

# IOWA'S BLUEPRINT FOR SAFETY

FFY 2010 HSP

# Mission Statement

**The Mission of the Iowa Governor’s Traffic Safety Bureau is to identify traffic safety problems and develop and implement with local and state agencies traffic safety programs designed to reduce death and injury on Iowa’s streets and highways.**

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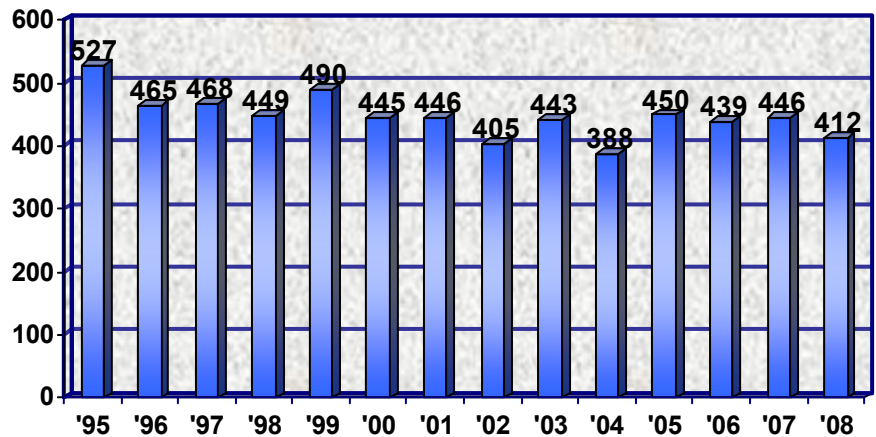
## Measuring the Success of Iowa’s Highway Safety Programs and Initiatives

Data provides a critical measure of the ultimate impact of federally-funded programs and countermeasures on the safety of Iowa’s roadways. The following section summarizes some key highway safety performance measures and the progress Iowa is making towards a safer roadway environment and a better quality of life for all Iowans.

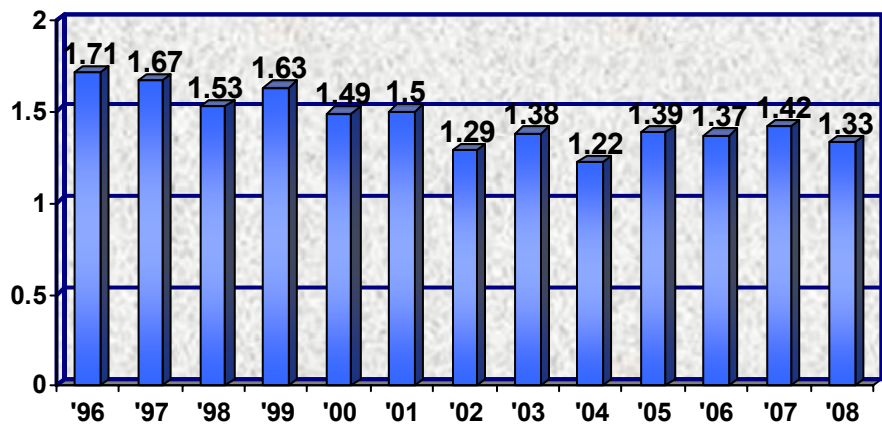
### Traffic Deaths & Iowa’s Mileage Death Rate

Iowa fatalities reached a 59-year low in 2004, falling below 400 for the first time since 1945. Unfortunately, traffic deaths have rebounded to more historic levels since that time. In 2008, aided by high gas prices and a weakening economy, Iowa recorded 412 highway deaths, down 34 or 8% from 2007 and Iowa’s 3rd lowest year since WW II. Since federally funded highway safety programs were initiated in the early 1970s, traffic fatalities in Iowa have declined by more than 50% falling from 912 in 1970 to 412 last year. Factors such as dramatic improvements in safety belt usage, reductions in the incidence of impaired driving, better roads, safer vehicles, enhanced traffic enforcement and improved emergency medical services have all played a key role in reducing highway crash tragedies. In FFY 2010, Iowa will continue with its comprehensive coordinated effort to become the first non-west coast state in the Nation to achieve 95% belt usage.

### Iowa Traffic Fatalities



### Iowa Traffic Fatality Rates



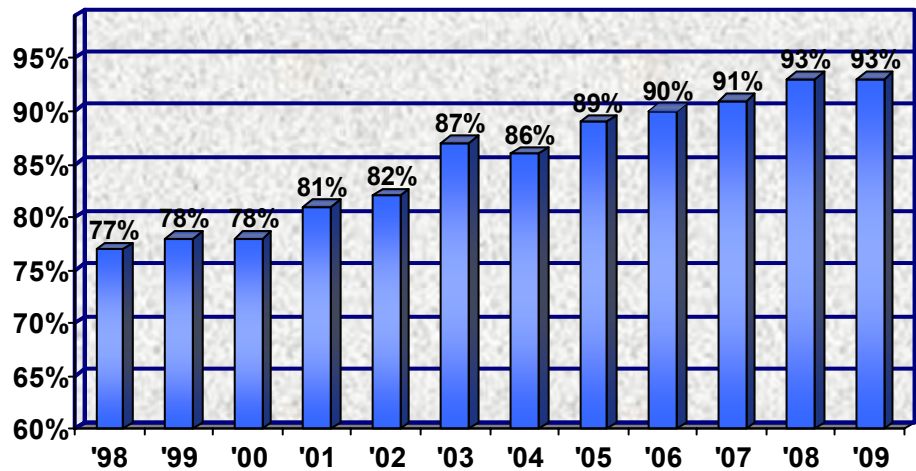
Iowa’s fatality rate also declined in 2008 to 1.33 per 100 million vehicle miles traveled (VMT). Iowa’s rate remains comparable to the national average despite being a rural state with one of the oldest populations and a much higher level of commercial vehicle travel, all factors which push fatality rates higher.

## Safety Belt Use

Lack of a safety belt use remains a major contributor to death and serious injury in Iowa. Statewide safety belt use reached an all-time high in 2009 with 93.1%. During the past decade, nearly 500,000 additional Iowans are regularly using their safety belts. Iowa's use rate is the highest in NHTSA's Region 7 and is 8th best in the Nation. Rates continue to climb with 78% use just a decade ago.

Each percent of increase means at least 28,000 more Iowans are buckling up.

## Iowa Safety Belt Use Rates



## Highway Safety Performance Measures

The highway safety performance measures in this section help to ascertain Iowa's progress in reducing death and serious injury by providing key tools to measure Iowa's progress in improving highway safety and impacting the quality of the traveling milieu for Iowans and those who visit and traverse the state.

### Traffic Fatalities

- ☑ To decrease traffic fatalities **3 percent** from the **2004-2008** calendar base year average of **427** to **414** by **December 31, 2012**.

### Serious Injuries

- ☑ To decrease serious injuries **3 percent** from the **2004-2008** calendar base year average of **1,877** to **1,821** by **December 31, 2012**.

### Fatalities/VMT

- ☑ To decrease fatalities/VMT from the **2004-2008** calendar base year average of **1.37** to **1.33** by **December 31, 2012**.

### Rural Fatalities/VMT

- ☑ To decrease rural fatalities/VMT from the **2004-2007** calendar base year average of **1.85** to **1.79** by **December 31, 2012**.

### Urban Fatalities/VMT

- ☑ To decrease urban fatalities/VMT from the **2004-2007** calendar base year average of **.68** to **.66** by **December 31, 2012**.

### Unrestrained Passenger Vehicle Occupant Fatalities

- ☑ To decrease unrestrained passenger vehicle occupant fatalities in all seating positions **4 percent** from the **2004-2008** calendar base year average of **140** to **134** by **December 31, 2012**.

### Alcohol-Impaired Driving Fatalities

- ☑ To decrease alcohol impaired driving fatalities **4 percent** from the **2004-2008** calendar base year average of **105** to **101** by **December 31, 2012**.

### Speeding Related Fatalities

- ☑ To decrease speeding-related fatalities **3 percent** from the **2004-2008** calendar base year average of **37** to **36** by **December 31, 2012**.

### Motorcyclist Fatalities

- ☑ To decrease motorcyclist fatalities **2 percent** from the **2004-2008** calendar base year average of **51** to **50** by **December 31, 2012**.

### Unhelmeted Motorcyclist Fatalities

- ☑ To decrease unhelmeted motorcyclist fatalities **2 percent** from the **2004-2008** calendar base year average of **40.4** to **39.6** by **December 31, 2012**.

### Drivers Age 20 or Younger Involved in Fatal Crashes

- ☑ To decrease drivers age 20 or younger involved in fatal crashes **4 percent** from the **2004-2008** calendar base year average of **78** to **75** by **December 31, 2012**.

### Pedestrian Fatalities

- ☑ To reduce pedestrian fatalities **5 percent** from the **2004-2008** calendar base year average of **23** to **22** by **December 31, 2012**.

### Seat Belt Use Rate

- ☑ To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles **2 percentage points** from the **2009** calendar base year average usage rate of **93 percent** to **95** by **12/31/12**.

### Changes in Behavior, Awareness and Attitude Survey

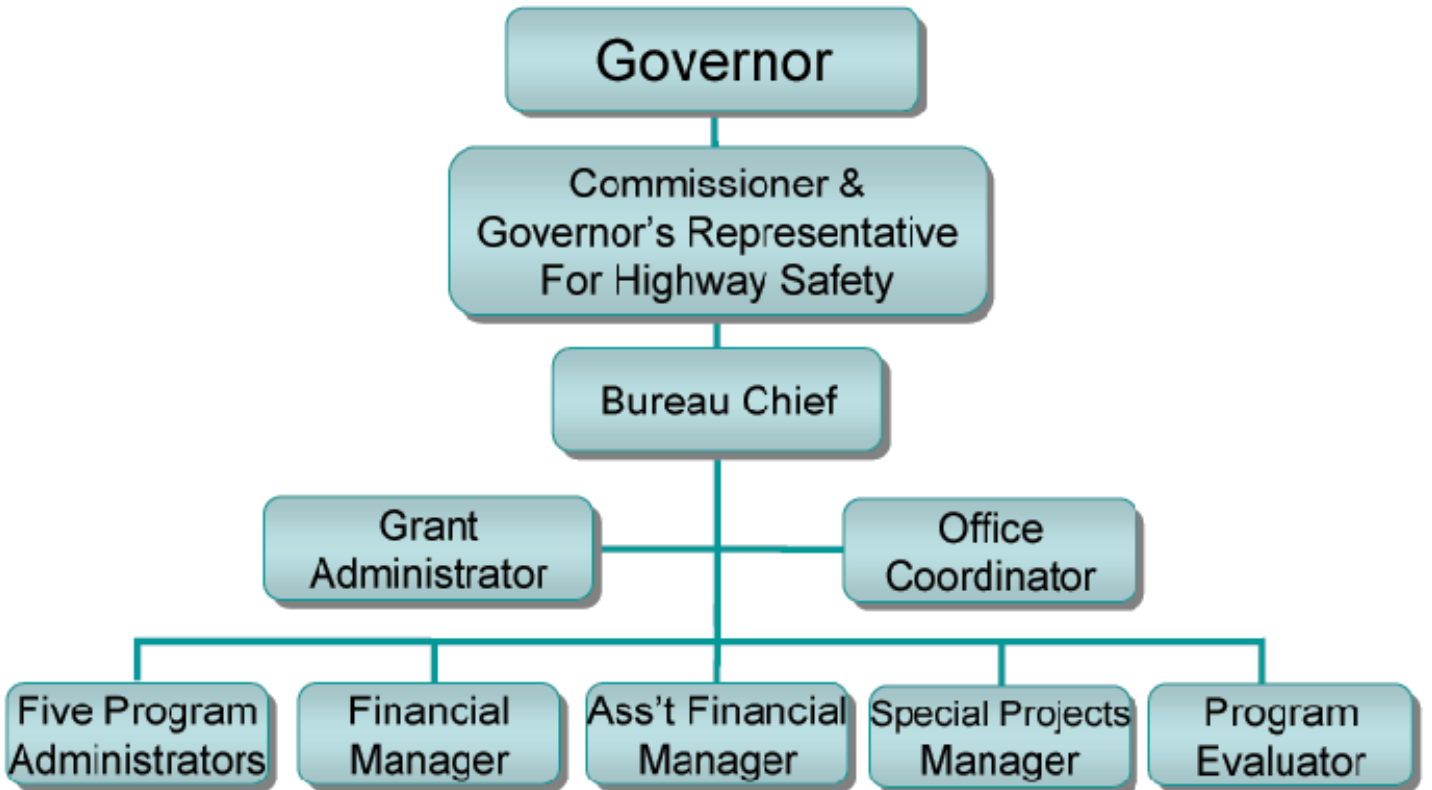
- ☑ Iowa will conduct a **Behavior Awareness Survey** during FFY 2010 following the recommendations of the National Highway Traffic Administration and the Governor's Highway Safety Association.

