

NEBRASKA



2013 HIGHWAY SAFETY Annual Evaluation Report



2013

Annual Evaluation Report

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Executive Summary

INTRODUCTION

The Nebraska Office of Highway Safety was established in 1967 to coordinate, develop, and implement Nebraska's annual traffic safety plan in accordance with the Federal Highway Safety Act of 1966. Under the Act, the Governor designates the Governor's Highway Safety Representative whose responsibility is to oversee the state's annual federal highway safety allocation to reduce traffic-related injuries and fatalities.

During Fiscal Year (FY) 2013, a total of \$5,627,768.28 was expended from federal highway safety funding allocations Sections 402, 405, 408/405c, 410/405d, 2010 and HSIP (148) funds to a total of 435 individual projects and 60 project grants. Sixty percent of the funds were awarded to or to directly benefit local cities, counties, municipal government agencies, and non-profit organizations. The remainder was awarded to state agencies for traffic safety projects.

The purpose of the Nebraska Performance –Based Strategic Traffic Safety Plan is to identify and prioritize Nebraska's traffic safety problems that are contributing to traffic-related injuries and fatalities. The Plan establishes those priority problems and identifies the best opportunities to reduce traffic-related injuries and fatalities. The Plan also includes those system support activities that are necessary to carry out those direct impact projects.

MISSION STATEMENT

To reduce the state's traffic crashes, injuries and fatalities on the roads through leadership, innovation, facilitation and program support in partnership with other public and private organizations.

METHODS

Utilizing Nebraska data for fatal and injury (*A and ^B type) crashes, four-priority emphasis areas have been identified: 1) alcohol-related crashes; 2) occupant restraint use; 3) speed-related crashes, and 4) youth-involved (ages 16 to 20) crashes. A fifth emphasis area ("all other factors") is utilized to address other issues when appropriate. (* A = Disabling Injury; ^ B = Visible, but not disabling injury)

A total of twenty-three counties have been identified as priority counties. These counties are given priority consideration for grant awards and project activity. Remaining counties are considered for special programs and assistance.

Measurable goals and objectives are determined using at least three years of historical data. The annual goals are selected using expected trends.

Individual grants are awarded based upon the quality of problem identification and the outcome performance expected while implementing strategies and activities.

CRASH DATA SUMMARY

While 2013 crash data was not yet available at the time the annual report was being compiled, progress is determined by comparing actual 2009-2011 crash data with 2012 because initial program activity begins in 2012.

In 2012, fatal, A and B injury crashes, speed-related and youth-involved and all other factors (minus alcohol and speed) fatal, A and B injury crashes had a decrease of 4.3 percent, 11 percent, 11.1 percent and 3.8 percent consecutively. Of the five areas targeted, alcohol-related fatal, A and B injury crashes increased 42.6 percent from the calendar base year average of 61 to 87 in 2012. The number of people killed in 2011 (181) compared to 2012 (212) showed an increase of 17.1 percent.

- In Nebraska's Performance-Based Strategic Traffic Safety Plan FY2013, a more aggressive approach of goal setting was taken in several areas, including the overall goal.
 - Fatal, A and B injury crashes decreased by 4.3 percent from the 2009-2011 calendar base year average of 5,137 to 4,915 in 2012. (The 2013 goal was 4,851 which is yet to be determined).
 - Alcohol-related fatal, A and B injury crashes increased by 7.8 percent from the 2009-2011 calendar base year average of 606 to 653 in 2012. (The 2013 goal was 563 which is yet to be determined).
 - Observed occupant restraint use survey results in 2013:
 - The observed driver and front seat passenger safety belt usage rate decreased by 5.6 points from 84.2 percent in 2011 to 78.6 percent in 2012. The 2013 seat belt survey result showed a slight increase of .5 points to 79.1 percent. The child restraint use for children under age six was 95.9 percent which was the same as the previous year. (The seat belt 2013 goal was 88.2 percent).
 - Speed-related fatal, A and B injury crashes decreased by 11 percent, from the 2009-2011 calendar base year average of 417 to 371 in 2012. (The 2013 goal was 369 which is yet to be determined).
 - Youth-related fatal, A and B injury crashes decreased by 11.1 percent, from the 2009-2011 calendar base year average of 1,577 to 1,402. (The 2013 goal was 1,401 which is to be determined).
 - "All Other Factors" (minus alcohol and speed) fatal, A and B injury crashes decreased by 3.4 percent, from the 2009-2011 calendar base year average of 4,114 to 3,972. (The goal was 3,878 for 2013 which is yet to be determined).
- While the total miles driven decreased by 0.8 percent in Nebraska during 2012, the number of fatal crashes increased by 15.9 percent from 2011.
- The total number of reported injury crashes decreased by 1.5 percent from 11,349 in 2011 to 11,211 in 2012.
- The number of persons injured also decreased from 16,108 in 2011 to 15,872 in 2012.
- Nebraska continues to experience success in reducing the total number of reported fatal, A and B injury crashes as the number of miles driven decreased 0.8 percent from the previous year.
- Traffic deaths increased by 15.9 percent (181 in 2011 to 212 in 2012) and the traffic fatality rate reached 1.10 per 100 million vehicle miles traveled.
- The number of persons injured decreased by 1.5 percent from the previous year.

