

**IOWA
HIGHWAY SAFETY
PLAN
FFY 2007**



Governor's Highway Safety Office

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Measuring the Success of Iowa's Highway Safety Programs and Initiatives

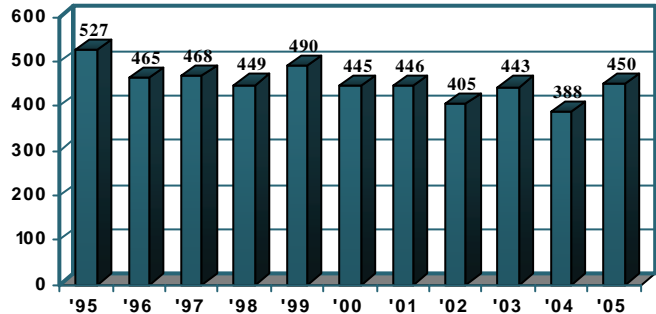
Data provides a critical measure of the ultimate impact of federally-funded programs and countermeasures on the safety of Iowa's roadways. The following section summarizes some key highway safety performance measures and the progress Iowa is making towards a safer roadway environment and a better quality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

Traffic Deaths & Iowa's Mileage Death Rate

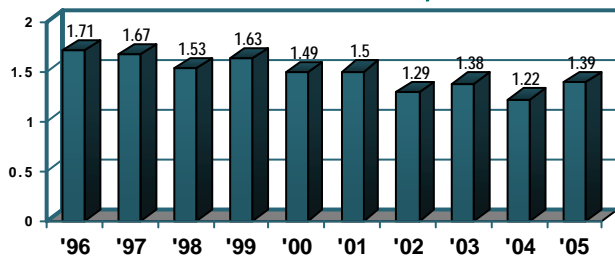
Iowa fatalities reached a 59-year low in 2004, falling below 400 for the first time since 1945. Unfortunately, traffic deaths rebounded to more historic levels in 2005. Four hundred fifty persons lost their lives on Iowa streets and highways in 2005, up 62 or 16% from 388 deaths in 2004. More winter weather-related fatalities in early 2005 combined with increased interstate fatalities after July 1 and rises in motorcycle, bicycle and commercial vehicle and impaired driving related fatalities all contributed to the increase.

Fatalities for 2005 were on par with the 1995-2004 ten-year annual average of 452 traffic deaths. Since federally-funded highway safety programs were initiated in the early 1970s, traffic fatalities in Iowa have declined by more than 50% falling from 912 in 1970 to 450 last year. Factors such as dramatic improvements in safety belt usage, reductions in the incidence of impaired driving, better roads, safer vehicles and improved emergency medical services have all played a key role in reducing highway crash tragedies. In FFY 2007, Iowa will continue its comprehensive coordinated effort to become the first non-west coast state in the Nation to achieve 95% belt usage.

Iowa Traffic Fatalities



Iowa Traffic Fatality Rates

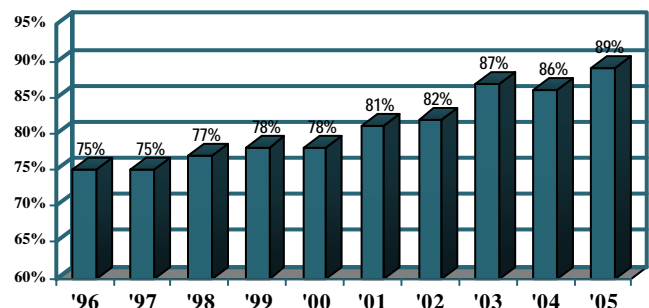


Iowa's fatality rate increased modestly in 2005, totaling 1.39 per 100 million vehicle miles traveled. Iowa's rate remains well below the national average of 1.50 despite being a rural state with one of the oldest populations and a much higher level of commercial vehicle travel, all factors which push fatality rates higher.

Safety Belt Use

Lack of a safety belt remains a major contributor to death and serious injury in Iowa. Statewide safety belt use reached an all-time high in 2005 with 89% compliance. During the past decade, over 350,000 additional Iowans are regularly using their safety belts. Iowa's use rate is the highest in NHTSA's Central Region and 11th best in the Nation. Rates continue to climb with 75% use just a decade ago. Each percent of increase means at least 28,000 more Iowans are buckling up.

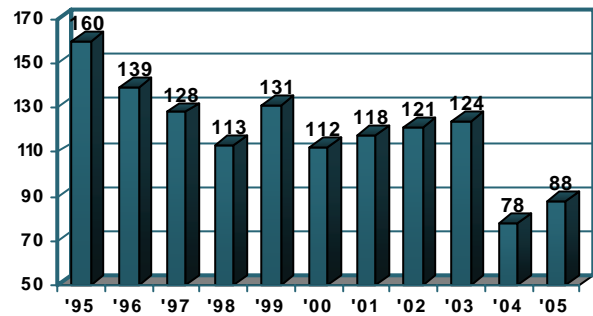
Iowa Safety Belt Use Rates



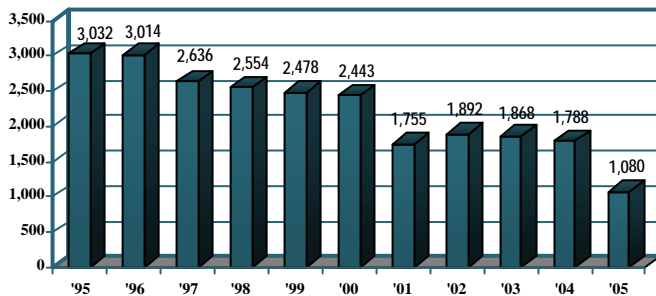
Impaired Driving

From a highway safety standpoint, Iowa has made its most dramatic progress in this crucial area. Since 1995 alone, annual alcohol-related fatalities have declined by 72. While national alcohol fatality numbers for 2005 are not yet final, Iowa will be among the best five states in the Nation. Alcohol-related injuries have also declined by nearly 55% since 1990. Despite an increase in 2005, impaired driving-related fatalities remained well below pre-2004 all-time lows (112 in 2000) with 88 such deaths.

Alcohol-Related Fatalities



Alcohol-Related Injuries

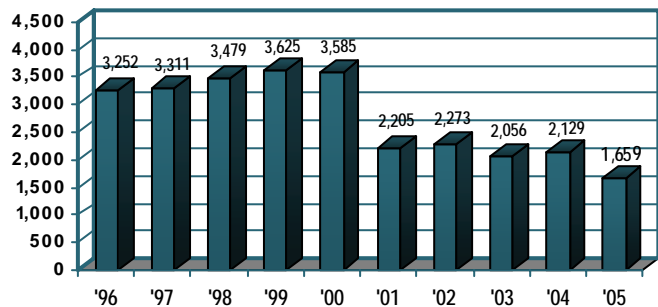


A strong array of enforcement programs involving well over 250 law enforcement agencies across the state including corridor events (border to border and then some), saturation patrols, moving multi-agency patrols, vehicle safety inspection checkpoints and local overtime enforcement all helped. Public education efforts by law enforcement and other safety organizations have contributed to recent safety gains with GTSB-funded agencies conducting well over 2,000 public information activities in FFY 2005.

Traffic Injuries

Traffic injuries and serious traffic injury rates per 100 million vehicle miles traveled have been declining. Overall traffic injuries are down nearly 30% since the mid 1990s and serious injuries are down by an even larger margin. Increased safety belt use and the decline in impaired driving related injuries and serious injuries have both contributed to the overall decline in serious and non-serious injuries.

Serious Traffic Injuries in Iowa



*Changes in the crash reporting form occurred in 2001.

Key Goals

Several universal goals stand out from the Objectives of this Highway Safety Plan, including:

- Achieve/maintain an overall traffic fatality rate of 1.4 fatalities per 100 million VMT or lower by the end of FFY 2007.
- Achieve/maintain a serious traffic injury rate of 7.5 serious injuries per 100 million VMT or fewer by the end of FFY 2007.
- Achieve/maintain an alcohol-related fatality rate of .38 fatalities per 100 million VMT or lower by the end of FFY 2007.
- Achieve a statewide safety belt use rate of 95% by the end of FFY 2008.

2007 Highway Cost Summary

Program Area Code	HSP Approved Program Funds	State/Local Funds	----- Federally Funded Programs -----			Federal Share to Local
			Previous Balance	Increase/ (Decrease)	Current Balance	
PA-07-01	\$155,000	\$155,000	\$0	\$50,000	\$50,000	\$0
AL-07-02	\$962,075	\$189,429	\$0	\$660,549	\$660,549	\$503,549
OP-07-03	\$752,293	\$113,726	\$0	\$472,293	\$472,293	\$243,293
PT-07-04	\$544,640	\$2,122,146	\$0	\$444,640	\$444,640	\$387,640
PS-07-08	\$30,000	\$7,200	\$0	\$30,000	\$30,000	\$30,000
RS-07-10	\$150,000	\$31,500	\$0	\$40,000	\$40,000	\$40,000
YA-07-11	\$85,000	\$69,076	\$0	\$50,000	\$50,000	\$50,000
157OP-07-00	\$753,283	\$200,000	\$0	\$753,283	\$753,283	\$703,283
IN5-07-00	\$33,300	\$0	\$0	\$33,300	\$33,300	\$7,000
J2-07-00	\$503,540	\$1,550,000	\$0	\$503,540	\$503,540	\$503,540
K2-07-00	\$463,189	\$463,189	\$0	\$463,189	\$463,189	\$463,189
K4-07-00	\$1,147,438	\$0	\$0	\$1,147,438	\$1,147,438	\$1,147,438
K4PM-07-00	\$300,000	\$0	\$0	\$300,000	\$300,000	\$0
K6-07-00	\$100,000	\$0	\$0	\$100,000	\$100,000	\$100,000
J8-07-00	\$883,887	\$3,207,697	\$0	\$883,887	\$883,887	\$698,887
J8PM-07-00	\$140,000	\$0	\$0	\$140,000	\$140,000	\$0
K8-07-00	\$1,461,562	\$1,461,562	\$0	\$1,461,562	\$1,461,562	\$1,461,562
K9-07-00	<u>\$448,265</u>	<u>\$115,000</u>	<u>\$0</u>	<u>\$448,265</u>	<u>\$448,265</u>	<u>\$448,265</u>
Total	\$8,913,472	\$9,685,525	\$0	\$7,981,946	\$7,981,946	\$6,787,646