Listed below are the numbers of OWI, seat belt and speed citations recorded during FFY 2008 as a result of grant-funded enforcement activity:

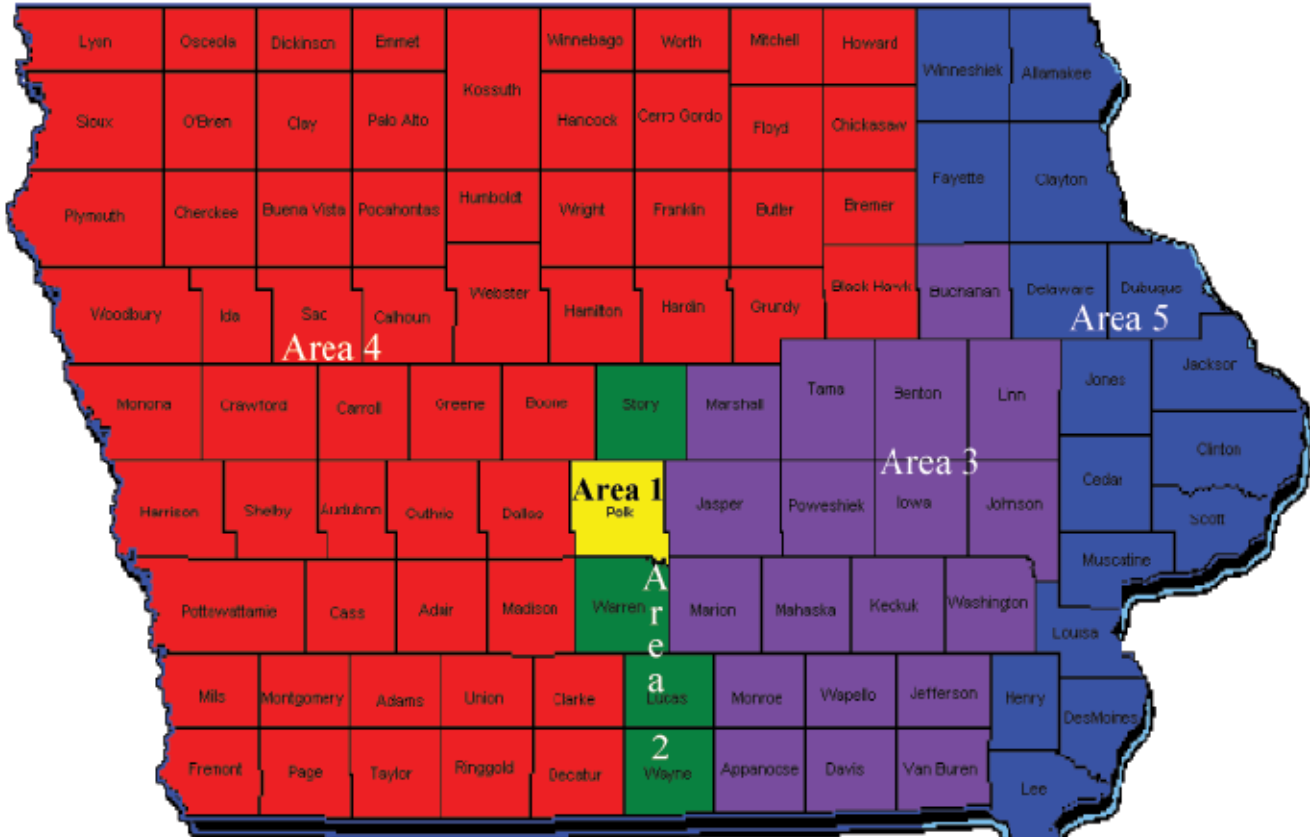
- ☑ **10,591** OWI enforcement contacts including more than **3,500** OWI arrests
- ☑ **25,778** seat belt enforcement contacts including **17,500<sup>+</sup>** seat belt citations
- ☑ **109,459** speed enforcement contacts including over **65,000** speed citations

The Governor's Traffic Safety Bureau will continue to report OWI, seat belt and speed citations resulting from grant funded enforcement activity in subsequent Highway Safety Plans and will include this data in its FFY 2009 and FFY 2010 Annual Evaluation Reports, as has been done in past years.

State of Iowa  
Department of Public Safety  
**Governor's Traffic Safety Bureau**



## GTSB Program Administrators' Contract Areas



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# Iowa 2010 Highway Safety Plan

## Iowa Governor's Traffic Safety Bureau 2010 Outreach Calendar

January							February							March						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
11	12	13	14	15	16	17	14	15	16	17	18	19	20	14	15	16	17	18	19	20
18	19	20	21	22	23	24	21	22	23	24	25	26	27	21	22	23	24	25	26	27
25	26	27	28	29	30	31	28							28	29	30	31			

April							May							June						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	4	5	6	7	8	9	3	4	5	6	7	8	9	6	7	8	9	10	11	12
11	12	13	14	15	16	17	10	11	12	13	14	15	16	13	14	15	16	17	18	19
18	19	20	21	22	23	24	17	18	19	20	21	22	23	20	21	22	23	24	25	26
25	26	27	28	29	30		24	25	26	27	28	29	30	27	28	29	30			
						31	31													

July							August							September						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		

October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	1	2	3	4	5	6				1	2	3	4	
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

  Art Festival  
   Conference/Awards  
   CPS Week  
   Paid Media  
   Saturation Patrol  
   State Fair  
   sSTEP Wave

<b>January - February</b> Super Bowl Sunday <i>Fans Don't Let Fans Drive Drunk</i> Black History Month (February)	<b>June</b> Operation Northern Lights DM Art Festival	<b>October</b> Operation Western Expansion Halloween <i>Buckle Up America Every Trip Every Time</i> International Walk to School Month Drive Safety to Work Week (2nd wk) National Teen Driver Safety Week (3rd wk) National School Bus Safety Week (4th wk)
<b>March</b> sSTEP Wave DDOLUA St. Patrick's Day Parade <i>Designate a Sober Driver this St. Patty's Day</i> GTSB Conference & Awards 29th-31st	<b>July</b> sSTEP Wave DDOLUA Operation Is Ride Your Motorcycle to Work Day National Stop on Red Week (1st wk)	<b>November</b> sSTEP Wave CIOF Thanksgiving Holiday
<b>April</b> Operation Southern Exposure Naff Work Zone Awareness Week (2nd wk) Alcohol Awareness Month	<b>August</b> Operation Eastern H.E.A.T. Iowa State Fair 12th-22nd sSTEP Wave DDOLUA <i>Back to School Safety</i>	<b>December</b> 3-D Month Holiday Season <i>Drunk Driving Over the Limit Under Arrest</i>
<b>May</b> Cinco de Mayo 5th Operation Midway sSTEP Wave CIOF National Bike Month (Bike to Work Day 15th) Motorcycle Safety Awareness Month National Youth Traffic Safety Month EMS Week (3rd wk)	<b>September</b> sSTEP Wave DDOLUA CPS Week & Nat'l Seat Check Saturday Bike to I-town 17th <i>4 Steps 4 Kids</i> Hispanic Heritage Month National Alcohol & Drug Addiction Recovery Month	





## 2010 Highway Cost Summary

Program Area Code	HSP Approved Program Funds	State/Local Funds	----- Federally Funded Programs -----			Federal Share to Local
			Previous Balance	Increase/- (Decrease)	Current- Balance	
PA-10-01	\$240,000.00	\$240,000.00	\$0.00	\$305,000.00	\$480,000.00	\$0.00
AL-10-02	\$1,085,735.00	\$53,508.00	\$0.00	\$17,603.00	\$1,139,243.00	\$1,000,735.00
OP-10-03	\$1,029,495.00	\$9,000.00	\$0.00	\$244,287.00	\$1,038,495.00	\$176,775.00
PT-10-04	\$4,082,945.00	\$2,323,307.00	\$0.00	\$2,954,474.00	\$6,406,252.00	\$4,082,945.00
PS-10-08	\$32,000.00	\$27,200.00	\$0.00	(\$3,693.00)	\$59,200.00	\$15,000.00
RS-10-10	\$170,000.00	\$0.00	\$0.00	\$20,000.00	\$170,000.00	\$170,000.00
YA-10-11	\$85,000.00	\$0.00	\$0.00	\$0.00	\$85,000.00	\$85,000.00
K2-10-00	\$1,243,552.00	\$1,109,187.00	\$0.00	(\$15,121.00)	\$2,352,739.00	\$1,243,552.00
K2PM-10-00	\$250,000.00	\$0.00	\$0.00	\$125,000.00	\$250,000.00	\$0.00
K4-10-00	\$2,617,647.00	\$0.00	\$0.00	(\$952,072.00)	\$2,617,647.00	\$2,430,647.00
K4PM-10-00	\$180,000.00	\$0.00	\$0.00	\$0.00	\$180,000.00	\$0.00
K6-10-00	\$298,594.00	\$0.00	\$0.00	\$160,495.00	\$298,594.00	\$248,594.00
K8-10-00	\$3,768,685.00	\$1,874,598.00	\$0.00	\$1,373,134.00	\$5,643,283.00	\$2,617,185.00
K8PM-10-00	\$120,000.00	\$0.00	\$0.00	(\$125,000.00)	\$120,000.00	\$0.00
K9-10-00	<u>\$806,437.00</u>	<u>\$130,000.00</u>	<u>\$0.00</u>	<u>\$165,338.00</u>	<u>\$936,437.00</u>	<u>\$806,437.00</u>
<b>Total</b>	<b>\$16,010,090.00</b>	<b>\$5,766,800.00</b>	<b>\$0.00</b>	<b>\$4,269,445.00</b>	<b>\$21,776,890.00</b>	<b>\$12,876,870.00</b>

## Planning & Administration

### Objectives

- ☑ To provide the management/financial expertise necessary to plan, contract, monitor and evaluate Iowa's highway safety program.
- ☑ To provide the administrative capabilities necessary to support total program efforts.
- ☑ To provide financial training and information to contractors.

### Strategies

- ☑ Maintain adequate staff to assist the Financial Manager in the timely processing of claims and other financial documents.
- ☑ Begin migration to electronic grant system including application, contract, claim and grant tracking.

### Program Description

Three full-time positions in the Governor's Traffic Safety Bureau are funded from within the Planning and Administration emphasis area. These positions are the GTSB Chief, the Financial Manager and the Administrative Assistant. Mr. Larry Sauer serves as the GTSB Bureau Chief. Larry joined the staff in December 2007 after a 36-year career in law enforcement. He provides supervision for 11 full-time GTSB employees and is the signatory authority for financial and program operations. Larry is active in the Governor's Highway Safety Association, serving as the Region 7 Representative on the GHSA Board. Larry also serves on Iowa's Traffic Safety Alliance Leadership Team.

Ms. Elizabeth Chipp serves as the Bureau's Financial Manager and is responsible for all financial reporting requirements including the preparation of the financial information included in the Highway Safety Plan and the Annual Evaluation Report. She oversees all budgetary aspects of the Bureau's highway safety program and maintains NHTSA's Grant Tracking System. She handles the preparation and submission of Change Orders and prepares budget information for the Bureau. In addition, she provides financial assistance to staff and program contractors and maintains the Bureau's financial files. Beyond her other duties, Ms. Chipp serves as the Bureau's liaison with other financial management personnel in the Department of Public Safety and the National Highway Traffic Safety Administration.

In FFY 2009, Ms. Jennifer Parsons joined the GTSB staff. Ms. Parsons provides primary assistance to Ms. Chipp, processing contract reimbursements and travel reimbursements for both contractors and GTSB staff. Ms. Parsons also provides data entry of all law enforcement contact numbers into a new Access database. In addition, she maintains a new multiple year "Audit" filing system by agency which includes their status reports as well as the Program Administrator's monitoring and site visit reports.

Ms. Sandy Bennett is the Grants Administrator for the Bureau. She handles all aspects of the grant process. During FFY 2009, Ms. Bennett assumed responsibility for the Bureau's transition to the State of Iowa's electronic grant system. She meets bi-weekly with the State of Iowa Core Web Team and representatives from Dulles Tech, the agency that Iowa contracted with for this technology. Ms. Bennett developed an electronic grant application for the Bureau's Section 406 funded special Traffic Enforcement Program, posted it to the system and is the point of contact for nearly 200 law enforcement agencies that applied for funding. She created an Application Score Sheet and assigned staff to review grant applications. She will create an on-line reporting form, contractual agreement and all other contract-related documents and processes. Ms. Bennett will also provide WebGrant training to the Bureau staff and to all GTSB grantees. This process will be repeated later this year when Section 402 and 410 contracts will move into the electronic realm as well. In the upcoming year, Ms. Bennett

## Iowa 2010 Highway Safety Plan

will also provide primary assistance in the preparation of federal grant applications, the Problem Identification, Highway Safety Plan and Annual Evaluation Report. She will prepare most Bureau correspondence and maintain contractual and personnel Bureau files. Also new for FFY 2010, Ms. Bennett will be responsible for maintaining the Bureau's PowerDMS policies, guidelines and forms, posting them to the PowerDMS System and maintaining that system for the Bureau. She will continue to prepare agency activity schedules, ensure federal and state deadlines are met, provide a monthly tracking report of contractor and Program Administrator reporting compliance and handle travel arrangements for Bureau staff.

Program management, financial expertise and administrative support will be provided for planning, implementing, monitoring and evaluating federal highway safety programs. Financial information, training and program oversight will be provided to all Governor's Traffic Safety Bureau contractors. The FFY 2010 Highway Safety Plan, Annual Evaluation Report and all financial documents will be submitted on a timely basis.

### **Budget – 402 Planning & Administration**

<u>Program</u>		<u>Total</u>	<u>Federal</u>	<u>State</u>	<u>Local</u>	<u>Local</u>
<u>Area Code</u>	<u>Contracting Agency</u>	<u>Costs</u>	<u>Share</u>	<u>Share</u>	<u>Share</u>	<u>Benefit</u>
PA-10-01-01	Governor's Traffic Safety Bureau	\$240,000	\$240,000	\$0	\$0	\$0
	(Personal Services \$202,000)					
	(Commodities \$ 18,000)					
	(Equipment \$ 6,000)					
	(Indirect Costs \$ 14,000)					
PA-10-01-02	Soft Match	\$240,000	\$0	\$240,000	\$0	\$0
<b>Total</b>		<b>\$480,000</b>	<b>\$240,000</b>	<b>\$240,000</b>	<b>\$0</b>	<b>\$0</b>

## Alcohol Program

### Objectives

- ☑ To decrease alcohol-related fatalities from the 2004-2008 average of 105 to 101 by December 31, 2012.
- ☑ To achieve and maintain an alcohol-related fatality rate of .33 fatalities per 100 million VMT or lower by December 31, 2012.
- ☑ To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by 12-31-12.

