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Grants Administrator - Vacant

NHTSA Traffic Safety Core Performance Measures

The National Highway Traffic Safety Administration (NHTSA) and the Governor's Highway Safety Association (GHSA) has agreed upon a minimum set of performance measures for the development and implementation of Highway Safety Plans. This Annual Evaluation Report depicts the activity that occurred in FFY 2017.

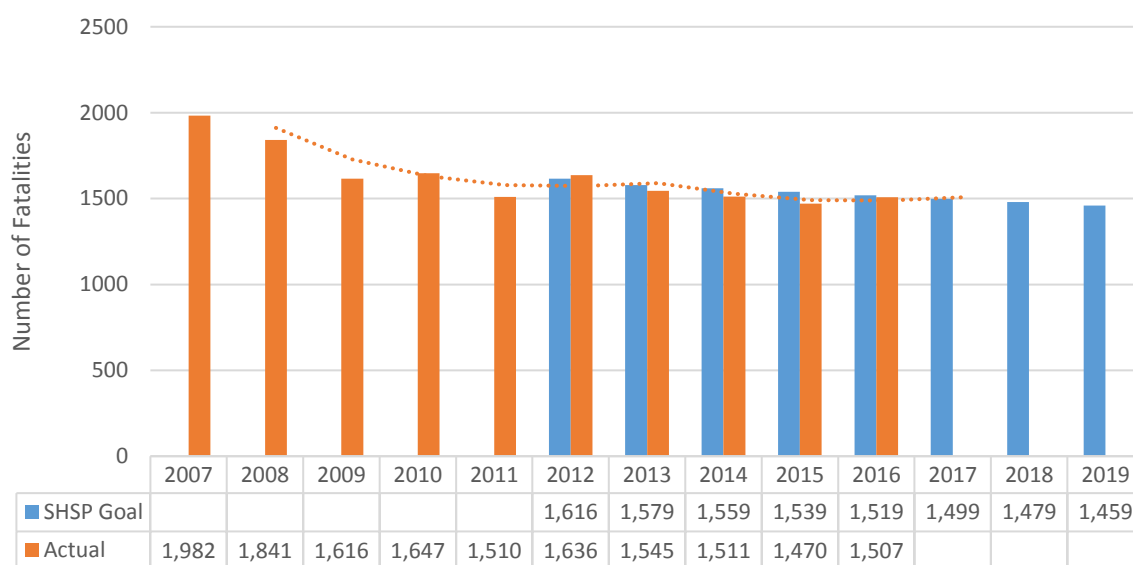
Traffic Fatalities

NHTSA Core Outcome Measure C-1

Targets: Reduce traffic fatalities 15% from the 2007—011 average of 396 to 337 by January 1, 2010 (Collaborative SHSP Target). This target represents approximately 6 less fatalities per year. This goal correlates with the traffic fatality goal reflected in the State Strategic Highway Safety Plan.

Reduce traffic fatalities 1.56% from the 2015 annual number of 320 to 315 by December 31, 2017 (FFY 2017 Annual Target).

Result: Traffic fatalities increased 25.62% from the 2015 annual number to 402.



Source: NHTSA/FARS*

*Iowa Department of Transportation records were updated on 10/20/2017 deleting two fatalities which were determined to be homicide-related. Therefore, the number of fatalities maintained by the Iowa Department of Transportation and those reflected in NHTSA/STSI (as of 10/6/2017) are not the same.

Traffic fatalities in 2016 rose 25.62% from the 2015 annual number of 320. This significant increase prompted additional analysis of traffic crash data and current trends being seen by traffic safety partners in the state. However, from such analysis, nothing specific seemed to be the causation of such a significant increase.

The target goal for the number of traffic fatalities was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor's Traffic Safety Bureau, and other traffic safety professionals including the Federal Highway Administration and the Federal Motor Carrier Safety Administration during the State Strategic Highway Safety Plan update which occurred in 2016.

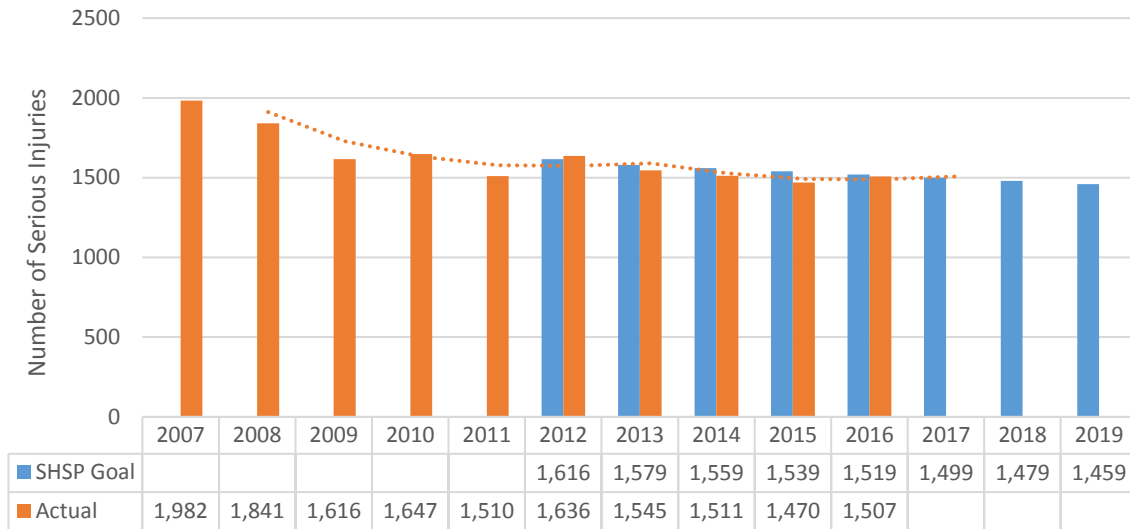
Serious Injuries

NHTSA Core Outcome Measure C-2

Targets: Reduce serious injuries 15% from the 2007-2011 average of 1,717 to 1,459 by January 1, 2020 (Collective SHSP Target). A reduction at this rate, approximately 20 per year, is the same goal reflected within the State Strategic Highway Safety Plan.

Reduce serious injuries from the 2014 annual number of 1,511 to 1,495 by December 31, 2017 (FFY 2017 Annual Target).

Result: Serious injuries decreased .2647% from the 2014 annual number of 1,511 to 1,507.



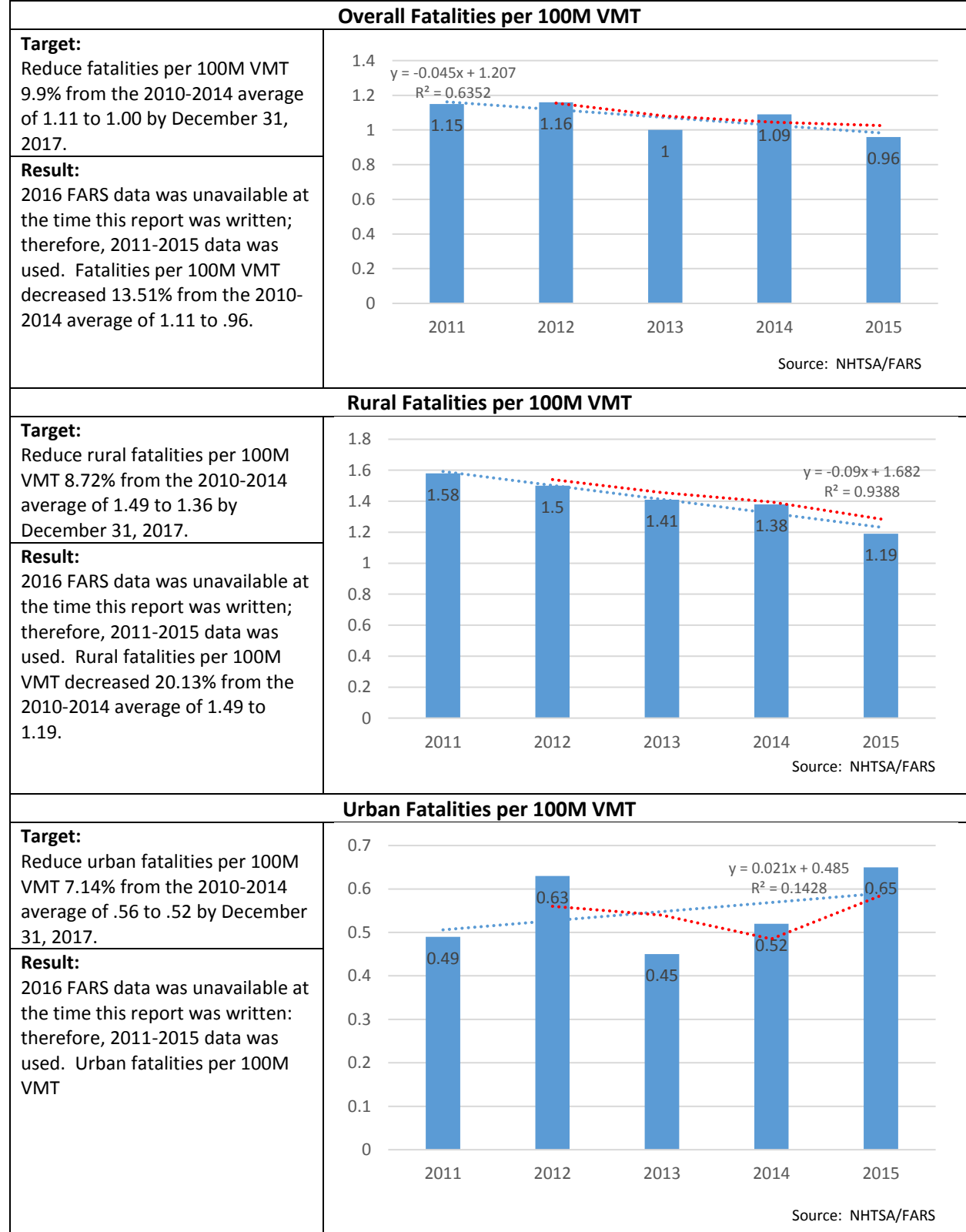
Source: Iowa Department of Transportation

Between 2015 and 2016 there was a .2647% decrease in the number of serious injuries. A moving trend line depicts a steady plateau over the past 3 years.

The target goal for the number of serious injuries was set in cooperation and continuous partnerships between the Iowa Department of Transportation, the Iowa Department of Public Safety/Governor's Traffic Safety Bureau, and other traffic safety professionals including the Federal Highway Administration and the Federal Motor Carrier Safety Administration during the State Strategic Highway Safety Plan update which occurred in 2016.

Fatalities Per 100M Vehicle Miles Traveled

NHTSA Core Outcome Measure C-3



Unrestrained Passenger Vehicle Occupant Fatalities/All Seat Positions

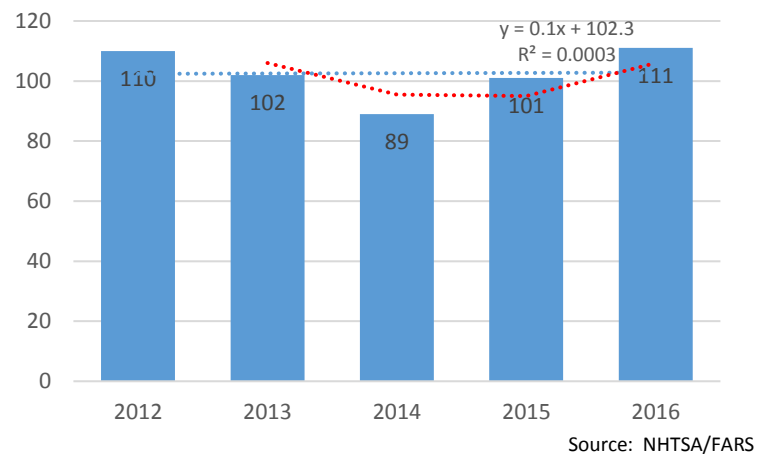
NHTSA Core Outcome Measure C-4

Target:

Reduce unrestrained vehicle occupant fatalities 20.18% from the 2010-2014 average of 109 to 87 by December 31, 2017.

Result:

Unrestrained vehicle occupant fatalities increased 1.83% from the 2010-2014 average of 109 to 111.



Alcohol-Impaired Driving Fatalities

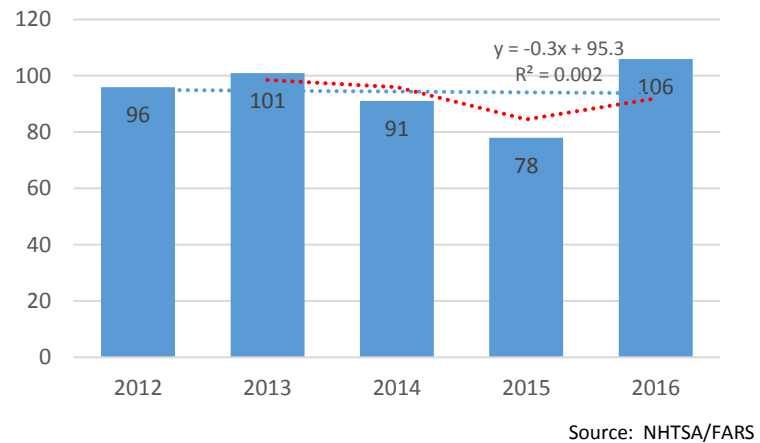
NHTSA Core Outcome Measure C-5

Target:

Reduce alcohol-impaired fatalities 1.08% from the 2010-2014 average of 92 to 91 by December 31, 2017.

Result:

Alcohol-impaired fatalities increased 9.28% from the 2010-2014 average of 92 to 106.



Speeding-Related Fatalities

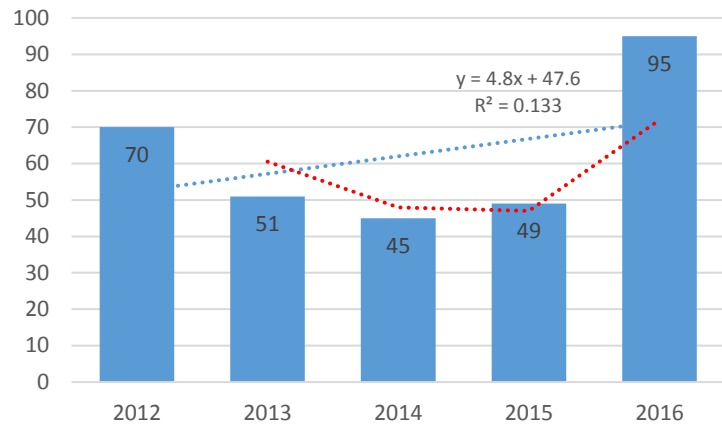
NHTSA Core Outcome Measure C-6

Target:

Reduce speeding-related fatalities 5% from the 2010-2014 average of 60 to 57 by December 31, 2017.

Result:

Speeding-related fatalities increased 58.33% from the 2010-2014 average of 60 to 95.



Source: NHTSA/FARS

Motorcyclist Fatalities

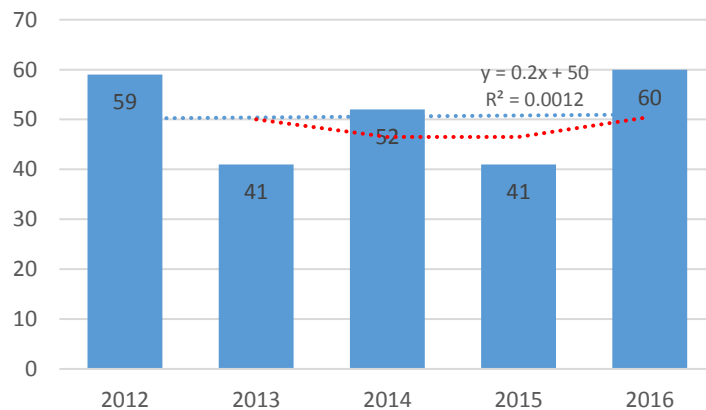
NHTSA Core Outcome Measure C-7

Target:

Reduce motorcyclist fatalities 6% from the 2010-2014 average of 50 to 47 by December 31, 2017.

Result:

Motorcyclist fatalities increased 20% from the 2010-2014 average of 50 to 60.



Source: NHTSA/FARS

Unhelmeted Motorcyclist Fatalities

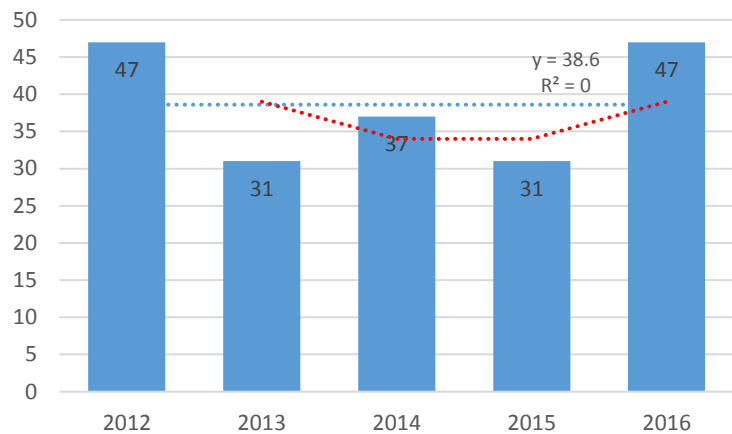
NHTSA Core Outcome Measure C-8

Target:

Reduce unhelmeted motorcyclist fatalities 5% from the 2010-2014 average of 40 to 38 by December 31, 2017.

Result:

Unhelmeted motorcyclist fatalities increase 17.5% from the 2010-2014 average of 40 to 47.



Drivers Age 20 or Younger Involved in Fatal Crashes

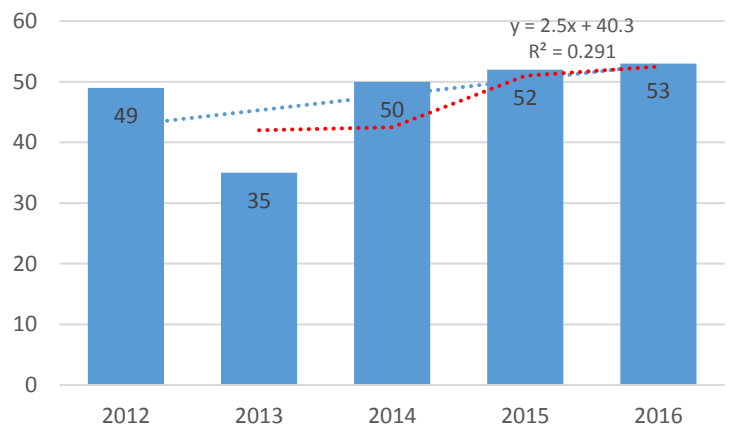
NHTSA Core Outcome Measure C-9

Target:

Reduce drivers age 20 or younger involved in fatal crashes 4% from the 2010-2014 average of 50 to 48 by December 31, 2017.