FISCAL YEAR 2013 HIGHLIGHTS

- There were 241 mini-grant contracts were awarded to law enforcement agencies for selective overtime enforcement activities, logging 32,391.25 additional hours, 3,030 seat belt citations, 2,599 impaired driving arrests, 20,105 speeding citations and 42,104 total citations.
- Mini-grant contracts were awarded to 105 law enforcement agencies to purchase traffic safety equipment, 55 radars, 59 in-car cameras, and 155 preliminary breath testers.
- The 55 radar units that were awarded resulted in a total of 1,737 speeding citations and 4,364 speeding warnings being issued.
- The 155 preliminary breath testing units resulted in 5,252 preliminary breath tests.
- The 59 in-car cameras awarded were utilized in recording 7,748 traffic stops.
- Nine agencies were provided funding to purchase 745 child safety seats for qualifying low income families.
- Twelve sobriety checkpoints were held by law enforcement agencies during selective overtime enforcement activities.
- There were 89 mini-grants awarded for training, surveys, public information and education activities.
- A total of 96,075 alcohol testing instrument mouthpieces were provided to law enforcement, probation agencies, correctional facilities, schools, etc.
- Over 106,038 highway safety public information and educational material items were distributed.

NEBRASKA PRIORITY COUNTIES FOR FISCAL YEAR 2013

		NEBRASKA PRIORITY COUNTIES FOR FY2013 COUNTY CRASH RATE compared to STATE CRASH RATE PER 100 MILLION MILES							
Congressional District	County	FAB Crashes	FAB Crash Rate	Alcohol Rate	Speed Rate	Youth 16-20 Rate	All Other Factors Rate	Low Occ/Prot Percentage	2010 Population*
Three	Adams	84	35.9	4.7	1.7	10.7	29.5	74.9%	31,364
Three	Buffalo	124	20.9	2.0	0.8	4.9	16.0	74.1%	46,102
One	Cass	67	16.7	3.0	2.2	2.5	18.0	74.4%	25,241
Three	Custer	41	25.0	3.7	4.3	5.5	11.4	50.0%	10,939
One	Dakota	47	24.5	3.6	1.6	4.2	17.1	75.2%	21,006
Three	Dawson	69	16.4	2.9	2.6	3.8	10.9	58.1%	24,326
One	Dodge	115	33.3	3.2	1.7	7.5	28.3	77.1%	36,691
One	Douglas	1,201	27.1	3.0	1.0	7.1	23.1	74.2%	517,110
One	Gage	69	29.1	5.5	2.5	8.4	21.1	69.1%	22,311
Three	Hall	201	32.3	4.3	3.1	10.4	24.9	71.2%	58,607
Three	Hamilton	40	13.7	1.0	1.4	2.7	11.3	51.3%	9,124
One	Lancaster	939	39.8	3.9	1.8	12.8	34.1	86.5%	285,407
Three	Lincoln	128	21.8	3.1	3.6	8.0	15.2	66.8%	36,288
One	Madison	89	30.4	3.1	2.4	9.9	24.9	69.9%	34,876
One	Otoe	47	19.1	2.8	2.0	5.3	14.2	57.8%	15,740
Three	Platte	120	40.1	2.7	2.0	13.0	35.4	68.8%	32,237
Three	Saline	47	39.1	11.6	3.3	11.6	24.1	54.4%	14,200
One/Two	Sarpy	303	24.7	1.6	1.8	9.9	21.2	84.4%	158,840
One	Saunders	56	26.3	2.3	3.3	5.6	20.7	71.4%	20,780
Three	Scotts Bluff	109	35.3	5.5	3.6	11.3	26.2	69.6%	36,970
One	Seward	55	14.6	0.8	1.3	5.3	12.5	70.0%	16,750
One	Washington	53	27.5	3.6	1.6	10.9	22.3	83.0%	20,234
Three	York	57	16.2	3.1	1.7	3.4	11.4	72.3%	13,665
23 County Population									1,488,808
Statewide		4,998	25.7	3.1	1.9	7.3	20.6	73.9%	1,826,341
Blue indicates High Crash Rates for Alcohol, Speed and Youth and Red indicates Low Occupant Protection Usage Data taken off 2011 Standard Summaries, Fatal, A / B Injuries, Statewide and County *U.S. Census Bureau									81.5% of Population
Revised 4/25/2012									

RESULTS – TRAFFIC SAFETY PERFORMANCE (CORE OUTCOME) MEASURES

Fatality Data – National Center for Statistics and Analysis – (NCSA)
Fatality Analysis Reporting Systems (FARS)

Traffic Safety Performance (Core Outcome) Measures* For Nebraska

Core Outcome Measures		Year			
		2009	2010	2011	2012
Traffic Fatalities	Total	223	190	181	212
	Rural	185	159	138	161
	Urban	38	31	43	51
	Unknown	0	0	0	0
Fatalities Per 100 Million Vehicle Miles Driven**	Total	1.15	0.98	0.95	
	Rural	1.68	1.43	1.25	
	Urban	0.45	0.37	0.54	
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	187	148	141	161
	Restrained	59	46	43	43
	Unrestrained	108	79	79	102
	Unknown	20	23	19	16
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		68	50	45	74
Speeding-Related Fatalities		30	36	33	44
Motorcyclist Fatalities	Total	15	14	23	22
	Helmeted	9	13	21	20
	Unhelmeted	5	0	2	1
	Unknown	1	1	0	1
Drivers Involved in Fatal Crashes	Total	327	249	257	284
	Aged Under 15	4	3	0	2
	Aged 15-20	51	33	27	36
	Aged Under 21	55	36	27	38
	Aged 21 and Over	269	213	229	245
	Unknown Age	3	0	1	1
Pedestrian Fatalities		9	8	7	15
Core Outcome Measure		2009	2010	2011	2012
Statewide Observed Seat Belt Use for Passenger Vehicles Front Seat Outboard Occupants (Health Education Inc.)		84.8%	84.1%	84.2%	78.6%
Activity Measure		2009	2010	2011	2012
Safety Belt Citations Grant Funded		3,605	3,622	4,051	4,213
Impaired Driving Arrests Grant Funded		2,424	2,807	2,205	2,293
Speeding Citations Grant Funded		25,350	18,395	29,777	30,968

