

IOWA'S BLUEPRINT FOR SAFETY

FFY 2011 HSP

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



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Mission Statement

To identify traffic safety problems and thereon develop and implement traffic safety programs designed to reduce death and injury on Iowa's streets and highways through partnerships with local, county, state and private sector agencies.

Executive Summary

The Iowa Department of Public Safety, Governor's Traffic Safety Bureau (GTSB) manages traffic safety grant dollars from the National Highway Traffic Safety Administration (NHTSA). In partnership with public and private entities, highway safety programs are developed and implemented to reduce traffic crashes and subsequent deaths, injuries and property damage. These programs include strategies associated with traffic enforcement, public education and awareness, media campaigns and community interaction. Programs can be far-reaching and part of an overall approach or they can be specific, short-term approaches.

The Commissioner of the Iowa Department of Public Safety serves as the Governor's Representative for Highway Safety and the GTSB Bureau Chief serves as the administrator of Iowa's highway safety program. The staff of the Iowa GTSB also consists of six Program Administrators, a Program Evaluator, an Office Coordinator, a Grants Administrator, a Financial Manager, a Financial Assistant and a Special Projects Manager.

The Iowa Governor's Traffic Safety Bureau has utilized the "performance-based" approach in its FFY 2011 Highway Safety Plan. This approach to planning provides the state with flexibility in targeting highway safety identified problems and also provides the state with the ability to determine measurable outcomes. This HSP has several new sections added to bring the Plan in line with the NHTSA requirements as outlined in the GHSA "Guidelines for Developing Highway Safety Performance Plans." New sections include this Executive Summary, the Problem Identification Process, the Goal Setting Process, Iowa Demographics and the Project Selection Process. Also included are charts that detail Iowa's movement in the following areas of traffic safety: fatalities, serious injuries, alcohol-related fatalities/injuries, speed-related fatalities, motorcycle fatalities, pedestrian fatalities, rural and urban fatalities, distracted driving crashes/injuries and safety belt use. In addition are detailed strategies for seven specific areas of traffic safety significant to Iowa.

During the 2010 Legislative Session in Iowa, two major highway safety laws were enacted. Governor Chester J. Culver signed these two traffic safety related bills into law and they took effect on July 1, 2010. One was a "No Texting" law prohibiting all drivers from texting and prohibiting drivers under age 18 from using any hand-held electronic device while operating a motor vehicle. The second new law requires vehicle occupants under the age of 18 to be safety belted in all seating positions including the back seat. Both have an educational period wherein only warnings will be issued during the first year. The Governor's Traffic Safety Bureau is working closely with the Department of Public Safety's Public Information Bureau and the Iowa Department of Transportation on an educational campaign called "Curb It - Click It" which addresses both of the new laws. The issue of texting while driving has become increasingly important in Iowa's overall traffic safety program and the Iowa GTSB will be placing a great deal of emphasis on this issue.

GTSB Bureau Chief Larry D. Sauer notes that "With two new traffic safety laws and a new program administrator, the Iowa GTSB is preparing to embark on a renewed sense of commitment to making a positive influence on Iowa's driving environment. We will be vigorously striving to accomplish our goals and make Iowa an even greater place to live, work and enjoy life."



Iowa Demographics

Iowa has a population of approximately 3,007,850 and is divided into 99 counties. Over 61% of the population is urban and less than 39% is rural. The average age is 38.2 with 2.4% 85 or older, 14.8% 65 or over and 76.5% 18 or over. Nearly 93% of Iowans are White, 4.1% are Hispanic or Latino, 2.5% are African American and 1.6% are Asian. There are 948 cities and over 114,000,000 miles of roadways. The State is responsible for 9,373 miles in the Primary Road System and Iowa's 99 counties have jurisdiction over the 90,075 miles in Iowa's Secondary Road System.

Iowa lies in the humid continental zone and generally has hot summers, cold winters and wet springs. Temperatures vary widely during the year with an annual average of 49°F. The state averages 166 days of full sunshine and 199 cloudy or partly cloudy days. Des Moines, in the central part of the state, has a normal daily maximum temperature of 86°F in July and a normal daily minimum of 10°F in January. Annual precipitation averages 34.7 in Des Moines and statewide snowfall averages 30 inches annually and relative humidity averages 72%.

The Process of Problem Identification in Iowa

Problem identification efforts in Iowa had once concentrated heavily on alcohol-related traffic problems. While impaired driving remains a significant problem on today's roads; other important traffic safety concerns play an important part in the current problem identification approach.

Occupant protection is a major traffic safety issue which, along with impaired driving, weighs heavily into Iowa's overall traffic safety concerns. Recent years have seen rising speed limits in a number of states including Iowa bringing to the forefront vehicle speed as an issue in serious and fatal crashes. Distracted driving has also become a major issue. Factors such as vehicle miles traveled and enforcement of OWI laws play important parts in the comprehensive evaluation of traffic safety problems. Of primary importance is the actual record of fatalities, serious injuries, overall injuries and alcohol involvement in traffic mishaps in each of the 99 counties.

In analyzing the relative severity of traffic related safety problems in each county, Iowa has carefully selected eight quantifiable measures of serious traffic incidents. The Administrative Code of the State of Iowa specifies the inclusion of fatalities, alcohol-related fatalities, injuries, serious injuries, alcohol-related injuries; vehicle miles traveled OWI revocations and motorcycle/pedestrian/bicycle fatalities/injuries in the problem identification analysis for federally funded 402 highway safety programs.

For evaluation purposes, each of the eight data elements is given equal weight. The Administrative Code does not specify any particular emphasis on the individual elements, but because each element was worthy of inclusion in problem identification analysis as defined by the Code, equal consideration of each element was adopted. The National Highway Traffic Safety Administration recommends utilizing at least three years of data and the most recent three year's worth of data available is collected by county for each of the eight program areas.

The data is entered and totaled and then each county is ranked in relationship to the other counties in each of the eight traffic-related problem areas from the highest number of occurrences to the lowest. In other words, if County X experienced an average of 40 fatalities per year; the highest in the State, County X would be ranked number one in terms of its fatality problem. If County Y averaged 750 personal injuries per year and that figure was the 15th highest among the 99 counties, County Y would be ranked number 15 in terms of its injury problem and so on.



After all categories have been analyzed, the problem rankings in all eight data groups for each individual county are averaged and compared, providing a composite ranking for each county. The composite ranking is used to determine the relative need for federal 402 highway safety program assistance. Counties are grouped by their individual ranking in each of the eight categories to determine an overall ranking. From this overall ranking, the counties with the highest prevalence of traffic problems are determined. The Top 22 counties or those with the highest number of traffic fatalities, injuries, etc. are determined and targeted for Section 402+ highway safety funding.

While the ranking of key crash-related statistics by county is the determining factor in assessing 402 program eligibility, it is only the first step in developing highway safety programs which are responsive to the problems and needs of a given county or community. A second step involves a closer examination of traffic-related data from eligible counties or municipalities within those counties that have expressed interest in establishing local traffic safety programs with the assistance of 402 funds.

Problem Identification Composite Ranking by County

Top 22 Problem County Data - Ranking within 99 Counties based on 2006-2008 Data Totals

County	Fatalities Ranking	Alcohol-related Fatalities Ranking	Total Injuries Ranking	Alcohol related Injuries Ranking	Major Injuries Ranking	Vehicle Miles Traveled Ranking	OWI Revocations Ranking	Motorcycle Bicycle & Pedestrian Injuries & Fatalities Ranking	Average Overall Ranking
Polk	1	1	1	1	1	1	1	1	1
Scott	4	2	2	2	3	3	5	2	2
Linn	3	7	3	3	2	2	2	3	3
Pottawattamie	2	2	5	5	6	5	9	3	4
Black Hawk	6	4	4	4	4	6	6	6	5
Woodbury	8	5	6	8	7	7	4	5	6
Dubuque	11	8	8	6	8	9	7	8	7
Johnson	5	31	7	7	5	4	3	7	8
Story	18	6	9	9	8	8	8	17	9
Clinton	18	20	11	10	10	15	11	9	10
Cerro Gordo	18	28	12	12	12	12	10	10	11
Webster	10	13	14	15	15	20	19	13	12
Jasper	7	12	19	19	22	11	21	13	13
Des Moines	13	8	15	17	29	21	15	11	14
Marshall	15	13	17	16	20	22	13	13	14
Lee	18	13	21	22	16	23	17	16	16
Warren	12	40	10	13	23	13	20	21	17
Dallas	23	31	16	22	11	10	16	25	18
Muscatine	25	40	18	14	17	19	12	11	19
Wapello	31	40	13	11	13	24	14	23	20
Sioux	16	20	20	24	14	28	33	20	21
Plymouth	29	13	23	25	19	30	30	27	22

The chart above shows the individual rankings of each of the Top 22 Problem counties based on the most recent three years' worth of traffic data. Totals for each county are tallied for each category and counties are then ranked from the highest to the lowest number in each area. After ranking each county in each of the eight traffic safety areas, an overall composite ranking is made. From that, the counties with the highest number of traffic problems and the Top 22 are established.



Section 410 - Alcohol Incentive Program

Section 410 funding enables Iowa to expand eligibility beyond the Top 22 counties so agencies can address impaired driving problems in their respective jurisdictions. Eligibility is based on a county's relative ranking in three critical areas: impaired driving fatalities, impaired driving injuries and OWI revocations. A composite ranking is made from all 99 counties for these three categories. Besides all communities, regardless of population, in Iowa's Top 22 problem counties, funds are available to sheriffs' offices and communities of 5,000 population or more in 18 added counties. Thus, impaired driving programs are targeted in the Top 40 Impaired Driving Problem counties.

Problem Identification Alcohol-Related Composite Ranking by County

Top 40 Problem County Data - Ranking within 99 Counties based on 2006-2008 Data Totals

<u>County</u>	Alcohol-Related Fatalities Ranking	Alcohol-related Injuries Ranking	OWI Revocations Ranking	Overall Rank
Polk	1	1	1	1
Scott	2	2	5	2
Linn	7	3	2	3
Black Hawk	4	4	6	4
Pottawattamie	2	5	9	5
Woodbury	5	8	4	6
Dubuque	8	6	7	7
Story	6	9	8	8
Des Moines	8	17	15	9
Clinton	20	10	11	10
Johnson	31	7	3	10
Marshall	13	16	13	12
Webster	13	15	19	13
Cerro Gordo	28	12	10	14
Jasper	12	19	21	15
Lee	13	22	17	15
Wapello	40	11	14	17
Winneshiek	20	18	27	17
Muscatine	40	14	12	19
Plymouth	13	25	30	20
Dallas	31	22	16	21
Warren	40	13	20	22
Sioux	20	24	33	23
Clay	13	39	26	24
Buena Vista	20	30	32	25
Benton	8	39	36	26
Marion	40	20	23	26
Hamilton	20	33	36	28
Boone	28	50	18	29
Henry	31	21	44	29
Appanoose	11	39	47	31
Clayton	31	26	41	32
Tama	40	27	31	33
Washington	31	35	34	34
Mahaska	40	36	25	35
Fayette	40	34	29	36
Harrison	40	29	39	37
Buchanan	40	31	42	38
Mills	31	36	54	39
Carroll	28	67	28	40



Program Eligibility for Other GTSB-funded Programs

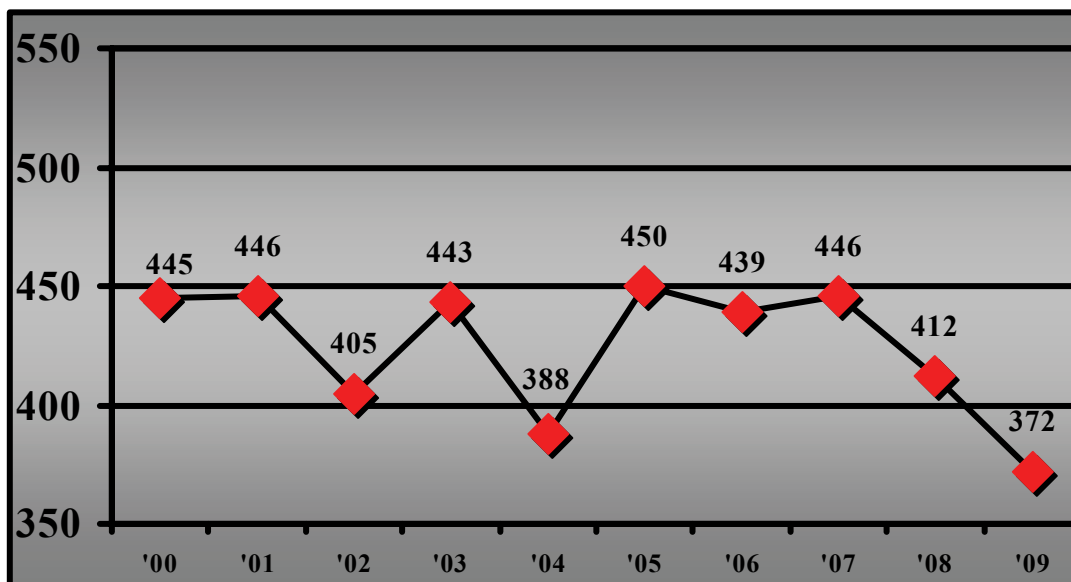
All Iowa law enforcement agencies not funded under either Section 402 or 410 are invited to participate in Iowa's special Traffic Enforcement Program or sTEP. This program is now supported with Section 406 safety belt incentive monies. Iowa is one of very few states that have a program under which all law enforcement agencies are eligible. For FFY 2011, 37 sheriffs' offices and 70 police departments applied for and will be awarded either Section 402 or Section 410 highway safety funding. The remaining Iowa law enforcement agencies, 62 sheriffs' offices and 245 police departments, were sent notifications that they qualified for sTEP and were invited to apply. Of those, 57 sheriffs' offices and 131 police departments applied for the program. In addition, the Iowa State Patrol and the Department of Transportation's Motor Vehicle Enforcement Division were asked to participate and each has submitted an application to do so.

Iowa also applied for and has been approved to receive Section 405 Occupant Protection Incentive funds, Section 408 Traffic Safety Information Systems Improvement Grants and Section 2010 Motorcyclist Safety Grants. For each funding source, along with the Application sent to and approved by NHTSA was an Implementation Plan. It is determined, at the time of those plans' creation, how and through what agencies the Bureau's programs will be implemented. Therefore, agencies to be funded under these funding sources are pre-determined by the Bureau and primarily go to agencies that have a statewide influence. Those agencies include, but are not limited to, the Iowa Department of Public Health, the Iowa Health System, the Iowa Department of Transportation, the University of Iowa Injury Prevention Research Center, Iowa State University's Institute for Transportation (InTrans) and the Iowa State Patrol.

⁺The Federal 402 Program is jointly administered by the National Highway Traffic Safety Administration and the Federal Highway Administration. Section 402 funds are used to support programs to reduce deaths and injuries on the highways. Each State's funds are administered by the Governor's Representative for Highway Safety for safety initiatives under these eight established highway safety priority areas: alcohol; police traffic services; emergency medical services; traffic records; occupant restraints; engineering; motorcycles and pedestrians/bicycles.