### Strategies

- ☑ Emphasize nighttime traffic enforcement (9:00 p.m.-3:00 a.m.) when over 60% of alcohol-related fatalities occur by requiring that GTSB-funded overtime enforcement be directed at high-risk locations and during high-risk hours.
- ☑ Further emphasizing nighttime enforcement by requiring all enforcement agencies to conduct at least one multi-agency belt/impaired driving enforcement event at night.
- ☑ Expand GTSB's impaired driving enforcement efforts by including an additional 18 high-alcohol problem counties in the program eligibility for Section 410 funding.

### Program Description

The five enforcement agencies funded under the 402 alcohol emphasis area represent just the tip of the iceberg in terms of impaired driving enforcement in Iowa. These agencies will be joined by 24 other Section 402-funded law enforcement agencies, 84 enforcement agencies funded with Section 410 impaired driving monies and 189 Section 406 special traffic enforcement program contractors.

Thanks to the multi-agency, multi-faceted approach, coupled with a strong sustained public information and education effort, effective adjudication and an on-going law enforcement training effort, Iowa experienced one of its best years ever in reducing impaired driving deaths in 2008. A total of 79 drinking/impaired driving related traffic fatalities were recorded. This is 32 less than in 2007, which is nearly a 30% reduction from the 111 deaths that year. The 2008 number represents the second lowest on record since the 78 deaths recorded in 2004. The decline in impaired driving fatalities was responsible for more than 90% of the overall decline in Iowa's 2008 traffic fatalities. Alcohol related injuries set an all-time low at 1,545, which is down more than 10% from 2007 and more than 20% this decade. These numbers compare very favorably to the early 1990s when 210 annual fatalities and 3,900 annual injuries resulted from impaired driving. Based on 2008 data, Iowa is expected to have the second lowest percentage of drunk driving related fatalities in the entire United States for the second year in a row.

As outlined in Strategies, Iowa will continue FFY 2009 efforts to increase nighttime enforcement, when over 60% of alcohol-related fatalities and injuries occur. State, county and local law enforcement agencies, utilizing GTSB overtime funds, provide multi-agency enforcement projects targeted at identified high risk locations, vehicle safety checkpoints, local and area wide saturation patrols, nighttime enforcement initiatives and special projects, sheriffs' offices, police departments and the Iowa State Patrol will continue to make impaired driving interdiction a cornerstone of their overall enforcement efforts.

FFY 2009 featured special emphasis by Iowa law enforcement on Iowa's Top 22 problem counties during summer months along with innovative enforcement efforts such as the Iowa State Patrol's "Safe Saturdays" which put every uniformed trooper on Iowa roadways each Saturday during June of 2009. FFY 2010 will

see a continuation of successful efforts from '08/'09 as well as some new strategies, including Friday night enforcement emphasis and utilization of the Iowa DOT's 5% highest-risk rural road data.

Iowa also benefits from a strong DECP (Drug Evaluation & Classification Program) led by the Iowa DRE Board and coordinated by DRE Coordinator Denny Becker with 130 certified DRE (Drug Recognition Expert) officers across the State. During FFY 2009, an additional 14 officers began the DECP process to become certified DREs. By the beginning of FFY 2010, an additional 12 officers are expected to complete the DECP certification process boosting Iowa's total number of DRE officers to 142.

Beyond enforcement, essential components of an overall impaired driving reduction strategy such as judicial training, prosecutorial training, law enforcement training and innovative public information and education concepts, led by long-time GTSB contractor, The Integer Group, will continue. Iowa partners actively with NHTSA, using paid media for national ads during the Drunk Driving. Over the Limit. Under Arrest campaign in August and September of each year. A public information effort that was new last year and will be continued for FFY 2010 will be done through a grant with Greater DM Baseball. A GTSB traffic safety message will be displayed at the Iowa Cubs Principal Park on a 7' x 19' outfield fence sign. There will also be a 3'x 6' backlit sign at the main concourse area of the park using NHTSA's DDOLUA message. Additionally, just outside the ball park on a 4' x 8' digital marquee, the DPS/GTSB logo will appear eight times per hour with an additional changing traffic safety message.

Impaired driving enforcement support will again be provided by the Department of Public Safety's Division of Criminal Investigation Laboratory. The DCI Lab is in the midst of upgrading evidentiary breath testing devices across the state and training agencies on their proper use. The Lab is invaluable to Iowa's prosecution of impaired drivers and contributes significantly to Iowa's low recidivism rate.

**Budget – 402 Alcohol**

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
AL-10-02-01	Burlington Police Department	\$26,500	\$17,500	\$0	\$9,000	\$17,500
AL-10-02-02	Clinton Police Department	\$58,350	\$34,000	\$0	\$24,350	\$34,000
AL-10-02-03	ISU Department of Public Safety	\$25,771	\$18,685	\$0	\$7,086	\$18,685
AL-10-02-04	Ottumwa Police Department	\$59,572	\$46,500	\$0	\$13,072	\$46,500
AL-10-02-05	Mason City Police Department	\$16,500	\$16,500	\$0	\$0	\$16,500
AL-10-02-10	Marshall County Sheriff's Office	\$9,900	\$9,900	\$0	\$0	\$9,900
AL-10-02-11	Division of Criminal Investigation Lab	\$527,500	\$527,500	\$0	\$0	\$527,500
AL-10-02-12	The Integer Group	\$85,000	\$85,000	\$0	\$0	\$0
AL-10-02-14	Greater DM Baseball	\$11,200	\$11,200	\$0	\$0	\$11,200
AL-10-02-20	Cerro Gordo County Sheriff's Office	\$3,700	\$3,700	\$0	\$0	\$3,700
AL-10-00-03	GTSB - Travel	\$1,000	\$1,000	\$0	\$0	\$1,000
AL-10-00-05	GTSB - Printing/Promotional Items	\$30,000	\$30,000	\$0	\$0	\$30,000
AL-07-01-00	GTSB - Program Management	\$252,250	\$252,250	\$0	\$0	\$252,250
AL-07-02-00	ISU - GTSB Conference	\$32,000	\$32,000	\$0	\$0	\$32,000
<b>Total</b>		<b>\$1,139,243</b>	<b>\$1,085,735</b>	<b>\$0</b>	<b>\$53,508</b>	<b>\$1,000,735</b>

## Occupant Protection Program

### Objectives

- ☑ To reduce unrestrained vehicle occupant fatalities from the 2004-2008 average of 140 to 134 by December 31, 2012.
- ☑ To achieve a statewide safety belt use rate of 95% by December 31, 2012.
- ☑ To achieve a statewide child restraint use rate of 92% by December 31, 2012.

### Strategies

- ☑ Target low use populations. Nighttime belt use among fatally injured traffic crashes victims is 39%, markedly lower than day time crash victims at 56%. Strong emphasis will be put on nighttime seat belt enforcement with all 100+ 402 and 410 agencies require to conduct at least one multi-agency nighttime belt enforcement event.
- ☑ Target belt use enforcement at areas with a high incidence of unbelted victims in crashes utilizing the 5% high-crash locations and road segments information developed by IDOT.
- ☑ Target daytime enforcement at high crash/low belt use populations such as men ages 18-34.

### Program Description

Lack of occupant protection use, along with impaired driving, remains the prime killer in crashes on Iowa's roadways. In 2008 alone, 170 persons died unbelted in Iowa crashes, despite a 93% average statewide safety belt usage rate, which places Iowa at #7 in the Nation. In July of 2008, a statewide seat belt usage survey encompassing 100 sites and nearly 14,000 observations showed a usage rate of 92.9%, up 1.6% from the 2007 survey.

Successful 402 efforts continuing from FFY 2009 include a statewide PI&E campaign consisting of both television and radio PSAs produced under contract with The Integer Group. Iowa's newest seat belt PSA, Maniacs, is receiving extensive television and billboard coverage and will also be featured on Internet and Web venues including Facebook and YouTube. The Polk City Police Department will receive funds to support the Central Iowa Traffic Safety Task Force (CITSTF) made up of police departments and sheriffs' offices in Polk and Dallas counties along with the DOT Enforcement Division, the Iowa Department of Public Health Bureau of Emergency Medical Services and the Iowa Law Enforcement Academy. These agencies meet regularly to plan and implement special traffic enforcement efforts including traffic safety checkpoints and distribution of educational materials. They also hold an annual one-day seminar to educate local prosecutors and law enforcement personnel in traffic safety issues.

The Iowa State Patrol will spearhead enforcement activities funded under the 402 Occupant Protection emphasis area. Joining them in this effort are police departments from Dubuque and Johnston. As with all other 402 and 410 enforcement contractors funded in FFY 2010, these agencies will each conduct traffic enforcement that includes at least one nighttime activity focusing on safety belt use. Additionally, the Bureau requires an occupant protection enforcement component in every enforcement contract it administers. That includes over 100 law enforcement agencies participating in Iowa's 402 and 410 programs. Above and beyond the enforcement components within the 402 Occupant Protection emphasis area, each of these contracts will include funds for educational materials.

Efforts planned in Iowa's Section 402 program will continue to receive support from programs funded in Sections 405 and 406. In all, GTSB-funded enforcement and public education projects reach 90 of Iowa's 99 counties representing over 90% of the state's population. With these programs in place, Iowa is geared up to reach our goal of 95% safety belt use by the Year 2010.

## Iowa 2010 Highway Safety Plan

### Budget – 402 Occupant Protection

<u>Program</u> <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total</u> <u>Costs</u>	<u>Federal</u> <u>Share</u>	<u>State</u> <u>Share</u>	<u>Local</u> <u>Share</u>	<u>Local</u> <u>Benefit</u>
OP-10-03-01	The Integer Group	\$85,000	\$85,000	\$0	\$0	\$0
OP-10-03-02	Polk City PD CITSTF	\$7,500	\$7,500	\$0	\$0	\$7,500
OP-10-03-06	Dubuque Police Department	\$26,700	\$20,025	\$0	\$6,675	\$20,025
OP-10-03-07	Krogman & Associates	\$2,500	\$2,500	\$0	\$0	\$0
OP-10-03-08	Iowa State Patrol	\$170,000	\$170,000	\$0	\$0	\$0
OP-10-03-09	Iowa State Patrol	\$344,000	\$344,000	\$0	\$0	\$0
OP-10-03-10	Creative Visions	\$37,000	\$37,000	\$0	\$0	\$0
OP-10-03-15	Johnston Police Department	\$9,300	\$6,975	\$0	\$2,325	\$6,975
OP-10-03-20	Norwalk Police Department	\$1,725	\$1,725	\$0	\$0	\$1,725
OP-10-03-21	West Des Moines Police Dept	\$3,550	\$3,550	\$0	\$0	\$3,550
OP-10-00-03	GTSB - Travel	\$5,000	\$5,000	\$0	\$0	\$5,000
OP-10-00-04	GTSB - Training Travel	\$1,000	\$1,000	\$0	\$0	\$1,000
OP-10-00-05	GTSB - Printing/Promotional Items	\$55,000	\$55,000	\$0	\$0	\$55,000
OP-10-00-06	GTSB - Fair Booth	\$41,000	\$41,000	\$0	\$0	\$41,000
OP-07-01-00	GTSB - Program Management	\$217,220	\$217,220	\$0	\$0	\$3,000
OP-07-02-00	ISU - GTSB Conference	\$32,000	\$32,000	\$0	\$0	\$32,000
<b>Total</b>		<b>\$1,038,495</b>	<b>\$1,029,495</b>	<b>\$0</b>	<b>\$9,000</b>	<b>\$176,775</b>

## Police Traffic Services Program

### Objectives

- ☑ To decrease traffic fatalities from the 2004-2008 average of 427 to 414 by 12-31-12.
- ☑ To decrease fatalities/VMT from the 2004-2008 average of 1.37 to 1.33 by 12-31-12.
- ☑ To decrease serious injuries by 3 percent from the 2004-2008 average of 1,877 to 1,821 by December 31, 2012.

### Strategies

- ☑ Expand nighttime traffic enforcement efforts aimed at seat belt and impaired driving interdiction. Nearly half of Iowa's 412 fatality victims in 2008 had 2 things in common: 1) they were unbelted and/or 2) the fatal crash involved an impaired driver.
- ☑ Target "focus areas" for speed, seat belt and impaired driving interdiction using IDOT's 5% high-crash location maps.
- ☑ Direct enforcement at areas both in and beyond Iowa's Top 22 problem counties located by comprehensive problem identification data ensuring optimal use of GTSB funded overtime and equipment.

### Program Description

In 2008, Iowa had 412 traffic deaths, 34 less than in 2007, making it the 3rd lowest since WW II. Iowa set modern lows for traffic deaths twice in this decade with 405 fatalities in 2002 and 388 fatalities in 2004. Collective fatalities since 2000 are the lowest for any decade since the 1940s.

Programs funded under the Police Traffic Services emphasis area are predominantly enforcement based. During FFY 2010, GTSB funds will support 10 police departments, five sheriffs' offices, ISU Department of Public Safety and the Black Hawk Consolidated Public Safety Communications Center. All local enforcement contracts will include contact goals for occupant protection, alcohol/impaired driving and serious moving violations, especially speed and stop sign/light violations. All PTS contractors will participate in cooperative, multi-agency enforcement efforts including saturation patrols, corridor enforcement and vehicle safety inspection checkpoints. In Central Iowa, police departments and sheriffs' offices in Polk and Dallas counties spearhead cooperative events and public information efforts under the umbrella of the Central Iowa Traffic Safety Task Force or CITSTF.