Planning & Administration

Objectives

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

Program Description

Three full-time positions in the Governor's Traffic Safety Bureau are funded from within the Planning and Administration emphasis area. These positions are the GTSB Director, the Financial Manager and the Administrative Assistant. As Director of the Governor's Traffic Safety Bureau, Mr. J. Michael Laski is in charge of the agency's day-to-day operations. He is the signatory authority for financial and program operations. In FFY 2007, Mr. Laski will supervise a staff of ten full-time employees and provide direction for the program operations and financial management of the Bureau. In addition to his management duties, Mr. Laski serves on the state's Comprehensive Highway Safety Plan Executive Committee. He is also a member of the State Traffic Records Advisory Committee (STRAC) and the Governors Highway Safety Association (GHSA) Executive Board. Mike is pictured at right speaking at the August 16, 2006 media event publicizing Iowa law enforcement's involvement in the Over the Limit - Under Arrest mobilization for the 2006 Labor Day holiday period.



Ms. Shelley DeForest serves as the Bureau's Financial Manager and is responsible for all financial reporting requirements including the preparation of the financial information included in the Highway Safety Plan and the Annual Evaluation Report. She oversees all budgetary aspects of the Bureau's entire highway safety program and maintains NHTSA's Grant Tracking System. In FFY 2007, she will process all claim reimbursements and handle the preparation and submission of Change Orders. Ms. DeForest will also prepare budget information for the Bureau, provide financial assistance to staff and program contractors, and maintain the Bureau's financial-related policy files. In addition, she serves as the Bureau's liaison with other financial management personnel in the Department of Public Safety and the National Highway Traffic Safety Administration.

Ms. Sandy Bennett is the Administrative Assistant for the Bureau. She provides administrative support for most Bureau operations. In the upcoming year, Ms. Bennett will be responsible for preparation of the Bureau's state and federal contractual agreements and provide primary assistance in the preparation for federal grant applications, the Problem Identification, Highway Safety Plan, and Annual Evaluation Report. She will handle Bureau correspondence and maintain contractual, policy and other Bureau files. Ms. Bennett prepares agency activity schedules, ensures federal and state deadlines are met, provides a monthly tracking report of contractor and Area Administrator reporting compliance and handles travel arrangements for Bureau staff. She is also responsible for updating the GTSB's Policy and Procedures Manual. In addition, she creates computer presentations for the Bureau Director and staff using graphics, charts and enhanced text.

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Program management, financial expertise and administrative support will be provided for planning, implementing, monitoring and evaluating federal highway safety programs. Financial information, training and program oversight will be provided to all Governor's Traffic Safety Bureau contractors. The FFY 2007 Highway Safety Plan, Annual Evaluation Report and all financial documents will be submitted on a timely basis.

Budget

<u>Program Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
PA-07-01-01	Governor's Traffic Safety Bureau (Personal Services: \$247,000) (Commodities: \$15,000) (Indirect Costs: \$48,000)	\$310,000	\$155,000	\$155,000		\$0
Total		\$310,000	\$155,000	\$155,000	\$0	\$0

Alcohol Program

Objectives

- To maintain or increase total OWI enforcement contacts in the project area.
- To maintain at least an 85% statewide OWI conviction rate.
- To provide specialized, alcohol-related traffic safety education to judges, prosecutors, law enforcement officers and students.
- To achieve and maintain 28% or fewer alcohol-related fatalities by the end of FFY 2007.
- To achieve and maintain an alcohol-related fatality rate of .38 fatalities per 100 million VMT or lower by the end of FFY 2007.
- To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by the end of FFY 2007.

Program Description

Despite a dramatic reduction in alcohol-related fatalities in Iowa during the past decade, impaired driving and the non-use of safety belts remain the two primary contributors to traffic-related death and injury on Iowa's streets and highways. Section 402 program activities for the Year 2007 include a strong, visible enforcement component enhanced by adjudication, training efforts, public information and education. Iowa enacted a .08 BAC law in 2003. To this point, results are very promising with alcohol fatalities setting an all-time low in 2004 with 78 deaths, far below the previous low of 112, set in 2000. Impaired driving related deaths remained well below recent averages in 2005 with 88 such fatalities. This unprecedented decline in alcohol and drug related traffic fatalities was a primary factor in Iowa's 59-year low in overall highway deaths in 2004 and improvements in 5 and 10-year overall fatality averages.

Eleven local law enforcement agencies including seven police departments and four sheriffs' offices will receive GTSB support. All will feature multi-agency cooperative efforts including vehicle safety checkpoints, saturation patrols and corridor enforcement events. Sheriffs from Woodbury, Scott and Linn counties along with Ottumwa and Council Bluffs police departments begin first year impaired driving efforts. Enforcement agencies from Iowa City and Pottawattamie County begin their second year of similar efforts. Third-year programs include police departments from Burlington, Marion, Muscatine and Perry.



In addition to the enforcement efforts of these agencies, all will conduct educational presentations, provide educational materials, provide traffic safety training for officers and some will receive funding for additional traffic safety equipment. Although part of the alcohol emphasis area, these enforcement agencies will conduct

at least two observational occupant protection surveys in our continued effort to improve and assess the occupant protection usage for and by Iowans.

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In the area of adjudication, GTSB funds will support training efforts aimed at magistrates with the State Court Administrator's Office. At the Prosecuting Attorneys Training Council, training will focus on issues relevant to law enforcement officers and county attorneys in the prosecution of alcohol and drug impaired drivers. The Iowa Law Enforcement Academy will provide standardized field sobriety test (SFST) training as well as occupant protection training and a four-hour drug interdiction course for officers. Other significant programs funded under the alcohol emphasis area include a statewide public information and education program with The Integer Group and toxicological support for the Department of Public Safety's Division of Criminal Investigation Criminalistics Lab. By employing a multi-faceted approach, incorporating the key elements of training, public information and enforcement, the GTSB believes Iowa can continue to positively impact alcohol-related traffic problems in the state and be an effective partner in the national Alcohol Mobilization effort.

Budget

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
AL-07-02-01	Burlington Police Department	\$22,473	\$11,250	\$0	\$11,223	\$11,250
AL-07-02-02	Council Bluffs Police Department	\$50,000	\$50,000	\$0	\$0	\$50,000
AL-07-02-03	ISU Department of Public Safety	\$38,481	\$23,650	\$0	\$14,831	\$23,650
AL-07-02-04	Ottumwa Police Department	\$45,911	\$30,400	\$0	\$15,511	\$30,400
AL-07-02-05	Scott County Sheriff's Office	\$29,400	\$20,000	\$0	\$9,400	\$20,000
AL-07-02-06	Woodbury County Sheriff's Office	\$28,751	\$14,500	\$0	\$14,251	\$14,500
AL-07-02-07	State Court Administrator's Office	\$25,000	\$25,000	\$0	\$0	\$25,000
AL-07-02-08	Prosecuting Attorneys Training Co	\$204,377	\$172,000	\$32,377	\$0	\$172,000
AL-07-02-09	Iowa Law Enforcement Academy	\$115,000	\$115,000	\$0	\$0	\$115,000
AL-07-02-10	Linn County Sheriff's Office	\$78,151	\$30,000	\$0	\$48,151	\$30,000
AL-07-02-11	Division of Criminal Investigation	\$15,000	\$15,000	\$0	\$0	\$15,000
AL-07-02-12	The Integer Group	\$75,000	\$75,000	\$0	\$0	\$0
AL-07-02-13	Iowa City Police Department	\$34,410	\$21,000	\$0	\$13,410	\$21,000
AL-07-02-14	Pottawattamie Co. Sheriff's Office	\$11,500	\$11,500	\$0	\$0	\$11,500
AL-07-02-15	GTSB - travel	\$5,000	\$5,000	\$0	\$0	\$5,000
AL-07-02-16	GTSB - printing	\$25,000	\$25,000	\$0	\$0	\$25,000
AL-07-02-19	Marion Police Department	\$36,000	\$16,500	\$0	\$19,500	\$16,500
AL-07-02-20	Muscatine Police Department	\$19,850	\$10,875	\$0	\$8,975	\$10,875
AL-07-02-21	Perry Police Department	\$7,200	\$5,400	\$0	\$1,800	\$5,400
AL-07-07-01	GTSB - Program Management	\$260,000	\$260,000	\$0	\$0	\$3,000
AL-07-07-02	ISU - GTSB Conference	<u>\$25,000</u>	<u>\$25,000</u>	<u>\$0</u>	<u>\$0</u>	<u>\$25,000</u>
Total		\$1,151,504	\$962,075	\$32,377	\$157,052	\$630,075

Occupant Protection Program

Objectives

- To enhance the motoring public's use of safety belts/child restraints through programs targeted for enforcement, educators and the general public.
- To measure and evaluate safety belt/child restraint use in Iowa and to disseminate occupant protection information to target audiences through publications and conferences.
- To initiate safety belt and child passenger safety programs aimed at low use populations (e.g., young adults) with special emphasis on children ages 0-8 and youth through age 18.
- To achieve a statewide safety belt use rate of 95% by the end of FFY 2008.
- To achieve a statewide child restraint use rate of 90% by the end of FFY 2007.