* These Performance Measures were developed by the National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) (See Publication: DOT HS 811 025)

**2012 State Vehicle Miles Traveled (VMT) Data in Not Yet Available

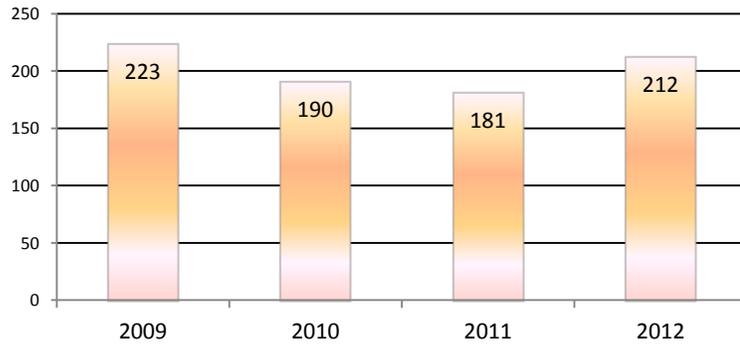
*** Based on the BAC of All Involved Drivers and Motorcycle Riders (Operators) Only

Note: Nebraska Traffic Data for some 2013 was Not Yet Available.

TRAFFIC FATALITIES (STATE DATA/FARS)

Goal: To decrease traffic fatalities by 10 percent from the 2009-2011 calendar base year average of 198 to 171 by December 31, 2013.

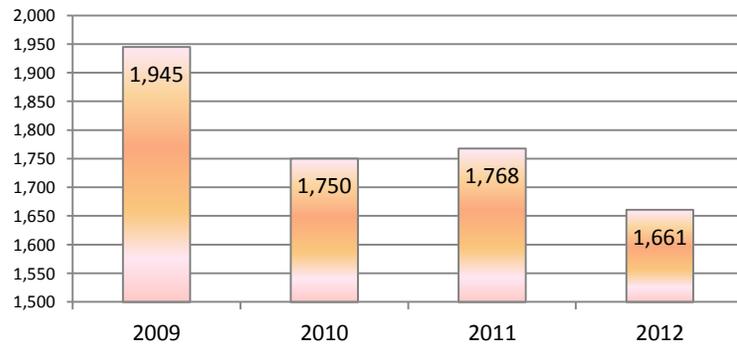
Result: Traffic fatalities increased 7.1 percent from the 2009-2011 calendar base year average of 198 to 212 in 2012.



SERIOUS INJURIES (STATE DATA 2012)

Goal: To decrease serious injuries by 7 percent from the 2009-2011 calendar base year average of 1,821 to 1,655 in by December 31, 2013.

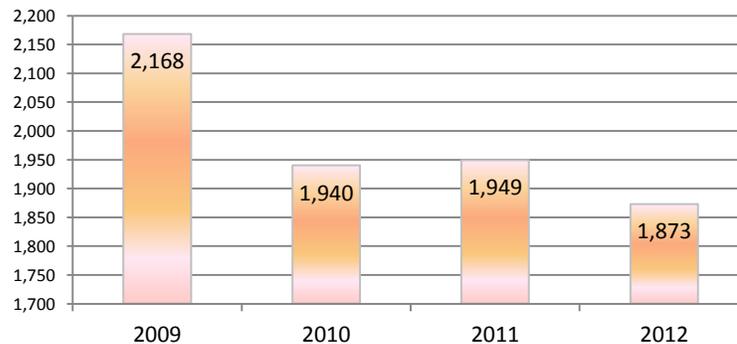
Result: Serious injuries decreased by 8.8 percent from the 2009-2011 calendar base year average of 1,821 to 1,661 in 2012.



TRAFFIC FATALITIES AND SERIOUS INJURIES (STATE DATA 2012)

Goal: To decrease traffic fatalities and serious injuries by 7 percent from the 2009-2011 calendar base year average of 2,019 to 1,831 by December 31, 2013.

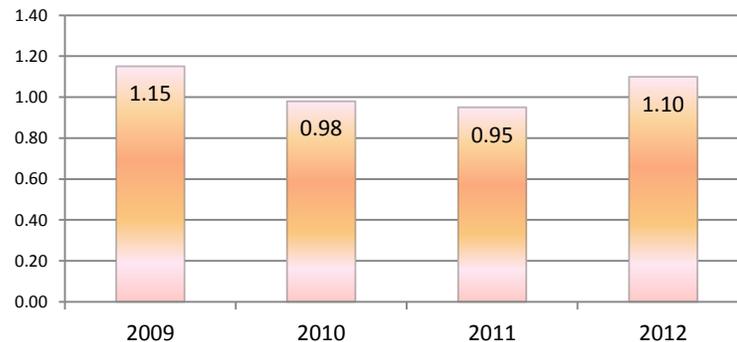
Result: Traffic fatalities and serious injuries were decreased by 7.2 percent from the 2009-2011 calendar base year average of 2,019 to 1,873 in 2012.



