
2021

VIRGINIA HIGHWAY SAFETY VIRTUAL SUMMIT



Patrick J. Hoye
Bureau Chief

Iowa Governor's Traffic Safety Bureau

HIGH FIVE RURAL TRAFFIC SAFETY PROJECT

Problem Identification

- 89,824 miles of secondary rural roadways in Iowa / 78.35% of the total roadways in the state.
- 72% of Iowa's fatal crashes occurred on secondary rural roads (2012).
- In 2013, Iowa's observational safety belt usage rate was 91.86%; however 43% of all passenger vehicle fatalities were unbelted with an additional 11.4% being reported as "unknown" as to belt use.





Enforcement



Engineering

Education



PLANNING AND IMPLEMENTATION



- Funding
- Data analyses / crash maps
- Informational meetings
- Emphasis on rural counties
 - Low safety belt compliance
 - High crash frequency
 - Multi-agency approach
 - Road Safety Audits

PUBLIC INFORMATION AND EDUCATION

- Informational cards
- Used on traffic stops and at special events
- Letters to the Editor/ Working with the Media
- Iowa State Patrol Public Resource offices
- Facebook and other social media outlets

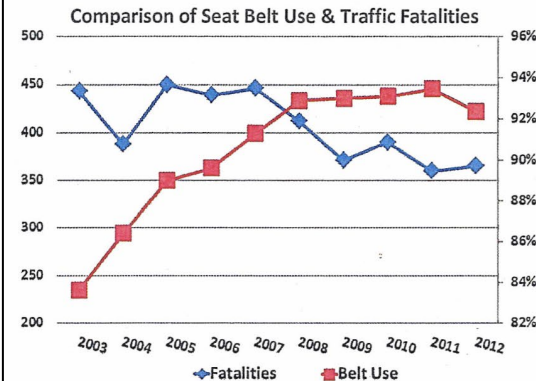


high five
rural traffic
safety project

The High 5 Rural Traffic Safety Project recognizes that:

- ❑ The chances of surviving a traffic crash are 45% higher when properly restrained in a seat belt.
- ❑ In 2013 Iowa crashes, 229 people were spared death or serious injury due to seat belt use.
- ❑ Air bags are designed to work with seat belts. Without a seat belt, the force of a rapidly deploying air bag can severely injure or kill.
- ❑ While Iowa's statewide seat belt usage is at 92%, over 100,000 drivers plus 20,000 passengers are still unbelted on Iowa roadways every day.

As seat belt use has increased in Iowa, traffic fatalities have declined.



zero
Fatalities
A Goal We Can All Live With

Iowa Governor's Traffic Safety Bureau
iowagtsb.org 515-725-6123 gtsbinfo@dps.state.ia.us

produced with federal highway safety funds



high five
rural traffic
safety project

- Q: **What is the High Five Rural Traffic Safety Project?**
A: A data-driven, multi-agency effort to increase seat belt use and reduce serious injury and fatal crashes on rural Iowa roads through the use of education, engineering and enforcement.
- Q: **What areas in Iowa will the program focus on?**
A: In five rural counties that data shows have low seat belt usage rates and high crash rates.
- Q: **Don't most crashes occur on major roadways?**
A: In 2012, 72% of fatal crashes were on secondary rural roads and 79% of Iowa roads are secondary.
- Q: **What are the main causes of rural traffic crashes?**
A: Most rural road crashes involve only one vehicle. Contributing factors include loss of control, lane departure, excessive speed, failure to yield, and impaired driving.
- Q: **What will be done to reduce crashes & save lives?**
A: Through enforcement, media and community outreach efforts, participating agencies will work to educate drivers on the benefits of complying with traffic laws, especially Iowa's seat belt law.
- Q: **Why is increasing seat belt usage so important?**
A: Proper and regular seat belt use is the single most effective way to reduce fatalities and injuries. Seventy-seven percent of vehicle occupants ejected during a crash are killed.
- Q: **Can't more be done to make rural roads safer?**
A: Yes. The High Five project includes local and state engineers working together to identify road hazards and make upgrades wherever possible.