Program Description

Lack of occupant protection use, along with impaired driving, remains the prime killer in crashes on Iowa's roadways. In September of 2005, a statewide seat belt usage survey encompassing 100 sites and nearly 14,000 observations showed a usage rate of 89%, up 3% from the 2004 survey. That rate places Iowa 11th in the Nation and second among the 12 states in the greater Midwest.

The FFY 2007 effort planned under our 402 program will continue to receive substantial support from carryover resources as under Iowa's Section 157 incentive program. Iowa's seventh year Section 157 effort, to be completed in September 2006, involves 175 police and sheriffs' departments and the Iowa State Patrol.



**Buckle Up Iowa
Every Trip – Every Time**

Successful 402 efforts continuing from FFY 2006 include a trauma prevention program featuring injured victims from traffic crashes speaking to junior high and high school assemblies across the state. Statewide public information and education efforts include television and radio public service announcements produced under contract with The Integer Group. In addition, the statewide child passenger usage survey and staff support through the Iowa Department of Public Health is provided for the statewide child passenger safety education effort utilizing Section 405 occupant protection incentive grant funds.

The Iowa State Patrol will spearhead enforcement activities funded under the Section 402 Occupant Protection emphasis area. In addition to those efforts and the 157 program, the GTSB requires an occupant protection enforcement component in every enforcement contract administered by the Bureau, including 402 alcohol and police traffic services efforts as well as over 30 police departments and sheriffs' offices participating the state's 410 program and nearly 70 agencies funded through the Section 163 program. Joining the Patrol in this effort are sheriffs' offices from Cerro Gordo and Marshall counties as well as police departments from Cedar Rapids, Hiawatha, Newton and Marshalltown.

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The Bureau will also utilize Section 405 occupant protection incentive grant funds to support Iowa's child restraint program with educational materials. In all, GTSB-funded enforcement and public education projects can be found in 90 of Iowa's 99 counties representing over 90% of the state's population. With these programs in place, Iowa is geared up to reach for Governor Vilsack's goal of 95% safety belt use by the Year 2008.

Budget

Program <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
OP-07-03-01	The Integer Group	\$75,000	\$75,000	\$0	\$0	\$0
OP-07-03-03	Governor's Traffic Safety Bureau	\$41,000	\$41,000	\$0	\$0	\$41,000
OP-07-03-05	Cerro Gordo County Sheriff's Office	\$19,002	\$11,325	\$0	\$7,677	\$11,325
OP-07-03-06	Marshall County Sheriff's Office	\$13,736	\$7,800	\$0	\$5,936	\$7,800
OP-07-03-07	GTSB - printing	\$55,000	\$55,000	\$0	\$0	\$55,000
OP-07-03-08	Iowa State Patrol - C.A.R.E.	\$160,430	\$130,000	\$30,430	\$0	\$0
OP-07-03-09	Iowa State Patrol	\$167,453	\$135,000	\$32,453	\$0	\$33,000
OP-07-03-10	Marshalltown Police Department	\$12,897	\$10,000	\$0	\$2,897	\$10,000
OP-07-03-11	Special Occupant Restraint-printing	\$27,468	\$27,468	\$0	\$0	\$27,468
OP-07-03-12	Hiawatha Police Department	\$16,830	\$10,700	\$0	\$6,130	\$10,700
OP-07-03-13	GTSB - travel	\$5,000	\$5,000	\$0	\$0	\$5,000
OP-07-03-14	Newton Police Department	\$46,203	\$18,000	\$0	\$28,203	\$18,000
OP-07-03-15	Cedar Rapids Police Department	\$21,000	\$21,000	\$0	\$0	\$21,000
OP-07-07-01	GTSB - Program Management	\$180,000	\$180,000	\$0	\$0	\$3,000
OP-07-07-02	ISU - GTSB Conference	<u>\$25,000</u>	<u>\$25,000</u>	<u>\$0</u>	<u>\$0</u>	<u>\$25,000</u>
Total		\$866,019	\$752,293	\$62,883	\$50,843	\$268,293

Police Traffic Services Program

Objectives

- To promote the motoring public's awareness of traffic safety considerations through targeted educational materials aimed at high-risk populations.
- To promote cooperative, multi-agency law enforcement initiatives directed at identified high-risk problem areas.
- To reduce statewide traffic fatalities by 2% by the end of FFY 2007.
- To achieve and maintain a statewide traffic fatality rate of 1.4 fatalities per 100 million VMT or lower by the end of FFY 2007.
- To achieve and maintain a statewide serious traffic injury rate of 7.5 serious injuries per 100 million VMT or lower by the end of FFY 2007.

Program Description

Iowa set a 59-year low in traffic fatalities during 2004 when the state recorded 388 highway fatalities. The last time Iowa traffic deaths were lower, in 1945, the Nation was at war, gasoline and tires were rationed and the national speed limit was set at 35 mph to conserve fuel. Despite the fact that fatalities rebounded to more traditional levels in 2005 with 450 crash deaths, annual traffic deaths in Iowa are now less than half the levels experienced in the late 1960s and early 1970s.

Programs funded under the Police Traffic Services emphasis area are predominantly enforcement based. During FFY 2007, GTSB funds will support 18 police departments, five sheriffs' offices and the Iowa State Patrol. All local enforcement contracts will include contact goals for occupant protection, alcohol/impaired driving and serious moving violations, especially speed and stop sign/light violations. All PTS contractors will participate in cooperative, multi-agency enforcement efforts including saturation patrols, corridor enforcement and vehicle safety inspection checkpoints. In Central Iowa, the Polk City Police Department will, with assistance from police departments throughout Polk County, the Polk County Sheriff's Office and the Iowa State Patrol, spearhead cooperative events and public information efforts involving all of Polk County law enforcement under the umbrella of the Central Iowa Traffic Safety Task Force or CITSTF.



In addition to 23 local enforcement agencies receiving overtime or full-time personnel support, nine local agencies including eight police departments and one sheriffs' office, receive equipment support for radar and lidar equipment under the PTS umbrella.

Beyond Central Iowa, many areas of Iowa, particularly those with highest populations or larger metropolitan areas, benefit from PTS-funded local enforcement. Black Hawk, Lee and Scott counties have three PTS funded agencies with two each in Clinton and Johnson counties.

PTS agencies play a crucial role in Iowa's "Drive Toward 95," the push to reach 95% safety belt usage by the end of 2008. As active participants in Iowa's five sTEP wave events in FFY 2007, PTS agencies will help maintain and expand the statewide enforcement and strong local educational message. Accompanied by state and national paid media, local enforcement from agencies of all

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sizes and jurisdictions form the cornerstone of Iowa's efforts to reduce the tragic impact of the state's #1 highway killer (non-use of safety belts).

These efforts initiated in the PTS program should put Iowa in a very good position to maintain the statewide fatality rate at or below the 1.4 level.

Budget

<u>Program Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
PT-07-04-01	Bettendorf Police Department	\$42,450	\$36,000	\$0	\$6,450	\$36,000
PT-07-04-02	Clive Police Department	\$9,950	\$9,950	\$0	\$0	\$9,950
PT-07-04-03	Ankeny Police Department	\$17,600	\$13,200	\$0	\$4,400	\$13,200
PT-07-04-04	Cedar Falls Police Department	\$10,000	\$7,500	\$0	\$2,500	\$7,500
PT-07-04-05	Coralville Police Department	\$30,050	\$18,700	\$0	\$11,350	\$18,700
PT-07-04-06	Des Moines County Sheriff's Office	\$19,115	\$9,500	\$0	\$9,615	\$9,500
PT-07-04-07	Des Moines Police Department	\$108,722	\$75,550	\$0	\$33,172	\$75,550
PT-07-04-08	Keokuk Police Department	\$27,562	\$18,600	\$0	\$8,962	\$18,600
PT-07-04-09	Clinton Police Department	\$26,000	\$8,250	\$0	\$17,750	\$8,250
PT-07-04-10	Davenport Police Department	\$25,000	\$18,750	\$0	\$6,250	\$18,750
PT-07-04-11	DeWitt Police Department	\$14,964	\$7,725	\$0	\$7,239	\$7,725
PT-07-04-12	Dubuque Police Department	\$41,300	\$19,350	\$0	\$21,950	\$19,350
PT-07-04-13	Mason City Police Department	\$12,400	\$12,400	\$0	\$0	\$12,400
PT-07-04-14	Polk City Police Department - CITSTF	\$7,500	\$7,500	\$0	\$0	\$7,500
PT-07-04-15	Norwalk Police Department	\$13,516	\$6,140	\$0	\$7,376	\$6,140
PT-07-04-16	Waukee Police Department	\$47,100	\$28,800	\$0	\$18,300	\$28,800
PT-07-04-17	Ames Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
PT-07-04-18	Carter Lake Police Department	\$1,300	\$1,300	\$0	\$0	\$1,300
PT-07-04-19	Eldridge Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
PT-07-04-20	Evansdale Police Department	\$6,000	\$6,000	\$0	\$0	\$6,000
PT-07-04-21	Ft. Madison Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
PT-07-04-22	Johnston Police Department	\$13,800	\$4,725	\$0	\$9,075	\$4,725
PT-07-04-23	Jasper County Sheriff's Office	\$12,179	\$6,900	\$0	\$5,279	\$6,900
PT-07-04-24	Johnson County Sheriff's Office	\$28,387	\$9,000	\$0	\$19,387	\$9,000
PT-07-04-25	Lee County Sheriff's Office	\$22,300	\$8,250	\$0	\$14,050	\$8,250
PT-07-04-26	Pleasant Hill Police Department	\$22,449	\$11,500	\$0	\$10,949	\$11,500
PT-07-04-27	Story County Sheriff's Office	\$13,750	\$8,100	\$0	\$5,650	\$8,100
PT-07-04-28	Pella Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
PT-07-04-29	Robins Police Department	\$5,892	\$3,450	\$0	\$2,442	\$3,450
PT-07-04-30	Warren County Sheriff's Office	\$4,500	\$4,500	\$0	\$0	\$4,500
PT-07-04-31	Waterloo Police Department	\$6,000	\$6,000	\$0	\$0	\$6,000
PT-07-04-32	West Des Moines Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
PT-07-04-33	Travel	\$5,000	\$5,000	\$0	\$0	\$5,000
PT-07-04-34	Soft match	\$1,900,000	\$0	\$1,900,000	\$0	\$0
PT-07-07-01	GTSB - Program Management	\$135,000	\$135,000	\$0	\$0	\$3,000
PT-07-07-02	ISU-GTSB Conference	<u>\$25,000</u>	<u>\$25,000</u>	<u>\$0</u>	<u>\$0</u>	<u>\$25,000</u>
Total		\$2,666,786	\$544,640	\$1,900,000	\$222,146	\$412,640