Result:

Drivers age 20 or younger involved in fatal crashes increased 6% from the 2010-2014 average of 50 to 53.



Pedestrian Fatalities

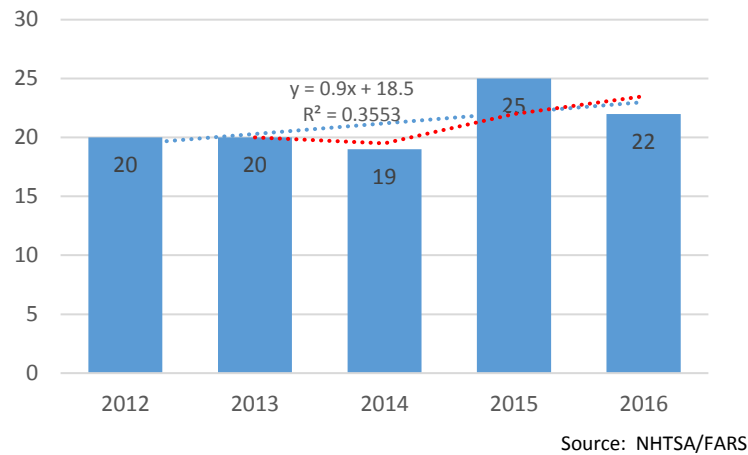
NHTSA Core Outcome Measure C-10

Target:

Reduce pedestrian fatalities 4.76% from the 2010-2014 average of 21 to 20 by December 31, 2017.

Result:

Pedestrian fatalities increased 4.76% from the 2010-2014 average of 21 to 22.



Bicyclist Fatalities

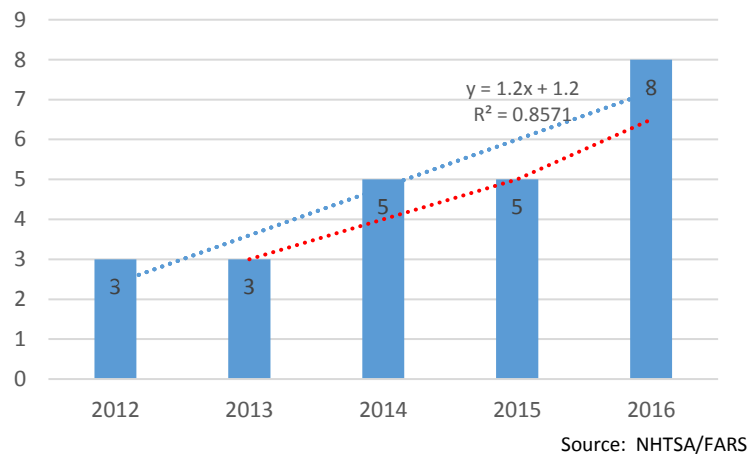
NHTSA Core Outcome Measure C-11

Target:

Reduce bicyclist fatalities 20% from the 2010-2014 average of 5 to 4 by December 31, 2017.

Result:

Bicyclist fatalities increased 60% from the 2010-2014 average of 5 to 8.



NHTSA Core Behavior Measures

Observational Safety Belt Usage Survey (B-1)

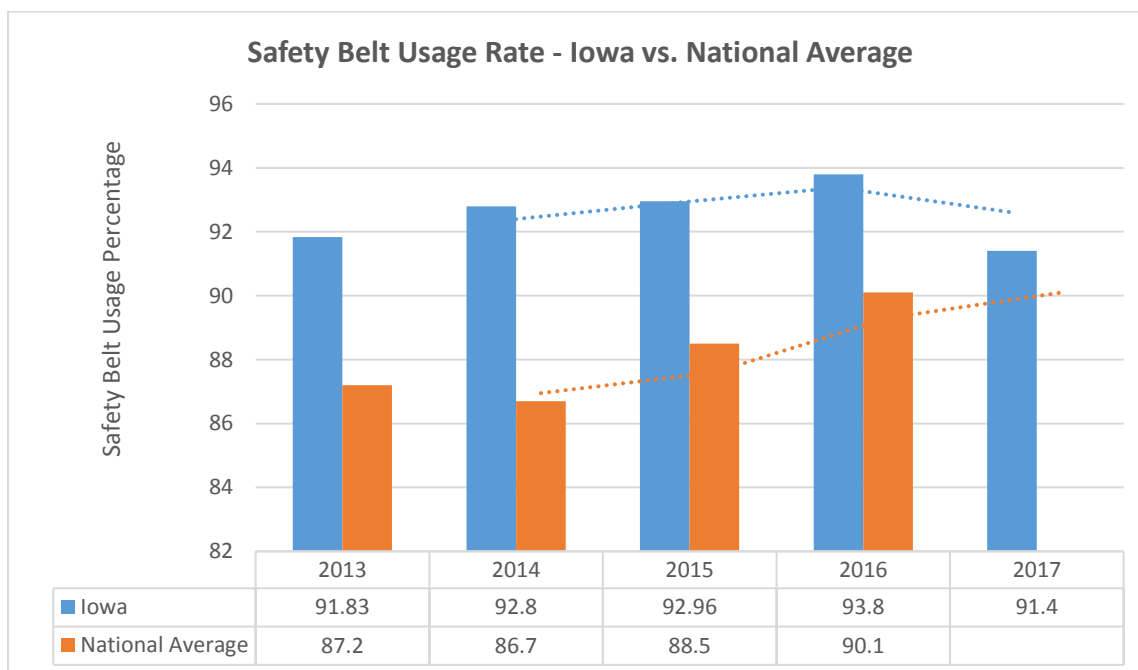
The Governor's Traffic Safety Bureau contracted with Iowa State University's Center for Survey Statistics and Methodology (CSSM) to conduct the annual seat belt survey. Eighty-four (84) sites were sampled for the annual observation. This represents 5 sites within 15 sampled counties and 14 sites in Polk County. CSSM worked with staff from In-Trans (Iowa State University's Institute for Transportation), to obtain data and photographic resources that allowed staff to examine each site for accessibility, safety, and practicality.

Data collection for 2017 occurred from Wednesday, June 7 through Saturday, June 17, 2017. The 2017 seat belt use data collection resulted in the observation 14,169 passenger vehicles, with a right front seat passenger in 4,922 of those vehicles, for a total of 19,091 potential observations of belt use. Of these, 19,091 potential observations, there were 13,431 drivers and 4,524 right front passengers who were observed to be wearing seat belts (total 17,955 seat belt users). Seat belts were not worn by 568 drivers and 331 right front passengers (total 899 unbelted). Data collectors were unable to observe the seat belt use of 170 drivers and 67 passengers (total 237 unknown use). The unknown use, or "nonresponse rate," is .0124 or 1.24%. This is well within the range allowed by federal regulations, which require the non-response rate to be below 10%.

The number of observations in 2017 is more than in previous years due to the increased number of sites observed. The 19,091 total observations this year constitute a 7% increase over the 17,785 observations in 2016. Federal regulations require a minimum of 7,500 observations, and the 2017 total of 14,169 passenger vehicles with 19,091 observed occupants far exceeds the minimum.

Eleven quality control checks were completed in 2017. This comprised 13% of the sites (11 out of 84), which exceeds the minimum of 5% required by federal regulations. No problems were identified through the quality control checks.

Federal regulations require the calculation of seat belt use to be conducted with weighted data as described in the approved survey plan. Based on the weighted data, **Iowa's overall seat belt use rate for 2017 is 91.4% with an estimated standard error of 1.08%(±)**. The rate of 91.4% in 2017 reflects a percentage difference of -2.4 from 93.8% in 2016.



Public Awareness/Attitude Survey (B-2)

Since 2010, public awareness/attitude surveys of licensed drivers have been conducted with the objective to focus on driving patterns and effectiveness of media campaigns which are centered on national mobilizations and high visibility efforts. The 2017 survey was conducted by Iowa State University's Center for Survey Statistics and Methodology, 17-402-MOOP, Task 04. The survey was conducted in accordance with the recommendations agreed upon by the NHTSA-GHSA (Governor's Highway Safety Association) working groups. The survey was conducted at Iowa Department of Transportation Driver Licensing Offices in Ankeny, Cedar Rapids, Council Bluffs, Fort Dodge, and Mason City between the hours of 8:30 a.m. and 5:00 p.m. The survey was voluntary and anonymous. The yearly goal was to survey a minimum of 500 licensed drivers. The 2017 survey collected information from 876 respondents.

The following provides the responses (by percentage of respondents) for the 2017 survey.

2017 Public Awareness / Traffic Safety Survey Summarized Results			
Question:		Results (Percent of Respondents):	
1.	How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick-up?	Always	88.24%
		Nearly Always	8.22%
		Sometimes	2.17%
		Seldom	0.34%
		Never	0.68%
		Missing	0.34%
2.	In the past <u>30 days</u> , have you read, seen or heard about safety belt enforcement by any law enforcement agency?	Yes	57.08%
		No	42.69%
		Missing	0.23%
3.	In the past <u>30 days</u> , have you read, seen, or heard about night-time traffic enforcement by any law enforcement agency?	Yes	24.77%
		No	74.77%
		Missing	0.46%
4.	What do you think your chances are of getting a ticket if you don't wear your safety belt?	Very Likely	42.35%
		Somewhat Likely	40.18%
		Unlikely	10.39%
		Highly Unlikely	6.62%
		Missing	0.46%
5.	Do you think the new law requiring everyone under the age of 18 to be buckled up regardless of their seating position in a vehicle is a good law? (Enacted July 1, 2010)	Yes	94.86%
		No	4.79%
		Missing	0.34%
6.	On a local road with a 25 mph speed limit, how often do you drive faster than 35 mph?	Most of the Time	3.88%
		Half of the Time	11.64%
		Rarely	48.17%
		Never	35.73%
		Missing	0.57%
7.	On a road with a 65 mph speed limit, how often do you drive faster than 75 mph?	Most of the Time	4.34%
		Half of the Time	12.21%
		Rarely	44.52%
		Never	38.70%
		Missing	0.23%
8.	In the past <u>30 days</u> , have you read, seen, or heard about any speed enforcement by any law enforcement agency?	Yes	56.05%
		No	43.61%
		Missing	0.34%
9.	What do you think the chances are of getting a ticket if you drive over the speed limit?	Very Likely	41.10%
		Somewhat Likely	47.95%
		Unlikely	6.74%
		Highly Unlikely	4.00%

		Missing	0.23%
10.	In the past <u>30 days</u> , how many times have you driven a vehicle within 2 hours after drinking alcoholic beverages?	None	88.47%
		1 Time	6.28%
		2 Times	3.08%
		3 Times	1.48%
		4 or More	0.68%
11.	In the past 30 days, have you read, seen or heard about drunk driving enforcement by any law enforcement agency?	Yes	67.12%
		No	32.76%
		Missing	0.11%
12.	What do you think your chances are of someone getting arrested if they drive after drinking?	Very Likely	54.22%
		Somewhat Likely	36.30%
		Unlikely	5.59%
		Highly Unlikely	3.97%
		Missing	0.91%
13.	How often do you drive on gravel roads?	Daily	11.19%
		Once a Week	16.21%
		Once a Month	26.94%
		Once a Year	29.91%
		Never	15.30%
		Missing	0.46%
14.	How often do you drive on rural hard surface roads?	Daily	44.18%
		Once a Week	16.55%
		Once a Month	18.49%
		Once a Year	12.33%
		Never	8.11%
		Missing	0.34%
15.	How often do you use a cell phone when you drive?	Always	4.45%
		Sometimes	22.49%
		Seldom	21.46%
		Only When Receiving a Call	18.84%
		Never	32.65%
		Missing	0.11%
16.	How often do you text or use e-mail when you drive?	Always	0.68%
		Sometimes	8.79%
		Seldom	13.70%
		Only to Read Text or E-mail	5.71%
		Never	71.00%
		Missing	0.11%
17.	Gender	Male	49.32%
		Female	49.77%
		Missing	0.91%
18.	Age	Under 21	11.07%
		21 – 25	11.42%
		26 – 39	24.89%
		40 – 59	34.13%
		60 – 74	13.01%
		75 or Older	5.25%
		Missing	0.23%
19.	Have you ever fallen asleep while driving?	Yes	14.16%
		No	84.70%
		Missing	1.14%
20.	How often do you get drowsy while driving?	Daily	1.14%
		Once a Week	5.71%
		Once a Month	13.36%

21.	How often do you briefly doze off while driving?	Once a Year	29.57%
		Never	48.74%
		Missing	1.48%
		Daily	0.46%
		Once a Week	1.37%
		Once a Month	2.85%
		Once a Year	9.93%
		Never	83.79%
		Missing	1.60%

A copy of the complete survey is provided in ATTACHMENT A.

Activity Measures/Grant Funded Activity

A-1	Safety Belt Citations	5,842
A-2	OWI Arrests	2,370
A-3	Speed Citations	41,213

Statewide Evidence-Based Enforcement Program

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

Iowa's traffic records system includes six core datasets – Crash, Vehicle, Driver, Roadway, Citation/Adjudication, and EMS/Injury Surveillance. These datasets are continually reviewed for accuracy, completeness, timeliness, uniformity, accessibility and integration.

On-going enforcement programs are implemented throughout the state with the common goal to reduce fatalities and serious injuries on Iowa roadways. Traffic safety efforts are conducted with a goal to change unsafe driving behaviors and ultimately the overall traffic safety culture.

To support enforcement efforts, the state has strived to make traffic safety data more readily available. Through the Statewide Traffic Records Coordinating Committee (STRCC) and with support of the Iowa Department of Transportation, a central website was developed and released in late 2014 that contains data. However, more recently, the Iowa Department of Transportation has developed and deployed a web-based analytical tool which is very user-friendly (<http://websaver.iowadot>). Data and analytical requests are also supported on a regular basis by the Iowa Department of Transportation and In-Trans at Iowa State University.

Iowa's Evidence-Based Traffic Safety Enforcement Plan is a comprehensive document which supports the importance of utilizing data for problem identification analysis and to assist in setting goals and countermeasures.

Special Enforcement

sSTEP – In FFY 2017, 179 law enforcement agencies were contracted as sSTEP (special Traffic Enforcement Program) agencies. sSTEP waves coincided with NHTSA national mobilization periods for “Click It or Ticket” and “Drive Sober or Get Pulled Over”. In addition to enforcement, agencies were asked to work with local media. Pre-and post-wave observational safety belt surveys were conducted and reported.

Enforcement activities for the sSTEP waves are provided on page 21.

High Visibility Enforcement

Section 402 and 405d funding helped support high visibility enforcement efforts through the year. In addition to high-visibility enforcement being part of the Evidence-Based Enforcement Plan, such efforts were also included as primary emphasis area of the State Strategic Highway Safety Plan.

Overtime enforcement efforts supported by NHTSA funding (does not include sSTEP) resulted in the following activity:

Overtime Enforcement Hours	33,285.66	Seat Belt Warnings (nighttime)	426
Overtime Education Hours	483.8	Child Restraint Citations	333
OWI Arrests – Alcohol	1,108	Child Restraint Warnings	228
OWI Tested – No Arrests	1,511	Speed Citations	16,792
OWI Arrests – Drugs	174	Speed Warnings	11,763
OWI Drug-Tested – No Arrests	92	Stop Sign/Light Citations	991
.02 Violations	28	Stop Sign/Light Warnings	1,233
Underage Possession	493	No Texting Law Citation	53
Public Intoxication	427	No Testing Law Warning	87
Open Container	391	No Electronic Device Citation	43
Seat Belt Citation (daytime)	2,230	No Electronic Device Warning	55
Seat Belt Warning (daytime)	1,452	Other Traffic Violation Citations	14,481
Seat Belt Citation (nighttime)	495	Other Traffic Violation Warnings	21,227

High Five Rural Traffic Safety Project – FFY 2017 was the third year for the High Five Rural Traffic Safety Project. The project is summarized on page 18.

Project's Contribution to Meeting the Highway Safety Targets-

Each project summary within this report provides a paragraph which identifies how the project contributed to targets set forth within the FFY 2017 Highway Safety Plan.

Projects Not Implement/Target Not Met -

The FFY 2017 Highway Safety Plan listed all projects which were planned and which funding was allocated. The agencies listed below were not implemented or did not meet expected results. An explanation as to why expected results were not met is provided in each respective project area of this report as indicated on the pages below.

Page 21 - sTEP Agencies

Akron Police Department
Anamosa Police Department
Armstrong Police Department
Duncombe Police Department
Elkader Police Department
Fonda Police Department
Franklin County Sheriff's Office
Greene County Sheriff's Office
Guthrie County Sheriff's Office
Humboldt Co. Sheriff's Office
Janesville Police Department
Jones County Sheriff's Office
LaPorte City Police Department

Lisbon Police Department
Melbourne Police Department
Montgomery Co. Sheriff's Office
Osceola County Sheriff's Office
Postville Police Department
Pottawattamie Co. Sheriff's Office
Remsen Police Department
Shellsburg Police Department
Sioux Center Police Department
Sumner Police Department
Webster City Police Department
Woodward Police Department

Page 26 - Westcom Communications

Page 26 - Donnellson Police Department

Page 26 – Mercy Medical Center Foundation

Page 33 - Farm Safety 4 Just Kids

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

Occupant Protection

Project Overview:

Both enforcement and education and components that 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 approximately 18% of drivers in the state regularly wore a safety belt. Annually, an observational safety belt usage survey is conducted. The 2017 survey resulted in a usage rate of 91.4%.

In 2016 there were 294 passenger vehicle occupant fatalities. Although Iowa's usage rate is above the national average, at the end of the calendar year 2016, 41.39% of passenger vehicle fatalities were recorded as unbelted with an additional 7.95% recorded as "unknown". Education and enforcement efforts strive to emphasize the importance of belt usage.

Targets:

- Increase the statewide observational safety belt usage rate 0.032% from the 2015 observational survey rate of 92.96% to 92.99% for the 2017 survey.
- Reduce unrestrained vehicle occupant fatalities 20.18% from the 2010-2014 average of 109 to 87 by December 31, 2017.

Strategies:

- Utilize Section 402 and 405b funding to support overtime for high visibility enforcement and participation in national mobilization periods.
- Continue to expand the High Five Rural Traffic Safety Program.
- Include information about seat belt usage in school simulator programs; stressing the importance of buckling up in the back seat.
- Continue to use social media to promote awareness.
- Recruit and certify additional CPS Technicians. Ensure the proper training and recertification for the current CPS Technicians statewide.
- Maintain and promote the inspection stations located throughout the state.
- Maintain occupant protection and child passenger safety information, including the car seat calculator, on the GTSB's microsite, www.drivesmartiowa.com.