Two major enforcement initiatives will play a critical role in the FFY 2010 PTS program. One is the statewide nighttime safety belt enforcement initiative. In 2008, a total of 170 Iowans died unbelted in crashes. This is by far the leading cause of death as a result of motor vehicle crashes in Iowa, outnumbering the #2 (impaired driving) and #3 (motorcycle) causes combined. An analysis of Iowa fatality data for 2005-2007 showed that more than 61% of all nighttime traffic crash fatality victims were unbelted, far higher than the daytime figure of 43%. It is estimated that nighttime travelers are at least 2½ times more likely to die in a crash, per mile driven, than their daytime counterparts. All PTS contractors will be required to focus efforts at high-risk locations during high-risk hours and to participate in at least one multi-agency nighttime safety belt enforcement event, in cooperation with neighboring local and county law enforcement and/or the Iowa State Patrol.

A second major thrust for FFY 2010 will be a concentrated effort to push Iowa's traffic fatality total below 400. One strategy for achieving this goal is a concentrated focus on Iowa's Top 22 Problem counties. These counties account for nearly 45% of Iowa's traffic deaths and more than 50% of all serious injuries and impaired related injuries and nearly 65% of the state's total traffic injuries.



## Iowa 2010 Highway Safety Plan

Accompanied by state and national paid media as well as Iowa's own PSAs, statewide law enforcement by agencies of all sizes and jurisdictions form the cornerstone of Iowa's efforts to reduce the tragic impact of the state's #1 highway killer: non-use of safety belts.

These efforts initiated in the PTS program area should put Iowa in a very good position to reduce the statewide fatality rate, the number of serious traffic injuries and the number of traffic deaths.

### Budget – 402 Police Traffic Services

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
PT-10-04-01	Bettendorf Police Department	\$93,386	\$63,850	\$0	\$29,536	\$63,850
PT-10-04-03	Ankeny Police Department	\$9,200	\$6,900	\$0	\$2,300	\$6,900
PT-10-04-04	Black Hawk Communication Center	\$5,700	\$1,875	\$0	\$3,825	\$1,875
PT-10-04-05	Coralville Police Department	\$35,670	\$25,550	\$0	\$10,120	\$25,550
PT-10-04-09	Cedar Falls Police Department	\$21,763	\$7,500	\$0	\$14,263	\$7,500
PT-10-04-10	Davenport Police Department	\$25,000	\$25,000	\$0	\$0	\$25,000
PT-10-04-11	Epworth Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
PT-10-04-12	De Witt Police Department	\$20,450	\$14,000	\$0	\$6,450	\$14,000
PT-10-04-14	Fayette County Sheriff's Office	\$12,000	\$12,000	\$0	\$0	\$12,000
PT-10-04-15	Iowa County Sheriff's Office	\$3,900	\$3,900	\$0	\$0	\$3,900
PT-10-04-17	Johnson County Sheriff's Office	\$37,408	\$14,760	\$0	\$22,648	\$14,760
PT-10-04-18	Marshalltown Police Department	\$10,315	\$7,840	\$0	\$2,475	\$7,840
PT-10-04-19	Lee County Sheriff's Office	\$11,500	\$8,625	\$0	\$2,875	\$8,625
PT-10-04-20	Marion Police Department	\$40,000	\$19,500	\$0	\$20,500	\$19,500
PT-10-04-21	Muscatine Police Department	\$15,000	\$11,250	\$0	\$3,750	\$11,250
PT-10-04-22	Story County Sheriff's Office	\$17,565	\$13,000	\$0	\$4,565	\$13,000
PT-10-04-23	University of Iowa Public Safety	\$14,300	\$14,300	\$0	\$0	\$14,300
PT-10-04-30	Benton County Sheriff's Office	\$3,000	\$3,000	\$0	\$0	\$3,000
PT-10-04-31	Carlisle Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
PT-10-04-32	Council Bluffs Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
PT-10-04-33	Dubuque County Sheriff's Office	\$1,500	\$1,500	\$0	\$0	\$1,500
PT-10-04-34	Evansdale Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
PT-10-04-35	Linn County Sheriff's Office	\$9,000	\$9,000	\$0	\$0	\$9,000
PT-10-04-36	Oskaloosa Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
PT-10-04-37	University of Northern Iowa DPS	\$1,500	\$1,500	\$0	\$0	\$1,500
PT-10-04-38	Urbandale Police Department	\$7,000	\$7,000	\$0	\$0	\$7,000
PT-10-04-39	Washington County Sheriff's Office	\$15,000	\$15,000	\$0	\$0	\$15,000
PT-10-04-40	Waukee Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
PT-10-00-01	GTSB - Programs	\$3,212,865	\$3,212,865	\$0	\$0	\$3,212,865
PT-10-00-02	Soft Match	\$2,200,000	\$0	\$2,200,000	\$0	\$0
PT-10-00-03	GTSB - Travel	\$5,000	\$5,000	\$0	\$0	\$5,000
PT-10-00-04	GTSB - Training Travel	\$4,000	\$4,000	\$0	\$0	\$4,000
PT-10-00-05	GTSB - Printing/Promotional Items	\$500	\$500	\$0	\$0	\$500
PT-10-00-06	GTSB - Enforcement Projects	\$500	\$500	\$0	\$0	\$500
PT-10-00-07	GTSB - Planning & Administration	\$297,000	\$297,000	\$0	\$0	\$297,000
PT-07-01-00	GTSB - Program Management	\$231,230	\$231,230	\$0	\$0	\$231,230
PT-07-02-00	ISU - GTSB Conference	\$31,000	\$31,000	\$0	\$0	\$31,000
<b>Total</b>		<b>\$6,406,252</b>	<b>\$4,082,945</b>	<b>\$2,200,000</b>	<b>\$123,307</b>	<b>\$4,082,945</b>

## Program Management

### Objectives

- ☑ To provide the program management expertise to prepare, implement and monitor state and local federal highway safety programs.
- ☑ To provide staff capabilities necessary to support total program efforts.
- ☑ To provide the technical and analytical expertise necessary to plan and evaluate highway safety programs.
- ☑ To provide and participate in technology sharing endeavors at the local, state and national levels.

### Strategies

- ☑ Train staff on electronic grant monitoring simplifying contract compliance and program management.
- ☑ Ensure adequate staff for on-site contract monitoring and outreach to Iowa's greater law enforcement community.
- ☑ Expand opportunities for highway safety initiatives within minority and underserved populations.

### Program Description

Mr. Mark Nagel serves as Central Iowa (Area 2) Program Administrator and Occupant Protection Coordinator for the Bureau. In addition to the monthly monitoring of 23 highway safety contractors in Central Iowa, Mr. Nagel will be responsible for monitoring an additional ten contracts for special occupant protection programs that focus on child passenger safety and general occupant protection issues (405/406). In FFY 2010, he will assume responsibility for Iowa's largest enforcement contractors, the Iowa State Patrol and the Des Moines Police Department. Mark has an exceptional law enforcement and child passenger safety background. He retired as a Sergeant with the Urbandale PD and trained in Iowa's 1st Certified CPS Tech class.

Ms. Wendie Nerem serves as the Eastern Iowa (Area 5) Program Administrator for the Bureau as well as the Youth Coordinator. She is also responsible for the development and publication of CrossRoads, the GTSB's quarterly traffic safety newsletter. In addition, Ms. Nerem is responsible for managing the Bureau's website. In FFY 2010, she will be responsible for the monthly monitoring of 31 contracts and will promote the efforts of multi-disciplinary safety teams (MDSTs) in Scott, Dubuque and Clinton counties. As Youth Coordinator, she will be involved in the special youth/alcohol effort with Iowa State University's "Get A Grip" Youth Alcohol Advisory Council and will serve on Iowa's Traffic Safety Alliance (TSA) Target Team for Teen Driving.

Mr. Denny Becker continues as the GTSB's Western Iowa (Area 4) Program Administrator and Alcohol Programs Coordinator. A member of the Iowa DRE Association, Mr. Becker is actively involved in the operation and expansion of the state's Drug Evaluation and Classification Program (DECP). In addition to impaired driving issues, Denny will be responsible for monitoring 32 highway safety contracts. He is also active on the Red Ribbon Committee and helps coordinate efforts for that alcohol awareness campaign as well as 3-D Month efforts.

Mr. Jim Meyerdirk serves as the South Central (Area 3) Program Administrator and as the GTSB Law Enforcement Liaison. In FFY 2010, he will administer 30 highway safety contracts and coordinate the Bureau's saturation patrol efforts. Jim oversees all

aspects of these special enforcement projects which he has expanded from corridor efforts to full-blown saturation patrols encompassing 1/3 of the state with each of six special annual projects. Jim also has an outstanding law enforcement background retiring as a Deputy Sheriff in Dickinson County after serving more than 26 years in law enforcement.

## Iowa 2010 Highway Safety Plan

Ms. Christine Burkett is Program Administrator for most state agency and media contracts (Area 1) plus one enforcement agency. In FFY 2010, she will again oversee Section 408 and Section 2010 projects. Ms. Burkett is also the Bureau's Special Events Coordinator responsible for planning and implementing the successful Annual Governor's Highway Traffic Safety Conference and public information efforts at the Iowa State Fair. She coordinates other Bureau sponsored conferences and public outreach events like the Iowa Arts Festival and the St. Patrick's Day parade. Additionally, Chris manages staff training. She will be crucial to the GTSB's expanded outreach efforts to minority and underserved populations as she speaks fluent Spanish and is familiar with aspects of Iowa's Hispanic population.

Mr. Robert Thompson is the Program Evaluator and Traffic Records Coordinator for the Bureau. He is responsible for the statewide Problem Identification analysis, the Highway Safety Plan and Annual Evaluation Report. He sets objectives and performance measures for all highway safety contracts. Mr. Thompson is heavily involved in Iowa's 408 federal traffic records program, serving as Co-chair of the Iowa State Traffic Records Coordinating Committee (STRCC). Bob is a member of the State's Motorcycle Safety and Older Driver task forces. He is a member of the Transportation Research Board's Safety Management Committee, Vice-chair of Iowa's Trauma Systems Advisory Council and Public Policy Liaison for the International Association of Transportation Safety Information Professionals. In addition, Bob serves on the managing team of Iowa's Iowa Traffic Safety Alliance (formerly Iowa's CHSP Team).

Serving as the Office Coordinator and the initial contact for the Bureau is Ms. Ihla Hochstetler. She maintains the Bureau's main phone line, manages inventories of both the educational and promotional items and coordinates scheduling of Vince and Larry appearances around the state. In addition, Ihla manages the GTSB's office equipment and supplies as well as the Bureau's Resource and Loaner Libraries. She provides audio/visual and other items educational items for teachers, driver education instructors and others involved with traffic safety issues in Iowa. Beyond that, Ihla is the Secretary to Iowa's recently-established Drug Recognition Expert Board. As such, she is responsible for recording the minutes of Board meetings, processing DRE applications and related letters and sending out meeting notices and other information pertinent to DRE Board members.

As part of the total Program Management effort, the Iowa State University Office of Continuing Education will once again work under contract with the Governor's Traffic Safety Bureau to provide staff and support services for the Bureau's annual highway safety conference.

### Budget – 402 Program Management

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
	Governor's Traffic Safety Bureau	\$700,700	\$700,700			\$10,700
	Personal Services	\$614,000				
	Commodities	\$ 32,000				
	Equipment	\$ 19,000				
	Indirect Costs	\$ 35,700				
AL-10-07-01	Alcohol	(\$252,250)				
OP-10-07-01	Occupant Protection	(\$217,220)				
PT-10-07-01	Police Traffic Services	(\$231,230)				
	Iowa State University	\$95,000	\$95,000			\$95,000
AL-10-07-02	Alcohol	(\$32,000)				
OP-10-07-02	Occupant Protection	(\$32,000)				
PT-10-07-02	Police Traffic Services	(\$31,000)				
<b>Total</b>		<b>\$795,700</b>	<b>\$795,700</b>	<b>\$0</b>	<b>\$0</b>	<b>\$105,700</b>

## Pedestrian/Bicycle Safety Program

### Objectives

- ☑ To encourage the use of bicycle helmets through educational programs, information and other awareness heightening methods.
- ☑ To reduce pedestrian fatalities 5 percent by December 31, 2012.
- ☑ To develop comprehensive pedestrian/bicycle safety programs in communities.

### Strategies

- ☑ Engage adequate contractual services to address the educational and safety needs of Iowa bicyclists.
- ☑ Encourage local MDSTs (multi-disciplinary safety teams) to address bicycle and pedestrian safety in their overall safety efforts.

### Program Description

Each year in Iowa over 500 bicyclists are injured in traffic crashes. Last year, six bicycle riders were traffic fatality victims. The Governor’s Traffic Safety Bureau will continue a highly successful program with the Iowa Department of Public Health Bureau of Emergency Medical Services to promote bicycle safety awareness and facilitate traffic safety education for Iowa bicyclists. The Bureau of EMS will identify local bicycle clubs to serve as vehicles to address bicycle safety education and awareness. Each year, applications from bicycle clubs and related organizations are solicited, reviewed and evaluated. Four new groups are chosen to participate. Activities include bicycle safety rodeos and helmet promotions such as classroom education and poster contests with civic groups. In the last 17 years, 60 bicycle clubs across the state have contributed to the Iowa’s bicycle/traffic safety effort.