Program Management

Objectives

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

Program Description

Ms. Lu Simpson serves as the Central Iowa Area Administrator and Occupant Protection Coordinator for the Bureau. In addition to the monthly monitoring of highway safety contractors in Central Iowa, Ms. Simpson is responsible for writing grants and monitoring contracts for special occupant protection programs that focus on child passenger safety and general occupant protection issues (157i., 405, 406). Lu works closely with the GTSB's media contractor, The Integer Group, on occupant protection public information campaigns. Lu is also very active in regional and national child passenger safety efforts.

Ms. Wendie Nerem serves as the Eastern Iowa Area Administrator for the Bureau as well as the Youth Coordinator. She is also responsible for the development, publication and distribution of CrossRoads, the GTSB's quarterly traffic safety newsletter and managing the Bureau's website. Wendie joined the GTSB in 2005 after 20 years with the Department of Public Safety serving as coordinator of the DPS's Missing Persons Information Clearinghouse. During FFY 2007, Wendie will be responsible for the monthly monitoring of contracts in Eastern Iowa and will promote the efforts of multi-disciplinary safety teams (MDSTs) in Scott, Dubuque and Clinton counties. As Youth Coordinator, she will be involved in the special youth/alcohol effort with Iowa State University's "Get A Grip" Youth Alcohol Advisory Council.

Mr. Denny Becker will continue as the GTSB's Western Iowa Area Administrator and as the Alcohol Programs Coordinator. Mr. Becker, a member of the Iowa DRE Association, is actively involved in the operation and expansion of the state's Drug Evaluation and Classification Program (DECP). In addition to working with impaired driving issues, Mr. Becker will be responsible for monitoring individual highway safety contracts in Western Iowa. He is also active on the Red Ribbon Committee and helps coordinate efforts for that alcohol awareness campaign as well as 3-D Month efforts. Both of these promotions aim to increase public understanding of the potentially tragic consequences of drunk and drugged driving.

Ms. Christine Burkett joined the Governor's Traffic Safety Bureau in July of 2006. Ms. Burkett brought extensive work experience with the American Red Cross as well as several minority community outreach programs. She quickly immersed herself in GTSB activities monitoring state agency contracts and the planning and implementation of the Bureau's successful 2006 Highway Traffic Safety Conference. Christine also manages the GTSB public information efforts at the Iowa State Fair and is responsible for the Bureau's equipment inventory tracking. She will be working with motorcycle safety issues in FFY 2007 as well. Christine's ability to speak fluent Spanish is also quite a bonus for the Bureau.

Mr. Robert Thompson is the Program Evaluator and Traffic Records Coordinator for the Bureau. He is responsible for the statewide Problem Identification analysis and compiles the Bureau's Highway Safety Plan and Annual Evaluation Report. He also oversees development of performance measures and objectives for all federal highway safety contracts. Mr. Thompson is primarily responsible for Iowa's 408 federal traffic records program, serving as Co-chair of the Iowa State Traffic Records Coordinating

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Committee (STRCC). He serves as Vice-chair of the National Safety Council's Highway Traffic Safety Division and is a member of the Transportation Research Board's Safety Management Committee, Iowa's Trauma Systems Advisory Council. Additionally, Bob is part of the managing team of Iowa's Comprehensive Highway Safety Plan (CHSP).

Serving as the Secretary for the GTSB and as the initial contact for the Bureau is Ms. Irla Hochstetler. She is responsible for answering all of the incoming telephone calls, responding to inquiries and/or referring callers to the appropriate GTSB staff member. She also supports the Administrative Assistant position with office correspondence and other documents. Ms. Hochstetler coordinates the scheduling of Vince and Larry appearances around the state and responds to an extremely large and ever growing number of requests for public education materials. In addition to these duties, she manages the Bureau's audio/visual library and inventory of educational and promotional items.

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

Budget

Program <u>Area Code</u>	<u>Contracting Agency</u>	Total <u>Costs</u>	Federal <u>Share</u>	State <u>Share</u>	Local <u>Share</u>	Local <u>Benefit</u>
	Governor's Traffic Safety Bureau	\$575,000	\$575,000			\$9,000
	Personal Services:	\$467,000				
	Commodities:	\$ 28,000				
	Equipment:	\$ 20,000				
	Indirect Costs:	\$ 60,000				
AL-07-07-01	Alcohol	(\$260,000)				
OP-07-07-01	Occupant Protection	(\$180,000)				
PT-07-07-01	Police Traffic Services	(\$135,000)				
	Iowa State University	\$75,000	\$75,000			\$75,000
AL-07-07-02	Alcohol	(\$25,000)				
OP-07-07-02	Occupant Protection	(\$25,000)				
PT-07-07-02	Police Traffic Services	(\$25,000)				
Total		\$650,000	\$650,000	\$0	\$0	\$84,000

Pedestrian/Bicycle Safety Program

Objectives

- To encourage the use of bicycle helmets through educational programs, information and other awareness heightening methods.
- To provide information on safe off-the-road bicycling alternatives throughout Iowa to reduce vehicle-bicycle crashes.
- To develop comprehensive pedestrian/bicycle safety programs in communities.

Program Description

The Governor’s Traffic Safety Bureau will continue a highly successful program with the Iowa Department of Public Health Bureau of Emergency Medical Services to promote bicycle safety awareness and facilitate the traffic safety education of Iowa’s bicycle riding public. With input from the GTSB, the Bureau of EMS will identify local bicycle clubs, which will be utilized as an effective and appropriate vehicle for addressing bicycle safety education and awareness. Each year, applications from bicycle clubs and related organizations from around the state are solicited, reviewed and evaluated. Four new bike groups are chosen each year to participate. Activities typically undertaken by the bicycle clubs as part of this program include bicycle safety rodeos, educational/ helmet promotion activities including classroom education and poster contests and activities, which involve local civic groups. Over the past 14 years, 50 bicycle clubs across the state have contributed to the Iowa’s bicycle/traffic safety effort.

Other efforts include the Iowa State Patrol’s bicycle and pedestrian educational programs and supporting educational materials. The Patrol’s 14 Safety Education Officers (SEOs) conduct more than 100 such programs each year at elementary schools throughout Iowa. In addition, significant pedestrian/bicycle program activity occurs as part of local safe community efforts in several Iowa communities.



The GTSB will also be involved with the Iowa DOT’s Safe Routes to School Committee. Funded as part of SAFETEA-LU, Safe Routes to School will provide Iowa with over \$1 million annually to identify and improve safe bicycle and pedestrian routes to schools across the state.

Budget

Program <u>Area Code</u>	<u>Contracting Agency</u>	Total <u>Costs</u>	Federal <u>Share</u>	State <u>Share</u>	Local <u>Share</u>	Local <u>Benefit</u>
PS-07-08-01	Department of Public Health	\$10,000	\$10,000	\$0	\$0	\$10,000
PS-07-08-02	Iowa State Patrol	\$16,900	\$15,000	\$1,900	\$0	\$15,000
PS-07-08-03	Great River Medical Center	<u>\$10,300</u>	<u>\$5,000</u>	<u>\$0</u>	<u>\$5,300</u>	<u>\$5,000</u>
Total		\$37,200	\$30,000	\$1,900	\$5,300	\$30,000

Roadway Safety Program

Objectives

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

Program Description

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



The second major thrust of GTSB 402-supported efforts in regard to roadway safety is the Safety Circuit Rider. The Circuit Rider is a professional engineer who conducts traffic safety related training for engineers, traffic technicians, maintenance personnel, flaggers and other road construction personnel. The Circuit Rider also organizes the DOT's winter work zone safety training program and is the key instructor as well. To make this possible, the DOT supplements the Bureau's funding by an additional 20%. During FFY 2007, the program will continue to bring work zone safety, flagger instruction and signage training to local road personnel. Circuit Rider Mr. Tom McDonald, pictured at left, continues work on a multi-agency effort to develop a comprehensive Iowa Crash Data Reference Manual.

Budget

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
RS-07-10-01	DOT - Circuit Rider	\$50,000	\$50,000	\$0	\$0	\$50,000
RS-07-10-02	DOT - T.E.A.P.	\$131,500	\$100,000	\$31,500	\$0	\$100,000
Total		\$181,500	\$150,000	\$31,500	\$0	\$150,000

Youth/Alcohol Program

Objectives

- To encourage and promote the development and implementation of youth/alcohol education and prevention programs for elementary, junior high, high school and college students.
- To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in fatal crashes at 28% or less by the end of FFY 2007.
- To reduce/maintain the involvement of 15-24 year old drivers as a percent of all drinking drivers in injury crashes at 30% or less by the end of FFY 2007.

