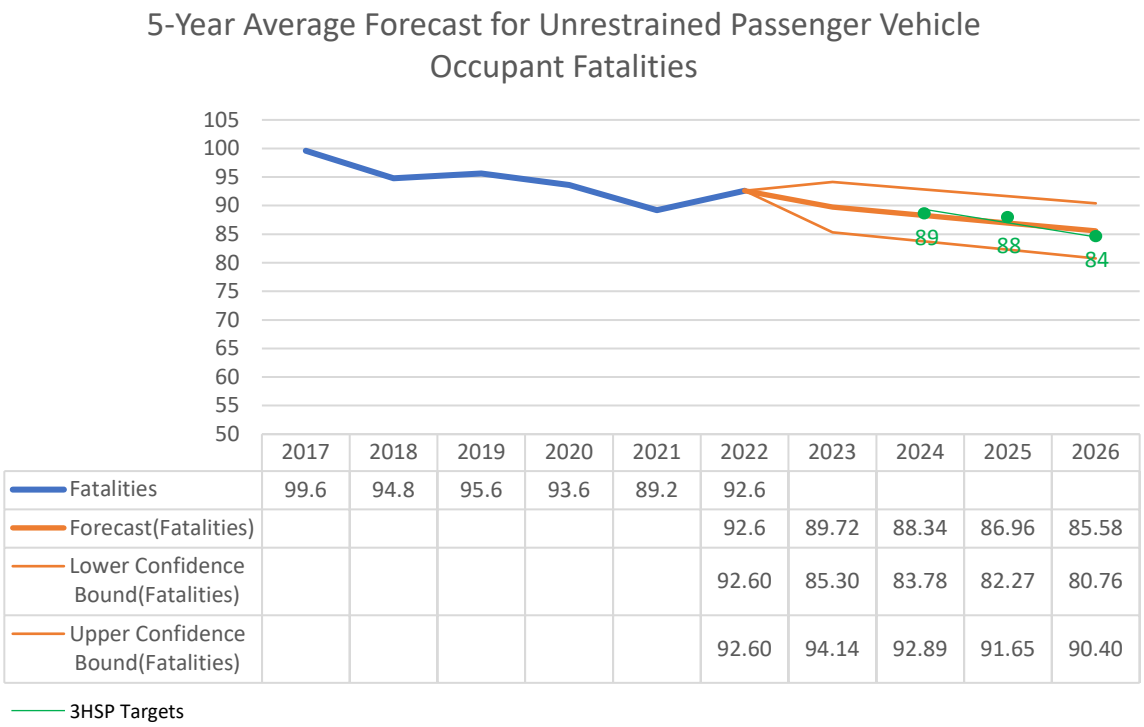
Upon the analysis of preliminary Iowa DOT data for 2022, it is anticipated the 5-year moving average will start to flatten out despite a previous downward trend. Adjustments were made for the FFY 2023 programming to re-establish the High Five Rural Traffic Safety Program. This project focuses on occupant protection through educational and enforcement efforts with smaller rural communities that are considered underserved, primarily due to the availability of services. The High Five program will continue throughout the duration of the Triennial Highway Safety Plan period of FFY 24-26.

An over-represented area of non-belt use in Iowa is in smaller rural communities where the culture and mindset remain that belt usage is unnecessary for short trips and familiar roadways. Despite the official seat belt usage rate of 95.88%, it is known there are still many geographic areas throughout the state where usage rates are significantly lower. Seat belt surveys conducted by GTSB sTEP partners, which represent, for the most part, smaller rural communities, resulted in usage rates (post-wave) ranging from 51.61% to 99% in 2022. During the triennial period, the survey data will be used to help identify communities recording lower belt usage for increased enforcement, outreach, and community engagement opportunities.

The GTSB will be partnering with InTrans at Iowa State University to further the collection and analysis of connected vehicle data. Connected vehicle data can provide near real-time information. This data will help the GTSB further evolve existing programs and has the potential to bring awareness of the importance of belt usage in areas of the state that are not covered through the 84 sites of the current seat belt survey methodology.

Efforts have been made to propose legislation for a primary "All Occupant Restraint Law" requiring rear seat passengers to wear seat belts. It is estimated rear seat fatalities would decrease about 48%, from 13 to 7 fatalities annually, if an all-passenger law was implemented in Iowa.

The graph below predicts unrestrained passenger vehicle occupant fatalities to decrease over the triennial period and the targets set by the GTSB closely align with the forecast.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities	99.6	94.8	95.6	93.6	89.2	92.6				
Forecast(Fatalities)						92.6	89.72	88.34	86.96	85.58
Lower Confidence Bound(Fatalities)						92.60	85.30	83.78	82.27	80.76
Upper Confidence Bound(Fatalities)						92.60	94.14	92.89	91.65	90.40
3HSP Targets										

Source: NHTSA/FARS (2017-2021 Actual Values)

5.5

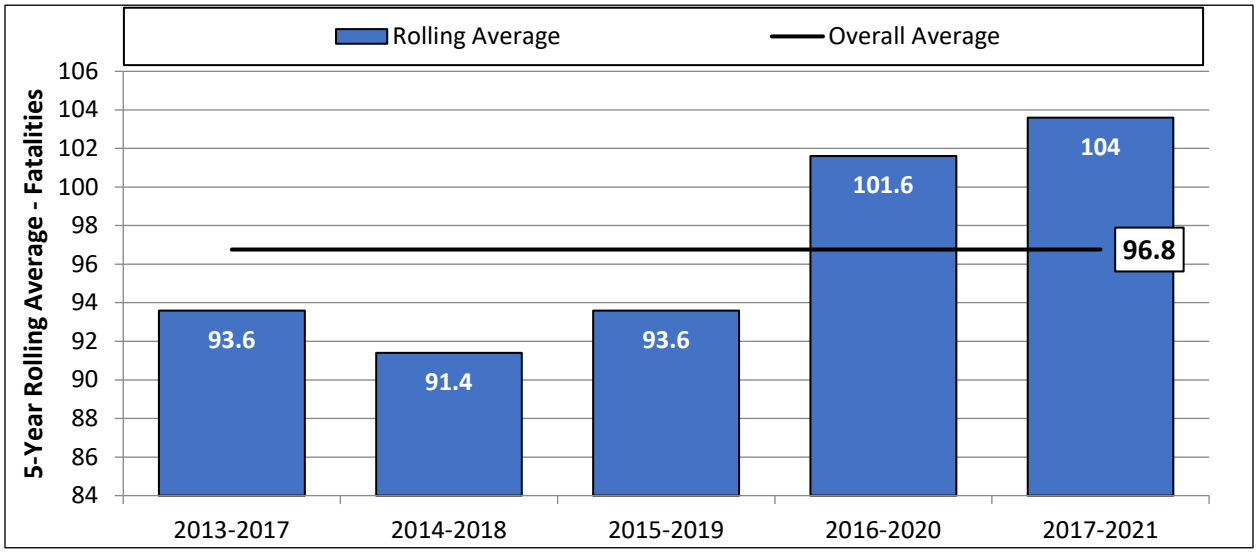
C-5 Alcohol-Impaired Driving Fatalities/Impaired Driving

3HSP Performance Measure	Reduce the number of alcohol-impaired driving fatalities 3.47% from the 2017-2021 average of 103.6 to a 2022-2026 average of 100 by December 31, 2026.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 25 Targets
2012-2016 Avg = 95	2019 = 102	7.37	20.86	**FFY 2024 - Maintain alcohol-related driving fatalities to be no more than the 2017-2021 5-year average of 104 by December 31, 2024.**
2013-2017 Avg = 94	2020 = 118	25.53		
2014-2018 Avg = 91	2021 = 118	29.67		
2015-2019 Avg = 94				**FFY 2025 – Maintain alcohol-related driving fatalities to be no more than the 2017-2021 5-year average of 104 by December 31, 2025.**
2016-2020 Avg = 102				
2017-2021 Avg = 104				



Source: NHTSA/FARS

Target Justification

The average percent change from the most recent three years (2019-2021) in relation to a 5-year baseline period has been an increase of 20.86%. If an increase of this magnitude is realized through 2024 compared to a baseline of the average annual fatality count for 2017-2021 (103.6), the fatality count expected in 2024 would be approximately 125.

The Impaired Driving Program Assessment, which was conducted in the spring of 2022, provided twelve priority recommendations and numerous other recommendations for consideration (See Appendix A). The state will continue to work toward implementing recommendations to mitigate the upward trend in fatalities.

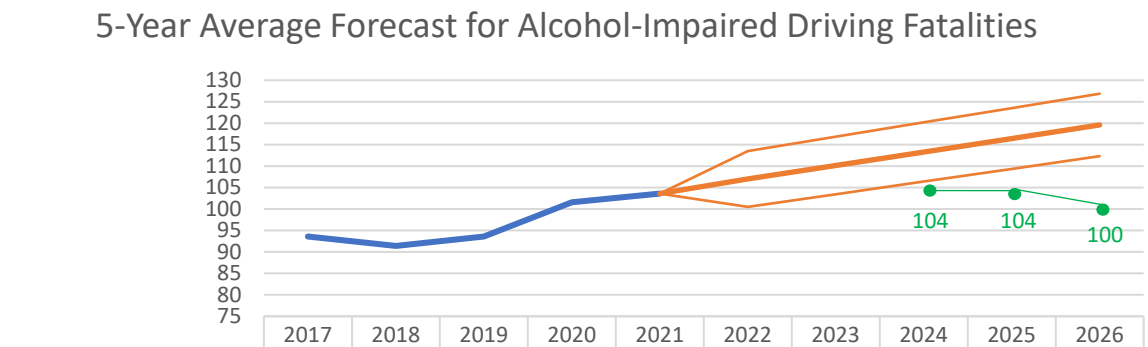
Starting in FFY 2024, the State will be classified as a mid-range with the state with a 3-year average of alcohol impaired driving fatalities per 100M VMT being 0.32. The State will continue to address impaired driving partnerships resulting from the Impaired Driving Task Force and through the development of a Strategic Impaired Driving Plan.

Enforcement is identified as a very effective countermeasure to address impaired driving. The GTSB Program Administrators and the GTSB LEL continue to express the importance of impaired driving enforcement.

In the fall of 2022, the GTSB applied for and was awarded funding for a State Judicial Outreach Liaison (SJOL) for 2 years. The program is through a cooperative agreement between NHTSA and the American Bar Association (ABA) to support the creation of new SOL positions. The GTSB feels strongly that the state will benefit from a SJOL as the position will educate judges through peer-to-peer interactions. SJOLs function as educators, writers, consultants, and liaisons, to share the latest information and research on impaired driving with judges. The SJOL job announcement and description was posted by the American Bar Association on June 22, 2023. The GTSB looks forward to the partnerships that will be developed with the judicial system and has been utilizing the Regional Judicial Outreach Liaison through this process.

The state is laying the foundation to increase OWI Specialty Courts by sending 16 key members of the Linn County and Webster County court systems to attend OWI Court Foundational Training in Billing, Montana, July 31 – August 3, 2023.

A solid statistical forecast predicts a steady increase in the number of alcohol-impaired driving fatalities over the triennial period. Several new activities will be implemented starting in FFY 2024 to help mitigate the upward trend. Targets during the triennial period have been set at or below the current known 5-year averages in a response to BIL requirements.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities	93.6	91.4	93.6	101.6	103.6					
Forecast(Fatalities)					103.6	106.99	110.14	113.29	116.44	119.60
Lower Confidence Bound(Fatalities)					103.60	100.50	103.45	106.40	109.36	112.32
Upper Confidence Bound(Fatalities)					103.60	113.48	116.83	120.18	123.53	126.87

3HSP Targets

Source: NHTSA/FARS (Actual Values)

5.6

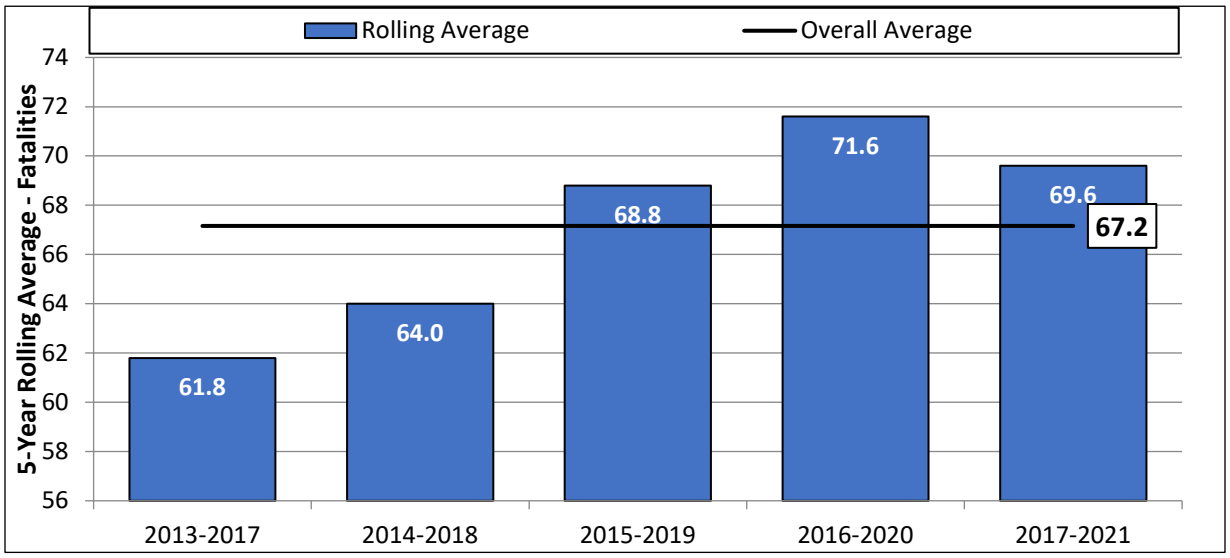
C-6 Number of Speeding-Related Fatalities

3HSP Performance Measure	Reduce the number of speeding-related fatalities 2.30% from the 2017-2021 average of 69.6 to a 2022-2026 average of 68 by December 31, 2026.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 25 Targets
2012-2016 Avg = 62	2019 = 69	11.29	14.72	**FFY 2024 – Maintain the number of speeding fatalities to be no more than the 2017-2021 average of 69.6 by December 31, 2024.**
2013-2017 Avg = 62	2020 = 63	1.61		
2014-2018 Avg = 64	2021 = 84	31.25		
2015-2019 Avg = 69				**FFY 2025 – Maintain the number of speeding fatalities to be no more than the 2017-2021 average of 69.6 by December 31, 2025.**
2016-2020 Avg = 72				
2017-2021 Avg = 70				



Source: NHTSA/FARS

Target Justification

The average percent change from the most recent three years (2019-2021) in relation to a 5-year baseline period has been an increase of 14.72%. If an increase of this magnitude is realized through 2024 compared to a baseline of the average annual fatality count for 2017-2021 (69.6), the fatality count expected in 2024 would be approximately 79. Prior to 2021, the annual number of speeding-related fatalities averaged 71.6 (2016-2020). There was a 33.33% increase in fatalities between 2020 and 2021. Models predict an upward trend for the forthcoming years. Enforcement will be the primary strategy to mitigate upward fatality trends.

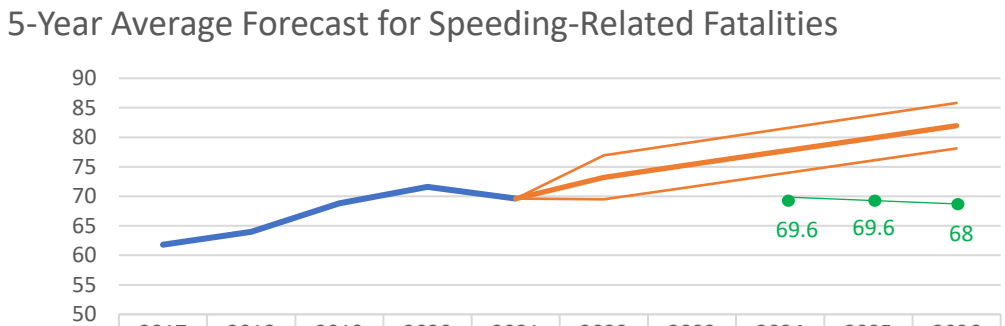
The GTSB will be partnering with the Iowa Department of Transportation for support overtime enforcement efforts at locations identified as Safety Corridors.

During the triennial period, the GTSB would like to expand upon a current corridor project being spear-headed by Lt. Brian Beenen of the Iowa State Patrol. Lt. Beenen coordinates two impactful corridor projects; The Avenue of the Saints and the Highway 20 Project. These one-day high visibility enforcement corridor projects rotate every

other month. The GTSB hopes to add enforcement partners to participate in this successful project.

The state is in constant conversations with Iowa State University, Institute for Transportation to learn about new and emerging technology to assist in gathering data, such as connected vehicle data. Throughout the triennial period, the GTSB plans to utilize data collected through these advancements in technology.

A solid statistical forecast predicts a steady increase in the number of speeding-related fatalities over the triennial period. Several new activities will be implemented starting in FFY 2024 to help mitigate the upward trend. Targets during the triennial period have been set at or below the current known 5-year averages in a response to BIL requirements.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities	61.8	64	68.8	71.6	69.6					
Forecast(Fatalities)					69.6	73.22	75.41	77.59	79.78	81.97
Lower Confidence Bound(Fatalities)					69.60	69.49	71.65	73.80	75.96	78.12
Upper Confidence Bound(Fatalities)					69.60	76.95	79.17	81.39	83.60	85.82

3HSP Targets

Source: NHTSA/FARS (Actual Values)

5.7

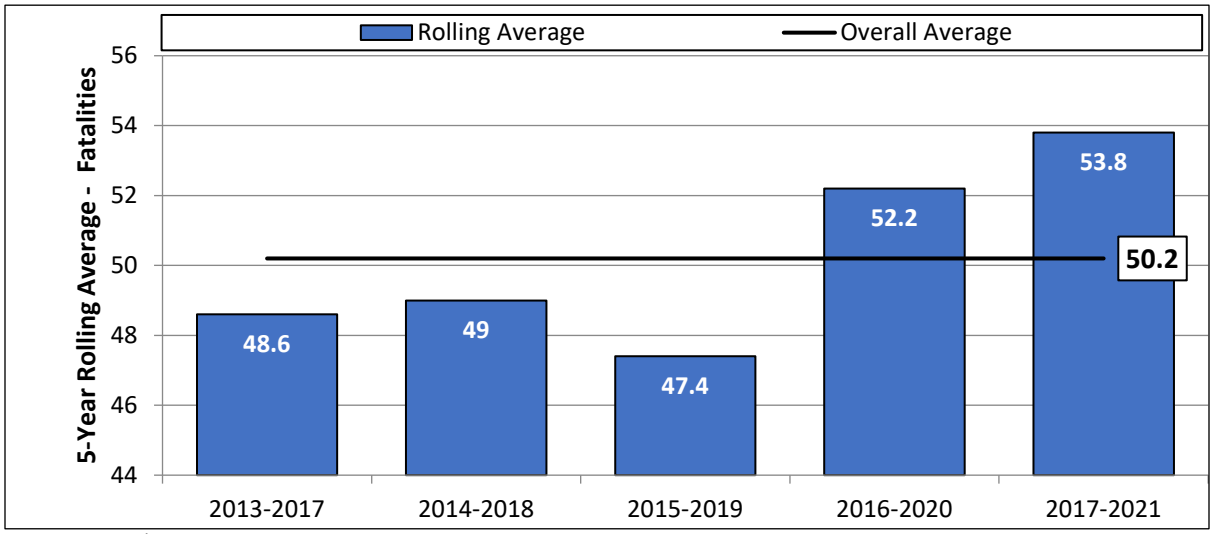
C-7 Number of Motorcyclist Fatalities

3HSP Performance Measure	Reduce the number of motorcyclist fatalities 5.20% from the 2017-2021 average of 53.8 to a 2022-2026 average of 51 by December 31, 2026.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 25 Targets
2012-2016 Avg = 51	2019 = 44	-13.73	19.23	**FFY 2024 - Maintain the number of motorcyclist fatalities to be no more than the 2017-2021 5-year average of 53.8 by December 31, 2024.**
2013-2017 Avg = 49	2020 = 65	32.65		
2014-2018 Avg = 49	2021 = 68	38.78		
2015-2019 Avg = 47				**FFY 2025 – Reduce the number of motorcyclist fatalities 3.70% from the 2017-2021 average of 53.8 to 52 (2021-2025 average) by December 31, 2025.**
2016-2020 Avg = 52				
2017-2021 Avg = 54				



Source: NHTSA/FARS

Target Justification

The average percent change from the most recent three year (2019-2021) in relation to a 5-year baseline period has been an increase of 19.23%. If an increase of this magnitude is realized through 2024 compared to a baseline of the average annual fatality count for 2017-2021 (54), the fatality count expected in 2024 would be approximately 64.

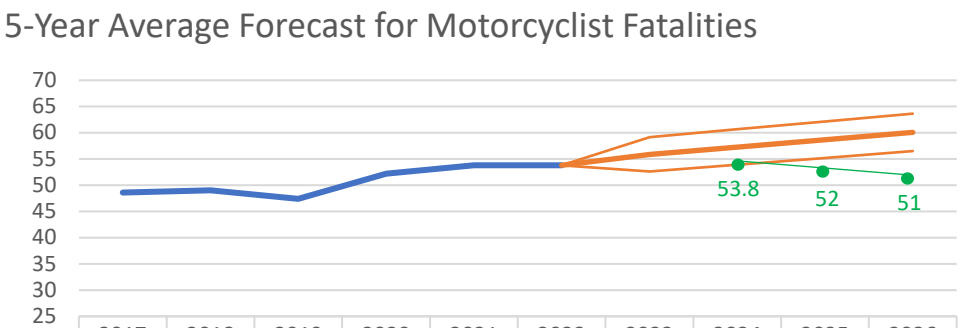
Prior to significant increases in fatalities in 2020 and 2021, the 5-year average (2015-2019) was 47.4. When including the preliminary data into projections, forecast models show an upward trend. When setting the triennial HSP target, however, consideration was given to 2020 and 2021 fatalities being possible outliers resulting from the COVID-19 pandemic, therefore causing a steeper upward forecast. Preliminary Iowa DOT data indicates there were 49 motorcyclist fatalities in 2022.

The Iowa Department of Transportation is planning to increase the total number of riders taking the beginning riding course before licensing by 1% (2,390 riders completed the basic rider course prior to licensing in 2022), increase the number of individuals who complete the Returning Rider or Advance Rider Courses, and conduct

quality assurance site visits at training sites.

The GTSB will be increasing funding allocated toward motorcycle safety messaging and outreach as a strategy to mitigate the forecasted trends.

New in FFY 2024, the GTSB will be partnering with the Alliance Highway Safety to provide 10 motorcycle awareness outreach programs throughout the state in counties with high motorcycle fatality rates. These events will target individuals attending motorcycle-related events and will provide the opportunity to levitate individuals who demonstrate a common interest in motorcycles. Alliance will also survey attendees and conduct one-on-one conversations providing the GTSB with feedback.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities	48.6	49	47.4	52.2	53.8	53.8				
Forecast(Fatalities)						53.8	55.88	57.28	58.68	60.07
Lower Confidence Bound(Fatalities)						53.80	52.62	53.91	55.21	56.51
Upper Confidence Bound(Fatalities)						53.80	59.15	60.65	62.15	63.64
3HSP Targets										

Source: NHTSA/FARS (Actual Values)

5.8

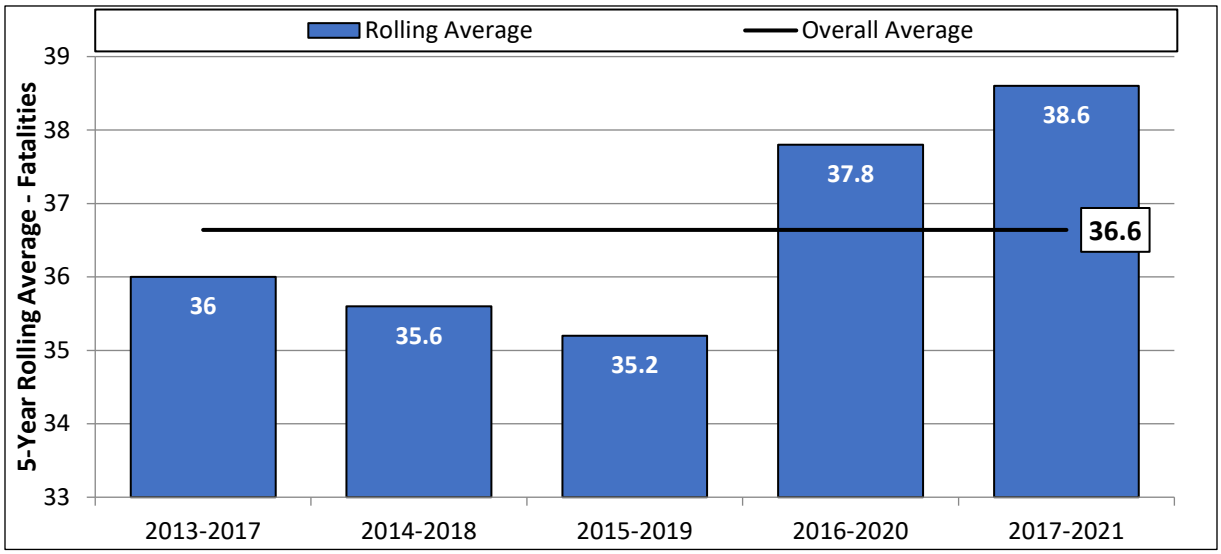
C-8 Number of Unhelmeted Motorcyclist Fatalities

3HSP Performance Measure	Reduce the number of unhelmeted motorcyclist fatalities 6.74% from the 2017-2021 average of 38.6 to a 2022-2026 average of 36 by December 31, 2026.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 25 Targets
2012-2016 Avg = 39	2019 = 35	-10.26	17.88	**FFY 2024 – Maintain unhelmeted motorcyclist fatalities to be no more than the 2017-2021 5-year average of 38.6 by December 31, 2024.**
2013-2017 Avg = 36	2020 = 44	22.22		
2014-2018 Avg = 36	2021 = 51	41.67		
2015-2019 Avg = 35				**FFY 2025 – Reduce unhelmeted motorcyclist fatalities 1.55% from the 2017-2021 average of 38.6 to 38 (2021-2025 average) by December 31, 2025.**
2016-2020 Avg = 38				
2017-2021 Avg = 39				



Source: NHTSA/FARS

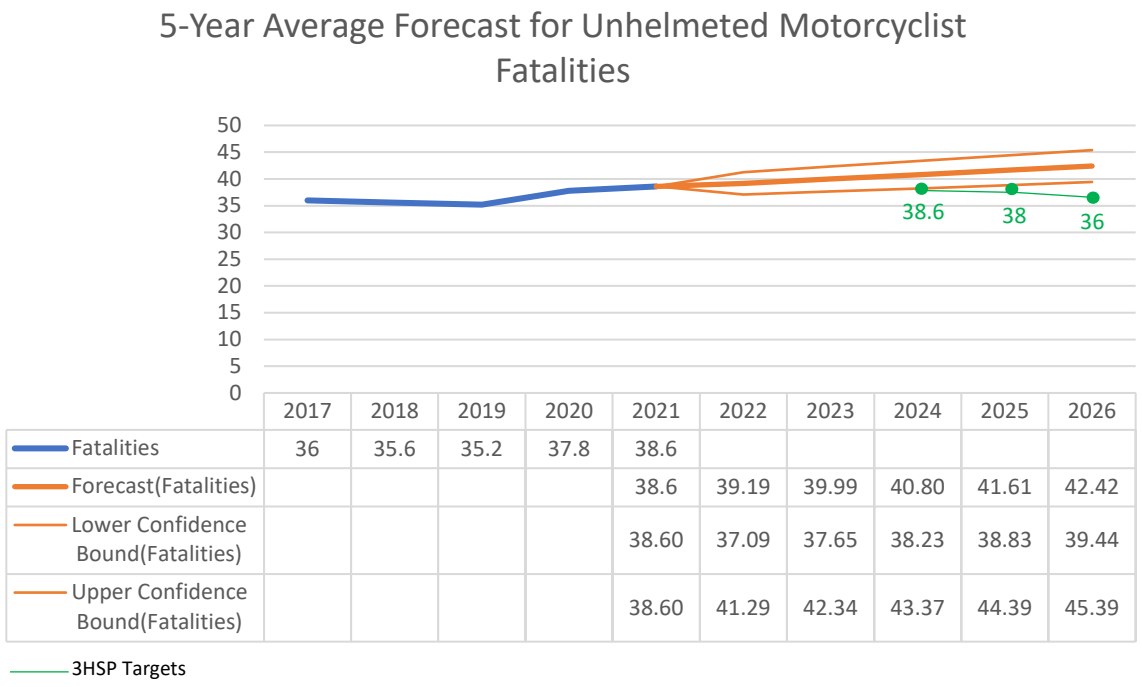
Target Justification

The average percent change from the most recent three years (2019-2021) in relation to a 5-year baseline period has been an increase of 17.88%. If an increase of this magnitude is realized through 2024 compared to a baseline average annual fatality count for 2017-2021 (38.6), the fatality count expected in 2024 would be approximately 45.

Iowa is one of three states that do not have a motorcycle helmet law. As such, it will be a challenge to mitigate the upward trend without specific outreach and communication efforts. The GTSB will be increasing funding allocated toward motorcycle safety messaging and outreach.

New in FFY 2024, the GTSB will be partnering with Alliance Highway Safety to provide 10 motorcycle awareness outreach programs throughout the state in counties with high motorcycle fatality rates. These events will target individuals attending motorcycle-related events and will provide the opportunity to levitate individuals who demonstrate a common interest in motorcycles. Alliance will also survey attendees and conduct one-on-one

conversations and providing the GTSB with feedback.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities	36	35.6	35.2	37.8	38.6					
Forecast(Fatalities)					38.6	39.19	39.99	40.80	41.61	42.42
Lower Confidence Bound(Fatalities)					38.60	37.09	37.65	38.23	38.83	39.44
Upper Confidence Bound(Fatalities)					38.60	41.29	42.34	43.37	44.39	45.39

3HSP Targets

Source: NHTSA/FARS (Actual Values)

5.9

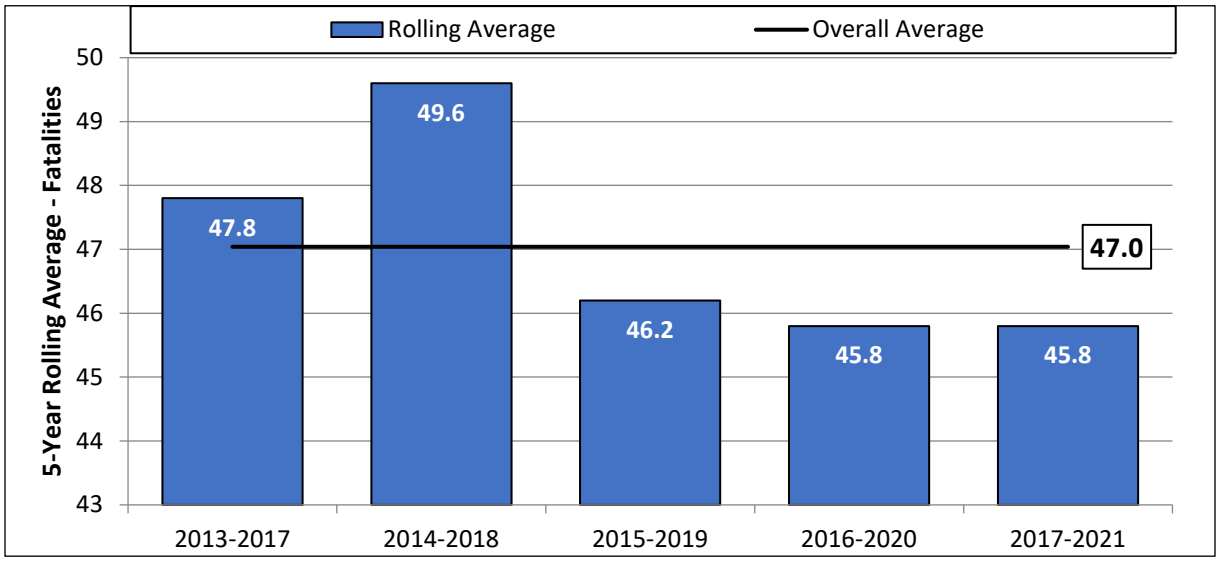
C-9 Number of Drivers Aged 20 or Younger Involved in Fatal Crashes

3HSP Performance Measure	Reduce the number of drivers aged 20 or younger involved in fatal crashes 10.48% from the 2017-2021 average of 45.8 to a 2022-2026 average of 41 by December 31, 2026.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 25 Targets
2012-2016 Avg = 48	2019 = 33	-31.25	-7.03	**FFY 2024 - Reduce the number of drivers aged 20 or younger involved in fatal crashes 1.75% from the 2017-2021 average of 45.8 to 45 (2020-2024 average) by December 31, 2024.**
2013-2017 Avg = 48	2020 = 50	4.17		
2014-2018 Avg = 50	2021 = 53	6.00		
2015-2019 Avg = 46				**FFY 2025 – Reduce the number of drivers aged 20 or younger involved in fatal crashes 3.93% from the 2017-2021 average of 45.8 to 44 (2021-2025 average) by December 31, 2025.**
2016-2020 Avg = 46				
2017-2021 Avg = 46				



Source: NHTSA/FARS

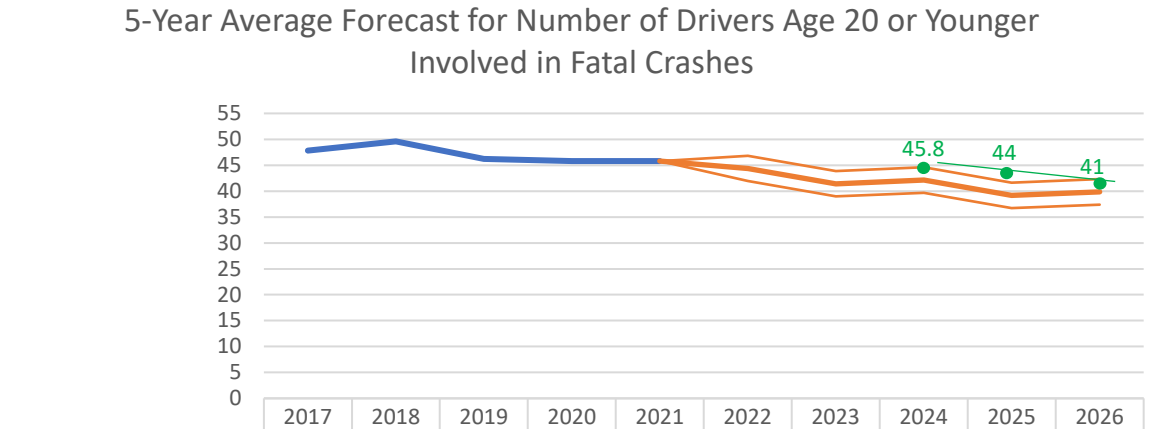
Target Justification

The average percent change from the most recent three years (2019-2021) in relation to a 5-year baseline period has been a decrease of 7.03%. If a decrease of this magnitude is realized through 2024 compared to a baseline of the average annual fatality count for 2017-2021 (45.8), the fatality count expected in 2024 would be approximately 43.

