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## FACT SHEET

- Drive Safe Cedar Valley is the first localized, self-sustaining traffic safety awareness program in the state of Iowa.
- Public awareness efforts will utilize education-based programs and special events to familiarize the public with traffic safety basics and the locations in the Cedar Valley where the most crashes occur.
- Community members with a vested stake in safe roadways will act as the faces of the program, educating the community through a variety of media outlets and public appearances.
- The development program will establish a network of stakeholders that will sustain public accountability efforts in the coming years.
- The Waterloo metropolitan area has more pedestrian-vehicle incidents than other areas of the state.
- Traffic-related incidents in the Waterloo metropolitan area are responsible for five deaths, hundreds of needless injuries, and a significant amount of property damage during an average year.
- Close to 1,500 intersections in the Cedar Valley have a history of traffic-related accidents and fatalities. More than 1,000 of those are in Waterloo, and more than 440 are in Cedar Falls.
- In Waterloo, six intersections are among the top 200 in the state for accidents and fatalities.
- Locally, more than 60% of traffic-related fatalities are related to driver-induced activity or alcohol.
- Approximately 40% of traffic-related fatalities are due to driver behavior and mechanical failure.

*Statistics courtesy of the Iowa Department of Transportation.*