Program Description

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

Iowa State University will begin the 17th year of a tremendously successful program of workshops that bring together high school students and counselors from all across the state for a 2 1/2 day intensive training program on the dangers of impaired driving, alcohol/substance abuse and positive alternatives to these self-destructive behaviors. A major theme of the workshops is how to deal with peer pressure and the development of action plans and alternative activities and social events that do not involve alcohol or drugs. Participating students have named the program "Get A Grip."

The Get A Grip program has been augmented with a series of half-day regional workshops held around the state, impacting schools and students which may not be able to attend the 2 1/2-day summer event. Since the program's



inception in 1991, over 3,300 students have benefited from attending the "Get A Grip" workshops. With a renewal focus on teen driving and Graduated Drivers Licensing laws and legislation, both in Iowa and nationally, the success and viability of programs like Get a Grip grow in importance and visibility.

Budget

Program <u>Area Code</u>	<u>Contracting Agency</u>	Total <u>Costs</u>	Federal <u>Share</u>	State <u>Share</u>	Local <u>Share</u>	Local <u>Benefit</u>
YA-07-11-01	Iowa State University - Get A Grip	<u>\$85,000</u>	<u>\$85,000</u>	<u>\$0</u>	<u>\$0</u>	<u>\$85,000</u>
Total		\$85,000	\$85,000	\$0	\$0	\$85,000

Seat Belt Use Incentive Program (Section 157)

Objectives

- To improve occupant protection use in smaller towns and rural communities, at-risk populations, with a combination of education, public information and enforcement.
- To establish and support, using the sSTEP model, occupant protection education/enforcement programs with local law enforcement agencies throughout Iowa.
- To improve, collectively, safety belt usage in participating communities by at least 3% during FFY 2007.
- To achieve a statewide safety belt usage rate of 95% by the end of FFY 2008.

Program Description

Because Iowa has consistently maintained seat belt usage well above the national average, Iowa received nearly \$6 million in Section 157 Incentive funds between FFY 1999 and FFY 2005. While the GTSB has shared some of these funds with the Iowa DOT Office of Traffic & Safety, nearly \$4 million of the money has been programmed for sSTEP, Iowa's special Traffic Enforcement Program.

Beginning in FFY 1999, the GTSB used Section 157 monies to greatly expand the successful sSTEP model. Mini grants for occupant restraint enforcement and education during designated "waves," radar units and preliminary breath testers were offered to all Iowa law enforcement agencies. During the past seven years, safety belt use in rural areas has increased from 71 to 88%, by far the greatest improvement for any road category in Iowa.

Now, in its seventh successful year, 176 agencies are participating in the FFY 2006 program. This current program features five enforcement/education waves. Participation is particularly strong in northwest, north central and south central Iowa; predominantly rural areas where belt use has typically been below the statewide average (now 89%). By encouraging more Iowans to buckle up, this program is saving lives and reducing serious injuries.

For FFY 2007, sSTEP applications were sent to all Iowa law enforcement agencies not scheduled to participate in the 402 or 410 program. One hundred and ninety-two agencies will receive sSTEP grants, an all-time high. Grantees include 53 sheriffs' offices, 138 local police departments and the Iowa State Patrol. Once again, the program will feature five public information/education and enforcement "waves," beginning with Thanksgiving 2006. Iowa plans to continue sSTEP in future years after 157 incentive funds have been exhausted, utilizing 406 occupant protection funds.

sPECIAL TRAFFIC ENFORCEMENT PROGRAM
sSTEP 2007
 Click It or Ticket - Seat Belt Tickets Save Lives

Oct-06	Nov-06	Dec-06
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
Jan-07	Feb-07	Mar-07
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
Apr-07	May-07	Jun-07
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
Jul-07	Aug-07	Sep-07
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Seat Belt Survey
 Media
 Heightened Enforcement sSTEP Wave
 PUT

IOWA GOVERNOR'S TRAFFIC SAFETY BUREAU
Governor's Traffic Safety Bureau
Iowa Department of Public Safety
Wallace Building, 4th Floor
Des Moines, IA 50319-0248
515-281-3907 FAX 515-281-6190
 Produced with Federal Highway Safety Funds (2006 - 4,500)

Iowa 2007 Highway Safety Plan

Budget

<u>Program</u> <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total</u> <u>Costs</u>	<u>Federal</u> <u>Share</u>	<u>State</u> <u>Share</u>	<u>Local</u> <u>Share</u>	<u>Local</u> <u>Benefit</u>
157OP-07-00-01	Adams County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-02	Akron Police Department	\$2,050	\$2,050	\$0	\$0	\$2,050
157OP-07-00-03	Anamosa Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-00-04	Aplington Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-05	Armstrong Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-06	Arnolds Park Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-07	Atlantic Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-08	Avoca Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-09	Bedford Police Department	\$1,950	\$1,950	\$0	\$0	\$1,950
157OP-07-00-10	Belle Plaine Police Department	\$2,500	\$2,500	\$0	\$0	\$2,500
157OP-07-00-11	Bellevue Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-12	Belmond Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-13	Benton County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-14	Black Hawk County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-15	Bloomfield Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-16	Boone Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-00-17	Bremer County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-18	Britt Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-19	Buena Vista County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-20	Buffalo Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-21	Butler County Sheriff's Office	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-22	Calhoun County Sheriff's Office	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-23	Calmar Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-24	Camanche Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-25	Cedar County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-26	Centerville Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-27	Chariton Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-00-28	Charles City Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-29	Cherokee County Sheriff's Office	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-00-30	Cherokee Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-31	Chickasaw County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-32	Clarence Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-00-33	Clarinda Police Department	\$3,900	\$3,900	\$0	\$0	\$3,900
157OP-07-00-34	Clarion Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-35	Clay County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-36	Clayton County Sheriff's Office	\$3,900	\$3,900	\$0	\$0	\$3,900
157OP-07-00-37	Clear Lake Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-38	Colfax Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-39	Conesville Police Department	\$1,240	\$1,240	\$0	\$0	\$1,240
157OP-07-00-40	Coon Rapids Police Department	\$1,950	\$1,950	\$0	\$0	\$1,950
157OP-07-00-41	Corning Police Department	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-00-42	Corydon Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-43	Crawford County Sheriff's Office	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-00-44	Dallas Center Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-00-45	Davis County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-46	Decatur County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-47	Decorah Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-48	Delaware County Sheriff's Office	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-00-49	Denver Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-00-50	DeSoto Police Department	\$2,400	\$2,400	\$0	\$0	\$2,400

Iowa 2007 Highway Safety Plan

Budget (continued)

<u>Program</u> <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total</u> <u>Costs</u>	<u>Federal</u> <u>Share</u>	<u>State</u> <u>Share</u>	<u>Local</u> <u>Share</u>	<u>Local</u> <u>Benefit</u>
157OP-07-00-51	Dexter Police Department	\$1,000	\$1,000	\$0	\$0	\$1,000
157OP-07-00-52	Dow City Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-53	Dunlap Police Department	\$2,950	\$2,950	\$0	\$0	\$2,950
157OP-07-00-54	Durant Police Department	\$3,450	\$3,450	\$0	\$0	\$3,450
157OP-07-00-55	Dyersville Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-56	Eldora Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-57	Elkader Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-58	Ellsworth/Jewell/Stanhope PD	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-59	Emmet County Sheriff's Office	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-60	Emmetsburg Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-61	Essex Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-62	Estherville Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-63	Fairbank Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-00-64	Fairfield Police Department	\$3,900	\$3,900	\$0	\$0	\$3,900
157OP-07-00-65	Fayette County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-66	Fayette Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-67	Floyd County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-68	Fontanelle Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-69	Forest City Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-70	Glenwood Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-71	Granger Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-72	Greene County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-73	Greene Police Department	\$2,000	\$2,000	\$0	\$0	\$2,000
157OP-07-00-74	Grinnell Police Department	\$3,300	\$3,300	\$0	\$0	\$3,300
157OP-07-00-75	Grundy Center Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-76	Grundy County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-77	Guthrie County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-78	Guttenberg Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-79	Hamburg Police Department	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-00-80	Hamilton County Sheriff's Office	\$3,900	\$3,900	\$0	\$0	\$3,900
157OP-07-00-81	Hampton Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-82	Hardin County Sheriff's Office	\$3,900	\$3,900	\$0	\$0	\$3,900
157OP-07-00-83	Harlan Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-84	Harrison County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-85	Henry County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-86	Hinton Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-87	Humboldt County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-88	Humboldt Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-89	Huxley Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-90	Ida County Sheriff's Office	\$3,450	\$3,450	\$0	\$0	\$3,450
157OP-07-00-91	Indianola Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-92	Iowa County Sheriff's Office	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-00-93	Iowa Falls Police Department	\$3,900	\$3,900	\$0	\$0	\$3,900
157OP-07-00-94	Iowa State Patrol	\$50,000	\$50,000	\$0	\$0	\$0
157OP-07-00-95	Jackson County Sheriff's Office	\$3,450	\$3,450	\$0	\$0	\$3,450
157OP-07-00-96	Janesville Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-00-97	Jesup Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-00-98	Jones County Sheriff's Office	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-00-99	Knoxville Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-00	Kossuth County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000

Iowa 2007 Highway Safety Plan

Budget (continued)