Performance Goals & Trends

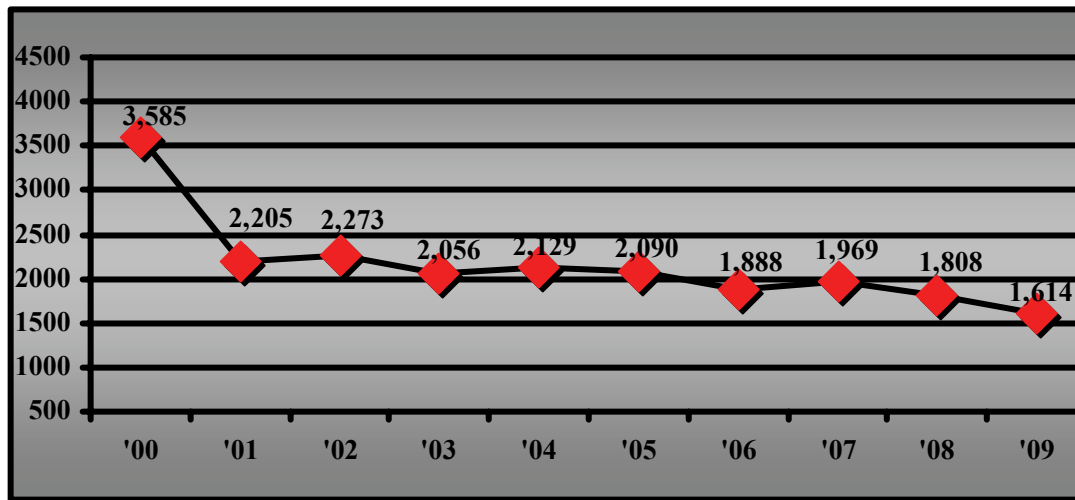
Traffic Fatalities, Source FARS



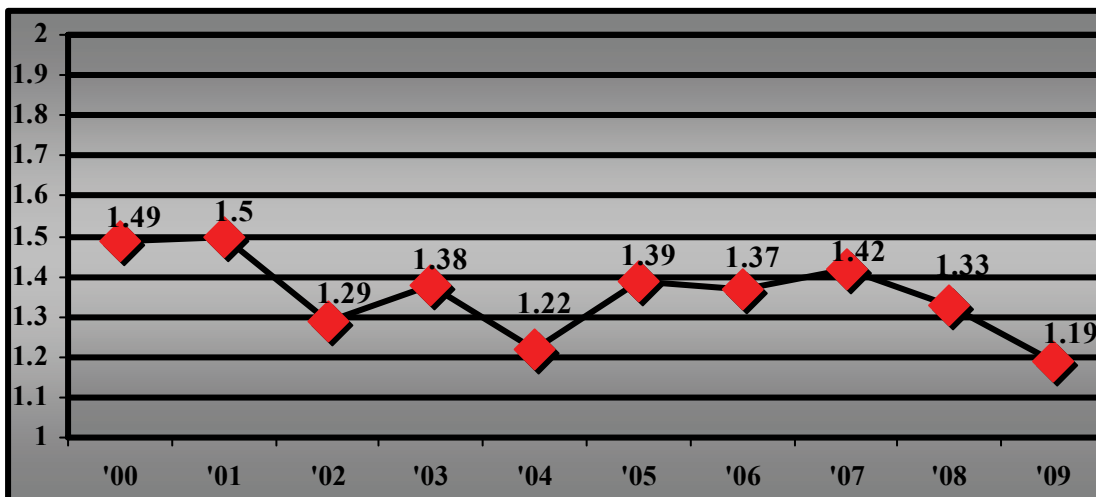
*Iowa Department of Transportation data indicates 411 for the Year 2008.



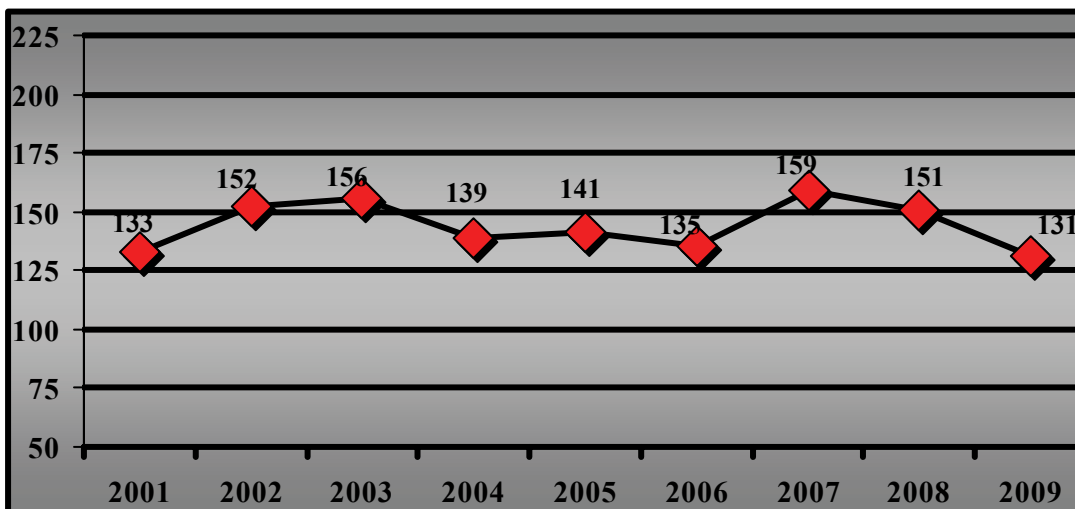
Serious Injuries, Source Iowa Department of Transportation



Fatalities Per 100 Million VMT, Source IDOT Office of Transportation Data

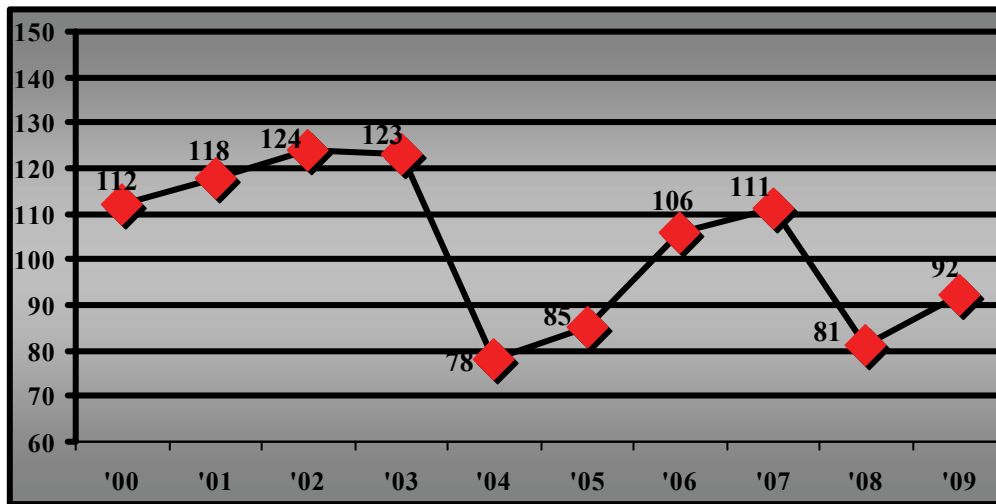


Unrestrained Vehicle Occupant Fatalities; Source: Iowa Department of Transportation

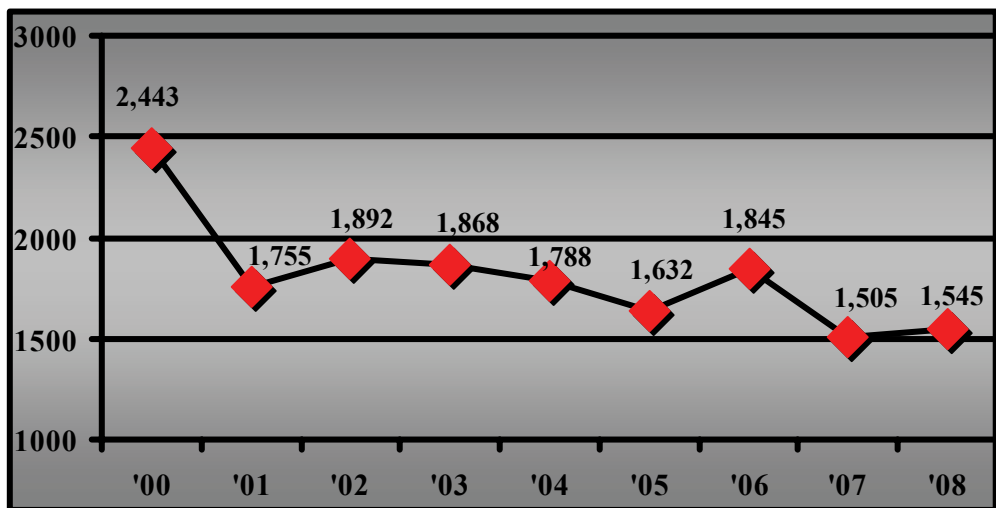




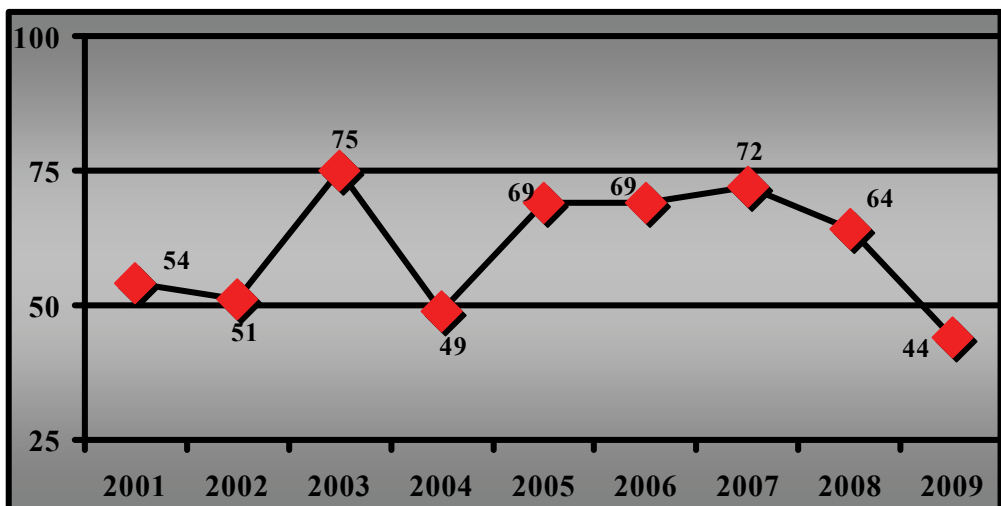
Alcohol Impaired Driving Fatalities, Source FARS



Alcohol Impaired Driving Injuries, Source Iowa Department of Transportation

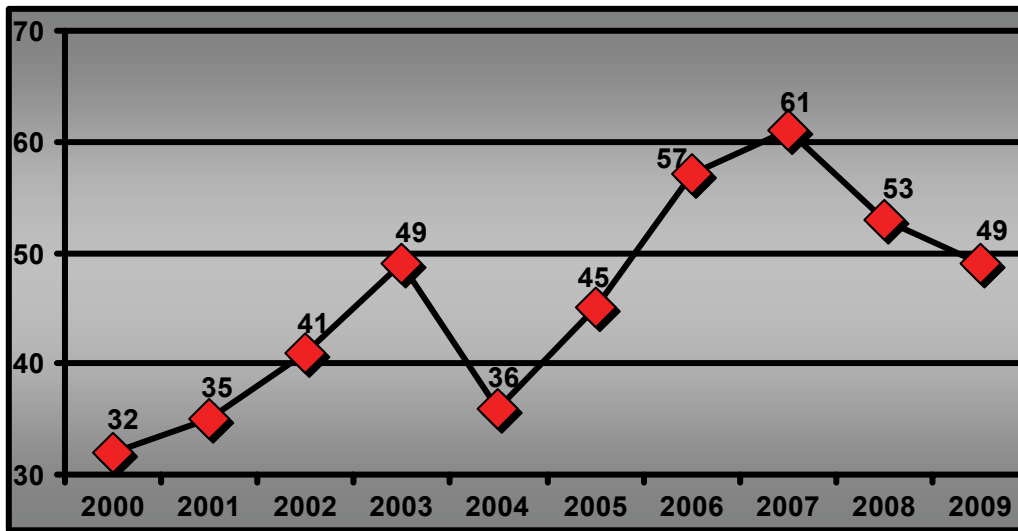


Speed Related Fatalities; Source: Iowa Department of Transportation

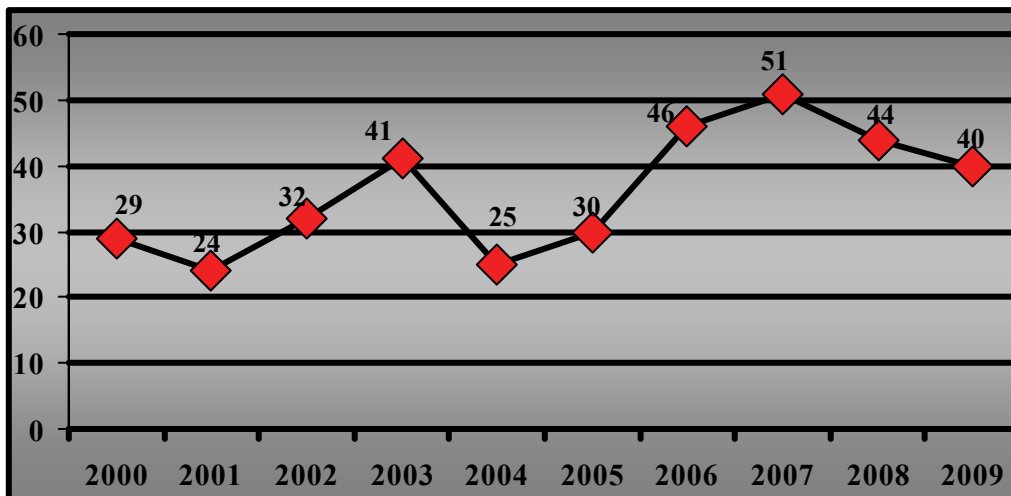




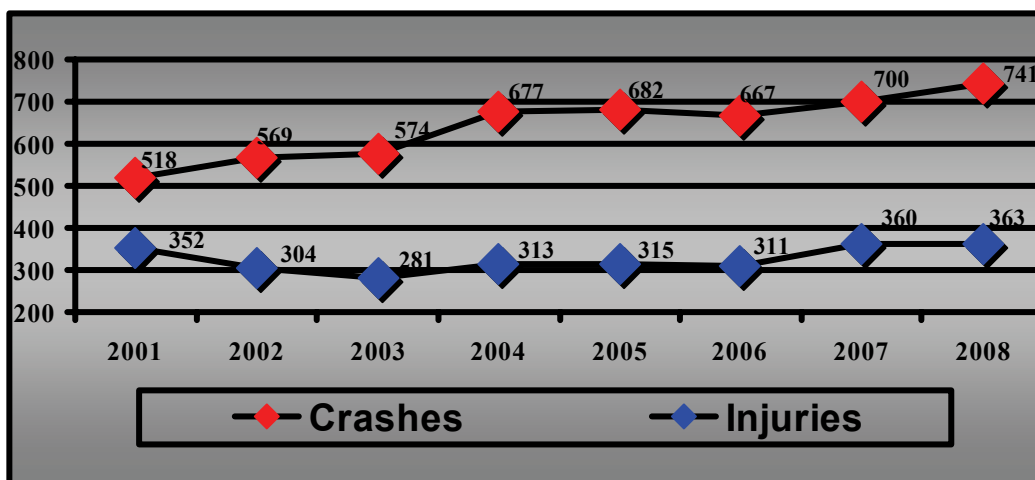
Motorcycle Fatalities, Source: Iowa Department of Transportation