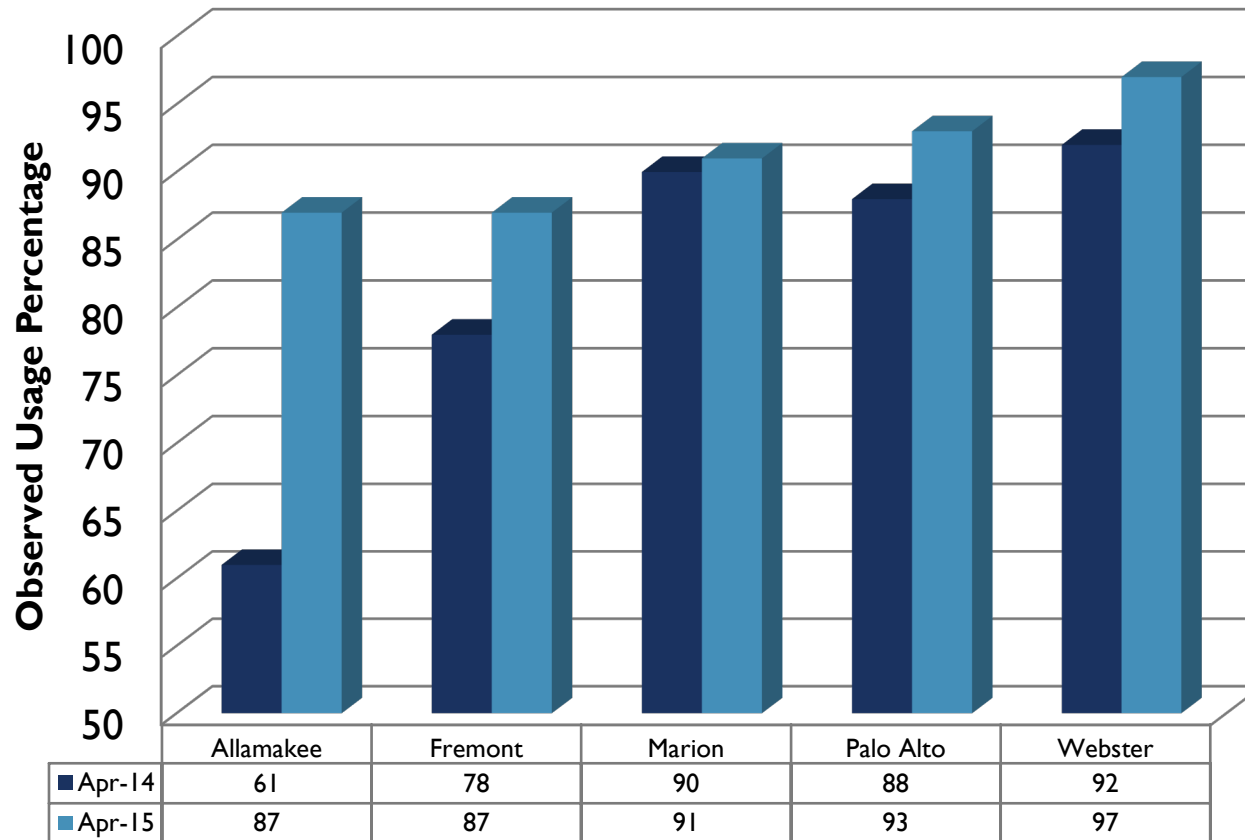
MEASURABLE OUTCOMES AND GOALS

- Seat Belt Compliance Rates / Citations
- Media Contacts
- Monthly Activity Reports
- Roadway Improvements / Road Safety Audits
- Reduction of Serious Injury Crashes and Fatalities