FATALITIES PER 100 MILLION VEHICLE MILES TRAVELED (VMT) (STATE DATA 2012/FARS)

Goal: To decrease the fatality rate 100 million VMT by 23 points from the 2009-2011 calendar base year average of 1.03 points to 0.80 by December 31, 2013.

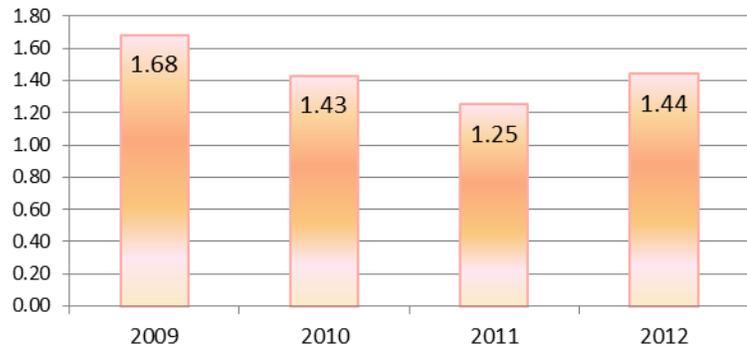
Result: Fatalities/VMT increased .07 points from the 2009-2011 calendar base year average of 1.03 to 1.10 in 2012.



RURAL FATALITIES PER 100 MILLION VEHICLE MILES TRAVELED (VMT) (STATE DATA 2012/FARS)

Goal: To decrease rural fatalities/100 million VMT by .26 point from the 2009-2011 calendar base year average of 1.38 points to 1.12 by December 31, 2013.

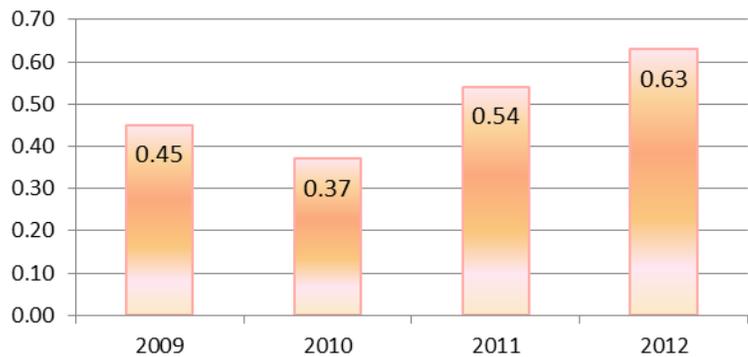
Result: Rural fatalities/VMT decreased .01 points from the 2009-2011 calendar base year average of 1.45 to 1.44 in 2012.



URBAN FATALITIES PER 100 MILLION VEHICLE MILES TRAVELED (VMT) (STATE DATA 2012/FARS)

Goal: To decrease the urban fatalities/ 100 million VMT by .05 points from the 2009-2011 calendar base year average of 0.55 points to 0.50 by December 31, 2013.

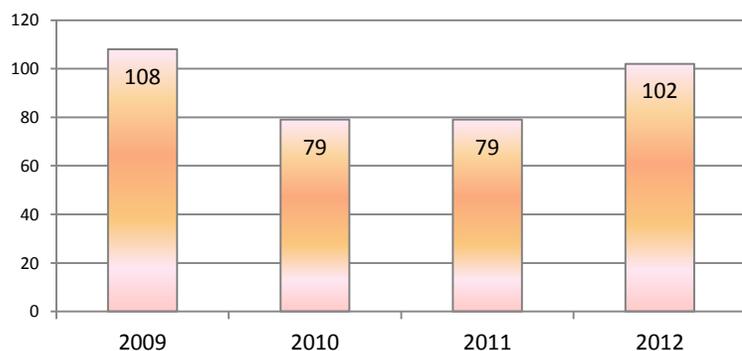
Result: Urban fatalities/VMT increased .18 points from the 2009-2011 calendar base year average of 0.45 to 0.63 in 2012.



UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES (ALL SEAT POSITIONS) (FARS)

Goal: To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 15 percent from the 2009-2011 calendar base year average of 89 to 76 by December 31, 2013.

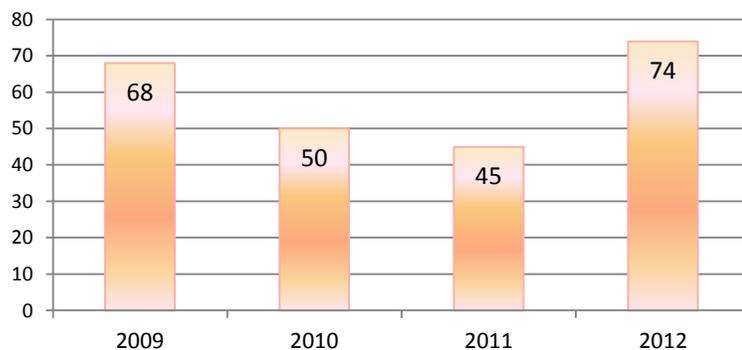
Result: Unrestrained passenger vehicle occupant fatalities in all seating positions increased by 15 percent from the 2009-2011 calendar base year average of 89 to 102 in 2012.