Unhelmeted Motorcyclist Fatalities, Source: Iowa Department of Transportation

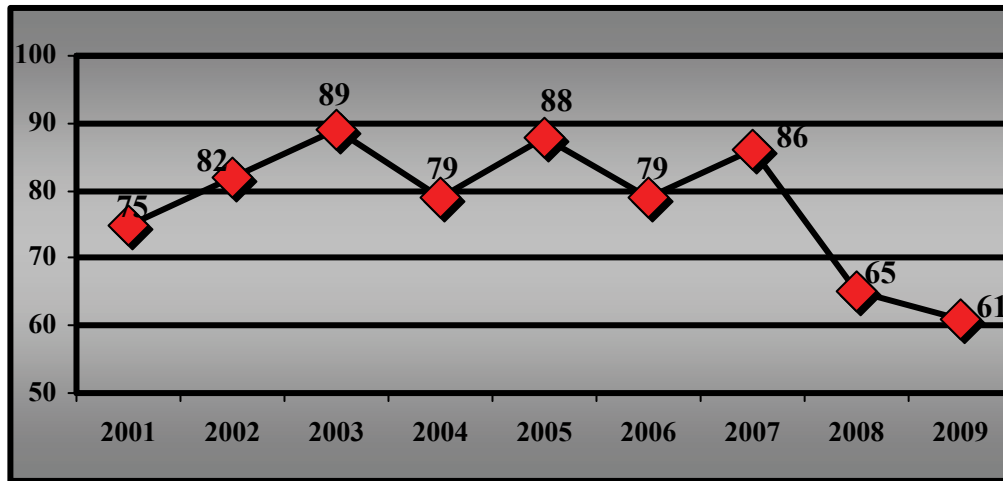


Distracted Driving Crashes & Injuries, Source: Iowa Department of Transportation

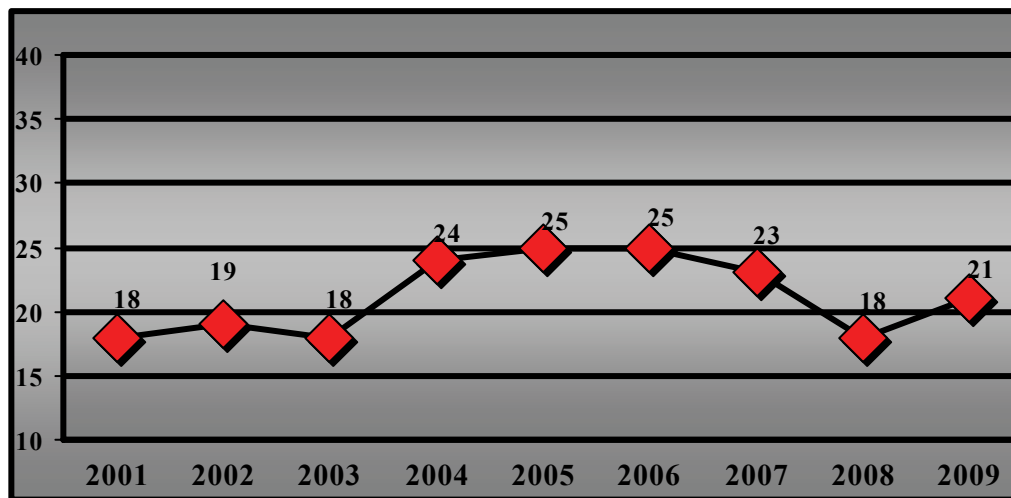




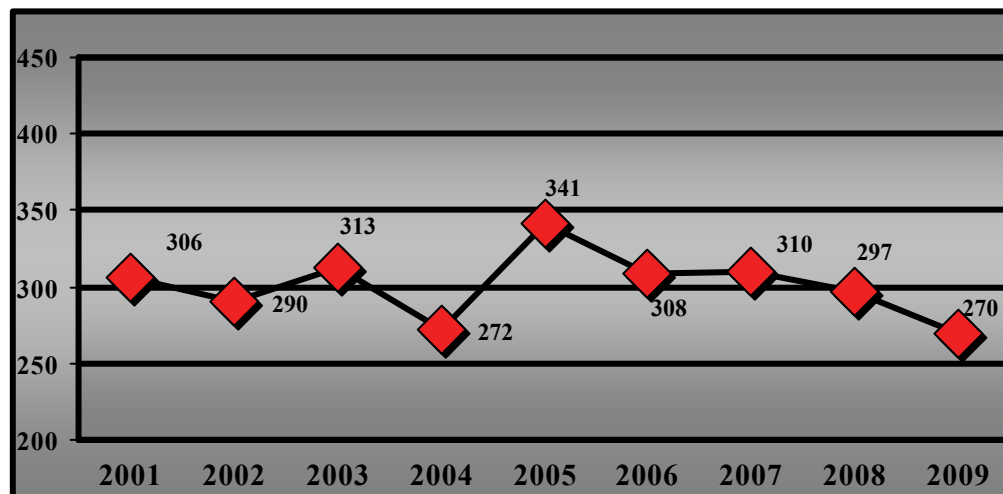
Drivers Age 20 or Younger Involved in Fatal Crashes; Source: Iowa State University InTrans



Pedestrian Fatalities; Source: Iowa Department of Transportation

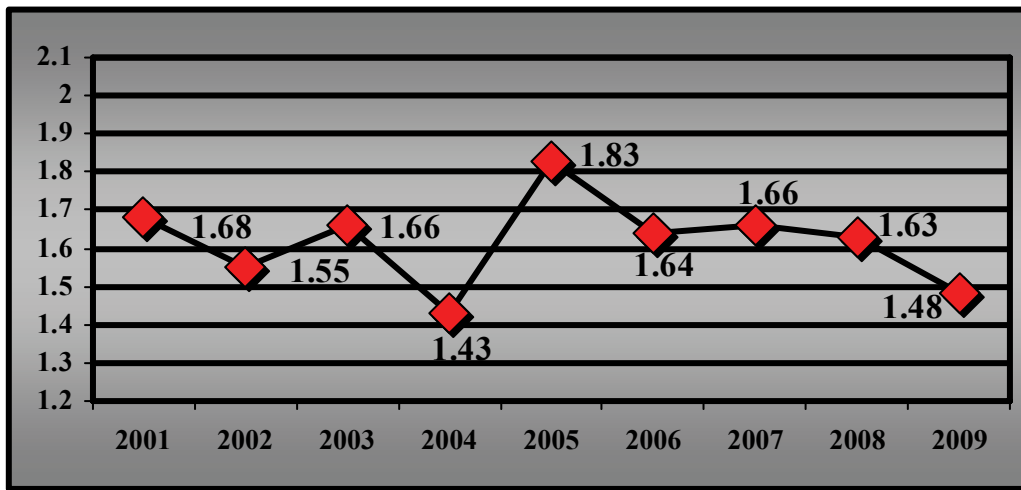


Rural Fatalities, Source: Source: Iowa Department of Transportation

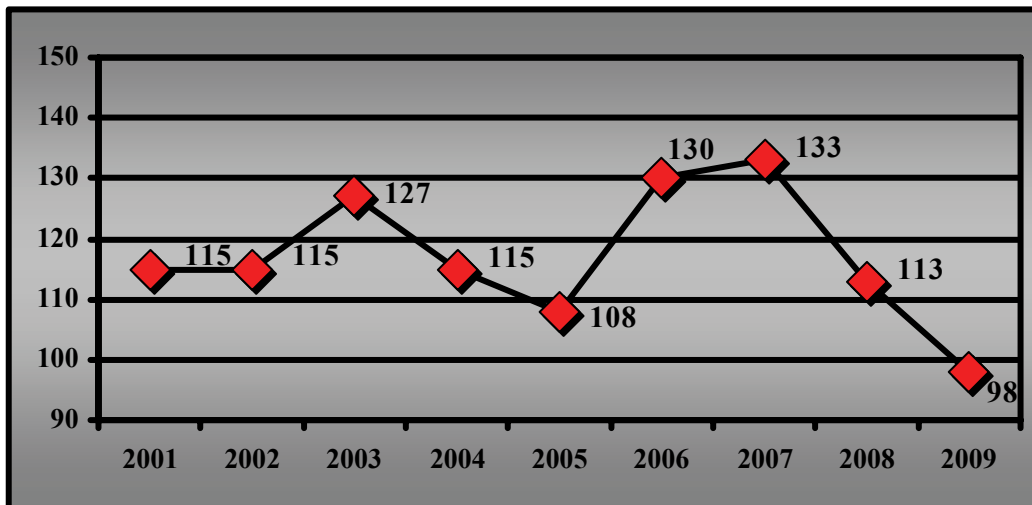




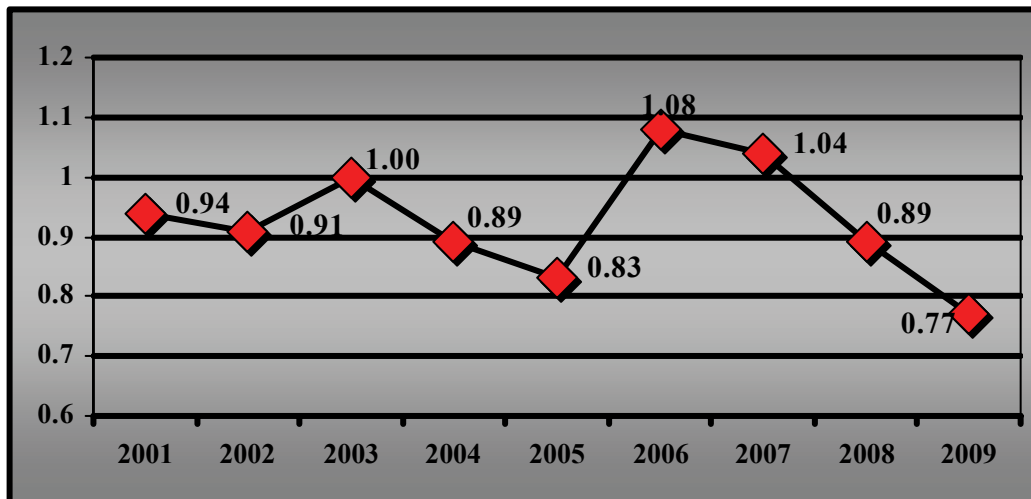
Rural Fatalities per Vehicle Miles traveled; Source: Iowa Department of Transportation



Urban Fatalities; Source: Iowa Department of Transportation

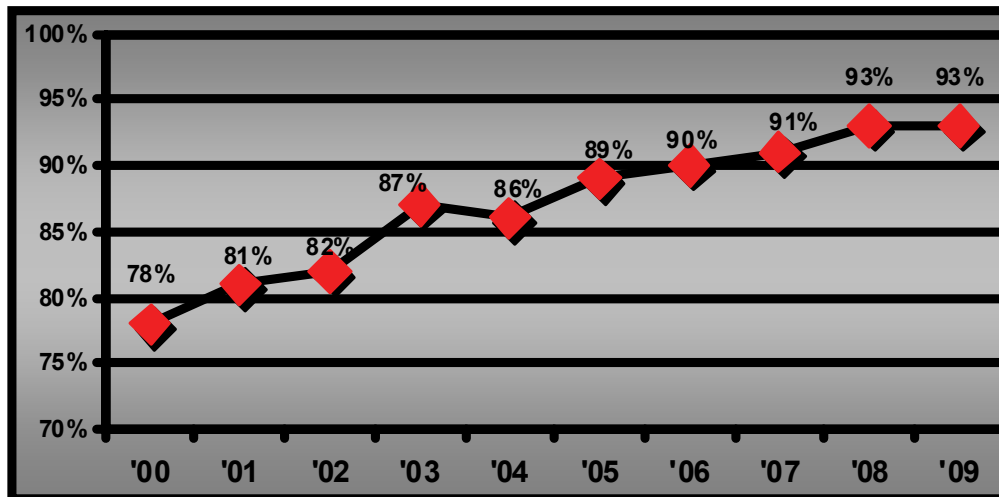


Urban Fatalities per vehicle Miles traveled; Source: Iowa Department of Transportation





Statewide Safety Belt Usage; Source: Iowa DOT Office of Traffic & Safety



Setting Goals for Traffic Safety Improvement

The process for setting traffic safety improvement goals begins with the gathering of traffic data. In the 14 performance measure areas and for urban and rural fatalities, data is gathered and analyzed for the five most recent years available. Additionally, recent performance and trends are analyzed. Trends from the previous two years are looked at even more closely. Some obvious questions are asked. Are the more recent years trending up or down to a greater or lesser degree? How much are factors outside of the general realm of traffic safety generating recent trends? A good example is the modern record low in U.S. fatalities, mirrored by Iowa and other states. How big a factor has the economic slowdown been? Are the recent high gasoline prices still influencing driving decisions? Data so far shows vehicle miles traveled (VMT) to be down but not nearly enough to account for the decline in traffic fatalities. Goals are also influenced by the size and magnitude of the programs that are being put in place to address the goals. For example, if we have a 10% increase in the number of agencies participating in our special Traffic Enforcement Program, sTEP, we could anticipate an increase in enforcement activity and a possible positive impact on fatalities and serious injuries. Currently, the GTSB has an excellent opportunity to greatly impact some of our most prevalent traffic safety issues. The Iowa State Patrol has 45 full-time troopers dedicated to GTSB traffic safety priorities during the first three quarters of the coming year. These troopers, dubbed the Alcohol and Safety Seat Enforcement Team (ASSET), will enforce traffic laws all across Iowa with special emphasis in Iowa's Top 22 traffic problem counties. Another program on the local level with the potential to greatly impact our death and serious injuries from traffic crashes is the Central Iowa Traffic Safety Task Force (CITSTF).

With the above parameters in mind, the Governor's Traffic Safety Bureau determines appropriate goals for each of the performance measures. Typically, goals are set for a four or five year period recognizing that year-to-year variations can be significant. For example, even though Iowa set a 64-year low with 372 deaths in 2009, the average number of fatalities for 2005-2009 compared to 2004-2008, was down by just 3.4 or just under one percent. However, this progress should be sufficient to enable Iowa to reach its goal of 414 average fatalities per year by December 31, 2012.



Performance Measures and Goals

NHTSA and the Governors Highway Safety Association agreed on a minimum set of performance measures for the development and implementation of highway safety plans. The set contains 14 measures: ten core outcome measures, one core behavior measure and three activity measures. The GTSB has set the following goals for the 14 core and two added measures significant to Iowa:

C-1) Traffic Fatalities

- ☒ Decrease traffic fatalities 2 percent from the 2005-2009 calendar base year average of 423.6 to 415 by December 31, 2012.

C-2) Serious Injuries

- ☒ Decrease serious injuries 2 percent from the 2005-2009 calendar base year average of 1,885 to 1,847 by December 31, 2012.

C-3) Fatalities/VMT

- ☒ Decrease fatalities/VMT 2 percent from the 2005-2009 calendar base year average of 1.36 to 1.33 by December 31, 2012.

C-4) Unrestrained Passenger Vehicle Occupant Fatalities

- ☒ Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 3 percent from the 2005-2009 calendar base year average of 143 to 139 by December 31, 2012.

C-5) Alcohol-Impaired Driving Fatalities

- ☒ Decrease alcohol impaired driving fatalities 2 percent from the 2005-2009 calendar base year average of 95 to 93 by December 31, 2012.

C-6) Speeding Related Fatalities

- ☒ Decrease speeding-related fatalities 2 percent from the 2005-2009 calendar base year average of 64 to 63 by December 31, 2012.

C-7) Motorcyclist Fatalities

- ☒ Decrease motorcyclist fatalities 2 percent from the 2005-2009 calendar base year average of 53 to 52 by December 31, 2012.

C-8) Unhelmeted Motorcyclist Fatalities

- ☒ Decrease unhelmeted motorcyclist fatalities 2 percent from the 2005-2009 calendar base year average of 42.2 to 41.4 by December 31, 2012.



Performance Measures and Goals - Continued

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

- ☒ Decrease drivers age 20 or younger involved in fatal crashes 2 percent from the 2005-2009 calendar base year average of 76 to 74 by December 31, 2012.

C-10) Pedestrian Fatalities

- ☒ Reduce pedestrian fatalities 3 percent from the 2005-2009 calendar base year average of 22 to 21 by December 31, 2012.

IA-1) Rural Fatalities/VMT

- ☒ Decrease rural fatalities/VMT 2% from the 2005-2009 calendar base year average of 1.65 to 1.62 by December 31, 2012.

IA-2) Urban Fatalities/VMT

- ☒ Decrease urban fatalities/VMT by 2% from the 2005-2009 calendar base year average of .92 to .90 by December 31, 2012.

Core Behavior Measure -

A Behavior, Awareness and Attitude Survey will be completed during FFY 2011 to measure driver attitudes and behaviors regarding speed, safety belts, distracted and impaired driving.

B-1) Observed Seat Belt Use

- ☒ To increase statewide observed safety belt usage of front seat outboard occupants in passenger vehicles 1.5 percentage points from the 2009 calendar base year average rate of 93.1% to 94.5% by December 31, 2012.

Iowa conducts an annual statewide safety belt use survey with an approved methodology and will, in accordance with 23 CFR 1240.12(c)(2), submit certification of the new usage rate by March 2011.

Activity Measures - Citations issued during funded enforcement activities:

A-1) 21,000 seat belt citations, plus 12,875 seat belt warnings

A-2) 3,650⁺ OWI arrests, plus 7,772 enforcement contacts

A-3) 90,000⁺ speed citations, plus 52,458 speed warnings



Distracted Driving

Target	All licensed drivers
Goal	1) Reduce distracted driving crashes by 1% from 693 (avg) to 686 by 12-31-12. 2) Reduce distracted driving injuries by 1% from 332 (avg) to 329 by 12-31-12.
Justification	By national estimates, distracted driving is a primary factor in 1 of 6 fatal crashes. In Iowa that equates to over 60 fatal crashes each year.