Outcomes/Results:

- The statewide observational safety belt usage rate decreased 1.68% from the 2015 survey rate of 92.96% to 91.4%.
- Unrestrained passenger vehicle occupant fatalities increased 1.83% from the 2010–2014 average of 109 to 111.

Grant Recipient: Law Enforcement Agencies (402/Occupant Protection)

<u>Agency</u>	<u>Project #</u>
Council Bluffs Police Department	17-402-M00P, Task 01-00-00
DeWitt Police Department	17-402-M00P, Task 02-00-00
Dubuque Police Department	17-402-M00P, Task 03-00-00
Marion County Sheriff's Office	17-402-M00P, Task 05-00-00
Marion Police Department	17-402-M00P, Task 06-00-00
Ottumwa Police Department	17-402-M00P, Task 07-00-00
Pella Police Department	17-402-M00P, Task 08-00-00
Scott County Sheriff's Office	17-402-M00P, Task 10-00-00
Wapello County Sheriff's Office	17-402-M00P, Task 11-00-00
West Des Moines Police Department	17-402-M00P, Task 12-00-00

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

Overtime Enforcement Hours	3708.50	Seat Belt Warnings (Nighttime)	45
Overtime Education Hours	17.50	Child Restraint Citations	22
OWI Arrests – Alcohol	53	Child Restraint Warnings	27
OWI Tested – No Arrests	80	Speed Citations	2858
OWI Arrests – Drugs	7	Speed Warnings	1039
OWI Drug Tested – No Arrests	12	Stop Sign/Light Citations	175
.02 Violations	0	Stop Sign/Light Warnings	146
Underage Possession	19	No Texting Law Citation	5
Public Intoxication	10	No Texting Law Warning	7
Open Container	22	No Electronic Device Citation	3
Seat Belt Citation (Daytime)	632	No Electronic Device Citation	1
Seat Belt Warnings (Daytime)	194	Other Traffic Violation Citation	1311
Seat Belt Citation (Nighttime)	78	Other Traffic Violation Warnings	2168

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

Grant Recipient: Unity Point Health (Blank Children’s Hospital)	Project #: 17-405b-M1OP, Task 01-00-00
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Funding received in FFY 2017 helped support a full-time CPS Coordinator and a Coordinator for Special Needs and Expectant Parents. The state’s CPS program is coordinated through Blank Children’s Hospital. During the funded year, four 4-day CPS trainings were held as indicated below:

Dates	Location
November 29–December 1, 2016	Norwalk Fire Department
April 10–12, 2017	Coralville Fire Department, Station #1
May 23-25, 2017	Sioux City Fire Department, Station #3
June 13-15, 2017	Decorah Municipal Center

A total of 52 new technicians were trained at the four CPS trainings held in FFY 2017. The addition of new technicians has allowed the CPS program to now have certified technicians in four counties that did not have representatives previously (Appanoose, Jones, Louisa, and Van Buren). An Annual CPS Technician Conference was held on April 24, 2017, in Altoona, IA with 187 in attendance. The car seat loaner program for children with special health care needs continues to be a resource at Blank Children’s Hospital. During FFY 2017, 67 special needs restraints were loaned to families. This program also provides a giveaway restraint to families in financial need who have babies being discharged at less than 5 pounds. Thirty of such seats were distributed through Blank NICU. The car seat safety class for new and expectant parents was offered 12 times this year at Blank Children’s Hospital and Methodist West Hospital. The class consists of a classroom component, including a presentation, discussion and demonstrations. Over the 12 month period, 116 couples attended. Blank CPS Program continues to provide information through their website and printed materials. Printed materials are available in both English and Spanish. During the year over 12,400 printed documents were distributed to physician’s offices.

This project contributed to the targets listed in the Highway Safety Plan as Unity Point/Blank Children’s Hospital coordinates all efforts in regard to child passenger safety efforts and initiatives including maintaining child restraint inspection stations throughout the state. The continuous strong results of the annual Child Restraint Usage Survey can partially be attributed to the efforts of Unity Point Hospital.

Grant Recipient: Iowa State University, Survey and Behavioral Services Public Awareness/Attitude Survey	Project #: 17-402-M00P, Task 04-00-00
<p>Iowa State University, Survey and Behavioral Research Services (SBRS) was conducted the 2017 Public Awareness/Traffic Safety Survey. The survey provided for information to be gathered on individual's driving habits and their awareness of traffic safety media campaigns. The survey was conducted at five Iowa Department of Transportation Driver Licensing Stations in the following cities: Ankeny, Cedar Rapids, Council Bluffs, Fort Dodge, and Mason City. For the 2017 survey, the Mason City location was new. In previous years the Carroll Driver License Station was utilized but, the location is no longer open. In 2017, 876 individuals participated and responded to the survey. The responses were collected and analyzed by the SBRS staff. See "Public Awareness/Traffic Safety Survey" on page 10 and Attachment A for detailed information in regard to the survey results. Information from the survey will be utilized when reviewing the effectiveness of current media and outreach strategies.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as the data collected is used to evaluate the effectiveness of traffic safety programs throughout the state.</p>	

Grant Recipient: Central Iowa Traffic Safety Task Force (CITSTF)/Managed through Altoona Police Department	Project #: 17-402-M00P, Task 09-00-00
<p>Funding in 2017 supported the Central Iowa Traffic Safety Task Force (CITSTF) one-day training seminar held annually for task force agencies. The 2017 training seminar was held on August 4, 2017 with 31 in attendance. Agencies that make up CITSTF partner on numerous occasions throughout the year to conduct multi-agency traffic enforcement projects. Agencies that make up CITSTF include: Altoona Police Department, Clive Police Department, Dallas County Sheriff's Office, Des Moines Police Department, Iowa Department of Transportation/Motor Vehicle Enforcement, Iowa Governor's Traffic Safety Bureau, Iowa Department of Public Health/Bureau of EMS, Iowa Law Enforcement Academy, Iowa State Patrol, Johnston Police Department, Mitchellville Police Department, Norwalk Police Department, Pleasant Hill Police Department, Polk City Police Department, Polk County Sheriff's Office, Urbandale Police Department, Waukee Police Department, West Des Moines Police Department, and the Windsor Heights Police Department.</p> <p>This project contributed to the targets listed in the Highway Safety Plan through training and the enforcement of traffic laws which in turn help promote safe driving behaviors.</p>	

Grant Recipient: Iowa State University Conference Planning and Management (Split)	Project #: 17-402-M00P, Task 00-00-29
<p>Iowa State University Conference Planning and Management were vital in the coordination, planning and execution of the 2017 Governor's Highway Traffic Safety Conference. The 2017 conference was held April 19-20, 2017, at Prairie Meadows Conference Center in Altoona, Iowa, with 266 in attendance. Iowa State University's (ISU) efforts included designing a website and electronic communication to distribute to previous years' conference attendees as well as through the GTSB list serve to promote the event. During the conference, ISU provided registration services and helped coordinate activities. Conference evaluations were tallied and presented to the GTSB. The contractor also assisted in securing a location for the 2018 conference.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as the annual conference is an opportunity for traffic safety professionals to gather and gain knowledge from the information presented and for the ability to network.</p>	

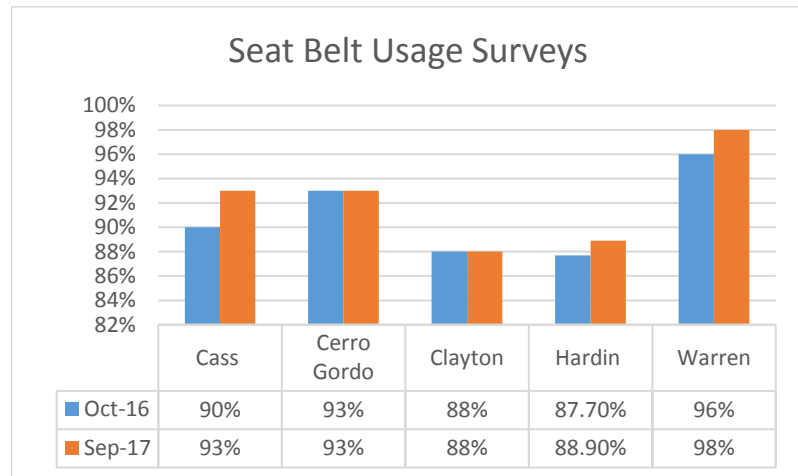
Grant Recipient: High Five Rural Traffic Safety Project**Agency**

Iowa State Patrol
 Cass County Sheriff's Office
 Cerro Gordo County Sheriff's Office
 Clayton County Sheriff's Office
 Hardin County Sheriff's Office
 Warren County Sheriff's Office

Project #:

17-405b-M1HVE, Task 02-00-00
 17-405b-M1HVE, Task 01-00-00
 17-405b-M1HVE, Task 03-00-00
 17-405b-M1HVE, Task 04-00-00
 17-405b-M1HVE, Task 05-00-00
 17-405b-M1HVE, Task 06-00-00

FFY 2017 represented the 3rd year of the High Five Rural Traffic Safety Project in the state. The emphasis of the project remained a three-tier, multi-agency effort to include enforcement, education, and engineering. The five counties participating in the High Five program were identified as rural counties with high crash numbers and low safety belt compliance. The High Five counties were required to conduct high visibility enforcement projects, safety belt usage surveys, and educational efforts through a variety of means to focus on the importance of seat belt usage. Road safety audits were also conducted in each of the counties which provided low-cost engineering-related recommendations.



The counties involved in the High Five Rural Traffic Safety Project contributed to the targets listed in the Highway Safety Plan as efforts focused on rural counties. Enforcement and education focused on seat belt usage and the road safety audits allowed for additional traffic safety partners to join in the efforts to improve specific segments of roadways within each county through low-cost recommendations.

Grant Recipient: Iowa State University, Survey and Behavioral Services
Annual Observational Safety Belt Usage Survey
Project #: 17-405b-M1OP, Task 01-00-00

Iowa State University, Survey and Behavioral Research Services conducted the 2017 statewide observational safety belt usage survey in accordance to NHTSA's uniform criteria. Iowa's original methodology of the survey was updated and approved in March of 2017. The updated methodology for 2017 include the selection of new survey sites. There were a total of 84 new site location for the 2017 survey. Preparation for the 2017 seat belt use data collection involved several components: verifying the usability of the sampled sites, revision materials for data collectors, and notifying appropriate local personnel prior to data collection. Data collection staff training was held June 5 and 6, 2017, with actual field data collection beginning on June 7, 2017. The survey results concluded Iowa's 2017 safety belt usage rate to be 94.1%. For detailed information as to the survey methodology and results, see "Observational Safety Belt Usage – B-1" on page 9.

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

Grant Recipient: University of Iowa Injury Prevention Research Center/ Child Restraint Usage Survey	Project #: 17-405b-M1OP, Task 02-00-00																					
<p>The University of Iowa, Injury Prevention Research Center conducted the annual statewide observational child restraint usage survey in accordance to NHTSA approved guidelines. The survey concluded Iowa’s overall child restraint usage rate for 2017 at 94.5%. This was a 1.29% increase from the 2016 usage rate of 93.3%. The chart below shows the breakdown of the survey results by age.</p>																						
<table><tr><th colspan="3">Restraint Use by Child’s Age</th></tr><tr><th>Age</th><th>Not Restrained Number/Percent</th><th>Restrained Number/Percent</th></tr><tr><td>< 2</td><td>2 / 0.07%</td><td>226 / 99.93%</td></tr><tr><td>2 – 5</td><td>18 / 2.1%</td><td>825 / 97.9%</td></tr><tr><td>6 – 13</td><td>81 / 5.8%</td><td>1322 / 94.2%</td></tr><tr><td>14 – 17</td><td>67 / 11.2%</td><td>533 / 88.8%</td></tr><tr><td>TOTAL</td><td>168 / 5.5%</td><td>2906 / 94.5%</td></tr></table>		Restraint Use by Child’s Age			Age	Not Restrained Number/Percent	Restrained Number/Percent	< 2	2 / 0.07%	226 / 99.93%	2 – 5	18 / 2.1%	825 / 97.9%	6 – 13	81 / 5.8%	1322 / 94.2%	14 – 17	67 / 11.2%	533 / 88.8%	TOTAL	168 / 5.5%	2906 / 94.5%
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TOTAL	168 / 5.5%	2906 / 94.5%																				
<p>The project contributed to the targets listed in the Highway Safety Plan because the results of the 2017 Child Passenger Safety Survey will help Iowa access the success of child passenger safety projects, trainings, and programs throughout the state.</p>																						

Grant Recipient: Law Enforcement Agencies/special Traffic Enforcement Program (sTEP)			
<u>Agency:</u>	<u>Project #:</u> <u>17-402-M00P</u>		
Ackley PD Adair Co. SO Adams Co. SO Akron PD Albia PD Algona PD Anamosa PD Armstrong PD Arnolds Park PD Asbury PD Atalissa PD Atlantic PD Aurelia PD Belle Plaine PD Bellevue PD Bloomfield PD Bremer Co. SO Britt PD Buchanan Co. SO Buena Vista Co. SO Camanche PD Carroll Co. SO Carroll PD Cedar Co. SO Centerville PD	Task 20-10-00 Task 20-20-00 Task 20-30-00 Task 20-40-00 Task 20-50-00 Task 20-60-00 Task 20-70-00 Task 20-80-00 Task 20-90-00 Task 21-00-00 Task 21-10-00 Task 21-20-00 Task 21-30-00 Task 21-40-00 Task 21-50-00 Task 21-60-00 Task 21-70-00 Task 21-80-00 Task 21-90-00 Task 22-00-00 Task 22-10-00 Task 22-20-00 Task 22-30-00 Task 22-24-00 Task 22-40-00		Chariton PD Task 22-60-00 Charles City PD Task 22-70-00 Cherokee Co. SO Task 22-80-00 Cherokee PD Task 22-90-00 Chickasaw Co. SO Task 23-00-00 Clarinda PD Task 23-10-00 Clarion PD Task 23-20-00 Clarke Co. SO Task 23-30-00 Clay Co. SO Task 23-40-00 Clayton Co. SO Task 23-50-00 Columbus Junction PD Task 23-60-00 Coon Rapids PD Task 23-70-00 Corydon PD Task 23-80-00 Crawford Co. SO Task 23-90-00 Cresco PD Task 24-00-00 Creston PD Task 24-10-00 Davis Co. SO Task 24-20-00 De Soto PD Task 24-30-00 Decatur Co. SO Task 24-40-00 Decorah PD Task 24-50-00 Denison PD Task 37-90-00 Denver PD Task 24-60-00 Dept. of Trans. /MVE Task 24-70-00 Dickinson Co. SO Task 24-80-00 Duncombe PD Task 24-90-00 Dunlap PD Task 25-00-00 Durant PD Task 25-10-00

Eagle Grove PD	Task 25-20-00
Elkader PD	Task 25-30-00
Emmet Co. SO	Task 25-40-00
Estherville PD	Task 25-50-00
Fayette Co. SO	Task 25-60-00
Fayette PD	Task 25-70-00
Floyd Co. SO	Task 25-80-00
Fonda PD	Task 25-90-00
Forest City PD	Task 26-00-00
Franklin Co. SO	Task 26-10-00
Fremont Co. SO	Task 26-20-00
Glenwood PD	Task 26-30-00
Gowrie PD	Task 26-40-00
Greene Co. SO	Task 26-50-00
Grundy Center PD	Task 26-60-00
Grundy Co. SO	Task 26-70-00
Guthrie Co. SO	Task 26-80-00
Guttenberg PD	Task 26-90-00
Hampton PD	Task 27-00-00
Hardin Co. SO	Task 27-10-00
Harlan PD	Task 27-20-00
Harrison Co. SO	Task 27-30-00
Howard Co. SO	Task 27-40-00
Humboldt Co. SO	Task 27-50-00
Humboldt PD	Task 27-60-00
Ida Co. SO	Task 27-70-00
Independence PD	Task 27-80-00
Iowa Falls PD	Task 27-90-00
Jackson Co. SO	Task 28-00-00
Janesville PD	Task 28-10-00
Jefferson Co. SO	Task 28-20-00
Jefferson PD	Task 28-30-00
Jesup PD	Task 28-40-00
Jewell PD	Task 28-50-00
Jones Co. SO	Task 28-60-00
Keokuk Co. SO	Task 28-70-00
Kingsley PD	Task 28-80-00
Kossuth Co. SO	Task 28-90-00
LaPorte City PD	Task 29-00-00
Lake Park PD	Task 29-10-00
Lake View PD	Task 29-20-00
LeMars PD	Task 37-70-00
Leon PD	Task 29-30-00
Lisbon PD	Task 29-40-00
Logan PD	Task 29-50-00
Louisa Co. SO	Task 29-60-00
Lucas Co. SO	Task 29-70-00
Lyon Co. SO	Task 37-60-00
Madison Co. SO	Task 29-80-00
Manchester PD	Task 29-90-00
Manning PD	Task 30-00-00
Maquoketa PD	Task 30-10-00
Melcher-Dallas PD	Task 30-20-00

Mar-Mac PD	Task 30-30-00
Marengo PD	Task 30-40-00
McCausland PD	Task 30-50-00
Melbourne PD	Task 30-60-00
Merrill PD	Task 30-70-00
Milford PD	Task 30-80-00
Mills Co. SO	Task 30-90-00
Missouri Valley PD	Task 31-00-00
Mitchell Co. SO	Task 31-10-00
Monona PD	Task 31-20-00
Monroe PD	Task 31-30-00
Montgomery Co. SO	Task 31-40-00
Monticello PD	Task 31-50-00
Montrose PD	Task 31-60-00
Mt. Pleasant PD	Task 31-70-00
Moville PD	Task 31-80-00
Nashua PD	Task 31-90-00
Nevada PD	Task 32-00-00
New Hampton PD	Task 32-10-00
New Vienna PD	Task 32-20-00
Oelwein PD	Task 32-30-00
Okoboji PD	Task 32-40-00
Osage PD	Task 32-50-00
Osceola Co. SO	Task 32-60-00
Osceola PD	Task 32-70-00
Palo Alto Co. SO	Task 32-80-00
Parkersburg PD	Task 32-90-00
Paullina PD	Task 33-00-00
Pleasantville PD	Task 33-10-00
Plymouth Co. SO	Task 37-80-00
Pocahontas PD	Task 33-20-00
Postville PD	Task 33-30-00
Pottawattamie Co. SO	Task 33-40-00
Poweshiek Co. SO	Task 33-50-00
Prairie City PD	Task 33-60-00
Red Oak PD	Task 33-70-00
Remsen PD	Task 33-80-00
Ringgold Co. SO	Task 33-90-00
Sabula PD	Task 34-00-00
Sac City PD	Task 34-10-00
Sac Co. SO	Task 34-20-00
Shell Rock PD	Task 34-30-00
Shellsburg PD	Task 34-40-00
Sigourney PD	Task 34-50-00
Sioux Center PD	Task 34-60-00
Spencer PD	Task 34-70-00
Spirit Lake PD	Task 34-80-00
Story City PD	Task 35-00-00
Strawberry Point PD	Task 35-10-00
Sumner PD	Task 35-20-00
Tama Co. SO	Task 35-30-00
Tama PD	Task 35-40-00
Tipton PD	Task 35-50-00

Toledo PD	Task 35-60-00
Union Co. SO	Task 35-70-00
Van Meter PD	Task 35-80-00
Vinton PD	Task 35-90-00
Wapello PD	Task 36-00-00
Warren Co. SO	Task 36-10-00
Waukon PD	Task 36-20-00
Waverly PD	Task 36-30-00
Wayne Co. SO	Task 36-40-00
Webster City PD	Task 36-50-00

Webster Co. SO	Task 36-60-00
West Union PD	Task 36-70-00
Williamsburg PD	Task 36-80-00
Wilton PD	Task 36-90-00
Winfield PD	Task 37-00-00
Winnebago Co. SO	Task 37-10-00
Winterset PD	Task 37-20-00
Woodbine PD	Task 37-30-00
Woodward PD	Task 37-40-00
Worth Co. SO	Task 37-50-00

The following table provided the funded overtime activity by sTEP agencies for FFY 2017 (includes citations and warnings). sTEP activity for FFY 2017 was higher than record numbers reported in 2014.