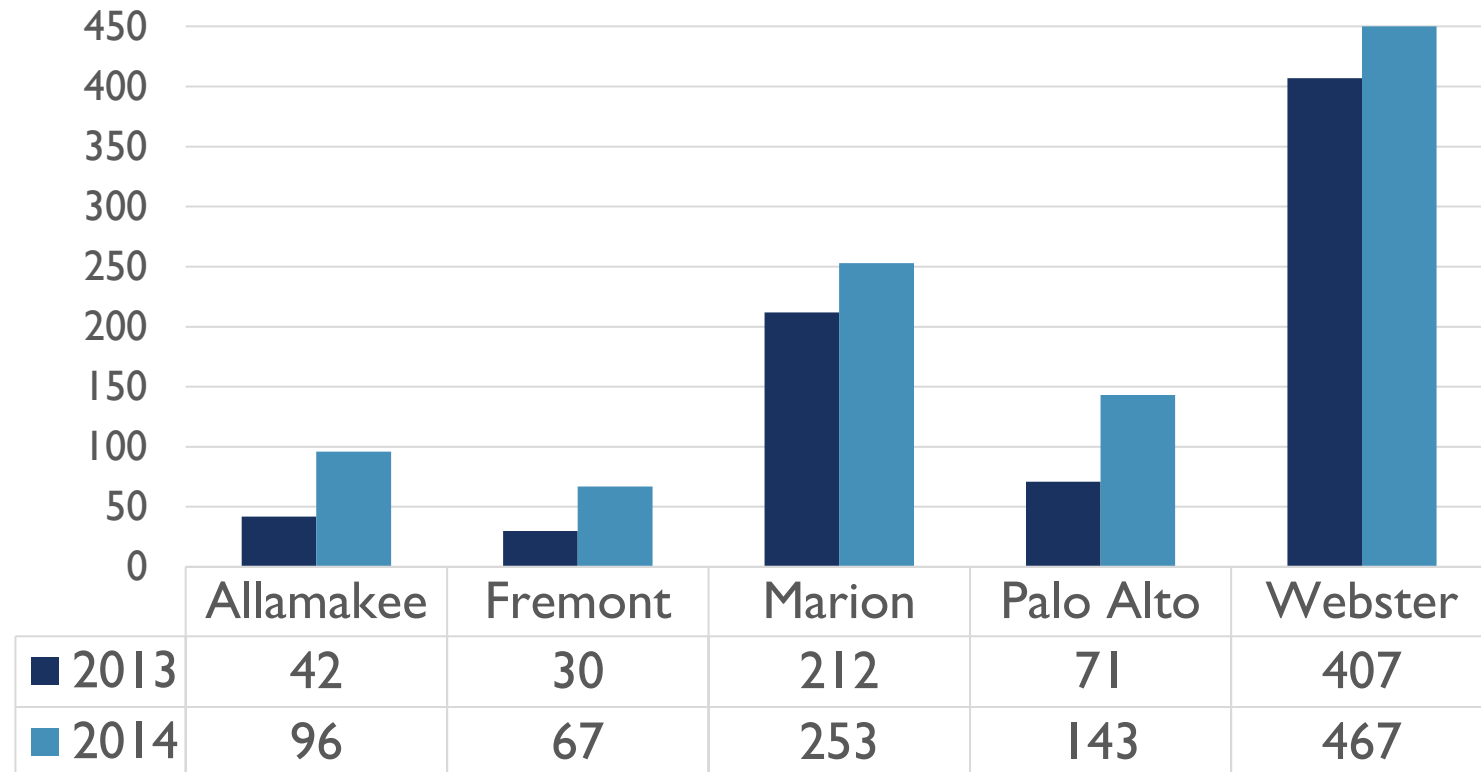
18-MONTH PILOT PROGRAM RESULTS

Observational Safety Belt Usage Surveys



18-MONTH PILOT PROGRAM RESULTS