Strategy #	1
Type	Outreach
Description	The GTSB will have an interactive booth at the Des Moines Art Festival where youth can customize “buttons” to wear. Buttons will feature messages on not texting while driving and kids can color and add stickers and other embellishments. The goal is to create positive behavioral habits with pre-teens before driving age. A statewide media release will inform the public of GTSB’s booth at the Art Festival.
Coincides With	Des Moines Art Festival
Strategy Dates	June 24-26
Planner(s)	Burkett, New PA
Partner(s)	Public Information Bureau, print media outlets, GTSB and DPS staff to man booth

Strategy #	2
Type	Enforcement
Description	Enforcement efforts will be increased in school zones before and after school. A special 2-day CPS Mobile Eyes enforcement effort will target school zones statewide in September. sTEP grantees will also conduct additional enforcement. A statewide release will be issued and sent to local agencies to add their contact information and provide it to local media outlets.
Coincides With	Back to School
Strategy Dates	August 15 - September 10
Planner(s)	New PA, Meyerdirk, Mulhern, Hunefeld
Partner(s)	Local, county and state law enforcement agencies including sTEP agencies



Distracted Driving continued

Strategy #	3
Type	Media
Description	A media release will be issued statewide for “Walk to School Month” asking motorists to be careful of youth walking to and from school and not to text while driving. We’ll ask parents to tell their children to be aware of inattentive drivers and other traffic dangers to and from school. Radio interviews with local stations will state the same safety reminders noting the dangers of driving while texting and all forms of distracted driving. The “Don’t Drive Intoxicated” tagline will be used.
Coincides With	Walk to School Month
Strategy Dates	October
Planner(s)	Burkett, New PA
Partner(s)	DPS Public Information Bureau (PIB) and print and radio media outlets.
<hr/>	
Strategy #	4
Type	Enforcement
Description	Enforcement efforts will be increased before and after school and other times when teens are more likely to be driving like before and after school sports events and on Friday and Saturday evenings. Strategies will include plain cloths officers in unmarked vehicles at areas youth are known to travel to act as spotters to identify students using cell phones or other electronic devices. Spotters will then notify uniformed officers of where the violators are.
Coincides With	Teen Driver Safety Week
Strategy Dates	October 16-22
Planner(s)	New PA, Meyerdirk, Mulhern
Partner(s)	Local, county and state law enforcement agencies
<hr/>	
Strategy #	5
Type	Media
Description	A statewide release will be issued informing the public of the increased enforcement efforts to keep our teens safe during Teen Driver Safety Week. It will include a reminder on Iowa’s new ban on electronic device use by youth while driving. A posting will also be added on the GTSB’s Facebook page.
Coincides With	Teen Driver Safety Week
Strategy Dates	October 15
Planner(s)	Meyerdirk, Mulhern
Partner(s)	DPS Public Information Bureau, statewide print media outlets and Internet



Impaired Driving

Target	Young male drivers, ages 18-24
Goal	1) Reduce impaired driving fatalities by 2% from 95 (average) to 93 by 12-31-12. 2) Reduce impaired driving injuries by 2% from 1,663 (avg) to 1,630 by 12-31-12.
Justification	Traffic fatalities are the leading cause of death for ages 5 to 34 and alcohol is by far the leading cause of fatal crashes. Drivers 16-25 are 16% of Iowa registered drivers, yet 30% of drinking drivers involved in fatal crashes.

Strategy #	6
Type	Enforcement
Description	Enforcement efforts will be directed at Friday and Saturday evenings and early Saturday and Sunday mornings (50%+ alcohol-related deaths occur 9 pm -3 am).
Coincides With	New Year's Eve
Strategy Dates	December 30 - January 1
Planner(s)	Becker, Meyerdirk
Partner(s)	Local, county and state law enforcement agencies

Strategy #	7
Type	Media
Description	A statewide media release will be issued reminding motorists to drive safety over the holiday and reminding them not to drive impaired or ride with an impaired driver.
Coincides With	New Year's Eve
Strategy Dates	December 28
Planner(s)	Becker, Burkett
Partner(s)	DPS Public Information Bureau and statewide print media outlets

Strategy #	8
Type	Media
Description	A statewide media release will be issued prior to Super Bowl Sunday reminding the public to celebrate responsibly and to designate a sober driver. Messages will be posted on Facebook and the GTSB website on the impaired driving dangers.
Coincides With	Super Bowl Sunday
Strategy Dates	February 4-6
Planner(s)	Burkett, Mulhern
Partner(s)	DPS Public Information Bureau, print and web media outlets



Impaired Driving continued

Strategy #	9
Type	Outreach
Description	The GTSB will participate in the annual St. Patrick's Day Parade in Des Moines. Staff will distribute safe driving items like air fresheners and note pads and a wrecked vehicle will be in the parade line up with a Don't Drive Impaired message.
Coincides With	St. Patrick's Day
Strategy Dates	March 17-20
Planner(s)	Burkett and other DPS/GTSB
Partner(s)	Public Information Bureau and print media outlets

Strategy #	10
Type	Enforcement
Description	sSTEP agencies will conduct extra enforcement during the March 17-20 sSTEP wave. A statewide media release will be issued reminding the public to celebrate responsibly and providing stats on impaired driving crashes near the holiday.
Coincides With	St. Patrick's Day
Strategy Dates	March 17-20
Planner(s)	Hunefeld
Partner(s)	Local, county and state law enforcement agencies.

Strategy #	11
Type	Enforcement
Description	Enforcement will include heightened efforts during the July 1-4 sSTEP wave focusing on evenings, especially Friday and Saturday nights. Multi-agency efforts, including saturation patrols and traffic safety checkpoints will be encouraged.
Coincides With	Independence Day
Strategy Dates	July 1-4
Planner(s)	Becker, Meyerdirk, Hunefeld
Partner(s)	Local, county and state law enforcement agencies

Strategy #	12
Type	Media
Description	A statewide media release will be issued on celebrating responsibly and increased efforts to prevent impaired driving crashes. Locals will also issue releases.
Coincides With	Independence Day
Strategy Dates	July 1-4
Planner(s)	Becker, Meyerdirk, Hunefeld
Partner(s)	DPS Public Information Bureau and statewide print media outlets



Motorcycle Safety

Target	Motorcycle operators (age 45 and older and ages 14-20)
Goal	1) Reduce motorcycle fatalities by 2% from 53 (average) to 52 by 12-31-12. 2) Reduce unhelmeted motorcycle fatalities by 2% from 42 (avg) to 41 by 12-31-12.
Justification	Iowa is one of only three states without some type of motorcycle helmet law. In the last five years, over 80% of those killed on motorcycles in Iowa did not wear a helmet. Iowa's motorcycle operators are growing older. Nearly 6 of 10 licensed operators are age 45 or older. Motorcycle riders are in only 2% of Iowa crashes yet they account for 14% of fatalities and 12% of serious injuries. Motorcycles are 35-40 times as likely to be involved in a fatal crash per miles driven, 4 times as likely to be speeding in a fatal crash and 1.5 times as likely to be impaired.

Strategy #	13
Type	Outreach
Description	The 8th Annual Motorcycle Safety Forum will be held again in April. Last year's highly successful forum drew over 350 participants. Speakers will be brought in to discuss safety solutions to make motoring in Iowa a safe experience for all. In addition to the information gained by speaker presentations, attendees receive a variety of educational materials and can check out exhibits by vendors that include helmets, conspicuous clothing and other safety gear.
Coincides With	Just prior to Motorcycle Safety Month
Strategy Dates	Mid April
Planner(s)	Burkett
Partner(s)	Department of Transportation and Iowa Motorcycle Safety Task Force

Strategy #	14
Type	Enforcement
Description	Enforcement efforts will include identification of areas and time periods where/when motorcycle riders are most prevalent; e.g. Thursday evening is the most common Bike Night in Iowa. Identified target areas/times will be relayed to law enforcement agencies so they can focus their efforts for greater impact. The project will be enhanced by sTEP agency enforcement during the sTEP wave at the end of May.
Coincides With	Motorcycle Safety Month
Strategy Dates	May
Planner(s)	Meyerdirk, Hunefeld
Partner(s)	Local, county and state law enforcement agencies

Strategy #	15
Type	Media
Description	A sTEP media release will remind the motoring public to be aware of motorcycles in the traffic mix as well as reminding motorcyclists to "Be Safe and Be Seen."



Motorcycle Safety continued

Coincides With Motorcycle Safety Month

Strategy Dates May

Planner(s) Hunefeld

Partner(s) DPS Public Information Bureau and all media outlets statewide

Strategy # 16

Type Media

Description A statewide media release will be issued informing the public of National Ride Your Motorcycle to Work Day reminding all motorists that it's the time of year when motorcycles are on the road. The Gear Up for Safety theme will be used to remind motorcyclists that they need to protect themselves through high visibility clothing, protective gear, helmets and modulating headlamps. When reporting motorcycle crashes, reporters will be encouraged to state if a helmet was worn.

Coincides With National Ride Your Motorcycle to Work Day

Strategy Dates May 20

Planner(s) Burkett, PA, Meyerdirk, Mulhern

Partner(s) DPS Public Information Bureau and all media outlets statewide

Strategy # 17

Type Outreach

Description The GTSB will again be at the very popular Bike Down to I Town event in Indianola, Iowa. Last year's high visibility fashion show was extremely successful at the event. Safety gear with reflective stripes or other reflective elements are modeled for the motorcycle riding audience, demonstrating that they can dress safely and still look good on the road. The local Harley Davidson distributor contributed all of the safety gear outfits for the fashion show last year.

Coincides With Bike Down to I Town

Strategy Dates September 16

Planner(s) Burkett

Partner(s) DOT personnel, GTSB and DPS staff and volunteers

Strategy # 18

Type Media

Description A media release will be issued in conjunction with Bike Down to I Town (Indianola) to let the public know of the event and the opportunity to attend the fashion show.

Coincides With Bike Down to I Town

Strategy Dates September 12

Planner(s) Burkett

Partner(s) DPS Public Information Bureau and all media outlets statewide



Occupant Protection

Target	Rural and nighttime unbelted drivers and passengers
Goal	1) Increase statewide safety belt use by 1.5% from 93.1% to 94.5% by 12-31-12.
Justification	Lack of a safety belt use is a major contributor to death and injury in Iowa. Despite our statewide safety belt usage of 93.1%, 150 unbelted persons were killed in crashes in 2009. The 7% of Iowans not using safety belts are more than 12 times as likely, per mile driven, to die in a traffic crash than those belted. While overall usage is 93%, of those killed in traffic crashes on Iowa roads, only 37% are belted.
Strategy #	19
Type	Enforcement
Description	Enforcement efforts will be increased during the May/June Click It or Ticket National Mobilization and sSTEP wave. For FFY 2011, 190 law enforcement agencies have applied for sSTEP funding. These agencies will conduct “stepped up” enforcement during this 2-week effort. An additional 103 enforcement agencies funded with 402 or 410 monies will support the effort. This year, Iowa’s fine for non use of a safety belt doubled from \$25 to \$50 and officers will be encouraged to write citations rather than warnings and to focus enforcement at nights, weekends and on rural roads.
Coincides With	Click It or Ticket Mobilization/sSTEP Wave
Strategy Dates	May 23 - June 5
Planner(s)	Nagel, Hunefeld, Meyerdirk, Mulhern
Partner(s)	Local, county and state enforcement agencies
Strategy #	20
Type	Media
Description	A statewide media release will be issued for the May/June mobilization/sSTEP wave.
Coincides With	Click It or Ticket Mobilization/sSTEP Wave
Strategy Dates	May 20
Planner(s)	Hunefeld
Partner(s)	DPS Public Information Bureau and all media outlets statewide
Strategy #	21
Type	Outreach
Description	Child restraint check up events will be held during National Child Passenger Safety Week in locations of easy access to low income and Hispanic families with the greatest need for safety seats and the knowledge to use them properly. Last year’s 10 check-ups held across Iowa had CPS Technicians that checked 338 seats, recalled 28 seats, distributed 106 new seats and corrected installation on 200 more.
Coincides With	National Seat Check Saturday - National Child Passenger Safety Week
Strategy Dates	September 24
Planner(s)	Nagel
Partner(s)	CPT Technicians, Blank Children’s Hospital, Public Health EMS Bureau



Occupant Protection continued

Strategy #	22
Type	Media
Description	A media release will go out promoting the child restraint check up events to be conducted during National Child Passenger Safety Week.
Coincides With	National Child Passenger Safety Week
Strategy Dates	September 24
Planner(s)	Nagel
Partner(s)	DPS Public Information Bureau and all media outlets statewide

Strategy #	23
Type	Enforcement
Description	Enforcement efforts will be increased during the November Buckle Up America mobilization and sTEP wave. Nearly 300 law enforcement agencies that partner with the GTSB will conduct increased enforcement during this effort. Efforts will focus on nights and weekends and in areas identified as high-risk.
Coincides With	Buckle Up America Thanksgiving Mobilization/sTEP Wave
Strategy Dates	November 23-29
Planner(s)	Hunefeld, Nagel, Meyerdirk, Mulhern
Partner(s)	Local, county and state law enforcement agencies

Strategy #	24
Type	Media
Description	A statewide media release will be issued in conjunction with the BUA sTEP wave.
Coincides With	Buckle Up America Thanksgiving Mobilization/sTEP Wave
Strategy Dates	November 22
Planner(s)	Hunefeld
Partner(s)	DPS Public Information Bureau and all media outlets statewide

Special Efforts for Occupant Protection Safety

Promotional items and PSAs will be used all during the program year to bring awareness to the dangers riding in a motor vehicle unrestrained. The Integer Group has several new safety belt concepts and materials. Napkins with the message "Wipe Out Traffic Fatalities-Buckle Up" and "Windshield Doesn't Taste Like Chicken-Buckle Up" will be distributed. Coffee houses, including Starbucks, have already been given and are extremely glad to provide their patrons "We Love You a Latte-Buckle Up" cup sleeves. Learfield Sports will place safety belt messages on Iowa's three major university's sports websites; air messages during radio sports coverage on game days and provide signs at ISU, U of I and UNI stadiums, including prominent LED signage during Hawkeye, Cyclone and Panther men's and women's basketball and men's wrestling tournaments. Screenvision Direct will run PSAs at theatres prior to show times in November, December, May and June. The Integer Group will run paid and free safety belt/child restraint media campaigns in conjunction with sTEP waves in March, May and July. The Bureau will continue to expand public information/education efforts beyond the traditional with postings on Facebook and Twitter.



Rural Road Safety

Target	Rural drivers (all ages, males and females, all races and cultures)
Goal	1) Reduce rural road fatalities by 1% from 305 (average) to 303 by 12-31-12. 2) Reduce rural road fatality rate by 1% from 1.65 (average) to 1.63 by 12-31-12.
Justification	Since 2005, over four times as many people (517) have died unbelted in rural crashes compared to urban crashes (129). Belt usage for the rural fatally injured is 49%, well below the urban fatally injured rate of 61%. In Iowa's rural areas, the 517 that died unbelted outnumbered those killed in speed related crashes by nearly 4 to 1. They also outnumbered those killed in alcohol-related crashes by 2 to 1. Nearly 60% of our vehicle miles traveled in 2009 were driven on rural roads. And, during the past five years, nearly 78% of all traffic deaths occurred on rural roads.