The GTSB is expanding teen driver safety programs through S.A.F.E., “Choices Matter”, and MADD. A Driver Education Assessment which will held in early FFY 2024. The GTSB is looking forward to partnering with the Iowa Department of Transportation through that process and will closely review recommendations which come from the assessment process.

The graph below predicts the number of drivers aged 20 or younger involved in fatal crashes to decrease over

the triennial period and the targets set by the GTSB loosely align with the forecast.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities	47.8	49.6	46.2	45.8	45.8					
Forecast(Fatalities)					45.8	44.38	41.43	42.13	39.18	39.88
Lower Confidence Bound(Fatalities)					45.80	41.95	39.00	39.68	36.72	37.41
Upper Confidence Bound(Fatalities)					45.80	46.82	43.86	44.58	41.63	42.35

3HSP Targets

Source: NHTSA/FARS (Actual Values)

5.10

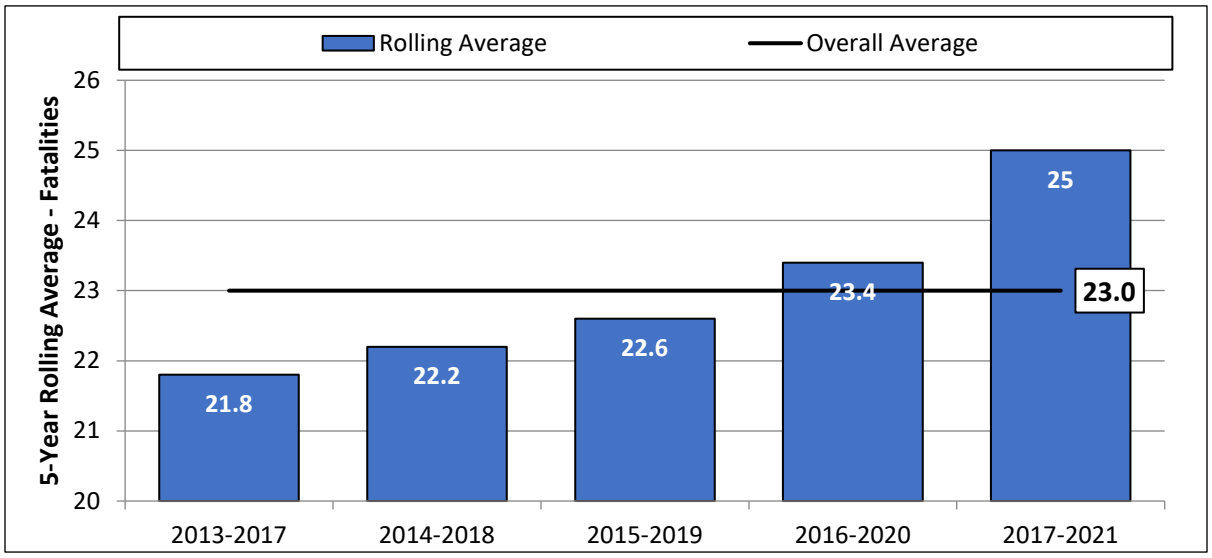
C-10 Number of Pedestrian Fatalities

3HSP Performance Measure	Reduce pedestrian fatalities 8% from the 2017-2021 average of 25 to a 2022-2026 average of 23 by December 31, 2026.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 25 Targets
2012-2016 Avg = 21	2019 = 21	0.00	22.73	**FFY 2024 – Maintain pedestrian fatalities to be no more than the 2017-2021 5-year average of 25 by December 31, 2024.**
2013-2017 Avg = 22	2020 = 29	31.82		
2014-2018 Avg = 22	2021 = 30	36.36		
2015-2019 Avg = 23				**FFY 2025 – Reduce pedestrian fatalities 4% from the 2017-2021 average of 25 to 24 (2021-2025 average) by December 31, 2025.**
2016-2020 Avg = 23				
2017-2021 Avg = 25				



Source: NHTSA/FARS

Target Justification

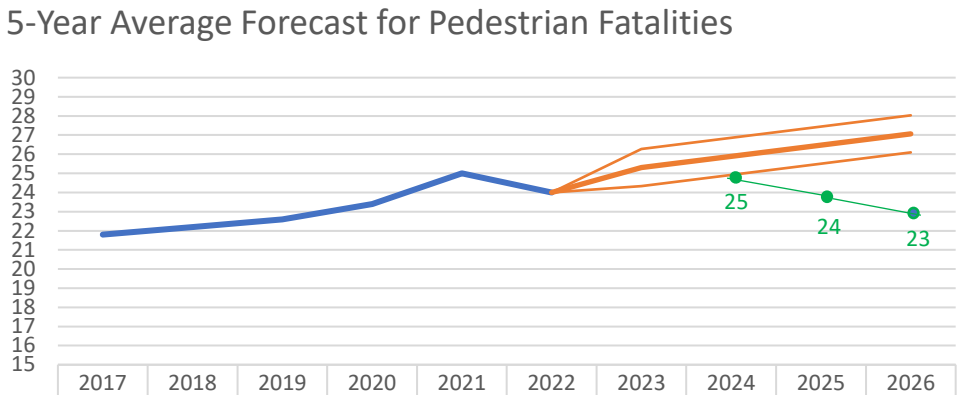
The average percent change from the most recent three years (2019-2021) in relation to a 5-year baseline period has been an increase of 22.73%. If an increase of this magnitude is realized through 2024 compared to a baseline of the average annual fatality count for 2017-2021 (25), the fatality count expected in 2024 would be approximately 30.

Preliminary Iowa Department of Transportation data indicates there were 18 pedestrian fatalities in 2022. When including the preliminary data into projections, forecast models start to see a leveling of the trend for 2024-2026. The 40% decrease in fatalities between 2021 and 2022 helped to flatten the trend, however it is believed the 18 fatalities recorded in 2022 may be an anomaly. Therefore, a 2017-2021 average of 25 was considered when setting the three-year performance measure.

The Iowa DOT is conducting a Vulnerable Road User Assessment late summer of 2023. The GTSB is looking

forward to recommendations that come from the assessment to help further programming and countermeasures around vulnerable road users.

A solid statistical forecast predicts a steady increase in the number of pedestrian fatalities over the triennial period. Several new activities will be implemented starting in FFY 2024 to help mitigate the upward trend. Targets during the triennial period have been set at or below the current known 5-year averages in a response to BIL requirements.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities	21.8	22.2	22.6	23.4	25	24				
Forecast(Fatalities)						24	25.31	25.89	26.48	27.06
Lower Confidence Bound(Fatalities)						24.00	24.34	24.93	25.51	26.09
Upper Confidence Bound(Fatalities)						24.00	26.28	26.86	27.45	28.03

3HSP Targets

Source: NHTSA/FARS (Actual Values)

5.11

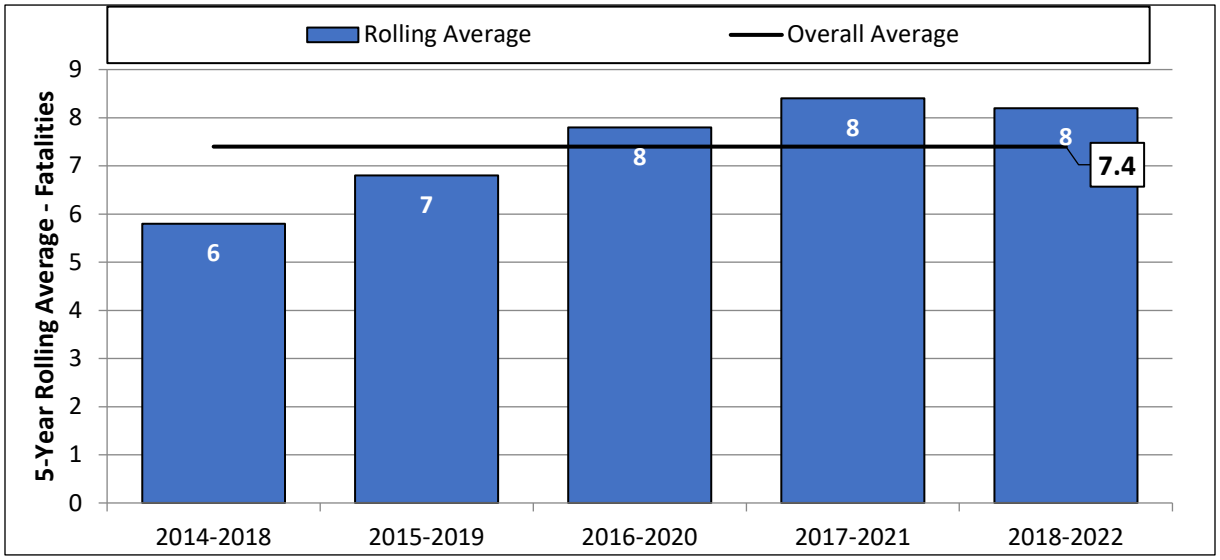
C-11 Number of Bicyclist Fatalities

3HSP Performance Measure	Reduce bicyclist fatalities 18.92% from the 2018-2022 average of 7.4 to a 2022-2026 average of 6 by December 31, 2026.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 25 Targets
2012-2016 Avg = 5	2019 = 9	80	87.77	**FFY 2024 – Maintain bicyclist fatalities to be no more than the 2018-2022 average of 7.4 by December 31, 2024.**
2013-2017 Avg = 5	2020 = 10	100		
2014-2018 Avg = 6	2021 = 11	83.33		
2015-2019 Avg = 7				**FFY 2025 – Maintain bicyclist fatalities to be no more than the 2018-2022 average of 7.4 by December 31, 2025.**
2016-2020 Avg = 8				
2017-2021 Avg = 8				



Source: NHTSA/FARS

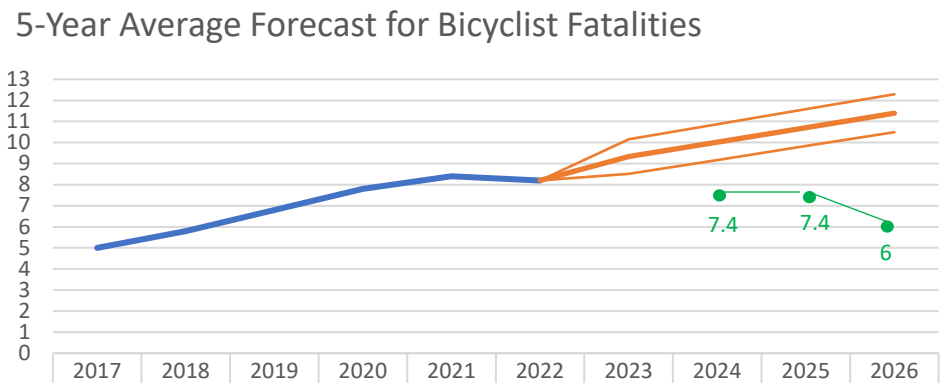
Target Justification

The average percent change from the most recent three years (2019-2021) in relation to a 5-year baseline period has been an increase of 87.77%. If an increase of this magnitude is realized through 2024 compared to a baseline of the average annual fatality county for 2017 – 2021 (9), the fatality count expected in 2024 would be approximately 16. After five consecutive years of increases in the number of bicyclist fatalities, preliminary Iowa DOT data indicates a significant drop in 2022 when three fatalities were recorded. The last time there were as few as 3 bicyclist fatalities was in 2013. The significant decrease in 2022 alters the linear trend downward when looking at annual numbers.

Current GTSB programming and projects focus on children through bicycle helmet distribution and bicycle rodeo events. There is great opportunity to address adults and the GTSB has had initial conversations with the Iowa Bike Coalition and has joined the Iowa Bicycle and Pedestrian Advisory Committee.

The Iowa DOT is conducting a Vulnerable Road User Assessment late summer of 2023. The GTSB is looking forward to recommendations that come from the assessment to help further programming and

countermeasures around vulnerable road users.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities	5	5.8	6.8	7.8	8.4	8.2				
Forecast(Fatalities)						8.2	9.34	10.02	10.71	11.39
Lower Confidence Bound(Fatalities)						8.20	8.51	9.17	9.83	10.49
Upper Confidence Bound(Fatalities)						8.20	10.16	10.87	11.58	12.29

3HSP Targets

Source: NHTSA/FARS (Actual Values)

5.12

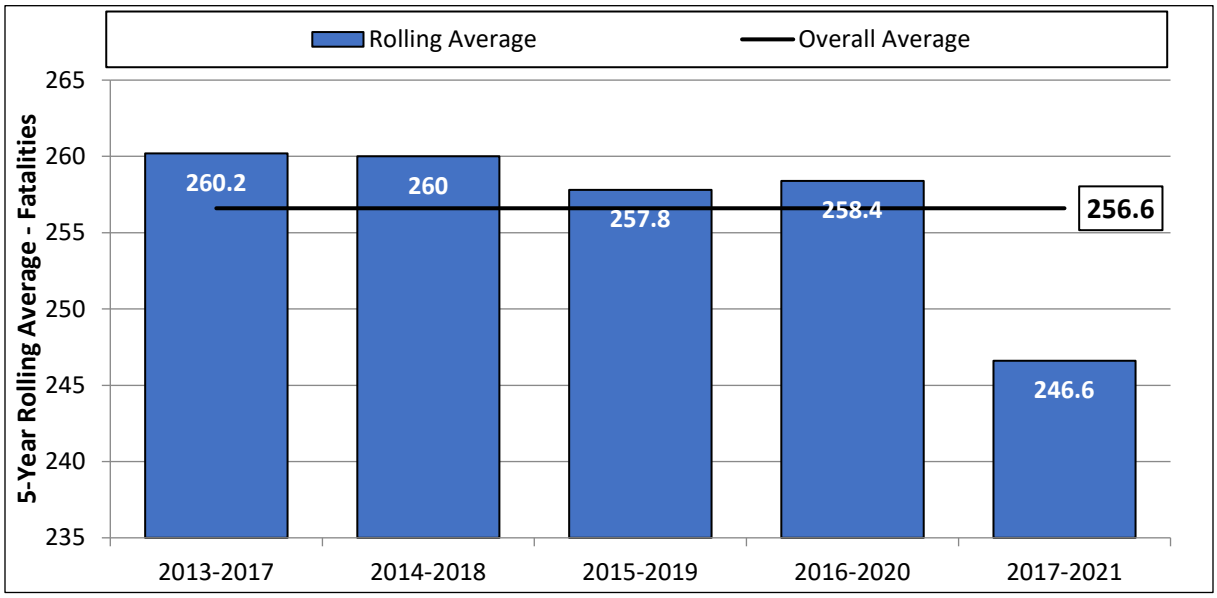
Additional Performance Measure #1: Rural Traffic Safety/Rural Traffic Fatalities

3HSP Performance Measure	Reduce the number of rural traffic fatalities 1.07% from the 2018-2022 average of 242.6 to a 2022-2026 average of 240 by December 31, 2026.
Target Metric Type	%

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and FFY 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 25 Targets
2012-2016 Avg = 267	2019 = 244	-8.61	-7.99%	**FFY 2024 - Maintain rural traffic fatalities to be no more than the 2018-2022 5-year average of 242.6 by December 31, 2024.**
2013-2017 Avg = 260.2	2020 = 233	-10.38		
2014-2018 Avg = 260	2021 = 247	-5.00		
2015-2019 Avg = 257.8				**FFY 2025 - Reduce the number of rural traffic fatalities .66% from the 2018-2022 average of 242.6 to 241 (2021-2025 average) by December 31, 2025.**
2016-2020 Avg = 258.4				
2017-2021 Avg = 246.6				



Source: NHTSA/FARS

Target Justification

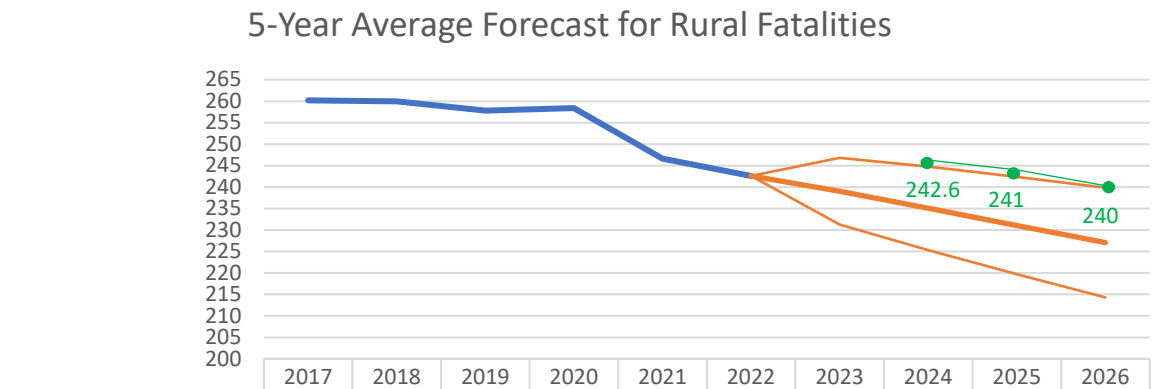
The average percent change from the most recent three years (2019-2021) in relation to a 5-year baseline period has been a decrease of 7.99%. If a decrease of this magnitude is realized through 2024 compared to a baseline of the average annual fatality count for 2017–2021 (247), the fatality count expected in 2024 would be approximately 228.

Preliminary Iowa DOT data indicates there were 234 rural fatalities in 2022. As such, rural fatalities are forecasted to continue downward through the triennial period.

During the triennial period, the GTSB will continue the High Five Rural Traffic Safety Program. The project will continue to evolve through public engagement opportunities and expansion of CPS-related events.

Over the triennial period, the GTSB is planning to make contact and partner with the State Office of Rural Health (SORH) which is housed in the Bureau of Policy and Workforce Service at the Iowa Department of Public Health and Human Services. The SORH program is tasked with providing rural health advocacy and outreach as well as coordinating efforts for rural health activities to reduce statewide duplication.

Data also indicates there is an opportunity to analyze additional data and build partnerships to address ATV crashes during the triennial period. Iowa Department of Transportation preliminary data for 2022 indicates there were 12 ATV/UTV fatalities. This was a 200% increase from the 4 fatalities reported in 2021.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities	260.2	260	257.8	258.4	246.6	242.6				
Forecast(Fatalities)						242.6	239.03	235.05	231.06	227.08
Lower Confidence Bound(Fatalities)						242.60	231.25	225.31	219.71	214.30
Upper Confidence Bound(Fatalities)						242.60	246.81	244.78	242.42	239.86
3HSP Targets										

Source: NHTSA/FARS (Actual Values)

5.13

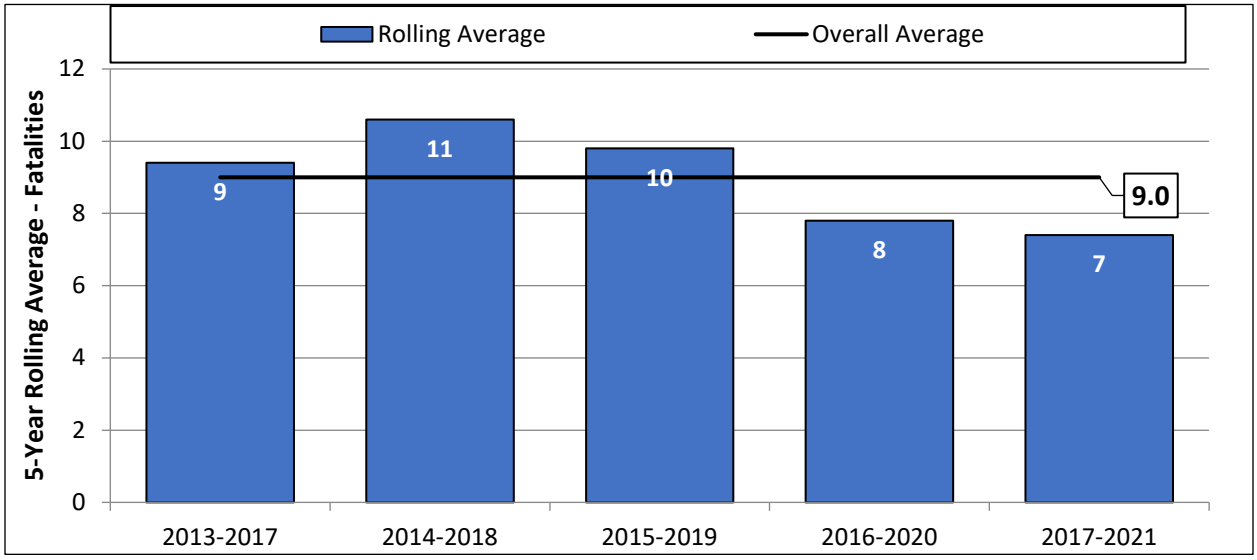
Additional Performance Measure #2: Distracted Driving

3HSP Performance Measure	Reduce the number of distracted driving fatalities 18.91% from the 2017-2021 average of 7.4 to a 2022-2026 average of 6 by December 31, 2026.
Target Metric Type	

Target Justification

To help track progress toward meeting the triennial target, the state has established targets for FFY 2024 and 2025 taking in account the average percent change from the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 2025 Targets
2012-2016 Avg = 7.6	2019 = 3	-60.53	-38.07	**FFY 2024 - Maintain distracted driving fatalities to be no more than the 2017-2021 5-year average of 7.4 by December 31, 2024.**
2013-2017 Avg = 9.4	2020 = 4	-57.45		
2014-2018 Avg = 10.6	2021 = 11	3.77		
2015-2019 Avg = 9.8				**FFY 2025 – Reduce the number of distracted driving fatalities 5.41% from the 2017-2021 average of 7.4 to 7 (2021-2025 average) by December 31, 2025.**
2016-2020 Avg = 7.8				
2017-2021 Avg = 8				



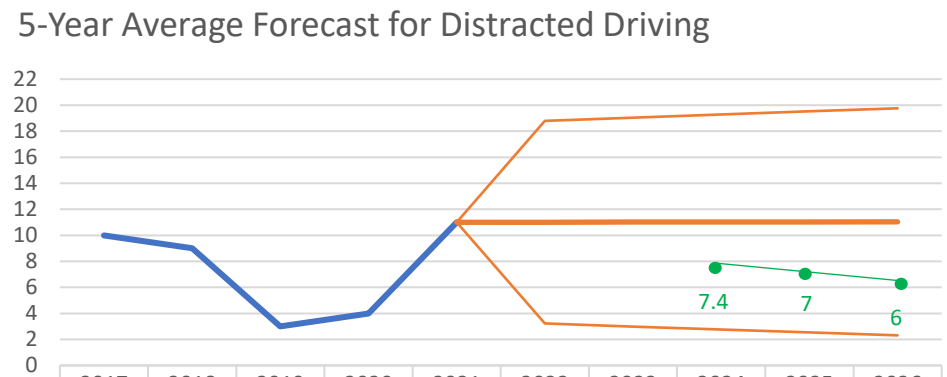
Source: Iowa Department of Transportation

Target Justification

The average percentage from the most recent three years (2019-2021) in relation to a 5-year baseline has been a decrease of 38.07%. If a decrease of this magnitude is realized through 2024, compared to a baseline of the average annual fatality count for 2017-2021 (7.4), the fatality count expected for 2024 would be approximately 5. The forecast model, however, indicates the fatalities may plateau around 11 during the triennial period. When dealing with smaller numbers and highly variable data, linear models nor the alternate baseline calculation can claim strong reliability.

Iowa Code 321.276 prohibits a driver from using a cell phone to send electronic messages but permits cell phone use for a variety of other tasks. It's difficult to enforce the current law because it's virtually impossible to discern how cell phones are being used. Hands free legislation has been introduced in the Iowa legislature for several years. Enhanced legislation to combat distracted driving by prohibiting the use of cell phones by drivers will

continue to be a high priority by the Department.



	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Fatalities	10	9	3	4	11					
Forecast(Fatalities)					11	11.01	11.01	11.02	11.03	11.04
Lower Confidence Bound(Fatalities)					11.00	3.22	2.99	2.76	2.53	2.31
Upper Confidence Bound(Fatalities)					11.00	18.79	19.04	19.29	19.52	19.76

3HSP Targets

Source: Iowa Department of Transportation

5.14

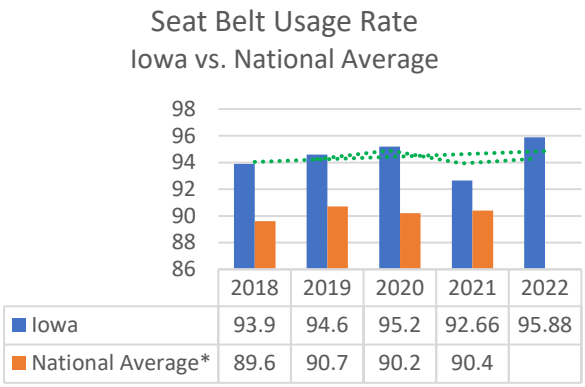
B-1) OBSERVED SEAT BELT USE FOR PASSENGER VEHICLES

3HSP Performance Measure	**Increase the observed seat belt use rate for passenger vehicles 0.23% from the 2022 observational survey rate of 95.88% to 96.1% for the 2026 survey.**
Target Metric Type	Percentage

Target Justification

To help track progress toward meeting the triennial target, the state has established a FFY 2024 target taking in account the average percent change in the most recent three years in relation to a 5-year baseline that precedes each of the three years.

Baseline	Recent Year	% Change	Change	FFY 24 and FFY 2025 Targets
2013-2017 Avg = 92.58	2020 = 95.2	2.83	1.74	**FFY 2024 – Maintain the 2022 seat belt usage rate of 95.88% for the 2024 survey.**
2014-2018 Avg = 92.98	2021 = 92.66	-0.34		
2015-2019 Avg = 93.33	2022 = 95.88	2.73		
2016-2020 Avg = 93.78				**FFY 2025 – Increase the observed seat belt usage rate passenger vehicles 0.02% from the 2022 observation survey rate of 95.88% to 95.90% for the 2025 survey.**
2017-2021 Avg = 93.55				
2018-2022 Avg = 94.44				



Source: 2022 Iowa Seat Belt Usage Survey, Iowa State University, Center for Survey Statistics & Methodology and NHTSA/National Center for Statistics and Analysis

*In 2020 only 21 states and U.S. territories conducted seat belt usage surveys due to the COVID-19 pandemic and the issued waiver of the Coronavirus Aid, Relief, and Economic Security (CARES) Act. Iowa conducted a 2020 survey and did not pursue a waiver.

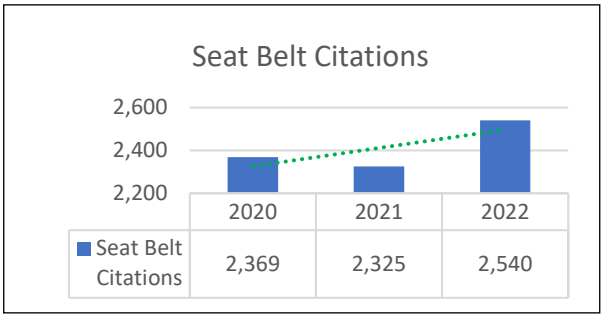
<u>Target Justification</u>

The average percent change from the most recent three years (2020-2022) in relation to a 5-year baseline period has been an increase of 1.74%. If an increase of this magnitude is realized through 2024 compared to a baseline of the average annual belt use rate for 2018-2022 (94.44%), the use rate expected for 2024 would be approximately 96%.

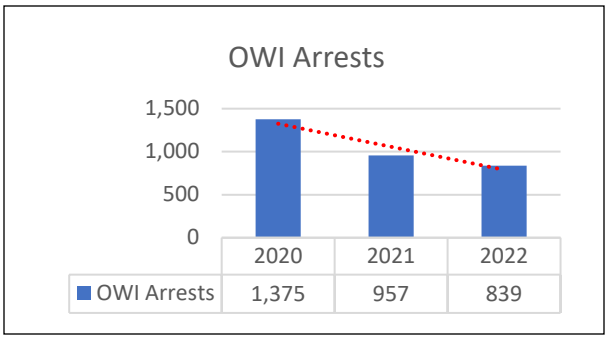
As the belt usage rate gets closer to 100%, it will be challenging to maintain or increase observed usage rates. The GTSB will continue to support and expand enforcement and educational efforts during the triennial period including re-establishing a nighttime seat belt enforcement program and conducting public engagement opportunities in smaller rural communities where belt usage is low.

5.15
Grant Program Activity Reporting

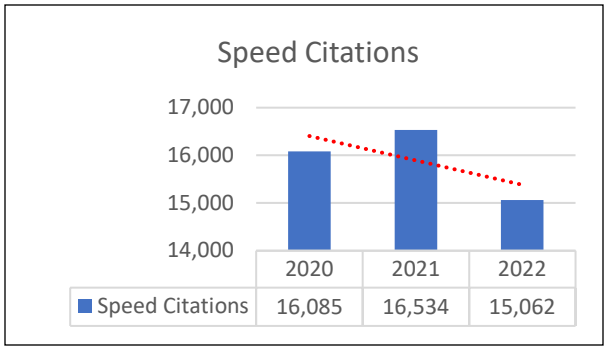
A-1) Number of **seat belt citations** issued during grant-funded enforcement activities.



A-2) Number of **impaired driving arrests** made during grant-funded enforcement activities.



A-3) Number of **speeding citations** issued during grant-funded activities.

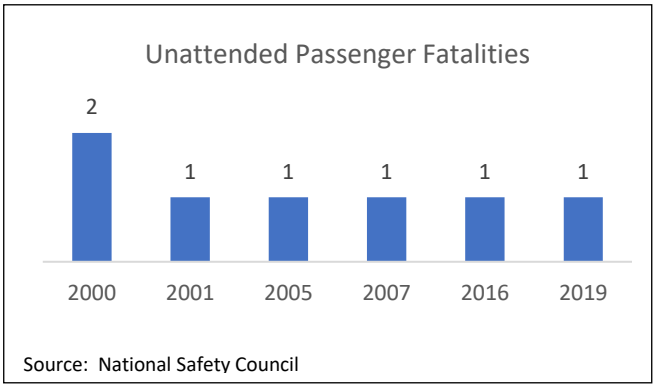


5.16
Special Funding Conditions for Section 402 Grants

Pursuant to Section 1300.13(d), the State must use a portion of grant funds received under Section 402 to carry out a program to educate the public regarding the risk of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator.

According to the National Safety Council, there have been 7 unattended passenger fatalities in Iowa over the past 22 years.

Communication and outreach efforts for this requirement are provided on page 59.



6

Program Areas

6.1

Program Area: Awareness Survey

Surveys can often add considerable value to a public engagement initiative.

Description of Highway Safety Problems

A traffic safety awareness/attitude survey is a way to gather information to understand the public's knowledge, perception, and opinion. Patterns of driver behavior are ongoing highway safety issues in Iowa and in every state. Iowa's awareness/ attitude survey is formulated around the original guidelines and recommendations set forth by the NHTSA-GHSA Working Group.[3]

The GTSB has conducted a Public Awareness Survey since 2010. The GTSB recognizes this type of public engagement can add considerable value to traffic safety programs.

The GTSB will strive to use surveys for the following purposes:

- to influence policy change/legislation
- to influence the public to make safer driving decisions
- to influence our partners to prioritize traffic safety activities
- to help the GTSB develop education projects and opportunities.

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-4) Number of unrestrained passenger vehicle occupant fatalities (all seat positions)	2026	3-Year	84
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2026	3-Year	100
C-6) Number of speeding-related fatalities	2026	3-Year	68
Additional Performance Measure #1: Rural traffic fatalities	2026	3-Year	240
Additional Performance Measure #2: Distracted driving	2026	3-Year	6
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	2026	3-Year	96.1

Countermeasure Strategies in Program Area

Annual Public Awareness Survey

[3] Traffic Tech-Technology, Transfer Series, "Public Awareness Survey recommendations of the NTHSA-GHSA Working Group", No. 397, October 2010.