OWI	1,743	in
Drug Violation	180	
Seat Belt Violation	5,224	
Child Restraint Violation	403	
Speed Violation	50,695	
Improper Passing Violation	314	
Stop Sign/Light Violation	3,124	
Driving Without a License	3,690	
Suspended/Revoked License	2,272	
Registration	8,674	
Open Container	501	
.02 Violations	111	
Dark Windows	2,470	
No Testing Law	214	
No Electronic Device (GDL)	50	
Other Traffic Violations	18,439	
Equipment Violation	17,067	
No Proof of Insurance	11,9932	
Move Over Violation	256	
Total Violations	127,359	

The following agencies withdrew from the 2017 sTEP year and thus did not fulfill targets as outlined in the Highway Safety Plan:

Duncombe Police Department

Melbourne Police Department

Woodward Police Department

The following agencies used 12% or less of the money contracted to them. Eighteen (18) of the agencies did not use work any overtime enforcement during sTEP waves and/or did not purchase equipment; thus did not submit claims during the funding period:

Akron Police Department
Anamosa Police Department
Armstrong Police Department
Elkader Police Department
Fonda Police Department
Franklin County Sheriff's Office
Greene Co. Sheriff's Office
Guthrie Co. Sheriff's Office

Humboldt Co. Sheriff's Office
Janesville Police Department
Jones Co. Sheriff's Office
LaPorte City Police Dept.
Lisbon Police Department
Montgomery Co. Sheriff's Off.
Osceola Co. Sheriff's Office
Postville Police Department

Pottawattamie Co. Sheriff's Off.
Remsen Police Department
Shellsburg Police Department
Sioux Center Police Department
Sumner Police Department
Webster City Police Department

Alcohol-Impaired Driving Fatalities/Impaired Driving

Program Overview:

During FFY 2017, the GTSB utilized a combination of Section 402 and 405d funding to support efforts to combat impaired driving. Funding supported high visibility overtime enforcement efforts, overtime for educational presentations, approved equipment, and training opportunities. Law enforcement efforts are critical in regard to impaired driving countermeasures and, in addition to the Highway Safety Plan, are listed within the state's Strategic Highway Safety Plan.

In efforts to combat impaired driving, it is also vital to maintain proper and current training. Section 405d funding supported training efforts through the Iowa Law Enforcement Academy, State Court Administrator's Office, and the Prosecuting Attorney's Training Council/Traffic Safety Resource Prosecutor (TSRP). The Iowa Division of Criminal Investigation Criminalistics Laboratory plays an integral part in Iowa's impaired driving countermeasures through laboratory analyses/toxicological support, DataMaster DMT maintenance/certification and expert testimony.

The state continues to see an interest by enforcement partners for the Advanced Roadside Impaired Driving Enforcement (ARIDE) and the Drug Recognition Expert (DRE) programs.

Targets:

- Reduce alcohol-impaired fatalities 1.08% from the 2010-2014 average of 92 to 91 by December 31, 2017.

Strategies:

- Certify an additional 12 officers as Drug Recognition Experts (DREs).
- Train a minimum of 150 law enforcement officers through the state in the Advanced Roadside Impaired Driving Enforcement (ARIDE) training.
- Through the administration of Section 402(AL) and 405(d), provide funding for the purchase of GTSB approved equipment and support overtime for enforcement activities.
- Support the efforts of the Iowa Division of Criminal Investigation Criminalistics Laboratory for the screening of blood samples for the presence of drugs, including establishing the validation methods for testing of the seven primary drug categories.
- Continue the GTSB desk-top driving simulator program at high schools throughout the state to provide teen drivers with information about impaired driving; incorporate the use of fatal vision goggles in the program.
- Hold a minimum of three coalition meetings annually.

Outcomes/Results:

- Alcohol-impaired fatalities increased 15.22% from the 2010-2014 average of 92 to 106.

Pursuant to federal legislation, the state of Iowa qualified for Section 405d funding as a "low-range" state based on a 3-year average of alcohol-impaired fatalities per 100M vehicle miles traveled utilizing the most recent data published and maintained in NHTSA's Fatality Analysis System (FARS). For the 2017 application the most current data available was 2011-2013. FAST Act legislation specifically identifies low-range states as those that have an average impaired driving fatality rate of .030 or lower, mid-range states as those with an average impaired driving fatality rate that is higher than 0.30 and lower than 0.60, and high-range states are those that have an average impaired driving fatality rate of 0.60 and higher. Iowa maintained an average of .297319 for 2017 application purposes.

In 2016, Iowa had formed an Impaired Driving Coalition to address the high percentage of impaired driving fatalities in the state. From the Coalition, an Impaired Driving Plan was developed which provided recommendations to address and improve the impaired driving problem in the state. To continue to move forward with the recommendations, the Coalition met twice during 2017. Progress through 2017 includes but is not limited to the following:

- **Meetings regarding Ignition Interlock** – The Department of Public Safety and the Department of Transportation have begun discussion on how to best strengthen Iowa’s ignition interlock system.
- **Meeting regarding 24-7** – With the passage of legislation and Governor Branstad signing the bill, effective July 1, 2017, Iowa’s 24-7 sobriety program became law. The Department of Public Safety/Governor’s Traffic Safety Bureau, Department of Transportation, and the Judicial Branch have been coordinating to write administrative rules and the RFP process is on-going with a vendor recently being selected to create the software that will interface state agencies and monitor the program.
- **NHTSA and GTSB Traffic Safety Forum** – The GTSB and NHTSA Region 7 held a Law Enforcement Traffic Safety Partnership meeting in June 2017. Attendees consisted of law enforcement agencies in the Des Moines area, the Department of Transportation, local Metropolitan Planning Organizations and other federal agencies. The goal was to identify and discuss common challenges and solutions during an open-facilitated session. The outcome was to obtain a list of action items the local, state, and federal agencies can do to assist law enforcement agencies with enhancing participation in traffic safety activities. Additional forums are being planned with the next one being held in January 2018.
- **ARIDE and DRE Programs** – ARIDE and DRE continue to be an important training for law enforcement offices in the state.
- **Alternative Transportation Options and Education** - Several partnerships were started in 2017 to educate the public on alternative transportation options including “Tow to Go” and through Doll Distributing.
- **Use of Social Media** – The use of social media continues to expand throughout the state. Specific to impaired driving, Instagram, Snapchat filters and Facebook ads were added to the mix.
- **Des Moines Police Department/OWI Mobile Command Center** – In 2017, the Des Moines Police Department unveiled an OWI Mobile Command Center. Equipped with a DataMaster DMT, the command center will be instrumental in the department’s impaired driving efforts. The command center will be used in the Des Moines metro area in conjunction with other metro law enforcement agencies and high visibility awareness efforts.
- **High Five Rural Traffic Safety** – The High Five Rural Traffic Safety Project was initiated in the state in 2014. The first three years of the project were focused on seat belt usage. Since rural traffic fatalities remain high within the state, it has been determined to continue a rural-focused project. In FFY 2018, the emphasis of the project will be on rural counties with high alcohol-related crashes, fatalities, and injuries.

Iowa recognizes that impaired driving involved more than just alcohol. 2016 data (Iowa Department of Transportation) reflects that alcohol and other drugs were a factor in 31.59% of statewide fatalities. As drugs continue to be a concern in regard to impaired driving, the state continued to support ARIDE training and DRE certification opportunities. During 2017, there were 11 ARIDE courses held in which 214 officers received training. A total of 12 additional officers were certified as Drug Recognition Experts (DREs) with the total number of DREs in the state totaling 152.

The Iowa Division of Criminal Investigation Criminalistics Laboratory continues to play an important role in combating impaired driving in Iowa through toxicological analyses, expert testimony and support of DataMasters throughout the state.

Grant Recipient: Law Enforcement Agencies (402/Alcohol)**Agency****Project #:**

Ames Police Department	17-402-M0AL, Task 01-00-00
Boone County Sheriff's Office	17-402-M0AL, Task 02-00-00
Cedar Falls Police Department	17-402-M0AL, Task 03-00-00
Cerro Gordo County Sheriff's Office	17-402-M0AL, Task 04-00-00
Clear Lake Police Department	17-402-M0AL, Task 05-00-00
Clinton Police Department	17-402-M0AL, Task 06-00-00
Davenport Police Department	17-402-M0AL, Task 07-00-00
Dubuque County Sheriff's	17-402-M0AL, Task 08-00-00
Indianola Police Department	17-402-M0AL, Task 09-00-00
Johnston Police Department	17-402-M0AL, Task 10-00-00
Marshall County Sheriff's Office	17-402-M0AL, Task 11-00-00
Marshalltown Police Department	17-402-M0AL, Task 12-00-00
Sioux City Police Department	17-402-M0AL, Task 13-00-00
Story County Sheriff's Office	17-402-M0AL, Task 14-00-00

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

Overtime Enforcement Hours	4,200.52	Seat Belt Warnings (Nighttime)	60
Overtime Education Hours	145.50	Child Restraint Citations	25
OWI Arrests – Alcohol	230	Child Restraint Warnings	21
OWI Tested – No Arrests	193	Speed Citations	1,543
OWI Arrests – Drugs	60	Speed Warnings	987
OWI Drug Tested – No Arrests	34	Stop Sign/Light Citations	217
.02 Violations	4	Stop Sign/Light Warnings	245
Underage Possession	134	No Texting Law Citation	10
Public Intoxication	126	No Texting Law Warning	5
Open Container	45	No Electronic Device Citation	20
Seat Belt Citation (Daytime)	505	No Electronic Device Citation	18
Seat Belt Warnings (Daytime)	335	Other Traffic Violation Citation	1,688
Seat Belt Citation (Nighttime)	64	Other Traffic Violation Warnings	2,640

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

Grant Recipient: Law Enforcement Agencies (405d)

<u>Agency</u>	<u>Project #:</u>
Benton County Sheriff's Office	17-405d-M6OT, Task 01-00-00
Black Hawk County Sheriff's Office	17-405d-M6OT, Task 02-00-00
Blue Grass Police Department	17-405d-M6OT, Task 03-00-00
Boone Police Department	17-405d-M6OT, Task 04-00-00
Buffalo Police Department	17-405d-M6OT, Task 05-00-00
Carlisle Police Department	17-405d-M6OT, Task 06-00-00
Carroll Police Department	17-405d-M6OT, Task 07-00-00
Carter Lake Police Department	17-405d-M6OT, Task 08-00-00
Cass County Sheriff's Office	17-405d-M6OT, Task 09-00-00
Cedar Rapids Police Department	17-405d-M6OT, Task 10-00-00
Clinton County Sheriff's Office	17-405d-M6OT, Task 11-00-00
Colfax Police Department	17-405d-M6OT, Task 12-00-00
Dallas County Sheriff's Office	17-405d-M6OT, Task 13-00-00
Donnellson Police Department*	17-405d-M6OT, Task 15-00-00
Dyersville Police Department	17-405d-M6OT, Task 16-00-00
Epworth Police Department	17-405d-M6OT, Task 17-00-00
Evansdale Police Department	17-405d-M6OT, Task 18-00-00
Fort Madison Police Department	17-405d-M6OT, Task 19-00-00
Grinnell Police Department	17-405d-M6OT, Task 20-00-00
Hamilton County Sheriff's Office	17-405d-M6OT, Task 21-00-00
Henry County Sheriff's Office	17-405d-M6OT, Task 22-00-00
Huxley Police Department	17-405d-M6OT, Task 23-00-00
Iowa City Police Department	17-405d-M6OT, Task 24-00-00
Iowa State Patrol	17-405d-M6OT, Task 26-00-00
Iowa State University Police	17-405d-M6OT, Task 27-00-00
Jefferson County Sheriff's Office	17-405d-M6OT, Task 28-00-00
LeClaire Police Department	17-405d-M6OT, Task 30-00-00
LeMars Police Department	17-405d-M6OT, Task 29-00-00
Linn County Sheriff's Office	17-405d-M6OT, Task 31-00-00
Mahaska County Sheriff's Office	17-405d-M6OT, Task 32-00-00
Mitchellville Police Department	17-405d-M6OT, Task 34-00-00
Mount Vernon Police Department	17-405d-M6OT, Task 35-00-00
Muscatine County Sheriff's Office	17-405d-M6OT, Task 36-00-00
Muscatine Police Department	17-405d-M6OT, Task 37-00-00
Oskaloosa Police Department	17-405d-M6OT, Task 38-00-00
Perry Police Department	17-405d-M6OT, Task 39-00-00
Plymouth County Sheriff's Office	17-405d-M6OT, Task 40-00-00
Polk City Police Department	17-405d-M6OT, Task 41-00-00
Princeton Police Department	17-405d-M6OT, Task 42-00-00
Robins Police Department	17-405d-M6OT, Task 44-00-00
Sergeant Bluff Police Department	17-405d-M6OT, Task 45-00-00
Storm Lake Police Department	17-405d-M6OT, Task 47-00-00
University Heights Police Department	17-405d-M6OT, Task 49-00-00
University of Northern Iowa	17-405d-M6OT-Task 50-00-00
Walcott Police Department	17-405d-M6OT, Task 51-00-00
Washington County Sheriff's Office	17-405d-M6OT, Task 52-00-00
Washington Police Department	17-405d-M6OT, Task 53-00-00
Waterloo Police Department	17-405d-M6OT, Task 54-00-00
West Burlington Police Department	17-405d-M6OT, Task 55-00-00
West Liberty Police Department	17-405d-M6OT, Task 56-00-00

Windsor Heights Police Department
Winneshiek County Sheriff's Office

17-405d-M6OT, Task 58-00-00
17-405d-M6OT, Task 59-00-00

*Donnellson PD had no activity for FFY 2017. The GTSB has discontinued this grant partnership for FY2018.

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

Overtime Enforcement Hours	16401.64	Seat Belt Warnings (Nighttime)	107
Overtime Education Hours	297.8	Child Restraint Citations	229
OWI Arrests – Alcohol	540	Child Restraint Warnings	64
OWI Tested – No Arrests	1075	Speed Citations	7601
OWI Arrests – Drugs	75	Speed Warnings	6806
OWI Drug Tested – No Arrests	27	Stop Sign/Light Citations	297
.02 Violations	23	Stop Sign/Light Warnings	460
Underage Possession	276	No Texting Law Citation	26
Public Intoxication	230	No Texting Law Warning	33
Open Container	261	No Electronic Device Citation	6
Seat Belt Citation (Daytime)	402	No Electronic Device Citation	4
Seat Belt Warnings (Daytime)	168	Other Traffic Violation Citation	7950
Seat Belt Citation (Nighttime)	221	Other Traffic Violation Warnings	10932

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

Grant Recipient: Westcom Emergency Communications	Project #: 17-405d-M6OT, Task 57
Westcom Emergency Communications did not utilize any overtime funding during FFY 2017. No funding has been authorized for FFY 2018.	

Grant Recipient: Mercy Medical Center Foundation	Project #: 17-405d-M6OT, Task 33-00-00
Mercy Medical Center continued their work geared toward young drivers and the dangers of impairment in the Sioux City, Iowa, area; however, an Annual Report was not submitted by this agency and notice has been received that Mercy Medical Center Foundation does not wish to continue funded activities in FFY 2018.	
This project contributed to the targets listed in the Highway Safety Plan through efforts targeted at both impaired driving and youth/teen driving.	

Grant Recipient: Prosecuting Attorney's Training Council	Project #: 17-405d-M6OT, Task 43-00-00
Funding allowed for workshops, conferences and other speaking engagement around the state with Iowa prosecutors, law enforcement and networking and other educational opportunities with Traffic Safety Resource Prosecutors (TSRPs) around the country. These engagements involved prosecutors, law enforcement, judges, attorney, state agencies citizens and the media on impaired driving issues. The staff attorney accomplished the goal of making the TSRP a highly visible presence. As a priority to address the opioid/drug-impaired driving epidemic, the staff attorney focused especially on the DRE program and was successful in obtaining approval from the Director of Education and Training with the State Court Administrator's Office to give a presentation on law and science at the annual judicial training conference. This training resulted in better education	

regarding the qualifications of Drug Recognition Experts for the purposes of admitting DRE testimony in courts across Iowa. Additional highlights for the year included an OWI Workshop for prosecutors which was held to cover all topics related to OWI investigation from the traffic stop to verdict and the staff attorney's attendance at the National TSRP Conference in Indianapolis

This project contributed to the targets listed in the Highway Safety Plan as the efforts are significant to the overall prosecution of impaired driving cases in Iowa.