Strategy #	25
Type	Enforcement
Description	Enforcement efforts will be increased during the Operation Western Expansion Saturation Patrol. This effort covers the western half of Iowa. All law enforcement partners in these 48 counties and the Iowa State Patrol will be asked to focus enforcement efforts on Friday and Saturday, especially evenings and on rural roads. The GTSB will provide agencies with maps showing the Top 5 problem road segments and problem rural intersections so they can target these areas.
Coincides With	Operation Eastern H.E.A.T. (Highway Enforcement Action Team)/DDOLUA mobilization
Strategy Dates	August 19-20
Planner(s)	Meyerdirk
Partner(s)	Local, county and state law enforcement agencies

Strategy #	26
Type	Media
Description	A statewide media release will be issued for National School Bus Safety Week reminding motorists that school buses will be out and on many rural roads as well as city streets. Also, students will be walking and driving to and from school. Each new school year, brings new inexperienced drivers into the traffic mix and they need to take extra special caution driving on rural roads. Driver education programs will be encouraged to include rural roads in their drive time with students.
Coincides With	National School Bus Safety Week
Strategy Dates	October 25-31
Planner(s)	Burkett
Partner(s)	Public Information Bureau, Departments of Transportation & Education, all media



Rural Road Safety continued

Strategy #	27
Type	Enforcement
Description	Enforcement efforts will be increased during the Operation Southern Exposure Saturation Patrol. This effort encompasses the southern one-third of Iowa, the majority of which is rural. All law enforcement agencies in these 31 counties and the Iowa State Patrol will be asked to focus their enforcement efforts on Friday and Saturday, especially evenings and to go beyond the urban roads to rural areas.
Coincides With	Operation Southern Exposure
Strategy Dates	April 15-16
Planner(s)	Meyerdirk
Partner(s)	Local, county and state law enforcement agencies
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Strategy #	28
Type	Enforcement
Description	Enforcement efforts will be increased during the Operation Midway Saturation Patrol. This effort encompasses the mid one-third of Iowa, with about half being mostly rural. All law enforcement agencies in these 38 counties and the Iowa State Patrol will focus enforcement efforts on Friday and Saturday, especially evenings and will go beyond urban roads to rural areas. The effort is also just prior to the May/June mobilization.
Coincides With	Operation Midway
Strategy Dates	May 20-21
Planner(s)	Meyerdirk
Partner(s)	Local, county and state law enforcement agencies
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Strategy #	29
Type	Enforcement
Description	Enforcement efforts will be increased during the Operation Northern Lights Saturation Patrol. This effort covers the mostly rural northern third of Iowa. Law enforcement agencies in these 28 counties and the Iowa State Patrol will focus enforcement on Friday and Saturday, especially evenings and on rural roads. The effort is just after the May/June mobilization and before the July STEP wave.
Coincides With	Operation Northern Lights
Strategy Dates	June 17-18
Planner(s)	Meyerdirk
Partner(s)	Local, county and state law enforcement agencies
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Rural Road Safety continued

Strategy #	30
Type	Enforcement
Description	Enforcement efforts will be increased during the Operation Eastern H.E.A.T. (Highway Enforcement Action Team) Saturation Patrol. This effort covers the eastern half of Iowa. All law enforcement partners in these 52 counties and the Iowa State Patrol will focus enforcement efforts on Friday and Saturday, especially evenings and on rural roads. The effort is just before the August/September sTEP wave held during the Over The Limit-Under Arrest impaired driving crackdown.
Coincides With	Operation Eastern H.E.A.T./ Over the Limit-Under Arrest sTEP wave
Strategy Dates	August 19-20
Planner(s)	Meyerdirk
Partner(s)	Local, county and state law enforcement agencies

Strategy #	31
Type	Media
Description	The GTSB will hold a special media event prior to the Harvest Season in Iowa as a way of bringing attention to the diverse traffic safety environment on rural roadways. We will bring into this effort as many other agencies concerned with rural issues as possible. In addition to the many farm implements that will be traveling on Iowa's roads, the every changing road surface provides extra challenges to travelers. Rural road safety statistics will be provided to media outlets and others present.
Coincides With	Harvest Season
Strategy Dates	Late August
Planner(s)	Burkett
Partner(s)	Public Information Bureau, Departments of Transportation and Agriculture, Farm Safety 4 Just Kids, I-CASH, Farm Bureau Insurance

Special Efforts for Rural Roadway Safety Improvement

The Iowa Department of Transportation has spearheaded an effort to improve rural roadways partnering with many others, including the Governor's Traffic Safety Bureau. Rural road safety audits conducted in high-crash areas focus attention and provide strategies to reduce crashes. Audits in rural Jefferson, Louisa, Washington, Lee, Benton, Buchanan, Fayette and Winneshiek counties spotlighted problems and provided locals with strategies to help reduce crashes. Audits are conducted by professionals from the DOT, Federal Highway Administration, ISU Institute for Transportation, GTSB, Iowa State Patrol, county engineers and some local law enforcement. Some local jurisdictions are forming multi-disciplinary safety teams (MDSTs) in an effort to continue improving safety on their roadways. The Bureau' MDST Advisor that worked with the other professionals to conduct these audits is Randy Hunefeld.



Speed

Target	Young male drivers under age 35, Nighttime drivers, Drivers on rural primary roads
Goal	1) Reduce speed related deaths by 2% from average of 64 to 63 by 12-31-12. 2) Reduce speed related injuries by 2% from average of 2,443 to 2,394 by 12-31-12.
Justification	Speed plays an extremely significant part in overall traffic safety. Iowa is proud to have the lowest speed related fatality rate in the nation. NHTSA has documented that Iowa's number of speed-related fatalities per miles driven is just under 10%. That said, speed still ranks third, just under lack of restraints and impaired driving, as a major contributing factor in the number of traffic crashes occurring in our state.

Strategy #	32
Type	Enforcement
Description	Iowa law enforcement will center their efforts on speed violations during a Memorial Day weekend effort that coincides with a National Click It or Ticket Mobilization and an Iowa STEP wave. Nearly 300 law enforcement agencies will increase their enforcement of speed and other violations, especially on rural primary roads, evenings and before, during and after Memorial Day. High-crash location data is provided to all enforcement grantees that are required to give these areas priority.
Coincides With	Memorial Day
Strategy Dates	May 28-31
Planner(s)	Meyerdirk, Hunefeld
Partner(s)	Local, county and state law enforcement agencies

Strategy #	33
Type	Media
Description	A statewide media release will be issued for the Memorial Day STEP wave.
Coincides With	Memorial Day
Strategy Dates	May 20
Planner(s)	Hunefeld
Partner(s)	DPS Public Information Bureau and all media outlets statewide

Strategy #	34
Type	Media
Description	A statewide media release will be issued prior to National Work Zone Safety Week reminding Iowa motorists that road workers are out there to improve our roads and we need to "Give Them a Brake" by being extra cautious as we drive near and through construction areas. Speed will be referenced as one of multiple factors that contribute to collisions and that can be impacted by altering driver behaviors.
Coincides With	National Work Zone Safety Week
Strategy Dates	April 17-23
Planner(s)	Burkett
Partner(s)	Iowa DOT, DPS Public Information Bureau, all media outlets statewide



Speed continued

Strategy #	35
Type	Enforcement
Description	Enforcement efforts will increase before, during and after the Labor Day holiday. Rural, two-lane primaries must become the focus of FFY 2011 speed enforcement efforts if we are to significantly impact the speed problem. These roads often receive less enforcement attention than interstates but experience fatality totals and fatality rates three to four times higher than the interstate system. The effort overlaps an Over the Limit - Under Arrest sTEP wave bringing more enforcement.
Coincides With	Labor Day / Over the Limit - Under Arrest mobilization / sTEP wave
Strategy Dates	September 2-6
Planner(s)	Hunefeld, Meyerdirk
Partner(s)	Local, county and state law enforcement agencies
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Strategy #	36
Type	Media
Description	A statewide media release will be issued for the Labor Day holiday sTEP wave.
Coincides With	Labor Day / Drunk Driving - Over the Limit - Under Arrest mobilization
Strategy Dates	August 29
Planner(s)	Hunefeld
Partner(s)	DPS Public Information Bureau, all media outlets statewide
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Strategy #	37
Type	Enforcement
Description	Iowa law enforcement will target drivers exceeding the posted speed limit or traveling at speeds excessive for the road conditions before, during and just after the Christmas holiday time frame. As with lack of belt use, excessive speeds are more prevalent at night, on weekends and around holiday periods.
Coincides With	Christmas
Strategy Dates	December 23-27
Planner(s)	Meyerdirk
Partner(s)	Local, county and state law enforcement agencies
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Strategy #	38
Type	Media
Description	A statewide media release will be issued prior to the Christmas holiday reminding motorists to drive with the posted speed limits and to be extra cautious and reduce speeds and the distance between vehicles on snow and/or ice covered pavements.
Coincides With	Christmas holiday
Strategy Dates	December 20
Planner(s)	Meyerdirk
Partner(s)	DPS Public Information Bureau, all media outlets statewide



Teen Driver/Passenger Safety

Target	Young drivers ages 14-19 and their passengers
Goal	1) Reduce teen driver/passenger fatalities by 2% from 67 (average) to 66 by 12-31-12. 2) Reduce teen driver/passenger injuries by 2% from 2,386 (avg) to 2,338 by 12-31-12.
Justification	In Iowa, teens ages 14-18 represent 6.8% of licensed drivers, but suffer 10.8% of all fatal and serious traffic injuries. Teen drivers ages 14-18 were involved in 57,100 crashes between 2005 and 2009. During those same five years, 335 traffic fatalities occurred as a result of a crash involving a teen (14-19) driver. This included 141 teen drivers between the ages of 14 and 19 that lost their lives.

Strategy #	39
Type	Media
Description	A statewide media release will be issued prior to the Homecoming time period that will include facts such as: The top five driver-related factors for teen drivers involved in fatal motor vehicle crashes are: 1) Driving too fast; 2) Running of the road; 3) Driving in the wrong lane; 4) Driving under the influence of alcohol, drugs or medication; and 5) Erratic or reckless driving. Other facts include: 1) 59% of teen passenger deaths occur in vehicles driven by another teen; 2) the risk of a fatal crashes increases in proportion to the number of teen passengers; and 3) nearly one-half of all teen crashes involved vehicles with one or more teen passengers.
Coincides With	Homecoming
Strategy Dates	October
Planner(s)	Mulhern, Burkett
Partner(s)	Public Information Bureau, school leaders, community groups and all media outlets
Strategy #	40
Type	Enforcement
Description	Enforcement efforts will be increased before and during Homecomings. The GTSB Law Enforcement Liaison and Youth Coordinator will work with local, county and state law enforcement to conduct special enforcement projects targeting teen traffic law violators with special attention on impaired driving and non use of safety belts.
Coincides With	Homecoming
Strategy Dates	October
Planner(s)	Mulhern, Meyerdirk
Partner(s)	Local, county and state law enforcement agencies
Strategy #	41
Type	Outreach
Description	The GTSB Youth Coordinator will identify schools in the Top 22 problem counties and work with local, county and state law enforcement agencies as well as school and community leaders to launch Mobile EYES (Every Youth Exhibiting Safety).



Teen Driver/Passenger Safety continued

Mobile EYES is a comprehensive safety campaign to support drivers ages 14-18 and adults who influence them; i.e. parents, teachers and officers. Students will be encouraged to sign pledge cards stating they: Will Not Drink and Drive; Will Buckle Up, Will Drive the Speed Limit and Will Not Use a Cell Phone or Text While Driving.

Coincides With	National Teen Driver Safety Week
Strategy Dates	October 17-23
Planner(s)	Mulhern, Burkett
Partner(s)	Public Information Bureau, law enforcement, school and community leaders, media
Strategy #	42
Type	Outreach
Description	A statewide media release and Facebook posting will be done for Mobile EYES.
Coincides With	National Teen Driver Safety Week
Strategy Dates	October 12
Planner(s)	Mulhern, Burkett
Partner(s)	DPS PIB, enforcement, school and community leaders, media and Internet
Strategy #	43
Type	Media
Description	A media event will be held prior to the times high schools hold Proms highlighting to the public and to teens that this is a dangerous time for teen drivers. Fact sheets will be prepared and distributed to media outlets. A statewide media release will be issued encouraging teens to use good judgment as they celebrate.
Coincides With	Prom
Strategy Dates	April/May
Planner(s)	Mulhern, Burkett
Partner(s)	Public Information Bureau, school leaders, community groups and all media outlets
Strategy #	44
Type	Enforcement
Description	Enforcement efforts will be increased around high school Prom season. The Law Enforcement Liaison and Youth Coordinator will work with local, county and state law enforcement to conduct special enforcement projects targeting teen drivers who violate traffic laws. Special attention will be given to impaired driving and non use of safety belts. Officers will focus on evenings before and after Prom activities.
Coincides With	Prom
Strategy Dates	April/May
Planner(s)	Mulhern, Meyerdirk
Partner(s)	Local, county and state law enforcement agencies



Project Selection Process

The Iowa Governor's Traffic Safety Bureau targets Section 402 funding to the areas of the state with the highest incidence of traffic problems. The Top 22 problem counties are determined as outlined in the Problem ID section of this Plan. Therefore, agencies that qualify for funding in these areas are notified and those that apply are nearly always selected for some type of funding by the Bureau. Likewise, counties in the Top 40 Alcohol Problem areas of the state are notified of funding and those that apply for Section 410 funds, are generally provided with some amount of funds.

Program Administrators that manage the individual highway safety projects track, during the program year, the progress agencies are making in reaching their objectives. In addition, they ensure that required activity reports, claims with supporting documentation, trip reports and any other contractually required information is received and that it is received in a timely manner. Through these reports, site visits and additional interaction with their grantees, Program Administrators (PAs) judge the commitment and success of their highway safety grantees. Each year, PAs complete a Contract Funding Criteria Matrix (below) using the Funding Criteria Guidelines on the next page as a tool for scoring their grantees. With these scores in hand, PAs review funding proposals and determine if they should be funded at 100% of their requested amount or if they should be cut back to a lesser amount.

Program elements for law enforcement agencies are set by the Bureau and include overtime for traffic enforcement and education, equipment such as radars, PBTs, in-car video cameras and partial funding for speed trailers and other elements like overtime for CPS installation and education or funding for educational materials or training events. Agencies are required to conduct public awareness activities and make two observational safety belt usage surveys during the project year.

GTSB Contract Funding Criteria Matrix			
Agency:			
Program Administrator:			
Please assign a score (0 to 5) to each area based on past year agency performance and the problem ID for the new contract year. Criteria areas with more than 1 scoring cell should be averaged so the score does not exceed 5.			
Criteria	Weight	Max Score	Max Points
1. Reporting			
a. Timeliness/Completeness	3.00	0.00	0.00
b. Claims			
2. Activity (From Annual Report or other source)			
a. # Contacts per hour	3.00	0.00	0.00
3. Partnerships			
a. Multi - Agency Enforcement Participation	2.00	0.00	0.00
b. Multi - Disciplinary			
4. sTEP/Corridor			
a. sTEP	1.00	0.00	0.00
b. Corridor			
5. P.I. & E. Outreach	2.00	0.00	0.00
6. Data Driven (PA should compare and document enforcement activity with historical data)	3.00	0.00	0.00
7. Impact factors			
a. City Population/County Population (SO Only)	1.00	0.00	0.00
b. College Town			
c. Survey Site			
d. Borders city/county with population over 50,000.			
8. Seat belt usage rates	1.00	0.00	0.00
9. Problem ID Ranking	4.00	0.00	0.00
NOTES:		TOTAL ->	0.00



