

Iowa

Law Enforcement/HVE – Section 402/Occupant Protection

Budget: \$230,380

Funding will be utilized for overtime efforts with an emphasis on occupant protection. Grantees will be required to conduct a minimum of two observational safety belt usage surveys (March and August), conduct at least two special enforcement events, and a minimum of 12 public information/educational activities with an emphasis on occupant protection. All agencies within this project area are within “Top 22” problematic counties for FFY 2018, after the analysis of 3-years of crash data.

Statewide Child Passenger Safety (CPS) Program

\$233,000

Iowa’s Child Passenger Safety (CPS) program is managed through Unity Point Health -Blank Children’s Hospital, Des Moines, Iowa. The coordinator works with the CPS instructors throughout the state to train new CPS Technicians, organize updates and trainings that assist Technicians in earning continuing education units (CEUs) and organizes renewal/recertification courses. The coordinator also implements training and certification of CPS instructors. As of May 1, 2017, there were 388 certified CPS Technicians throughout the state. There are 99 counties within the state of Iowa and CPS Technicians are available in each county.

Annual Public Awareness/Attitude Survey

\$7000

2018 will mark the eighth year in which Iowa has conducted a public awareness/attitude survey. The survey is conducted in accordance with the recommendations set forth and agreed upon by the NHTSAGHSA (Governor’s Highway Safety Association) Working Groups. The goal of the annual survey is to focus on driving patterns and to evaluate the effectiveness of media campaigns that are concentrated around national mobilizations. Iowa State University Center for Survey Statistics and Methodology will conduct the survey at five Iowa Department of Transportation Driver Licensing Stations. The survey is designed to be self-administered/self-reported. A minimum of 500 surveys will be collected from Iowa licensed drivers with results compiled and reported to the GTSB

Annual Statewide Observational Safety Belt Usage Survey

\$35000

Iowa’s annual observational seat belt usage survey will be conducted by Iowa State University Center for Survey Statistics and Methodology. The methodology of the survey data collection has been approved by NHTSA and is in accordance with NHTSA’s Uniform Criteria for State Observational Surveys/ The subsample for the survey will be drawn from 70 of Iowa’s 99 counties. The results of the survey will become Iowa’s official safety belt usage rate for 2018 and will be submitted as required to NHTSA

Annual Statewide Observational Child Restraint Usage Survey

\$30,000

The University of Iowa, Injury Prevention Research Center (IPRC) will conduct Iowa’s annual statewide observational child restraint usage survey utilizing guidelines approved by NHTSA. The data gathered will be analyzed by IPRC and a written report will be provided to the GTSB. The survey provides valuable information as to the compliance of the Iowa child restraint law of vehicle passengers under the age of 18. The information is shared with the GTSB, Iowa Safe Kids Coalition, the Iowa Department of Transportation and other interested parties/stakeholders in Child Passenger Safety. A final report will be prepared and submitted to the GTSB.

special Traffic Enforcement Project (sSTEP)

\$ 711,725

Iowa's sSTEP program is an enforcement and educational effort to increase safety belt and child restraint use and reduce impaired driving to ultimately bring a reduction to collisions, injuries, and fatalities on Iowa's roadways. The design of the program allows for the smaller, rural community enforcement agencies to receive overtime funding to work five specific enforcement waves which coincide with national mobilization projects such as "Click It or Ticket". Grantees receiving funding under the sSTEP program will be required to work five scheduled enforcement waves in addition to conducting observational belt usage surveys before and after each wave to help measure the impact and success of the enforcement and educational efforts. Agencies are encouraged to work with media to help spread awareness to the importance of wearing a safety belt. Short-term high visibility enforcement is identified as an effective strategy within NHTSA's "Countermeasures that Work. A Highway Safety Countermeasure Guide for State Highway Safety Offices", 8th Edition, 2015.

Occupant Protection: Program and Budget Summary

Project #	Project Name/Agency	Budget	Budget Source	
			402	405b
18-402-MOOP, Task 02-00-00	Council Bluffs Police Dept.	\$50,380	\$50,380	
18-402-MOOP, Task 03-00-00	DeWitt Police Department	\$15,950	\$15,950	
18-402-MOOP, Task 04-00-00	Dubuque Police Department	\$35,000	\$35,000	
18-402-MOOP, Task 06-00-00	Marion County Sheriff's Office	\$17,700	\$17,700	
18-402-MOOP, Task 07-00-00	Marion Police Department	\$25,000	\$25,000	
18-402-MOOP, Task 08-00-00	Pella Police Department	\$8,450	\$8,450	
18-402-MOOP, Task 09-00-00	Scott County Sheriff's Office	\$50,000	\$50,000	
18-402-MOOP, Task 10-00-00	West Des Moines Police Dept.	\$27,900	\$27,900	
18-402-MOOP, Task 05-00-00	ISU – Behavioral Research Survey	\$7,000	\$7,000	
18-402-MOOP, Task 00-00-29	ISU Conference and Planning (Split)	\$23,000	\$23,000	
18-402-MOOP, Task 20-10-00 through 18-402-MOOP, Task 37-40-00	sSTEP	\$715,925	\$711,725	
18-405b-M1CSS, Task 01-00-00	Unity Point/Blank Children's Hospital	\$50,000		\$50,000
18-405b-M1OP, Task 01-00-00		\$183,000		\$183,000
18-405b-M1OP, Task 01-00-00	ISU Survey and Behavioral Services	\$35,000		\$35,000
18-405b-M1OP, Task 02-00-00	UI – IPRC/Child Passenger Survey	\$30,000		\$30,000
18-402-MOOP, Task 00-00-01	GTSB – Travel (OP)	\$7,000	\$7,000	
18-402-MOOP, Task 00-00-02	GTSB – Printing/Educational Items	\$10,000	\$10,000	
18-402-MOOP, Task 00-00-07	GTSB – Program Management (OP)	\$387,500	\$387,500	
18-405b-M1TR, Task 0-00-03	GTSB Travel	\$500		\$500
18-405b-M1TR, Task 00-00-05	GTSB Printing/Educational Items	\$10,000		\$10,000

18-402-MOOP, Task 11-00-00	AARP	\$3,600	\$3,600	
	TOTAL	\$1,688,705	\$1,380,205	\$308,500