

Iowa State Report - 2015

Iowa DOT's mission is "Getting you there safely, efficiently, and conveniently". Safety on our roadways is a core value. Evidence of this earned Iowa DOT the 2015 AASHTO Safety Leadership Award. Strong leadership from upper management along with great inter-agency partnership has contributed to a greater awareness of traffic safety culture in the State of Iowa.

2015 - 320 fatalities in Iowa

- 1 less than 2014, 3 more than 2013
- 7.8% decrease from the 2010-2014 five-year average of 347

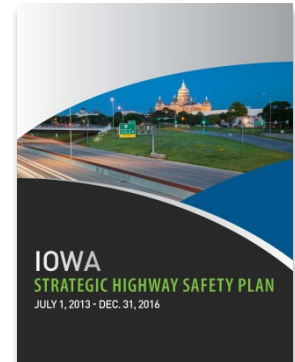
Seat belt usage rate is 93%

- However, only 51% of fatalities were recorded as belted
- Iowa law does not require adult back seat passengers to be belted

\$25 million in federal HSIP funds each year

Funds spent on infrastructure projects that align with our Strategic Highway Safety Plan engineering goals.

- Paved shoulders/rumble strips
- Median cable barrier
- Edge line and center line rumble strips
- Innovative intersection designs
- Curve delineation



www.iowadot.gov/traffic/shsp

Programs to Continue:



A Goal We Can All Live With

Zero Fatalities - Iowa initiated a state-wide program to change the driving safety culture in Iowa. We contracted with Penna Powers Brian Haynes, a marketing firm out of Utah to help us with initiatives including engagement of public and private partners, development of safety related program, public relations and a multi-media campaign

Message Mondays - As part of the Zero Fatalities program, every Monday we use our DMS signs to display the number of fatalities to date along with a safety message. Recent messages have received media attention and positive comments from the public.

What's New?

Web-based Analysis Tool – Iowa's crash data will be available in a direct, on-demand fashion for internal and external customers.

High Five Rural Traffic Safety Project – The Governor's Traffic Safety Bureau created a project to address unbelted fatalities in rural counties by encouraging seat belt use 100% of the time.

Local and District Road Safety Plans – Working together with county engineers and DOT district staff, we are developing plans to identify sites and corridors to implement safety-specific, low-cost countermeasures. These efforts will assist our HSIP project selection process.