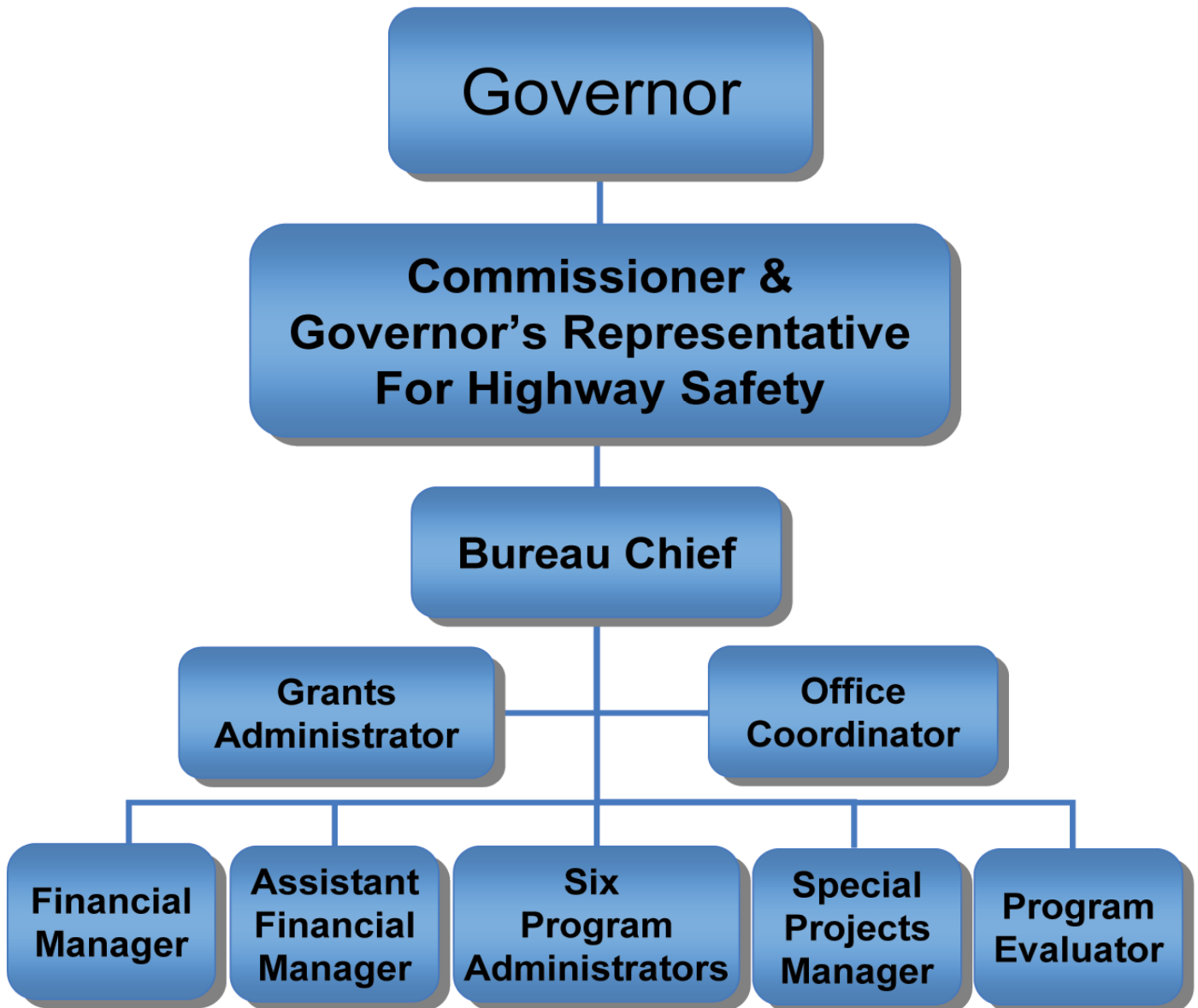
GTSB Contract Funding Criteria Guidelines This form to be used in conjunction with GTSB Form 35		GTSB Contract Funding Criteria Guidelines This form to be used in conjunction with GTSB Form 35	
1) Reporting		5) P. I. & E. Outreach (Includes traffic safety education presentations, fair booths, media events, etc.)	
a) Timeliness/Completeness		i) 26 or more	5
i) Early – Contains additional info and requires no follow-up	5	ii) 13 - 25	4
ii) On time – Requires no follow-up	4	iii) 12	3
iii) 1 - 5 days late with occasional follow-up	3	iv) 7 - 11	2
iv) 5 - 15 days late and/or frequent follow-up	2	v) 6 or less	1
v) 15 + days late	1		
vi) Over 30 days late	0		
b) Claims		6) Data Driven (PA should compare and document enforcement activity with data)	
i) Complete/Accurate/Timely – No Follow-up Required	5	a) All enforcement is data driven	5
ii) Small errors a little late	3	b) Some enforcement is data driven	3
iii) Inaccurate/Incomplete/Late	1	c) No data driven enforcement	1
2) Activity (From Annual Report or Other Source)		7) Impact Factors	
a) Contacts Per Hour		a) City population/County Population (SO Only)	
i) 3 or more	5	i) 100,000 or more	5
ii) 2 - 3	4	ii) 75000 – 100,000	4
iii) 2	3	iii) 40000 – 75000	3
iv) 1 - 2	2	iv) 10,000 – 40,000	2
v) 0	1	v) Less than 10000	1
3) Partnerships		b) College Town	
a) Multi – Agency Enforcement Participation		i) Yes	2
i) 6 or more	5	ii) No	1
ii) 4 - 5	4	c) Survey Site	
iii) 2 - 3	3	i) Yes	2
iv) 1	2	ii) No	1
v) 0	1	d) Borders city/county with population over 50,000	
b) Multi – Disciplinary Participation		i) Yes	2
i) 7 or more	5	ii) No	1
ii) 5 - 6	4		
iii) 3 - 4	3		
iv) 1 - 2	2		
v) 0	1		
4) Step/Corridor		8) Belt Usage Rate	
a) Step		a) 95 % +	1
i) All	5	b) 93 – 95%	2
ii) 4	4	c) 91-93%	3
iii) 2 - 3	3	d) 88 – 91%	4
iv) 1	2	e) 88 or less	5
v) 0	1		
b) Corridor		9) Problem ID (Ranking)	
i) 3 or more	5	a) 402 – Top 5	5
ii) 2	4	b) 402 – 6 thru 12 and/or 410 – 1 thru 10	4
iii) 1 & Planning meeting	3	c) 402 – 13 thru 18 or 410 – 11 thru 20	3
iv) 1 event no planning meeting	2	d) 402 – 19 thru 22 or 410 – 21 thru 30	2
v) None	1	e) 410 – 31 thru 40	1

Non enforcement agencies are also scored in a more limited version of the above criteria. Funding proposals from these agencies are scrutinized in much the same way. Because we work closely with most agencies requesting GTSB funds, we have a very good idea before their proposals are submitted what will be requested. Therefore, unless their past activities and reporting were not up to par, they are normally approved to be funded very close to what they have requested.

As part of the funding decision process, the Program Administrators sit down with the Bureau Chief and the Financial Manager to discuss the funding proposals. Prior to these meetings, the Financial Manager informs the Bureau Chief and PAs how much money is available under the various federal highway safety grants. When they meet, PAs recommend what agencies should be fully funded and what, if any, should be cut to a lower level. Negotiations are sometimes needed between the agencies and the PAs before final decisions are made. Once all funding decisions are made, the Financial Manager provides a matrix to the Grants Administrator of the agencies and amounts to be funded. This information is used to begin the process of contract and HSP preparation.



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





Iowa GTSB - Areas of Responsibility Contact Information

PROGRAM OVERSIGHT

Bureau Chief Larry Sauer, Contact: 515-725-6120 or larry.sauer@iowa.gov

STAFF SCHEDULES, PROMOTIONAL MATERIALS, DRE BOARD MEETINGS

Office Coordinator Ihla Hochstetler, Contact: 515-725-6123 or ihla.hochstetler@iowa.gov

GRANT APPLICATIONS, HIGHWAY SAFETY PLAN, CONTRACTS, REPORTS

Grants Administrator Sandy Bennett, Contact: 515-725-6122 or sandy.bennett@iowa.gov

EVALUATION, TRAFFIC RECORDS, STATISTICS, DATA ANALYSIS

Program Evaluator (vacant), Contact: 515-725-6134 or firstname.lastname@iowa.gov

BUDGET OVERSIGHT, GRANT TRACKING SYSTEM, TRAVEL

Financial Manager Beth Chipp, Contact: 515-725-6130 or beth.chipp1@iowa.gov

CLAIMS, AUDIT FILES, EQUIPMENT INVENTORY

Ass't Financial Manager Jennifer Parsons, Contact: 515-725-6127 or jennifer.parsons@iowa.gov

IMPAIRED DRIVING

Program Administrator Denny Becker, Contact: 515-725-6128 or dennis.becker2@iowa.gov

sTEP, MULTI-DISCIPLINARY SAFETY TEAMS

Program Administrator Randy Hunefeld, Contact: 515-725-6124 or randy.hunefeld@iowa.gov

MEDIA, SPECIAL EVENTS

Program Administrator Christine Burkett, Contact: 515-725-6121 or christine.burkett@iowa.gov

DRE PROGRAM, ENFORCEMENT, SATURATION PATROLS

Program Administrator Jim Meyerdirk, Contact: 515-725-6125 or jimmy.meyerdirk@iowa.gov

OCCUPANT PROTECTION

Program Administrator Mark Nagel, Contact: 515-725-6126 or mark.nagel@iowa.gov

YOUTH

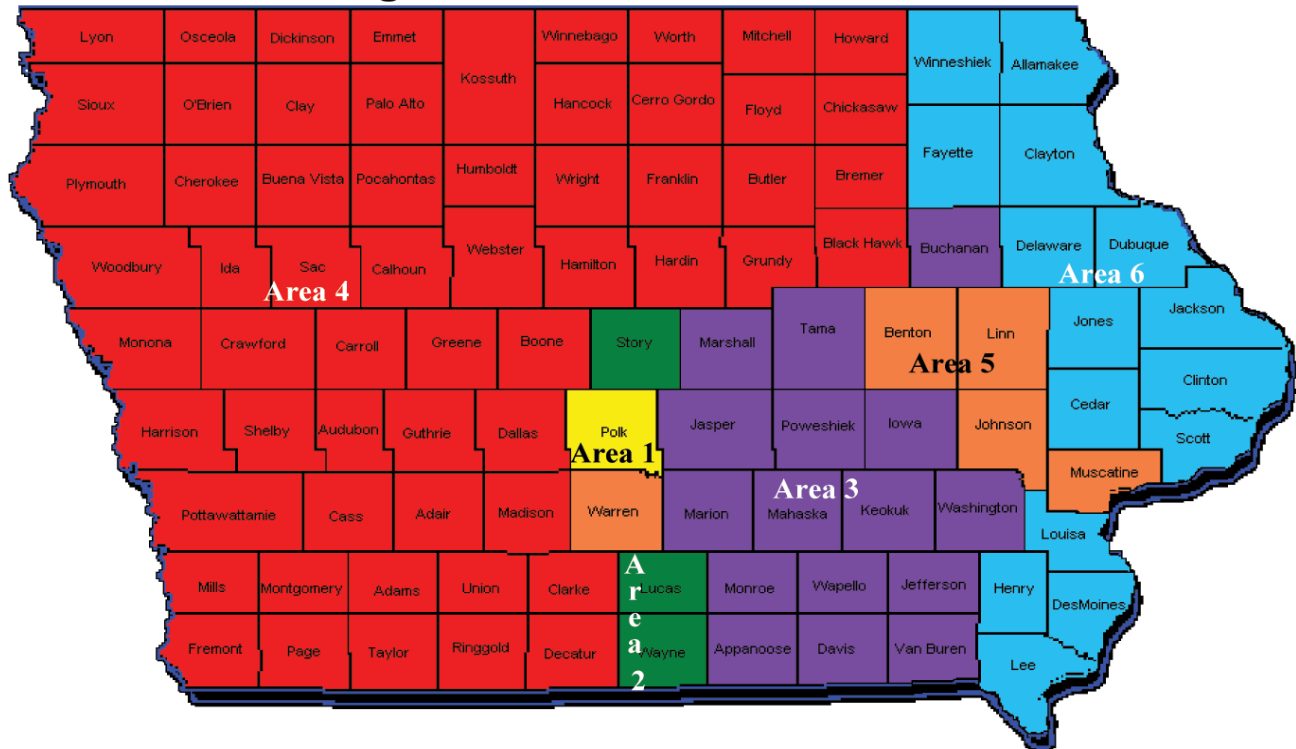
Program Administrator Mick Mulhern, Contact: 515-725-0148 or frederick.mulhern@iowa.gov

DISTRACTED DRIVING

Program Administrator (vacant) Contact: 515-725-6131 or firstname.lastname@iowa.gov



GTSB Program Administrators' Grant Areas



Denny Becker 515-725-6128 becker@dps.state.ia.us	Christine Burkett 515-725-6121 burkett@dps.state.ia.us	Mark Nagel 515-725-6126 nagel@dps.state.ia.us	Jim Meyerdirk 515-725-6125 myerdir@dps.state.ia.us	Mick Mulhern 515-725-0148 mulhern@dps.state.ia.us	Vacant 515-725-6131
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Program Administration and Grant Management

Highway safety projects funded in Iowa are divided among seven Program Administrators. Most are by location in the state except sSTEP grants which cross the entire state. sSTEP projects are not limited to Iowa's Top 22 or Top 40 problem counties. For FFY 2011, a total of 337 projects are set to be funded; 147 with agencies in the Top 22 or Top 40 counties and 190 statewide, under sSTEP.

Denny Becker is the Western Iowa Program Administrator. Since most cities in this part of the state are not as populated, Denny covers a wider area than the other PAs. For the coming year, he will manage 33 individual highway safety projects. The vast majority of which are Section 410 grants. Christine Burkett is the State Programs Administrator and manages grants with most state agencies as well as most media related grants. In FFY 2011, Christine will administer 24 individual highway safety projects. Her grants are divided between Section 402, 405, 406, 410 and 2010. Mark Nagel is the Central Iowa Program Administrator and will manage 25 individual grants in the coming year. Mark's grantees include Sections 402, 405, 406 and 410 grants. Jim Meyerdirk is the Southeast Iowa Program Administrator and will manage 15 separate highway safety programs next year that include Sections 402 and 410 grants. Mick Mulhern, Iowa's newest Program Administrator will cover grants in East Central Iowa including 24 individual projects. Mick has Section 402, 405 and 410 grantees. The Eastern Iowa Program Administrator position is currently vacant, but the Bureau expects to have a new Program Administrator by the start of FFY 2011 or shortly thereafter. This person will manage 25 individual highway safety projects that include Sections 402 and 410 grants. Randy Hunefeld is the Program Administrator for sSTEP grants with law enforcement agencies statewide. Many of these agencies are from smaller communities in more rural areas of the state.