The Iowa State Patrol will again conduct its excellent bicycle and pedestrian education program. The Patrol’s 14 Safety Education Officers conduct over 100 programs each year at elementary schools and at least a dozen bicycle safety rodeos across the state. Young House Family Services in Burlington will continue a successful bicycle safety program with local elementary school children. Iowa data shows persons ages 5-14 are most at risk for bicycle-related crash injury and death. In addition, significant pedestrian/bicycle program activity occurs as part of local safe community efforts in several Iowa communities.

The GTSB is also works with the Iowa DOT’s Safe Routes to School Committee. Funded as part of SAFETEA-LU (Safe,

Accountable, Flexible, Efficient Transportation Equity Act–A Legacy for Users), Safe Routes to School provides Iowa with over \$1 million annually to identify and improve safe bicycle and pedestrian routes to schools. Programs are underway or planned for at least 20 Iowa communities. Iowa’s growing number of local Multi-Disciplinary Safety Teams also includes partners with an interest in bicycle safety and the active involvement of local Metropolitan Planning Organizations. A good example is the new MDST, Drive Safely Cedar Valley, which includes Waterloo, Cedar Falls and the close vicinities. It is headed by the Iowa Northland Regional Council of Governments, a leader in bicycle recreational trails.

### Budget – 402 Pedestrian/Bicycle

Program		Total	Federal	State	Local	Local
<u>Area Code</u>	<u>Contracting Agency</u>	<u>Costs</u>	<u>Share</u>	<u>Share</u>	<u>Share</u>	<u>Benefit</u>
PS-10-08-01	Department of Public Health	\$10,000	\$10,000	\$0	\$0	\$10,000
PS-10-08-02	Iowa State Patrol	\$17,000	\$17,000	\$0	\$0	\$0
PS-10-08-03	Young House Family Services	\$32,200	\$5,000	\$0	\$27,200	\$5,000
<b>Total</b>		<b>\$59,200</b>	<b>\$32,000</b>	<b>\$0</b>	<b>\$27,200</b>	<b>\$15,000</b>

## Roadway Safety Program

### Objectives

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

### Strategies

- ☑ Continue the extremely successful partnership with the Iowa Department of Transportation to facilitate engineering improvements in all areas of the State.
- ☑ Target road safety efforts in Iowa's worst crash corridors utilizing the IDOT's identified top 5% locations.
- ☑ Educate local traffic safety personnel to enhance their safety efforts in work zone and other unique traffic safety situations statewide.

### Program Description

In order to bring the potential traffic safety benefits which can derive from traffic engineering studies and subsequent roadway improvements to Iowa's smaller counties and communities, the Governor's Traffic Safety Bureau annually provides 402 funding support for the Traffic Engineering Assistance Program (TEAP). An engineering consulting firm is contracted with by the Office of Traffic & Safety at the Iowa Department of Transportation to conduct these studies for local communities which do not have the "in-house" engineering expertise to conduct such studies themselves. In a good example of the "seed money" concept, this popular and well-recognized program now receives state funding support from IDOT's regular appropriation equivalent to 100% of the 402 funding. Requests for studies have increased so dramatically that the program now has three consultants.

The second major thrust of GTSB 402-supported efforts for roadway safety is the Safety Circuit Rider. The Circuit Rider is a professional engineer who conducts traffic safety related training for engineers, traffic technicians, maintenance personnel, flaggers and road construction personnel. The Circuit Rider also organizes the DOT's winter work zone safety training program and is the key instructor as well. To make this possible, the DOT supplements the Bureau's funding by an additional 20%. During FFY 2010, the program will continue to bring work zone safety, flagger instruction and signage training to local road personnel. Circuit Rider Mr. Tom McDonald has been a leader, along with DOT State Safety Engineer Tom Welch, in promoting a comprehensive approach to safety corridors. With the GTSB, Iowa law enforcement and traffic engineering involvement, safety corridors have been established on U.S. 52 in Dubuque County and U.S. 61 in Muscatine and Scott counties. Problem areas on I-380 in Linn County/Cedar Rapids and U.S. 6 in Johnson and Muscatine counties are being explored. The corridors include Road Safety Audits followed by Enhanced Enforcement and Engineering Improvements. Iowa's identification of the highest 5% crash corridors has been instrumental in identifying these roadways.

### Budget – 402 Roadway Safety

Program		Total	Federal	State	Local	Local
<u>Area Code</u>	<u>Contracting Agency</u>	<u>Costs</u>	<u>Share</u>	<u>Share</u>	<u>Share</u>	<u>Benefit</u>
RS-10-10-01	Department of Transportation - CR	\$50,000	\$50,000	\$0	\$0	\$50,000
RS-10-10-02	Department of Transportation - TEAP	\$100,000	\$100,000	\$0	\$0	\$100,000
RS-10-10-03	Department of Transportation - MDST	\$20,000	\$20,000	\$0	\$0	\$20,000
<b>Total</b>		<b>\$170,000</b>	<b>\$170,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$170,000</b>

## Youth/Alcohol Program

### Objectives

- To encourage and promote the development and implementation of youth/alcohol education and prevention programs for elementary, junior high, high school and college students.
- To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in fatal crashes at 28% or less by December 31, 2012.
- To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in injury crashes at 30% or less by December 31, 2012.

### Strategies

- Extend a positive influence on Iowa teens and young adults by promoting social norming, peer interaction and positive alternatives to the use of alcohol and illegal drugs, particularly in relation to the operation of motor vehicles.

### Program Description

Because a significant amount of 410 and 402 funding in the alcohol emphasis area is directed at enforcement, including 16-24 year old drinking drivers, the major focus under the Youth/Alcohol emphasis area is education and public information. A contract with Iowa State University's Department of Public Safety forms the nucleus of the Governor's Traffic Safety Bureau's efforts under the Youth/Alcohol emphasis area.

Iowa State University will begin the 20th year of an extremely successful program that attracts high school/college students and counselors from across the state. In FFY 2010, high schools and post secondary schools will be solicited for participation in leadership, alcohol and traffic safety programming and action plan development addressing safety belt use, alcohol impaired driving, choices and consequences and educating teens on the risks of riding with a peer that has been consuming alcohol. Drive-Ride is one Get A Grip project for high school students that addresses personal transportation, driving habits and roadway behaviors. Program topics will include the physics of a crash, the chemistry of airbags, safety features in car design and roadways, occupant protection, speed, alcohol education and peer leadership strategies. Local and regional workshops will be held around the state and Get A Grip staff will work with students and high school faculty on media campaigns to impact alcohol use and risky driving. Beginning in FFY 2010, the program focus will begin a shift to Internet/Web outreach utilizing on-line tools and materials to further expand the program's reach to a wider youth audience.

Since the program's inception in 1991, some 5,700 students have benefited by participation in Get A Grip. With a renewal of focus on teen driving as well as on graduated drivers licensing laws and legislation, both in Iowa and nationally, the feasibility and success of programs like Get a Grip grow in significance and visibility.

### Budget – 402 Youth/Alcohol

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
YA-10-11-01	ISU Public Safety - Get A Grip Workshops	\$85,000	\$85,000	\$0	\$0	\$85,000
<b>Total</b>		<b>\$85,000</b>	<b>\$85,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$85,000</b>

## Occupant Protection Incentive Program (405)

### Objectives

- ☑ To conduct and publicize a statewide child restraint usage survey.
- ☑ To support Iowa's sSTEP effort by funding the sSTEP Coordinator's salary and travel expenses.
- ☑ To support a broad array of occupant protection usage enhancement programs aimed at rural youth and CPS including technical training and booster seat promotion.
- ☑ To achieve a statewide safety belt use rate of 95% by December 31, 2012.
- ☑ To achieve a statewide child restraint use rate of 92% by December 31, 2012.

### Strategies

- ☑ Engage media to expand public information on events such as the St. Patrick's Day parade, the Des Moines Art Festival and the Iowa State Fair to add special emphasis to child passenger safety issues.
- ☑ Increase focus on occupant protection via nighttime enforcement and special multi-agency and statewide enforcement events.

### Program Description

Child restraint use and education are vital to Iowa's overall occupant protection effort. Improper use of child restraints is a major barrier to achieving supreme protection for Iowa children. Iowa's child passenger safety law provides for child safety seat or booster seat use for all children under the age of six and booster seat or safety belt use for all children six to eleven.

The GTSB will continue to utilize Occupant Protection Incentive funds to support one full-time child passenger safety coordinator at the Iowa Department of Public Health (IDPH). The program includes support for child restraint training and educational materials. Child safety seat inspections and check-up events will be held and support materials will be provided to CPS Technicians to assist them in providing community-based education on the correct use of child restraints. Another key aspect is to promote booster seat use for children ages 5-8. Child passenger safety information will continue to be provided on request to interested groups. A Child Passenger Safety Technician Update will be planned and implemented.

The University of Iowa's Injury Prevention Research Center will hire and train personnel to conduct a statewide child restraint use survey. They will also analyze the survey data and provide a written report to the Governor's Traffic Safety Bureau. The Bureau will then disseminate the findings of this survey.

The GTSB sSTEP Coordinator position is funded by Section 405. Mr. Randy Hunefeld works closely with Iowa's Law Enforcement Liaison and Occupant Protection Coordinator. He oversees all aspects of Sections 406 sSTEP including contract management, enforcement data collection and entry, claims review and interacts with sSTEP agencies, the media and the public. sSTEP continues to play a major role in our efforts to raise Iowa's seat belt usage rate as we strive to achieve our goal of 95% usage.

Blank Children's Hospital will continue management of a CPS Website with child restraint fit station and check-up event locations/schedules and a database with results from those activities. CPS educational materials will be developed and

distributed via physicians' offices and Blank Hospital. Through Blank, a special needs program has been developed to provide specialized seats for handicapped and physically challenged young children. They are available for loan at locations throughout Iowa. A similar program is being planned for Mercy Medical Center in Sioux City. Blank will also help promote and distribute The Adventures of Commander Alex Booster Seat Boy Warrior, an entertaining and educational book aimed at kids ages 4 to 8.

Learfield Sports will reach additional Iowans with potentially life saving messages on the importance of safety belt use and sober driving. Learfield will work with both the University of Iowa and Iowa State University at football and basketball events. Promotional activities will include large electronic display boards and other signs as well as radio spots before, during and after games.

Rural youth are at the greatest risk for motor vehicle related crashes, injuries and death due to their amount of travel and the types of roads they drive on. Farm Safety 4 Just Kids will continue outreach to rural youths with innovative safety belt strategies and educational messages, including special safety programs with and peer presentations by more than a dozen youth groups across the state. This program will expand to include 10 additional locations in FFY 2010.

The Iowa State Patrol plays a key role in educating Iowans on our child restraint law, hosting child safety seat check-up events and distributing restraint systems. Further outreach to teenagers is made through driver education programs.

Mercy Medical Center of Sioux City will continue to educate new parents on the proper use of child restraints. They will also provide child safety seats and instruction to caregivers, grandparents and others who transport children.

The Think First! Iowa program will enter its 22nd year in FFY 2010. Conducted by the Iowa Health System via their Trauma Injury Prevention curriculum, Think First! Iowa provides a powerful message to Iowa youth and teens regarding the potentially tragic and lifelong consequences of a few moments of carelessness behind the wheel. During the 2010 effort, over 150 Think First! Iowa programs will be presented to over 25,000 students.

**Budget – 405 Occupant Protection Incentive**

<u>Program Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
K2-10-01	Department of Public Health	\$158,896	\$153,000	\$0	\$5,896	\$153,000
K2-10-02	Blank Children's Hospital	\$150,525	\$140,000	\$0	\$10,525	\$140,000
K2-10-03	University of Iowa Injury Prevention	\$30,000	\$30,000	\$0	\$0	\$30,000
K2-10-04	Iowa State Patrol	\$27,000	\$27,000	\$0	\$0	\$27,000
K2-10-05	Farm Safety 4 Just Kids	\$26,000	\$26,000	\$0	\$0	\$26,000
K2-10-06	Mercy Medical Center	\$8,066	\$5,500	\$0	\$2,566	\$5,500
K2-10-09	Iowa Health System	\$145,950	\$55,750	\$0	\$90,200	\$55,750
K2-10-00-01	GTSB - Programs	\$664,302	\$664,302	\$0	\$0	\$664,302
K2-10-00-02	Soft Match	\$1,000,000	\$0	\$1,000,000	\$0	\$0
K2-10-00-03	GTSB - Travel	\$1,000	\$1,000	\$0	\$0	\$1,000
K2-10-00-04	GTSB - Training Travel	\$500	\$500	\$0	\$0	\$500
K2-10-00-05	GTSB - Printing/Promotional Items	\$20,000	\$20,000	\$0	\$0	\$20,000
K2-10-00-06	GTSB - Enforcement Projects	\$500	\$500	\$0	\$0	\$500
K2-10-00-07	GTSB - sSTEP Coordinator	\$90,000	\$90,000	\$0	\$0	\$90,000
K2-10-00-08	CPS Technicians Conference	\$30,000	\$30,000	\$0	\$0	\$30,000
<b>Subtotal</b>		<b>\$2,352,739</b>	<b>\$1,243,552</b>	<b>\$1,000,000</b>	<b>\$109,187</b>	<b>\$1,243,552</b>
K2PM-10-13	Learfield Sports	\$250,000	\$250,000	\$0	\$0	\$0
<b>Total</b>		<b>\$2,602,739</b>	<b>\$1,493,552</b>	<b>\$1,000,000</b>	<b>\$109,187</b>	<b>\$1,243,552</b>



## Safety Belt Performance Program (406)

### Objectives

- ☑ To achieve a statewide safety belt use rate of 95% by the end of 2012.
- ☑ To achieve a statewide child restraint use rate of 92% by the end of FFY 2012.
- ☑ To reduce the average annual number of unbelted fatalities from 140 to 134 by the end of FFY 2012.