STRATEGY	ANNUAL PUBLIC AWARENESS SURVEY		
Problem (Link to Strategy)/Project Safety Impact	The GTSB recognizes the public perception can be valuable in shaping programs and how they are administered. The information can foster new ideas and programs and/or strengthen existing programs and countermeasures toward improving overall traffic safety efforts.		
Countermeasures and Justification	State Identified Strategy – A survey is a public engagement opportunity to obtain information from a group of people representing the population of interest. Surveys are a way to obtain information from a small sample of the population. Traffic safety surveys seek to obtain information on the public's knowledge, opinions, or self-reported driving behavior. Results of the survey will be used to guide programs and efforts to improve safe driving among Iowa drivers.		
Target(s)	• Survey/research sample size = 1,200 The survey results are used to help access current programs and to help guide modifications to existing programs with the overall goal to increase safe driving. An awareness/attitudinal survey has been conducted since 2010, except in 2020 due to COVID-19 pandemic restraints. Survey results are valuable for programming, to identify trends, and to incorporate in educational publications and outreach efforts.		
Estimated 3-year funding allocation	FFY 2024	$35,000	Total 3HSP = $105,000 (Supplemental BIL NHTSA 402)
	FFY 2025	$35,000	
	FFY 2026	$35,000	
Strategy(ies) to project considerations	• Public Engagement		

Planned Activities in Countermeasures Strategy

Planned Activity Name: Annual Public Awareness Survey					
Unique Identifier/Planned Activity Number: 402-CP-2024-12-00-52					
Intended Subrecipient: Vernon Research Group					
Type of Organization: Research Agency					
Primary Countermeasure Strategy ID: Community Traffic Safety Project					
Planned Description: The Vernon Research Group will conduct an annual public awareness/attitudinal survey for the GTSB for the duration of the triennial HSP. The goals of the survey and research/analysis are to measure and better understand current driver attitudes and behaviors. The annual survey/research sample size will be 1,200. Current survey questions will be reviewed and revised as deemed appropriate for increased validity and usefulness. The sample size will be increased from previous years and will result in better data when comparing results of sub-groups. A robust analysis plan will look at multiple subgroups. Online recruitment of participants will be the primary method of fielding the data collection for the survey. This will allow for efficient data collection and enable the participants to take the survey privately which will boost validity. Every completed survey will be individually reviewed by the lead analyst.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	Supplemental BIL NHTSA 402	Community Traffic Safety Project	$35,000	$0.00	$0.00

Program Area: Communication & Outreach

The GTSB reclassified an open FTE and hired a Media & Communications Specialist in December 2022.

Description of Highway Safety Problems

The use of media and public outreach raise awareness and support for traffic safety initiatives. Media relations are invaluable toward the overall objectives to educate the public and to change driving behaviors and the overall traffic safety culture. The GTSB and other traffic safety partners through Iowa utilize various media/marketing strategies to disseminate traffic safety information including educational messages. "Education" is on one of the "E's" within the State Strategic Highway Safety Plan. Education pays a key role in helping the public determine what they should and should not do when driving. When educational efforts are effective, they can spur change by reinforcing positive driving behaviors.

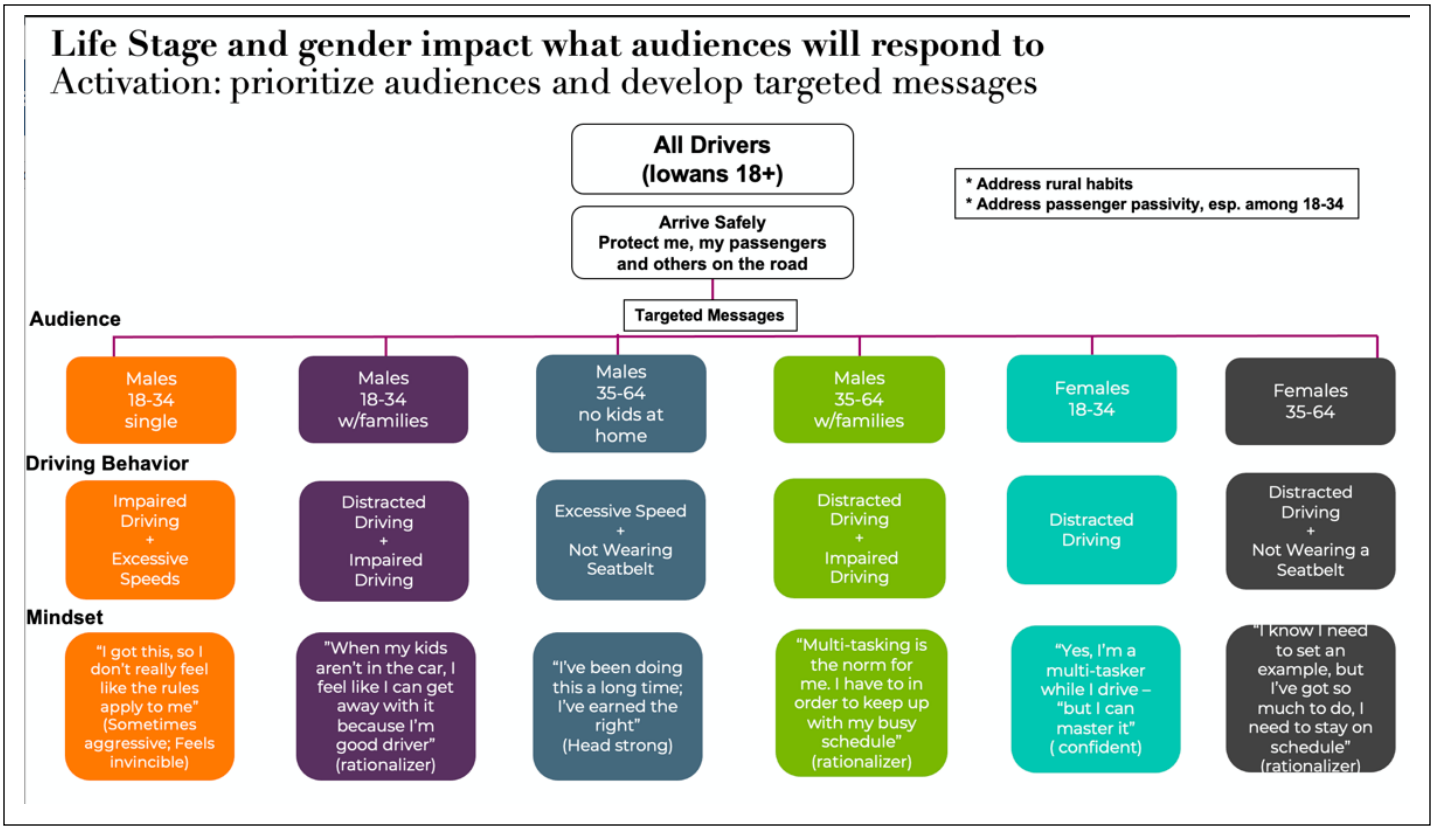
It is sometimes hard to measure the effectiveness of media campaigns despite the reporting of exposure, reach, etc. Reach is defined as the percentage of people seeing or hearing the message. Frequency is the number of times each person saw or heard the message. Engagement describes the number of people who interacted with the campaign through behaviors such as clicking the "Like" button, leaving a comment or visiting the campaign's website.

Measuring campaigns by the metrics of reach, frequency, and engagement does not determine if the message indeed changed the public's driving behavior or had any impact. Another mechanism the state uses to measure the impact of messing are surveys. Since 2010, the GTSB has conducted a public awareness/attitude survey of licensed drivers focused on driving pattern and the effectiveness of media campaigns which are centered on national mobilizations and high visibility efforts. In the fall of 2021, the GTSB started to analyze trends established by survey results.

After data analyses and recognizing upward trends, the GTSB greatly expanded their media exposure managed through ZLR Ignition in FFY 2022. The GTSB also hired a Media & Communications Specialist/Public Information Officer at the beginning of FFY 2023.

The GTSB is currently in the process of working with ZLR Ignition to better understand the current awareness and perceptions of safe driving messages. This project will be done in various stages. Focus groups were conducted in the spring of 2023. The following chart reveals some of the information garnered through the focus group efforts as to life stages and gender impact of what audiences will respond to.

Pursuant to Section 1300.13(d), the State will develop and carry out a program to educate the public regarding the risk of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator. This may be a combination of paid media through ZLR Ignition, earned media, and/or internal social media.



Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-4) Number of unrestrained passenger vehicle occupant fatalities (all seat positions)	2026	3-Year	84
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2026	3-Year	100
C-6) Number of speeding-related fatalities	2026	3-Year	68
C-7) Motorcyclist Fatalities	2026	3-Year	51
C-8) Unhelmeted Motorcyclist Fatalities	2026	3-Year	36
C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes	2026	3-Year	41
C-10) Pedestrian Fatalities	2026	3-Year	23
C-11) Bicyclist Fatalities	2026	3-Year	6
Additional Performance Measure #1: Rural traffic fatalities	2026	3-Year	240
Additional Performance Measure #2: Distracted driving	2026	3-Year	7
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	2026	3-Year	96.1

Countermeasure Strategies in Program Area

Mass Media
Outreach Through County Fairs

STRATEGY	MASS MEDIA / COMMUNICATION CAMPAIGN
Problem (Link to Strategy)/Project Safety Impact	In the spring of 2023, the GTSB partnered with ZLR Ignition and Compendium Research Group to better understand the current awareness and perceptions of safe driving messages. In person and online focus groups were conducted with Iowa drivers who qualified as 'non-compliant' (to varying degrees) when it came to various dangerous driving behaviors. Participants were shown a variety of existing traffic safety messages. Themes that resonated across many demographics; emotional appeal (being there for those you love), arriving safely is taken for granted and overwhelming resistance to authoritarian messaging, especially with men. Using the findings of our focus groups, ZLR suggested we start with an over-arching theme, "Arrive Safely; protect my passengers and others on the road" (see chart). From there we'll prioritize audiences and develop targeted micro messages. In the summer of 2023, the GTSB was presented with four potential campaigns which were narrowed down to three that are undergoing quantitative research to select an overall 'winner' which will be launched into the market later this year. The GTSB's initial traffic safety focus will be impaired driving and distracted driving messaging. Once these campaigns have been developed, advertisements will be placed where key demographics are consuming media. We will consider traditional outlets like billboards, radio, and TV. We also have money budgeted for social ad production and banner ad development. These assets will be used to target audiences on YouTube, connected TV, programmatic advertising, and Gas Station TV. Moving forward in FFY 2025 and 2026, we will continue to use our over-arching theme to develop micro campaigns for excessive speed, seat belts, vulnerable road users, and motorcycle safety. Education and messaging strategies will occur throughout each FFY in the areas of impaired driving, occupant protection, speed, distracted, motorcycle, pedestrian, and bicycle. Information regarding these areas is listed directly within the program area.
Countermeasures and Justification	Countermeasures that Work (CTW) – Alcohol- and Drug-Impaired Driving- Prevention, Intervention, Communications and Outreach • Mass-Media Campaigns, 3-star citation Distracted Driving, Communications and Outreach • Communications and Outreach on Distracted Driving, 1-star citation* *The above-mentioned countermeasure is identified in CTW but is limited or does not have high-quality evaluation evidence for effectiveness. Motorcycle Safety – Motorcycle Rider Communication and Outreach • Conspicuity and Protective Clothing – CTW 1-star citation* • Motorist Awareness of Motorcyclists – CTW 1-star citation* * The above-mentioned countermeasure is identified in CTW but is limited or does not have high-quality evaluation evidence for effectiveness. Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 3, Motorcycle Safety • Communication Program Uniform Guidelines for State Highway Safety Program, Highway Safety Program Guideline No. 8, Impaired Driving

	Communication Program 2021 Iowa Management Review Consideration Adjust Resource Allocation in Motorcycle Program Road safety campaigns are defined as purposeful attempts to inform, persuade, or motivate people to change their beliefs and behavior to improve road safety.[4]		
Target(s)	To be determined within each program area. Develop and carry out a program to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator.		
Estimated 3-year funding allocation	FFY 2024	$1,500.000	Total 3HSP = $4,500,000 (FAST Act 405d Impaired Driving Low, FAST Act 405b OP High, BIL NHTSA 402)
	FFY 2025	$1,500,000	
	FFY 2026	$1,500,000	
Strategy(ies) to project considerations	• Utilization of previously developed materials to continue messaging efforts • Continue to utilize the findings of focus groups • Purchase media for national mobilization periods • Public participation and engagement opportunities • Implement countermeasures and seek partners to assist in the development and educational strategies to educate the public on the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator.		

Planned Activities in Countermeasures Strategy

Planned Activity Name: ZLR Ignition – Paid Media					
Unique Identifier/Planned Activity Number: ZLR – Paid Media					
Intended Subrecipient: ZLR Ignition					
Type of Organization: Media/Marketing					
Primary Countermeasure Strategy ID: Mass Media / Communication Campaign					
Planned Description: ZLR will continue the focus group project to develop of overarching message/campaign that resonates with Iowans. ZLR Ignition's campaign objectives include supporting national NHTSA media initiatives across Iowa and responding to GTSB's requests to address current and emerging traffic safety issues. The targeted campaigns include impaired driving, occupant protection, speed, distracted, motorcycle, pedestrian, and bicycle. ZLR's strategies for delivery include developing new materials to be used for digital placement, thus making them easier and more cost effective to update or change. A proven mix of mediums will be used which are relevant and have the capability to target the audience of a more niche level, such as geo-fence banners. Media will be adjusted to align with NHTSA's campaign calendar. ZLR will incorporate the use of digital media though social media platforms (i.e., Facebook, You Tube, Pandora, connected television, geo-fence banners, social listening videos, spot radio, digital billboards, and outdoor billboards.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit

[4] Road Safety Communication Campaigns Manual for Design, Implementation, and Evaluation, http://op,europa,eu/en/publication-detail-/publication/cf

2021	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$375,000	$0.00	$0.00
2022	BIL 405b OP High	405b High Paid Advertising	$375,000	$0.00	$0.00
2022	BIL NHTSA 402	Paid Advertising	$750,000	$0.00	$0.00

STRATEGY	**OUTREACH THROUGH COUNTY FAIRS**		
Problem (Link to Strategy)/Project Safety Impact	• County fair locations will be determined through FARS data based on the county's 5-year fatality count rate based on 100,000 population. County fairs attract attendees from rural, underserved areas where traditional advertising is sometimes ineffective. Attendees to county fairs are often comprised of families and individuals that are deeply rooted within the small community in which they live. This provides an opportunity to demonstrate the commitment to the local community, reinforce message, engage specific issues, and solicit feedback.		
Countermeasures and Justification	Public Engagement Opportunity/Education		
Target(s)	• Outreach will be conducted at five county fairs in Iowa annually. Locations will be determined by FARS data. • Fair displays will include interactive games and contests designed to engage and educate attendees on roadway safety issues. • Conduct surveys amongst fair attendees interactively participating in fair displays and activities.		
Estimated 3-year funding allocation	FFY 2024	$60,000	Total 3HSP = $180,000 (BIL NHTSA 402)
	FFY 2025	$60,000	
	FFY 2026	$60,000	
Strategy(ies) to project considerations	• Public engagement opportunity through non-traditional events -Ability to survey the public; solicit feedback -Diverse populations		

Planned Activities in Countermeasures Strategy

Planned Activity Name: County Fair Outreach					
Unique Identifier/Planned Activity Number: 402-CP-2024-09-00-50					
Intended Subrecipient: Alliance Highway Safety					
Primary Countermeasure Strategy ID: Outreach Through County Fairs					
Planned Description: Alliance Highway Safety has identified county fairs that operate within areas of high fatality rates. Alliance will provide an interactive educational booth/display in five counties to engage attendees and raise awareness of the dangers faced on the roadways. All engagement opportunities will incorporate a safety massage. Alliance will also conduct pre-and post- fair surveys with attendees to measure understanding of safety campaigns.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Community Traffic Safety Project	$60,000	$0.00	$0.00

6.3

Program Area: Community Traffic Safety Programs

Description of Highway Safety Problems

The implementation of community-based traffic safety programs is an effective way to identify local crash problems and provide solutions.

It is typical for traffic safety advocates to work in partnership with different organizations to address traffic-related issues. Partnerships with coalitions, involvement of elected officials, and/or community or religious leaders, for example, can provide positive outcomes to further develop programs to address local traffic safety problems.

Data is utilized to identified communities and issues to be addressed. Community programs help to promote a positive traffic safety culture through meaningful public engagement.

Community Traffic Safety Programs support the concept of the Safe System Approach as traffic safety must be comprehensive, that safety should be proactive, and that responsibility is shared.

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-4) Number of unrestrained passenger vehicle occupant fatalities (all seat positions)	2026	3-Year	84
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2026	3-Year	100
C-6) Number of speeding-related fatalities	2026	3-Year	68
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	2026	3-Year	96.1

Countermeasure Strategies in Program Area

Community Traffic Safety Project /Driver License Education for Refugees
Multi-jurisdictional Law Enforcement Task Force
Community Traffic Safety Health Consultant

STRATEGY	**COMMUNITY TRAFFIC SAFETY PROJECT / DRIVER LICENSE EDUCATION FOR REFUGEES**
Problem (Link to Strategy)/Project Safety Impact	Programming would be conducted through Lutheran Services of Iowa. • LSI surveyed over 200 individuals and findings identified the awareness and understanding of community resources was a primary barrier for most refugee communities. • Ninety percent (90%) of respondents indicated they wanted more orientation

<table>
<tr><td></td><td>to working and living in the U.S.
• 32% of respondents had not acquired a driving permit. Anecdotally it has been reported the individuals are unable to access training due to language and financial barriers.
• 48% of respondents indicated driving without a license or insurance is a problem in their ethnic community.
• More than 2,500 individuals participated in LSI Immigrant and Refugee Community Services (IRCS) services in 2022.
• Of Iowa's 99 counties, Polk County consistently has the highest number of traffic fatalities and serious injury crashes in the state.

LSI established the IRCS program in 2010 to address the shortage of long-term support for refugees in Polk County and promote their long-term self-sufficiency. Most of the refugees who would benefit from transportation training project have settled in Polk County due to the Afghan evacuation and the war in Ukraine. A critical area that often poses a barrier for self-sufficiency and community integration for new arrivals is navigating and obtaining a drivers permit and license and understanding driving laws in Iowa.</td></tr>
<tr><td>Countermeasures and Justification</td><td>Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 4, Driver Education
• Program Management</td></tr>
<tr><td>Target(s)</td><td>Provide programming for approximately 120 refugees in the following areas:
1. Build the knowledge and confidence of refugees in transportation.
2. Prepare refugees with the classroom training needed to be successful in obtaining their learner's permit.
3. Educate refugees about the steps and options for obtaining a license, vehicle insurance, vehicle purchase and maintenance.</td></tr>
<tr><td>Estimated 3-year funding allocation</td><td><table><tr><td>FFY 2024</td><td>$33,108</td><td rowspan="3">Total 3HSP = $99,324 (Supplemental BIL NHTSA 402)</td></tr><tr><td>FFY 2025</td><td>$33,108</td></tr><tr><td>FFY 2026</td><td>$33,108</td></tr></table></td></tr>
<tr><td>Strategy(ies) to project considerations</td><td>Partnerships
• Iowa Department of Transportation
• Bureau of Refugee Services
• Iowa Works
• Ethnic community-based organizations
• Des Moines area resettlement agencies
• Language interpreters
Safe System Approach – Equity and Evaluation</td></tr>
</table>

Planned Activities in Countermeasure Strategy

Planned Activity Name: Transportation Training through Lutheran Services of Iowa
Unique Identifier/Planned Activity Number: 402-DE-2024-11-00-50
Intended Subrecipient: Lutheran Services of Iowa
Type of Organization: Non-Profit Organization
Primary Countermeasure Strategy ID: Community Traffic Safety Project
Planned Description: To address the needs of refugees' understanding of driving laws in Iowa, LSI will offer new transportation trainings. The goals of these training series will be to: 1. Build the knowledge and confidence of refugees in transportation safety. 2. Prepare refugees with the classroom training needed to be successful in obtaining their learner's

permit; and
3. Educate refugees about the steps and options for obtaining a license, vehicle insurance, vehicle purchase, and maintenance.

LSI will work with Des Moines Area Resettlement Agency, the Bureau of Refugee Services, Iowa Works, and ethnic community-based organizations for outreach and referrals.

This training series will be offered monthly, consisting of two meetings per week for three weeks. Services will be provided in-person through group educational sessions. The curriculum will be developed in partnership with the Iowa Department of Transportation and taught by multilingual trainers. A total of 8 training series sessions will be offered per year with the option to offer the series on different days and different times to meet participant needs.

It is anticipated 120 refugees will be positively impacted from these trainings. In the first year of the offering of these training, it is anticipated that:

- 75% of participants will demonstrate increases in knowledge and skills regarding Iowa traffic laws.
- 75% of participants will demonstrate increase in independence and confidence because of their completion of a particular training area; and
- 75% of participants who start the training will successfully complete the training course.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	Supplemental BIL NHTSA 402	Driver Education	$33,108	$0.00	$0.00

STRATEGY	**MULTI-JURISDICTIONAL LAW ENFORCEMENT TASK FORCE**		
Problem (Link to Strategy)/Project Safety Impact	• Iowa has seen an increase in traffic related fatalities since 2018. • In 2021, there were 44 fatalities in Polk County This represented 12.3% of all fatalities recorded for the year. The Central Iowa Traffic Safety Task Force (CITSTF) realizes that motor vehicle safety is imperative to keeping Iowa's roadways safe and educating the public is essential to the reduction of fatalities.		
Countermeasures and Justification	It is imperative enforcement officers receive adequate training to enhance their effectiveness. Funding allocated to the Central Iowa Traffic Safety Task Force would support a 1-day traffic safety conference to task force member agencies.		
Target(s)	FFY 2024 FFY 2025 FFY 2026	• One 1-day traffic safety conference planned and held yearly. • Plan, promote and conduct traffic safety enforcement efforts by hosting traffic projects.	
Estimated 3-year funding allocation	FFY 2024 FFY 2025 FFY 2026	$4,300 $4,300 $4,300	Total 3HSP = $12,900 (Supplemental BIL NHTSA 402)
Strategy(ies) to project considerations	• Law Enforcement Education • Partnerships/Multi-Agency High Visibility Enforcement • Media Relations		

Planned Activities in Countermeasures Strategy

Planned Activity Name: Central Iowa Traffic Safety Task Force (CITSTF)					
Unique Identifier/Planned Activity Number: 402-PT-2024-05-00-51					
Intended Subrecipient: West Des Moines Police Department					
Type of Organization: Law Enforcement					
Primary Countermeasure Strategy ID: Supporting Enforcement					
Planned Description: CITSTF is a multi-disciplinary collaboration with area state, county and municipal organizations and law enforcement agencies. The mission of CITSTF is to reduce speeding, increase utilization of seat belts, reduce traffic collisions, distracted driving, impaired driving and other traffic safety violations through education and enforcement. CITSTF is comprised of law enforcement agencies from nine central Iowa counties. Funding awarded to CITSTF will support a one-day traffic safety related conference for task force member agencies. Conference topics will focus on traffic safety and enforcement issues. Funding will also support the purchase of blood draw kits for use by medical examiners.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	Supplemental BIL NHTSA 402	Police Traffic Services	$4,300	$0.00	$0.00

STRATEGY	**COMMUNITY TRAFFIC SAFETY HEALTH CONSULTANT**		
Problem (Link to Strategy)/Project Safety Impact	Until recently, there has not been an understanding of how EMS data could support traffic safety projects, nor has public health and EMS data been readily or easily available. EMS services in some areas of rural Iowa are sparse and typically manned by volunteers. Therefore, medical services are potentially delayed. Staffing shortages have also caused some services to merge or close. In June 2022, Iowa Governor Kim Reynolds signed SF 615 into law allowing counties to deem EMS essential and properly fund the service. GTSB is in the process of developing a stronger partnership with the Iowa Department of Health and Human Services (IDHHS). This project will develop over the triennial period. As of June 2023, IDHHS was in the process of hiring an epidemiologist who will be able to analyze public health data to further develop and evolve this program		
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 11, Emergency Medical Services • Public Information and Education		
Target	The Iowa Department of Health and Human Services will dedicate a public health consultant/epidemiologist to coordinate public education to be delivered to communities based on problem identification.		
Estimated 3-year funding allocation	FFY 2024	$0.00	Total 3HSP = $300,000 (BIL NHTSA 402)
	FFY 2025	$150,000	
	FFY 2026	$150,000	
Strategy(ies) to project considerations	• Problem Identification • Leverage Statewide National EMS Information System (NEMSIS) data. • Partnerships		

	• Continue to build a partnership with the Iowa Department of Health and Human Services

6.4

Program Area: Impaired Driving (Drug and Alcohol)

Alcohol-impaired fatalities represented 33% of all traffic fatalities in the state of Iowa in 2021.

Source: NHTSA/FARS

As of June 15, 2023, Iowa had 128 Drug Recognition Experts.

Description of Highway Safety Problems

Impaired driving has always been a concern in Iowa. It is imperative that additional programming efforts be implemented in the state to mitigate the upward trends being seen.

Whereas Iowa is now in the mid-range classification, the GTSB will continue the Fatality Reduction Task Force and work to develop and implement strategies within an Impaired Driving Strategic Plan.

Iowa's FY 2024 Impaired Driving Countermeasure Grant Classification (23 CFR 1300.23)
Alcohol-Impaired Driving Fatalities per 100M VMT

2018-2020			
Fatalities	VMT	Rate	Classification
310	96,570	0.32	Mid-Range

Driving under the influence of alcohol is highly recognized, it is also important to remember that drugs, either legal or illegal, can also impair judgment while driving. To address drug impairment issues, the GTSB is planning to increase the number of DREs by 17.19% over the triennial period to a total of 150.

In April 2022, the GTSB hosted a week-long NHTSA facilitated Impaired Driving Program Assessment. Twelve priority recommendations were made upon the conclusion of the assessment. Please see Appendix A for specific details as to recommendations and the status of implementation.

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2026	3-Year	100

Countermeasure Strategies in Program Area

Drug Recognition Expert Training (DRE)
High Visibility Enforcement (HVE)
Education and Development of Traffic Court Information for Judicial Officers

Laboratory Drug Testing Equipment
Law Enforcement Training/Advanced Roadside Impaired Driving Enforcement
Law Enforcement Training/Iowa Law Enforcement Academy
Prosecutor Training TSRP
Communication Campaign – Impaired
Highway Safety Office Program Management
Impaired Driving Prevention
Mobile Breath Alcohol Testing Unit
Youth Programs
Clinton County Substance Abuse
State Judicial Outreach Liaison
Responsible Beverage Service
Alcohol Compliance Checks

<table>
<tr><th>STRATEGY</th><th colspan="3">DRUG-IMPAIRED DRIVING / DRUG RECOGNITION EXPERT TRAINING (DRE)</th></tr>
<tr><td>Problem (Link to Strategy)/Project Safety Impact</td><td colspan="3">• In 2021, there were 67 drug-related crashes.
• Of the 67 drug-related crashes, 75 fatalities resulted, which represented 21.07% of all fatalities in 2021.
• As of June 15, 2023, Iowa has 128 DREs.

There remains a constant need to train law enforcement officers to recognize impairment in drivers under the influence of drugs other than, and in addition to alcohol.

Iowa continues to see an uptick in the number of drug-related crashes and fatalities. With the ever-changing drug culture, opportunities for trainings specific to drug use are critical. The Iowa DRE Board and select instructors will attend the IACP DRE National Conference for continuing education to learn effective and proven approaches for improving road safety, the latest science on alcohol and drug impaired driving enforcement and how impaired driving technology can be leveraged to make communities safer.

To maintain a strong DRE program, it is imperative other criminal justice partners, including but not limited to judicial/prosecution, laboratory personnel, etc. are also on the forefront of trainings.</td></tr>
<tr><td>Countermeasures and Justification</td><td colspan="3">Countermeasures That Work (CTW)
Alcohol- and Drug-Impaired Driving – Drug-Impaired Driving; Enforcement of Drug-Impaired Driving
• Enforcement of Drug-Impaired Driving, 3-star citation
Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 8, Impaired Driving
• Criminal Justice System - Enforcement</td></tr>
<tr><td>Target(s)</td><td colspan="3">• Hold 2 DRE certification courses annually with the goal to certify 28 officers.
• Increase and maintain the number of DREs at 150.</td></tr>
<tr><td rowspan="3">Estimated 3-year funding allocation</td><td>FFY 2024</td><td>$375,000</td><td rowspan="3">Total 3HSP = $1,125,000 (FAST Act 405d Impaired Driving Low and BIL 405d Impaired Driving Low)</td></tr>
<tr><td>FFY 2025</td><td>$375,000</td></tr>
<tr><td>FFY 2026</td><td>$375,000</td></tr>
<tr><td>Strategy(ies) to project considerations</td><td colspan="3">• Program Assessment
• The DRE program was a component of Iowa’s Impaired Driving Program</td></tr>
</table>

	Assessment (conducted April 2022). DRE programming will continue to be addressed through the Impaired Driving Task Force and the State's Impaired Driving Strategic Plan
	• Enforcement
	  • The DRE program supports enforcement efforts as officers are encouraged to call a DRE when an individual is suspected of impairment.
	• Partnerships
	  • The DRE training and certification is nationally recognized and supported through the International Association of Chiefs of Police (IACP) and NHTSA.
	  • It is anticipated the specialized trainings, such as DRE, will be included in the 2024-2028 State Strategic Highway Safety Plan (SHSP). The 2024-2028 plan is currently being developed.

Planned Activities in Countermeasures Strategy

Planned Activity Name: DRE Program Expenses					
Unique Identifier/Planned Activity Number: 405d-FDLPEM-2024-62-00-06					
Intended Subrecipient: GTSB - Internal					
Type of Organization: State Highway Safety Office					
Location Where Project to be Performed: Des Moines, IA for DRE School; Out-of-State Certification location to be determined.					
Affected Communities: Statewide					
Primary Countermeasure Strategy ID: Drug-Impaired Driving / Drug Recognition Expert Training (DRE)					
Planned Description: Funding in FFY 2024 is allocated to support the DRE program to include DRE training/certification, supplies, and out -of-state travel expenses to conduct hands-on training for officer certification requirements. Funding is also allocated for travel to the DRE National Conference and/or other specific training opportunities which may arise during the funding period.					
Planning and Administration Cost: No			1300.41(b) "Promised Project": No		
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	$375,000	$0.00	$0.00

STRATEGY	**HIGH VISIBILITY ENFORCEMENT (HVE)**
Problem (Link to Strategy)/Project Safety Impact	• In FFY 2021, 118 fatalities in Iowa were classified as alcohol impaired. This represented 33% of all fatalities for the year. • In 2021, alcohol-impaired driving fatalities per 100M VMT was 0.36. • For FFY 2024 impaired driving countermeasure grant classifications (23 CFR 1300.23), Iowa has moved from a low-range state to a mid-range state due to a 3-year (2018-2020) average rate of 0.32. • Focus groups conducted in the spring of 2023 resulted in impaired driving being the least socially acceptable and considered the most dangerous. Overtime enforcement efforts will be directed at impaired driving during times and at locations identified as high risk.

	HVE is recognized as a universal strategy to deter and change unsafe and unlawful behaviors. The increased presence of law enforcement is intended to enhance the perceived risk of arrest due to unlawful behaviors and as a preventative measure to deter individuals from driving while impaired. Grant-funded agencies are given latitude to tailor efforts to meet the needs of their jurisdictions and communities. HVE efforts are most effective when they combine enforcement, visibility elements and a publicity strategy.
Countermeasures and Justification	Countermeasures that Work (CTW) Alcohol- and Drug-Impaired Driving – Deterrence: Enforcement • High Visibility Saturation Patrols, 4-star citation • Preliminary Breath Test Devices, 4-star citation Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 8, Impaired Driving • Criminal Justice System • Laws • Enforcement • Publicizing High Visibility Enforcement
Target(s)	Planned impaired driving high visibility enforcement directed at impaired driving during times and at locations identified by the agency, the Iowa DOT or the GTSB to have a high occurrence for impaired driving.
Estimated 3-year funding allocation	FFY 2024 \$1,464,384 FFY 2025 \$1,470,000 FFY 2026 \$1,470,000 Total 3HSP = \$4,404,384 (BIL NHTSA 402 and BIL 405d Impaired Driving Low)
Strategy(ies) to project considerations	Utilization of Crash Data Program Assessment • Enforcement was a component of Iowa's Impaired Driving Program Assessment (conducted April 2022). Enforcement efforts will continue to be addressed through the Impaired Driving Task Force and the state's Impaired Driving Strategic Plan. Partnerships • Enforcement strategies will be included in the 2024-2028 State Strategic Highway Safety Plan (SHSP). The 2024-2028 plan is currently being developed. • Iowa will continue utilizing a Law Enforcement Liaison (LEL) to foster new partnerships with law enforcement agencies. • Addition of partnerships with county conservation boards.

Planned Activities in Countermeasures Strategy

Planned Activity Name: Law Enforcement/HVE – 402 (AL)
Unique Identifier/Planned Activity Number: 2024-402(AL) / HVE
Intended Subrecipient: Law Enforcement Agencies
Type of Organization: Law Enforcement
Location Where Project to be Performed: Statewide
Affected Communities: Statewide
Primary Countermeasure Strategy ID: High Visibility Enforcement

Planned Description:
High visibility enforcement is included in NHTSA's "Countermeasure That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 10th Edition, 2020, as an effective strategy to combat impaired driving. Section 402 AL funding will be allocated to support overtime enforcement, educational efforts and/or equipment purchases. Enforcement efforts will be directed at impaired driving during times and at locations identified by each respective agency, the Iowa DOT, or the DPS/GTSB as high risk. Funded agencies will be required to conduct two targeted traffic enforcement projects; one of which will be conducted at night and one multi-jurisdictional project. Agencies will also be required to conduct at least 12 public information/education activities aimed at improving driver safety behaviors to reduce impaired driving. Funding in FFY 2024 will support efforts of 94 law enforcement agencies.

Throughout the triennial HSP period, the Law Enforcement Liaison will continue to work with agencies to increase partners and activities to help combat impaired driving issues across the state.

Planning & Administration Cost: No	1300.41(b) "Promised Project": No

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Alcohol	$1,131,500	$0.00	$1,131,500

Planned Activity Name: Law Enforcement/HVE – 405d

Unique Identifier/Planned Activity Number: 2024-405d/HVE

Intended Subrecipient: Iowa State Patrol and Iowa State University

Type of Organization: Law Enforcement

Location Where Project to be Performed: Statewide

Affected Communities: Statewide

Primary Countermeasure Strategy ID: High Visibility Enforcement

Planned Description:
High visibility enforcement is included in NHTSA's "Countermeasure That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices", 10th Edition, 2020, as an effective strategy to combat impaired driving. Section 405d funding will be allocated to support overtime enforcement, educational efforts and/or equipment purchases. Enforcement efforts will be directed at impaired driving during times and at locations identified by each respective agency, the Iowa DOT, or the DPS/GTSB as high risk. Grantees will be required to conduct two targeted traffic enforcement projects; one of which will be conducted at night and one multi-jurisdictional project. Grantees will also be required to conduct at least 12 public information/education activities aimed at improving driver safety behaviors to reduce impaired driving.