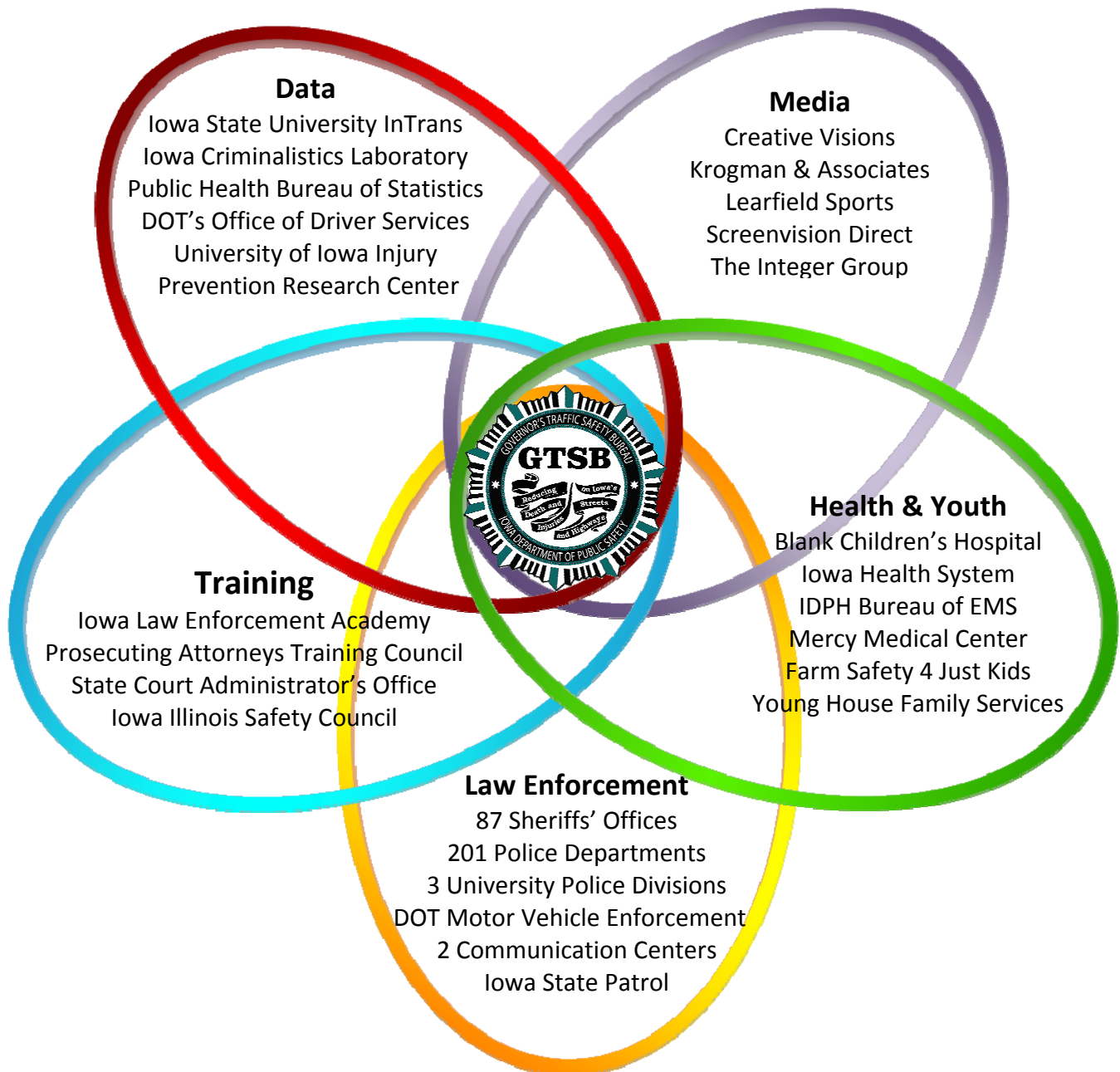
Iowa Governor's Traffic Safety Bureau 2011 Outreach Calendar																							
January								February								March							
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2	3	4	5	6	7	8		6	7	8	9	10	11	12		6	7	8	9	10	11	12	
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30	31																						
April								May								June							
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10	11	12	13	14	15	16		15	16	17	18	19	20	21		12	13	14	15	16	17	18	
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30	31																						
Art Festival								Conference/Awards								CPS Week							
Paid Media								Saturation Patrol								State Fair							
sTEP Wave																							
January - February								June								October							
Super Bowl Sunday								Operation Northern Lights								Operation Western Expansion							
Fans Don't Let Fans Drive Drunk								Ride Your Motorcycle to Work Day (20th)								Halloween							
Black History Month (February)								DM Art Festival								Buckle Up America Every Trip Every Time							
March								July								Walk to School Day 7th							
sTEP Wave DDOLUA								sTEP Wave DDOLUA								Drive Safely to Work Week (2nd wk)							
St. Patrick's Day Parade								National Stop on Red Week (1st wk)								National Teen Driver Safety Week (3rd wk)							
Buzzed Driving is Drunk Driving								Operation Is								National School Bus Safety Week (4th wk)							
GTSB Conference & Awards 23rd-24th								November								sTEP Wave BUA Every Trip Every Time							
April								August								Thanksgiving Holiday							
Operation Southern Exposure								Operation Eastern H.E.A.T.								December							
Nat'l Work Zone Awareness Week (3rd wk)								Iowa State Fair 11th-21st								3-D Month							
Alcohol Awareness Month								sTEP Wave DDOLUA								Holiday Season							
May								Back to School Safety								Drunk Driving Over the Limit Under Arrest							
Motorcycle Safety Month								September															
Cinco de Mayo 5th								sTEP Wave DDOLUA															
Operation Midway								CPS Week & Nat'l Seat Check Saturday															
sTEP Wave CLOT								Bike to I-town 16th															
Nat'l Bike Month (Bike to Work Day 13th)								4 Steps 4 Kids															
Motorists & Motorcycles Share the Road								Hispanic Heritage Month															
National Youth Traffic Safety Month								National Alcohol & Drug Addiction Recovery Month															
EMS Week (3rd wk)																							





Partners in Safety

To produce a positive impact on driver behavior to create a safer driving environment with reduced crashes, injuries and fatalities, it takes a consorted, multi-faceted approach. The Iowa Governor's Traffic Safety Bureau has, over the last three decades, fostered active partnerships with agencies and individuals that have the analogous traffic safety aspirations. It is only through the efforts of these many partners working in coordination with each other that we can achieve our objectives.





Project Description

The Iowa Governor's Traffic Safety Bureau has allocated its Section 402 Highway Safety Funds for Federal Fiscal Year 2011 with projects beginning October 1, 2010 and running through September 30, 2011. The following provides a brief description of the major project elements. Individual grants with law enforcement agencies are grouped together as the description for each are quite similar. Following each funding source is a Budget Summary providing a total dollar amount per source.

Planning and Administration

Project Number: PA 11-01-01

Project Title: Planning and Administration

Description:

Provides the staff and resources to implement and manage programs to meet the goals and objectives to reduce crashes, injuries and fatalities on Iowa roadways. This project provides the GTSB with basic administrative costs including office expenses, memberships and travel expenses for the Bureau Chief, Financial Manager and Grants Administrator. Financial information, training and program oversight will be provided to all Governor's Traffic Safety Bureau grantees. Performance measures for this project are: providing quality and timely program oversight, training, support, budgets, reports and active participation in statewide traffic safety planning and coordination of activities.

Budget: \$240,000

Planning and Administration Area: Budget Summary

Project Number	Project Title	Budget
PA 11-01-01-00	Program Planning and Administration	\$240,000
Total 402 Funds		\$240,000

Alcohol Program Area

Goal: Reduce alcohol impaired driving fatalities by 2% from 95 to 93.

Project Number(s): AL 11-02-01 through PA 11-02-10

Project Title: Law Enforcement Agency Grants

Description:

Provide traffic enforcement in local jurisdictions including six police departments, one sheriff's office and one state university police division. Enforcement is directed at occupant restraint, impaired driving and other violations during times and at locations identified as high-risk and will include at least two multi-agency events with one at night. Public information and education activities are conducted at least 12 times during the year. Two observational occupant protection surveys are conducting in March and August and results are publicized. Traffic safety educational materials are



purchased (with prior approval of the safety message) or obtained from the GTSB and distributed to the public. Needed equipment purchases may include radar/lidar units utilized for speed enforcement and DPS-approved preliminary breath testers (PBTs) and in-car video cameras utilized for impaired driving enforcement. Training funds may also be included for approved traffic safety training. Some grants also include funding for overtime to conduct educational presentations on impaired driving prevention at local schools or for other interested groups.

Budget: \$145,440

Project Number: AL 11-02-11

Project Title: Department of Public Safety Criminalistics Laboratory

Description:

Provide toxiological support for Iowa's law enforcement community. This grant provides for the purchase of 20 DataMasters. The DataMaster is a scientific instrument used to analyze a breath sample to determine the breath alcohol concentration. The DCI Lab provides these instruments to Iowa law enforcement agencies. In addition to the units, the grant covers overtime for installation and training and replacement parts. Beyond that, the Lab processes approximately 300 blood or urine samples testing for the presence of drugs and staff provides court testimony for OWI cases.

Budget: \$161,000

Project Number: AL 11-02-12

Project Title: The Integer Group

Description:

Provide a mass media impaired driving campaign for the State of Iowa. The Integer Group is the Bureau's main media grantee and will produce and distribute media materials including television, radio, print, internet/electronic and billboards public service announcements. Integer also redistributes relevant previously produced materials at the direction of the GTSB provides detailed exposure reports on exposure type, dates and the estimated audience for each item.

Budget: \$85,000

Project Number: AL 11-02-14

Project Title: Greater Des Moines Baseball Company

Description:

Provide traffic safety messages for attendees of Iowa's Triple A Baseball Team, the Iowa Cubs. Greater Des Moines Baseball will provide at Principal Park in Iowa's capital city of Des Moines, a 7'x19' fence sign, a 3'x6' backlit concourse sign and a 4'x8' digital marquee entrance sign. With attendance of nearly 537,000 at the Park last year, the messages receive enormous exposure.

Budget: \$18,200



Alcohol Program Area: Budget Summary

Project Number	Project Title	Budget
AL 11-02-01-00	Burlington Police Department	\$13,125
AL 11-02-02-00	Clinton Police Department	\$28,000
AL 11-02-03-00	Iowa State University Police Division	\$16,740
AL 11-02-04-00	Ottumwa Police Department	\$30,650
AL 11-02-05-00	Mason City Police Department	\$12,000
AL 11-02-07-00	Johnston Police Department	\$17,250
AL 11-02-08-00	Muscatine Police Department	\$20,250
AL 11-02-10-00	Marshall County Sheriff's Office	\$7,425
AL 11-02-11-00	Department of Public Safety Criminalistics Lab	\$161,000
AL-11-02-12-00	The Integer Group	\$85,000
AL-11-02-14-00	Greater Des Moines Baseball Company	\$18,200
AL-11-00-00-03	GTSB Travel	\$3,000
AL-11-00-00-05	GTSB Printing/Promotional Items	\$27,000
AL-11-07-01-00	GTSB Program Management	\$282,410
AL-11-07-02-00	ISU - GTSB Conference	\$32,000
Total 402 Funds		\$754,050

Occupant Protection Program Area

Goal: Reduce unrestrained passenger vehicle occupant fatalities by 3% from 143 to 139.

Project Number: OP 11-03-01

Project Title: The Integer Group

Description:

Provide a mass media occupant protection campaign for the State of Iowa. The Integer Group will produce and distribute media materials including television, radio, print, internet/electronic and billboard public service announcements. Integer also redistributes relevant previously produced materials at the direction of the GTSB and provides detailed exposure reports on exposure type, dates and the estimated audience for each item. Integer's "Father/Son" PSA on rural safety belt use will be widely redistributed in FFY 2011.

Budget: \$ \$85,000

Project Number: OP 11-03-02

Project Title: Polk City Police Department - Central Iowa Traffic Safety Task Force

Description:

Provide for the activities of the Central Iowa Traffic Safety Task Force (CITSTF) made up of enforcement agencies in Polk, Dallas and Warren counties, in Iowa's most populated area. At least four special traffic enforcement events are conducted, usually during the evenings on weekends. CITSTF also hosts a one-day seminar to educate local prosecutors and officers on traffic safety issues in central Iowa. In addition, they provided and distribute traffic safety educational materials at local schools, for organizations and the general public in support of traffic safety initiatives.



Budget: \$ **\$12,000**

Project Number: OP 11-03-03

Project Title: Iowa State Patrol Alcohol & Safety Seat Enforcement Team (ASSET)

Description:

Provide 45 full time troopers dedicated to traffic safety enforcement. This grant will utilize Section 402, 405 and 410 funds to support the enforcement efforts of the Iowa State Patrol's Alcohol and Safety Seat Enforcement Team. ASSET troopers will be dedicated to traffic enforcement directed at safety belt and child passenger safety violations and impaired drivers. This special effort will continue for the first nine months of the FFY 2011 program year. At least one ASSET member is stationed in each of the 14 district offices across the State of Iowa, covering all 99 counties. This enables ASSET members to target high risk areas and populations in every corner of the state. ASSET members will focus much of their efforts in Iowa's Top 22 problem counties. The ASSET team is the first of its kind in the nation and is a pilot project for the country.

Budget: \$ 2,470,750 (Sec. 402: \$1,688,250; Sec. 405: \$133,250; Sec. 410: \$649,250)

Project Number: OP 11-03-06

Project Title: Dubuque Police Department

Description:

Provide traffic enforcement directed at occupant protection, impaired driving and other violations during times and at locations identified as high-risk, including at least two multi-agency enforcement events with one event conducted at night. The Dubuque PD will also conduct at least 12 public information/education activities; conduct and publicize results of two observational occupant protection surveys in March and August; purchase and distribute traffic safety educational materials with an approved traffic safety message; purchase 80 child restraint systems and distribute to parents and caregivers at safety seat inspections; purchase 30 bicycle helmets and distribute at bicycle safety training events; purchase one approved lidar unit for speed enforcement; purchase two approved PBTs and two in-car video cameras for impaired driving enforcement; and participate in approved traffic safety training. Section 410 funds will be used to purchase the 2 in-car videos.

Budget: \$ 40,975 (Section 402: \$31,975 and Section 410: \$9,000)

Project Number: OP 11-03-07

Project Title: Krogman & Associates, L.L.C.

Description:

Provide safety belt messages via radio, internet and at stadiums during state high school championship tournaments. Two 30-second radio announcements aired during 18 championship football games at the UNI Dome and exposure reported. Two 30-second radio announcements aired at 60 championship basketball games at Wells Fargo Arena; a 3'x8' sign displayed at 18 UNI Dome football games; two sets of 3'x16' rotating signs provided at Wells Fargo Arena during 28 girls' basketball championship tournament games and during 28 boys' basketball championship tournament games; a 3'x8' sign displayed at Wells Fargo Arena during the wrestling



championships, the girls' basketball championship games and during the boys' basketball championship games; a 3'x8' sign displayed the co-ed track championships at Drake Stadium; a 125x125 pixel ad and a rotating DPS/GTSB logo provided on the [IHSSN](#) website with links to the DPS/GTSB website; Internet streaming provided for 78 high school events; a full screen DPS/GTSB logo displayed on the video board at 18 football games at the UNI Dome and 56 basketball games at Wells Fargo Arena; a full screen DPS/GTSB logo displayed on the video board during wrestling championships at Wells Fargo Arena; an approved rotating graphic on the LED Ribbon Board displayed during all wrestling, girls' and boys' basketball championships at Wells Fargo Arena; and a 2'6"x23" rotating LED sign provided at 12 semi-final and six championship football games at the UNI Dome.

Budget: \$ \$10,150

Project Number: OP 11-03-10

Project Title: Creative Visions

Description:

Provide for one part-time coordinator to plan and implement traffic safety program activities. These activities will include development and implementation of youth and adult presentations focusing on safety belt usage, impaired driving prevention and distracted driving to identify issues via a needs assessment to develop strategies and action plans for teen and young adult males on traffic safety; conducting focus groups, pre and post evaluations and, when applicable, attitudinal surveys to measure awareness and knowledge of traffic safety related issues; developing and/or obtaining program support, training materials, media resources and workshop supplies; and participation in at least one approved conference or training on safety belt use or other traffic safety issues.

Budget: \$ \$37,000

Occupant Protection Area: Budget Summary

Project Number	Project Title	Budget
OP 11-03-01-00	The Integer Group	\$85,000
OP 11-03-02-00	Polk City Police Department	\$12,000
OP 11-03-03-00	Iowa State Patrol	\$1,688,250
OP 11-03-06-00	Dubuque Police Department	\$31,975
OP 11-03-07-00	Krogman and Associates, L.L.C.	\$10,150
OP 11-03-10-00	Creative Visions	\$37,000
OP-11-00-00-03	GTSB Travel	\$3,000
OP-11-00-00-05	GTSB Printing & Promotional Items	\$49,500
OP-11-00-00-03	GTSB Fair Booth	\$36,900
OP-11-00-00-03	GTSB Outreach	\$4,000
OP-11-00-00-03	GTSB Program Management	\$247,380
OP-11-00-00-03	ISU - GTSB Conference	\$32,000
Total 402 Funds		\$2,237,155

Police Traffic Services Program Area

Goal: Reduce speed related fatalities 2% from 64 to 63.



Project Number: PT 11-04-01 through PT 11-04-23

Project Title: Law Enforcement Agency Grants

Description:

Provide traffic enforcement in local jurisdictions of eight police departments, three sheriff's offices and one state university police division. Enforcement is directed at occupant restraint, impaired driving and other violations during times and at locations identified as high-risk including at least two multi-agency events with one at night. Public information and education activities are conducted at least 12 times during the year. Two observational occupant protection surveys are conducting in March and August and results are publicized. Traffic safety educational materials are purchased with an approved safety message or obtained from the GTSB and distributed. Equipment purchases include radar/lidar units for speed enforcement and DPS-approved preliminary breath testers (PBTs) for impaired driving enforcement. Funds may be included for approved traffic safety training. Beyond those elements, Coralville PD will conduct educational presentations for high-risk groups and overtime for dispatch services to support enforcement is included in the Bettendorf PD, Fayette County SO and Marshalltown PD grants. Marshalltown PD will also conduct one 4-hour alcohol server training workshop and Davenport PD will use overtime funds to conduct inspections at local liquor establishments for alcohol sales to minors. The University of Iowa's Department of Public Safety will purchase bicycle helmets and distribute them to students; conduct student training on pedestrian safety and provide impaired driving prevention presentations to students.