### Strategies

- ☑ Strongly encourage sSTEP contractors to conduct enforcement during evening and nighttime hours with emphasis on safety belt compliance and impaired driving interdiction.
- ☑ Focus sSTEP enforcement at identified "Top 5" problem road segments and intersections in each of Iowa's 99 counties.

### Program Description

Because Iowa has a primary seat belt law and has had two consecutive years with a usage rate above 85%, we are eligible for the Section 406 Seat Belt Incentive funding. Section 406 funds will support an array of occupant protection program activities. Paid media will occur as part of Iowa's special Traffic Enforcement Program (sSTEP) waves May 19 - June 6. Evaluation will include observational surveys, news clips and conviction rates. The Integer Group will also be tasked with continuing the enhancement of Iowa's child passenger safety campaigns with particular emphasis on booster seat use. The Commander Alex book developed by The Integer Group will continue to be widely disseminated in the FFY 2010 program year.

A second successful project will continue with the Iowa Illinois Safety Council to reach corporations and employers with employee belt use initiatives. To date, 163 companies have taken part. Section 406 funds will also be utilized to fund Iowa's two full statewide observational surveys conducted by the Iowa State Patrol as part of NHTSA's CIOT (one pre-CIOT, one post-CIOT). In addition, TOPS training including on-site and ICN will be offered. The GTSB will also fund public information spots aimed at high school athletics with both seat belt and impaired driving messages.

sSTEP participation for FFY 2010 is expected to include some 55 sheriffs' offices, 130 local enforcement agencies, the IDOT Motor Vehicle Enforcement and the Iowa State Patrol, encompassing all of Iowa's 99 counties. During FFY 2009's first four sSTEP enforcement waves, more than 11,000 safety belt enforcement actions were completed, with nearly 70% of them being citations.

In addition, more than 500 child restraint contacts were reported. Because of the number of participants (187 for FFY 2010), sSTEP is Iowa's most truly statewide enforcement effort. During FFY 2010, there will be three areas agencies will be encouraged to focus on: 1) nighttime belt enforcement and, in conjunction, 2) evening and nighttime enforcement emphasizing impaired driving, and 3) concentration on identified Top 5 problem road segments and Top 5 problem intersections within each county.

As of August 25th, 250 Iowans have died on the State's streets and highways in 2009. More than 100 of those individuals had one thing in common. They failed to invest three seconds to Reach, Pull and BUCKLE on the last trip of their lives. Driving and riding unbelted contributes to more traffic deaths than impaired driving, excess speed and running stops combined. Section 406 funds represent Iowa's largest single investment in the battle against driving and riding while unrestrained.

Funding for these 187 agencies will provide for overtime for traffic enforcement, radar units, preliminary breath testers, in-car video cameras and partial funding for speed trailers. In addition to their traffic enforcement efforts, these agencies conduct both a pre and post-wave observational safety belt survey for each of the five waves.

Results of their surveys along with information on their enforcement efforts are sent to their local medias to inform their communities of: 1) their current occupant protection usage rate, 2) their upcoming enforcement activities and 3) their post-wave safety belt usage rate. During the 2007, 2008 and 2009 program years, sSTEP agencies provided 100% reporting of their activities for each and every wave. Our Bureau also disseminates a media release for each wave noting the time frame and the focus of the enforcement efforts along with the results of the previous wave including the number of agencies and officers that participated, the number and types of enforcement contacts made, the number of motorist assists provided and the average safety belt use rates observed.

The efforts funded under Section 406 will be an integral part of our state's effort to reach 95% seat belt usage by the end of 2012.

## SPECIAL TRAFFIC ENFORCEMENT PROGRAM

# sSTEP 2010

### Take the Fight to the Night

October 2009							November 2009							December 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7			1	2	3	4	5
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
25	26	27	28	29	30	31	29	30	27	28	29	30	31							

January 2010							February 2010							March 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	1	2	3	4	5	6		1	2	3	4	5	6	
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	28	29	30	31									
31																				


  

April 2010							May 2010							June 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	3						1			1	2	3	4	5
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30	23	24	25	26	27	28	29	27	28	29	30				
	30	31																		

July 2010							August 2010							September 2010							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1	2	3	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11	
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18	
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25	
25	26	27	28	29	30	31	29	30	31	26	27	28	29	30							

Seat Belt Survey
  Media
  Heightened Enforcement sSTEP Wave



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 515-725-6124 ★ FAX 515-725-6133

Produced with Federal Highway Safety Funds (2009 - \$,000)

**Anticipated sTEP Contractors for FFY 2010**

Ackley Police Department  
Adair County Sheriff's Office  
Adams County Sheriff's Office  
Afton Police Department  
Algona Police Department  
Allamakee County Sheriff's Office  
Alta Police Department  
Anamosa Police Department  
Aplington Police Department  
Armstrong Police Department  
Arnolds Park Police Department  
Atlantic Police Department  
Audubon Police Department  
Avoca Police Department  
Bedford Police Department  
Belle Plaine Police Department  
Bellevue Police Department  
Belmond Police Department  
Bremer County Sheriff's Office  
Britt Police Department  
Buchanan County Sheriff's Office  
Calhoun County Sheriff's Office  
Calmar Police Department  
Camanche Police Department  
Cass County Sheriff's Office  
Cedar County Sheriff's Office  
Centerville Police Department  
Chariton Police Department  
Charles City Police Department  
Cherokee County Sheriff's Office  
Cherokee Police Department  
Chickasaw County Sheriff's Office  
Clarence Police Department  
Clarinda Police Department  
Clarion Police Department  
Clarke County Sheriff's Office  
Clarksville Police Department  
Colfax Police Department  
Conesville Police Department  
Coon Rapids Police Department  
Correctionville Police Department  
Creston Police Department  
Dallas Center Police Department  
Davis County Sheriff's Office  
Dayton Police Department  
Decatur County Sheriff's Office

Decorah Police Department  
Denison Police Department  
Denver Police Department  
Dickinson County Sheriff's Office  
DOT Motor Vehicle Enforcement  
Dysart Police Department  
Eagle Grove Police Department  
Eldora Police Department  
Elkader Police Department  
Emmet County Sheriff's Office  
Essex Police Department  
Estherville Police Department  
Fairbank Police Department  
Fairfield Police Department  
Farnhamville Police Department  
Fayette Police Department  
Floyd County Sheriff's Office  
Fonda Police Department  
Forest City Police Department  
Franklin County Sheriff's Office  
Fremont County Sheriff's Office  
Garnavillo Police Department  
Glenwood Police Department  
Greene County Sheriff's Office  
Grinnell Police Department  
Grundy County Sheriff's Office  
Guthrie County Sheriff's Office  
Hampton Police Department  
Hardin County Sheriff's Office  
Harlan Police Department  
Harrison County Sheriff's Office  
Hinton Police Department  
Howard County Sheriff's Office  
Humboldt County Sheriff's Office  
Humboldt Police Department  
Independence Police Department  
Indianola Police Department  
Iowa Falls Police Department  
Iowa State Patrol  
Jackson County Sheriff's Office  
Janesville Police Department  
Jefferson County Sheriff's Office  
Jefferson Police Department  
Jesup Police Department  
Jewell Police Department  
Jones County Sheriff's Office

Keokuk County Sheriff's Office  
Kingsley Police Department  
Kossuth County Sheriff's Office  
Lake Park Police Department  
Lake View Police Department  
Lamoni Police Department  
Lenox Police Department  
Leon Police Department  
Logan Police Department  
Lucas County Sheriff's Office  
Lyon County Sheriff's Office  
Madison County Sheriff's Office  
Madrid Police Department  
Mahaska County Sheriff's Office  
Manchester Police Department  
Mapleton Police Department  
Maquoketa Police Department  
Marcus Police Department  
Marengo Police Department  
Mar-Mac Police Department  
Melbourne Police Department  
Merrill Police Department  
Milford Police Department  
Missouri Valley Police Department  
Mitchell County Sheriff's Office  
Monona County Sheriff's Office  
Monona Police Department  
Montgomery County Sheriff's Office  
Monticello Police Department  
Montrose Police Department  
Moville Police Department  
Nashua Police Department  
New Albin Police Department  
New Hampton Police Department  
New Vienna Police Department  
Nora Springs Police Department  
Osage Police Department  
Osceola County Sheriff's Office  
Osceola Police Department  
Otho Police Department  
Page County Sheriff's Office  
Panora Police Department  
Parkersburg Police Department  
Pleasantville Police Department  
Pocahontas County Sheriff's Office  
Pocahontas Police Department  
Pomeroy Police Department  
Postville Police Department

Pottawattamie County Sheriff's Office  
Poweshiek County Sheriff's Office  
Preston Police Department  
Readlyn Police Department  
Red Oak Police Department  
Ringgold County Sheriff's Office  
Rock Valley Police Department  
Rolfe Police Department  
Sac City Police Department  
Sac County Sheriff's Office  
Scranton Police Department  
Sergeant Bluff Police Department  
Shelby County Sheriff's Office  
Shell Rock Police Department  
Shenandoah Police Department  
Sigourney Police Department  
Sioux Center Police Department  
Sioux County Sheriff's Office  
Sioux Rapids Police Department  
Spencer Police Department  
Spirit Lake Police Department  
St. Ansgar Police Department  
State Center Police Department  
Strawberry Point Police Department  
Tama County Sheriff's Office  
Tama Police Department  
Taylor County Sheriff's Office  
Tipton Police Department  
Toledo Police Department  
Tripoli Police Department  
Union County Sheriff's Office  
Van Buren County Sheriff's Office  
Walcott Police Department  
Wapello Police Department  
Waukon Police Department  
Waverly Police Department  
Wayne County Sheriff's Office  
Webster City Police Department  
West Branch Police Department  
West Liberty Police Department  
West Union Police Department  
Williamsburg Police Department  
Wilton Police Department  
Winfield Police Department  
Winnebago County Sheriff's Office  
Worth County Sheriff's Office  
Wright County Sheriff's Office

## Iowa 2010 Highway Safety Plan

### Budget – 406 Safety Belt Performance

<u>Program Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
K4-10-00-01	GTSB - sTEP Agencies TBD	\$878,711	\$878,711	\$0	\$0	\$878,711
K4-10-2-010	Iowa Law Enforcement Council	\$8,500	\$8,500	\$0	\$0	\$8,500
K4-10-2-020	Iowa Illinois Safety Council	\$40,000	\$40,000	\$0	\$0	\$40,000
K4-10-2-030	The Integer Group	\$90,000	\$90,000	\$0	\$0	\$0
K4-10-2-040	Iowa State Patrol - surveys	\$17,000	\$17,000	\$0	\$0	\$0
K4-10-00-01	GTSB - Programs	\$1,349,936	\$1,349,936	\$0	\$0	\$1,349,936
K4-10-00-03	GTSB - Travel	\$3,000	\$3,000	\$0	\$0	\$3,000
K4-10-00-06	GTSB - Enforcement Projects	\$500	\$500	\$0	\$0	\$500
K4-10-00-07	GTSB - Program Management	\$150,000	\$150,000	\$0	\$0	\$150,000
K4-10-01-01	GTSB - P & A	\$80,000	\$80,000	\$0	\$0	\$0
	(Personal Services \$67,334)					
	(Commodities \$ 6,000)					
	(Equipment \$ 2,000)					
	(Indirect Costs \$ 4,666)					
<b>Subtotal</b>		<b>\$2,617,647</b>	<b>\$2,617,647</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2,430,647</b>
K4PM-10-2-030	The Integer Group	\$180,000	\$180,000	\$0	\$0	\$0
<b>Total</b>		<b>\$2,797,647</b>	<b>\$2,797,647</b>	<b>\$0</b>	<b>\$0</b>	<b>\$2,430,647</b>

## Traffic Records Data Improvement Program (408)

### Objectives

- ☑ To continue a state Traffic Safety Data Service improving data availability and utilization by key decision-makers.
- ☑ To enhance statewide electronic crash reporting through the Traffic Records and Crime Software System (TraCS).
- ☑ To support crash data analysis and data utilization by the injury prevention research community.
- ☑ To enhance collection and utilization of EMS data by the greater highway safety community and expand use of CODES and other crash-related medical databases.
- ☑ To support continued development of and training on Iowa's traffic records data user tools including SAVER, IMAT and CMAT.

### Strategies

- ☑ Support the Iowa Traffic Safety Data Services (ITSDS) and the Bureau of EMS through staff funding.
- ☑ Enhance usage of TraCS, including the migration to a Web-based application via technical support and with funds for training.
- ☑ Encourage further analysis distribution and use of injury data from CODES, EMS run reports and data/analysis from the injury prevention research community.

### Program Description

Iowa will receive 4th-year Section 408 Highway Safety Data Improvement funds for programming in FFY 2010. In November of 2005, Iowa conducted a NHTSA Statewide Traffic Records Assessment. The findings of this assessment, along with a comprehensive traffic records strategic plan developed by the State Traffic Records Coordinating Committee during the spring of 2007, formed the basis for projects which were funded with 3rd year 408 funding in FFY 2009.

Three continuing project efforts will be aimed at expanding TraCS implementation in Iowa. The first will use a combination of improved officer training, software enhancements and improved Iowa DOT Motor Vehicle Division TraCS support capabilities to increase the percent of crash reports submitted electronically from the current level of 82% statewide to 85% by the end of FFY 2010. Years one through three activities have already boosted statewide electronic reporting from 60%. Another effort is focused on increased use of the SMART MAP location tool by TraCS agencies from the current estimated 80% to 95%. This is producing considerable labor cost savings and improved timeliness in crash data processing at the Iowa DOT. A third effort involves outreach to chiefs and sheriffs across the state to explain the capabilities of IMAT (Iowa Mapping and Analysis Tool) which enables agencies to use data from real time crashes in their own jurisdictions to improve operational deployment and enhance enforcement capabilities. One major new effort involves the availability of a web-based application for electronic crash reporting. This will reach Iowa's smaller agencies and enable Iowa to achieve 90%+ electronic reporting in the near future.