ALCOHOL-IMPAIRED DRIVING FATALITIES (BAC=.08+) (FARS)

Goal: To decrease alcohol impaired driving fatalities (BAC=.08+) by 12 percent from the 2009-2011 calendar base year average of 59 to 52 by December 31, 2013. (FARS2011)

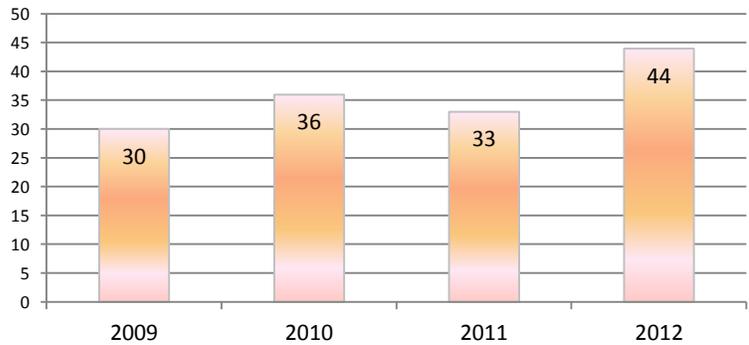
Result: Alcohol-impaired driving fatalities (BAC=.08+) increase by 36.2 percent from the 2009-2011 calendar base year average of 54 to 74.



SPEED-RELATED FATALITIES (FARS)

Goal: To decrease speed-related fatalities by 30 percent from the 2009-2011 calendar base year average of 33 to 23 by December 31, 2013.

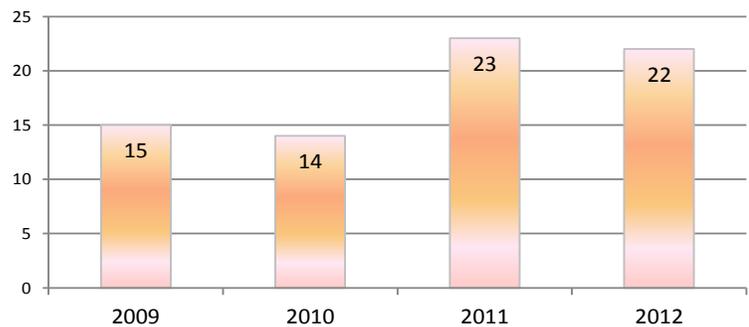
Result: Speeding-related fatalities increased by 33.3 percent from the 2009-2011 calendar base year average of 33 to 44 in 2012.



MOTORCYCLIST FATALITIES (FARS)

Goal: To decrease motorcyclist fatalities by 20 percent from the 2009-2011 calendar base year average of 17 to 14 by December 31, 2013.

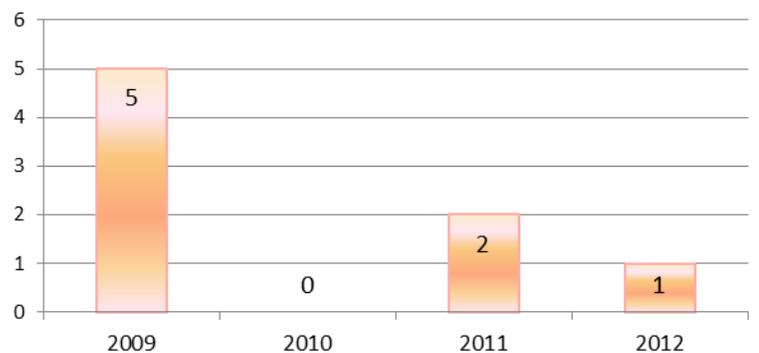
Result: Motorcyclist fatalities increased by 26.9 percent from the 2009-2011 calendar base year average of 17 to 22 in 2012.



UNHELMETED MOTORCYCLIST FATALITIES (FARS)

Goal: To decrease unhelmeted motorcyclist fatalities by 100 percent from the 2009-2011 calendar base year average of 3 to 0 by December 31, 2013.

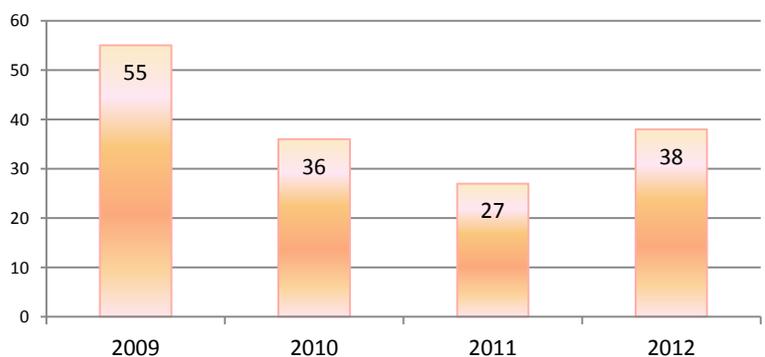
Result: Unhelmeted motorcyclist fatalities decreased by 57.1 percent from the 2009-2011 calendar base year average of 2 to 1 in 2012.



DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES (FARS)

Goal: To decrease drivers age 20 or younger involved in fatal crashes by 25 percent from the 2009-2011 calendar base year average of 39 to 25 by December 31, 2013.

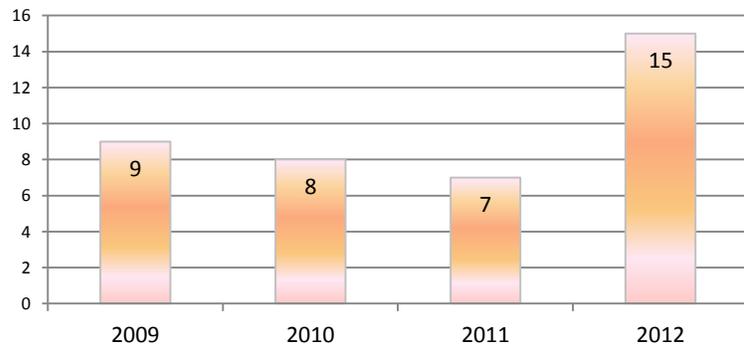
Result: Young drivers age 20 or younger involved in fatal crashes decrease by 3.4 percent from the 2009-2011 base year average of 39 to 38 in 2012.