Budget: \$ 191,550

Police Traffic Services Area: Budget Summary

Project Number	Project Title	Budget
PT 11-04-01-00	Bettendorf Police Department	\$59,500
PT 11-04-02-00	Cedar Falls Police Department	\$13,900
PT 11-04-05-00	Coralville Police Department	\$18,700
PT 11-04-10-00	Davenport Police Department	\$18,750
PT 11-04-11-00	Epworth Police Department	\$3,000
PT 11-04-12-00	De Witt Police Department	\$10,500
PT 11-04-14-00	Fayette County Sheriff's Office	\$9,000
PT 11-04-16-00	Marion Police Department	\$31,500
PT 11-04-17-00	Johnson County Sheriff's Office	\$11,070
PT 11-04-18-00	Marshalltown Police Department	\$5,880
PT 11-04-22-00	Story County Sheriff's Office	\$9,750
PT 11-04-23-00	University of Iowa Department of Public Safety	\$8,300
PT 11-00-00-03	GTSB Travel	\$3,000
PT 11-00-00-04	GTSB Training Travel	\$2,000
PT-11-00-00-05	GTSB Printing/Promotional Items	\$450
PT 11-00-00-06	GTSB Enforcement Projects	\$500
PT 11-07-01-00	GTSB Program Management	\$246,310
PT 11-07-02-00	ISU GTSB Conference	\$31,000
Total 402 Funds		\$483,110



Program Management

Project Number: AL/OP/PT 11-07-01

Project Title: Program Management

Description:

Provides the staff and resources to implement and manage programs to meet the goals and objectives to reduce crashes, injuries and fatalities on Iowa roadways. This project provides the GTSB with Program Administrators to manage individual highway safety projects with agencies; a Program Evaluator to provide problem identification analysis, assist in setting program objectives and to provide the annual evaluation report; an Assistant Financial Manager to help process claims and maintain audit files and an office coordinator to serve as the initial contact for the Bureau, maintain the educational materials inventory and fill requests for those materials; and serve as Secretary to the DRE Board. Performance measures for this project are: providing quality and timely project management; providing technical and analytical expertise; and providing office coordination and program support.

Budget: \$776,100 (AL \$282,410, OP \$247,380, PT \$246,310)

Project Number: AL/OP/PT 11-07-02

Project Title: Iowa State University Conference Planning & Management

Description:

Provide the staff and resources needed to plan and conduct a 2-day highway traffic safety conference. The Iowa State University's Conference Planning and Management Office will arrange for conference speakers, provide pre-registration and registration services; collect registration fees and apply them to the conference expenses; provide lodging for attendees; provide meals, informational materials, supplies, audio/visual support and web postings needed for the conference.

Budget: \$ \$95,000 (AL \$32,000, OP \$32,000, PT \$31,000)

Program Management Area Budget Summary

Project Number	Project Title
AL 11-07-01-00	See Alcohol, Occupant Protection & Police Traffic Services Budget Summaries
OP 11-07-02-00	See Alcohol, Occupant Protection & Police Traffic Services Budget Summaries

Pedestrian and Bicycle Safety Program

Goal: Reduce pedestrian fatalities 3% from 22 to 21.

Project Number(s): PS 11-08-01

Project Title: Iowa Department of Public Health Bureau of Emergency Medical Services

Description:



Provide oversight and support for four Iowa bicycle safety programs in selected areas of the State. Bicycle safety groups apply for program support and the Bureau of EMS selects four new groups each year to provide funds and technical assistance. Each group conducts observational bicycle helmet surveys and then develops and executes a bicycle safety awareness program in their respective areas. Bicycle helmets are purchased and training on proper use is provided at bicycle safety rodeos where youth are also taught other bicycle safety.

Budget: \$10,000

Pedestrian/Bicycle Safety Area Budget Summary

Project Number	Project Title	Budget
PS 11-08-01	Department of Public Health Bureau of EMS	\$10,000
Total 402 Funds		\$10,000

Roadway Safety Area

Goal: Reduce traffic fatalities by 2% from 423.6 to 415.

Project Number: RS 11-10-01

Project Title: Iowa Department of Transportation Office of Traffic & Safety

Description:

Provide for a Safety Circuit Rider program to assist local traffic engineers through Federal Highway Administration curriculums. Funding includes for the training of 30 local engineers and staff each month. Also provided is training for ten state and/or local employees. The grant also covers training materials needed and program-related travel for the Safety Circuit Rider.

Budget: \$ \$55,000

Project Number: RS 11-10-02

Project Title: Iowa Department of Transportation Office of Traffic & Safety

Description:

Provide for a Traffic Engineer Consultant firm to conduct traffic engineering studies and provide expertise to local engineers. The Traffic Engineering Assistance Program (TEAP) provides engineering expertise to local units of government having a high crash area or needing assistance with traffic control and/or operations. Road systems are analyzed, problems are identified and recommendations for correct action are provided. A summary of each completed study is provided.

Budget: \$ \$100,000

Project Number: RS 11-10-03

Project Title: Iowa Department of Transportation Office of Traffic & Safety



Description:

Provide for services to assist local communities and regional planning associations in the formation and development of local multi-disciplinary safety teams (MDSTs). This grant provides for the arrangement of initial meetings between key participants for local MDSTs in selected areas of the state. If adequate interest is shown, subsequent meetings are scheduled and guidance on activities and initiatives are provided in support of a new local MDST.

Budget: \$ 20,000

Roadway Safety Area Budget Summary

Project Number	Project Title	Budget
RS 11-10-01-00	Department of Transportation Office of Traffic and Safety	\$55,000
RS 11-10-02-00	Department of Transportation Office of Traffic and Safety	\$100,000
RS 11-10-03-00	Department of Transportation Office of Traffic and Safety	\$20,000
RS 11-00-00-03	GTSB Travel	\$10,000
Total 402 Funds		\$185,000

Youth/Alcohol Safety Program

Goal: Reduce drivers age 20 or younger involved in fatal crashes 2% from 76 to 74.

Project Number(s): YA 11-11-01

Project Title: Iowa State University Department of Public Safety

Description:

Provide for a part-time coordinator to plan and implement activities and student trainers to assist. Iowa high schools are invited to have students participate 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. Post-secondary schools are invited to have students participate in leadership and college life programming addressing alcohol/impaired driving and riding, safety belt use and other personal safety in transportation issues. Program support, training materials, media resources and supplies are developed, approved and obtained. Project evaluations are provided and impaired driving prevention education and traffic safety information is maintained on the Get A Grip website. Travel funds are also used for one staff to attend a program related traffic safety training and/or conference. ISU begins its 3rd decade of providing leadership skills and traffic safety training and support to high school and college students. Efforts continue to move to internet available resources.

Budget: \$85,000

Safety Area Budget Summary

Project Number	Project Title	Budget
YA 11-0-01	Iowa State University Department of Public Safety	\$85,000
Total 402 Funds		\$85,000



Additional Highway Safety Funding

Section 405 - Occupant Protection Incentive Grant

Section 405 Occupant Protection Incentive funding will support efforts to increase statewide safety belt and child restraint usage. Projects funded include media campaigns at Iowa's three state universities and at local theater. Trauma injury prevention presentations will be made statewide. Rural roadway safety initiatives will be made as well as rural belt use surveys. CPS efforts include Technician training, a statewide child restraint program with fit stations, web information as well as a statewide child restraint survey. Child restraint systems will be provided to low income families and child restraint training will be provided at hospitals and day care centers across the state.

Section 406 - Safety Belt Performance Grant

Project funds will be used produce child restraint educational materials in both English and Spanish and for a paid media campaign in support of national safety belt mobilizations. Funding will also provide for two statewide observational safety belt surveys and for the implementation of the Network of Employers for Traffic Safety (NETS) curriculum to be brought to corporations throughout Iowa. Training will also be provided for law enforcement through the TOPS/Op Kids training and LEET training. In addition to these projects, some 190 law enforcement agencies from mostly rural areas of the state will participate in the special Traffic Enforcement Program STEP.

Section 408 - State Traffic Safety Information System Improvements Grant

This funding will assist officers in expediting and maintaining accuracy of their crash reports and well as provide timely crash data to a variety of traffic safety professionals, legislators and others. Support will be provided for the State Traffic Records Coordinating Committee (STRCC) activities and the Iowa Traffic Safety Data Service (ITSDS). Software enhancements will be provided for Iowa's Traffic Records and Crime Software (TraCS) system and the Crash Outcome Data Evaluation System (CODES). Crash animation software will enhance technical crash studies. Crash behavioral studies will be conducted and EMS run report activities will be supported.

Section 410 - Alcohol Impaired Driving Countermeasures

Section 410 funding will provide for overtime enforcement directed at high-risk times and locations for impaired drivers, PBTs and in-car video systems, educational materials and equipment at 82 separate law enforcement agencies in Iowa's Top 40 alcohol problem counties. Two communications centers will receive funds to support impaired driving enforcement efforts. Funds will support a full-time prosecuting attorney who provides six training workshops, research assistance, OWI and Major Traffic Offense Manual updates and other training across Iowa. Funds also provide training in SFS-HGN, HGN-Drug Updates, Drug Impaired Recognition courses and other law enforcement training. Magistrates and judges receive training through an annual workshop. Funds are provided for an impaired driving prevention mass media campaign and paid media to support national impaired driving mobilizations. Iowa's Drug Evaluation and Classification Program is supported through Section 410 funds with about 15 new DRE officers trained annually.

Section 2010 - Motorcycle Safety Grant

Funding will be used to support efforts to reduce motorcycle collisions, injuries and deaths in Iowa. Motorcycle safety brochures will be printed and distributed. Iowa's very successful Motorcycle Safety Forum will be conducted and funds will support the State Motorcycle Safety Association's annual meeting and training event. Funds will support Iowa's Experienced Rider Refresher Training. In addition, funding will provide for a mass media campaign on motorcycle safety including television, radio, print, internet, and social media, electronic and billboard PSAs.



IOWA 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
- 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 - Section 402 Requirements

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; 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));

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. (23 USC 402 (b)(1)(E));

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. (23 USC 402(l)).

Other Federal Requirements

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20
Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

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 18.41.

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;

Federal Funding Accountability and Transparency Act

The State will report for each **sub-grant** awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;



(i) the entity in the preceding fiscal year received—

(I) 80 percent or more of its annual gross revenues in Federal awards; and (II) \$25,000,000 or more in annual gross revenues from Federal awards; and (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by the Office of Management and Budget in subsequent guidance or regulation.

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) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (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 of 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; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(41 U.S.C. 702;)

The State will provide a drug-free workplace by:

- a. 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;
- b. 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.



- c. 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).
- d. 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.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. 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.
- g. 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 (49 U.S.C. 5323(j)) 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, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

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:



1. 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.
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.
3. 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

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. 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.



3. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. 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.
3. The prospective lower tier participant shall provide immediate written notice to the person to which 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.
4. 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.
5. 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.

6. 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)
7. 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.
8. 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.
9. 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:

1. 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.
2. 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.

Policy To Ban Text Messaging While Driving

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

- (1) Adopt and enforce workplace safety policies to decrease crashed caused by distracted driving including policies to ban text messaging while driving—
 - a. Company-owned or -rented vehicles, or Government-owned, leased or rented vehicles; or
 - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.



- (2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as -
- c. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
 - d. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

Environmental Impact

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 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).

Governor's Representative for Highway Safety

State or Commonwealth

For Fiscal Year

August 25, 2010
Date



State of Iowa

HS 217

Highway Safety Program Cost Summary

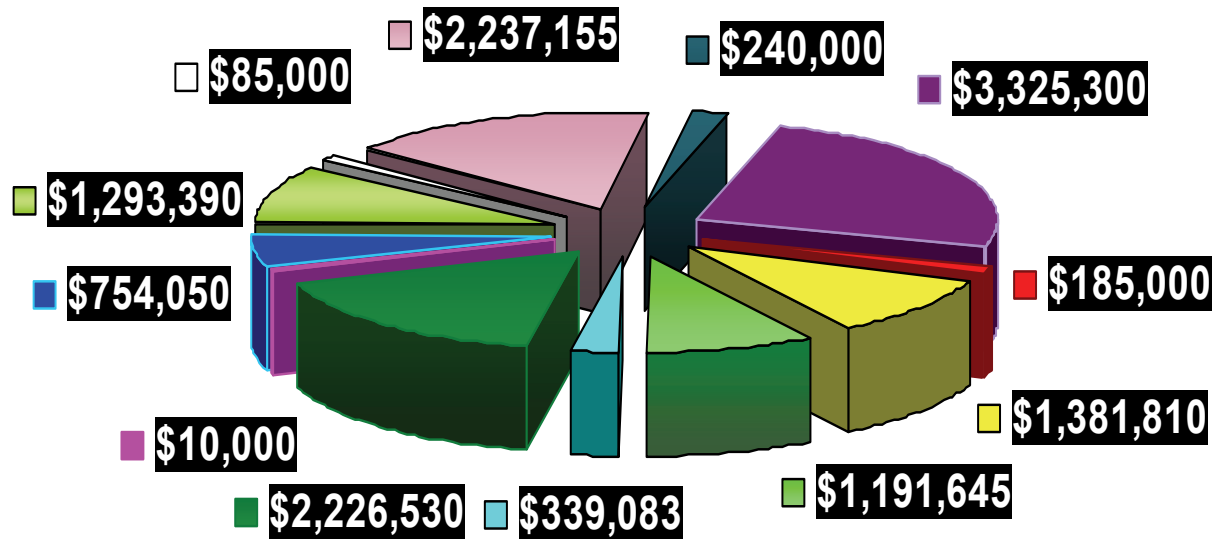
U.S. Department of Transportation
National Highway Traffic Administration
Federal Highway Administration

- - - - Federally Funded Programs - - - -						
<u>Program Area Code</u>	<u>HSP Approved Program Funds</u>	<u>Match Funds</u>	<u>Previous Balance</u>	<u>Increase/ Decrease</u>	<u>Current Balance</u>	<u>Share to Local Benefit</u>
PA-11-01	\$240,000	\$240,000	\$0	\$0	\$480,000	\$0
AL-11-02	\$754,050	\$42,879	\$0	\$4,026	\$796,929	\$669,050
OP-11-03	\$2,237,155	\$0	\$0	\$1,680,605	\$2,237,155	\$426,905
PT-11-04	\$2,226,530	\$2,242,879	\$0	(\$2,221,060)	\$4,469,409	\$2,226,530
PS-11-08	\$10,000	\$0	\$0	(\$32,200)	\$10,000	\$10,000
RS-11-10	\$185,000	\$0	\$0	(\$5,000)	\$185,000	\$185,000
YA-11-11	\$85,000	\$0	\$0	\$0	\$85,000	\$85,000
K2-11-00	\$1,163,690	\$970,045	\$0	(\$364,872)	\$2,133,735	\$1,163,690
K2PM-11-00	\$129,700	\$0	\$0	(\$13,500)	\$129,700	\$0
K4-11-00	\$1,051,645	\$4,546	\$0	(\$1,746,276)	\$1,056,191	\$971,645
K4PM-11-00	\$140,000	\$0	\$0	\$0	\$140,000	\$0
K6-11-00	\$339,083	\$0	\$0	(\$21,184)	\$339,083	\$339,083
K8-11-00	\$3,160,300	\$2,094,435	\$0	(\$2,277,123)	\$5,254,735	\$2,511,050
K8PM-11-00	\$165,000	\$0	\$0	(\$80,000)	\$165,000	\$0
K9-11-00	<u>\$1,381,810</u>	<u>\$276,365</u>	<u>\$0</u>	<u>\$200,308</u>	<u>\$1,658,175</u>	<u>\$1,361,810</u>
Total	\$13,268,963	\$5,871,149	\$0	(\$4,876,276)	\$19,140,112	\$9,949,763



Iowa's FFY 2011 Highway Safety Funding

How Does It Slice Up?



- Police Traffic Services 16.8%
- Alcohol Programs 5.7%
- Youth/Alcohol .6%
- Planning & Administration 1.8%
- Roadway Safety 1.4%
- Safety Belt Performance (406) 9.0%

- Pedestrian/Bicycle .08%
- Occupant Protection Incentive (405) 9.7%
- Occupant Protection 16.9%
- Alcohol Incentives (410) 25.1%
- Data Improvement (408) 10.4%
- Motorcycle Safety (2010) 2.6%



Iowa Department of Public Safety

GOVERNOR'S TRAFFIC SAFETY BUREAU

Larry D. Sauer, Bureau Chief