Grant Recipient: Office of the State Court Administrator

Project #: 17-405d-M6OT, Task 46-00-00

The Office of the State Court Administrator maintained and made available a traffic law benchbook to all Iowa judges, magistrates, and judicial officers. The benchbook site has been designed to be a tool that allows quick access to matters of the law within a given area. Written materials have been developed to distribute at these presentations for attendees to reference in accessing the benchbook. Throughout the year, the benchbook committee has expanded the topics covered on the bench book site. A separate area continues to be maintained for issues pertaining to traffic safety, including sentencing charts for OWI-related offenses. The site also contains linked, on-demand educational sessions topically within each area of the benchbook so that judges can find the answer to an issue at hand quickly and can then go back and review other materials for substantive issues at a later time. The executive committee sent a letter and instructional pamphlet to inform new judges about the availability of the benchbook when those new judicial officers take the bench. Presentations about the bench book occurred at the new magistrate orientation, the fall judges' conference, and the new judge orientation seminar. The executive committee is working to develop a web-based training video on how to use the benchbook to distribute to all Iowa judicial officers with particular emphasis on newly-appointed judicial officers. Updates continue on the benchbook as necessary.

This project contributed to the targets listed in the Highway Safety Plan as the traffic bench book assists prosecutors in impaired driving cases and other traffic-related cases in Iowa.

Grant Recipient: Iowa Law Enforcement Academy

Project #: 17-405d-M6OT, Task 25-00-00

During FFY 2017, the Iowa Law Enforcement Academy (ILEA) provided training to officers from throughout the state. Section 405d funding helped support the training opportunities. The following table summarizes the classes and the number of students receiving training.

Name of Class	Number of Students	Number of Classes
OWI/Implied Consent and SFST Updates	171	6
Live Drinkers Assessments	198	5
OWI Scenarios – Practical Field Exercise	198	5
Street Intoxication	235	6
SFST Classes	254	4
SFST Instructor	33	2
SFST Instructor Recertification	48	6
Drug Recognition for Street Officers (at HGN-Drug Update School)	244	7
Radar/Lidar Instructor	0	0
Radar/Lidar Instructor Recertification	23	1
Radar Enforcement	237	3
Motor Vehicle Law	1150	25
Vehicle Stops	558	14
Occupant Protection (Ops/TOPS)	137	3
Motor Vehicle Law	1150	25

Vehicle Stops	558	14
Drug Recognition for Street Officers	269	7

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

Grant Recipient: Iowa Department of Public Safety, Division of Criminal Investigation Criminalistics Laboratory	Project #: 17-405d-M6OT, Task 14-00-00
<p>During FFY 2017, 482 blood alcohol and 451 urine alcohol samples were analyzed with 2,336 urine samples screened for the presence of drug, of which 1,845 urine samples were confirmed for the presence of drugs. For analytical assignments in Toxicology, turnaround time averaged 23 days which is well below the laboratory target of 45 days. 210.25 hours of overtime was used for work on DataMaster DMT units during this reporting period which included the certification of 186 DataMaster DMTs. 221.75 of overtime was used for working impaired driving case confirmations in Toxicology during this reporting period. The lab continued its expansion of their ability to analyze for drugs in blood samples. The lab has validation and written procedures or general blood quantitation and confirmation by LC-MS/MS for tricyclic drugs, opioids, benzodiazepines, and phencyclidine (PCP).</p> <p>This project contributed to the targets listed in the Highway Safety Plan as the work of the DCI Laboratory in the areas of evidentiary breath and alcohol testing support enforcement and prosecution efforts targeted at impaired driving.</p>	

Grant Recipient: Iowa State University Conference Planning and Management (Split)	Project #: 17-402-M0PT, Task 00-00-29
<p>Iowa State University Conference Planning and Management were vital in the coordination, planning and execution of the 2017 Governor's Highway Traffic Safety Conference. The 2017 conference was held April 19-20, 2017, at Prairie Meadows Conference Center in Altoona, Iowa, with 266 in attendance. Iowa State University's (ISU) efforts included designing a website and electronic communication to distribute to previous years' conference attendees as well as through the GTSB list serve to promote the event. During the conference, ISU provided registration services and helped coordinate activities. Conference evaluations were tallied and presented to the GTSB. The contractor also assisted in securing a location for the 2018 conference.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as the annual conference is an opportunity for traffic safety professionals to gather and gain knowledge from the information presented and for the ability to network.</p>	

Speed-Related Fatalities

Program Overview:

NHTSA considers a crash to be speeding-related if the driver was charged with a speeding-related offense or if an officer indicated that racing, driving too fast for conditions, or exceeding the posted speed limit was a contributing factor in the crash.¹

In 2016, 23.5 % of fatalities in Iowa were speed-related. In 2015, 15.31% of fatalities were speed-related.

Targets:

- Reduce speed-related fatalities by 5% from the 2010-2014 average of 60 to 57 by December 31, 2017.

Strategies:

- Support overtime efforts to be used for high visibility law enforcement.
- Support the purchase of GTSB-approved equipment which can be utilized to enforce speed-related violations.

Outcomes/Results:

- Speed-related fatalities increased 58.33% from the 2010-2014 average of 60 to 95.

Enforcement is the primary strategy used in Iowa to combat speeding. Section 402 and 405 funding is utilized throughout the state to support high visibility enforcement and education.

Regional Speed Enforcement Initiative – Iowa participated in the Regional Speed Enforcement Initiative held July 21–23, 2017. Other participating states from NHTSA Region 7 included Arkansas, Kansas, Missouri, and Nebraska. Oklahoma also joined in the efforts. Specifically in Iowa, the efforts were focused on Interstate 80 and Interstate 35. Thirty-three (33) agencies in the state participated and reported their activity for this effort. Activity for these 33 agencies is reported below.

76	Total Number of Crashes
13	Total Number of Speed-Related Crashes
4	Total Number of Fatalities
2,105	Total Number of Traffic Citations Issued
171	Total Number of Seat Belt Citations Issued
1,408	Total Number of Speed Citations Issued
1,806	Total Number of Traffic Warnings Issued
50	Total DWI Arrests and Citations
46	Total Commercial Vehicle Citations Issued
116	Total Commercial Vehicle Warnings Issued
37	Total Drug Arrests Made
40	Felony Arrest/Other



The 2017 Public Awareness Survey conducted by Iowa State University's Survey and Behavioral Research Services, 17-402-MOOP, Task 04-00-00, revealed 41.10% of respondents indicated that chances are "very likely" of getting a ticket if you drive over the speed limit with an additional 47.95% indicating chances are "somewhat likely". When asked "in the past 30 days, have you read, seen or heard about speed enforcement by any law enforcement agency?", 56.05% of respondents indicated they had heard/seen such messages.

¹ Traffic Safety Facts, 2015 Data, July 2017, DOT HS 812 409

Motorcyclist Fatalities/Unhelmeted Motorcyclist Fatalities

Program Overview:

Iowa continues to see a growing interest in motorcycle riding in the state. Both the number of motorcycle registrations and licenses continue to rise. However, with this increase, the state has also seen an increase in motorcyclist fatalities. In 2016, there were 60 motorcyclist fatalities in the state of Iowa. This represented a 46.34% increase from 2015 when there were 41 motorcyclist fatalities.

The state strives to provide education to both the motorcyclists and to the general motoring public. Each play an essential role to reduce motorcyclist fatalities and injuries. In FFY 2017, Section 405f funding was utilized to support training for motorcyclists, in addition to public service announcements and signage that reminded motorists to look for riders.

Targets:

- Reduce motorcyclist fatalities 6% from the 2010–2014 average of 50 to 47 by December 31, 2017.
- Reduce unhelmeted motorcyclist fatalities 5% from the 2010–2014 average of 40 to 38 by December 31, 2017.

Strategies:

- Provide funding to support rider coaches and training initiatives.
- Utilize a previously produced PSA entitled “Dying Bike”.
- Provide motorcycle safety information on the GTSB microsite, www.drivesmartiowa.com.
- Utilize social media sites to provide motorcycle safety information.

Outcomes/Results:

- Motorcycle fatalities increased 20% from the 2010–2014 average of 50 to 60.
- Unhelmeted motorcycle fatalities increased 17.5% from the 2010–2014 average of 40 to 47.

Grant Recipient: Iowa Department of Transportation, Office of Driver Services	Project #: 17-405f-M9MA, Task 01-00-00
<p>Iowa uses the Motorcycle Safety Foundation (MSF) Rider Education and Training System. There are three MSF RiderCoach Trainers (RCTs) who have received dedicated instruction that allows them to train new Iowa MSF RiderCoaches (RC) and provide continuing education for current Iowa RCs. In turn, these MSF-approved RiderCoaches provide research-based courses to Iowa motorcycle riders through organizations that have met the requirements to be MSF Rider Education Recognition Program (RERPs). Iowa RERPs consist of more than 20 public and private organizations, with the majority being community colleges. Iowa RiderCoaches are required to reach at least one motorcycle rider course and attend at least one state-sponsored continuing education update each calendar year. Three group updates and a 9-day training were held in FFY 2017, in addition to the provision of RiderCoach mentors and range checks and approvals. A Regional Rider Education Training System event was held in April 2017 for Rider Coaches. Educational sessions were provided by an MSF training and Iowa RCT. During two September 2017 updates, attendees received instruction on facilitating an MSF exercise, riding a quality demonstration ride and range coaching. A 9-day RiderCoach Preparation (RCP) course was provided in April and May 2017 to train new Rider Coaches. As a result of a structured training system, 269 MSF motorcycle rider education courses were conducted in Iowa during FFY 2017. These courses provided over 2,200 motorcycle riders with safety instruction.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by educating motorcyclists on up-to-date motorcycle safety training.</p>	

Grant Recipient: Radio Iowa	Project #: 17-405f-M9MA, Task 03-00-00
<p>Motorcycle awareness radio messages were produced, scripted and approved for broadcast during the year. Specifically, five :30 motorcycle safety messages were aired. The campaign was 5 weeks in length on 65 radio stations for a total of 3,486 total radio station messages.</p>	

Audience Estimates: Persons 18+

Reach: 337,200 (Number of unique people who hear your message each airing).

Frequency: 2.9 (Number of times each person hears your message on average).

Gross Impressions: 9,900,000 (Number of different times your message is heard during the campaign).

This project contributed to the targets listed in the Highway Safety Plan through public service/educational announcements specific to motorcycle safety.

Grant Recipient: Adspposure

Project #: 17-405f-M9MA, Task 02-00-00

The grant with Adspposure was new in FFY 2017 and provided motorcycle awareness signage on Des Moines Area Regional Transit (DART) buses in the Des Moines metropolitan area. The approved signage was provided through various sizes (king-style, queen-style and tailgate-style clings) on DART buses. This campaign produced the following:

Total Annual Campaign Impressions: 6,407,600

Cost Per Thousand Impressions: \$2.68

Total Annual Campaign Ridership: 510,000

This project was not in the original submission for the FFY 2017 Highway Safety Plan but contributes to the state's overall goals to reduce fatalities and serious injuries through a specific focus on motorcyclist safety.



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

Program Overview:

Motor vehicle crashes remain the leading cause of death for 14-18 year olds in Iowa and throughout the United States. Young drivers have numerous factors against them when it comes to driving including inexperience and distractions. Projects funded through the GTSB support education to promote safe teen driving amongst young drivers, parents, and other mentors.

Targets:

- Reduce drivers age 20 or younger involved in fatal crashes 4% from the 2010–2014 average of 50–48 by December 31, 2017.

Strategies:

- Continue the desk-top driving simulator program throughout the state.
- Continue to use social media as a venue to provide traffic safety information.
- Expand the teen driver safety program (Seatbelts are for Everyone/S.A.F.E) by a minimum of one school district.

Outcomes/Results:

- Drivers age 20 or younger involved in fatal crashes increased 6% from the 2010–2014 average of 50 to 53.

In 2016, 53 drivers age 20 or younger were involved in fatal crashes. The GTSB table-top driving simulator program is geared toward this vulnerable age group. The simulator is mainly used at schools to provide education to younger drivers through a hands-on approach which allows participants to understand how driving behaviors affect senses and reaction times. Cellular phone calls, text messages and fatal vision goggles are incorporated during the driving experience. In 2017, the GTSB staff provided 13 driving simulator events throughout the state reaching approximately 715 individuals.

The GTSB staff travel throughout the state to provide information and a hands-on driving experience through the utilization of a desk-top driving simulator. This program is primarily geared toward the younger driver but has also been requested by businesses alike for corporate safety forums and programs. Many of these events are also supported by other traffic safety partners like local law enforcement agencies and the Iowa State Patrol.



In 2017 a “Parent Involvement with Teen Drivers” brochure was developed to emphasize the importance of a parent in the arena of traffic safety. The brochure was provided to several high schools, driver education courses and at traffic safety conferences. Approximately 900 brochures were distributed during FFY 2017. The brochure was also transferred into digital signage and displayed at the Iowa Department of Transportation Driver’s Licensing Office in Ankeny, Iowa, for client viewing.

Grant Recipient: Creative Visions	Project #: 17-402-M0TSP, Task 01-00-00
<p>FFY 2017 proved to be another successful year for Creative Visions. During the funded year, two traffic safety forums were facilitated at the Des Moines Public School’s Central Campus and at Lutheran Church in Ames, IA. Both forums focused on distracted driving. The forum in Ames called on older drivers and young adults to be mindful of modeling safe driving practices. Three additional workshops were conducted throughout the year where distracted driving and seat belts were the main topics. Representatives from Creative Visions attended a number of community events in which the main focus was to present information about fatalities due to distracted driving and lack of the use of seat belts. Pre- and post-surveys were conducted at each event. A game wheel was utilized to test safe driving knowledge. The use of the wheel encouraged more engaging and interactive participation. Funding also supported two staff members’ attendance at the 2017 Annual Governor’s Highway Traffic Safety Conference in April.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as it expands education and awareness about traffic safety to minority groups and youth.</p>	

Grant Recipient: Sac County Sheriff’s Office / Seat Belts are for Everyone (S.A.F.E.)	Project #: 17-402-M0TSP, Task 02-00-00
<p>Although Sac County Sheriff’s Office/S.A.F.E was originally listed in the FFY 2017 Highway Safety Plan, a contract was not executed for the year.</p>	

Grant Recipient: Farm Safety 4 Just Kids	Project #: 17-405b-M1*TSP, Task 01-00-00
<p>Although Farm Safety 4 Just Kids was originally listed in the FFY 2017 Highway Safety Plan, a contract was not executed for the year.</p>	

Pedestrian Fatalities

Program Overview:

In 2016 there were 22 pedestrian fatalities, which accounted for 5.5% of all traffic fatalities in the state for the year.

Ways to reduce pedestrian fatalities needs to continue to be addressed. Efforts need to focus on both the pedestrian and the motorist. Pedestrians need to be vigilant and never assume that a driver will see them. Pedestrians need to be attentive and avoid possible distractions such as electronic devices. Motorists also need to be looking for pedestrians at all times, observe the laws of pedestrian crosswalks, and be extra careful during times when it may be hard to see such as nighttime. Activities such as running and walking are popular; therefore, it is especially important for pedestrians and motorists to be vigilant of one another.

Targets:

- Reduce pedestrian fatalities 4.76% from the 2010–2014 average of 21 to 20 by December 31, 2017.

Strategies:

- Encourage enforcement agencies to be proactive in pedestrian safety.

Outcomes/Results:

- Pedestrian fatalities increased 4.76% from the 2010-2014 average of 21 to 22.

GTSB Program Administrators encouraged agencies that had a pedestrian fatality in 2016 to do something in 2017 that was pedestrian-related. The city of Ames did not have any pedestrian fatalities in 2016 but they did record 23 pedestrian involved crashes during the year. The Ames Police Department implemented a program focusing on pedestrian and bicycle safety. This program was presented at the 2017 Lifesaver's Conference.

Section 405c funding was utilized in 2017 to support research efforts through the University of Iowa, Injury Prevention Research Center. In 2017, predictive analyses for bicycle/pedestrian crashes was conducted with a report/manuscript being prepared.

Bicycle Fatalities

Program Overview:

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

As the popularity of bicycling continues to increase throughout the state road designs are now starting to include more bicycle lanes in addition to more bicycle trail.

Targets:

- Reduce bicycle fatalities 20% from the 2010–2014 average of 5 to 4 by December 31, 2017.

Strategies:

- In the communities where bicycle helmets are distributed through grant funding, conduct a pre- and post-event survey to determine the effectiveness of the educational material and the distribution program.
- Purchase and distribute bicycle helmets as requested at community events throughout the year.
- Through Section 405c funding, the University of Iowa, Injury Prevention Research Center, continue the descriptive analysis of the charges and convictions related to bicycle-motor vehicle crashes.

Outcomes/Results:

- Bicycle fatalities increased 60% from the 2010–2014 average of 5 to 8.

Research continues at the University of Iowa, Injury Prevention Research Center (IPRC). Specific to bicycle safety, research is being conducted using novel techniques. IPRC faculty member Cara Hamann was selected to be a policy fellow for the University of Iowa Institute for Public Health Research and Policy. This one-year program involved training in translating research to policy and provided opportunities to improve bicycle safety in the state through the connection of research and policy initiatives. As part of the policy fellow program an issue brief was created on bicycle safety in Iowa. Other activity including the co-organization of the first Bicycle Safety Policy Action Forum. On-going research projects include:

1. Examination of charges, convictions, and driving histories related to bicycle-motorcycle vehicle and pedestrian-motor vehicle crashes which utilizes DOT crash data and justice data.
2. Pedal portal naturalistic bicycling study to examine risky behaviors and risk exposure and route selection, especially on routes to school.
3. Child bicycle safety inventory which includes a comprehensive evaluation of existing child bicycle safety education programs, components, and key elements.
4. Non-motorized traffic monitoring, including collecting bicycle and pedestrian traffic volumes.

Grant Recipient: Unity Point Hospital/Blank Children's Hospital	Project #: \$9,000
During the 2016-2017 funding year, Blank Children's Hospital distributed the following materials and information: <ul style="list-style-type: none">- 866 free helmets to 21 agencies throughout the state- 483 low-cost helmets to 6 agencies- 695 free bike reflectors- 1,305 educational handouts- 6 Bike Safety Kits to 6 agencies Six agencies completed and returned their pre- and post-Observational Survey of Bicycle Helmet Use forms. This project contributed to the targets listed in the Highway Safety Plan as it supports the importance of bicycle helmet usage by all riders and continues to educate the public on bicyclist safety. The impact of the project can be measured through the observational surveys.	

Roadway Safety Area

Program Overview:

Section 402/Roadway Safety funding supported engineering projects through the state. Such partnerships have emphasized the importance of collaborative partnerships. Projects within this area involve stakeholders in various disciplines including engineering, enforcement, education, emergency medical services and the public. Projects funded through Roadway Safety are all coordinated through the Iowa Department of Transportation, Office of Traffic and Safety.