Planning & Administration Cost: No	1300.41(b) "Promised Project": No

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	FAST Act 405d Impaired Driving Low	405d Low other Based on Problem ID	$332,884	$0.00	$0.00

STRATEGY	EDUCATION AND DEVELOPMENT OF TRAFFIC COURT INFORMATION FOR JUDICIAL OFFICERS		
Problem (Link to Strategy)/Project Safety Impact	It is important to have materials for judges and magistrates to access for consistent administration of judicial proceedings.		
Countermeasures and Justification	A partnership which involves judicial education will provide for the expansion, continuous development, and maintenance of the Judges Traffic Law Bench Book to ensure the administration of municipal infractions and criminal infractions related to traffic safety. The digital bench book would constantly be updated to include relevant content.		
Target(s)	• Annually form and convene a committee of judicial officers to advise the usefulness of the Traffic Law Benchbook, as well as district-level efforts to maintain traffic law recourses. At least four meetings will be set throughout the grant cycle with the committee meetings once every three months, other meetings as needed. Annually host at least one traffic law presentation to provide continuing legal education on the safe administration of traffic-related infractions.		
Estimated 3-year funding allocation	FFY 2024	$21,500	Total 3HSP = $64,500 (BIL 405d Impaired Driving Low)
	FFY 2025	$21,500	
	FFY 2026	$21,500	
Strategy(ies) to project considerations	• Partnerships • Opportunity for further utilization and collaboration with the NHTSA Regional Judicial Outreach Liaison		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Traffic Law Bench Book					
Unique Identifier/Planned Activity Number: 405d-FDL*TC-2024-65-00-50					
Intended Subrecipient: State Court Administrator's Office					
Type of Organization: State Agency					
Location Where Project to be Performed: Des Moines, IA					
Affected Communities: This project will serve judges and magistrates throughout Iowa.					
Primary Countermeasure Strategy ID: Traffic Law Bench Book					
Planned Description: Funding will be used to continually develop and maintain the Traffic Law Bench Book to ensure the safe administration of municipal infractions and criminal infractions related to traffic safety. Funds will also help provide speakers on traffic safety topics to judges, magistrates, and judicial officers to provide continuing legal education on the safety administration of traffic-related infractions.					
Planning & Administration Cost: No			1300.41(b) "Promised Project": No		
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Low	405d Low Traffic Courts	$21,500	$0.00	$0.00

STRATEGY	LABORATORY DRUG TESTING EQUIPMENT
Problem (Link to Strategy)/Project Safety Impact	The Iowa Division of Criminal Investigation (DCI) Criminalistics Laboratory is the only publicly funded toxicology service available to law enforcement in the state. The laboratory provides certification and training on the evidentiary breath alcohol testing instrument (Data Master DMT) and performs forensic testing on blood alcohol and urine samples for alcohol concentration along with drug analysis in both matrices. In the past several years, blood drug analysis has been added. The DCI Laboratory plays an essential role in Iowa's overall impaired driving effort and support enforcement, judicial proceedings, and legislative interests.
Countermeasures and Justification	The DCI Laboratory is entrusted by statute to provide technical assistance to the criminal justice system in the investigation of criminal matters.
Target(s)	• At least 1,200 blood and urine samples analyzed annually for alcohol and drugs. • 160 DataMaster DMTs certified and maintained, and 150 officers recertified on DMT operation annually. • Expert testimony provided at OWI court cases and testimony totals reported.
Estimated 3-year funding allocation	FFY 2024 | $182,000 FFY 2025 | $185,000 FFY 2026 | $185,000 Total 3HSP = $552,000 (BIL 405d Impaired Driving Low)
Strategy(ies) to project considerations	• Opportunity for further utilization and collaboration with the NHTSA Regional Toxicology Liaison. • Professional development opportunities.

Planned Activities in Countermeasure Strategy

Planned Activity Name: DCI Lab Toxicology
Unique Identifier/Planned Activity Number: 405d-FDLBAC-2024-69-00-50
Intended Subrecipient: Iowa Division of Criminal Investigation (DCI) Criminalistics Laboratory
Type of Organization: State Agency/Laboratory
Location Where Project to be Performed: Laboratory is in Ankeny, IA. Lab testing and forensic science technician activities will be conducted at the Ankeny location. Activities that will be conducted throughout the state include the DataMaster DMT units and court testimony.
Affected Communities: Criminal justice community throughout Iowa.
Primary Countermeasure Strategy ID: Laboratory Drug Testing Equipment
Planned Description: The Iowa DCI Crime Lab serves the residents of the State of Iowa as the only public funded toxicology lab available to law enforcement. Funding for the DCI Laboratory would support the following - Staffing Plan: 1. Funding for one full-time forensic science technician to assist in opening cases and conducting drug screening tests. 2. Funding staff for overtime to work on impaired driving cases and to certify and repair DataMaster DMT units as well as certify officers on DMT use. Proposed Contract Activities: 1. Conduct testing for alcohol and drugs of abuse in both blood and urine matrices and report the number of tests conducted and test results including details on the drug levels per test (where applicable). 2. Provide staff overtime to certify and repair DataMaster DMT units for Iowa users, recertify officers on DMT operation and work impaired driving cases as needed.

3. Provide expert testimony in OWI court cases.
4. Purchase, receive, and distribute DataMaster DMT units, simulators, thermometers, and barometers as needed.
5. Purchase consumable forensic toxicology supplies, DataMaster replacement parts, dry gas tanks, simulator parts, and DMT operational software and manuals as needed.
6. Participate in contract-related training and travel that improves the laboratory's knowledge and abilities relating to toxicology testing, breathe alcohol program operations and expert testimony on these subjects.

Planning & Administration Cost: No	1300.41(b) "Promised Project": No

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Low	405d Low BAC Testing/Reporting	$182,000	$0.00	$0.00

STRATEGY	**LAW ENFORCEMENT TRAINING/ADVANCED ROADSIDE IMPAIRED DRIVING ENFORCEMENT**
Problem (Link to Strategy)/Project Safety Impact	• In 2021, there 67 drug-related crashes • Of the 67 drug-related crashes, 75 fatalities resulted, which represented 21.07% of all fatalities in 2021. Iowa continues to see an increase in the number of fatal and serious injury crashes where a driver is impaired by a drug other than alcohol. Drugs are being identified in more traffic incidents every year. The following three drugs were most frequently identified in fatal crashes in 2022 according to Iowa DOT preliminary data: 1. Cannabis 2. CNS Stimulants 3. CNS Depressants It is critical that law enforcement officers continue to receive training through their career. Beyond the basic training while in certification academies, specialized trainings and programs offered in the state focusing on impairment include Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE). The Standardized Field Sobriety Test (SFST) is the basic mechanism for a law enforcement officer to assess drivers suspected of being under the influence of alcohol, while the DRE program provides more advanced training to evaluate suspected drug impairment. ARIDE is designed to bridge the gap between the SFST and DRE programs by providing officers with general knowledge related to drug impairment and by promoting the use of DREs. A significant piece of ARIDE is the required student demonstration of the SFST proficiency requirement. ARIDE stresses the importance of the signs and symptoms of the seven drug categories: Central Nervous System (CNS) Depressants, CNS Stimulants, Hallucinogens, Dissociative Anesthetics, Narcotic Analgesics, Inhalants, and Cannabis. ARIDE training gives officers the skills to observe, identify and articulate the signs of impairment related to drugs, alcohol,

	or a combination of both to reduce the number of impaired driving incidents which result in serious injuries and fatalities.		
Countermeasures and Justification	Countermeasures That Work (CTW) Alcohol- and Drug-Impaired Driving, Drug-Impaired Driving • Enforcement of Drug-Impaired Driving, 3-star citation		
Target(s)	• 225 officers to be trained in ARIDE annually.		
Estimated 3-year funding allocation	FFY 2024	$50,000	Total 3HSP = $150,000 (BIL 405d Impaired Driving Low)
	FFY 2025	$50,000	
	FFY 2026	$50,000	
Strategy(ies) to project considerations	Partnerships • ARIDE training is nationally recognized and supported through the International Association of Chiefs of Police (IACP) and NHTSA. • It is anticipated the specialized trainings, such as ARIDE, will be included in the 2024-2028 State Strategic Highway Safety Plan which is currently being developed.		

Planned Activities in Countermeasure Strategy

Planned Activity Name: ARIDE Program Expenses					
Unique Identifier/Planned Activity Number: 405d-FDLPEM-2024-62-00-07					
Intended Subrecipient: GTSB-Internal					
Type of Organization: State Highway Safety Office					
Location Where Project to be Performed: Statewide					
Affected Communities: Law enforcement agencies statewide					
Primary Countermeasure Strategy ID: Law Enforcement Training					
Planned Description: Funding will support travel, supplies, training sites, and printing associated with the ARIDE program. The goal is to train a minimum of 225 officers annually.					
Planning & Administration Cost: No			1300.41(b) "Promised Project": No		
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Low	405d Low Drug and Alcohol Training	$30,000	$0.00	$0.00

STRATEGY	**LAW ENFORCEMENT TRAINING/IOWA LAW ENFORCEMENT ACADEMY**
Problem (Link to Strategy)/Project Safety Impact	It is imperative law enforcement officers have proper training to recognize signs and symptoms of suspected impairment. Training for law enforcement officers is essential and should be on-going. ILEA trains officers from all of Iowa's 99 counties. As with most electronic data collection systems, personnel turnover necessitates continued emphasis on training. The electronic crash reporting system is no exception. Law enforcement officers must receive training on the Traffic and Criminal Software (TraCS), to assure data accuracy is maintained and improved upon. However, law enforcement candidates in the Iowa Law Enforcement Academy are not provided this training due to unavailability of the TraCS system at the academy. Impaired driving is one of the primary traffic safety problem areas

	that benefits from accurate electronic data collection and availability as it enables traffic safety funds to be directed to the areas with the most critical need		
Countermeasures and Justification	Countermeasures That Work (CTW) Alcohol- and Drug-Impaired, Drug-Impaired Driving • Enforcement of Drug-Impaired Driving, 3-star citation Impaired Driving Assessment – Priority Recommendation • Procure the Traffic and Criminal Software (TraCS) electronic crash reporting for law enforcement academies to uniformly train law enforcement on how to properly complete the electronic crash report.		
Target(s)	Annually conduct the following courses: • Provide two (2) Standardized Field Sobriety Horizontal Gaze Nystagmus (SFST-HGN) courses. • Provide for two (2), four-day Standardized Field Sobriety Testing (SFST) instructor courses. • Coordinate with the DEC/DRE program to offer SFST/Drug update schools (ARIDE) for the basic academy training cycle. • Provide courses on traffic safety for the basic academy training cycle. • Provide an Occupant Protection Usage and Enforcement course. • Coordinate, schedule and provide a two-hour Interdiction to Drug-Impaired Recognition course. • In the first year of the triennial HSP, purchase and begin to use 50 laptop computers for the sole purpose of training traffic safety and TraCS in recruit classrooms.		
Estimated 3-year funding allocation	FFY 2024	$220,385	Total 3HSP = $561,155 (BIL 405d Impaired Driving Low)
	FFY 2025	$170,385	
	FFY 2026	$170,385	
Strategy(ies) to project considerations	Program Assessment • Enforcement training was a component of Iowa's Impaired Driving Program Assessment (conducted 2022). Training enhancements will continue to be addressed through the Impaired Driving Task Force and the state's Impaired Driving Strategic Plan.		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Iowa Law Enforcement Academy (ILEA)
Unique Identifier/Planned Activity Number: 405d-FDL*PT-2024-64-00-50
Intended Subrecipient: Iowa Law Enforcement Academy
Type of Organization: State Agency
Location Where Project to be Performed: Primarily at the Iowa Law Enforcement Academy, Johnston, IA; some classes may occur at other locations throughout the state.
Affected Communities: Law enforcement agencies throughout the state.
Primary Countermeasure Strategy ID: Law Enforcement Training

Planned Description:
Through the Iowa Law Enforcement Academy, officers are trained to become proficient in recognizing and testing drivers who are suspected to be impaired. Funding in FFY 2023 will support the academy to provide training for Standardized Field Sobriety/Horizontal Gaze Nystagmus (SFS-HGN) and Standardized Field Sobriety Testing (SFST), including instructor courses for local and state law enforcement officers. Funding will also be used for miscellaneous supplies and expenses related to contracted activities.

Project activities will include:

1. Coordinate traffic-safety related training statewide and, where possible, conduct or supervise in-service training.
2. Purchase fifty (50) laptop computers for the sole use of training around traffic safety and TraCS in recruit classrooms.
3. Where possible and applicable, provide training at sites throughout Iowa.
4. Provide two Standardized Field Sobriety Horizontal Gaze Nystagmus courses (SFST-HGN) for the basic academy training cycle and, when possible, for local and state law enforcement officers.
5. Provide two, four-day Standardized Field Sobriety Testing (SFST) Instructor Courses for local and state law enforcement personnel. Provide honorarium and travel expenses for instructors. All travel reimbursement will be made at State of Iowa approved rates.
6. Will coordinate with the DEC/DRE program to offers SFST/Drug Update schools (ARIDE) for the basic academy training cycle and, when possible, for local and state law enforcement officers.
7. Provide courses on traffic safety for the basic academy training cycle and, when possible, for local and state law enforcement officers.
8. Provide an Occupant Protection Usage and Enforcement course for the basic academy training cycle and, when possible, for local and state law enforcement officers, with the prior written approval of the DPS/GTSB.
9. Coordinate, schedule and provide a two-hour Introduction to Drug Impaired Recognition course for the basic academy training cycle.
10. Purchase necessary materials, supplies, postage, telephone calls, travel and other DPS/GTSB approved expenses in support of contract activities. All travel reimbursement will be made at State of Iowa approved rates.
11. Purchase traffic safety training media approved by DPS/GTSB to update library in areas like occupant restraint use and enforcement.
12. Provide appropriate initial and update training in traffic safety for staff instructors and/or others who would be available to be used as instructors.

Traffic safety training also includes components of accurate reporting of traffic safety issues, crashes, as well as violations. Currently 99.78% of all crashes in Iowa are completed electronically, as well as most citations through the 389 law enforcement agencies currently using Iowa's Traffic and Criminal Software (TraCS) and TraCS Electronic Citation Component (ECCO).

Educating and training all law enforcement recruits on TraCS and ECCO is considered critical to improve the accuracy of reported data. Funding in FFY 24 will support the purchase of classroom computers to be used solely for training recruits on TraCS and ECCO.

ILEA trains officers from all of Iowa's 99 counties.

Planning & Administration Cost: No	1300.41(b) "Promised Project": No

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Low	405d Low Police Traffic Services	$220,385	$0.00	$0.00

STRATEGY	PROSECUTOR TRAINING/TSRP		
Problem (Link to Strategy)/Project Safety Impact	The GTSB partners with the Prosecuting Attorney's Training Council to develop and improve overall safety capabilities through training of law enforcement, prosecutors, and other professionals/stakeholders involved in the enforcement of traffic laws. The emphasis on prosecutor training as a countermeasure strategy includes training to address special problems and/or opportunities, and to provide a coordination mechanism for reducing traffic-related property damage, personal injury, and fatal crashes. The attorney identified in this project will serve as Iowa's Traffic safety Resource Prosecutor (TSRP).		
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 12, Prosecutor Training • Program Management • Resource Management • Training and Technical Assistance Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 8, Impaired Driving • Prosecution		
Target(s)	The grantee would provide essential services that achieve the goal of increased traffic safety by conducting targeted workshops for both law enforcement and prosecutors on effective courtroom strategies, evidence-gathering efforts, legislative support, prosecution and charging decisions, and case law updates. The grantee will also act as a liaison between law enforcement and prosecutors, other governmental agencies, and personnel, including NHTSA personnel, and promote uniform enforcement of traffic laws through publications and legal memorandum in support of prosecution efforts. The grantee will provide services to the judiciary when requested on topics related to impaired driving, distracted driving, vehicle stops and searches, and advisory bulletins when appropriate.		
Estimated 3-year funding allocation	FFY 2024	$199,500	Total 3HSP = $598,500 (BIL 405d Impaired Driving Low)
	FFY 2025	$199,500	
	FFY 2026	$199,500	
Strategy(ies) to project considerations	• Partnerships throughout the criminal justice system.		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Traffic Safety Resource Prosecutor (TSRP)
Unique Identifier/Planned Activity Number: 405d-FDL*PT-2024-64-00-51 & 405d-M6X-2024-61-00-50
Intended Subrecipient: Office of the Attorney General of Iowa
Type of Organization: State Agency
Location Where Project to be Performed: TSRP office location is Des Moines, IA. Presentations and other engagements may happen statewide as requested.
Affected Communities: Criminal Justice System statewide
Primary Countermeasure Strategy ID: Prosecutor Training / TSRP

Planned Description:
The goal of this project is to develop and improve safety capabilities through training of law enforcement, prosecutors, and allied professionals involved in enforcement of traffic laws and improving program management and decision-making capabilities of safety offices. Funding will support the position of a Traffic Safety Resource Prosecutor and is primarily used for training, to address special problems or opportunities, and provide a coordination mechanism for reducing traffic-related personal injury, property damage, and fatal crashes. Impaired driving and distracted driving will be the focus of training efforts.

As a liaison between prosecutors, law enforcement officers, and other governmental agencies and personnel, Iowa's TSRP will facilitate better working relationships and promote uniform enforcement and prosecution of Iowa's impaired driving laws, provide skills training workshops for prosecutors in OWI and drug-impaired driving offenses, provide law enforcement workshops on impaired driving detection, apprehension, impaired consent, report writing and testimony preparation. In addition, the TSRP will provide impaired driving training at SFST, ARIDE, DRE and other specialized courses.

Planning & Administration Cost: No	1300.41(b) "Promised Project": No

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Low	405d Low Police Traffic Services	$50,000	$0.00	$0.00
2022	BIL 405d	405d Impaired Driving Low	$149,500	$0.00	$0.00

STRATEGY	**COMMMUNICATION CAMPAIGN - IMPAIRED**		
Problem (Link to Strategy)/Project Safety Impact	The 2022 Awareness Survey conducted by Iowa State University, Center for Survey Statistics and Methodology revealed the following information. • 60.49% of respondents indicated chances were very likely for getting arrested if they drive after drinking. • Only 51.87% of respondents had read, seen, or heard about drunk driving enforcement any law enforcement agency (within 30 days of taking the survey). Information gathered from the focus groups conducted by ZLR in the spring of 2023 revealed participants view impaired driving as the least socially acceptable and considered the most dangerous (along with distracted driving).		
Countermeasures and Justification	Countermeasures That Work (CTW) Alcohol- and Drug-Impaired Driving- Prevention, Intervention, Communications and Outreach • Mass-Media Campaigns, 3-star citation Uniform Guidelines for State Highway Safety Program, Highway Safety Program Guideline No. 8, Impaired Driving • Communication Program		
Target(s)	To be determined.		
Estimated 3-year funding allocation	FFY 2024	$375,000	Total 3HSP = $1,125,000 (Fast Act 405d Impaired Driving Low)
	FFY 2025	$375,000	
	FFY 2026	$375,000	
Strategy(ies) to project considerations	• Utilizations of a mix of mediums to include but not limited to geo-fence banners, social listening venues, spot radio, and/or billboards.		

Planned Activities in Countermeasure Strategy

Planned Activity Name: ZLR Ignition / Impaired Driving Communication Campaign					
Unique Identifier/Planned Activity Number: ZLR – Impaired Driving					
Intended Subrecipient: ZLR Ignition					
Location Where Project to be Performed: Locations will be determined based on the most recent data available.					
Affected Communities: Statewide					
Type of Organization: Media/Marketing					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: ZLR Ignition's impaired driving campaign objectives will include supporting NHTSA's national mobilization periods through paid media. State specific data will be analyzed to address current and emerging traffic safety issues specific to impaired driving to help direct the rollout of other media-related activities. ZLR's strategies for delivery may include the development of new materials for digital placements in addition to a mix of proven mediums, such as geo-fence banners, social listening venues, spot radio, and/or billboard.					
Planning & Administration Cost: No			1300.41(b) "Promised Project": No		
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	$375,000	$0.00	$0.00

STRATEGY	**HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT**		
Problem (Link to Strategy)/Project Safety Impact	Adequate staff, resources and training are necessary to effectively manage the state highway safety office and programs which support NHTSA initiatives and the mission of the Governor's Traffic Safety Bureau.		
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 8, Impaired Driving • Program Management and Strategic Planning		
Target(s)	Adequate staff, resources and training are necessary to effectively manage the state highway safety office and programs which support NHTSA initiatives and the mission of the Governor's Traffic Safety Bureau.		
Estimated 3-year funding allocation	FFY 2024	$575,500	Total 3HSP = $1,726,500 (BIL NHTSA 402 and BIL 405 Impaired Driving Low)
	FFY 2025	$575,500	
	FFY 2026	$575,500	
Strategy(ies) to project considerations	• Networking • Monitoring • Public Participation and Engagement Opportunities • Training/Professional Development		

Planned Activities in Countermeasure Strategy

Planned Activity Name: GTSB – Program Management (AL)
Unique Identifier/Planned Activity Number: 402-AL-2024-02-00-01
Intended Subrecipient: GTSB – Internal
Type of Organization: State Highway Safety Office

Location Where Project to be Performed: Statewide					
Affected Communities: Statewide					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Split proportions of GTSB staff salaries for activities focusing on impaired driving. This project will provide for technical assistance with on-going public information and educational activities supporting impaired driving issues and to coordinate, monitor, and audit impaired driving grants and activities.					
Planning & Administration Cost: No			1300.41(b) "Promised Project": No		
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Alcohol	$392,000	$0.00	$0.00

Planned Activity Name: GTSB – Travel (AL)					
Unique Identifier/Planned Activity Number: 402-AL-2024-02-00-02					
Intended Subrecipient: GTSB – Internal					
Type of Organization: State Highway Safety Office					
Location Where Project to be Performed: Potential for both in the state of Iowa and out-of-state					
Affected Communities: GTSB – Internal for impaired-driving-related travel/training					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding is allocated for impaired driving-related travel/training for GTSB staff.					
Planning & Administration Cost: No			1300.41(b) "Promised Project": No		
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Alcohol	$2,500	$0.00	$0.00

Planned Activity Name: GTSB-Printing					
Unique Identifier/Planned Activity Number: 402-AL-2024-02-00-03					
Intended Subrecipient: GTSB – Internal					
Type of Organization: State Highway Safety Office					
Location Where Project to be Performed: Des Moines, IA					
Affected Communities: Printing may be used internally by the GTSB office, specific for impaired-driving related information and/or may be distributed throughout the state to support impaired-driving efforts.					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding is allocated for impaired-related printing.					
Planning & Administration Cost: No			1300.41(b) "Promised Project": No		
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Alcohol	$5,000	$0.00	$0.00

Planned Activity Name: GTSB – Program Management (405d)					
Unique Identifier/Planned Activity Number: 405d-FDLIDC-2024-70-00-02					
Intended Subrecipient: GTSB – Internal					
Type of Organization: State Highway Safety Office					
Location Where Project to be Performed: Statewide					
Affected Communities: Law Enforcement Agencies/Criminal Justice Systems, Impaired Driving-related Coalitions					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Program Administrator's salary for impaired driving program management.					
Planning & Administration Cost: No		1300.41(b) "Promised Project": No			
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Low	405d Low ID Coordinator	$150,000	$0.00	$0.00

Planned Activity Name: GTSB – Travel (405d)					
Unique Identifier/Planned Activity Number: 405d-M6OT-2024-60-00-03					
Intended Subrecipient: GTSB – Internal					
Type of Organization: State Highway Safety Office					
Location Where Project to be Performed: Potential for both in the state of Iowa and out-of-state					
Affected Communities: GTSB – Internal for impaired-driving-related travel/training					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding is allocated for impaired driving-related travel and training for GTSB staff.					
Planning & Administration Cost: No		1300.41(b) "Promised Project": No			
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Low	405d Low Other Based on Problem ID	$6,000	$0.00	$0.00

Planned Activity Name: GTSB – Printing 405d					
Unique Identifier/Planned Activity Number: 405d-FDLPEM-2024-62-00-04					
Intended Subrecipient: GTSB – Internal					
Type of Organization: State Highway Safety Office					
Location Where Project to be Performed: Potential for both in the state of Iowa and out-of-state					
Affected Communities: Resource materials will be distributed to law enforcement agencies statewide.					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding is allocated for printing of resource materials					
Planning & Administration Cost: No		1300.41(b) "Promised Project": No			
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Low	405d Low Other Based on Problem ID	$20,000	$0.00	$0.00

STRATEGY	IMPAIRED DRIVING PREVENTION
Problem (Link to Strategy)/Project Safety Impact	• From 2013-2022, Iowa averaged 123 fatalities and 1,534 injuries per year flagged as impairment related in ICAT (https://icat.iowadot.gov) which overall represented 36% of all fatalities and 9% of injuries. Story County specifically averaged 1.2 impaired-related fatalities, 27.3 impaired-related injuries, and 287 OWI convictions in an average year. • From 2013-2022, statewide operating while intoxicated (OWI) convictions averaged 10,753 per year. • Law enforcement agencies in Iowa face a substantial number of traffic crashes, criminal cases, and interpersonal violence calls that involve people with alcohol and drug addictions, or mental health conditions worsened by heavy alcohol/drug use. This has strained law enforcement resources and increased the potential for routine traffic stops to escalate.
Countermeasures and Justification	Countermeasures That Work (CTW) Alcohol- and Drug-Impaired Driving, Prevention, Intervention, Communications and Outreach • Alcohol Screening and Brief Intervention, 5-star citation Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 8, Impaired Driving • Prevention • Alcohol and other drug misuse: screening, assessment, treatment, and rehabilitation
Target(s)	1. Partnership formation and support 2. Develop and produce early treatment outreach/marketing materials. 3. Develop interactive early treatment website customized for Story County
Estimated 3-year funding allocation	FFY 2024 | $125,000 FFY 2025 | $125,000 FFY 2026 | $125,000 Total 3HSP = $375,000 (BIL 405d Impaired Driving Low)
Strategy(ies) to project considerations	• Partnerships • Through collaboration, development of program materials for public outreach/marketing

Planned Activities in Countermeasure Strategy

Planned Activity Name: Story County Early Treatment for Impaired Driving Prevention (SCET-IDP)
Unique Identifier/Planned Activity Number: 405d-M6OT-2024-60-00-50
Intended Subrecipient: Iowa State University, Institute for Transportation
Type of Organization: State University
Location Where Project to be Performed: Ames, Iowa / Story County, Iowa
Affected Communities: Traffic Safety Partners within Story County, Iowa focusing on impaired-driving prevention.
Primary Countermeasure Strategy ID: Impaired Driving Prevention

Planned Description:
Activities for FFY 2024 include:

1. Partnership formation and support – Conduct a series of one-on-one and small group meetings with potential partner organizations to explain the purpose of the project, build consensus around the activities to be conducted in subsequent tasks, and establish collaborative working relationships. Monthly meetings will be organized to build and support the partnership, and to work out details of items to be completed.
2. Develop early treatment outreach/marketing materials – In collaboration with stakeholders, develop program materials or public outreach/marketing to promote earlier treatment of substance use disorders. This will include developing a theme for outreach/marketing-based health promotion best practices, determining the types of program materials to be produced for outreach/marketing, and the design of program materials.
3. Develop interactive early treatment website customized for Story County.

Planning & Administration Cost: No	1300.41(b) "Promised Project": No

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Low	405d Low Other Based on Problem ID	$125,000	$0.00	$0.00

STRATEGY	**MOBILE BREATH ALCOHOL TESTING UNIT**		
Problem (Link to Strategy)/Project Safety Impact	• In FFY 2021, 118 fatalities in Iowa were classified as alcohol impaired. This represented 33% of all fatalities for the year. • In 2021, alcohol-impaired driving fatalities per 100M VMT was 0.36. • For FFY 2024 impaired driving countermeasure grant classifications (23 CFR 1300.23), Iowa has moved from a low-range state to a mid-range state due to a 3-year (2018-2020) average rate of 0.32. • In 2021, there were 67 drug-related crashes. • Of the 67 drug-related crashes, 75 fatalities resulted, which represented 21.07% of all fatalities in 2021. • Focus groups conducted in the spring of 2023 resulted in impaired driving being the least socially acceptable and considered the most dangerous.		
Countermeasures and Justification	Countermeasures that Work (CTW) Alcohol- and Drug-Impaired Driving – Deterrence: Enforcement • High Visibility Saturation Patrols, 4-star citation • Preliminary Breath Test Devices, 4-star citation Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 8, Impaired Driving • Criminal Justice System • Laws • Enforcement Publicizing High Visibility Enforcement		
Target(s)	• Minimum of 12 high visibility enforcement project in high problem areas of the state		
Estimated 3-year funding allocation	FFY 2024	$500,000	Total 3HSP = $560,000 (BIL 405d Impaired Driving Low)
	FFY 2025	$30,000	

	FFY 2026	$30,000	
Strategy(ies) to project considerations	• Partnerships through multi-agency/multi-jurisdictional enforcement projects		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Iowa State Patrol – Breath Alcohol Testing Mobile Unit					
Unique Identifier/Planned Activity Number: To be determined.					
Intended Subrecipient: Iowa State Patrol					
Type of Organization: State Agency/State Law Enforcement					
Location Where Project to be Performed: After the unit is designed and created, the Iowa State Patrol will develop a statewide deployment plan.					
Affected Communities: As determined through the Iowa State Patrol statewide deployment plan.					
Primary Countermeasure Strategy ID: High Visibility Enforcement					
Planned Description: Funding will be allocated for the Iowa State Patrol to design and purchase a breath alcohol testing mobile unit. The Iowa State patrol will develop a monthly deployment plan. The unit will be used to process impaired drivers and will have a secondary purpose as a visual deterrent.					
Planning & Administration Cost: No			1300.41(b) "Promised Project": No		
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Low	Low Other Based on Problem ID	$500,000	$0.00	$0.00

STRATEGY	**YOUTH PROGRAMS**
Problem (Link to Strategy)/Project Safety Impact	Underage drinking continues to be an issue among our young people with recent studies showing underage drinking is starting earlier and more frequently. According to the Department of Mental Health and Addiction Services, the average American girl has her first drink at age 13 and boys aged 11. According to the National Institute on Alcohol Abuse and Alcoholism, by age 15, about 29.8% of teens have had at least one drink and by age 18, about 58.0% of teens have had at least one drink. According to the 2021 Underage Drinking Prevention and Enforcement Report published by the Substance Abuse and Mental Health Services Administration (SAMHSA), in Iowa, 22.3% of individuals between the ages of 12 and 20 reported alcohol use, 14.5% reported binge use, and 31% of all fatal crashes involved a 12–20-year-old with a BAC greater than .01%. Teens who start drinking at an early age are seven times more likely to be in an alcohol-related crash.
Countermeasures and Justification	Countermeasures That Work (CTW) Alcohol- and Drug-Impaired Driving, Underage Drinking, and Drinking and Driving • Youth Programs, 2-star citation* *The above-mentioned countermeasure is identified in CTW, but the effectiveness is still undetermined. Different methods of implementing this countermeasure produce different results.

<table>
<tr><td>Target(s)</td><td colspan="3">Annual Targets include:
- Issue a press release to media contacts announcing the kick-off of the grant/activities.
- MADD will conduct outreach to local schools, educators, caregivers, law enforcement officials and agencies, community coalitions, driver education schools, etc. to discuss the “Power of Parents” and “Power of You(th)” materials.
- Reach a minimum of 200 parents/guardians through MADD’s “Power of Parents” program during each fiscal year.
- Educate a minimum of 1,000 youth through MADD’s “Power of You(the)” program.
- Attend and distribute education materials at a minimum of 12 community awareness events.
- Recruit and train a minimum of 4 volunteers to assist in presenting MADD’s Underage Drinking Prevention Programs

The focus will be within 21 high population counties.</td></tr>
<tr><td rowspan="3">Estimated 3-year funding allocation</td><td>FFY 2024</td><td>$67,971.75</td><td rowspan="3">Total 3HSP = $203,971.75 (BIL 405d Impaired Driving Low)</td></tr>
<tr><td>FFY 2025</td><td>$68,000</td></tr>
<tr><td>FFY 2026</td><td>$68,000</td></tr>
<tr><td>Strategy(ies) to project considerations</td><td colspan="3">• Partnerships through community and school events
• Community sponsor events and conferences
• Collaboration opportunities with local community and state coalitions, community-based youth service departments, PTAs, and sport groups</td></tr>
</table>

Planned Activities in Countermeasure Strategy

Planned Activity Name: Power of You(th) Program
Unique Identifier/Planned Activity Number: 402-FDLPEM-2024-62-00-50
Intended Subrecipient: Mothers Against Drunk Driving
Type of Organization: Non-Profit Organization
Location Where Project to be Performed: To be determined.
Affected Communities: Adolescents throughout the state to decrease the use of alcohol and cannabis.
Primary Countermeasure Strategy ID: Youth Programs

Planned Description:
Through creating community partnerships and presenting our 'Power of" suite, MADD Iowa will help decrease the amount of Iowa adolescents using alcohol and cannabis. Through education, MADD Iowa will also decrease the number of adolescents driving drunk and/or impaired.