PEDESTRIAN FATALITIES (FARS)

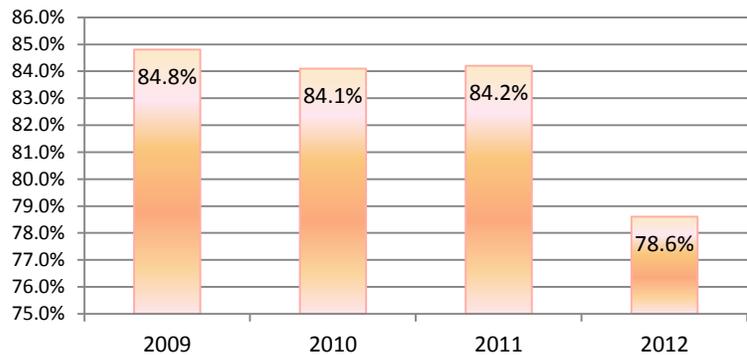
Goal: To reduce pedestrian fatalities by 40 percent from the 2009-2011 calendar base year average of 6 to 4 by December 31, 2013.

Result: Pedestrian fatalities increased by 87.5 percent from the 2009-2011 base year average on 8 to 15 in 2012.



STATEWIDE OBSERVED SEAT BELT USE OF FRONT SEAT OCCUPANTS IN PASSENGER VEHICLES (STATE SURVEY)

Goal: To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4 percent from the 2011 calendar year usage rate of 84.2 percent to 88.2 percent in 2013. **Result:** Seat belt usage decreased 5.6 percent from 2011 (84.2 percent) to 78.6 percent in 2012. However there was an increase of 0.50 percent to 79.1 percent in 2013. The goal of 88.2 percent was not met in 2013.

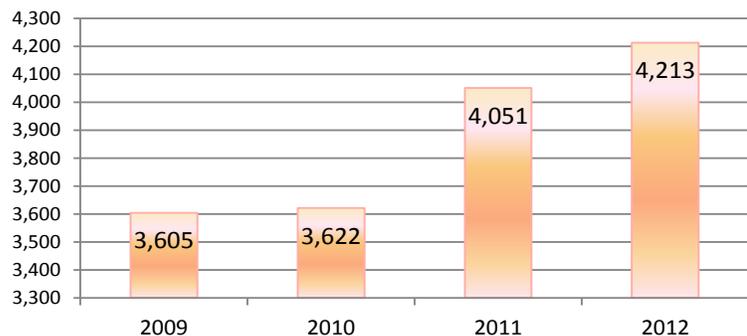


RESULTS - ACTIVITY PERFORMANCE MEASURES

SAFETY BELT CITATIONS GRANT FUNDED (STATE DATA)

Goal: To increase safety belt citations grant funded by 4 percent from the 2011 calendar base year of 4,051 to 4,375 by December 31, 2013.

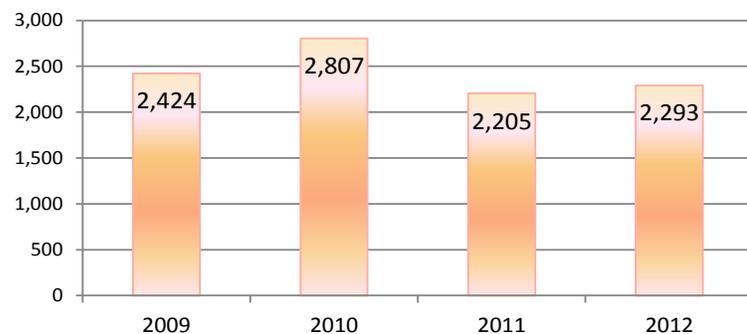
Result: In 2012, an increase of 3.8 percent in safety belt citations from the 2011 calendar base year of 4,051 to 4,213.



IMPAIRED DRIVING ARREST CITATIONS GRANT FUNDED (STATE DATA)

Goal: To increase impaired driving arrest citations grant funded by 4 percent from the 2011 calendar base year of 2,205 to 2,381 by December 31, 2013.

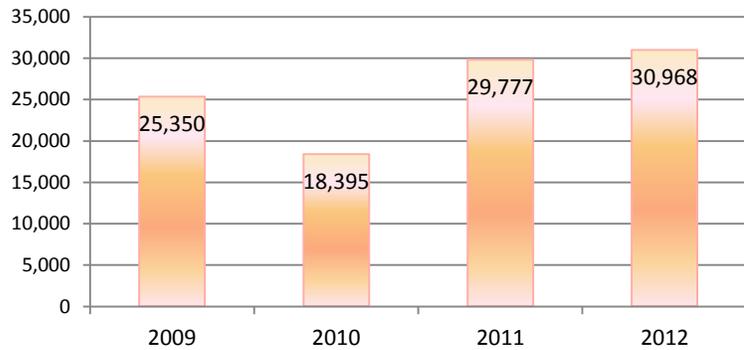
Result: There was a 3.8 percent increase in impaired driving arrests from the 2011 calendar base year of 2,205 to 2,293.



SPEEDING CITATIONS GRANT FUNDED (STATE DATA)

Goal: To increase speeding citations grant funded by 4 percent from the 2011 calendar base year of 29,777 to 32,159 by December 31, 2013.