Targets:

- Continue to develop and support the concept of multi-disciplinary safety teams (MDSTs) throughout the state.
- Have contractual services available to complete traffic engineering studies when requested or needed at city and county levels.
- Support training programs designed to enhance the traffic safety expertise of engineers, traffic technicians, and maintenance personnel at the city, county, and state levels.

Strategies:

- Support existing MDSTs throughout the state; support the development of new MDSTs.
- Expand the High Five Rural Traffic Safety program into five new counties within the state and ensure the support of engineering through the completion of road safety audits.
- Analyze road systems and make engineering-related recommendations in different communities throughout the state.

Outcomes/Results:

During FFY 2017, Section 402/Roadway Safety funding helped support engineering and multi-disciplinary efforts and strengthened collaboration toward the ultimate goal to reduce fatalities and serious injuries throughout the state. Efforts stemmed from an engineering viewpoint but also had a focus on traffic safety and education. Funding also aided in the continuous multi-disciplinary collaboration efforts.

Grant Recipient: Iowa Department of Transportation, Office of Traffic and Safety Safety Circuit Rider	Project #: 17-402-M0RS, Task 01-00-00
<p>This engineering training is supported by the Local Technical assistance Program (LTAP) through Iowa State University. The LTAP Safety Circuit Rider program develops, leads, and instructs transportation-related training and workshop events as well as conducts outreach for city, county and other agencies throughout the state. During the year, 717 individuals were trained in 41 Local Road Safety Workshops, Work Zone Safety Trainings, and Flagger Workshops.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by improving overall traffic safety through specialized trainings and workshops.</p>	

Grant Recipient: Iowa Department of Transportation, Office of Traffic and Safety Multi-Disciplinary Safety Teams (MDSTs)	Project #: 17-402-M0RS, Task 02-00-00
<p>Section 402/Roadway Safety funding continue to support the MDST programs throughout the state. The MDST Advisory Team provided project guidance and support to local MDSTs. MDSTs support interdisciplinary efforts to improve safety. The functional status of each MDST is monitored throughout the year and as the groups continue to evolve. Throughout the year, efforts also continued to improve the MDST facilitator website. In an effort to reach out to as many state and local professionals as possible, the MDST facilitator also attended the Annual Winter Iowa County Engineering Association Conference and the Transportation Research Board Conference. The MDST program was explained in depth to many state and local professionals.</p>	

This project contributed to the targets listed in the Highway Safety Plan by supporting the concept of Multi-Disciplinary Safety Teams and by encouraging the further development and expansion of MDSTs throughout the state.

Grant Recipient: Iowa Department of Transportation, Office of Traffic and Safety Traffic Engineering Assistance Program (TEAP)

Project #: 17-402-M0RS, Task 03-00-00

Work was completed on a total of 34 different studies. Of those, 13 were completed during the contract year and 21 studies are being carried forward. For the 13 TEAP studies completed in FFY 2017, each study analyzed current conditions, identified and recommended improvement, and also identified potential funding sources to guide the local government toward implementation. Many of the studies utilized community involvement, with the school studies typically considering public input through differing communication techniques. The initiation of TEAP studies typically started with community input meetings so that all interested parties had their concerns addressed. Engineers directed the studies and coordinated efforts that included traditional engineering coupled with community involvement and a multidisciplinary approach to solving safety issues. School studies often considered populations of higher risk children and those whose situation lead to more walking and pedaling to school. A number of studies were completed this year. Several of the on-going studies have already provided useful results and some have follow-up activities pending. Also, national expertise was once again made available to review the planning and design of new roundabouts in Iowa. This service has been much appreciated by the cities and counties served.

This project contributed to the targets listed in the Highway Safety Plan by analyzing road systems in communities throughout the state for overall engineering-related improvements.

Police Traffic Services

Program Overview:

Enforcement and educational efforts by law enforcement partners are critical elements to promote traffic safety. Such efforts work toward the common goal to reduce fatalities and serious injuries. Funding through Section 402/Police Traffic Services was offered to agencies identified as being in the state's "Top 22" problematic counties.

Targets:

- Reduce traffic fatalities 1.56% from the 2015 annual number of 320 to 315 by December 31, 2017.
- Reduce serious injuries 1.06% from the 2014 annual number of 1,511 to 1,495 by December 31, 2017.
- Reduce unrestrained vehicle occupant fatalities 20.18% from the 2010-2014 average of 109 to 87 by December 31, 2017.
- Reduce alcohol-impaired driving fatalities 1.08% from the 2010-2014 average of 92 to 91 by December 31, 2017.
- Reduce speeding-related fatalities 5% from the 2010-2014 average of 60 to 57 by December 31, 2017.
- Reduce drivers age 20 or younger involved in fatal crashes 4% from the 2010-2014 average of 50 to 48 by December 31, 2017.
- Reduce fatalities per 100M vehicle miles traveled 9.9% from the 2010-2014 average of 1.11 to 1.00 by December 31, 2017.

Strategies:

- Utilize Section 402 funding to support law enforcement agencies to conduct high-visibility overtime enforcement efforts in areas and during times which are supported by data.
- Utilize Section 402 funding to support the purchase of equipment (hand-held radar, moving radar, lidar, TruCam lidar, speed trailers, in-car video cameras, preliminary breath testers, and fatal vision goggle kits) to be utilized during enforcement efforts.
- Through presentations, special community projects, and other educational efforts, provide information to promote safe driving habits and behaviors.

Outcomes/Results:

- Traffic fatalities increased 25.62% from the 2015 annual number of 320 to 402.
- Serious injuries decreased .26% from the 2014 annual number of 1,511 to 1,507.
- Unrestrained vehicle occupant fatalities increased 1.83% from the 2010-2014 average of 109 to 111.
- Alcohol-impaired driving fatalities increased 9.28% from the 2010-2014 average of 92 to 106.
- Speeding-related fatalities increased 58.33% from the 2010-2014 average of 60 to 95.
- Drivers age 20 or younger involved in fatal crashes increased 6% from the 2020-2014 average of 50 to 53.
- Fatalities per 100M vehicle miles traveled decreased 13.51% from the 2010-2014 average of 1.11 to .96.

Grant Recipient: Law Enforcement Agencies (402/Police Traffic Services)

<u>Agency</u>	<u>Project #:</u>
Altoona Police Department	17-402-M0PT, Task 01-00-00
Ankeny Police Department	17-402-M0PT, Task 02-00-00
Bettendorf Police Department	17-402-M0PT, Task 03-00-00
Burlington Police Department	17-402-M0PT, Task 04-00-00
Clive Police Department	17-402-M0PT, Task 05-00-00
Coralville Police Department	17-402-M0PT, Task 06-00-00
Des Moines County Sheriff's Office	17-402-M0PT, Task 07-00-00
Des Moines Police Department	17-402-M0PT, Task 08-00-00
Eldridge Police Department	17-402-M0PT, Task 09-00-00
Fort Dodge Police Department	17-402-M0PT, Task 10-00-00
Iowa State Patrol	17-402-M0PT, Task 00-00-23
Johnson County Sheriff's Office	17-402-M0PT, Task 11-00-00

Keokuk Police Department	17-402-M0PT, Task 12-00-00
Knoxville Police Department	17-402-M0PT, Task 13-00-00
Lee County Sheriff's Office	17-402-M0PT, Task 14-00-00
Newton Police Department	17-402-M0PT, Task 15-00-00
North Liberty Police Department	17-402-M0PT, Task 16-00-00
Norwalk Police Department	17-402-M0PT, Task 17-00-00
Pleasant Hill Police Department	17-402-M0PT, Task 18-00-00
Polk County Sheriff's Office	17-402-M0PT, Task 19-00-00
Urbandale Police Department	17-402-M0PT, Task 21-00-00
Waukee Police Department	17-402-M0PT, Task 22-00-00
Woodbury County Sheriff's Office	17-402-M0PT, Task 23-00-00

High visibility and education are both strategies utilized by law enforcement for traffic safety strategies. During FFY 2017, agencies funded through 402/Police Traffic Services worked 8,975 hours of overtime enforcement hours with an additional 23 hours expended for overtime for educational purposes.

Overtime Enforcement Hours	8,975	Seat Belt Warnings (Nighttime)	214
Overtime Education Hours	23	Child Restraint Citations	57
OWI Arrests – Alcohol	285	Child Restraint Warnings	119
OWI Tested – No Arrests	203	Speed Citations	4,790
OWI Arrests – Drugs	32	Speed Warnings	2,931
OWI Drug Tested – No Arrests	19	Stop Sign/Light Citations	302
.02 Violations	1	Stop Sign/Light Warnings	382
Underage Possession	64	No Texting Law Citation	12
Public Intoxication	61	No Texting Law Warning	42
Open Container	63	No Electronic Device Citation	14
Seat Belt Citation (Daytime)	691	No Electronic Device Citation	32
Seat Belt Warnings (Daytime)	755	Other Traffic Violation Citation	3,532
Seat Belt Citation (Nighttime)	132	Other Traffic Violation Warnings	5,487

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

Grant Recipient: Scott Emergency Communications Center	Project #: 17-402-M0PT, Task 20-00-00
<p>Scott County Emergency Communications Center utilized overtime dispatch services to support special traffic safety enforcement efforts. Dispatch services included handling traffic and requests, logging events, and querying vehicles and persons for vehicle registration records, driver license records, and stolen/wanted records.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by supporting high visibility enforcement efforts of local agencies in the Scott County area.</p>	

Grant Recipient: Iowa State University, Conference Planning and Management (Split)	Project #: 17-402-M0PT, Task 00-00-29
<p>Iowa State University Conference Planning and Management were vital in the coordination, planning and execution of the 2017 Governor's Highway Traffic Safety Conference. The 2017 conference was held April 19-</p>	

20, 2016, at Prairie Meadows Conference Center in Altoona, Iowa, with 266 in attendance. Iowa State University's (ISU) efforts included designing a website and electronic communication to distribute to previous years' conference attendees as well as through the GTSB list serve to promote the event. During the conference, ISU provided registration services and helped coordinate activities. Conference evaluations were tallied and presented to the GTSB. The contractor also assisted in securing a location for the 2018 conference.

This project contributed to the targets listed in the Highway Safety Plan as the annual conference is an opportunity for traffic safety professionals to gather and gain knowledge from the information presented and for the ability to network.

Data Systems / Traffic Records

Program Overview:

Traffic safety professionals in Iowa recognize that quality traffic records are vital in planning, managing, and evaluating traffic safety programs. The state's Traffic Records Coordinating Committee (STRCC), is essential in promoting the continuous improvement of the overall traffic records system in the state. STRCC is comprised of professionals from various traffic safety disciplines. Iowa's traffic records system includes six core datasets: Crash, Vehicle, Driver, Roadway Citation/Adjudication, and EMS/Injury Surveillance. STRCC representatives understand traffic records are the foundation for overall traffic safety projects and that data is used to help identify problems and countermeasures. Data is also used to evaluate effectiveness in addition to complying with national data standards such as Model Minimum Uniform Crash Criteria (MMUCC), National Emergency Medical Services Information System (NEMSIS), and Model Inventory Roadway Elements (MIRE).



Section 405c funding is utilized to support projects that improve the state's traffic records system datasets for performance attributes in the areas of timeliness, accuracy, completeness, uniformity, integration, and/or accessibility.

Targets:

- Continue to review and consider the recommendations from the 2015 Traffic Records Assessment.
- Update the TDSA website with data that is useful to end-users and continue to support enhancements to the system.
- Make known and promote the use of data and resources available throughout the state.
- Continue to review, and possibly implement, the recommendations of the 2015 Traffic Records Assessment.
- Hold a minimum of three STRCC meetings throughout the year.
- Hold a minimum of three STRCC Guidance Team meetings throughout the year.
- Encourage the formation of sub-committees and hold required meetings for special projects.

Strategies:

- Continue to support the development of the web-based analytical tool (SAVER) and promote to potential users.
- Continue to support research efforts utilizing Iowa traffic data which focus on behavioral aspects.
- Utilize the STRCC as a mechanism to continue strong networking for overall enhancement of Iowa's overall Traffic Records System.

Outcomes/Results:

During FFY 2017, three STRCC meeting were held: January 26, May 18, and September 28, 2017. STRCC meetings continue to be well-attended and over the past year there have been several new members join which has promoted additional discussions and interest. The vast membership provides representation from numerous



Three STRCC meetings were held during FFY 2017. These photos show Daniel McGehee presenting autonomous vehicle information at the September 2017 meeting in Coralville, IA.

traffic safety disciplines which is critical to improve traffic records as there are various departments throughout the state that capture, store, analyze, transmit, and disseminate traffic safety data.

The recommendations from the 2015 Assessment were somewhat vague. State traffic records partners continue to struggle with how to move forward with several of the recommendations for the most overall improvement of traffic records in the state.

Agency: Iowa Department of Transportation, Office of Driver Services / Injury Prevention Research Center	Project #: 17-405c-M3DA, Task 01-00-00
<p>This grant continues to provide funding for multi-disciplinary research projects through the University of Iowa Injury Prevention Research Center (IPRC) utilizing Iowa traffic safety data. Collaboration occurs between IPRC and the Iowa Department of Transportation in regard to research projects and data sources and availability. Throughout the year, IPRC researchers and traffic safety partners present such research at local, national, and international meetings. Several research projects that IPRC continues to conduct include ATV research, "Epidemiology of Farm Equipment/Vehicle Roadway Crashes", young drivers, and bicyclist/pedestrian.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as research can assist in identifying behavioral factors directly linked to traffic safety and supports recommendations from the 2015 Traffic Records Assessment.</p>	

Agency: Iowa Department of Transportation – Motor Vehicle Enforcement, Iowa Traffic and Criminal Software (TraCS)	Project #: 17-405c-M3DA, Task 02-00-00
<p>Funding directly supported onsite and remote services and training for law enforcement agencies who utilize TraCS throughout the state. Efforts by the TraCS team continues to increase as seen in the number of agencies utilizing TraCS; thus increasing the electronic submission of crash reports and citations. At the end of the 4th quarter of FFY 2017, electronic crash reports being submitted was recorded at 99.26%. The number of agencies submitting citations, complaints and affidavits to the CJIS network increased 18.3% from 214 at the beginning of FFY 2017 to 262 at the end of the 4th quarter. The number of agencies submitting crash reports via TraCS and TraCS Web Services increased by 7.6% from 305 in the beginning of FFY 2017 to 330 at the end of the 4th quarter.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as TraCS is an initiative of the Iowa Department of Transportation to collect data from law enforcement at the scene of a motor vehicle collision. The information is then sent electronically to the DOT. Enhancements in TraCS plus the addition of new agencies continue to provide for accurate, complete, and timely data. This project also supports recommendations from the 2015 Traffic Records Assessment and was utilized in 2017 as the project for the 405c qualification/Interim Progress Report.</p>	

Agency: Iowa Department of Transportation, Office of Traffic and Safety	Project #: 17-405c-M3DA, Task 03-00-00
<p>During the funded year, the Iowa Department of Transportation continued data collection for municipal intersections, attribute data for horizontal curves, and road network segment-based MIRE-related elements. Specifically for the intersection dataset, the following occurred during the year:</p> <ul style="list-style-type: none"> - Final QA-QC of all intersections in dataset continued. - Efforts to generate "complete" initial dataset and process to convert/load into Oracle Spatial finalized. - During the process, additional QA/QC measures were detected and are being addressed. - Interchange/at-grade intersections collected: 1,512 - New and missing intersections: 510 	

- Missing approaches: 345
- Updated and integrated the interchange-related intersections.
- Additional primary road intersections identified and collected.
- Integration of updated primary and secondary road intersections.

Work continued on SAVER, the web-based analytical tool. The Iowa DOT and other traffic safety professionals have promoted this application throughout the state so that traffic data is more readily available and used.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations from the 2015 Traffic Records Assessment; specifically in regard to the development and deployment of a web-based analytical tool.

Agency: Iowa Department of Human Rights, Criminal and Juvenile Justice Planning (CJJP)

Project #: 17-405c-M3DA, Task 04-00-00

The integration between the citation and the crash dataset is complete. CJJP has been working with the University of Iowa and any others to transfer various data sets for crash and citation research and analysis. CJJP has reached out to DOT regarding blood alcohol content data (BAC). To date, only CJJP and the University of Iowa have utilized the integrated data sets. CJJP completed and submitted three reports to the GTSB. One report looked at legislative changes that occurred in 2017 and provided information on texting while driving and the 24/7 programs that have been implemented. Two other reports were done on the use of local ordinances. These reports looked at the disposed charges for the past five years and provided trend analysis.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations from the 2015 Traffic Records Assessment.

Agency: University of Iowa, Injury Prevention Research Center

Project #: 17-405c-M3DA, Task 05-00-00

During FFY 2017, data for 2012-2014 was obtained for bike and pedestrian crashes and was linked to citation/adjudication data. Frequencies and distributions of charges and convictions for such crashes were conducted and a frequency table was produced. A manuscript of results was also drafted. Crash data on motorcycles and moped crashes for 2011-2015 were also obtained and related court (charge and convictions) data were received from CJJP. Predictive analyses for bicycle/pedestrian crashes have been conducted and a report/manuscript was prepared. Motorcycle and moped crash and justice data analyses were conducted with comparison groups identified.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations from the 2015 Traffic Records Assessment.

Agency: Iowa State Patrol

Project #: 17-405c-M3DA, Task 07-00-00

Funding through this project allowed for members of the Iowa State Patrol to attend meetings and events which have a nexus to traffic records and information. During FFY 2017, representatives from the Iowa State Patrol attended the following:

- TraCS National Model Meetings
- IACP LEIM Meeting
- ATSIP Traffic Records Forum
- Statewide Traffic Records Coordinating Committee (STRCC) Meetings

This project contributed to the targets listed in the Highway Safety Plan by supporting the recommendations from the 2015 Traffic Records Assessment; specifically in regard to crash data submitted by the Iowa State Patrol.