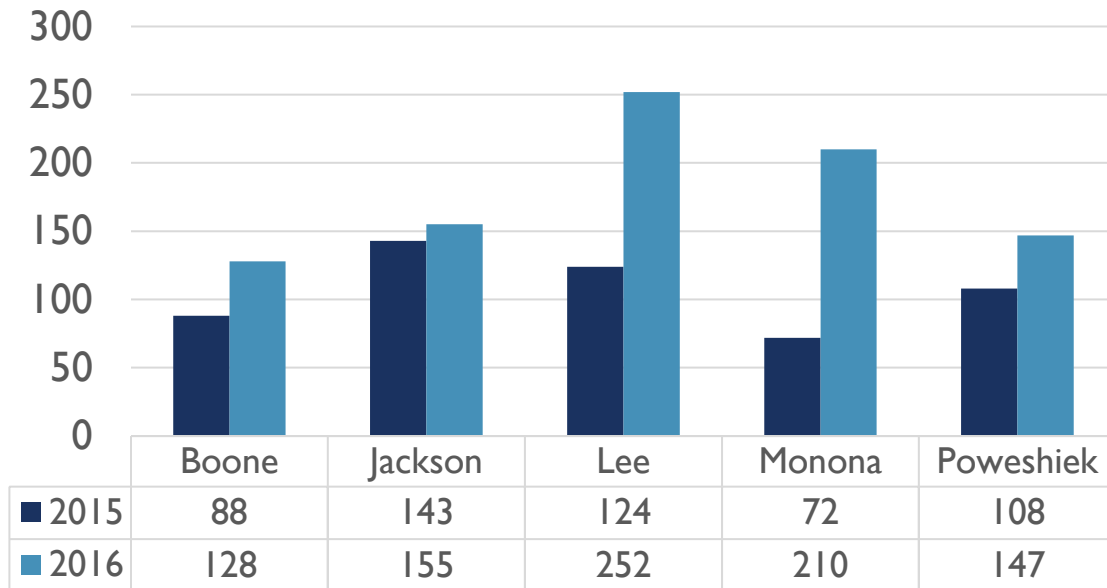
Seat Belt Convictions



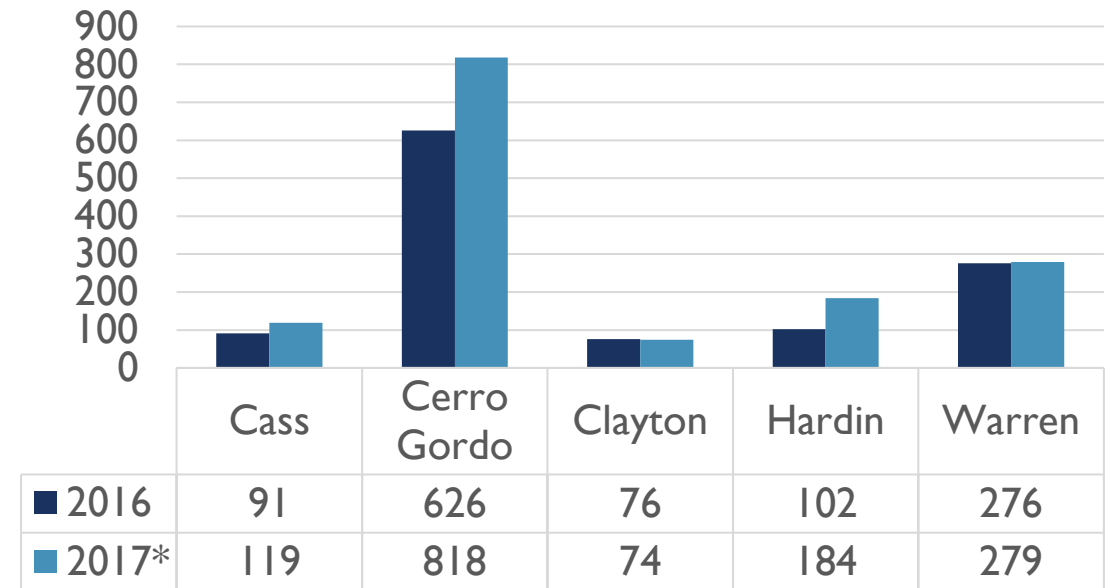
Source: Iowa Department of Transportation