MADD will collaborate with local community and state coalitions, community-based youth service departments, schools and parent support groups, PTA and sports groups, guidance departments and school resource officers, driver education schools, and law enforcement officials and agencies to present "Power of Parents" and "Power of You(th)" presentations and workshops, and coordinate community-based material distribution events (both in person and virtually) during orientations, community and school event forums, community sponsored events and conferences, and trainings throughout Iowa, within 21 high population counties. Through these underage drinking prevention initiatives, MADD will conduct at least 10-15 "Power of Parents" presentations reaching 200 parents/caregivers of middle and high school aged youth and will conduct at least 18-20 "Power of You(th)" presentations reaching 1,000 middle and high school aged youth. MADD will attend at least 12 community events raising awareness of our important mission and providing supportive materials.

Trained MADD "Power of Parents" program staff and volunteers will help to facilitate parent workshops, participate in community-based distribution events, conferences, and trainings, and provide information to access resources from the MADD "Power of Parents" website.

Currently, MADD Iowa does not have a Program Specialist doing this necessary work. Funding from this grant proposal will allow MADD Iowa to provide education and awareness programs throughout the state. The Program Specialist will manage the "Power of You(th)" and "Power of Parent" programs. The grant funds will cover the Program Specialist salary, mileage, and presentation materials.

Planning & Administration Cost: No	1300.41(b) "Promised Project" No

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	405d Low Paid/Earned Media	$67,971.75	$0.00	$0.00

STRATEGY	**PREVENTION, INTERVENTION, COMMUNICATIONS AND OUTREACH / CLINTON COUNTY SUBSTANCE ABUSE**
Problem (Link to Strategy)/Project Safety Impact	• 242,000 Iowans age 12+ have used marijuana in the past 30 days, which is 9.7% of the population. This number has increased from 4.9% in 2002-2003. [5] • U.S. drug-impaired fatal crashes out number alcohol-impaired fatalities (44% vs. 38%). • Marijuana/cannabis was the most frequently identified drug in fatal crashes in 2022 according to Iowa DOT preliminary data.
Countermeasures and Justification	Countermeasures That Work (CTW) Alcohol- and Drug-Impaired Driving, Prevention, Intervention, Communications and Outreach • Mass-Media Campaigns – CTW 3-star citation • Responsible Beverage Service – CTW 2-star citation* *The above-mentioned countermeasure is identified in CTW, but the effectiveness is still undetermined. Different methods of implementing this countermeasure produce different

[5] National Survey on Drug Use and Health, 2019-2020, https://www.samhsa.gov/data/sites/default/files/reports/rpt35964/NSDUHHsaeSpecificStates2020F/NSDUHsaeIowa2020.pdf

	results.
Target(s)	Geotargeting will focus on Gen Z, Gen X, Millennials, convenience shoppers, late-night diners, bar/pub goers, young professionals, casino-goers, fast food employees and late-nighters. Geofencing will create a virtual geographical boundary that triggers a marking action to a mobile device when a user enters or exits that boundary. Clinton County, Iowa will be the target area. • Implement the "If You Feel Different You Drive Different" campaign (or similar) within 3 mediums, getting at least 200,000 impressions to reduce the number of Iowans who drive high (annually). • Implement the "If You Feel Different You Drive Different" campaign or "Buzzed Driving is Drunk Driving" campaign within 3 mediums, getting at least 200,000 impressions to reduce then number of Iowans who drive under the influence of alcohol (annually). • Reduce the number of establishments that sell alcohol to minors by 10%. Baseline will be determined from the previous year's checks. • Annually, offer at least four (4) "Responsible Alcohol Beverage Server Training" classes for individuals who serve/sell alcohol to reduce underage sales and overconsumption.
Estimated 3-year funding allocation	FFY 2024 $35,400 FFY 2025 $35,400 FFY 2026 $35,400 Total 3HSP = $106,200 (BIL 405d Impaired Driving Low)
Strategy(ies) to project considerations	• Communication and Outreach - Geotargeting age groups - Geofencing locations

Planned Activities in Countermeasure Strategy

Planned Activity Name: Clinton County Substance Abuse Council					
Unique Identifier/Planned Activity Number: 405d-FDLPEM-2024-62-00-52					
Intended Subrecipient: Clinton County Substance Abuse Council					
Type of Organization: Non-Profit Organization					
Location Where Project to be Performed: Clinton County, IA					
Affected Communities: Drivers aged 14-25 residing in Clinton County, IA					
Primary Countermeasure Strategy ID: Prevention, Intervention, Communications and Outreach					
Planned Description: This project will address risky driving behaviors utilizing NHTSA social marketing campaigns in conjunction with local enforcement efforts to raise awareness to alcohol and drug-impaired driving. Mediums used will include geofencing and mobile advertising. The primary target will be those of driving age 14-25 that reside in Clinton County, Iowa. Geotargeting will be further broke down by behavior. Funding will support alcohol compliance checks through a partnership with Clinton County law enforcement and annually conducting a minimum of four (4) Responsible Alcohol Beverage Service training classes for individuals who serve/sell alcohol to reduce underage sales and overconsumption.					
Planning & Administration Cost: No			1300.41(b) "Promised Project" No		
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405d Impaired Driving Low	405d Low Paid/Earned Media	$35,400	$0.00	$0.00

STRATEGY	**STATE JUDICIAL OUTREACH LIAISON**

Problem (Link to Strategy)/Project Safety Impact	A priority recommendation of the 2022 Impaired Driving Assessment was to develop and create more problem-solving OWI courts. As a result of the assessment, it was realized there is great opportunity to develop relationships with Iowa's Judicial System. Through the assistance of Region 7 Judicial Outreach Liaison, conversations were initiated with the Judicial Branch. A meeting was held in the fall of 2022 which included the Regional Judicial Outreach Liaison, members of the Judicial Branch including a newly hired Specialty Courts Coordinator, NHTSA Region 7 RPM, and GTSB staff. Discussions included the possibility and interest in Iowa hiring a State Judicial Outreach Liaison (SJOL). In the fall of 2022, the GTSB applied for and was awarded funding for a SJOL thorough a cooperative agreement between NHTSA and the American Bar Association (ABA) with the intent to create new SJOL positions. The ABA award will fund the SJOL position for the first two years. The GTSB feels the state will benefit from a SJOL as the position will educate judges through peer-to-peer interactions. SJOLs function as educators, writers, consultants, and liaisons, to share the latest information and research on impaired driving with judges.		
Countermeasures and Justification	Priority Recommendation – Impaired Driving Program Assessment		
Target(s)	To be determined.		
Estimated 3-year funding allocation	FFY 2024	$0.00	Total 3HSP = $75,000 (BIL NHTSA 402)
	FFY 2025	$0.00	
	FFY 2026	$75,000	

Strategy(ies) to project considerations	• Partnerships
	  • New partnerships with the judicial branch and judges
	  • Opportunity for further utilization and collaboration with the NHTSA Regional Judicial Outreach Liaison.		

STRATEGY	**RESPONSIBLE BEVERAGE SERVICE**		
Problem (Link to Strategy)/Project Safety Impact	• Recently passed legislation in Iowa lowered the age of persons allowed to sell or serve alcoholic beverages for consumption on the premises to 16 years old. • Responsible Server Training informs trainees of all relevant state alcoholic beverage control laws and regulations, and is intended to prevent over-serving, sales to visibly intoxicated or persons under legal age, and other essential aspects of alcoholic beverage dispensing, sales, and liability.		
Countermeasures and Justification	Countermeasures that Work (CTW) Alcohol- and Drug-Impaired Driving, Prevention, Intervention, Communications and Outreach • Responsible Beverage Service, 2-star citation* *The above-mentioned countermeasure is identified in CTW, but the effectiveness is still undetermined. Different methods of implementing this countermeasure produce different results.		
Target(s)	Provide training to 1,000 servers per year.		
Estimated 3-year funding allocation	FFY 2024	$75,000	Total 3HSP = $225,000 (Supplemental 405d Low Impaired Driving)
	FFY 2025	$75,000	
	FFY 2026	$75,000	
Strategy(ies) to project considerations	• Face-to-face training/High quality server training • Opportunities to have training accompanied by established program with the Iowa Alcoholic Beverages Division		

Planned Activities in Countermeasure Strategy

Planned Activity Name: ServSafe Responsible Beverage Server Training					
Unique Identifier/Planned Activity Number: To be determined.					
Intended Subrecipient: Iowa Restaurant Association					
Type of Organization: Non-Profit					
Location Where Project to be Performed: West Des Moines, Perry, Council Bluffs, Sioux City, Cedar Falls, Princeton, Dubuque, Waukee, Des Moines, Johnston, Urbandale, Marshalltown, Iowa City, Clinton and Ankeny, Iowa					
Affected Communities: Restaurants and other locations serving alcoholic beverages.					
Primary Countermeasure Strategy ID: Responsible Beverage Service					
Planned Description: Collaborations continue with the Iowa Restaurant Association regarding activities and performance measures associated with this project.					
Planning & Administration Cost: No			1300.41(b) "Promised Project": No		
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	Fast Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	$75,000	$0.00	$0.00

6.5

Program Area: Speed

53% of passenger vehicle drivers involved in fatal crashes while speeding were also unrestrained (2020).

NHTSA/FARS

Description of Highway Safety Problems

NHTSA considers a crash to be speeding-related if any driver in the crash was charged with a speeding-related offense or if a police officer indicated that racing, driving too fast for conditions, or exceeding the posted speed limit was a contributing factor in the crash. A speeding-related fatality is any fatality that occurs in a speed-related crash. Speeding is one of the most common factors associated with motor vehicle fatalities in the United States.

Speeding can be dangerous on all types of roads, but particularly on non-interstate rural and urban roadways. Nationally in 2020, there were 11,258 speeding-related deaths.

Associated Performance Measures

Performance Measure	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-6) Speeding-related fatalities	2026	3-Year	68

Countermeasure Strategies in Program Area

High Visibility Enforcement (HVE)
Communication Campaign - Speed

STRATEGY	**HIGH VISIBILITY ENFORCEMENT (HVE)**
Problem (Link to Strategy)/Project Safety Impact	• Speeding-related fatalities accounted for 23.6% of all traffic fatalities in the state in 2021. • Focus groups conducted in the spring of 2023 resulted in driving at excessive speeds being the most rationalized of unsafe driving practices. The methodology for this project identifies intersections and corridors that have a safety performance "worse than expected" with respect to similar corridors. The corridors will combine additional signage, increased enforcement, and local awareness/education with the goal to reduce driver behaviors that lead to vehicle crashes.
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 19, Speed Management • Program Management • Problem Identification

	• Enforcement Countermeasures Countermeasures That Work (CTW) Speeding and Speed Management • High Visibility Enforcement, 2-star citation* Communication and Outreach • Communications and Outreach Supporting Enforcement, 3-star citation. *The above-mentioned countermeasure is identified in CTW, but the effectiveness is still undetermined. Different methods of implementing this countermeasure produce different results.
Target(s)	• Conduct one monthly high visibility enforcement project along the identified safety corridor.
Estimated 3-year funding allocation	FFY 2024 $15,000 FFY 2025 $15,000 FFY 2026 $15,000 Total 3HSP = $45,000 (BIL NHTSA 402)
Strategy(ies) to project considerations	• Safe System Approach – Safe Speeds • Partnering with the Iowa Department of Transportation to work collaboratively in areas identified and targeted as Safety Corridors. • Data Analysis/Problem Identification • Through the analysis of data and possibly LTAP Road Safety Audits specific to speed-related issues, identify areas where speed is a concern. • Analysis of connected vehicle data to help direct law enforcement efforts. • Enforcement • Speeding will be a violation addressed by all law enforcement grantees. • Support HVE with equipment which supports activities (radars, lidars, and speed feedback equipment). • Participate in NHTSA regional projects specific to speed. • Public Information • Law Enforcement grantees will be required to conduct, document, and report a minimum of 12 public information activities annually.

Planned Activities in Countermeasure Strategy

Planned Activity Name: Iowa DOT Safety Corridors					
Unique Identifier/Planned Activity Number: To be determined.					
Intended Subrecipients: Local Law Enforcement Agencies					
Type of Organization: Law Enforcement					
Primary Countermeasure Strategy ID: High Visibility Enforcement					
Planned Description: Five (5) safety corridors have been identified by Iowa Department of Transportation based on data reflecting potential crash reduction. Identified law enforcement agencies will conduct overtime enforcement efforts targeted toward speed.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Speed Enforcement	$15,000	$0.00	$10,000

STRATEGY	**COMMUNICATION CAMPAIGN - SPEED**
Problem (Link to Strategy)/Project Safety	• In 2021, there were 84 speeding-related fatalities in the state of Iowa. This accounted for 23.6% of all traffic fatalities.

Impact	• 2022 Public Awareness Survey results: - 86.52% of respondents indicated that on a local road with a 25-mph speed limit, that they "rarely" or "never" drive faster than 35 mph. - 83.14% respondents indicated that on a road with a speed limit of 65 mph, that they "rarely" or "never" drive faster than 75 mph. Despite the results of the Public Awareness Survey, speed remains one of the leading causations for fatal and serious injuries in Iowa.		
Countermeasures and Justification	Countermeasures That Work (CTW) Speeding and Speed Management – Communications and Outreach • Communications and Outreach Supporting Enforcement, 3-star citation. Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 19, Speed Management • Communication Program		
Target(s)	To be determined.		
Estimated 3-year funding allocation	FFY 2024	$375,000	Total 3HSP = $1,125,000 (BIL NHTSA 402)
	FFY 2025	$375,000	
	FFY 2026	$375,000	
Strategy(ies) to project considerations	• Paid media • Social media • Utilization of the Dubuque speed media project developed in FYF 2023		

Planned Activities in Countermeasure Strategy

Planned Activity Name: ZLR Ignition / Speed Campaign					
Unique Identifier/Planned Activity Number: ZLR - Speed					
Intended Subrecipient: ZLR Ignition					
Type of Organization: Media/Marketing					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: ZLR Ignition's speeding campaigns will be developed through the analysis of state specific data. Current and emerging traffic safety issues specific to speed will direct the media-related activities. ZLR's strategies for delivery may include the development of new materials for digital placement in addition to a mix of proven mediums, such as geo-fence banners, social listening venues, spot radio, and /or billboard.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Paid Advertising	$375,000	$0.00	$0.00

Program Area: Motorcycle Safety

There were 951 motorcyclist-involved crashes in 2022.

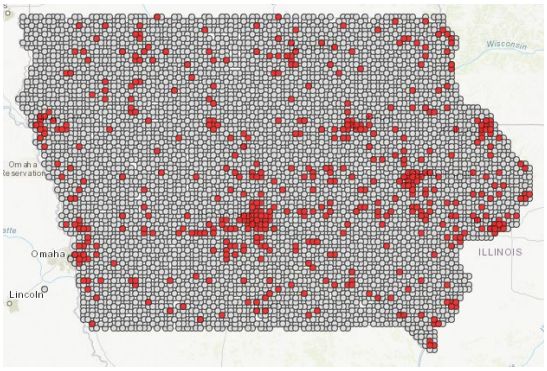
Source: Iowa DOT Preliminary Data

Motorcyclist fatalities represented 14.5% of all traffic fatalities in the state in 2022.

Source: Iowa DOT Preliminary Data

In 2021, 75% of all motorcyclist fatalities were unhelmeted.

Description of Highway Safety Problems:
Preliminary 2022 Iowa Department of Transportation data indicates there were 951 motorcycle-involved crashes, resulting in 50 fatalities, 264 serious injuries and 436 minor injuries. The location of these crashes is depicted on the map below.



Associated Performance Measures:

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-7) Number of motorcyclist fatalities	2026	3-Year	51
C-8) Number of unhelmeted motorcyclist fatalities	2026	3-Year	36

Countermeasures Strategies in Program Area

Motorcycle Rider Education
Communication Campaign – Motorcycle
Motorcycle Safety Awareness

STRATEGY	**MOTORCYCLE RIDER EDUCATION**
Problem (Link to Strategy)/Project Safety Impact	• Over the past 10 years (2011-2020), 87% of motorcyclist fatalities have been male. • Riders over the age of 50 represented 11.9% of motorcyclist fatalities over the past 5 years. • Because of Iowa's climate, the motorcycle riding season is not year-around.

<table>
<tr><td></td><td colspan="3">Riders lose skills during the winter months.</td></tr>
<tr><td>Countermeasures and Justification</td><td colspan="3">Countermeasures That Work (CTW)
Motorcycle Safety – Motorcycle Rider Licensing and Training
• Motorcycle Rider Training – CTW 2-star citation*
* The above-mentioned countermeasure is identified in CTW, but the effectiveness is still undetermined. Different methods of implementing this countermeasure produce different results.
Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 3, Motorcycle Safety
• Program Management
• Motorcycle Rider Education and Training
2021 Iowa Management Review Consideration
• Program Management – Adjust Resource Allocation in Motorcycle Program</td></tr>
<tr><td>Target(s)</td><td colspan="3">• Conduct quality assurance (QA) site visits at a minimum of 15 new RiderCoach observations at program sponsor sites
• Identify a minimum of two areas of improvement from QA site visits to MRE sponsor reporting.
• Conduct a RiderCoach update on at least two separate dates that incorporate the quality assurance findings as part of the professional development activities.
• Increase the total number of riders taking the Basic Riding Course before licensing by 1%. (2,390 riders completed the Basic Rider Course prior to licensing in 2022)
• Maintain or increase from the number of individuals who complete Returning Rider or Advanced Rider Courses. (47 riders complete the Returning Rider Course in 2022).</td></tr>
<tr><td rowspan="3">Estimated 3-year funding allocation</td><td>FFY 2024</td><td>$90,000</td><td rowspan="3">Total 3HSP = $270,000 (BIL 405f Motorcycle Programs)</td></tr>
<tr><td>FFY 2025</td><td>$90,000</td></tr>
<tr><td>FFY 2026</td><td>$90,000</td></tr>
<tr><td>Strategy(ies) to project considerations</td><td colspan="3">• Partnerships with MRE site locations
• Opportunity to promote overall motorcycle safety</td></tr>
</table>

Planned Activities in Countermeasure Strategy

Planned Activity Name: Iowa Department of Transportation Motorcycle Rider Education
Unique Identifier/Planned Activity Number: 405f-M9MT-2024-90-00-50
Intended Subrecipient: Iowa Department of Transportation
Type of Organization: State Agency
Primary Countermeasure Strategy ID: Motorcycle Rider Education
Planned Description: The Motorcycle Rider Education (MRE) program activities will include the following: 1. Implement a MRE Quality Assurance Program. Annually 15 to 20 RiderCoach and MRE Sponsor site visits will be conducted. Quality Assurance Specialists will conduct the site visits/audits. This system will assure the motorcycle courses provided in Iowa are meeting all components of the evidence-based Motorcycle Safety Foundation (MSF) curriculum, all Iowans are receiving consistent motorcycle safety education regardless of location, and professional development for the RiderCoaches is timely and relevant. Continuing to improve the quality of Iowa's motorcycle rider education program will positively impact motorcycle safety. 2. Educate new motorcycle riders about the benefits of taking the Beginning Rider Course(s) prior to receiving their motorcycle license endorsement. Educational materials will be provided along with a marketing campaign that may include print, media, or targeted online advertising. The educational materials will include details on where to access the MSF Basic Rider Course (BRC)

and BRC2, the courses that serve as a waiver to the skills testing for a motorcycle endorsement. The educational materials will also include a voucher for a portion of the costs of the BRC and Advanced Rider courses.

3. Promote participation in all MRE courses including the Basic Rider course, BRCII Returning Rider course and Advanced Rider course.
4. Improve access to 3-wheel motorcycle course offerings.
5. Ensure an adequate number of MSF MRE Rider Coaches. At least one Motorcycle RiderCoach Preparation Course will be offered during FFY 2024.
6. Professional development for RiderCoach Trainers and Iowa DOT MRE staff members

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405f Motorcycle Programs	405f Motorcyclist Training	$90,000	$0.00	$0.00

STRATEGY	**COMMUNICATION CAMPAIGN - MOTORCYCLE**		
Problem (Link to Strategy)/Project Safety Impact	• Motorcyclist fatalities represented 14.5% of all traffic fatalities in the state in 2022. • In 2021, 75% of all motorcyclist fatalities were unhelmeted. • Over the 5-year period of 2016-2020, motorcyclists aged 50 years of age and older represented 47.31% of the motorcyclist fatalities.		
Countermeasures and Justification	Countermeasures That Work (CTW) Motorcycle Safety – Motorcycle Rider Communication and Outreach • Conspicuity and Protective Clothing – CTW 1-star citation* • Motorist Awareness of Motorcyclists – CTW 1-star citation* * The above-mentioned countermeasure is identified in CTW but is limited or does not have high-quality evaluation evidence for effectiveness. Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 3, Motorcycle Safety • Communication Program 2021 Iowa Management Review Consideration • Adjust Resource Allocation in Motorcycle Program		
Target(s)	To be determined.		
Estimated 3-year funding allocation	FFY 2024	$165,000	Total 3HSP = $495,000 (BIL NHTSA 402)
	FFY 2025	$165,000	
	FFY 2026	$165,000	
Strategy(ies) to project considerations	• Utilization of a mix of mediums to include but not limited to geo-fence banners, social listening venues, spot radio, and/or billboards		

Planned Activities in Countermeasure Strategy

Planned Activity Name: ZLR Ignition / Motorcycle Campaigns
Unique Identifier/Planned Activity Number: ZLR - Motorcycle
Intended Subrecipient: ZLR Ignition
Type of Organization: Media/Marketing
Primary Countermeasure Strategy ID: Communication Campaign
Planned Description: ZLR Ignition's motorcycle campaign objectives will be developed through the analysis of state specific data. Current and emerging trends will be considered. ZLR's strategies for delivery may include the development of new materials for digital placement in addition to a mix of proven mediums, such as geo-fence banners, social listening venues, spot radio, and/or billboard.

Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Paid Advertising	$165,000	$0.00	$0.00

STRATEGY	**MOTORCYCLE SAFETY AWARENESSS**		
Problem (Link to Strategy)/Project Safety Impact	• Motorcyclist fatalities accounted for over 19% of all traffic fatalities in 2021. • Motorcyclist fatalities are on an upward trend in Iowa. Motorcycle awareness and safety is a responsibility of both riders and drivers on the roadway. It is important to get the message to drivers to be aware of motorcycles. Through motorcycle awareness programming it has been identified it is equally important to connect with riders on safety issues.		
Countermeasures and Justification	Countermeasures That Work (CTW) Motorcycle Safety, Communications and Outreach • Motorcyclist Awareness of Motorcyclist – CTW 1 star citation* * The above-mentioned countermeasure is identified in CTW but is limited or does not have high-quality evaluation evidence for effectiveness. Uniform Guidelines for State Highway Safety Program, Highway Safety Program Guideline No. 3, Motorcycle Safety • Motorcycle Rider Conspicuity and Motorist Awareness Programs 2021 Iowa Management Review Consideration • Program Management – Adjust Resource Allocation in Motorcyclist Program		
Target(s)	Annually provide 10 motorcycle awareness outreach programs throughout the state within counties with high motorcycle fatality rates.		
Estimated 3-year funding allocation	FFY 2024	$40,000	Total 3HSP = $120,000 (BIL NHTSA 402)
	FFY 2025	$40,000	
	FFY 2026	$40,000	

Strategy(ies) to project considerations	• Non-traditional events
	  • Through attendance at numerous events throughout or consistently attending recurring events during the multi-year project, an on-going presence in the community will be achieved.
	  • Attendance at non-traditional events will provide the opportunity to leverage individuals who demonstrate a common interest in motorcycles.
	• Public Engagement
	  • Ability to survey the attendees and have one-on-one conversations.		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Alliance Motorcycle Safety Awareness					
Unique Identifier/Planned Activity Number: 402-MC-2024-13-00-50					
Intended Subrecipient: Alliance Highway Safety					
Type of Organization: Marketing					
Primary Countermeasure Strategy ID: Motorcycle Safety Awareness					
Planned Description: Alliance will set up an interactive tent display at 10 identified motorcycle events throughout the state. Attendees will be engaged with interactive elements. Alliance will collect surveys from the attendees to measure demographic information as well as attitudes and awareness regarding motorcycle safety. At these events, Alliance will distribute yard signs which contain a motorcycle awareness message. Alliance will provide a recap report after each event documenting the engagement which occurred.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Motorcycle Safety	$40,000	$0.00	$0.00

Program Area: Non-Motorized (Pedestrian)

Pedestrian fatalities represented 5% of all traffic fatalities in the state of Iowa in 2022.

Source: Iowa DOT Preliminary Data

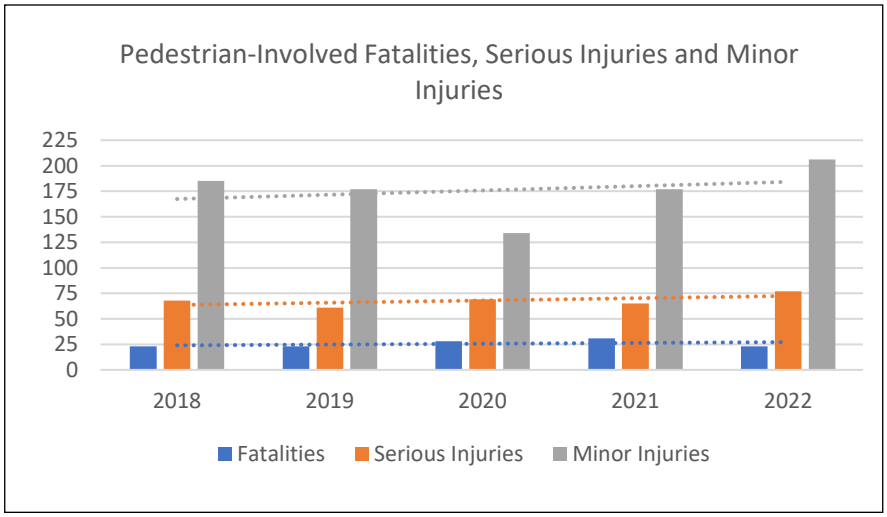
Description of Highway Safety Problems

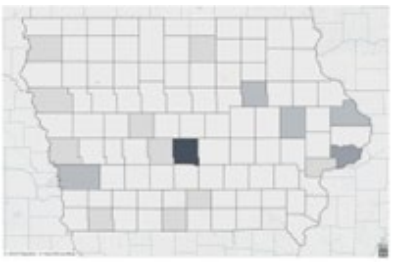
Nationally, pedestrian fatalities and serious injuries are on the rise. Although Iowa saw a decrease in the number of pedestrian fatalities in 2022, the 5-year moving average continues and upward trajectory.

The Safe System Approach addresses pedestrians through the element of safe road users. It is imperative we address the safety issues of all road users. As pedestrians are clearly a vulnerable road user, behavioral issues must continue to be addressed to encourage safer driving behaviors among the driving public.

Through involvement in Iowa's Bicycle and Pedestrian Advisory Committee, the GTSB will strive to bring awareness regarding safety and hopes to foster new partnerships.

Iowa's pedestrian fatalities per 100,000 population (January – June 2022) = 0.34[6]





In 2020, 6 of the 38 fatalities that occurred in Polk County were pedestrian fatalities: 15.8%.

[6] Governor's Highway Safety Association, Pedestrian Traffic Fatalities by State: 2022 Preliminary Data, May 2023.

Associated Performance Measure

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-10) Number of pedestrian fatalities	2026	3-Year	23

Countermeasures Strategies in Program Area

Roadway Safety / Traffic Engineering Assistance Program Studies
Communication Campaign - Pedestrian

<table>
<tr><th>STRATEGY</th><th colspan="3">ROADWAY SAFETY / TRAFFIC ENGINEERING ASSISTANCE PROGRAM STUDIES</th></tr>
<tr><td>Problem (Link to Strategy)/Project Safety Impact</td><td colspan="3">• Over the past 5 years (2018-2022), there have been 124 pedestrian fatalities.
• Pedestrian fatalities are on a rise nationally. Iowa is also seeing an upward trend.

The Traffic Engineering Assistance Program (TEAP) provides traffic and safety expertise to counties and smaller cities in Iowa that do not have resources to justify a full-time traffic engineering staff. Through TEAP, traffic engineering analyses are conducted on high crash locations and corrective measures are developed to reduce the number and severity of traffic crashes. The analyses of roadway-related crash information apply engineering principals in identifying highway design and/or safety operation improvements that will address the crash problem. Studies foster an on-going dialogue among all disciplines of traffic safety including engineers, enforcement, and traffic data professionals, which in promotes a multidisciplinary approach.</td></tr>
<tr><td>Countermeasures and Justification</td><td colspan="3">Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 21, Roadway Safety
• Program Management
• Identification and Surveillance of Crash Locations
• Highway Design, Construction and Maintenance
• Traffic Engineering Services
• Outreach Program
• Evaluation</td></tr>
<tr><td>Target(s)</td><td colspan="3">• Analyze road systems at approximately 6 locations. Priority should be given to requests that include concerns for vulnerable road users.
• Provide the DPS/GTSB with a report detailing each completed study that includes the location, pre-study crash data (if applicable), problem(s) addressed, and recommendation(s) made.
• Conduct study follow ups at locations analyzed five years prior and provide the DPS/GTSB with a report detailing location, post-study crash data (if applicable) and outcomes and countermeasures implemented based off original study recommendations.</td></tr>
<tr><td rowspan="3">Estimated 3-year funding allocation</td><td>FFY 2024</td><td>$75,000</td><td rowspan="3">Total 3HSP = $225,000 (BIL NHTSA 402)</td></tr>
<tr><td>FFY 2025</td><td>$75,000</td></tr>
<tr><td>FFY 2026</td><td>$75,000</td></tr>
<tr><td>Strategy(ies) to project considerations</td><td colspan="3">• Safe System Approach – Safer Roads</td></tr>
</table>

Planned Activities in Countermeasure Strategy

Planned Activity Name: Pedestrian Road Safety Audits and Program Studies
Unique Identifier/Planned Activity Number: 402-RS-2024-06-00-50
Intended Subrecipient: Iowa Department of Transportation
Type of Organization: State Agency
Primary Countermeasure Strategy ID: Roadway Safety / Pedestrian Traffic Engineering Assistance Program Studies
Planned Description: Funding will support the Iowa DOT's Traffic Engineering Assistance Program (TEAP) for pedestrian-related studies and projects. TEAP provides free traffic engineering expertise to cities and counties that are experiencing traffic safety or operational problems to jurisdictions where they have neither the funds nor the personnel to conduct an appropriate study on their own. The purpose of TEAP studies is to recommend cost-effective improvements that will mitigate the identified traffic safety and/or operational issues, as well as to highlight potential funding sources that could be used to implement study recommendations. Project activities will include: • Analyzing road systems regarding pedestrian-related issues. • Provide GTSB with a report detailing each completed study that includes the location, pre-study crash data, problem(s) addressed, and recommendation(s) made. • Conducting study follow-ups at locations analyzed five years prior and provide the GTSB with a report detailing location; post-study crash data and outcomes, and countermeasures implemented based off original study recommendations.
Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Roadway Safety	$75,000	$0.00	$0.00

STRATEGY	**COMMUNICATION CAMPAIGN – PEDESTRIAN**		
Problem (Link to Strategy)/Project Safety Impact	• Pedestrians represented 5% of all traffic fatalities in 2022.		
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 14, Pedestrian and Bicycle Safety Communication Program Outreach Program		
Target(s)	To be determined.		
Estimated 3-year funding allocation	FFY 2024	$30,000	Total 3HSP = $90,000 (BIL NHTSA 402)
	FFY 2025	$30,000	
	FFY 2026	$30,000	
Strategy(ies) to project considerations	• Utilization of a mix of mediums to include but not limited to geo-fence banners, social listening venues, spot radio, and/or billboards		

Planned Activities in Countermeasure Strategy

Planned Activity Name: ZLR Ignition / Pedestrian
Unique Identifier/Planned Activity Number: ZLR – Pedestrian
Intended Subrecipient: ZLR Ignition

Type of Organization: Media/Marketing					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: ZLR Ignition's distracted driving campaign objectives will be based on state specific data. The analysis of the data will include considering current and emerging traffic safety issues specific to pedestrians to help direct the rollout of other media-related activities. ZLR's strategies for delivery may include the development of new materials for digital placement in addition to a mix of proven mediums, such as geo-fence banners, social listening venues, spot radio, and/or billboards.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Paid Advertising	$30,000	$0.00	$0.00

6.8

Program Area: Non-Motorized (Bicycle)

Bicycle fatalities represented less than 1% of all traffic fatalities in the state in 2022.

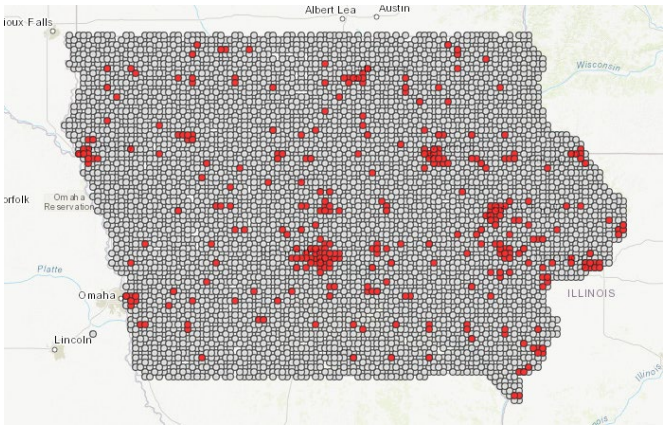
Source: Iowa DOT Preliminary Data

Description of Highway Safety Problems

Iowan's enjoy bicycling as an option to commute to work, school, or other destinations or just as entertainment purposes. Iowa maintains extensive bicycle trails; however, bicyclists can and do utilize the state's roadways. Under Iowa law a bicyclist must follow the same rules and laws as motorists. Bicycle lanes are also regularly included in municipal street designs to incorporate bicycling on the roadways.

Through involvement in Iowa's Bicycle and Pedestrian Advisory Committee, the GTSB will strive to bring awareness regarding safety and hopes to foster new partnerships to address the middle-aged riders who are over-represented in bicyclist fatalities.

The following map identifies the location of bicycle/pedalcyclist crashes between 2018 and 2022.