Other projects administered through the Iowa DOT Office of Driver Services include data and analysis sharing among behavioral research projects (University of Iowa) and those involving traffic engineering (Iowa State University).

The Iowa Department of Public Health Bureau of Emergency Medical Services is focused on improving collection and reporting of EMS data from local providers and the utilization of that data to create meaningful reports and outputs to the greater highway safety community. The IDPH Bureau of Health Statistics will use 408 support funds to further analyze CODES data and to create outputs and reports which are meaningful to the greater highway safety community. Data already produced from the CODES project has documented a strong correlation between non-helmet use and traumatic brain injury in Iowa motorcycle crashes.

Support will be provided to the Iowa DOT's Office of Traffic & Safety to enhance Iowa's most sophisticated analysis tool, SAVER. At the Iowa State University's Institute for Transportation, Iowa's landmark, user-friendly, comprehensive data support and analysis service, the Iowa Traffic Safety Data Service (ITSDS) will also receive 408 support. ITSDS supplies comprehensive crash data analysis and mapping that provide the basis for Iowa's nationally recognized corridor enforcement events. Special studies and analyses, including those involving young drivers, motorcyclists, older drivers, drinking/impaired drivers and unbelted drivers and passengers will also be supported at ISU. Internal 408-funded project activities managed by the Bureau will include support for traffic records related conferences, meetings and workshops. Support for contractual services to assist in STRCC and 408-related program activities, documentation and evaluation will be provided. This array of projects will promote the continued improvement in the timeliness, completeness, quality and accessibility of Iowa's highway safety data.

**Budget – 408 Traffic Records Data Improvement**

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
K9-10-01	Public Health Bureau of EMS	\$42,000	\$42,000	\$0	\$0	\$42,000
K9-10-02	DOT Office of Traffic & Safety	\$67,000	\$67,000	\$0	\$0	\$67,000
K9-10-03	Iowa State University CTRE	\$142,560	\$142,560	\$0	\$0	\$142,560
K9-10-04	Public Health Bureau of Health Statistics	\$17,000	\$17,000	\$0	\$0	\$17,000
K9-10-05	DOT Office of Driver Services	\$54,500	\$54,500	\$0	\$0	\$54,500
K9-10-06	DOT Motor Vehicle Division	\$120,000	\$120,000	\$0	\$0	\$120,000
K9-10-00-01	GTSB - Programs	\$360,377	\$360,377	\$0	\$0	\$360,377
K9-10-00-02	Soft Match	\$130,000	\$0	\$130,000	\$0	\$0
K9-10-00-03	GTSB - Travel	\$2,000	\$2,000	\$0	\$0	\$2,000
K9-10-00-04	GTSB - Training Travel	\$1,000	\$1,000	\$0	\$0	\$1,000
<b>Total</b>		<b>\$936,437</b>	<b>\$806,437</b>	<b>\$130,000</b>	<b>\$0</b>	<b>\$806,437</b>

## Alcohol Incentive Program (410)

### Objectives

- ☑ To reduce impaired driving related fatalities by 4% from 105 to 101 by December 31, 2012.
- ☑ To achieve/maintain an alcohol-related fatality rate of .36 fatalities per 100 million VMT or lower by December 31, 2012.
- ☑ To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by 12-31-12.

### Strategies

- ☑ Increase the emphasis of nighttime enforcement (60% of Iowa's impaired driving fatalities occur from 9 p.m. to 3 a.m.)
- ☑ Increase emphasis on seat belt enforcement during evening and night hours as a tool to remove impaired drivers from our roads (only 30% of drunk or drinking driving fatality victims are belted versus 43% of non-drinking nighttime fatalities and 56% of daytime traffic fatalities).

### Program Description

Operator error, along with the non-use of safety belts, is the biggest single contributor to fatal and injury crashes in the state of Iowa. Like much of the Nation, the one operator error which factors into more fatal crashes than any other is the decision to get behind the wheel of a motor vehicle while under the influence of alcohol or other drugs. Iowa's 410 Alcohol Incentive Program employs a multi-faceted approach to address several issues designed to reduce the incidence of impaired driving.

In part due to the success of Iowa's 2008 nighttime belt enforcement initiative, impaired driving fatalities fell from 111 in 2007 to 79 in 2008, the second lowest total in Iowa history. Over 90% of the state's 2008 decline in fatalities (32 of 34) came as a result of the reduction in impaired driving deaths. Two aspects of the FFY 2010 Section 410 Plan are aimed at addressing this problem. First and foremost is a comprehensive statewide nighttime safety belt campaign. Beginning in April of 2008, Iowa launched a statewide effort directed at nighttime safety belt enforcement. The nighttime belt campaign is based on the successful efforts in Washington, Pennsylvania and Indiana as well as Iowa's own crash data. From 2005 through 2007, over 61% of all nighttime fatality victims were unbelted at the time of the crash that took their lives. When we analyze the fatality crashes involving drinking drivers, fully 71% of these drivers and their passengers who were fatally injured were unbelted. In FFY 2008 alone, 15 multi-agency nighttime belt enforcement events occurred across the state, generating more than 600 safety belt actions and 100 alcohol violation actions including 35 OWI arrests, nine narcotics interdictions and eight arrest warrants. Thus far in FFY 2009, nighttime belt enforcement has been productive and well accepted by the greater law enforcement community. Iowa's successful corridor enforcement program has expanded into saturation patrols that fully encompass 1/3 of the state with each event. During the first five saturation patrols, nearly 500 nighttime seat belt actions were recorded. In addition, during Iowa's November, March, May and July sSTEP waves, an estimated 1,700 nighttime belt actions were made. Nighttime belt enforcement

enhances OWI interdiction as well. The 2009 saturation patrol events generated nearly 100 OWI arrests. Even more impressive, the four sSTEP waves conducted thus far have generated 1,134 OWI arrests and over 1,100 additional alcohol/impaired driving interdictions. Nearly 40% of all alcohol-related fatalities in Iowa occur from 12:00-3:00 a.m. An additional 35% occur from 6:00 p.m.-midnight. As part of the nighttime enforcement initiative, all 84 Section 410 enforcement partners will be required to participate in at least one multi-agency nighttime event emphasizing occupant protection and impaired driving interdiction.



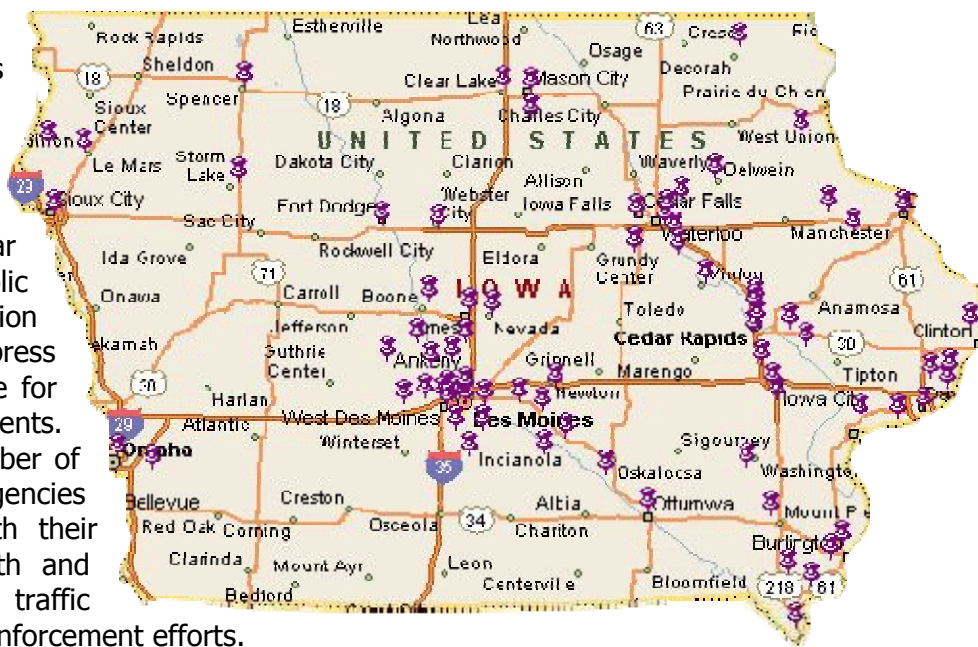
A second area of focus is Iowa’s highest problem counties. One long-term effort for the GTSB is to push statewide fatalities below 400, down seven percent from the current average of 427. By re-emphasizing Iowa’s Top 22 Problem Counties, the Bureau believes measurable progress toward the 400 fatality mark can be enhanced.

Traffic safety checkpoints, along with saturation patrols, corridor enforcement events and sSTEP related impaired driving enforcement, will involve all enforcement agencies expected to participate in the 410 funded program with each agency involved in at least two events. Local saturation or roving patrols involving several agencies and targeting high-risk times and locations, have been successful in several parts of the State including Clinton, Black Hawk, Linn, Woodbury, Scott, Polk, Johnson, Dubuque and Story counties. Because “experienced” impaired drivers may be adept at avoiding stationary stops or traffic safety checkpoints, roving patrols offer the added advantages of mobility and flexibility.

Multi-agency, cooperative events provide high visibility, encouraging local media coverage and other public information and education activities. In all, 410 funded enforcement agencies in FFY 2008 reported 168 instances of participation in multi-agency enforcement events.

During the upcoming program year, Section 410 funded traffic safety checkpoints, saturation patrols and corridor events will include literally hundreds of public information and education activities. Each Section 410-funded multi-agency enforcement event planned for the coming year will have a strong public information and education component including press releases and officers available for interviews during and after events. In addition, a significant number of these law enforcement agencies allow Media Ride-Alongs with their officers providing an in-depth and up-close view of the traffic environment as well as their enforcement efforts.

### Areas to Conduct Safety Checkpoints, Multi-Agency Events & Other Special Enforcement Activities



Because of the importance of multi-agency and saturation patrol events in the 410 effort, 410 funds will also support program expenses associated with the Bureau’s Law Enforcement Liaison activities.

Section 410 funds will continue to support Iowa’s Drug Recognition Expert (DRE) program by providing the major source of funding for the 2-week classroom training provided for prospective DREs each fall. Iowa currently has 130 DREs who provide expert evaluation and testimony on impairment from drugs other than alcohol. Twelve DRE officers are also trained as Certified DRE Instructors.

In 2008, fully 30% of Iowa’s traffic fatalities involved large trucks or motorcycles. These user groups will receive special enforcement emphasis on FFY 2010.