<u>Program</u> <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total</u> <u>Costs</u>	<u>Federal</u> <u>Share</u>	<u>State</u> <u>Share</u>	<u>Local</u> <u>Share</u>	<u>Local</u> <u>Benefit</u>
157OP-07-01-01	Lamoni Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-02	Le Grand Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-01-03	Le Mars Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-04	Lenox Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-01-05	Leon Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-01-06	Lisbon Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-01-07	Lucas County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-08	Lyon County Sheriff's Office	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-01-09	Madison County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-10	Mahaska County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-11	Manchester Police Department	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-01-12	Manilla Police Department	\$2,250	\$2,250	\$0	\$0	\$2,250
157OP-07-01-13	Manly Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-14	Manning Police Department	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-01-15	Mapleton Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-16	Maquoketa Police Department	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-01-17	Marengo Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-18	Mar-Mac Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-19	Melbourne Police Department	\$2,000	\$2,000	\$0	\$0	\$2,000
157OP-07-01-20	Merrill Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-21	Milford Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-01-22	Missouri Valley Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-23	Mitchellville Police Department	\$2,000	\$2,000	\$0	\$0	\$2,000
157OP-07-01-24	Monona Police Department	\$3,450	\$3,450	\$0	\$0	\$3,450
157OP-07-01-25	Monroe Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-01-26	Montgomery County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-27	Monticello Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-28	Moville Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-29	Nashua Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-30	Nevada Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-31	New Albin Police Department	\$2,000	\$2,000	\$0	\$0	\$2,000
157OP-07-01-32	New Hampton Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-33	New London Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-01-34	New Vienna Police Department	\$1,700	\$1,700	\$0	\$0	\$1,700
157OP-07-01-35	Newell Police Department	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-01-36	Nichols Police Department	\$2,500	\$2,500	\$0	\$0	\$2,500
157OP-07-01-37	Oelwein Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-38	Osceola County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-39	Osceola Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-01-40	Oskaloosa Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-41	Page County Sheriff's Office	\$2,400	\$2,400	\$0	\$0	\$2,400
157OP-07-01-42	Parkersburg Police Department	\$2,500	\$2,500	\$0	\$0	\$2,500
157OP-07-01-43	Peosta Police Department	\$450	\$450	\$0	\$0	\$450
157OP-07-01-44	Pleasantville Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-45	Plymouth County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-46	Pocahontas County Sheriff's Office	\$1,950	\$1,950	\$0	\$0	\$1,950
157OP-07-01-47	Postville Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-48	Poweshiek County Sheriff's Office	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-01-49	Preston Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-50	Redfield Police Department	\$1,950	\$1,950	\$0	\$0	\$1,950

Iowa 2007 Highway Safety Plan

Budget (continued)

<u>Program</u> <u>Area Code</u>	<u>Contracting Agency</u>	<u>Total</u> <u>Costs</u>	<u>Federal</u> <u>Share</u>	<u>State</u> <u>Share</u>	<u>Local</u> <u>Share</u>	<u>Local</u> <u>Benefit</u>
157OP-07-01-51	Riceville Police Department	\$1,800	\$1,800	\$0	\$0	\$1,800
157OP-07-01-52	Rockwell City Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-53	Sac County Sheriff's Office	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-01-54	Sanborn Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
157OP-07-01-55	Schaller Police Department	\$2,300	\$2,300	\$0	\$0	\$2,300
157OP-07-01-56	Scranton Police Department	\$1,500	\$1,500	\$0	\$0	\$1,500
157OP-07-01-57	Sergeant Bluff Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-58	Shell Rock Police Department	\$2,500	\$2,500	\$0	\$0	\$2,500
157OP-07-01-59	Shellsburg Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-01-60	Sioux County Sheriff's Office	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-01-61	Sioux Rapids Police Department	\$1,950	\$1,950	\$0	\$0	\$1,950
157OP-07-01-62	Spencer Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-63	Spirit lake Police Department	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-01-64	St. Ansgar Police Department	\$2,000	\$2,000	\$0	\$0	\$2,000
157OP-07-01-65	State Center Police Department	\$2,500	\$2,500	\$0	\$0	\$2,500
157OP-07-01-66	Storm Lake Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-67	Strawberry Point Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-68	Stuart Police Department	\$3,200	\$3,200	\$0	\$0	\$3,200
157OP-07-01-69	Sutherland Police Department	\$3,900	\$3,900	\$0	\$0	\$3,900
157OP-07-01-70	Tama County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-71	Tama Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-72	Taylor County Sheriff's Office	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-01-73	Tipton Police Department	\$3,450	\$3,450	\$0	\$0	\$3,450
157OP-07-01-74	Toledo Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-75	UNI - Dept of Public Safety	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-76	Union County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-77	Urbandale Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-78	Villisca Police Department	\$3,000	\$3,000	\$0	\$0	\$3,000
157OP-07-01-79	Washington County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-80	Waverly Police Department	\$3,900	\$3,900	\$0	\$0	\$3,900
157OP-07-01-81	Wayne County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-82	Webster City Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-83	West Branch Police Department	\$3,900	\$3,900	\$0	\$0	\$3,900
157OP-07-01-84	West Burlington Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-85	West Liberty Police Department	\$2,880	\$2,880	\$0	\$0	\$2,880
157OP-07-01-86	West Union Police Department	\$2,500	\$2,500	\$0	\$0	\$2,500
157OP-07-01-87	Williamsburg Police Department	\$3,950	\$3,950	\$0	\$0	\$3,950
157OP-07-01-88	Winnebago County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-89	Winneshiek County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-90	Winterset Police Department	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-91	Worth County Sheriff's Office	\$3,830	\$3,830	\$0	\$0	\$3,830
157OP-07-01-92	Wright County Sheriff's Office	\$4,000	\$4,000	\$0	\$0	\$4,000
157OP-07-01-93	Enforcement agencies	\$29,183	\$29,183	\$0	\$0	\$29,183
157OP-07-01-94	Soft match	<u>\$200,000</u>	<u>\$0</u>	<u>\$200,000</u>	<u>\$0</u>	<u>\$0</u>
Total		\$953,283	\$753,283	\$200,000	\$0	\$703,283

Seat Belt Use Innovative Program (Section 157I)

Objectives

- To expand public awareness on the correct use of seat belts using a statewide media effort.
- To achieve a statewide safety belt usage rate of 95% by the end of FFY 2008.

Program Description

In past years, funds received under the Section 157 Innovative grant have been a significant component in the Bureau's overall occupant protection enhancement effort. In 2005, Iowa seat belt use reached 89%, the second highest among the 12 states in the greater Midwest and 11th highest in the Nation. At least one key component will remain from FFY 2006. Continuing are funds which enable the Iowa State Patrol, working in partnership with the Iowa DOT, to conduct as many as three comprehensive statewide safety belt observational surveys. Other 157 Innovative efforts for FFY 2007 may be added at a later date.

During April and May of 2006, in conjunction with the national Click It or Ticket mobilization, Iowa law enforcement participated in NHTSA's Pick Up Truck (PUT) demonstration project. As part of that program, Ms. Jan Goldsmith was chosen to participate by overseeing drivers license station surveys throughout Iowa. These surveys consisted of a questionnaire on public awareness of both the PUT and the CIOT campaigns. During FFY 2007, a subsequent contract with Ms. Goldsmith will be entered into to conduct this project again in April and May.



Budget

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
IN5-07-01-95	Iowa State Patrol - seat belt surveys	\$26,300	\$26,300	\$0	\$0	\$0
IN5-07-01-96	Janet Goldsmith - awareness surveys	\$7,000	\$7,000	\$0	\$0	\$7,000
Total		\$33,300	\$33,300	\$0	\$0	\$7,000

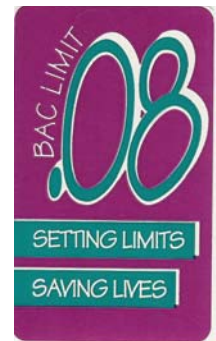
OWI Prevention Program (Section 163)

Objectives

- To achieve and maintain an alcohol-related fatality rate of .38 fatalities per 100 million VMT or lower by the end of FFY 2007.
- To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by the end of FFY 2007.

Program Description

Funds received through Section 163, "Safety Incentives to Prevent the Operation of Motor Vehicles by Intoxicated Persons Grant," have been used to support impaired driving enforcement efforts at local law enforcement agencies and with the Iowa State Patrol. The FFY 2006 program, initiated on April 1, 2006, involves 26 sheriffs' offices and 42 police departments from Iowa's top 40 alcohol problem counties. The Iowa State Patrol also plays a key role with specialized late night and weekend enforcement as well as additional impaired driving education programs in high schools. All three of Iowa's state universities are also active participants.



For FFY 2007, the Section 163 program will consist of unspent funds remaining after the FFY 2006 effort. These funds will be programmed at a later date.

Budget

Program <u>Area Code</u>	<u>Contracting Agency</u>	Total <u>Costs</u>	Federal <u>Share</u>	State <u>Share</u>	Local <u>Share</u>	Local <u>Benefit</u>
07-163-01	To be determined	\$113,201	\$113,201	\$0	\$0	\$113,201
Total		\$113,201	\$113,201	\$113,201	\$113,201	\$113,201

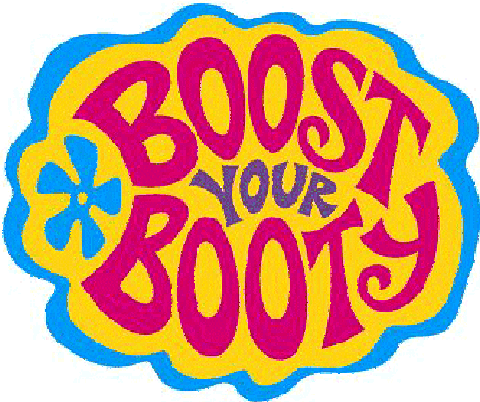
Occupant Protection Incentive Program (Section 405)

Objectives

- To conduct and publicize a statewide child restraint usage survey.
- To support Iowa's STEP effort by funding the STEP Coordinator's salary and travel expenses.
- To support a broad array of occupant protection usage enhancement programs aimed at rural youth; child passenger safety including technical training and booster seat promotion; public information as well as other occupant protection education efforts.
- To achieve a statewide safety belt use rate of 95% by the end of FFY 2008.
- To achieve a statewide child restraint use rate of 90% by the end of FFY 2007.

Program Description

Child restraint use and education are a vital part of Iowa's overall occupant protection effort. Improper use of child safety seats has been identified as a major barrier to achieving the maximum protection for Iowa's most precious resource, its children. Iowa's current child passenger safety law, which became effective July 2, 2004, provides for child safety seat or booster seat use for all children under the age of six and booster seat or safety belt use for all children six to eleven.