Source: Iowa Department of Transportation/ICAT

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-11) Number of bicyclist fatalities	2026	3-Year	6

Countermeasure Strategies in Program Area

Bicycle Helmet Distribution
Bicycle Safety Education for Children
Communication Campaign – Bicycle

STRATEGY	**BICYCLE HELMET DISTRIBUTION**
Problem (Link to Strategy)/Project Safety Impact	• There continues to be an increased demand for no-cost/low-cost helmets and educational programming for bicycle/wheeled sport helmet requests. • Proper fitting helmets can reduce the risk of head injuries by at least 45% yet less than half the children 14 and under usually wear a helmet (Safe Kids Worldwide).
Countermeasures and Justification	Countermeasures that Work (CTW) Bicycle Safety – Children • Bicycle Safety Education for Children – CTW 2-star citation* • Cycling Skills Clinics, Bike Fairs, Bike Rodeos – CTW 1-star citation** Bicycle Safety – All Bicyclists • Promote Bicycle Helmet Use with Education – CTW 1-star citation** *The above-mentioned countermeasure is identified in CTW, but the effectiveness is still undetermined. Different methods of implementing this countermeasure produce different results. **The above-mentioned countermeasure is identified in CTW but is limited or does not have high-quality evaluation evidence for effectiveness. Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 14, Pedestrian and Bicycle • Multidisciplinary Involvement • Communication Program • Outreach Program
Target(s)	• Expand school-based and community-based bicycle safety programs that include increasing access to affordable helmets for both children and adults. • Expand reach to underserved populations.
Estimated 3-year funding allocation	FFY 2024 \$30,200 FFY 2025 \$30,200 FFY 2026 \$30,200 Total 3HSP = \$90,600 (BIL NHTSA 402)

Strategy(ies) to project considerations	• Safe System Approach – Safer People
	• Partnerships and Engagement Opportunities
	  • Participation in community events to provide helmets, bike safety education and demonstration of proper helmet fittings.
	  • Develop and distribute bilingual educational materials and resources to meet the needs of diverse and underserved populations across Iowa.
	• Geographic locations
	  • Increase the communities served by 3-4 new areas.
	• Outcome
	  • Increase the number of no-cost helmets distributed per year

Planned Activities in Countermeasure Strategy

Planned Activity Name: All Heads Covered
Unique Identifier/Planned Activity Number: 402-PS-2024-04-00-50
Intended Subrecipient: Iowa Health Foundation, DBA Blank Children's Hospital
Type of Organization: Non-Profit Organization
Primary Countermeasure Strategy ID: Bicycle Helmet Distribution
Planned Description:

Blank Children's Hospital's commitment to serving children extends into the community through targeted injury prevention programs. The All Heads Covered program through Blank seeks to increase the number of children and adults wearing properly fitted helmets to decrease injuries that may result from biking and wheeled safety sports accidents. The All-Heads Covered programming is essential to promote statewide injury prevention and continues to be an identified need within Iowa communities. The program will provide no-cost/low-cost bicycle helmets and education programming for agencies and organizations requesting materials. No-cost helmets will be distributed on a case-by-case basis with preference given to new agencies and underserved populations.

Efforts will be made to communicate and collaborate with multiple agencies to continue to create awareness of the All Heads Covered program and increase that reach to 3 to 4 new areas annually.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Pedestrian/Bicycle Safety	$30,200	$0.00	$0.00

STRATEGY	**BICYCLE SAFETY EDUCATION FOR CHILDREN / BIKE RODEOS**		
Problem (Link to Strategy)/Project Safety Impact	• From 2012 to 2022 there were 1,040 bicycle crashes involving persons under 16 years of age • From 2012 to 2022 there were 12 bicycle fatalities involving persons under 16 years of age		
Countermeasures and Justification	Countermeasures That Work (CTW) Bicycle Safety – Children • Bicycle Safety Education for Children - CTW 2-star citation* • Cycling Skills Clinics, Bike Fairs, Bike Rodeos – CTW 1-star citation** Bicycle Safety – All Bicyclists • Promote Bicycle Helmet Use with Education – CTW 2-star citation* *The above-mentioned countermeasure is identified in CTW, but the effectiveness is still undetermined. Different methods of implementing this countermeasure produce different results. **The above-mentioned countermeasure is identified in CTW but is limited or does not have high-quality evaluation evidence for effectiveness.		
Target(s)	Procure and distribute 10 bike rodeo kits to distribute across the state for communities to check out and use to help implement their own rodeos. By increasing the amount of bike rodeo kits available to Iowans with easy-to-follow instructions, the expected outcome of this project will be an increase in the number of bike rodeos and education trainings across the state. Data will be recorded as to the number of kits distributed and the number of times a kit is utilized within a community or area of the state.		
Estimated 3-year funding allocation	FFY 2024	$6,778	Total 3HSP = $20,778 (BIL NHTSA 402)
	FFY 2025	$7,000	
	FFY 2026	$7,000	
Strategy(ies) to project considerations	• Community Involvement • Face to Face interactions • Opportunity to foster new relationships		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Bike Rodeo Kits					
Unique Identifier/Planned Activity Number: 402-PS-2024-04-00-51					
Intended Subrecipient: Iowa Bike Coalition					
Type of Organization: Non-Profit Organization					
Primary Countermeasure Strategy ID: Bicycle Safety Education for Children					
Planned Description: The purpose of this project is to increase the number of bike rodeos and education events in the state by engaging a network of volunteers and partners to participate with the Iowa Bicycle Coalition. A beneficial bicycle education program for children includes hands-on components so students can apply what they learned. The Iowa Bike Coalition will be creating a turn-key program using proven safety lessons that are easy for dedicated community staff and volunteers to implement and deliver to students across Iowa. This includes updating and modernizing the curriculum to reflect-data-supported traffic safety issues. Funds will be used to procure ten (10) bike rodeo kits to be distributed across the state for communities to check out and use to help implement their own rodeos. A booklet will provide simple to follow instructions for the volunteers on objectives of the event are and what lessons are being taught. The rodeos will be formatted to include multiple stations including the importance of a properly fitted helmet, making sure a bicycle is safe to operate, hand signals, and how to approach and safely cross an intersection. Data on where rodeo and education events happen will be overlaid with data from the Iowa DOT to see if there is a decrease in reported crashes.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Pedestrian and Bicycle Safety	$6,778	$0.00	$0.00

STRATEGY	**COMMUNICATION CAMPAIGN – BICYCLE**		
Problem (Link to Strategy)/Project Safety Impact	• Bicycle fatalities represented less than 1% of all traffic fatalities in 2022.		
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 14, Pedestrian and Bicycle Safety Communication Program Outreach Program		
Target(s)	To be determined.		
Estimated 3-year funding allocation	FFY 2024	$30,000	Total 3HSP = $90,000 (BIL NHTSA 402)
	FFY 2025	$30,000	
	FFY 2026	$30,000	
Strategy(ies) to project considerations	• Utilization of a mix of mediums to include but not limited to geo-fence banners, social listening venues, spot radio, and/or billboards		

Planned Activities in Countermeasure Strategy

Planned Activity Name: ZLR Ignition / Bicycle
Unique Identifier/Planned Activity Number: ZLR – Bicycle
Intended Subrecipient: ZLR Ignition
Type of Organization: Media/Marketing

Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: ZLR Ignition's distracted driving campaign objectives will be based on state specific data. The analysis of the data will include considering current and emerging traffic safety issues specific to bicyclist fatalities to help direct the rollout of other media-related activities. ZLR's strategies for delivery may include the development of new materials for digital placement in addition to a mix of proven mediums, such as geo-fence banners, social listening venues, spot radio, and/or billboards.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Paid Advertising	$150,000	$0.00	$0.00

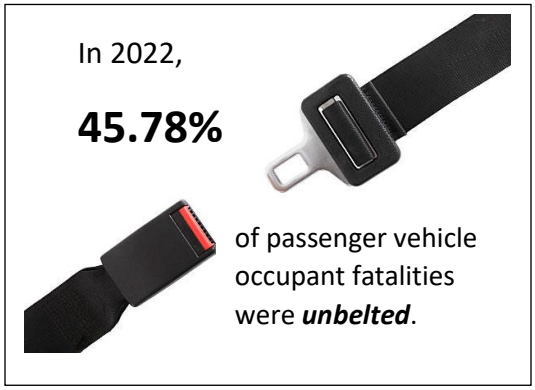
6.9

Program Area: Occupant Protection (Adult and Child Passenger Safety)

Description of Highway Safety Problems

Both enforcement and education have strengthened Iowa's seat belt usage over the years. Iowa's primary seat belt law was enacted in July 1986. At that time, only 18% of drivers in the state were recorded as wearing a safety belt. Since that time, Iowa's usage rate has increased significantly with the highest usage rate being recorded in 2022 at 95.88% through the statewide observational survey conducted by Iowa State University, Center or Survey Statistics and Methodology. In addition to the statewide survey, law enforcement agencies funded under Section 402 also conduct seat belt usage surveys.

Despite the 95.88% seat belt usage rate, the state recognizes there is still a lot of work to do. In 2022, 45.78% of passenger vehicle fatalities in Iowa were unbelted with an additional 8.84% recorded as unknown belt usage by the reporting officer.



There is an increased emphasis in seat belt enforcement during the May sTEP wave / "Click It or Ticket" national mobilization.

Although Iowa is considered a "high belt use state", it is imperative that efforts continue to promote the use of seat belts and appropriate child restraints. The use of restraints can dramatically reduce risk of death and serious injury. If you buckle up in the front seat of a passenger car, you can reduce your risk of fatal injury by 45%[7] and moderate to critical injury by 50%.

In addition to the formal observational usage rate survey, Iowa's 2022 Awareness Survey revealed the following:

- 94.57% of respondents indicated they always wear a seat belt when they drive or ride in a car, van, sport utility vehicle or pickup.
- 40.64% of respondents indicated chances were very likely you would get a ticket for not wearing a seat belt; an additional 36.70% indicated chances would be somewhat likely.

Iowa does not have an all occupant/all seating position belt use law. Belt usage rates, as reported through the Awareness Survey, reveal low use as back seat passengers.

- 58.80% of respondents indicated they always wear a safety belt if a passenger in the back seat of a vehicle.

[7] NHTSA.gov/Kahane, 2015

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic fatalities	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2026	3-Year	84
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupant	2026	3-Year	96.1

Countermeasure Strategies in Program Area

Public Education Through Seat Belt Convincers
Highway Safety Office Program Management
Nighttime Seat Belt Enforcement
Communication Campaign – Occupant Protection

STRATEGY	**PUBLIC EDUCATION THROUGH SEAT BELT CONVINCERS**		
Problem (Link to Strategy)/Project Safety Impact	• Despite Iowa's high seat belt usage rate (95.88%), in FFY 2022, 45.78% of passenger vehicle fatalities were unbelted with an additional 8.84% recorded as unknown by the recording officer. • Although in early stages of collection and analysis, connected vehicle information shows rural areas of the state have significantly lower seat belt usage rates. • Observational seat belt usage surveys conducted by law enforcement partners in 2022 recorded usage rates as low as 51.61% in smaller, rural communities.		
Countermeasures and Justification	Countermeasures That Work (CTW) Seat Belts and Child Restraints – Communications and Outreach • Strategies for Low-Belt-Use Groups – CTW 4-star citation		
Target(s)	• Utilize the seat belt convincer at community events throughout Scott County. • Record the number of individuals who participated/experienced the seat belt convincer at each event.		
Estimated 3-year funding allocation	FFY 2024	$6,719	Total 3HSP = $20,938 (Supplemental BIL 405b OP High)
	FFY 2025	$6,719	
	FFY 2026	$7,500	
Strategy(ies) to project considerations	• Public Outreach/Community Events • Utilize previously purchased seat belt convincer at public events in the Scott County, Iowa area. • Leverage the Iowa State Patrol's Public Resource Officer program to utilize existing seat belt convincers in support of other GTSB projects, such as the High Five Rural Traffic Safety Project counties. • Surveys and Public Engagement • Continue to build programs to incorporate surveys into the public events. • Continue to build programs to include the seat belt convincer at CPS events.		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Scott Co. Seat Belt Convincer Project
Unique Identifier/Planned Activity Number: 405b-M1PE-2024 -SB Convincer
Intended Subrecipient: Scott County Iowa Law Enforcement Agencies

Type of Organization: Law Enforcement					
Primary Countermeasure Strategy ID: Public Education Through Seat Belt Convincers					
Planned Description: The seat belt convincer, which was purchased in FFY 2020 by the Blue Grass Police Department (20-402-M0OP, Task 00-02-00), will be utilized by law enforcement agencies within Scott County, Iowa, at community events to educate the public on the importance of seat belt usage.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	Supplemental BIL 405b OP High	405b High Public Education	$6,719	$6,719	$6,719

STRATEGY	**HIGHWAY SAFETY OFFICE PROGRAM MANAGEMENT**		
Problem (Link to Strategy)/Project Safety Impact	Adequate staff, resources and training are necessary to effectively manage the state highway safety office and programs which support NHTSA initiatives and the mission of the Governor's Traffic Safety Bureau.		
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 20, Occupant Protection • Program Management • Data and Program Evaluation		
Target(s)	Adequate staff, resources and training are necessary to effectively manage the state highway safety office and programs which support NHTSA initiatives and the mission of the Governor's Traffic Safety Bureau.		
Estimated 3-year funding allocation	FFY 2024	$346,000	Total 3HSP = $1,046,000 (BIL 405b OP High and BIL NHTSA 402)
	FFY 2025	$350,000	
	FFY 2026	$350,000	
Strategy(ies) to project considerations	• Networking • Monitoring • Public Participation and Engagement Opportunities • Training/Professional Development		

Planned Activities in Countermeasure Strategy

Planned Activity Name: GTSB Program Management (OP)					
Unique Identifier/Planned Activity Number: 402-OP-2024-03-00-02					
Intended Subrecipient: GTSB - Internal					
Type of Organization: State Highway Safety Office					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Split proportions of GTSB staff salaries for activities focusing on occupant protection projects and technical assistance of occupant restraint activities and to help increase occupant restraint usage. The project provides technical assistance with on-going public engagement and educational/outreach activities which support national campaigns/mobilizations. Activities also include the coordination, monitoring and audits of occupant protection grants and activities.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Occupant Protection	$317,500	$0.00	$0.00

Planned Activity Name: GTSB Travel (OP)					
Unique Identifier/Planned Activity Number: 402-OP-2024-03-00-03					
Intended Subrecipient: GTSB - Internal					
Type of Organization: State Highway Safety Office					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding is allocated for staff travel including attendance at trainings and conferences.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Occupant Protection	$7,000	$0.00	$0.00

Planned Activity Name: GTSB Printing (OP)					
Unique Identifier/Planned Activity Number: 402-OP-2024-03-00-04					
Intended Subrecipient: GTSB - Internal					
Type of Organization: State Highway Safety Office					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding is allocated for occupant protection specific printing to include, but not limited to, educational coloring books.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Occupant Protection	$20,000	$0.00	$0.00

Planned Activity Name: GTSB - Travel (405b)					
Unique Identifier/Planned Activity Number: 405b-M1TR-2024-21-00-03					
Intended Subrecipient: GTSB - Internal					
Type of Organization: State Highway Safety Office					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Funding is allocated for GTSB staff travel which is specific to occupant protection.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	Supplemental BILL 405b OP High	405b High Training	$1,500	$0.00	$0.00

STRATEGY	**NIGHTTIME SEAT BELT ENFORCEMENT**
Problem (Link to Strategy)/Project Safety	According to NHTSA, nationally 57% of those killed during the nighttime in 2021 were unrestrained.

Impact	Fatality data shows unbelted occupants at night are a large portion of the motor vehicle fatality problem, with belt use at its lowest around 1:00 a.m.[8]		
Countermeasures and Justification	Countermeasures That Work Seat Belts and Child Restraints, Seat Belt Enforcement • Integrated Nighttime Seat Belt Enforcement		
Target(s)	Continue to identify ways to incorporated nighttime seat belt enforcement into occupant protection programming		
Estimated 3-year funding allocation	FFY 2024	To be determined.	Total 3HSP = To be determined.
	FFY 2025	To be determined.	
	FFY 2026	To be determined.	
Strategy(ies) to project considerations	• Enforcement		

STRATEGY	**COMMUNICATION CAMPAIGN – OCCUPANT PROTECTION**		
Problem (Link to Strategy)/Project Safety Impact	•		
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 20, Occupant Protection Communication Program		
Target(s)	To be determined.		
Estimated 3-year funding allocation	FFY 2024	$375,000	Total 3HSP = $1,125,000 (BIL NHTSA 402)
	FFY 2025	$375,000	
	FFY 2026	$375,000	
Strategy(ies) to project considerations	• Utilization of a mix of mediums to include but not limited to geo-fence banners, social listening venues, spot radio, and/or billboards		

Planned Activities in Countermeasure Strategy

Planned Activity Name: ZLR Ignition / Occupant Protection					
Unique Identifier/Planned Activity Number: ZLR – Occupant Protection					
Intended Subrecipient: ZLR Ignition					
Type of Organization: Media/Marketing					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: ZLR Ignition's occupant protection campaign objectives will be based on state specific data. The analysis of the data will include considering current and emerging traffic safety issues specific to occupant protection to help direct the rollout of other media-related activities. ZLR's strategies for delivery may include the development of new materials for digital placement in addition to a mix of proven mediums, such as geo-fence banners, social listening venues, spot radio, and/or billboards.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Paid Advertising	$375,000	$0.00	$0.00

[8] Traffic Safety Facts, Traffic Tech-Technology Transfer Series, Nighttime Enforcement of Seat Belt Laws: An Evaluation of Three Community Programs, Number 388, April 2010.

6.10

Program Area: Occupant Protection (Adult)

Description of Highway Safety Problem

Preliminary Iowa Department of Transportation data for 2022 indicates 45.78% of all passenger vehicle fatalities were unbelted. This is a 14.22% increase in the percent of unbelted fatalities from 2021. In addition to the known unbelted fatalities, an additional 8.84% of passenger vehicle fatalities were recorded as "unknown" by the reporting officer.

Seat belt use is an ongoing highway safety issue in Iowa as in every state. The use of seat belts repeatedly demonstrates a reduction in fatalities and injuries for both drivers and passengers involved in traffic crashes.

Although Iowa's observational seat belt usage rate was recorded as 95.88% for 2022, many of the small rural communities throughout the state report significantly lower rates.

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2026	3-Year	84
B-1) Observed seat belt use for passenger vehicle, front seat outboard occupant	2026	3-Year	96.1

Countermeasure Strategies in Program Area

Annual Observational Safety Belt Usage Survey

STRATEGY	**ANNUAL OBSERVATIONAL SAFETY BELT USAGE SURVEY**	
Problem (Link to Strategy)/Project Safety Impact	NHTSA requires an annual report of seat belt use from each state following specifically prescribed statistical and operational protocols. Results from a statewide observational usage survey will identify the state's official usage rate, which is also used as qualification criteria for Section 405b funding. The state will be able to analyze the results of the survey to identify problematic areas and adjust programming accordingly.	
Countermeasures and Justification	Countermeasures That Work (CTW) Seat Belts and Child Restraints, Seat Belt Use Laws • State Primary Enforcement Seat Belt Use Laws – CTW 5-star citation	
Target(s)	FFY 2024	Conduct an annual observational seat belt usage survey. Methodology

	FFY 2025	to be approved by NHTSA.	
	FFY 2026		
Estimated 3-year funding allocation	FFY 2024	$50,400	Total 3HSP = $151,200 (BIL 405b OP High)
	FFY 2025	$50,400	
	FFY 2026	$50,400	
Strategy(ies) to project considerations	• Problem Identification - Survey results can be analyzed to help identify low belt use areas. Survey results will become Iowa's official seat belt usage rate.		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Annual Observational Seat Belt Usage Survey

Unique Identifier/Planned Activity Number: 405b-M1OP-2024-24-00-50

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

Type of Organization: State University

Primary Countermeasure Strategy ID: Annual Observational Seat Belt Usage Survey

Planned Description:
Iowa's annual observational seat belt usage survey will be conducted by Iowa State University, Center for Survey Statistics and Methodology (CSSM). In FFY 2024, CSSM will collect, and weigh seat belt use data as required and approved by NHTSA. CSSM activities will include:

- Check 84 sampled road segments for road construction and their observation sites for visibility and safety.
- Update and prepare project materials.
- Train field observers in safety, observation techniques and recording procedures.
- Assign day/time/direction of road segment site observations.
- During the month of June, observe and record seat belt use of drivers and right front passengers in specified vehicle types.
- Conduct NHTSA-required quality control checks of field staff
- Tabulate observations and complete data tables requested by GTSB. Calculate selection probability and weights, and complete the Iowa Seat Belt Use Survey Report
- Deliver weighted data files and report to GTSB before September 30

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405b OP High	405b High OP Information System	$50,400	$0.00	$0.00

6.11

Program Area: Occupant Protection (Child Passenger Safety)

Description of Highway Safety Problems

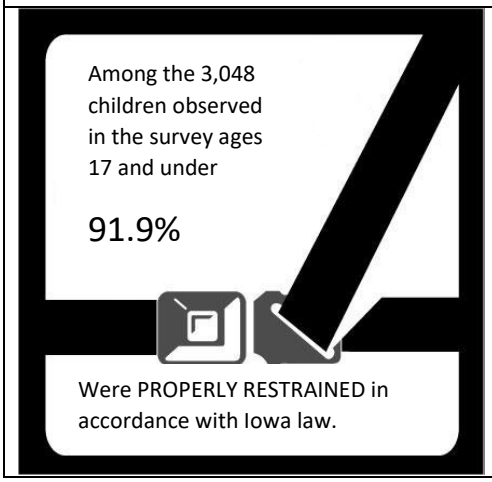
Since 1985, Iowa has had a law requiring all young children riding in motor vehicles to be properly protected by child seats, booster seats, and/or seat belts. Iowa's child passenger safety law requires that:

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

Results from the 2022 CPS survey indicated Iowans understand the importance of restraining their children. However, the results also revealed there are still several areas with room for improvement. It remains pertinent that Iowans be informed on the importance of using booster seats, child safety seats and what type of restraint their child needs in accordance with Iowa law. The survey also concluded the greatest potential impact for efforts to increase proper restraint usage are in rural areas and among young children, especially toddlers.[9]

Results from Iowa's 2022 Child Passenger Restraint Survey

98.6% of Children were restrained by ANY MEANS



Percent PROPERLY RESTRAINED in accordance with Iowa Law per age group		
96.5%	1 year-old or younger	A child 1-year or younger and weighing <20 lbs. must be secured in a rear-facing child restraint system.
78.6%	2 to 5-year-olds	A child from age 2 to 5 years old must be secured in a child restraint system.
97.6%	6 to 13-year-olds	A child from age 6 to 13 must be secured in a child restraint system or by a safety belt.
98.8%	14 to 17-year-olds	A child from ag 14-17 must be in a child restraint system or by a safety belt.

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334

[9] Iowa Child Passenger Safety Survey, 2022, Conducted by the University of Iowa Injury Prevention Research Center.

C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2026	3-Year	84

Countermeasure Strategies in Program Area

Annual Child Restraint Usage Survey
Inspection Stations
Public Outreach and Education / Iowa State Fair
Public Outreach and Education / Children and Youth Programs

STRATEGY	**ANNUAL CHILD RESTRAINT USAGE SURVEY**		
Problem (Link to Strategy)/Project Safety Impact	The Annual Child Restraint Usage Survey conducted in 2022 revealed 91.9% of children were properly restrained. The purpose of the survey is to monitor compliance with Iowa's child restraint laws to be used to assess educational and policy-related efforts. Results of the survey can help the state analyze usage trends to help identify and implement projects to improve restraint usage.		
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 20, Occupant Protection • Occupant Protection for Children Program (collect and analyze key data element to evaluate the program progress)		
Target(s)	Conduct and annual child restraint usage survey and report results to the GTSB.		
Estimated 3-year funding allocation	FFY 2024	$37,590	Total 3HSP = $112,770 (BIL 405b OP High))
	FFY 2025	$37,590	
	FFY 2026	$37,590	
Strategy(ies) to project considerations	• Educational/Outreach Opportunities • Further improve the ways in which the survey results can be utilized to further develop		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Annual Child Restraint Usage Survey					
Unique Identifier/Planned Activity Number: 405d-M1OP-2024-24-00-51					
Intended Subrecipient: Iowa State University, Center for Survey Statistics and Methodology (CSSM)					
Type of Organization: State University					
Primary Countermeasure Strategy ID: Annual Child Restraint Usage Survey					
Planned Description: Iowa State University, CSSM will conduct Iowa's annual child restraint usage survey utilizing guidelines approved by NHTSA. The purpose of the project is to measure compliance with Iowa's child restraint law to direct education and policy. The data gathered through the survey will be analyzed by CSSM and a written report will be provided to the GTSB and shared with other traffic safety stakeholders and interested parties.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405b OP High	405b High OP Information System	$37,590	$0.00	$0.00

STRATEGY	INSPECTION STATIONS		
Problem (Link to Strategy)/Project Safety Impact	With the number of inspection stations and other educational events held throughout the state, there is vast opportunity to utilize the expertise of the 400+ certified child passenger safety technicians across the State. These events provide valuable resources and education to parents and caregivers on the proper use and installation of child restraint systems. When appropriate, a new child restraint may be provided to a parent/caregiver when safety issues have been identified as a concern and/or if the restraint system is expired.		
Countermeasures and Justification	Countermeasures That Work (CTW) Seat Belts and Child Restraints – Communications and Outreach • Strategies for Older Children – CTW 3-star citation • Strategies for Child Restraint and Booster Seat Use – CTW 3-star citation Seat Belts and Child Restraints – Other Strategies • Inspection Stations Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 20, Occupant Protection • Occupant Protection for Children Program • Outreach Programs		
Target(s)			
Estimated 3-year funding allocation	FFY 2024	$324,500	Total 3HSP = $974,500 (BIL 405b OP High)
	FFY 2025	$325,000	
	FFY 2026	$325,000	
Strategy(ies) to project considerations	• Partnerships • Public and engagement opportunities • Training/professional development • Inspection stations		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Statewide Child Passenger Safety (CPS) Program					
Unique Identifier/Planned Activity Number: 405b-M1CPS-2024-23-00-50					
Intended Subrecipient: Iowa Health Foundation, DBA Blank Children's Hospital					
Type of Organization: Non-Profit Organization					
Primary Countermeasure Strategy ID: Child Restraint Inspection Stations					
Planned Description: Iowa's Child Passenger Safety (CPS) program is managed through Unity Point Health, Blank Children's Hospital, Des Moines, Iowa. The coordinator works with the CPS instructors throughout the State to train new CPS Technicians, organize updates and trainings that assist technicians in earning continuing education units (CEUs), and organize renewal/recertification courses. CPS Tech classes are held throughout the year. The coordinator also implements training and certification of CPS instructors. There are approximately 400 CPS Technicians throughout the state.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405b OP High	405b High Community CPS Services	$264,500	$0.00	$0.00

Planned Activity Name: Child Seat Distribution

Unique Identifier/Planned Activity Number: 405b-M1*CR-2024-26-00-50					
Intended Subrecipient: Iowa Health Foundation, DBA Blank Children's Hospital					
Type of Organization: Non-Profit Organization					
Primary Countermeasure Strategy ID: Child Restraint Inspection Stations					
Planned Description: Funding will support the purchase and distribution of child safety seats for CPS Technicians to use during outreach programs, inspection stations, and for the distribution of safety seats to low-income families/higher risk populations throughout the State.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405b OP High	405b High Child Restraint	$60,000	$0.00	$0.00

STRATEGY	**PUBLIC OUTREACH AND EDUCATION / IOWA STATE FAIR**		
Problem (Link to Strategy)/Project Safety Impact	According to the 2022 Child Passenger Safety Survey: - 98.6% of Children were restrained by any means. - Among the 3,048 children observed in the survey ages 17 and under, 91.9% were properly restrained in accordance with Iowa law. The Iowa State Fair is the largest outreach project conducted by the GTSB. Attendance at the fair is approximately one million annually.		
Countermeasures and Justification	Countermeasures that Work (CTW) Seat Belts and Child Restraints, Communications and Outreach • Strategies for Older Children, 3-star citation • Strategies for Child Restraint and Booster Seat Use, 3-star citation		
Target(s)	Plan and organize a child passenger safety themed interactive display booth for the 11-day Iowa State Fair • Booth to be manned by certified CPS Technicians		
Estimated 3-year funding allocation	FFY 2024	$15,000	Total 3HSP = $45,000 (BIL NHTSA 402)
	FFY 2025	$15,000	
	FFY 2026	$15,000	
Strategy(ies) to project considerations	• Partnerships • Face-to-face interactions • Public participation and engagement opportunities		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Child Passenger Safety Education – Iowa State Fair					
Unique Identifier/Planned Activity Number: 402-M0CR-2024- 08-00-05					
Intended Subrecipient: GTSB - Internal					
Type of Organization: State Highway Safety Office					
Primary Countermeasure Strategy ID: Public Outreach and Education					
Planned Description: Funding will be utilized to secure exhibit space at the Iowa State Fair for an interactive display. This exhibit will focus on Child Passenger Safety. Through a display of different car seats and informational brochures, the exhibit will provide the opportunity for one-on-one interaction with a diverse group of fairgoers. The exhibit will be staffed by CPS Technician volunteers and GTSB staff.					
Funding Sources:					
Source	Funding Source ID	Eligible Use of	Estimated	Match	Local Benefit

Fiscal Year		Funds	Funding Amount	Amount	
2022	Supplemental BIL NHTSA 402	Child Restraint	$15,000	$0.00	$0.00

6.12

Program Area: Planning & Administration

Planning and Administration (P&A) costs are those direct and indirect costs that are attributable to the management of the highway safety office. Staff and resources will be provided through P&A for the management of the federal highway safety funding awarded to Iowa through the GTSB.

Countermeasure Strategy(ies) in Program Area:

GTSB Planning and Administration
Policy and Procedure Review
R7 – Regional Meeting

STRATEGY	**GTSB PLANNING AND ADMINISTRATION**		
Problem (Link to Strategy)/Project Safety Impact	Funding will support staff and resources to effectively implement and manage the highway safety office.		
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs		
Estimated 3-year funding allocation	FFY 2024	$190,000	Total 3HSP = $570,000 (BIL NHTSA 402)
	FFY 2025	$190,000	
	FFY 2026	$190,000	
Strategy(ies) to project considerations	• Program Management • Problem Identification • Public Participation and Engagement Opportunities • Partnerships • Leadership		

Planned Activities in Countermeasure Strategy

Planned Activity Name: GTSB Planning and Administration					
Unique Identifier/Planned Activity Number: 402-PA-2024-01-00-02					
Intended Subrecipient: GTSB - Internal					
Type of Organization: State Highway Safety Office					
Primary Countermeasure Strategy ID: Highway Safety Office - Planning and Administration					
Planned Description: Funding will support staff and resources to effectively implement and manage the highway safety office to meet the goals and reduce crashes, injuries, and fatalities on Iowa roadways. Funding will cover administrative costs including salaries and related personnel benefits. Positions funded through Planning and Administration will include the GTSB Bureau Chief, Financial Manager and Grants Administrator.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	Supplemental BIL NHTSA 402	Planning and Administration	$190,000	$0.00	$0.00

STRATEGY	POLICY AND PROCEDURE REVIEW		
Problem (Link to Strategy)/Project Safety Impact	There is a need for a thorough review and update of the GTSB's current Policy and Procedure Manual to comply with all federal and state grant management requirements.		
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs		
Target(s)	Update the GTSB Policy and Procedure Manual		
Estimated 3-year funding allocation	FFY 2024	$30,000	Total 3HSP = $30,000 (BIL NHTSA 402)
	FFY 2025	$0.00	
	FFY 2026	$0.00	
Strategy(ies) to project considerations	• Program Management • Programming • Monitoring Improvements		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Policy and Procedures Manual Update Consulting Services Initiative (CSI)					
Unique Identifier/Planned Activity Number: 402-PA-2024-01-00-05					
Intended Subrecipient: Governors Highway Safety Association (GHSA)/CSI					
Type of Organization: Consulting					
Primary Countermeasure Strategy ID: Policy and Procedure Review					
Planned Description: This project is scheduled to start 7/1/2023 (FFY 2023) and conclude in FFY 2024. The GTSB is partnering with the Governors Highway Safety Association (GHSA) Consulting Services Initiative (CSI) to review the content of the current Policy and Procedure Manual to produce an updated version that complies with all federal and state grant management requirements. CSI will begin with a meeting at the GTSB office for the consultant and staff review the current manual and SHSO processes. This discussion will identify items which need to be changed in the policy/procedures ad also serve as a team build exercise. The consultant will lead the staff through a review of the prescribed procedures to determine if they align with current practice and, if there is a discrepancy, help build consensus. The consultant will then incorporate changes into a draft manual that will include the following chapters: planning, subrecipient project development process, grant administration, grant monitoring, fiscal procedures, matching funds, grant tracking systems, annual evaluation reporting, and manual update and management. The manual will also include definitions for frequency used terms and acronyms, along with frequently asked questions. The consultant will work with the GTSB either through an onsite meeting or virtually to ensure the current procedures, algin with new federal policy. The consultant will then work with the GTSB leadership and staff to finalize the document.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Planning and Administration	$30,000	$0.00	$0.00

STRATEGY	R7 – REGIONAL MEETING		
Problem (Link to Strategy)/Project Safety Impact	NHTSA Region 7 states hold a regional meeting annually. The host state rotates. Iowa will be the host state in 2024.		
Countermeasures and Justification	Networking with NHTSA Region 7 states.		
Target(s)	Host the NHTSA Regional Meeting during FFY 2024		
Estimated 3-year funding allocation	FFY 2024	$10,000	Total 3HSP = $ 10,000 (BIL NHTSA 402)
Strategy(ies) to project considerations	• Partnerships • Best practices/Idea exchange		

Planned Activities in Countermeasure Strategy

Planned Activity Name: NHTSA Region 7 / Regional Meeting					
Unique Identifier/Planned Activity Number: 402-PA-2024-01-00-06					
Intended Subrecipient: GTSB - Internal					
Type of Organization: State Highway Safety Office					
Primary Countermeasure Strategy ID: Highway Safety Office Program Management					
Planned Description: Iowa will host the NHTSA Region 7 Regional Meeting in FFY 2024. Funding will be utilized to for expenses associated with the meeting.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Planning and Administration	$10,000	$0.00	$0.00

6.13

Program Area: Program Management

Planned Activities in Countermeasure Strategy

The staff of the GTSB manage highway safety grant programs. The traffic safety funds the State of Iowa receives through the National Highway Traffic Safety Administration are to be used to support countermeasure strategies and targets identified in the State's Highway Safety Plan.