Result: Grant funded speeding citations increased by 3.8 percent from the 2011 calendar base year of 29,777 to 30,968.



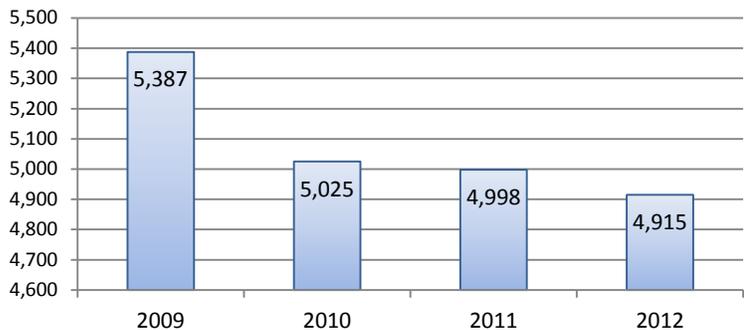
RESULTS – ADDITIONAL OUTCOME MEASURES (STATE DATA)

Additional Outcome Measures (State Data)	2009	2010	2011	2012
Fatal, A and B Injury Crashes	5,387	5,025	4,998	4,915
Alcohol-Related Fatal, A and B Crashes	628	580	610	653
Speed-Related Fatal, A and B Injury Crashes	423	454	374	371
Youth-Involved Fatal, A and B Injury Crashes	1,742	1,576	1,414	1,402
All Other Factors - Fatal, A and B Injury Crashes	4,336	3,991	4,014	3,972
Alcohol Impaired Related Fatalities	79	53	51	87
Distracted Driving Fatal, A and B Injury Crashes	783	696	738	791
Nighttime (6 p.m. - 6 a.m.) Unrestrained Fatalities in Fatal Crashes	54	46	36	53

OVERALL GOAL: FATAL, A AND B INJURY CRASHES (STATE DATA)

Goal: To decrease fatal, A and B injury crashes by 4 percent from the 2009-2011 calendar base year average of 5,137 to 4,851 by December 31, 2013.

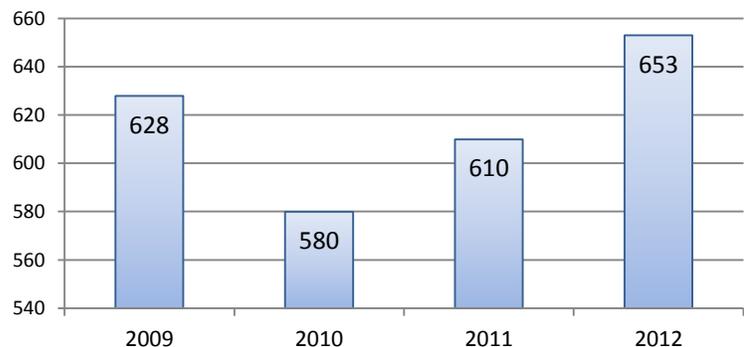
Result: Fatal, A and B injury crashes decreased by 4.3 percent from the 2009-2011 calendar base year average of 5,137 to 4,915 in 2012.



ALCOHOL-RELATED FATAL, A AND B INJURY CRASHES (STATE DATA)

Goal: To decrease alcohol-related fatal, A and B injury crashes by 6 percent from the 2009-2011 calendar base year average of 606 to 563 by December 31, 2013.

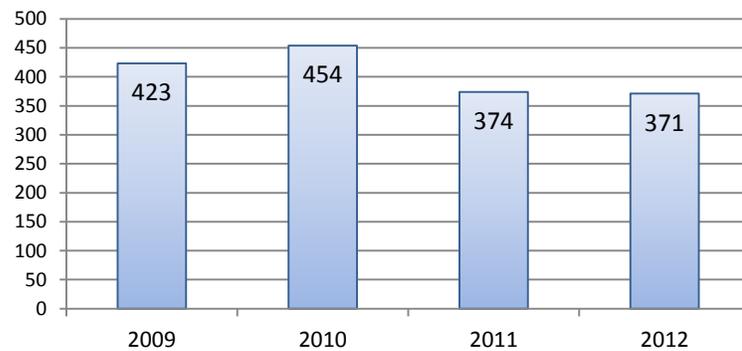
Result: Alcohol-related fatal, A and B injury crashes increased by 7.8 percent from the 2009-2011 calendar base year average of 606 to 653 in 2012.



SPEED-RELATED FATAL, A AND B INJURY CRASHES (STATE DATA)

Goal: To decrease speed-related fatal, A and B injury crashes by 11 percent from the 2009-2011 calendar base year average of 417 to 369 by December 31, 2013.

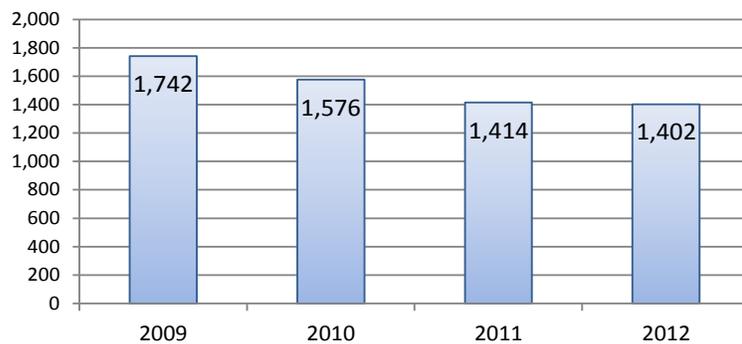
Result: Speed-related fatal, A and B injury crashes decreased by 11 percent from the 2009-2011 calendar base year average of 417 to 371 in 2012.