SEAT BELT CONVICTIONS - YEAR 2 AND 3

2nd Year



3rd Year



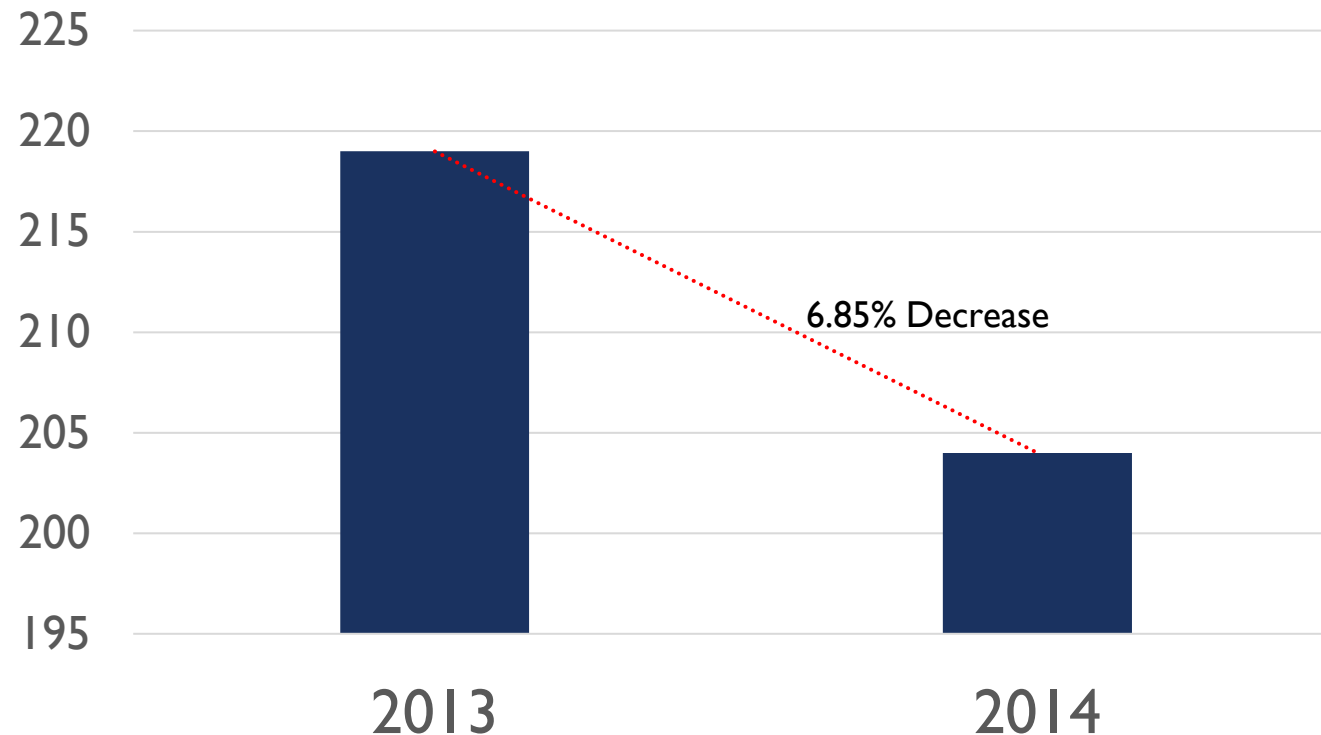
* 2017 Preliminary Data

Source: Iowa Department of Transportation

18-MONTH PILOT PROGRAM RESULTS

Decrease in the Number of Overall Crashes

- Excludes Animal-Related Crashes

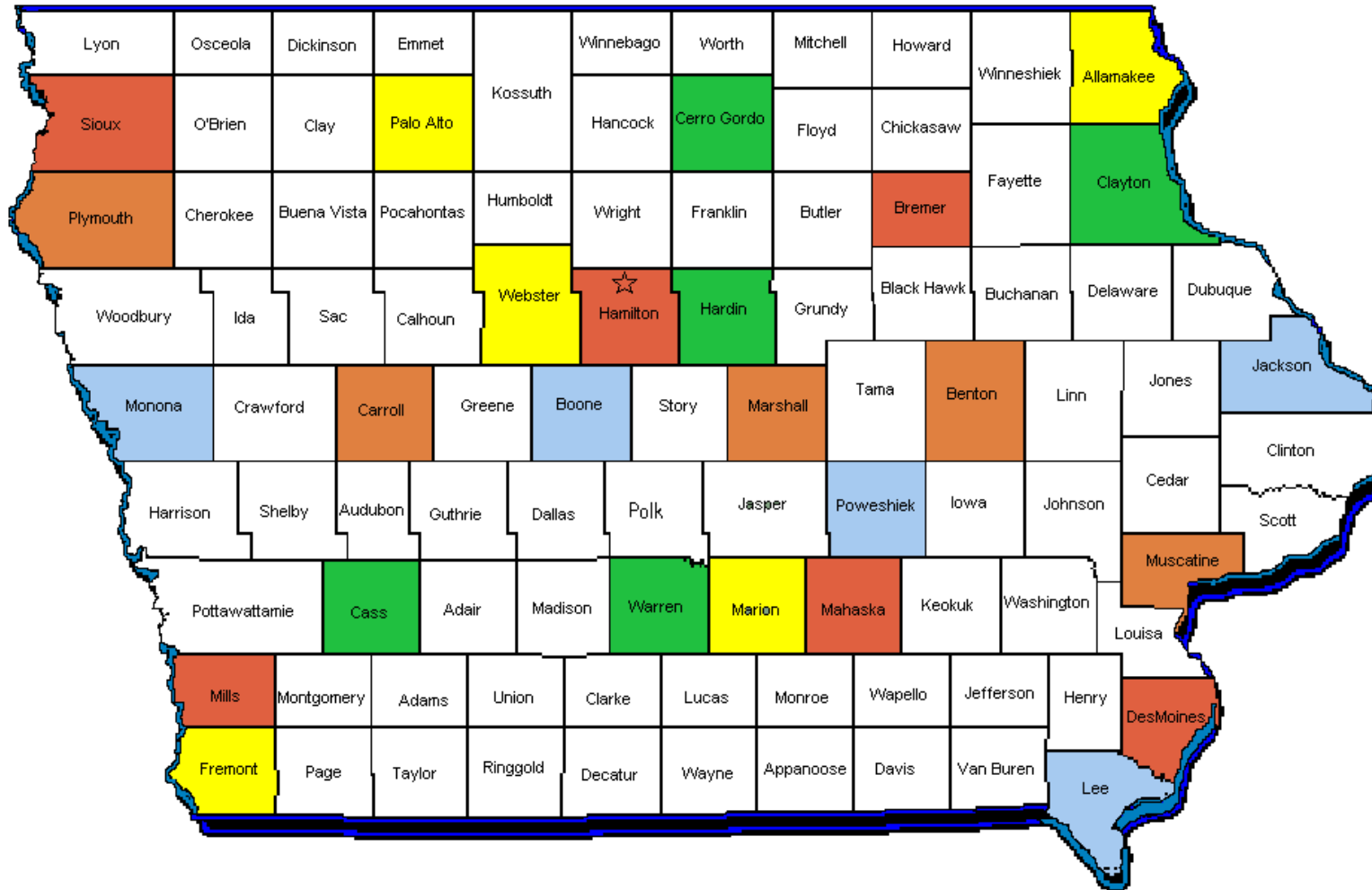


18-MONTH PILOT PROGRAM RESULTS

Road Safety Audits

- Data analyses
- On-site audits conducted
- Low-cost engineering improvements identified
- Consider improvements for implementation





 = 1 st Year / Pilot Program 4/1/2014 – 9/30/2015 18-months	 = 2 nd Year FFY 2016 10/1/2015-9/30/2016	 = 3 rd Year FFY 2017 10/1/2016-9/30/2017	 = 4 th Year FFY 2018 10/1/2017-9/30/2018	 = 5 th year FFY 2019 10/1/2018 – 9/30/2018
				☆ Hamilton County - (Alternate)

Project Launch – 4/1/2014

Samples of Media Coverage

KCRG-TV9 | Cedar Rapids, Iowa News, Sports, and Weather
Print this article

State Launches Effort to Reduce Fatal Crashes

Originally printed at <http://www.kcrg.com/home/top-9/State-Launches-Effort-to-Reduce-Fatal-Crashes-253528041.html>

By Rachel Begle
April 2, 2014

DES MOINES, Iowa (AP) - Authorities are launching an effort to reduce fatalities on Iowa's secondary rural roads.