Program Management allocations associated with a program area are listed within the specific program area.

Countermeasure Strategies in Program Area

Iowa Grants Management Dashboard

STRATEGY	**IOWA GRANTS MANAGEMENT DASHBOARD**		
Problem (Link to Strategy)/Project Safety Impact	Much of the GTSB subrecipient reporting and monitoring has been done via hard copy reporting and regular interaction. Since evolving to an on-line grants management system, new opportunities have become available via agency electronic reporting and records management.		
Countermeasures and Justification	Traditionally, much of the reporting and monitoring has been done via hard copy reporting and regular interaction with each agency. Unfortunately, given the number of agencies and reporting mechanisms, challenges exist in contract management, such as identification of possible disproportionate use of funds compared to goal progress. With the implementation of Iowa Grants, new opportunities have become available through agency electronic reporting and records management. A Tableau-based Highway Safety Grants dashboard was developed to better facilitate agency engagement, contract monitoring, and management. On-going maintenance of the Highway Safety Grants dashboard is necessary to continue effective management and identification of potential issues and/or inconsistencies in reporting of activities.		
Target(s)	Support minor enhancement to the previously developed Iowa Grants dashboard.		
Estimated 3-year funding allocation	FFY 2024	$4,994	Total 3HSP = $14,994 (BIL 405b OP High)
	FFY 2025	$5,000	
	FFY 2026	$5,000	
Strategy(ies) to project considerations	• Enhanced program management and monitoring.		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Iowa Grants Highway Safety Office Dashboard
Unique Identifier/Planned Activity Number: 405b-M1*TR-2024-25-00-50
Intended Subrecipient: Iowa State University – Institute for Transportation (InTrans)
Type of Organization: State Agency/University
Primary Countermeasure Strategy ID: Program Management
Planned Description: InTrans will regularly coordinate with GTSB and support minor enhancements to the previously developed Iowa Grants dashboard, given software capabilities. This may entail addressing possible

changes in dataset format, content, and presentation. Continued coordination with Dulles (State of Iowa contractor managing the Iowa Grants project) is also anticipated. InTrans will host and maintain the dashboard in Tableau throughout FFY 2024. Maintenance will include ongoing confirmation of daily data transfers, data updates and active dashboard status.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405b OP High	405b High Traffic Records	$4,994	$0.00	$0.00

6.14

Program Area: Police Traffic Services

Description of Highway Safety Problems

The purpose of Iowa's Police Traffic Services (PTS) program is to provide for an effective partnership with law enforcement agencies to enforce traffic laws with the goal to prevent crashes and resulting deaths and injuries. An effective PTS component is essential in the overall success of traffic safety countermeasures and changes in behavior.

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities /100M VMT	2026	3-Year	1.03
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2026	3-Year	84
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2026	3-Year	100
C-6) Number of speeding-related fatalities	2026	3-Year	68
C-9) Number of drivers aged 20 or younger involved in fatal crashes	2026	3-Year	41
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	2026	3-Year	96.1

Countermeasure Strategies in Program Area

Short-Term High Visibility Enforcement
Short-Term High Visibility Enforcement / Special Traffic Enforcement Program (sTEP)
Traffic Safety Training
Law Enforcement Liaison (LEL)

STRATEGY	**SHORT-TERM HIGH VISIBILITY ENFORCEMENT**
Problem (Link to Strategy)/Project Safety Impact	• The 5-year (2018-2022) linear trend for fatalities continues upward. • 48.75% of passenger vehicle fatalities were unbelted in Iowa in 2022. • Alcohol-impaired fatalities represented 33% of all fatalities in the state in 2021. • Speeding-related fatalities accounted for 23.6% of all traffic fatalities in the state in 2021. Law enforcement plays an essential role in traffic safety. Overtime enforcement efforts need to be directed during times and at locations identified as high risk. HVE is recognized as a universal strategy to deter and change unsafe and unlawful behaviors. The increased presence of law enforcement is intended to enhance the perceived risk of arrest due to unlawful behaviors and as a preventative measure to

	deter individuals from driving while impaired. HVE combines enforcement, visibility elements, and a publicity strategy.
Countermeasures and Justification	Countermeasures That Work (CTW) Alcohol- and Drug-Impaired Driving: Deterrence – Enforcement • High Visibility Saturation Patrols – CTW 4-star citation • Preliminary Breath Test Devices – CTW 4-star citation • Integrated Enforcement – CTW 3-star citation Alcohol- and Drug-Impaired Driving: Drug-Impaired Driving • Enforcement of Drug-Impaired Driving- CTW 3-star citation Seat Belts and Child Restraints: Seat Belt Law Enforcement • Short Term, High Visibility Seat Belt Law Enforcement – CTW 5-star citation • Sustained Enforcement – CTW 3-star citation Speeding and Speed Management • High-Visibility Enforcement – CTW 2-star citation* *The above-mentioned countermeasure is identified in CTW, but the effectiveness is still undetermined. Different methods of implementing this countermeasure produce different results.
Target(s)	• Conduct overtime hours of planned general high visibility traffic enforcement with an effort directed at occupant restraint, impaired driving, and excessive speed violations during times and at locations identified as high risk. • Conduct at least two targeted traffic enforcement projects, one of which will be conducted at night and one a multi-jurisdictional project. • Conduct a minimum of 12 public information /education activities aimed at improving driver safety behaviors. • Conduct two observational occupant protection surveys; one in May and one in September and report results.
Estimated 3-year funding allocation	FFY 2024 | $1,982,635 FFY 2025 | $1,985,000 FFY 2026 | $1,985,000 Total 3HSP = $5,952,635 (BIL NHTSA 402)
Strategy(ies) to project considerations	• Partnerships • It is anticipated enforcement strategies will be included in the 2024-2028 State Strategic Highway Safety Plan (SHSP). The 2024-2028 plan is currently being developed. • Addition of partnerships with county conservation boards. • Law Enforcement Liaison • Iowa will continue utilizing a Law Enforcement Liaison (LEL) to foster new partnerships with law enforcement agencies.

Planned Activities in Countermeasure Strategy

Planned Activity Name: Law Enforcement/HVE – 402 (PTS)					
Unique Identifier/Planned Activity Number: 402-PT-2024 LE HVE					
Intended Subrecipient: Law Enforcement Agencies					
Type of Organization: Local, County and State Law Enforcement Agencies					
Primary Countermeasure Strategy ID: Short-Term High					
Planned Description: Funding through Police Traffic Services will support overtime for enforcement efforts. Speed, impaired, safety belt violations, and other traffic violations will be addressed through these enforcement efforts. Enforcement presence helps deter unsafe driving behaviors. Some agencies will also receive funding for educational overtime, travel, and approved equipment purchases.					
Funding Sources:					
Source	Funding Source ID	Eligible Use of	Estimated	Match	Local Benefit

Fiscal Year		Funds	Funding Amount	Amount	
2022	BIL NHTSA 402	Police Traffic Services	$1,982,635	$1,761,835	$1,761,835

STRATEGY	**SPECIAL TRAFFIC ENFORCEMENT PROGRAM (sTEP)**
Problem (Link to Strategy)/Project Safety Impact	• The 5-year (2018-2022) linear trend for fatalities continues upward. • 48.75% of passenger vehicle fatalities were unbelted in Iowa in 2022. • Alcohol-impaired fatalities represented 33% of all fatalities in the state in 2021. • Speeding-related fatalities accounted for 23.6% of all traffic fatalities in the state in 2021. HVE is recognized as a universal strategy to deter and change unsafe and unlawful behaviors. The increased presence of law enforcement is intended to enhance the perceived risk of arrest due to unlawful behaviors and as a preventative measure to deter individuals from driving while impaired. HVE combines enforcement, visibility elements, and a publicity strategy.
Countermeasures and Justification	Countermeasures that Work (CTW) Alcohol- and Drug-Impaired Driving: Deterrence – Enforcement • Highway Visibility Saturation Patrols – CTW 4-star citation • Enforcement of Drug-Impaired Driving – CTW 3-star citation • Preliminary Breath Test Devices – CTW 4-star citation Seat Belts and Child Restraints: Seat Belt Law Enforcement • Short Term, High-Visibility Seat Belt Law Enforcement – CTW 5-star citation • Sustained Enforcement – CTW 3-star citation Speeding and Speed Management • High-Visibility Enforcement – CTW 2-star citation* *The above-mentioned countermeasure is identified in CTW, but the effectiveness is still undetermined. Different methods of implementing this countermeasure produce different results.
Target(s)	Planned and directed overtime enforcement during the 10 identified sTEP waves.
Estimated 3-year funding allocation	FFY 2024 $454,799 FFY 2025 $455,000 FFY 2026 $455,000 Total 3HSP = $1,364,799 (BIL NHTSA 402)
Strategy(ies) to project considerations	• Partnerships • Enforcement strategies will be included in the 2024-2028 State Strategic Highway Safety Plan (SHSP). The 2024-2028 plan is currently being developed. • Law Enforcement Liaison • Iowa will continue utilizing a Law Enforcement Liaison (LEL) to foster new partnerships with law enforcement agencies.

Planned Activities in Countermeasure Strategy

Planned Activity Name: special Traffic Enforcement Program (sTEP)					
Unique Identifier/Planned Activity Number: 402-PT-2024-sTEP					
Intended Subrecipient: Law Enforcement Agencies					
Type of Organization: Local and County Law Enforcement Agencies					
Primary Countermeasure Strategy ID: Short-Term High Visibility Enforcement					
Planned Description: Iowa's sTEP program is an enforcement and education effort to ultimately reduce collisions, injuries, and fatalities. The design of the program allows for smaller, rural community enforcement agencies to receive overtime funding to work the identified ten sTEP waves. A minimum of three national mobilization periods will be supported through Iowa's sTEP program annually. The May wave corresponds with the "Click It or Ticket" national mobilization and all agencies will be required to conduct pre-and post-wave observational seat belt usage surveys. Other sTEP wave periods are in conjunction with the International Association of Chiefs of Police (IACP) Crash Awareness Reduction Effort (CARE) enforcement periods. sTEP agencies are encouraged to work with the local medial to help spread awareness to traffic safety issues. Funding is allocated for overtime enforcement and approved equipment.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Police Traffic Services	$454,799	$388,799	$388,799

STRATEGY	**TRAFFIC SAFETY TRAINING**		
Problem (Link to Strategy)/Project Safety Impact	Traffic safety partners need the opportunity to engage in up-to-date trainings. The annual Governor's Highway Traffic Safety Conference provides a venue for traffic safety partners to come together for training and networking. It is the intent to have a variety of traffic safety-related subjects on the annual agenda which, in turn, can assist attendees in planning their traffic safety strategies.		
Countermeasures and Justification	Various area identified in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices", Uniform Guidelines for State Highway Safety Programs, and elements of the Safe Systems Approach will be considered in the planning of conferences during the 3HSP period.		
Target(s)	Annually plan, host, and evaluate a conference for traffic safety stakeholders and partners. Expand the conference agenda to expand beyond law enforcement to attract other disciplines/stakeholders to attend.		
Estimated 3-year funding allocation	FFY 2024	$65,000	Total 3HSP = $195,000 (BIL NHTSA 402)
	FFY 2025	$65,000	
	FFY 2026	$65,000	
Strategy(ies) to project considerations	• Partnerships • Training/professional development		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Governor's Highway Traffic Safety Conference
Unique Identifier/Planned Activity Number: 402-PT-2024-05-00-50
Intended Subrecipient: Iowa State University, Conference Planning
Type of Organization: State University

Primary Countermeasure Strategy ID: Traffic Safety Training					
Planned Description: Allocated funds will be used to plan and host the annual Governor's Highway Traffic Safety Conference. The annual Governor's Highway Traffic Safety Conference provides a venue for traffic safety partners to come together for training and networking. Year the agenda contains a variety of traffic safety related subjects. Information provided can help attendees in setting their traffic safety strategies. Various areas identified in NHTSA's "Countermeasures that Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices" will be considered when planning the conference.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Police Traffic Services	$65,000	$0.00	$0.00

STRATEGY	**LAW ENFORCEMENT LIAISON (LEL)**		
Problem (Link to Strategy)/Project Safety Impact	Law enforcement liaisons help promote and enhance state and national highway safety programs, initiatives, and campaigns, and perform a myriad of functions including planning, organizing, networking, promoting, recruiting, implementing, reporting, and evaluating law enforcement's role in traffic safety projects, activities, and achievements. One of the most important tasks of an LEL is to recruit and encourage state and local law enforcement participation in national and state traffic safety mobilizations, but they continually work toward a culture of sustained and effective traffic enforcement programs. Iowa hired its first part-time LEL in 2022.		
Countermeasures and Justification	2021 Iowa Management Review Consideration • Program Management: Implement a dedicated LEL program to enhance law enforcement engagement and programming.		
Target	• Continue to build relationships with the Iowa Police Chiefs Association and Iowa Sheriff's Association; Secure an information booth or be a speaker at their annual conferences. • Many activities will be on-demand or as needed throughout the law enforcement community.		
Estimated 3-year funding allocation	FFY 2024	$75,000	Total 3HSP = $225,000 (BIL NHTSA 402)
	FFY 2025	$75,000	
	FFY 2026	$75,000	

Strategy(ies) to project considerations	• Partnerships
	  • It is anticipated enforcement strategies will be included in the 2024-2028 State Strategic Highway Safety Plan (SHSP). The 2024-2028 plan is currently being developed.
	• Outreach
	  • In-person meetings
	  • Electronic communication
	• Geographic Data		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Law Enforcement Liaison (LEL)					
Unique Identifier/Planned Activity Number: 402-PT-2024-05-00-05					
Intended Subrecipient: GTSB - Internal					
Type of Organization: State Highway Safety Office					
Primary Countermeasure Strategy ID: Law Enforcement Liaison					
Planned Description: Funding will be allocated to support a part-time Law Enforcement Liaison (LEL) to provide additional outreach to state law enforcement partners. This position will continue to solicit participation of law enforcement agencies to partner with the GTSB and promote traffic safety related programs through a data-driven approach. Meetings will bolster law enforcement partnerships and will assist in communication and programming.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Police Traffic Services	$75,000	$0.00	$0.00

6.15

Program Area: Roadway Safety/Traffic Engineering

Description of Highway Safety Problems

Engineering is an important component to an effective traffic safety program. Section 402 Roadway Safety funds will help support collaborative statewide efforts to develop and promote traffic safety-related education in construction and operational improvements.

Iowa's Traffic Records System contains data which can be analyzed to determine problem areas and support corrective engineering-related actions and recommendations. Iowa's traffic safety data is readily available to end-users through the Iowa Crash Analysis Tool (ICAT), http://icat.iowadot.gov. Over the past several years, various updates and improvements have been made to ICAT that have made the application user-friendly. The potential ICAT user base includes thousands of people affiliated with state, county, local agencies, and traffic safety consultants.

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03

Countermeasure Strategies in Program Area

Safety Circuit Rider
Multidisciplinary Safety Teams

STRATEGY	**SAFETY CIRCUIT RIDER**
Problem (Link to Strategy)/Project Safety Impact	• Over the past 5 years (2018-2022) there have been 3,258 work zone-related crashes. • In 2022 alone, there were 670 work zone-related crashes resulting in 6 fatalities and 23 serious injuries. The Safety Circuit Rider program was created over 30 years ago as a strategy to bring safety training to local government agency personnel. Often local governments are short on funds for training and find it difficult to send personnel to safety training. This is especially true for work zone and flagger trainings. The Safety Circuit Rider program was established as part of the Iowa Local Transportation Assistance Program (LTAP) the address the needs.
Countermeasures and Justification	Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 21, Roadway Safety

Target(s)	• Train approximately 475 local staff in work zone safety • Conduct up to ten safety-related training workshops annually, including multidisciplinary roadway safety series workshops. • Perform up to ten road safety assessments for GTSB and local agencies annually, document outcomes. • Provide multidisciplinary technical assistance. • Provide training materials as necessary		
Estimated 3-year funding allocation	FFY 2024	$70,000	Total 3HSP = $210,000 (BIL NHTSA 402)
	FFY 2025	$70,000	
	FFY 2026	$70,000	
Strategy(ies) to project considerations	• Safe System Approach – Safer Roads		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Safety Circuit Rider

Unique Identifier/Planned Activity Number: 402-RS-2024-06-00-51

Intended Subrecipient: Iowa State University, Institute for Transportation (InTrans)

Type of Organization: State University

Primary Countermeasure Strategy ID: Safety Circuit Rider

Planned Description:

The Safety Circuit Rider program was established as part of the Iowa Local Transportation Assistance Program (LTAP) to provide traffic safety training at the local level for engineers, supervisors/managers, technicians, and equipment operators. The program allows local agencies to obtain access to safety training, information, and assistance when and where needed. There is also a continuing need to remove barriers to multidisciplinary cooperation in addressing roadway safety between agencies. The project activities for include:

- Complete work zone and flagger training for approximately 475 local transportation staff under an LTAP-approved work plan from FHWA and the Iowa DOT
- Provide training courses, workshops, and presentations for state and local transportation staff on safety-related topics.
- Organize and coordinate up to 10 multidisciplinary Road Safety Assessments (RSA) efforts for GTSB program and local agencies on request.
- Provide multidisciplinary technical assistance to and feedback on safety-related questions received from local transportation staff.
- Document the outcome of previously completed RSAs.
- Participate in association meetings and conferences and provide safety presentations, demonstrations, and moderator services when requested

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Roadway Safety	$70,000	$0.00	$0.00

STRATEGY	**MULTIDISCIPLINARY SAFETY TEAMS**
Problem (Link to Strategy)/Project Safety Impact	The statewide MDST program can assist with technical services to develop existing safety groups, establish new relationships, and foster growth of innovative and effective safety practices withing the transportation community. One of the project's main goals is the interagency collaboration and information exchange. This approach improves communication on technical issues among professionals from local governments, cities, counties, metropolitan planning organizations and

	the Iowa Department of Transportation.		
Countermeasures and Justification	Due to the variety of disciplines represented and involved in MDSTs, there is a great opportunity for networking. By coordinating and collaborating with other stakeholders, MDST participants gain broader perspective on safety issues and lean best practices from professionals outside their respective area of expertise. This ultimately leads to the development of solutions that may not have been considered otherwise. MDSTs should be considered as a proactive roadway safety outreach program which establishes strong communication channels among participants.		
Target(s)	MDST facilitator to support existing MDSTs and support the evolution of new groups. Continuation and expansion of interagency collaboration and information exchange.		
Estimated 3-year funding allocation	FFY 2024	$38,250	Total 3HSP = $118,250 (BIL NHTSA 402)
	FFY 2025	$40,000	
	FFY 2026	$40,000	
Strategy(ies) to project considerations	• Collaboration with other traffic safety stakeholders • Promotion of data and data analysis tools		

Planned Activities in Countermeasure Strategy

Planned Activity Name: Multidisciplinary Safety Team Program
Unique Identifier/Planned Activity Number: 402-RS-2024-06-00-50
Intended Subrecipient: Iowa State University, Institute for Transportation (InTrans)
Type of Organization: State University
Primary Countermeasure Strategy ID: Multidisciplinary Safety Team Program
Planned Description: Planned activities include interagency collaboration and information exchange. This approach will improve communication on technical transportation issues among professionals from local governments, cities, counties, metropolitan planning organizations, regional entities, and the DOT. The program also helps by providing technical briefs, technical reports, and research documents, technical and safety workshops, outreach and technology services, and traffic safety assessments. Specific activities of the statewide MDST facilitator will include the following: • Promotion of the ongoing growth of a traffic safety culture in Iowa • Work with GTSB, DOT and other agencies to provide appropriate topics, presentations, crash maps, GIS data, workshops, contracts, and requested safety analysis for MDST meetings. • Attendance and involvement with meetings to keep current on safety related information and issues, as well as current research projects and studies to share with our safety partners and MDST attendees. • Facilitation of multidisciplinary processes to identify safety issues and improvements. • Provide assistance, information, and support to promote and enhance the formation and active participation of area agencies in MDSTs. • Ongoing development and/or evolution of each MDST • Update MDST website to be used as a tool and resource for MDSTs and their members. • Develop materials to promote MDST programs. • Participate in association meetings and conferences and provide safety presentations, demonstrations, and moderator services when requested.
Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit

2022	BIL NHTSA 402	Roadway Safety	$38,250	$0.00	$0.00

Program Area: Rural

Description of Highway Safety Problems

Seventy-nine (79%) of Iowa roadways are secondary. Most rural crashes are single vehicle crashes. Contributing factors in rural crashes include losing control, driving too fast, failing to yield, lane departures, hitting stationary objects, impairment, and driver inexperience. A major factor regarding the severity of the crash can correlate to whether a safety belt was worn.

Preliminary 2022 data maintained by the Iowa Department of Transportation indicates there were 18,853 rural crashes resulting in 236 fatalities, 841 serious injuries and 2,675 minor injuries.

Countermeasure Strategy in Program Area

Short-Term High Visibility Enforcement

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Year
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2026	3-Year	84
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with BAC of .08 and above	2026	3-Year	100
C-6) Number of speeding-related fatalities	2026	3-Year	66
C-9) Number of drivers aged 20 or younger involved in fatal crashes	2026	3-Year	41
Additional Performance Measure #1: Rural Traffic Safety/Rural Traffic Fatalities	2026	3-Year	240
B-1) Observed seat belt use for passenger vehicle, front seat outboard occupants	2026	3-Year	96.1

Countermeasure Strategy(ies) in Program Area

Short-Term High Visibility Enforcement

STRATEGY	SHORT-TERM HIGH VISIBILITY ENFORCEMENT
Problem (Link to Strategy)/Project Safety Impact	• 69.4% of Iowa's fatalities were rural in 2021; Iowa remains well above the national average for the percent of rural fatalities. • Rural fatalities per 100M VMT was 1.24 in 2021. • Seat belt usage rates are lower in rural areas. (Law enforcement observational usage surveys and early connected vehicle data analysis) • Results of focus groups conducted in the spring of 2023 resulted in participants

	indicating that seat belt usage is the front is a must for most, but some view seat belts on rural roads or in the backseat as unnecessary
Countermeasures and Justification	Countermeasures That Work (CTW) Countermeasures Targeting Adults Seat Belts and Child Restraints, Seat Belt Law Enforcement • Short Term, High-Visibility Seat Belt Law Enforcement – CTW 5-star citation • Sustained Enforcement – CTW 3-star citation Seat Belt Use Laws • State Primary Enforcement Seat Belt Use Laws – CTW 5-star citation Communications and Outreach • Supporting Enforcement Countermeasures Targeting Children and Youth Communications and Outreach • Strategies for Older Children – CTW 3-star citation • Strategies for Child Restraint and Booster Seat Use – CTW 3-star citation (for stand-alone programs not supporting enforcement)
Target(s)	• Identify up to five counties annually for enforcement and educational efforts targeted on occupant protection. • Expand and promote CPS programs in identified counties. Consideration to expand program materials into different languages to provide information to underserved communities and various ethnicities.
Estimated 3-year funding allocation	FFY 2024 \$100,000 FFY 2025 \$100,000 FFY 2026 \$100,000 Total 3HSP = \$300,000 (BIL 405b OP High)
Strategy(ies) to project considerations	• SHSP Partnership • Roadway Safety/Traffic Engineering -Low-cost recommendations through road assessments • CPS Program - Expansion of CPS programming into the identified counties through inspection stations and recruitment for CPS Technicians • Youth Programs - Expansion of S.A.F.E. program in the identified counties • Public Participation and Engagement Opportunities - Town hall meetings in identified counties/communities

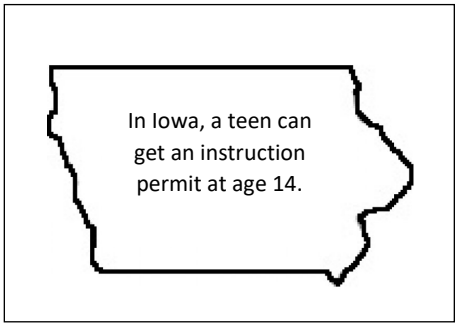
Planned Activities in Countermeasure Strategy

Planned Activity Name: High Five Rural Traffic Safety Project					
Unique Identifier/Planned Activity Number: To be determined.					
Intended Subrecipient: Law Enforcement Agencies					
Type of Organization: Law Enforcement					
Primary Countermeasure Strategy ID: High Visibility Enforcement					
Planned Description: The High Five Rural Traffic Safety Program will place an emphasis on occupant protection. Crash data will be utilized to identify rural counties with low belt usage and a high percentage of unbelted fatal and serious injury crashes. Funding will be provided for enforcement and educational efforts.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405b OP High	405b High HVE	\$100,000	\$0.00	\$50,000

Program Area: Teen Traffic Safety Program

Description of Highway Safety Problems

Nationally, motor vehicle crashes remain the leading cause of unintentional death for the 15–24-year-old age group in the United States (CDC, 2020).



Young drivers are inexperienced and can overlook potentially risky situations. Normal adolescent development involves an increase in novelty seeking-and risk-taking behaviors. They struggle judging gaps in traffic and driving the right speed for conditions. In addition, immaturity increased the likelihood of young drivers putting themselves in behaviors that can often result in fatal and serious injury crashes, such as speeding, impairment and distraction.

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions	2026	3-Year	84
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	2026	3-Year	100
C-6) Number of speeding-related fatalities	2026	3-Year	68
C-9) Number of drivers aged 20 or younger involved in fatal crashes	2026	3-Year	41
Additional Performance Measure - #1: Rural Traffic Fatalities	2026	3-Year	229
Additional Performance Measure - #2: Distracted Driving	2026	3-Year	6
B-1) Observed seat belt use for passenger vehicle, front seat outboard occupants	2026	3-Year	96.1

Countermeasure Strategies in Program Area

School and Community Programs Focusing on Teen Driving
Driver's Education Assessment

STRATEGY	SCHOOL AND COMMUNITY PROGRAMS FOCUSING ON TEEN DRIVING
Problem (Link to Strategy)/Project Safety Impact	According to the 2022 Iowa Child Passenger Safety Survey, 98.8% of teens 14-17 years old are properly restrained, which is an increase from the 2020 Study (85.4%). The national seat belt use rate is 91.6%. The survey also shows a lower usage rate in proper restraints in rural areas. In 2022, there were 34 crashes resulting in 45 fatalities for teen drivers aged 14-17.

<table>
<tr><td>Countermeasures (and justification)</td><td colspan="3">Countermeasures That Work (CTW)
Young Drivers – Driver Education
• Pre-Licensure Driver Education, CTW 2-star citation*
• Post-Licensure Driver Education, CTW 1-star citation**
*The above-mentioned countermeasure is identified in CTW, but the effectiveness is still undetermined. Different methods of implementing this countermeasure produce different results.
**The above-mentioned countermeasure is identified in CTW but is limited or does not have high quality evaluation evidence for effectiveness.</td></tr>
<tr><td>Target(s)</td><td colspan="3">Continue outreach to schools and communities to evolve youth programs throughout the state.</td></tr>
<tr><td rowspan="3">Estimated 3-year funding allocation</td><td>FFY 2024</td><td>$210,450</td><td rowspan="3">Total 3HSP = $634,450 (BIL NHTSA 402)</td></tr>
<tr><td>FFY 2025</td><td>$210,500</td></tr>
<tr><td>FFY 2026</td><td>$210,500</td></tr>
<tr><td>Strategy(ies) to project considerations</td><td colspan="3">• Peer-to-Peer programs
• Educational opportunities and positive reward programs
• Outreach through real world stories</td></tr>
</table>

Planned Activities in Countermeasure Strategy

Planned Activity Name: SAFE
Unique Identifier/Planned Activity Number: 402-TSP-2024-10-00-51
Intended Subrecipient: DCCCA, Inc.
Type of Organization:
Primary Countermeasure Strategy ID: School and Community Programs Focusing on Teen Driving
Planned Description: SAFE has three components: Education, Reward, and Enforcement which NHTSA research has shown to change behavior. To be successful the program must have strong leadership, education, and training to collaborate with partners and accomplish program goals. Our Traffic Safety Specialist (TSS) will provide the leadership, as well as education and training, and encourage collaboration and coordination among partners. Project activities include: 1.Organize and lead a peer-to-peer program (SAFE) that focuses on increasing seat belt compliance and decreasing risky driving behaviors. 1. Hire a Traffic Safety Specialist (TSS) to provide guidance, education, and training to promote and implement the SAFE program in 35 high schools. Due to the increase in number of schools and activities, we are requesting to hire a full-time TSS. We are also requesting a half-time supervisory position to maintain grant funding and reporting. 2. Solicit funding for prizes for the SAFE program by obtaining grants from groups such as AAA, State Farm Insurance, or other agencies, including local entities. 3. The TSS, in collaboration with law enforcement and community members, will recruit school sponsors and student SAFE teams in the targeted communities and other interested schools. 4. The TSS provides training to SAFE Teams to perform unannounced seat belt observational surveys at their schools. Baseline rates will be established by the initial SAFE seat belt observation survey. Perform a final survey in April by the students. 5. Provide ThinkFast for 15 schools and report the outcome to the GTSB. (FY24 grant monies have been awarded by Honda to provide ThinkFast to 20 additional schools. 6. SAFE teams to conduct monthly programs promoting seat belt use at their schools and in their community. Programs will be expanded to include awareness of other risky driving behaviors such as impaired driving, distracted driving, and speed. This can include but not be limited to asking students to sign a pledge card promising to wear their seat belt. Each month SAFE teams

draw student names from those that signed pledge cards to award incentive prizes.

7. Hold a two-week enforcement period in late February/early March utilizing area law enforcement agencies. Agencies are encouraged to patrol around the high schools for 30 minutes before and after school. Enforcement results will be reported to the TSS and provided to the GTSB.
8. Analyze school participation and survey data and provide results to the GTSB regarding the progress of the program at each of the 35 schools by July 30. Incorporate results into future program planning.
9. Develop and maintain local partnerships with law enforcement, regional coalitions, communities, medical professionals, schools, and traffic safety advocates to coordinate and implement the SAFE program in 35 high schools.
10. Bring awareness to other traffic related focus areas: Impaired Driving, Distracted Driving, Speed, and other risky driving behaviors.
11. Encourage law enforcement agencies to prioritize community enforcement of all traffic laws, with a school vicinity focus.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Teen Safety Program	$210,450	$0.00	$0.00

Planned Activity Name: Altoona Police Department Teen Safety Program

Unique Identifier/Planned Activity Number: 402-TSP-2024-10-01-00

Intended Subrecipient: Altoona Police Department

Type of Organization: Law Enforcement

Primary Countermeasure Strategy ID: School and Community Programs Focusing on Teen Driving

Planned Description:
In collaboration with the local school (Southeast Polk), traffic officers will regularly instruct young drivers regarding traffic safety and Iowa traffic laws to include the danger of impaired driving through the driver's education program. The department will utilize both alcohol and marijuana goggles as a method to demonstrate to students the dangers of impaired driving.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Teen Safety Program	$10,500	$0.00	$10,500

STRATEGY	**YOUTH PROGRAMS / ALLIANCE "Choices Matter"**
Problem (Link to Strategy)/Project Safety Impact	• The number of drivers aged 20 and younger involved in fatal crashes has increased 8.16% between 2017 and 2021. Young drivers are known to be at a higher risk of crashes on the road compared to more experienced divers. This is due to several factors, including inexperience, risk-taking behavior, and overconfidence. School programs would be targeted at the schools in the top five 5 counties for impaired driving for a 5-year period: both public and private schools
Countermeasures and Justification	Countermeasures That Work (CTW) Alcohol- and Drug-Impaired Driving – Underage Driving/Drinking and

	Driving • Youth Programs, CTW 2-star citation* Young-Drivers – Driver Education • Pre-Licensure Driver Education, CTW 2-star citation* • Post-Licensure Driver Education, CTW 1-star citation** * The above-mentioned countermeasures are identified in CTW, but the effectiveness is still undetermined. Different methods of implementing this countermeasure produce different results. ** The above-mentioned countermeasure is identified in CTW but is limited or does not have high-quality evaluation evidence for effectiveness. Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 8, Impaired Driving • Prevention			
Target(s)	Support a peer-to-peer outreach and education program with interactive elements with the students geared toward impaired driving. • Coordinate the appearance of a guest speaker with ten high schools. • Provide interactive displays, including fatal vision goggles and driving simulator to help engage students. • Coordinate social media exposure in each of the 10 school district areas; provide campaign materials to provide year-long exposure after the guest speaker presentation has concluded.			
Estimated 3-year funding allocation	FFY 2024	$40,000	Total 3HSP = $120,000 (BIL NHTSA 402)	
	FFY 2025	$40,000		
	FFY 2026	$40,000		
Strategy(ies) to project considerations	• Engagement with school districts through the state • Peer-to-peer programming • Interactive Displays			

Planned Activities in Countermeasure Strategy

Planned Activity Name: Choices Matter					
Unique Identifier/Planned Activity Number: 402-TSP-2024-10-00-50					
Intended Subrecipient: Alliance Highway Safety					
Type of Organization: Marketing					
Primary Countermeasure Strategy ID: Youth Programs					
Planned Description: "Choices Matter" is a program designed by Alliance Highway Safety to provide outreach to young drivers through peer-to-peer engagement and real-world examples of the impacts of bad choices. Alliance coordinates with a variety of presenters, each with an impactful story. Each year Alliance will analyze traffic data to identify 10 schools in the state to provide partner with to provide the "Choices Matter" Program: An important aspect of the project's effectiveness is peer-to-peer interaction. The "Choices Matter" project works with each school to identify students to participate in creating radio and video commercials to promote traffic safety messaging and interactive displays. Students will have the opportunity to have conversations with others, including their parents, about safe driving behaviors through very targeted social media marketing campaigns promoted to the followers of each school. Campaign materials will also be given to the school to continue reinforcing the safety messaging. Iowa's partnership with Alliance for "Choices Matter" will be focused on impaired driving.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Teen Safety Program	$40,000	$0.00	$0.00

STRATEGY	DRIVER EDUCATION ASSESSMENT
Problem (Link to Strategy)/Project Safety Impact	The assessment process will help identify deficiencies within the current driver education programming in the state
Countermeasures and Justification	NHTSA Safety Program Assessments- NHTSA's Assessment Program provides support to State Highway Safety Offices through a team of non-federal, subject matter experts who conduct a comprehensive review of a highway safety program area using an organized, objective approach and well-defined procedure that provides an overview of the program's status, note the program's strengths and weaknesses, and provides recommendations for improvement. Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 4, Driver Education
Target	Assessment to be conducted to review Iowa's driver education program.
Estimated 3-year funding allocation	Total 3HSP = $ 30,000.00 (BIL NHTSA 402)
Strategy(ies) to project considerations	• Assessment to be conducted by subject matter experts. • Consideration of recommendations for implementation/project development.