Agency: Iowa State University / CTRE – ITSDS	Project #: 17-405c-M3DA, Task 08-00-00
<p>The Iowa Traffic Safety Data Service (ITSDS) addressed more than 160 requests from, or on behalf of, approximately 40 different agencies, organizations, offices, departments or individuals. Requests covered a wide range of areas and topics. Many of these topics overlap and were addressed from different perspectives and emphasis areas. Several requests simply entailed connecting individuals with the appropriate resources; while other requests required creating multiple products, in different formats, for multiple agencies. Yet other requests resulted in follow-up analyses. Request frequency was somewhat greater than the previous contract period, which may be due in part to reporting. Data driven analysis and decision making may also be becoming more prominent. The agencies served during this contract period were below last period, which may be due, in part, to reporting and/or a change in the availability of Iowa DOT crash analysis tools.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as ITSDS is a resource for traffic data analyses from many different requestors, including enforcement agencies.</p>	

Agency: Iowa Department of Public Health / Bureau of EMS	Project #: 17-405c-M3DA, Task 09-00-00
<p>For the year, there were 50 onsite (live) Elite training sessions held around the state. These sessions were widely broadcast via email blasts and word of mouth, free of charge, and open to any service (transport and non-transport) that wanted to attend. At the end of FFY 2017, there were 116 of 118 hospitals submitting data directly to the trauma registry through Imagetrend's Patient Registry with the other two facilities using a 3rd-party vendor who, in turn submits data to Patient Registry. During the year, a review of the EMS data dictionary was completed in which the data elements in the dictionary were compared to those found in the EMS run registry (aka Elite). There were discrepancies noted but the Bureau utilized the data governance team to correct and update the discrepancies found in the review.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations set forth in the 2015 Traffic Records Assessment.</p>	

Agency: Iowa Department of Public Health / CODES	Project #: 17-405c-M3DA, Task 10-00-00
<p>During this project period, inpatient hospital discharges and emergency department visits for 2016 were imported and crashes linked when possible. Data was provided for requests received including data to the state legislature on texting and seat belt use in child crash injuries.</p> <p>This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations set forth in the 2015 Traffic Records Assessment.</p>	

Agency: University of Iowa/National Advanced Driving Simulator	Project #: 17-405c-M3DA, Task 06-00-00
<p>FFY 2017 was the first year for the contract with the University of Iowa/National Advanced Driving Simulator. There was significant progress in meeting the project's goals to more closely look at each licensure stage for younger drivers. Progress in FFY 2017 included:</p> <ul style="list-style-type: none"> - Creation of data dictionary for each of the seven datasets comprising the driving record data. - Wrote code in SAS for data evaluation when importing each of the datasets. 	

- Received the seven datasets comprising the driving record data and received sanction data from Iowa Department of Transportation, Office of Driver Services.
- Wrote data procedures to reach in each of the seven raw files containing the driver license records.
- Wrote data procedure to tabulate the number of licenses issued and held each quarter by license type, driver age in quarter years and gender.
- Conducted evaluation of the data quality after cross-referencing the crash file from driver licensing/history record with young drivers.

During FFY 2017, preliminary analyses was completed. More nuanced analyses will be conducted in the next project year.

This project contributed to the targets listed in the Highway Safety Plan as it supports recommendations set forth in the 2015 Traffic Records Assessment and supports research that is specific to youth drivers. Research will provide information that will be specific to the current GDL laws.

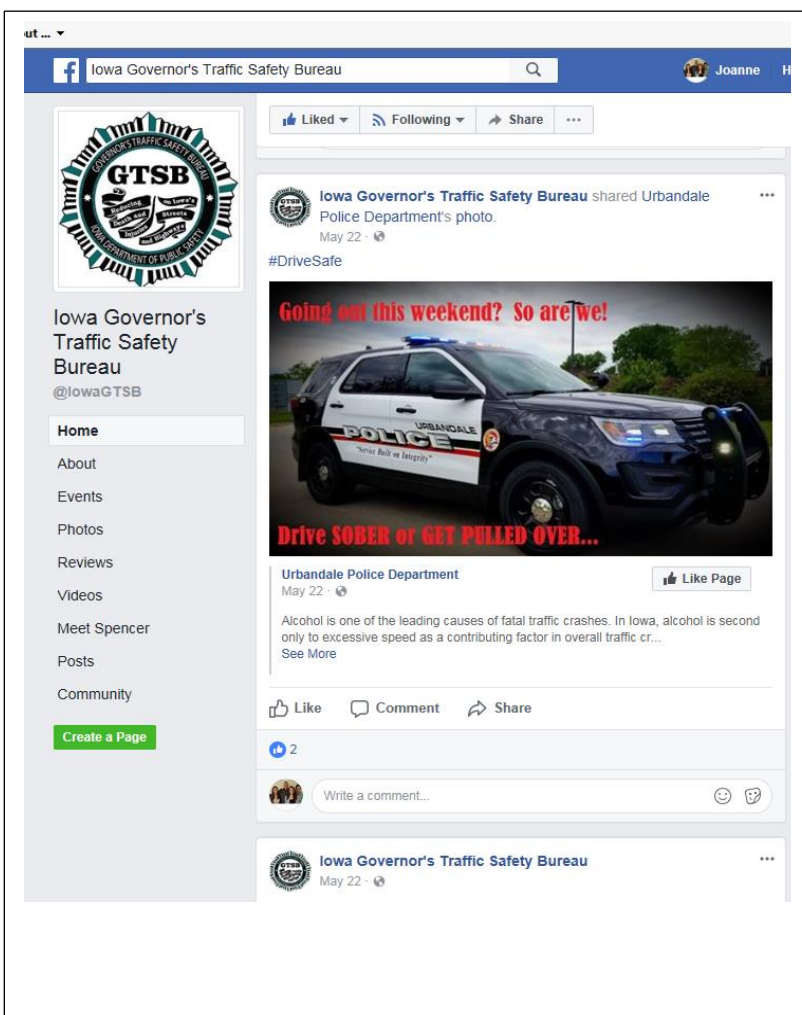
Paid Media and Other Marketing

Program Overview: The use of media (paid, earned, and social) and public outreach helps to 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. The GTSB and other traffic safety partners throughout Iowa utilize various media/marketing strategies to disseminate traffic safety information including educational messages.

Paid media is the mechanism the GTSB uses to deliver specific messages for a particular target audience. When advertising is purchased, there is a guarantee the message/public service announcement will be aired on specific stations and at specific times. Media models created by NHTSA are used by the GTSB during national mobilization events such as “Click It or Ticket”. Paid media plans are coordinated with national mobilization times with messaging starting approximately a week prior to the enforcement efforts.

Social media has also grown over the past several years. Facebook and other social media platforms are utilized by traffic safety partners throughout the state. Social media is a popular way to convey information. Social media allows for the integration of technology, social interaction, and to communicate in “real time”. Social media also allows for the “sharing” and reposting of messages; thus having the reach be virtually endless.

At the 2017 Lifesavers Conference, GTSB Bureau Chief Patrick Hoyer served as a moderator during a program entitled “Building Innovative Safety Campaigns that Capture Attention”.



The image above shows a Facebook post by the Urbandale Police Department that was reposted on the Governor's Traffic Safety Bureau's Facebook page.

Agency: Cedar Rapids Kernels	Project #: 17-405b-405b-M1*PM, Task 02-00-00
<p>The Cedar Rapids Kernels posted an 8' x 15' rotating Tri-Vision Sign with an approved DPS/GTSB traffic safety graphic at Veterans Memorial Stadium during the 73 home games between April and September. The graphic chosen was the "Drive Sober or Get Pulled Over" logo. The number of fans in attendance during this time period was 170,000. The Kernels also provided at least 70 approved traffic safety messages aired during Kernels broadcasts; both home and away games. The Kernels ran a DPS/GTSB approved traffic safety message at Veterans Memorial Stadium during the pregame of each of the 73 home games. Kernels broadcasts also occurred on KMRY Radio (93.1 FM and 1450 AM). Listeners could also catch the game online at www.kernels.com, www.kmryradio.com and view on an online webcast through MiLB TV. Through the 145 total games this season, an estimated number of listeners from April thru September was 168,000.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure in the areas of occupant protection, impaired driving and distracted driving.</p>	

Agency: Greater Des Moines Baseball	Project #: 17-405b-M1*PM, Task 04-00-00
<p>In 2017, Greater Des Moines Baseball welcomed 535,660 fans to Iowa Cubs games, an average of 7,763 fans per game. The Iowa High School State Baseball Tournament attracted another 25,709 fans to Principal Park in late July. Fans were exposed to traffic safety messaging on the outfield fence sign, concourse backlit, and marquee message board. "Drive Sober or Get Pulled Over" was the traffic safety message used during the 2017 season.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure.</p>	

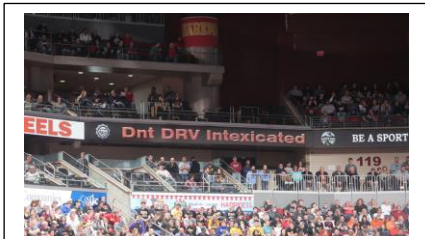
Agency: IMG College – Drake	Project #: 17-405b-M1*PM, Task 05-00-00
<p>Public service announcements containing traffic safety messages were aired during Drake University football, men's basketball, and women's basketball by the Drake Sports Network on KRNT 1350 AM radio. Radio program coverage included pre-game air-times, play-by-play and post-game shows. The radio program coverage reached listeners across the state. Additional traffic safety messages were displayed at scorer tables and on electronic panels at athletic events throughout the campus venue along with public service announcements being shown on the video boards and advertising in event programs.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure in the areas of occupant protection and distracted driving.</p>	

Agency: Iowa Barnstormers	Project #: 17-405b-M1*PM, Task 06-00-00
<p>Over the course of the Iowa Barnstormers 2017 season, eight home games were hosted at Wells Fargo Arena. The "Buckle Up and Drive Home Safely" public address message and scoreboard graphic were seen by approximately 56,237 fans throughout the season. The sideline dasher board was displayed at all 8 Iowa Barnstormer home games at Wells Fargo Arena. The signage gained could be viewed by the approximately 56,237 fans in attendance but also statewide on Mediacom's MC22 and nationwide through streaming on YouTube. The dasher board could also be seen in numerous photographs from team photographers that are on the team website which has an average of 7,000 visits a week.</p> <p>This project contributed to the targets listed in the Highway Safety Plan by providing traffic safety message exposure in the areas of occupant protection and distracted driving.</p>	

Agency: Iowa Wild	Project #: 17-405b-M1*PM, Task 07-00-00
<p>During FFY 2017, all fans in attendance at Iowa Wild games were encouraged to sign up as a designated driver. Traffic safety messaging utilized “Buzzed Driving is Drunk Driving – Designate a Sober Driver” on graphics and dasher boards throughout the venue. In addition, :30 traffic safety messages were aired during each game. The approximate total attendees to hear and/or see messages was estimated to be 228,000. Throughout the year the Iowa Wild social media platforms were used to post safe driving facts and information to promote safe and sober driving. At the end of FFY 2017, Facebook likes were 46,654; Twitter followers were 18,200.</p> <p>This project contributed to the targets listed in the Highway Safety Plan through traffic safety message exposure in the areas of occupant protection, impaired driving and distracted driving.</p>	

Agency: Krogman & Associates		Project #: 17-405b-M1*PM, Task 08-00-00
High school championship athletic tournaments are very popular in the state of Iowa. During FFY 2017, Krogman & Associates were contracted to provide radio announcements, internet streaming, and signage at the venues where these events were taking place. Krogman & Associates worked through the Iowa High School Sports Network (IHSSN) and their website, www.ihssn.com , to have traffic safety messages and the GTSB logo provided at the championship events. During the year, the following were provided by Krogman & Associates:		
Month	Event	Exposure
November	State High School Football Championships	15 :30 commercials, 18 3’ x 8’ sign, internet streaming, GTSB and “Click It or Ticket” logos displayed on the video boards
	State High School Cross Country Meet	One 3’ x 6’ sign
	State High School Cheerleading Championships	One 3’ x 6’ sign
Jan/Feb/Mar	IHSSN Sponsor Page	A 138 x 140 pixel-wide tile ad on the IHSSN sponsor page and one rotating sponsor ad on the IHSSN home page of the www.ihssn.com website.
March	State High School Boys Basketball Championships	:30 radio announcement aired at 32 tournament/championship games, two 3’ x 16’ LED signs display at the scorer’s table during 32 tournament games, internet streaming, full-screen DPS/GTSB logo displayed on two sides of the LED video display during all basketball championships.
	State High School Wrestling Championships	Internet streaming, full-screen DPS/GTSB logo displayed on the video board, rotating graphic on the LED Ribbon Board, rotating logo display on two sides of the LED video display during all wrestling championships, rotating logo displayed on the television broadcast during semi-finals.
May	State High School Co-Ed Track Championships	One 3’ x 8’ sign

June	State High School Soccer Championships	One 3' x 8' sign during 3-day tournament
July	State High School Boys Baseball Championships	One :30 radio announcement aired on 28 championship boys' baseball games



The above photos show examples of signage displayed during Iowa high school championship events during FFY 2017.

This project contributed to the targets listed in the Highway Safety Plan through traffic safety message exposure.

Agency: Waterloo Bucks	Project #: 17-405b-M1*PM, Task 11-00-00
<p>The Waterloo Bucks posted an 8' x 20' outfield sign with an approved DPS/GTSB traffic safety graphic at Riverfront Stadium during the 37 home games from May-August. The graphic chosen was "Drive Sober or Get Pulled Over". Attendance at the Bucks games during the year was 40,547. In addition, the Bucks stadium (Riverfront Stadium) held additional events including numerous high school/college games and tournaments, three movie showings on the video board, two social picnics, baseball camps and 2 football game watch parties on 28 additional dates. An estimated additional 5,800 fans viewed the outfield sign during these additional events. The Bucks also ran two traffic safety videos at the 37 home games. The GTSB logo was displayed on the Bucks LED video board during the home games. Attendance during the time period was 40,547. The Waterloo Bucks also provided at least 72 approved traffic safety messages aired during Bucks broadcasts, both home and away games. Through the 72 total games, an estimated number of listeners between May and August was 36,000. Souvenir programs also featured a full-color DPS/GTSB traffic safety message and graphic. A total of 485 fans purchased souvenir programs during the year.</p> <p>This project contributed to the targets listed in the Highway Safety Plan through traffic safety message exposure.</p>	

Agency: Alliance Sport Marketing	Project #'s: 17-405b-M1*PM, Task 01-00-00 17-405b-PM-M1PE, Task 01-00-00
<p>The Iowa Governor's Traffic Safety Bureau's motorsports partnership with Alliance Sport Marketing for 2017 involved season long exposure of impaired driving and occupant protection messages from March through November. The partnership included sixteen (16) motorsports venues across the state of Iowa, located within or near the "Top 22" target counties. The venues involved included:</p>	

34 Raceway	West Burlington, IA
Boone Speedway	Boone, IA
Cedar Falls Raceway	Cedar Falls, IA
Dallas County Raceway	Adel, IA
Davenport Speedway	Davenport, IA
Dubuque Fair Speedway	Dubuque, IA
Farley Speedway	Farley, IA
Hawkeye Downs Speedway	Cedar Rapids, IA
Hancock County Speedway	Britt, IA
Iowa Speedway	Newton, IA
Knoxville Raceway	Knoxville, IA
Lee County Speedway	Donnellson IA
Marshalltown Speedway	Marshalltown, IA
Sioux Speedway	Sioux Center, IA
Southern Iowa Speedway	Oskaloosa, IA
Warren County Speedway	Indianola, IA



Signage including the traffic safety logos for “Click It or Ticket”, “Drive Sober or Get Pulled Over” and “Zero Fatalities”, were displayed at 16 motorsport venues throughout the state in FFY 2017.

Signage was placed in each venue which was visible to fans during races. Public address announcements were also made to the captive audience prior to the start of each race, between races, and at the end of the night. In addition, schedule posters for each venue were produced and distributed throughout communities where venues were located. A total of 37,500 schedule posters, were distributed throughout the state during the year.

This project contributed to the targets listed in the Highway Safety Plan as this project specifically targeted 18-34 year old male drivers on the dangers of impaired driving and the importance of belt usage.

Agency: Radio Iowa News	Project #: 17-405b-M1*PM, Task 09-00-00
<p>Radio Iowa provided a year of safety messages across Iowa’s rural radio stations. A variety of new messages were developed and geared toward target audiences. All goals for the airing of traffic safety messages were met or exceeded. A total of 15,205 local market radio messages over the grant period were delivered plus bonus/donated air time. Reach: 694,400 (Number of unique people who hear your message each airing), Frequency: 14:2 (Number of times each person hears your message on average), Gross Impressions: 9,887,800 (Number of different times your message is heard during campaign).</p> <p>Radio Iowa also provided public service announcements specific to distracted driving and funded by Section 405e as indicated on page 54.</p> <p>This project contributed to the targets listed in the Highway Safety Plan through traffic safety radio messages in the area of impaired driving, occupant protection, distracted driving, drowsy driving and motorcycles.</p>	

Agency: Screenvision Direct	Project #: 17-405b-M1*PM, Task 10-00-00
<p>A variety of public service announcements were provided throughout the year by Screenvision Direct. Screenvision is considered a sole-source provider of cinema advertising in the state and carries around 90% of the cinema market share. With such coverage, Screenvision is able to cover both larger cities in the state along with some more rural, less populated areas. The PSAs provided through Screenvision included several traffic safety areas as reflected below:</p>	

"Click It or Ticket"			
05/05/17-06/01/17	5 weeks	Screens: 151	No. of Theatre Locations: 14
Total Admissions: 252,637			
Rural Driving			
04/14/17-04/27/17	2 weeks	Screens: 76	No. of Theatre Locations: 19
09/15/17-09/28/17	2 weeks	Screens: 76	No. of Theatre Locations: 19
Total Admissions: 81,643			
Impaired Driving			
11/18/16-12/29/16	6 weeks	Screens: 137	No. of Theatre Locations: 11
8/11/17-9/7/17	4 weeks	Screens: 137	No. of Theatre Locations: 11
Total Admissions: 534,323			

Screenvision also provided public service announcements specific to distracted driving and funded by Section 405e as indicated on page 54.

This project contributed to the targets listed in the Highway Safety Plan through public service/educational announcements in the traffic safety areas of impaired driving, distracted driving and safety belts. Special focus was also placed on rural driving due to the high percentage of rural traffic fatalities and injuries throughout the state.

Agency: The Integer Group

**Project #: 17-405b-M6OT, Task 48-00-00
17-405b-PM-M1PE, Task 03-00-00**

Through The Integer Group, media is purchased in support of national mobilizations of "Click It or Ticket" and "Drive Sober or Get Pulled Over". Media models created by NHTSA are used by the GTSB and The Integer Group during national mobilization events such as "Click It or Ticket" and "Drive Sober or Get Pulled Over". Paid media plans are coordinated with national mobilization times with messaging starting approximately a week prior to the enforcement efforts. Efforts also provided for "donated/earned" media which included negotiated non-purchased and donated media placement in newspapers, radio and TV in various traffic safety areas to include impaired driving, distracted driving, occupant protection, motorcycle and speed.