## Iowa 2010 Highway Safety Plan

### Budget – 410 Alcohol Incentive

Program <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
K8-10-01	Akron Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K8-10-02	Ames Police Department	\$58,090	\$25,450	\$0	\$32,640	\$25,450
K8-10-03	Benton County Sheriff's Office	\$24,490	\$13,800	\$0	\$10,690	\$13,800
K8-10-04	Black Hawk County Sheriff's Office	\$25,755	\$19,900	\$0	\$5,855	\$19,900
K8-10-05	Blue Grass Police Department	\$6,500	\$6,500	\$0	\$0	\$6,500
K8-10-06	Boone County Sheriff's Office	\$9,450	\$9,450	\$0	\$0	\$9,450
K8-10-07	Boone Police Department	\$13,500	\$13,500	\$0	\$0	\$13,500
K8-10-08	Carlisle Police Department	\$9,750	\$5,750	\$0	\$4,000	\$5,750
K8-10-09	Carter Lake Police Department	\$10,833	\$7,750	\$0	\$3,083	\$7,750
K8-10-10	Cedar Rapids Police Department	\$43,409	\$28,900	\$0	\$14,509	\$28,900
K8-10-11	Cerro Gordo County Sheriff's Office	\$28,300	\$28,300	\$0	\$0	\$28,300
K8-10-12	Clay County Sheriff's Office	\$13,625	\$13,625	\$0	\$0	\$13,625
K8-10-13	Clayton County Sheriff's Office	\$4,950	\$4,950	\$0	\$0	\$4,950
K8-10-14	Clear Lake Police Department	\$13,500	\$13,500	\$0	\$0	\$13,500
K8-10-15	Clinton County Sheriff's Office	\$35,450	\$35,450	\$0	\$0	\$35,450
K8-10-16	Clive Police Department	\$17,450	\$17,450	\$0	\$0	\$17,450
K8-10-17	Council Bluffs Police Department	\$37,550	\$37,550	\$0	\$0	\$37,550
K8-10-18	Dallas County Sheriff's Office	\$14,550	\$14,550	\$0	\$0	\$14,550
K8-10-19	Des Moines County Sheriff's Office	\$16,190	\$5,650	\$0	\$10,540	\$5,650
K8-10-20	Des Moines Police Department	\$124,750	\$124,750	\$0	\$0	\$124,750
K8-10-21	Dubuque County Sheriff's Office	\$39,200	\$30,700	\$0	\$8,500	\$30,700
K8-10-22	Dunkerton Police Department	\$8,686	\$6,750	\$0	\$1,936	\$6,750
K8-10-23	Dyersville Police Department	\$15,625	\$15,625	\$0	\$0	\$15,625
K8-10-24	Eldridge Police Department	\$12,530	\$10,250	\$0	\$2,280	\$10,250
K8-10-25	Evansdale Police Department	\$16,400	\$6,900	\$0	\$9,500	\$6,900
K8-10-26	Farley Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K8-10-27	Fort Dodge Police Department	\$40,544	\$32,500	\$0	\$8,044	\$32,500
K8-10-28	Fort Madison Police Department	\$25,050	\$25,050	\$0	\$0	\$25,050
K8-10-29	Gilbertville Police Department	\$45,280	\$3,400	\$0	\$41,880	\$3,400
K8-10-30	Granger Police Department	\$3,450	\$3,450	\$0	\$0	\$3,450
K8-10-31	Hamilton County Sheriff's Office	\$14,000	\$14,000	\$0	\$0	\$14,000
K8-10-32	Henry County Sheriff's Office	\$42,120	\$9,000	\$0	\$33,120	\$9,000
K8-10-33	Hiawatha Police Department	\$35,550	\$13,950	\$0	\$21,600	\$13,950
K8-10-34	Hudson Police Department	\$5,250	\$3,750	\$0	\$1,500	\$3,750
K8-10-35	Huxley Police Department	\$29,047	\$11,000	\$0	\$18,047	\$11,000
K8-10-36	Iowa City Police Department	\$41,380	\$26,000	\$0	\$15,380	\$26,000
K8-10-37	Iowa Law Enforcement Academy	\$135,000	\$135,000	\$0	\$0	\$135,000
K8-10-38	Iowa State Patrol	\$1,066,500	\$1,066,500	\$0	\$0	\$0
K8-10-39	Jasper County Sheriff's Office	\$21,709	\$14,500	\$0	\$7,209	\$14,500
K8-10-40	Keokuk Police Department	\$28,200	\$20,000	\$0	\$8,200	\$20,000
K8-10-41	Knoxville Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K8-10-42	La Porte City Police Department	\$11,150	\$3,150	\$0	\$8,000	\$3,150
K8-10-43	Le Claire Police Department	\$66,025	\$17,525	\$0	\$48,500	\$17,525
K8-10-44	Le Mars Police Department	\$19,412	\$11,350	\$0	\$8,062	\$11,350
K8-10-45	Linn County Sheriff's Office	\$102,371	\$32,650	\$0	\$69,721	\$32,650
K8-10-46	Lisbon Police Department	\$3,300	\$3,300	\$0	\$0	\$3,300
K8-10-47	Marion County Sheriff's Office	\$10,850	\$9,950	\$0	\$900	\$9,950
K8-10-48	Mercy Medical Center	\$12,573	\$9,575	\$0	\$2,998	\$9,575
K8-10-49	Monroe Police Department	\$900	\$900	\$0	\$0	\$900
K8-10-50	Mount Vernon Police Department	\$17,482	\$13,000	\$0	\$4,482	\$13,000
K8-10-51	Muscatine County Sheriff's Office	\$35,572	\$27,700	\$0	\$7,872	\$27,700
K8-10-52	Nevada Police Department	\$9,200	\$9,200	\$0	\$0	\$9,200
K8-10-53	Newton Police Department	\$10,800	\$10,800	\$0	\$0	\$10,800
K8-10-54	North Liberty Police Department	\$18,900	\$18,900	\$0	\$0	\$18,900
K8-10-55	Norwalk Police Department	\$6,500	\$6,500	\$0	\$0	\$6,500

## Iowa 2010 Highway Safety Plan

### Budget – 410 Alcohol Incentive (continued)

<u>Program</u> <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total</u> <u>Costs</u>	<u>Federal</u> <u>Share</u>	<u>State</u> <u>Share</u>	<u>Local</u> <u>Share</u>	<u>Local</u> <u>Benefit</u>
K8-10-56	Oelwein Police Department	\$14,400	\$14,400	\$0	\$0	\$14,400
K8-10-57	Oskaloosa Police Department	\$21,300	\$21,300	\$0	\$0	\$21,300
K8-10-58	Pella Police Department	\$13,800	\$13,800	\$0	\$0	\$13,800
K8-10-59	Perry Police Department	\$12,300	\$12,300	\$0	\$0	\$12,300
K8-10-60	Pleasant Hill Police Department	\$17,000	\$17,000	\$0	\$0	\$17,000
K8-10-61	Plymouth County Sheriff's Office	\$22,855	\$11,050	\$0	\$11,805	\$11,050
K8-10-62	Polk City Police Department	\$12,000	\$12,000	\$0	\$0	\$12,000
K8-10-63	Polk County Sheriff's Office	\$50,500	\$50,500	\$0	\$0	\$50,500
K8-10-64	Prairie City Police Department	\$9,700	\$7,000	\$0	\$2,700	\$7,000
K8-10-65	Princeton Police Department	\$5,600	\$5,600	\$0	\$0	\$5,600
K8-10-66	Prosecuting Attorneys Training Coord	\$195,500	\$195,500	\$0	\$0	\$195,500
K8-10-67	Robins Police Department	\$11,850	\$10,300	\$0	\$1,550	\$10,300
K8-10-68	Rockwell Police Department	\$31,600	\$600	\$0	\$31,000	\$600
K8-10-69	Scott County Sheriff's Office	\$49,200	\$38,500	\$0	\$10,700	\$38,500
K8-10-70	Sioux City Police Department	\$62,735	\$42,850	\$0	\$19,885	\$42,850
K8-10-71	State Court Administrator's Office	\$14,000	\$14,000	\$0	\$0	\$14,000
K8-10-72	Storm Lake Police Department	\$12,000	\$12,000	\$0	\$0	\$12,000
K8-10-73	The Integer Group	\$5,000	\$5,000	\$0	\$0	\$0
K8-10-74	University of Northern Iowa DPS	\$9,600	\$9,600	\$0	\$0	\$9,600
K8-10-75	Universty Heights Police Department	\$49,400	\$18,400	\$0	\$31,000	\$18,400
K8-10-76	Urbandale Police Department	\$12,900	\$12,900	\$0	\$0	\$12,900
K8-10-77	Wapello County Sheriff's Office	\$8,650	\$8,650	\$0	\$0	\$8,650
K8-10-78	Warren County Sheriff's Office	\$17,375	\$17,375	\$0	\$0	\$17,375
K8-10-79	Washington County Sheriff's Office	\$15,450	\$15,450	\$0	\$0	\$15,450
K8-10-80	Washington Police Department	\$14,890	\$14,400	\$0	\$490	\$14,400
K8-10-81	Waterloo Police Department	\$88,950	\$28,350	\$0	\$60,600	\$28,350
K8-10-82	Waukee Police Department	\$25,500	\$25,500	\$0	\$0	\$25,500
K8-10-83	West Burlington Police Department	\$9,450	\$9,450	\$0	\$0	\$9,450
K8-10-84	West Des Moines Police Department	\$33,400	\$33,400	\$0	\$0	\$33,400
K8-10-85	West Point Police Department	\$4,500	\$4,500	\$0	\$0	\$4,500
K8-10-86	Westcomm Communications	\$3,500	\$3,500	\$0	\$0	\$3,500
K8-10-87	Windsor Heights Police Department	\$13,000	\$13,000	\$0	\$0	\$13,000
K8-10-88	Winneshiak County Sheriff's Office	\$22,700	\$22,700	\$0	\$0	\$22,700
K8-10-89	Woodbury County Sheriff's Office	\$36,220	\$20,400	\$0	\$15,820	\$20,400
K8-10-90	Woodward Police Department	\$6,700	\$6,700	\$0	\$0	\$6,700
K8-10-99	Clinton Police Department	\$14,000	\$14,000	\$0	\$0	\$14,000
K8-10-00-01	GTSB Programs	\$766,610	\$766,610	\$0	\$0	\$766,610
K8-10-00-02	Soft Match	\$1,280,000	\$0	\$1,280,000	\$0	\$0
K8-10-00-03	GTSB - Travel	\$5,000	\$5,000	\$0	\$0	\$5,000
K8-10-00-04	GTSB - Training Travel	\$2,000	\$2,000	\$0	\$0	\$2,000
K8-10-00-06	GTSB - Enforcement Projects	\$5,000	\$5,000	\$0	\$0	\$5,000
K8-10-00-07	GTSB - LEL Program Expenses	\$15,000	\$15,000	\$0	\$0	\$15,000
K8-10-00-08	GTSB - DRE Program Expenses	\$70,000	\$70,000	\$0	\$0	\$70,000
K8-10-01-01	GTSB - P & A	\$80,000	\$80,000	\$0	\$0	\$0
	(Personal Services	\$67,334)				
	(Commodities	\$ 6,000)				
	(Equipment	\$ 2,000)				
	(Indirect Costs	\$ 4,666)				
<b>Subtotal</b>		<b>\$5,643,283</b>	<b>\$3,768,685</b>	<b>\$1,280,000</b>	<b>\$594,598</b>	<b>\$2,617,185</b>
K8PM-10-73	The Integer Group	\$120,000	\$120,000	\$0	\$0	\$0
<b>Total</b>		<b>\$5,763,283</b>	<b>\$3,888,685</b>	<b>\$1,280,000</b>	<b>\$594,598</b>	<b>\$2,617,185</b>

## Motorcycle Safety Program (2010)

### Objectives

- ☑ To reduce overall motorcycle fatalities and unhelmeted motorcycle fatalities by 2% by December 31, 2012.
- ☑ To provide motorcycle safety education to motorcyclists and the driving public.

### Strategies

- ☑ Expand outreach efforts to improve safety awareness of motorcycles for both riders and the general public.

### Program Description

Iowa received 3rd-Year Section 2010 Motorcycle Safety funds for use in FFY 2009 and anticipates receiving 4th-year funding to assist in supporting motorcycle safety efforts in the state. Iowa already has a well-established Motorcycle Safety Task Force that will start its seventh year in 2010. Activities to be funded include support for Iowa's 7th Annual Motorcycle Safety Forum to be held on April 30, 2010 at the Scheman Center for Continuing Education on the campus of Iowa State University in Ames. Last year's Forum in Cedar Rapids set attendance records with over 400 participants. NHTSA officials indicate that Iowa's Motorcycle Forum may be the best attended event of its kind in the entire United States. Iowa's successful motorcycle/motorists safety awareness brochure is now in its third edition with more than 150,000 copies distributed. The brochure received an outstanding achievement award from the National Motorcycle Safety Foundation. Iowa's Mature Rider Refresher Program, administered

by the Iowa DOT's Office of Driver Services was offered statewide in 2009. Thanks to support from Section 2010 funds, nearly 200 riders are expected to attend the Rider Refresher Course.

The Motorcycle Safety Task Force is expanding its public information reach with active participation in events such as the Bike Day at the Iowa State Fair on August 23, 2009 and the Bike Down to "I" Town event in Indianola in September 2009. An excellent public service announcement from the Idaho Highway Safety Office targeting motorists' awareness of motorcycles in the traffic environment has been tagged for Iowa and is being distributed to television stations statewide. For FFY 2010, The Integer Group will develop a new PSA for Iowa that will target motorcycle riders and what they can do to keep safe on the road. The PSA will encourage riders to "Gear Up for Safety" by wearing clothing that makes them more easily seen by other motorists. It will also stress how excessive speed and/or driving impaired put them at an extremely high-risk for a crash.

Motorcyclists account for about one third of one percent of all vehicle miles traveled in Iowa, yet they make up nearly 15% of the state's traffic deaths. As such, safety efforts aimed at both the state's riding population and the motorists who share the road with them is of paramount importance.

### Budget – 2010 Motorcycle Safety

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
K6-10-2010-01	DOT Office of Driver Services	\$55,000	\$55,000	\$0	\$0	\$55,000
K6-10-2010-02	The Integer Group	\$50,000	\$50,000	\$0	\$0	\$0
K6-10-0000-01	GTSB - Programs	\$193,094	\$193,094	\$0	\$0	\$193,094
K6-10-0000-03	GTSB - Travel	\$500	\$500	\$0	\$0	\$500
<b>Total</b>		<b>\$298,594</b>	<b>\$298,594</b>	<b>\$0</b>	<b>\$0</b>	<b>\$248,594</b>

**STATE CERTIFICATIONS AND ASSURANCES**

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR §18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

**Certifications and Assurances**

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

**The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:**

- **National law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

**The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.**

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as

amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):**

The State will provide a drug-free workplace by:

- k. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- l. Establishing a drug-free awareness program to inform employees about:
  1. The dangers of drug abuse in the workplace.
  2. The grantee's policy of maintaining a drug-free workplace.
  3. Any available drug counseling, rehabilitation and employee assistance programs.
  4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- m. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- n. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  1. Abide by the terms of the statement.
  2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- o. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- p. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
  1. Taking appropriate personnel action against such an employee, up to and including termination.
  2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State or local health, law enforcement, or other appropriate agency.
- q. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

## **BUY AMERICA ACT**

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

## **POLITICAL ACTIVITY (HATCH ACT).**

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

## **CERTIFICATION REGARDING FEDERAL LOBBYING**

Certification for Contracts, Grants, Loans and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

18. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
19. (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
20. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.



This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

## **RESTRICTION ON STATE LOBBYING**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

## **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

### **Instructions for Primary Certification**

21. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
22. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
23. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
24. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
25. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact

the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

26. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
27. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
28. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
29. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
30. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-  
Primary Covered Transactions*

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery,

bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

### Instructions for Lower Tier Certification

31. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
32. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
33. The prospective lower tier participant shall provide immediate written notice to the person to whom this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
34. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
35. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
36. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

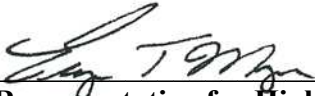
37. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
38. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
39. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

*Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:*

40. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
41. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

**ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2010 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

  
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**Governor's Representative for Highway Safety**

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August 31, 2009

**Date**