The Governor's Traffic Safety Bureau continues through Sept. 30, 2014

The program will focus on rural roads in Fremont and Palo Alto counties, two of 10 years of crash data and statistics.

Participating counties will target seat belt laws, especially the seat belt law, and other improvements in the program.

The safety bureau says 72% of rural roads make up 72% of Iowa's secondary roads. Those roads make up 72% of Iowa's secondary roads.

Iowa had 317 traffic fatalities in 2013.

3/26/2014 9:18:00 AM

Allamakee County one of five to participate in rural traffic safety program

by Bob Beach

Allamakee County Sheriff Clark Mellick and the Iowa Department of Transportation will be one of five counties in the state to participate in the Governor's Traffic Safety Bureau's initiative through the Governor's Traffic Safety Bureau. In 2012, 72% of fatal crashes in Iowa occurred on secondary roads. A report derived from the Iowa Department of Transportation indicates that there were a total of 1,413 vehicle crashes with 30 of those crashes resulting in fatalities. Iowa State Patrol District Commander Lt. David Eick said the pilot program will focus on rural roads in Fremont and Palo Alto counties. Eick said that the State Patrol will be working closely with the Iowa Department of Transportation program through enforcement (seat belt law compliance) and road design. Sheriff Mellick said that a recent survey of seat belt compliance, whereas the state average is 94%, has been in effect since 1986. He added that seat belt law compliance (i.e. fire or submerged vehicle) in less than 5 percent of rural fatalities above the national average.

April 02, 2014 7:21AM

High Five Rural Traffic Safety Project to Begin in Iowa; Fremont County one of five to participate

Fremont County was chosen as one of five rural counties to participate in the "High Five Rural Traffic Safety Project" to help reduce traffic fatalities on rural roads. In 2012, 72% of fatal crashes in Iowa occurred on secondary rural roads. Approximately 79% of Iowa's total roadways are considered secondary in nature. Due to these alarming statistics, rural safety has become a major concern.

Beginning April 1, a new initiative identified as "High Five Rural Traffic Safety Project" will be launched to focus on traffic safety on Iowa's rural roadways. After reviewing 10 years of crash data and looking at counties with low seat belt compliance rates, the Governor's Traffic Safety Bureau along with a multi-disciplinary team of traffic safety professionals selected five rural counties to participate in this project.

The counties participating in the project include Allamakee, Marion, Webster, Fremont and Palo Alto. The High Five project will involve a three-tier approach to include enforcement, engineering and education with the ultimate goal to build a safer community. Through enforcement, media, and community outreach, participating agencies will work to educate drivers on the benefits of complying with traffic laws with an emphasis on Iowa's seat belt law. From an engineering aspect, the focus will be on low cost safety improvements throughout the county.

During 2013, there were 317 fatalities in the state of Iowa. Although a record low number of fatalities for the state, every one is tragic and 317 is still too many. In addition to fatalities it is also important to recognize the number of serious injuries sustained in traffic crashes. The county sheriffs and county engineers and the Iowa State Patrol are conscientious safety advocates who understand rural roads are unique because of a variety of vehicle types from passenger vehicles to large machinery and other farm implements traveling at slower speeds. The road surface types and speeds will be successful in saving lives. Safety stated, "Because we are focusing on enforcement efforts above..."



FORT DODGE PRESS – 4/2/2014

SAFETY PROJECT: High Five Rural Traffic Safety Project

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September 30, 2015

...Randy Hunefeld, Governor's Traffic



Questions?