In 2017, The Integer Group completed a photo and video shoot for campaign materials to remind the millennial male that it is better to be embarrassed/pranked by your friends than to have driven drunk.

The picture to the right shows one of the Facebook ads created by The Integer Groups. Such ads were used to promote awareness.



The shoot included 3 set-ups for different photo and video PSA options based on seasonality, such as summer, football and holidays. From the shoot photos Facebook ads and videos were created.

The Integer Group also utilized social media platforms to deliver traffic safety messages. The Integer Group presented on the topic of social media at the 2017 Governor's Highway Traffic Safety Conference. In FFY 2017, the Integer Group also maintained the GTSB's microsite www.drivesmartiowa.com.

The Integer Group also provided public service announcements specific to distracted driving and funded by Section 405e as indicated on page 55.

Efforts by The Integer Group contributed to the targets listed in the Highway Safety Plan primarily be securing paid media with bonus added value. Efforts also continued to provide current and useful traffic safety information on the GTSB microsite, www.drivesmartiowa.com.

Agency: Learfield Sports	Project #: 17-405b-PM M1PE, Task 02-00-00
<p>During FFY 2017, safety belt, bicycle and pedestrian safety and impaired and distracted driving prevention messages were developed, approved and aired at Iowa Hawkeye and Iowa State Cyclone games. The FFY 2017 activity included the following:</p> <p>Unwired Radio</p> <ul style="list-style-type: none">- Total affiliates for Hawkeye and Cyclone Unwired Network: 53- Total spots played: 13,972 <p>Football Radio</p> <ul style="list-style-type: none">- Total football affiliates for Hawkeye and Cyclone Network: 41/31- Total games played: 24- Total spots played: 1,337 statewide impressions <p>Men and Women Basketball</p> <ul style="list-style-type: none">- Total Men's and Women's basketball affiliates for Hawkeye and Cyclone Network: 70/44- Total games played: 122- Total spots played: 17,045 <p>Web</p> <ul style="list-style-type: none">- Total web impression for Hawkeye and Cyclones official university websites (impressions): 1,428,928- Total hits for Hawkeye and Cyclones web ads: 1,025 <p>This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging in various areas.</p>	

Agency: Des Moines Buccaneers	Project #: 17-405b-M1*PM, Task 03-00-00
<p>Activity for FFY 2017 is as follows:</p> <ul style="list-style-type: none">- PSA shown on video board at each home game.- Three approved live messages announced at all home and away games and exposure reported.- Two 3 x 8 dashers displayed during the season.- Social media messages were posted.- One designated driver package for each home game during the funded year. <p>This project contributed to the targets listed in the Highway Safety Plan through traffic safety messaging.</p>	

Distracted Driving

Program Overview:

In FFY 2017, the state of Iowa received a Distracted Driving/Special Distracted Driving Grant under Section 405e. Iowa was eligible for the Special Distracted Driving Grant pursuant to the FAST Act because the state had a “basic text messaging statute” which could be enforced as a secondary offense. Distracted Driving is considered a deadly epidemic on U.S. highways and the GTSB recognizes that distracted driving is more than just using a cell phone. Distracting driving is driving while doing another activity and can be categorized into three main types:

1. Visual – taking your eyes off the road
2. Manual – taking your hands off the wheel
3. Cognitive – taking your mind off what you are doing

Education is a strategy used in Iowa to inform motorists about the dangers of distracted driving. In addition to messaging and public service announcements, the GTSB has also utilized a desk-top driving simulator program since 2012. The simulator is primarily used in school settings for a hands-on experience with young drivers.

Targets:

- Reduce distracted-driving related fatalities 25% from the 2010–2014 average of 4 to 3 by December 31, 2017.

Strategies:

- Utilizing Section 405e funding, expand upon distract driving educational messages/public service announcements.
- Recognize April as National Distracted Driving Awareness Month through a variety of venues and/or activities.
- Encourage law enforcement agencies to expand upon distracted driving in their educational presentations and outreach programs.

Outcomes/Results:

- Distracted driving related fatalities increased 250% from the 2010-2014 average of 4 to 14. (A factor to be considered in this dramatic increase is the roll-out of a revised cash form in 2015 where specific data could be collected on distracted driving.)

Effective July 1, 2017 all Iowa drivers are banned from texting while driving or sitting at a stop light. The new law is a primary law and does not require the driver to commit another infraction to be stopped as with the previous secondary law. Also, a driver who uses a cellphone and causes the death of another person has shown evidence of reckless driving and could face a felony conviction that includes up to 10 years in prison and a fine of up to \$10,000.



The image above shows a Facebook/social media posting by the Nevada Police Department reminding motorists of Iowa's texting law.

The GTSB and other state traffic safety partners continued an active role in enforcing and educating the public on the distracted driving laws of the state. Awareness efforts throughout the state in 2017 included the following:

Law Enforcement Efforts - Throughout the year numerous law enforcement agencies reminded motorists about the dangers of distracted driving through educational presentations, social media, or other contact. After the 2017 amendment to the electronic device law in Iowa, there was also an increase to the enforcement of the law.

State Driver's License Examination –The Iowa Department of Transportation added distracted driving questions to the State's Driver's License Examination.

Desk-Top Driving Simulator (Initially introduced in FY 2012) – The GTSB purchased a desk-top driving simulator as part of the educational component in regard to distracted driving. Staff members of the GTSB travel the state as requested to provide the simulator program. The participants are afforded a hand-on experience which helps them understand how driving behaviors affect the senses and reaction time. Cellular phone calls/text messages and fatal vision goggles are incorporated during the driving experience. The primary audience has been primarily young drivers.

Websites – The GTSB makes available information about distracted driving at www.dps.state.ia.us/commis/gtsb and www.drivesmartiowa.com.

Media (Paid/Social/Earned) – The GTSB used various media outlets and social media to provide information to the public in regard to the dangers of distracted driving.

Dynamic Message Boards – The Iowa Department of Transportation utilizes their dynamic message boards along the primary interstate system to display traffic messages every Monday and distracted driving-related messages are included in the mix.

Agency: Radio Iowa News	Project #: 17-405e-M8*DD, Task 01-00-00
<p>During the year, Radio Iowa News produced and scripted traffic safety radio messages focusing around distracted driving. Upon GTSB approval, Radio Iowa aired seven different :30 distracted driving prevention messages and five :10 distracted driving prevention messages. The :30 campaign length was for 4 weeks on 117 Iowa radio station totaling 3,839 local radio station messages. The :10 campaign length totaled 11 weeks with 7,100 total local radio station messages on 65 Iowa radio stations. Additional donated distracted driving prevention messages included 704 total local radio station messages valued at \$4,343.</p> <p>Audience Estimates: Persons 18+</p> <p>Reach: 611,300 (Number of unique people who hear your message each airing).</p> <p>Frequency: 6.2 (Number of times each person hears your message on average).</p> <p>Gross Impressions: 3,820,000 (Number of different times your message is heard during campaign).</p> <p>This project contributed to the targets listed in the Highway Safety Plan through public service/educational announcements specific to the area of distracted driving.</p>	

Agency: Screenvision Direct		Project #: 17-405e-M8*DD, Task 02-00-00	
Distracted driving-related public service announcement were provided through campaigns managed by Screenvision Direct. Screenvision is a sole-source provider of cinema advertising in the state with 90% cinema market share. The following distracted driving-related flights occurred in FFY 2017.			
12/16/16-01/05/17	4 weeks	Screens: 199	No. of Theater Locations: 32

03/31/17-04/27/17	4 weeks	Screens: 34	No. of Theater Locations: 17
03/17/17-04/20/17	5 weeks	Screens: 151	No of Theater Locations: 14
Total Admissions: 726,629			

This project contributed to the targets listed in the Highway Safety Plan through public service/educational announcements specific to the area of distracted driving.

Agency: The Integer Group	Project #: 17-405e-M8*DD, Task 03-00-00
<p>Section 405e funding was utilized by The Integer Group to provide specific distracted driving-related messages. The media mix included radio, digital and social media. Funding was also utilized to support the maintenance and updating of the GTSB microsite www.drivesmartiowa.com.</p> <p>This project contributed to the targets listed in the Highway Safety Plan through public service/educational announcements specific to the area of distracted driving.</p>	

Drowsy Driving Fatalities

Program Overview:

Drowsy driving initiatives in Iowa really began in 2016 when the state hosted a Drowsy Driving Summit. Since that time, the state has continued efforts to educate the public about the dangers of drowsy driving.

Targets:

- Reduce drowsy driving fatalities 16.67% from the 2011 – 2015 average of 6 to 5 by December 2017.

Strategies:

- Utilize previously developed drowsy driving PSA.

Outcomes/Results:

- Drowsy driving fatalities remained at 6; they did not increase or decrease from the 2011-2015 average.

As an educational component, the public service announcement developed by The Integer Group entitled “Don’t Wake Up to a Nightmare” continued to be used in 2017 and received a Silver Telly Award.

Partners were encouraged to recognize drowsy driving and promote educational information and to use social media platforms when possible.

At the 2017 Governors Highway Safety Association (GHSA) Annual Conference, Iowa State Patrol Trooper Robert Conrad participated as a panelist for a conference workshop entitled “Drowsy Driving: More Common than You Think, More Deadly than You Know!” GTSB Bureau Chief Patrick Hoyer also served as the moderator of that session.

Planning and Administration / Program Management

Program Overview: The GTSB staff follow solid practices and policies for planning, programming, implementation, monitoring/review, follow-up and adjustment throughout the year. Staff is aware of crash data that is available to help develop data-driven and evidence-based program that provide for quantifiable results. Staff is familiar with the Problem Identification process and targets identified in the Highway Safety Plan and that State Strategic Highway Safety Plan (SHSP).

Staff is mindful of the importance of partnerships to work on common traffic safety goals. GTSB staff work grantees throughout the program year through general oversight and monitoring.

In addition to the management of contracts, each GTSB Program Administrator have specialized assignments which include ARIDE/DRE, Alcohol/Impairment, Distracted Driving, Occupant Protection, Youth, Social Media, and special Traffic Enforcement Program (sTEP).

Targets:

- Support traffic safety professionals throughout the state in regard to the implementation of safety strategies identified in the Highway Safety Plan and State Strategic Highway Safety Plan.
- Host the Annual Governor's Highway Traffic Safety Conference.
- Encourage agencies to develop multi-disciplinary partnerships.
- Continuously monitor and evaluate the effectiveness of projects toward the common goal to reduce fatalities and serious injuries on Iowa roadways.
- Work with statewide traffic safety stakeholders to update the State Strategic Highway Safety Plan

Strategies:

- Staff to service on special project teams, boards, and coalitions.
- Staff to represent the GTSB by participating in meetings throughout the state.
- Identify opportunities for highway safety initiatives throughout the state.

Outcomes/Results:

Through grant administration, staff was involved in planning, programming, implementation, monitoring, review, follow-up and adjustment. Staff members and job descriptions are provided on page 1.

Annually the GTSB hosts a Governor's Highway Traffic Safety Conference. The 2017 conference was held in Altoona, Iowa with 266 in attendance. One highlight of the conference is the Awards Banquet on the second day. Those receiving an award at the 2017 conference are listed below.

Commissioner's Award for Excellence in Traffic Safety

Adventureland Inn, Altoona, Iowa

AAA

Trooper Michelle Beck, Iowa State Patrol

Deputy Jesse Bell, Henry County Sheriff's Office

Trooper Robert C. Conrad, Iowa State Patrol

Trooper Travis Derr, Iowa State Patrol

Deputy Nicholas Hochberger, Story County Sheriff's Office

Officer Brandon Hollopeter, Sioux City Police Department

Sergeant Garrett Jahns, Blue Grass Police Department

Officer Kevin Lukan, Cedar Rapids Police Department

Trooper Joseph Scott, Iowa State Patrol

Officer Karen M. Smith, Dubuque Police Department

Trooper Kevin Veon, Iowa State Patrol

Senior Officer Andrew Wierck, Des Moines Police Department

Officer Josh Vander Zwaag, Ames Police Department



DRE Awards

Top Regional DREs:

Central: Officer Ryan Hauge, Ames Police Department

Central: Sergeant Josh Cizmadia, Nevada Police Department

Northwest: Officer Dan Plueger, LeMars Police Department

Northeast: Sergeant David Hinz, Blackhawk County Sheriff's Office

Southwest: Deputy Ben Bartholomew, Cass County Sheriff's Office

Iowa State Patrol: Trooper Marc Griggs

Kip Hayward Award:

Officer Dan Plueger, LeMars Police Department



2017 DRE Award Recipients

Annual Events and Projects to Promote and Enhance Partnerships

Multi-Disciplinary Safety Teams (MDSTs) - MDSTs provide for a collaborative approach to bring together engineering, law enforcement, emergency services, fire prevention, the Iowa Department of Transportation, the GTSB, and federal partners together to discuss traffic safety issues that are specific to their local area/jurisdiction. MDSTs provide a forum where participants can understand how their part of traffic safety coordinates with other

MDSTs and the partnership with In-Trans at Iowa State University is also discussed on page 36.

Fall Safety Workshops - Annually, the Fall Safety Workshop series provide a forum for interested traffic safety professionals to meet, learn, interact, share experiences, and provide opinions and/or suggestions for strengthening and expanding the overall safety programs for local roads. Attendees represent numerous disciplines including planning agencies, law enforcement, engineering, and consulting.



Fall Safety Workshop in Iowa City, October 2016.

In FFY 2017, 6 workshops were held at different locations throughout the state. The workshop series was funded by the Iowa Department of Transportation (DOT), Office of Traffic and Safety. Planning and presentations for the workshops are provided by several co-sponsors, including the Iowa Department of Transportation (Systems and Planning and Local System Offices), Federal Highway Administration (FHWA) – Iowa Division, the GTSB and the Iowa Technical Assistance Program (LTAP).

Road Safety Audits – Road Safety Audits are conducted annually when there is a concern about a specific segment of roadway. Audits enhance the importance of partnerships and networking for overall traffic safety.



In July 2017, a Road Safety Audit was conducted in Buchanan County, Iowa. This particular audit was conducted within an Amish community which has unique traffic safety issues and concerns due to the use of horse and buggy by many of the residents.

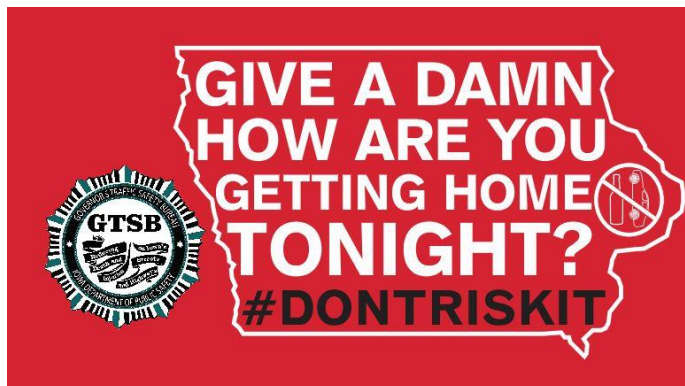


Miscellaneous Highlights/Special Events/Recognition

Iowa Vehicle Recall Project – Despite the best efforts of NHTSA to provide vehicle owners with the ability to identify whether a safety recall for their specific vehicle is incomplete by using NHTSA’s free online search at SaferCar.gov, an alarming number of vehicles are still operating on our highways with an active recall on their vehicle.

In 2017, Iowa initiated a pilot program to identify how serious of a problem incomplete recalls are in our state and to find different venues to alert drivers/owners that vehicle they are operating have an active recall.

Partnership with Doll Distributing –



In 2017, the Governor’s Traffic Safety Bureau began a new partnership with Doll Distributing in Des Moines, IA. Doll Distributing LLC is the largest alcohol distributor in Iowa and one of the largest in the Midwest. Doll serves 41 of Iowa’s 99 counties. The partnership stemmed on the importance of alternative transportation instead of drinking and driving. Doll developed drink coasters and menu sheets to display the message “Give a damn - How are you getting home tonight? #dontriskit”. These items were distributed to Doll’s 3,269 retailers. It is anticipated this partnership will continue into FFY 2018.

Traffic Safety Forum – The Governor’s Traffic Safety Bureau along with the National Highway Traffic Safety Administration held a Traffic Safety Forum on Friday, June 23, 2017, in Ankeny, Iowa. The forum was used to discuss best practices and common challenges facing the state traffic safety advocates. The purpose was to seek potential strategies to assist in improving Iowa’s overall traffic safety outlook.

GTSB Drowsy Driving PSA Wins a Silver Telly Award – The Governor’s Traffic Safety Bureau was honored as the recipient of a 2017 Telly Award for the “Don’t Wake Up to a Nightmare” TV public service announcement at the 38th Annual Telly Awards. The spot was created by The Integer Group and supports efforts to generate awareness around the dangers of drowsy driving.

Tow to Go – To help reduce impaired drivers from Iowa roadways, the GTSB, AAA and Budweiser launched the “Tow to Go” program across Iowa in 2017. The debut of the program was Super Bowl weekend. Anyone needing a safe way home can call for a ride with “Tow to Go” for a free ride during the time periods when the program is offered. A press conference was held at the Iowa Department of Public Safety on February 1, 2017.



Above: Iowa Department of Public Safety Commissioner Roxann Ryan spoke at the press conference to initiate “Tow to Go” in Iowa on February 1, 2017.

“Tow to Go” provides for a confidential local ride to a safe location. Partners in this endeavor urge everyone to plan ahead if they will be celebrating with alcohol and to encourage people to consider alternative transportation such as “Tow to Go”.

Federal Funds Expended on Projects

The Governor's Traffic Safety Bureau enters data at the project level in the Federal Grant Tracking System. The amount of federal funds expended and share to local benefit on each project is identified in the Final Voucher and is provided as ATTACHMENT B.

For Section 402, Iowa's share to local benefit was 58.03% in FFY 2017.

Partnerships for Success/Training, Technical Assistance and other Expertise

As key stakeholders in traffic safety, the staff of the GTSB actively participates in meetings, conferences, webinars and other training opportunities to strengthen knowledge and for the chance to network with other traffic safety partners. During 2017, there were changes in the GTSB staff due to retirements. Staff will continue to attend trainings in NHTSA's core areas of program management, financial management, data analysis, and instructor development.

Iowa maintains a strong relationship with NHTSA Region 7. The regional staff is available to provide direction, leadership and support. Iowa will continue to work with NHTSA and build upon collaborative efforts to reduce deaths and serious injuries related to traffic crashes.



ATTACHMENTS

ATTACHMENT A Public Awareness/Attitude Survey

ATTACHMENT B FFY 2017 Final Voucher