Planned Activities in Countermeasure Strategy

Planned Activity Name: Drivers Education Assessment					
Unique Identifier/Planned Activity Number: 402-DE-2024-11-00-05					
Intended Subrecipient: GTSB - Internal					
Type of Organization: State Highway Safety Office					
Primary Countermeasure Strategy ID:					
Planned Description: Funding to be utilized for honorariums and incidentals associated with the Drivers Education Assessment.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Driver Education	$30,000	$0.00	$0.00

6.18

Program Area: Distracted Driving

Description of Highway Safety Problems:
Distracted driving is any non-driving activity a person engages in that has the potential to distract him or her from the primary task of driving and increases the risk of crashing. Distraction is defined by NHTSA as a specific type of inattention that occurs when drivers divert their attention away from the act of driving to focus on another activity instead. Examples of distracted driving include:

- Texting/Cell phone use
- Talking to others
- Reading, including maps
- Watching/listening to video
- Applying make-up
- Fatigue/being mentally away
- Adjusting the radio or climate controls
- Using a navigation system
- Children or pets
- Looking for a dropped item
- Eating/Drinking

There are three main types of distraction:

Visual = Taking your eyes off the road.
Manual = Taking your hands off the wheel.
Cognitive = Taking your mind off what you are doing.

While all distractions can endanger safety, texting is one of the most alarming because it involves all three types of distractions. Distracted driving crashes are believed to be under-reported in traffic crashes.

Drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves or others.

Associated Performance Measures

Performance Measure Name	Target End Year	Target Period	Target Value
C-1) Number of traffic fatalities	2026	3-Year	334
C-2) Number of serious injuries in traffic crashes	2026	3-Year	1,358
C-3) Fatalities/100M VMT	2026	3-Year	1.03
Additional Performance Measure #2: Distracted Driving	2026	3-Year	6

Countermeasure Strategies in Program Area

Communication Campaign – Distracted Driving

STRATEGY	COMMUNICATION CAMPAIGN – DISTRACTED DRIVING		
Problem (Link to Strategy)/Project Safety Impact	• There were 11 distracted driving fatalities in 2021. • Distracted driving-related fatalities and serious injuries are believed to be under-reported		
Countermeasures and Justification	Countermeasures That Work (CTW) Distracted Driving, Communications and Outreach • Communications and Outreach on Distracted Driving, 1-star citation* *The above-mentioned countermeasure is identified in CTW but is limited or does not have high-quality evaluation evidence for effectiveness.		
Target(s)	To be determined.		
Estimated 3-year funding allocation	FFY 2024	$150,000	Total 3HSP = $450,000 (BIL NHTSA 402)
	FFY 2025	$150,000	
	FFY 2026	$150,000	
Strategy(ies) to project considerations	• Utilization of a mix of mediums to include but not limited to geo-fence banners, social listening venues, spot radio, and/or billboards		

Planned Activities in Countermeasure Strategy

Planned Activity Name: ZLR Ignition / Distracted Driving					
Unique Identifier/Planned Activity Number: ZLR – Distracted Driving					
Intended Subrecipient: ZLR Ignition					
Type of Organization: Media/Marketing					
Primary Countermeasure Strategy ID: Communication Campaign					
Planned Description: ZLR Ignition's distracted driving campaign objectives will be based on state specific data. The analysis of the data will include considering current and emerging traffic safety issues specific to distracted driving to help direct the rollout of other media-related activities. ZLR's strategies for delivery may include the development of new materials for digital placement in addition to a mix of proven mediums, such as geo-fence banners, social listening venues, spot radio, and/or billboards.					
Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL NHTSA 402	Paid Advertising	$150,000	$0.00	$0.00

6.19

Program Area: Traffic Records

Core Datasets:

- Crash
- Driver
- Vehicle
- Roadway
- Citation/Adjudication
- EMS/Injury Surveillance

Performance Attributes

- Timeliness
- Accuracy
- Completeness
- Uniformity
- Integration
- Accessibility

Description of Highway Safety Problems

The State of Iowa strives to make traffic data widely available to a broad group of potential users via datasets and tools. The true value of these resources can be identified on how the data is being applied, including what information can be derived, extracted and/or integrated. This information can be used to make better safety-related decisions.

A successful Traffic Records System includes the collection, management, and analysis of data within the six (6) core datasets of crash, driver, vehicle, roadway, citation/adjudication, and EMS/injury surveillance. This complex network of programs and systems involve numerous agencies that collect, report, maintain, and analyze data involving many highway safety related processes and methods within the core component systems. It is critical for data systems to integrate for effectiveness. Performance attributes of timeliness, accuracy, completeness, uniformity, integration, and accessibility are tied to the core systems and related data projects. The state is familiar with and strives for compliance with national data standards such as Model Minimal Uniform Crash Criteria (MMUCC), National Emergency medical Services Information System (NEMSIS), Crash Outcome Data Evaluation System (CODES), and Model Inventory of Roadway Elements (MIRE). Quality data is paramount for the development of successful traffic safety projects.

The coordination and management of Iowa's traffic record system improvements is the role of the Statewide Traffic Records Coordinating Committee (STRCC). Since the inception of Iowa's STRCC in 1994, partner agencies have been united in the continued efforts to improve traffic records and data improvement. STRCC is comprised of a diverse group of traffic safety professionals who understand the need for quality traffic records data.

The most recent Traffic Records Assessment was conducted in the fall and early winter of 2020, with an official report-out conducted in December 2020. The assessment consisted of 328 questions answered by Iowa's subject matter experts. The analysis provided the NHTSA Traffic Records Assessment Team to provide an in-depth peer review of Iowa's Traffic Records System. The State's responses were rated against an "Ideal System" and were categorized as "Meeting the Ideal", "Partially meeting the Ideal", and "Does Not Meet the Ideal". Overall, Iowa met or partially met the Advisory Ideal 66% of the time. The Traffic Records Assessment provided major recommendations and considerations.

Countermeasure Strategy in Program Area

State Traffic Safety Information System Improvement Grants

STRATEGY	**State Traffic Safety Information System Improvement Grants**
Problem (Link to Strategy)/Project Safety Impact	The individuals and agencies making traffic safety related decisions represent a diverse and evolving group, ranging from private citizens to public agencies. Even with access to the data and tools, opportunities exist in accessibility and integration. The state continues to learn of additional data sources which could be very useful in addressing traffic safety issues, including EMS data.

<table>
<tr><td></td><td colspan="3">A successful Traffic Records System includes the collection, management, and analysis of data within the six core datasets of Crash, Roadway, Driver, Citation/Adjudication, Vehicle, and EMS/Injury Surveillance. The integration of these systems allows for comprehensive datasets. Iowa's traffic safety professionals understand the importance of data and coordinate efforts through the Statewide Traffic Records Coordinating Committee (STRCC).

The state needs a full-time traffic records coordinator and data analyst to continue to evolve traffic records.</td></tr>
<tr><td>Countermeasures (and justification)</td><td colspan="3">Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 10, Traffic Records
• Traffic Records System Information Components
• Traffic Records System Information Quality
• Uses of a Traffic Records System
• Traffic Records System Management

2021 Iowa Management Review Consideration
• Improve evidence-based traffic records project goals and objectives.

Comprehensive data is utilized for highway safety decisions in Iowa. The GTSB manages Section 405c funding for projects that have a specific focus to improve Iowa's Traffic Records System which includes crash, roadway, driver, citation/adjudication, vehicle, and EMS/injury surveillance.</td></tr>
<tr><td>Target(s)</td><td colspan="3">• Re-engage the STRCC Guidance Team
• GTSB to hire a full-time Traffic Records Coordinator
• Obtain access to statewide NEMSIS data; continue conversations with the Department of Health and Human Services on ways to utilize EMS data.
• Continue to develop data analysis tools and dashboards.
• Promote the use of data analysis tools.

Goals and performance measures for data projects will address a minimum of one attribute around accuracy, completeness, integration, timeliness, uniformity, and/or accessibility. All improvements are to be quantifiable.

Section 405c funded projects will focus on recommendations and considerations from the 2020 Traffic Records Assessment.</td></tr>
<tr><td rowspan="3">Estimated 3-year funding allocation</td><td>FFY 2024</td><td>$787,000</td><td rowspan="3">Total 3HSP = $1,961,000
(2021 FAST Act 405c Data Program, 2022 Supplemental BIL 405c Data Program, 2022 BIL 405c Data Program, 2023 Supplemental BIL 405c Data Program and 2023 BIL 405c Data Program)</td></tr>
<tr><td>FFY 2025</td><td>$587,000</td></tr>
<tr><td>FFY 2026</td><td>$587,000</td></tr>
<tr><td>Strategy(ies) to project considerations</td><td colspan="3">Program Assessment
• Considerations and recommendations from the 2020 Traffic Records Assessment
Partnerships
• Statewide Traffic Records Coordinating Committee (STRCC)
New Data Linkage Opportunities
Technological Advances in Data Collection and Analysis</td></tr>
</table>

Planned Activities in Countermeasure Strategy

Planned Activity Name: Iowa Traffic Safety Data Service (ITSDS)
Unique Identifier/Planned Activity Number: 405c-M3DA-2024-40-00-53
Intended Subrecipient: Iowa Traffic Safety Data Service (ITSDS)
Type of Organization: State University
Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants
Planned Description: The Iowa Traffic Safety Data Service (ITSDS) will supplement and facilitate crash data accessibility and data integration, providing agencies, organizations and individuals with crash data expertise and resources. ITSDS will fill the gap between what safety data users can gather for themselves, and what they can obtain from experts. ITSDS will serve as a resource to those lacking the necessary knowledge and experience to effectively assimilate and present crash data. ITSDS will provide guidance regarding use of existing tools, such as ICAT, and accessing datasets which may help satisfy their needs. Through ITSDS support, agencies may identify strategies to help reduce crash frequency and severity. ITSDS will assist anyone needing to use crash data to make decisions about funding, improving roads, implement enforcement, writing reports and proposals, designing presentations, or increasing traffic safety awareness. ITSDS will address "on-demand" basis for ad hoc requests. ITSDS will support semi-regular and special projects for various agencies, such as the Iowa DOT, GTSB and the Iowa State Patrol. The frequency, complexity, and level of support necessary for "on demand", semi-regular and special project requests may vary. As a major user of crash data, ITSDS will contribute to improving crash data by regularly reviewing the data and providing feedback to the Iowa DOT regarding possible issues, inconsistencies, and inaccuracies. ITSDS will also target certain crash types and utilize crash narratives to identify possible reporting issues.
Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	Supplemental BIL 405c Data Program	405c Data Program	$47,192.50	$0.00	$0.00
2022	BIL 405c Data Program	405c Data Program	$70,253.50	$0.00	$0.00

Planned Activity Name: DOT Improvement of Data/Analysis
Unique Identifier/Planned Activity Number: 405c-M3DA-2024-40-00-51
Intended Subrecipient: Iowa Department of Transportation, Traffic and Safety Bureau
Type of Organization: State Agency
Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants

Planned Description:

The Iowa DOT plans to conduct the following tasks:

1. Investigating Crash Data Quality and Identify the Major Issues Associated with Crash Reports – The objective is to evaluate the crash data accuracy and completeness. This will include the data elements that independently or in various combinations are commonly unreported or misreported.
2. Developing Additional Iowa Crash Analysis Tool (ICAT) Visualization Dashboard – ICAT provides considerable resources to query and download crash data yet is limited in the ability to visually display crash attributes and the interaction of different attributes. The development of interactive dashboards that can be used within ICAT are planned to allow users to visualize summary statistics of crashes. The goal is to create dashboards for SHSP-identified key emphasis areas. The visualization dashboard will allow for stakeholders to easily track crash statistics and trends.
3. Developing State-of-the-Art Safety Performance Functions SPFs – The Highway Safety Manual (HSM) outlines the state-of-the-art methodological techniques using statistical models known as Safety Performance Functions (SPFs) to predict the number of crashes for specific facility types.
4. Developing Supplemental PCR Crash Distribution Dashboards – After developing the SPF models for various roadway facilities and identifying the sites with the potential for safety improvement, the effort should focus on project and countermeasures selections. Understanding and observing the nature of crashes and various roadways, drivers, and environmental factors associated with the crashes at intersection or segment level enable engineers and project managers to come up with appropriate countermeasures addressing the existing issues based on contributing factors to crashes.
5. Improving Data Documentation and Quality Assurance – Improving the quality of crash data is one of the main objectives of the Iowa DOT.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405c Data Programs	405c Data Program	$200,000	$0.00	$0.00

Planned Activity Name: Crash Linkage (CJJP)
Unique Identifier/Planned Activity Number: 405c-M3DA-2024-40-00-52
Intended Subrecipient: Iowa Department of Human Rights, Criminal and Juvenile Justice Planning (CJJP)
Type of Organization: State Agency
Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants

Planned Description:
Criminal and Juvenile Justice Planning (CJJP) is the State of Iowa Statistical Analysis Center (SAC), which conducts independent research, policy, analysis, planning, program evaluation, data coordination, and information clearinghouse functions to identify issues of concern and to improve the operation and effectiveness of the justice system, including traffic safety. Moving violations including speeding, reckless driving, leaving the scene of an accident, and others where the vehicle would be in motion. Non-moving violations include not having a valid driver's license, no proof of insurance, etc. Data, when available can also include age, race, sex, county, law enforcement agency, and driver's license state. CJJP has access to adult court citations, convictions, and penalties in the Justice Data Warehouse (JDW). The JDW is a central repository of key information from the Judicial Branch Case Management system and information from the Iowa Correctional Offender Network system.

CJJP plans to analyze adult court data (citations, convictions, and penalties) for traffic offenses. This analysis will encompass demographics, timeliness, accuracy, and completeness. The results/outcomes may help to determine if there's a need for targeted enforcement, public education campaigns, or partnerships with other agencies and organizations to combine resources, when applicable to achieve better results.

Per a recommendation from the 2020 Traffic Records Assessment, data will be reviewed and analyzed on timelines (from charge to disposition or penalty), accuracy, and completeness of the key variables used in analysis.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405c Data Program	405c Data Program	$35,000	$0.00	$0.00

Planned Activity Name: Law Enforcement Dashboard Enhancement and Maintenance

Unique Identifier/Planned Activity Number: 405c-M3DA-2024-40-00-54

Intended Subrecipient: Iowa State University – Institute for Transportation

Type of Organization: State University

Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants

Planned Description:
This project will continue to support and maintain the Iowa State Patrol (ISP) interactive crash/enforcement dashboard as well as the TraCS enforcement dashboard for local agencies that was developed as part of a previous GTSB grant. The support and maintenance will ensure the data is up to date and resolve any issues that may arise as part of the data transfer process or within the dashboards themselves. Ensuring the data is up to date will allow ISP or any local agencies using the TraCS dashboards to make effective data driven decisions by utilizing the latest enforcement activity and crash history to improve traffic safety.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405c Data Program	405c Data Program	$11,795	$0.00	$0.00

Planned Activity Name: Iowa Traffic and Criminal Software (TraCS)

Unique Identifier/Planned Activity Number: 405c-M3DA-2024-40-00-50

Intended Subrecipient: Iowa Department of Transportation

Type of Organization: State Agency

Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants

Planned Description:
TraCS is a data collection, reporting and records management system (RMS) for the public safety community to use to streamline and automate the capture and transmission of critical information from the local agency to other members of the criminal justice enterprise. Among other things, the Iowa TraCS package includes components of crash reporting, citation issuance, issuing of warning tickets, operating while intoxicated reporting, commercial motor vehicle inspections, field investigative reports, complaint and affidavit report, DRE reporting and more.

Funding will be used to maintain a remote support capability for the TraCS team which greatly increases efficiency as less travel time is required to support and maintain the TraCS software. This will enhance their capability to provide installation, training, and support as efficiently as possible. Additionally, funds will be used to subcontract for technical support from service providers who will develop, maintain, and provide overall software maintenance for the TraCS program in Iowa. These include new and modified validations to increase data accuracy and completeness.

Specific project activities for FFY 2024 include:

1. Providing a remote staff support capability to allow the TraCS staff to provide installation, training, and support activities more efficiently.
2. Continue to identify deficiencies in the crash report to adjust and add validations and field help to TraCS.
3. Electronic crash reporting will be improved through additional validation and additions to field help to clarify data entry needs.
4. Modify TraCS to allow for electronic transmission of the TraCS driver's re-exam form, eliminating a manual delivery and data entry process.
5. The number of agencies utilizing TraCS to complete and submit crashes, traffic citations electronically to state repositories will increase as agencies request access to TraCS.
6. Modify the National Model inspection form to implement into the Iowa TraCS pack to replace existing inspection form.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405c Data Program	405c Data Program	$100,000	$0.00	$0.00

Planned Activity Name: EMS Data Improvement and Utilization

Unique Identifier/Planned Activity Number: 405c-M3DA-2024-40-00-55 and 405d-FDL*EM-2024-67-00-50

Intended Subrecipient: Iowa Department of Health and Human Services, Bureau of Emergency Medical and Trauma Services (BEMTS)

Type of Organization: State Agency

Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants

Planned Description:
The goal of this project is to resolve the deficiency identified in the NHTSA assessment by implementing a comprehensive injury surveillance system for motor vehicle crashes (MVCs) in the state that captures critical information regarding the frequency, severity, and nature of injuries sustained by individuals involved in these crashes. The implementation of this system will enable the Iowa Department of Health and Human Services (Iowa HHS) to accurately identify and address public safety concerns related to MVC injuries.

Funding will be used to support staff to coordinate and complete the following activities.

1. Iowa HHS will develop periodic reports generated from the state's EMS incident registry and trauma registry that provide detailed injury data for all MVCs in the state. These reports will include information on the frequency, severity, and nature of injuries sustained, as well as some county-level demographic information where the crash occurred.
2. Iowa HHS will develop an analytical report to evaluate documentation of injuries sustained in MVCs by different courses. This report will provide an evaluation of incident injury severity documented by EMS compared to the same patient's documentation in the hospital emergency department. This report will enable the state to identify and discrepancies in the documentation of injury severity between EMS personnel and hospital emergency department staff and will help to ensure that accurate injury data is being captured and reported.
3. Iowa HHS will also compare the incident responses documented by EMS personnel to the crashes documented by police agencies in Iowa. The report will enable Iowa HHS to identify any discrepancies in the documentation of crash-related incidents by EMS and police agencies, which may help to ensure that all incidents are captured and reported.

Funding Sources:

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405c Data Program	405c Data Program	$70,216.50	$0.00	$0.00
2022	Supplemental BIL 405d Impaired Driving Low	405d Low Emergency Medical Services	$71,416.50	$0.00	$0.00

Planned Activity Name: Injury Prevention Research Center

Unique Identifier/Planned Activity Number: 405c-M3DA-2024-40-00-56

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

Type of Organization: State University

Primary Countermeasure Strategy ID: State Traffic Safety Information System Improvement Grants

Planned Description:
This project improves the state data by increasing data integration and maintenance. CODES currently includes crash, hospital, and death data, will be expanded with the integration of justice data. EMREMS currently includes and driver licensure history. The program also provides technical assistance and promotes crash data usage and conducts innovative analyses of high priority topics, which informs prevention activities, and provides ongoing monitoring, assessment, and recommendations related to data performance attributes of accuracy, completeness, timeliness, and uniformity.

Goals of the project include the following:

1. Establish and maintain linkages and quality monitoring of integrated crash, behavioral, and medical outcomes data (CODES: crash, hospital, death; justice; EMREMS; and driver licensure), to provide feedback and improve data performance (accuracy, completeness, uniformity, and accessibility).
2. Expand collaborations with crash data and examine high priority crash topics, behavioral, and medical outcomes.

Funding Sources:					
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	BIL 405c Data Program	405c Data Programs	$181,121	$0.00	$0.00

APPENDIX A

2022 Impaired Driving Program Assessment –Recommendations	
I. Program Management and Strategic Planning	**Status**
• Priority - Reestablish a statewide impaired driving task force. o The Iowa Impaired Driving Task Force was formed, and an in-person meeting was conducted in December 2022 with the assistance of the Traffic Injury Research Foundation (TIRF). A list of tasks was developed and assigned to task force members.	Complete
• Priority - Establish a dedicated staff position within the Governor's Traffic Safety Bureau to serve as the Impaired Driving Program Coordinator o A realignment of tasks assigned to the Impaired Driving Program Coordinator is needed to allow the capacity to lead new and emerging projects and initiatives.	Complete
• Priority - Procure the Traffic and Criminal Software (TraCS) electronic crash reporting software for law enforcement academies to uniformly train law enforcement officers on how to properly complete the electronic crash report. o The Iowa DOT has provided TraCs software to the ILEA, but laptop computers were needed to effectively utilize the crash reporting software in training situations at the basic academy. The GTSB has awarded the ILEA $50,000 for the purchase of laptop computers in FFY24. The ILEA, in collaboration with the Iowa State Patrol Crash Investigation instructors are revising crash investigation curriculum that will devote more time to properly completing the electronic crash report.	Complete
• Priority -Make Iowa's ignition interlock law compliance-based, only allowing for removal of an ignition interlock device after successful completion of the required term without test failures. o The Iowa DOT drafted a bill that was filed by the Coalition for Ignition Interlock Manufacturers (led by Intoxalock) for the adoption of a compliance-based removal ignition interlock device (IID) program for OWI offenders. The bill did not pass out of the Iowa House. https://www.legis.iowa.gov/legislation/BillBook?ga=90&ba=HF%20624	In Progress
• Develop a comprehensive strategic impaired driving plan to address impaired driving injuries and fatalities once the task force is established.	
• Continue the Strategic Highway Safety Plan (SHSP) process, assuring the engagement of partners to provide a continued ownership stake in traffic safety, specifically the very complex issue of impaired driving. o The Iowa DOT is responsible for the development of the SHSP and convene a broad group of stakeholders that form the Iowa SHSP Advisory Team.	Complete
• Align the development of the Highway Safety Plan (HSP) within the SHSP process, utilizing as much of the problem identification process and strategies that overlap with the HSP. o The GTSB Bureau Chief and Program Evaluator are integral members of the Iowa DOT's Strategic Highway Safety Plan Advisory Team contributing to the development process and strategies. Overlapping countermeasures are carried over to the HSP.	Complete

• Strengthen the pursuit of Zero Fatalities and the development of the Zero Fatalities network to be a driving force in the efforts to eliminate impaired driving fatalities in Iowa.	
• Build a more detailed plan for behavioral highway safety countermeasures in the State each year using the problems identified and strategies developed during the most recent Strategic Highway Safety Plan process.	
• Provide training to Governor's Traffic Safety Bureau staff members in impaired driving programming and traffic safety program management as appropriate.	
• Finalize and implement the problem identification process using traffic records data to prioritize funding for impaired driving countermeasures and ensuring funded activities are in problem areas that can have the most impact on reducing impaired driving.	
• Expand the audience for the annual Governor's Traffic Safety Bureau Conference to better engage non-traditional partners in impaired driving efforts statewide.	In Progress
• Identify data-driven impaired driving countermeasures that need funding and support with Section 405d carryover funds.	
• Use a data-driven approach to identify other agencies that would benefit from replicating the successful Alcohol Safety Action Program	
• Research the development of offender-based funding for impaired driving prevention efforts, identifying potential fees or fines that can support these efforts.	
II. Prevention	
• **Priority -** Increase the age for Social Host Law violations from under 18 to under 21.	
• Restore the requirement to post signage referring to operating while intoxicated (OWI) laws, in all locations that sell alcoholic beverages.	
• Mandate alcohol compliance training as a condition of liquor licensure	
• Require container seals with impaired driving prevention messages on Cocktails-to-go purchases	
• Raise the State excise tax on beer and use funds for substance abuse prevention and treatment.	
• Investigate and adopt Learning Standards that specify evidence-based alcohol and other drug prevention programs for all grades, Pre-K to 12.	
• Establish a college substance misuse and impaired driving prevention consortium	
• Implement Drug Impairment Training for Educational Professionals (DITEP) training for school personnel to identify students who may be under the influence of substances.	
• Provide law enforcement with age-appropriate, evidence-based information and/or programming that they can provide to students, parents, and community groups	
• Provide the Distracted Reckless Impaired Visibility Enforcement (DRIVE) program to employers throughout the State	
• Increase capacity of agencies to make evidence-based family and caregiver support programs available to employees and their families	
• Identify additional funding opportunities to support community coalitions that focus on substance misuse and impaired driving prevention. o The GTSB has awarded funding to the Clinton County Substance Abuse Coalition and the newly formed Story County Early Treatment and Impaired Driving Prevention Coalition for FFY24	In Progress

• Ensure that both designated driver and safe ride messaging discourages consumption of alcohol by underage individuals and do not unintentionally promote over-consumption	
III. Criminal Justice System	
• Priority - Adopt statewide use of electronic search warrants.	Complete
• Priority - Eliminate unsupervised agricultural and education-related driver license eligibility for 14.5-year-olds.	
• Priority - Develop and create more problem-solving operating while intoxicated (OWI) Courts. o The Iowa Judicial Branch has identified Linn County and Webster County as viable court systems to introduce OWI Specialty Courts. With the support of funding by the GTSB, 12 staff members from these court systems will be attaining OWI Foundational Training through the National Drug Court Institute in Billings, MT July 31 – August 4, 2023.	In Progress
• Priority -Develop and implement a year-round impaired driving law enforcement plan that is supported by a strategic communication plan which includes: o periods of heightened enforcement, e.g., three consecutive weekends over a period of 16 days, and frequent sustained coverage throughout the year o high levels of participation and coordination among state, county, municipal, tribal, and liquor enforcement agencies, such as through law enforcement task forces	
• Priority - Procure the Traffic and Criminal Software (TraCS) electronic crash reporting software for law enforcement academies to uniformly train law enforcement officers on how to properly complete the electronic crash report. o The Iowa DOT has provided TraCs software to the ILEA, but laptop computers were needed to effectively utilize the crash reporting software in training situations at the basic academy. The GTSB has awarded the ILEA $50,000 for the purchase of laptop computers in FFY24. The ILEA, in collaboration with the Iowa State Patrol Crash Investigation instructors are revising crash investigation curriculum that will devote more time to properly completing the electronic crash report.	In Progress
• Priority - Hire additional Law Enforcement Liaisons with law enforcement experience and use them strategically to promote traffic safety enforcement throughout the State.	
• Priority - Make Iowa's ignition interlock law compliance-based, only allowing for removal of an ignition interlock device after successful completion of a required term without test failures. o The Iowa DOT drafted a bill that was filed by the Coalition for Ignition Interlock Manufacturers (led by Intoxalock) for the adoption of a compliance-based removal ignition interlock device (IID) program for OWI offenders. The bill did not pass out of the Iowa House. https://www.legis.iowa.gov/legislation/BillBook?ga=90&ba=HF%20624	In Progress
• Conduct additional Drug Recognition Expert (DRE) schools each year to certify more DREs. o The GTSB has budgeted and has plans to conduct 2 DRE Certification Courses each year with the goal to increase the total number of DRE certified officers from 120 to 150.	In Progress

• Provide training for law enforcement officers on how to detect drivers who are required to have ignition interlock devices installed and those who may be trying to circumvent the proper use of a device.	
• Establish performance measures by which Governor's Traffic Safety Bureau contracting agencies will be measured. Use these measures to guide expenditure reimbursement and future funding allocations.	
• Enact an OWI enhanced blood alcohol concentration offense.	
• Amend the statutory phone call requirement so that its application is tied to arrest and not to implied consent warning.	
• Organize statewide uniform multi-discipline interpretation of medical data sharing exceptions	
• Expand social host liability to service of alcohol to visibly intoxicated adults	
• Develop and implement a year-round impaired driving law enforcement plan that is supported by a strategic communication plan which includes: o periods of heightened enforcement, e.g., three consecutive weekends over a period of 16 days, and frequent sustained coverage throughout the year o high levels of participation and coordination among state, county, municipal, tribal, and liquor enforcement agencies, such as through law enforcement task forces	
• Hire additional Law Enforcement Liaisons	
• Make Iowa's ignition interlock law compliance based. o The Iowa DOT drafted a bill that was filed by the Coalition for Ignition Interlock Manufacturers (led by Intoxalock) for the adoption of a compliance-based removal ignition interlock device (IID) program for OWI offenders. The bill did not pass out of the Iowa House. https://www.legis.iowa.gov/legislation/BillBook?ga=90&ba=HF%20624	In Progress
• Amend the statutory phone call requirement so that its application is tied to arrest and not to implied consent warning	
• Repeal the implied consent impediment to chemical test for intoxication refusal search warrants	
• Incentivize experienced assistant county attorneys to remain involved in operating while intoxicated (OWI) prosecutions	
• Eliminate paper only disposition of misdemeanor operating while intoxicated (OWI) cases	
• Create a statewide Judicial Outreach Liaison position. o The GTSB was awarded 2 years funding through a cooperative agreement between the American Bar Association and the National Highway Traffic Safety Administration for a State Judicial Outreach Liaison. The position will be posted for application on June 22, 2023, for interested retired judges.	In Progress
• Include operating while intoxicated (OWI) traffic safety curricula on a periodic rotation for statewide judicial education	
• Create uniform statewide probation supervision for misdemeanor operating while intoxicated (OWI) offenders.	
IV. Communication Program	
• Establish a Public Information Officer/Social Media Specialist staff position within the Governor's Traffic Safety Bureau that can develop creative materials for a variety of	Complete

media platforms to communicate impaired driving messages in a data-driven targeted fashion supporting education, enforcement, and legal issues regarding impaired driving. ○ The GTSB reclassified an open FTE and hired a Media & Communications Specialist in December 2022.	
• Establish a public information network to coordinate media plans and the distribution of impaired driving information and media materials to strengthen the reach of messaging to all areas of the State. ○ The GTSB Media & Communications Specialist regularly networks with the Des Moines Metro Media group and Iowa State Patrol's Public Resource Officers during regular meetings.	Complete
V. Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation	
• Priority - Adopt the use of screening and assessment tools designed specifically to assess risk and needs of impaired drivers (American Probation and Parole Association Impaired Driving Assessment).	
• Extend probation services to uniformly supervise misdemeanor evaluation treatment sentence conditions statewide	
• Provide evaluation and treatment services and supervision tailored to the cultural and linguistic needs of minority populations	
• Provide funding to expand Screening, Brief Intervention and Referral to Treatment in Level 3 and 4 trauma centers	
• Implement Screening, Brief Intervention and Referral to Treatment in all healthcare settings, as well as on college and high school campuses and through Employee Assistance Programs	
• Repeal alcohol exclusion statutes	
• Maintain funding for a full array of treatment programs that meet the needs of an increasingly diverse population, and of persons with myriad and multiple substances of misuse	
• Improve communication between criminal and civil jurisdictions to facilitate entry to treatment	
VI. Program Evaluation and Data	
• Priority - Procure the Traffic and Criminal Software (TraCS) electronic crash reporting software for law enforcement academies to uniformly train law enforcement officers on how to properly complete the electronic crash report. ○ The Iowa DOT has provided TraCs software to the Iowa Law Enforcement Academy (ILEA), but laptop computers were needed to effectively utilize the crash reporting software in training situations at the basic academy. The GTSB awarded ILEA $50,000 for the purchase of laptop computers in FFY24. The ILEA, in collaboration with Iowa State Patrol Crash Investigation instructors are revising crash investigation curriculum that will devote more time to properly completing the electronic crash report.	In Progress
• Priority - Develop a functioning impaired driving tracking system using data from the Traffic and Criminal Software (TraCS), Archon Registration and Title Solution, and the	

Iowa Behavioral Health Reporting System.	
• Establish a plan to update the Traffic and Criminal Software (TraCS) to the upcoming Model Minimum Uniform Crash Criteria (MMUCC) Version 6	
• Work with the State's Level 1 trauma centers to provide toxicology test results to the Iowa Fatality Analysis Reporting System (FARS) analyst using the National Highway Traffic Safety Administration's designation as a public health agency to alleviate HIPAA concerns	
• Empower the State's Traffic Records Coordinator to serve as the State Traffic Records Coordinating Committee (STRCC) facilitator and engage STRCC membership to rotate through the co-chair positions in one- to two-year terms. Engaging STRCC partners as co-chairs will provide fresh perspectives to the State's traffic records projects and activities	
• Engage the University of Iowa's Crash Outcome Data Evaluation System (CODES) team to develop small scale projects to demonstrate the use of available traffic records data to supplement the information provided by the Traffic and Criminal Software (TraCS) system	
• Ensure regular snapshots of the driver record data are maintained for use in retrospective studies and other research efforts. Ensuring expunged records are preserved for highway safety studies will reduce bias and strengthen any evaluation efforts	

Iowa Department of Public Safety
Governor's Traffic Safety Bureau
215 E 7th Street
Des Moines, IA 50319
gtsb@dps.state.ia.us
www.iowagtsb.org