The GTSB will continue to utilize Occupant Protection Incentive funds to support one full-time child passenger safety coordinator at the Iowa Department of Public Health (IDPH). The program includes support for child restraint training and educational materials. Child safety seat inspections and check-up events will be held and support materials will be provided to CPS Technicians to assist them in providing community-based education on the correct use of child restraints. Another key aspect is to promote booster seat use for children ages 5-10. Child passenger safety information will continue to be provided on request to interested groups. A Child Passenger Safety Technician Conference, as well as regional training updates, will be planned and implemented.

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

The Bureau's STEP Coordinator position will be funded under Section 405. Randy Hunefeld works closely with our Law Enforcement Liaison and our Occupant Protection Coordinator. He oversees all aspects of STEP including contract management, enforcement data entry and allocation, claims review, reporting and interacting with STEP agencies, the media and the public. His diligent efforts have resulted in 100% reporting compliance during the FFY 2006 STEP, allowing for more complete analysis of this important program and its impact on safety belt usage across the state.

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Blank Children's Hospital will continue a Website with fitting station and check-up event schedules and a database of results from those activities. CPS educational materials will also be distributed via physicians' offices and the hospital.



Working together. Making a difference for kids.



Farm Safety 4 Just Kids will continue outreach to rural youths with innovative safety belt strategies and educational messages, including special safety programs with and peer presentations by more than a dozen youth groups across the state.

The Iowa State Patrol will play a key role in continuing to educate lowans on our child restraint law, hosting child safety seat check-up events and distributing restraint systems. Further outreach to teenagers will be made through driver education programs.



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

Budget

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
J2-07-01	Public Health-coordinator/car seats	\$200,000	\$200,000	\$0	\$0	\$200,000
J2-07-02	Blank Children's Hospital	\$113,000	\$113,000	\$0	\$0	\$113,000
J2-07-03	University of Iowa - survey	\$27,500	\$27,500	\$0	\$0	\$27,500
J2-07-04	Iowa State Patrol	\$25,000	\$25,000	\$0	\$0	\$25,000
J2-07-05	Farm Safety 4 Just Kids	\$20,000	\$20,000	\$0	\$0	\$20,000
J2-07-06	Mercy Medical Center	\$5,500	\$5,500	\$0	\$0	\$5,500
J2-07-07	CPS Technicians - Conference	\$30,000	\$30,000	\$0	\$0	\$30,000
J2-07-08	sTEP Coordinator	\$80,000	\$80,000	\$0	\$0	\$80,000
J2-07-09	Iowa Health System - TIPS	\$2,540	\$2,540	\$0	\$0	\$2,540
K2-07-09	Iowa Health System - TIPS	\$32,460	\$32,460	\$0	\$0	\$32,460
K2-07-10	CPS Programs	\$425,729	\$425,729	\$0	\$0	\$425,729
K2-07-11	GTSB - printing/travel	\$5,000	\$5,000	\$0	\$0	\$5,000
J2-07-12	Soft Match	\$1,550,000	\$0	\$1,550,000	\$0	\$0
K2-07-12	Soft Match	\$463,189	\$0	\$463,189	\$0	\$0
Total		\$2,979,918	\$966,729	\$2,013,189	\$0	\$966,729

Seat Belt Incentive Program (Section 406)

Objectives

- To achieve a statewide safety belt use rate of 95% by the end of FFY 2008.
- To achieve a statewide child restraint use rate of 90% by the end of FFY 2007.
- To support occupant protection usage enhancement programs directed toward businesses and employers.
- To continue to provide occupant protection training for law enforcement through the Iowa Law Enforcement Academy.

Program Description

Iowa is eligible for the Section 406 Seat Belt Incentive Program because we are a primary law state and have had two consecutive years with seat belt usage above 85%. Eventually, Section 406 funds will support a broad array of occupant protection program activities and will become the primary source of occupant protection related funding. For the first year of the 406 Program, three program activities will utilize 406 funds. The first of these is Iowa's paid media campaign activities and funding utilizing the GTSB's public information contractor, The Integer Group. Paid media will occur as part of Iowa's participation in the PUT program promoting seat belt use by pick up truck operators and their passengers. Paid media will also occur as part of Iowa's involvement in the Click It or Ticket campaign leading up to and surrounding Memorial Day weekend.

Three major efforts previously funded under Section 405 will continue utilizing Section 406 monies. A comprehensive child passenger safety public information campaign will continue with the enhancement of television, radio and newspaper PSAs. The Integer Group will cover media aspects of the program including a major focus on children ages 5-10 using the "Join The Click" slogan. Information gleaned from the CPS survey and fatality and injury data will help direct development of additional PSAs and other educational pieces.

The Iowa Law Enforcement Academy will provide training for officers using both the TOPS and Operation Kids curriculums. A very successful effort to reach corporations and employers with employee belt use initiatives will continue with the Iowa Illinois Safety Council. To date, 120 companies have taken part.

The efforts funded under Section 406 will be an integral part of our state's effort to reach 95% seat belt usage by the end of 2008.



Budget

<u>Program Area Code</u>	<u>Contracting Agency</u>	<u>Total Costs</u>	<u>Federal Share</u>	<u>State Share</u>	<u>Local Share</u>	<u>Local Benefit</u>
K4-07-01	Iowa Law Enforcement Academy	\$11,000	\$11,000	\$0	\$0	\$11,000
K4-07-02	Iowa Illinois Safety Council	\$33,000	\$33,000	\$0	\$0	\$33,000
K4-07-03	The Integer Group	\$90,000	\$90,000	\$0	\$0	\$0
K4PM-07-03	The Integer Group	\$300,000	\$300,000	\$0	\$0	\$0
K4-07-04	Enforcement agencies	<u>\$1,013,438</u>	<u>\$1,013,438</u>	<u>\$0</u>	<u>\$0</u>	<u>\$1,013,438</u>
Total		\$1,447,438	\$1,447,438	\$0	\$0	\$1,057,438

Traffic Records Data Improvement Program (Section 408)

Objectives

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

Program Description

Iowa will be receiving Section 408 Highway Safety Data Improvement funds for programming in FFY 2007. In November of 2005, Iowa conducted a NHTSA Statewide Traffic Records Assessment. The findings of this assessment, along with a comprehensive traffic records strategic plan developed by the State Traffic Records Coordinating Committee during the spring of 2006 formed the basis for projects which will be funded under the 408 umbrella.

Three project efforts will be aimed at furthering TraCS implementation in Iowa. The first effort will utilize a combination of improved officer training, software enhancements and improved Iowa DOT Office of Driver Services TraCS support capabilities to increase the percent of crash reports submitted electronically from just over 60% statewide to 85% by the end of FFY 2010.



Another effort will focus on increased use of the SMART MAP location tool by TraCS agencies from the current estimated 80% to 95%. This will result in considerable labor cost savings and improved timeliness in crash data processing at the Iowa DOT. A third effort involves outreach to chiefs and sheriffs across the state to explain the capabilities of IMAT (Iowa Mapping and Analysis Tool) which enables agencies to use data from real time crashes in their own jurisdictions to improve operational deployment and enhance enforcement capabilities. Agencies using IMAT are expected to grow from the current 5 to 50 by 2010.

Other projects administered through the Iowa DOT Office of Driver Services will include data and analysis sharing among behavioral research projects (University of Iowa) and those involving traffic engineering (Iowa State University). Still other efforts will concentrate on improved access to and utilization of FARS data as well as development of an electronic database containing data collected by the Iowa State Patrol's Technical Accident Investigation personnel. One new effort will address data collection at the roadside by providing funds for in-car data collection technology. The program will require some local agency buy-in and will target agencies which do the largest volumes of crash reporting in order to achieve maximum benefit.

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The Iowa Department of Public Health (IDPH) Bureau of Emergency Medical Services will focus on improving collection and reporting of EMS data from local providers and the utilization of that data to create meaningful reports and outputs to the greater highway safety community. The IDPH Bureau of Health Statistics will utilize 408 support funds to further analyze CODES data and to create outputs and reports which are meaningful to the greater highway safety community.

Support for special studies and analysis of roadway and related data will be provided to the Iowa DOT's Office of Traffic & Safety as well as funds to enhance Iowa's most sophisticated analysis tool, SAVER. At the Iowa State University's Center for Transportation Research and Education (CTRE), Iowa's landmark, user-friendly, comprehensive data support and analysis service, the Iowa Traffic Safety Data Service (ITSDS) will also receive 408 support. Special studies and analyses, including those involving young drivers, motorcyclists, drinking/impaired drivers and unbelted drivers and passengers will also be supported at CTRE. Internal 408-funded project activities managed by the Bureau will include support for traffic records related conferences, meetings and workshops. Support for contractual services to assist in STRCC and 408-related program activities, documentation and evaluation will be provided as well as funds to support the implementation of C.A.R.E., the powerful, rate-based analysis tool developed and refined at the University of Alabama. This array of projects will promote the continued improvement in the timeliness, completeness, quality and accessibility of Iowa's highway safety data.

Budget

Program <u>Area Code</u>	<u>Contracting Agency</u>	Total <u>Costs</u>	Federal <u>Share</u>	State <u>Share</u>	Local <u>Share</u>	Local <u>Benefit</u>
K9-07-01	Data improvement programs	\$448,265	\$448,265	\$0	\$0	\$448,265
K9-07-02	Soft match	<u>\$115,000</u>	<u>\$0</u>	<u>\$115,000</u>	<u>\$0</u>	<u>\$0</u>
Total		\$563,265	\$448,265	\$115,000	\$0	\$448,265

Alcohol Incentive Program (Section 410)

Objectives

- To support compliance of Iowa's OWI, .02 BAC, Open Container and Underage Possession laws utilizing a combination of education and enforcement including corridor events, saturation patrols and safety checkpoints.
- To enhance coordination of alcohol-related education and enforcement activities across Iowa including technical, analytical, logistical and personnel support for corridor events.
- To support training for Iowa law enforcement personnel regarding impaired driving, including impairment resulting from the use of drugs other than alcohol.
- To achieve/maintain an alcohol-related fatality rate of .38 fatalities per 100 million VMT or lower by the end of FFY 2007.
- To achieve and maintain an alcohol-related injury rate of 5.5 injuries per 100 million VMT or lower by the end of FFY 2007.

Program Description

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

First among these is an enhanced impaired driving enforcement and education campaign. Working with 40 local law enforcement partners (10 SOs/29 PDs/1 U of I DPS) from Iowa's top 22 problem counties as well as our Iowa State Patrol, these efforts will include corridor enforcement events, checkpoints and saturation patrols plus traditional overtime enforcement.

Other major activities funded under 410 include support for drug impaired driving training for law enforcement via the Drug Evaluation and Classification Program (DECP). Additionally, 410 supports the GTSB staff position of Law Enforcement Liaison who organizes and implements multi-agency enforcement events statewide. Iowa's Law Enforcement Liaison, Captain Bob Rushing is nationally recognized for his leadership in promoting corridor events and other multi-disciplinary enforcement efforts. Captain Rushing organized the participation of states from Minnesota to Texas as part of Iowa's

Operation I's (Interstates) effort, traditionally conducted just prior to the Labor Day weekend. With the advent of a much larger 410 effort and the conclusion of the 163 program, Iowa anticipates a greatly expanded 410 effort beginning in FFY 2008. In fact, Iowa will be adding a paid media component in FFY 2007 in support of the Over the Limit - Under Arrest campaign to be conducted in late August early September of 2007. Iowa will strive to maintain its 2nd lowest percentage of alcohol fatalities in the Nation status.



Iowa 2007 Highway Safety Plan

Budget

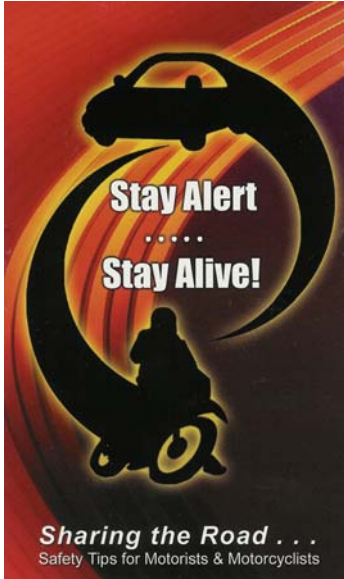
Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
J8-07-01	Ames Police Department	\$54,534	\$22,150	\$0	\$32,384	\$22,150
J8-07-02	Bettendorf Police Department	\$10,500	\$10,500	\$0	\$0	\$10,500
J8-07-03	Blue Grass Police Department	\$7,925	\$5,900	\$0	\$2,025	\$5,900
J8-07-04	Carter Lake Police Department	\$15,700	\$15,700	\$0	\$0	\$15,700
J8-07-05	Cedar Rapids Police Department	\$7,000	\$7,000	\$0	\$0	\$7,000
J8-07-06	Clinton County Sheriff's Office	\$43,062	\$33,200	\$0	\$9,862	\$33,200
J8-07-07	Dallas County Sheriff's Office	\$10,881	\$4,700	\$0	\$6,181	\$4,700
J8-07-08	Des Moines County Sheriff's Office	\$7,000	\$7,000	\$0	\$0	\$7,000
J8-07-09	Des Moines Police Department	\$14,550	\$14,550	\$0	\$0	\$14,550
J8-07-10	Dubuque County Sheriff's Office	\$32,816	\$26,000	\$0	\$6,816	\$26,000
J8-07-11	Dunkerton Police Department	\$9,272	\$7,700	\$0	\$1,572	\$7,700
J8-07-12	Eldridge Police Department	\$14,172	\$10,500	\$0	\$3,672	\$10,500
J8-07-13	Epworth Police Department	\$6,900	\$6,900	\$0	\$0	\$6,900
J8-07-14	Evansdale Police Department	\$10,200	\$10,200	\$0	\$0	\$10,200
J8-07-15	Fort Madison Police Department	\$23,700	\$17,000	\$0	\$6,700	\$17,000
J8-07-16	Hudson Police Department	\$8,950	\$8,000	\$0	\$950	\$8,000
J8-07-17	Iowa State Patrol	\$175,000	\$175,000	\$0	\$0	\$0
J8-07-18	La Porte City Police Department	\$8,600	\$5,500	\$0	\$3,100	\$5,500
J8-07-19	LeClaire Police Department	\$14,400	\$14,400	\$0	\$0	\$14,400
J8-07-20	Linn County Sheriff's Office	\$21,000	\$21,000	\$0	\$0	\$21,000
J8-07-21	Marion County Sheriff's Office	\$2,500	\$2,500	\$0	\$0	\$2,500
J8-07-22	Mason City Police Department	\$10,500	\$10,500	\$0	\$0	\$10,500
J8-07-23	Mercy Medical Center, Sioux City	\$8,000	\$8,000	\$0	\$0	\$8,000
J8-07-24	Mount Vernon Police Department	\$9,970	\$6,500	\$0	\$3,470	\$6,500
J8-07-25	Muscatine County Sheriff's Office	\$23,500	\$23,500	\$0	\$0	\$23,500
J8-07-26	Newton Police Department	\$3,500	\$3,500	\$0	\$0	\$3,500
J8-07-27	Pella Police Department	\$9,700	\$9,700	\$0	\$0	\$9,700
J8-07-28	Polk City Police Department	\$17,500	\$14,700	\$0	\$2,800	\$14,700
J8-07-29	Prairie City Police Department	\$10,400	\$9,200	\$0	\$1,200	\$9,200
J8-07-30	Robins Police Department	\$3,950	\$3,950	\$0	\$0	\$3,950
J8-07-31	Rockwell Police Department	\$9,700	\$5,650	\$0	\$4,050	\$5,650
J8-07-32	Scott County Sheriff's Office	\$8,400	\$8,400	\$0	\$0	\$8,400
J8-07-33	Sioux City Police Department	\$67,890	\$21,900	\$0	\$45,990	\$21,900
J8-07-34	University of Iowa Dept. of Public Safety	\$5,500	\$5,500	\$0	\$0	\$5,500
J8-07-35	University Heights Police Department	\$18,050	\$8,000	\$0	\$10,050	\$8,000
J8-07-36	Walcott Police Department	\$11,450	\$9,650	\$0	\$1,800	\$9,650
J8-07-37	Warren County Sheriff's Office	\$17,000	\$17,000	\$0	\$0	\$17,000
J8-07-38	Waterloo Police Department	\$78,950	\$25,300	\$0	\$53,650	\$25,300
J8-07-39	West Des Moines Police Department	\$39,300	\$39,300	\$0	\$0	\$39,300
J8-07-40	Windsor Heights Police Department	\$9,055	\$5,350	\$0	\$3,705	\$5,350
J8-07-41	Woodbury County Sheriff's Office	\$3,950	\$3,950	\$0	\$0	\$3,950
J8-07-42	Woodward Police Department	\$13,880	\$6,160	\$0	\$7,720	\$6,160
J8-07-43	CTRE - Law Enforcement Liasion	\$80,000	\$80,000	\$0	\$0	\$80,000
J8-07-44	DRE	\$50,000	\$50,000	\$0	\$0	\$50,000
J8-07-45	The Integer Group	\$10,000	\$10,000	\$0	\$0	\$0
J8PM-07-45	The Integer Group - paid media	\$140,000	\$140,000	\$0	\$0	\$0
J8-07-46	Equipment	\$72,777	\$72,777	\$0	\$0	\$72,777
J8-07-47	Soft Match - Old 410 funds	\$3,000,000	\$0	\$3,000,000	\$0	\$0
K8-07-48	Alcohol programs	\$1,461,562	\$1,461,562	\$0	\$0	\$1,461,562
K8-07-49	Soft Match - New 410 funds	<u>\$1,461,562</u>	<u>\$0</u>	<u>\$1,461,562</u>	<u>\$0</u>	<u>\$0</u>
Total		\$7,154,708	\$2,485,449	\$4,461,562	\$207,697	\$2,160,449

Motorcycle Safety Program (Section 2010)

Objectives

- To provide motorcycle safety education to motorcyclists and the driving public.

Program Description



Iowa has applied for and anticipates receiving funds to support motorcycle safety efforts in the state during FFY 2007. Iowa already has a well-established Motorcycle Safety Task Force which will be beginning its fourth year in 2007. Activities anticipated to be funded include support for Iowa's 4th Annual Motorcycle Safety Forum, which is scheduled to be held on March 7, 2007 in Des Moines. Iowa's successful Motorcycle/Motorists Safety Awareness Brochure, which is now in its second edition with more than 75,000 copies having already been distributed, will be updated. Iowa's Mature Rider Refresher Program, administered by the Iowa DOT Office of Driver Services Motorcycle Rider Education (MRE) program, will benefit from public information and rider notification efforts. It is expected that a statewide public information campaign to coincide with National Motorcycle Safety Awareness efforts in May will be planned and implemented. Motorcyclists account for about one third of one percent of all vehicle miles traveled in Iowa, yet they make up more than 10% of the state's traffic deaths. As such, safety efforts aimed at both the state's riding population and the motorists who share the road with them is of paramount importance.

Budget

Program Area Code	Contracting Agency	Total Costs	Federal Share	State Share	Local Share	Local Benefit
K6-07-01	Motorcycle programs	\$100,000	\$100,000	\$0	\$0	\$100,000
Total		\$100,000	\$100,000	\$0	\$0	\$100,000