YOUTH-INVOLVED FATAL, A AND B INJURY CRASHES (STATE DATA)

Goal: To decrease youth-involved fatal, A and B injury crashes by 8 percent from the 2009-2011 calendar base year average of 1,577 to 1,401 by December 31, 2013.

Result: Youth-involved fatal, A and B injury crashes decreased by 11.1 percent from the 2009-2011 calendar base year average of 1,577 to 1,402 in 2012.

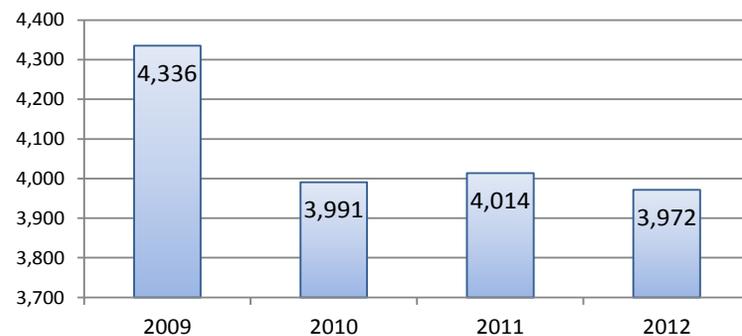


ALL OTHER FACTORS* - FATAL, A AND B INJURY CRASHES (STATE DATA)

*Minus Alcohol and Speed-Related Fatal, A and B Crashes

Goal: To decrease all other factors - fatal, A and B injury crashes by 4 percent from the 2009-2011 calendar base year average of 4,114 to 3,878 by December 31, 2013.

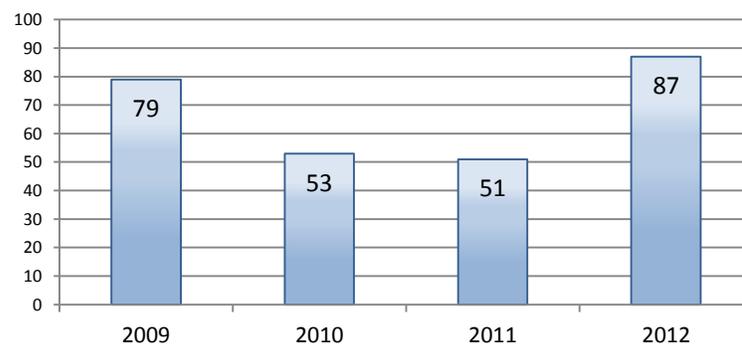
Result: All other factors - fatal, A and B injury crashes decreased by 3.4 percent from the 2009-2011 calendar base year average of 4,114 to 3,972 in 2012.



ALCOHOL-IMPAIRED DRIVING FATALITIES (STATE DATA)

Goal: To decrease alcohol-related driving fatalities by 12 percent from the 2009-2011 calendar base year average of 61 to 48 by December 31, 2013.

Result: Alcohol-impaired driving fatalities increased by 42.6 percent from the calendar base year average of 61 to 87 in 2012.

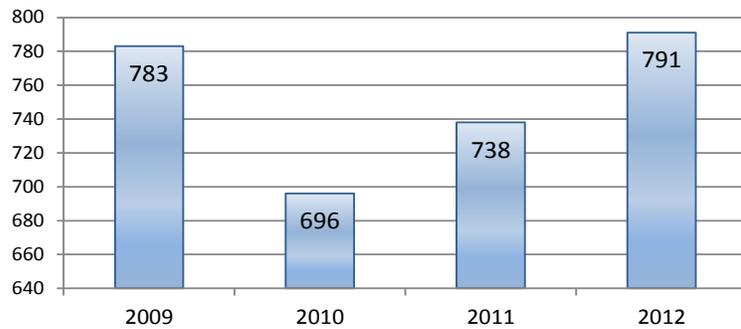


DISTRACTED DRIVER* - FATAL, A AND B INJURY CRASHES (STATE DATA)

*Includes Inattention, Mobile Phone Distraction, Distracted – Other, and Follow Too Closely

Goal: To decrease distracted driver - fatal, A and B injury crashes by 10 percent from the 2009-2011 calendar base year average of 736 to 648 by December 31, 2013.

Result: Distracted driver - fatal, A and B injury crashes increased by 7 percent from the 2009-2011 calendar base year average of 736 to 791 in 2012.

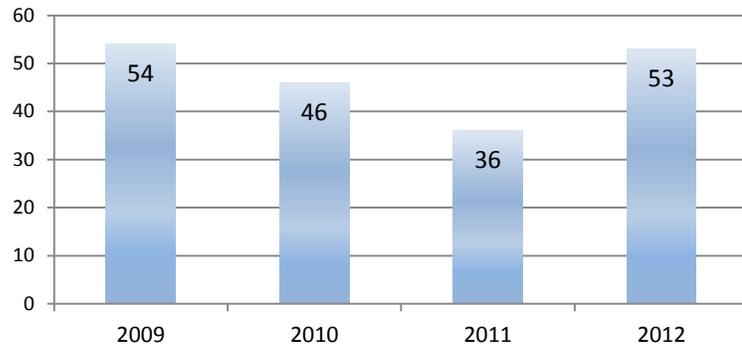


NIGHTTIME (6 P.M. – 6 A.M.) UNRESTRAINED FATALITIES IN FATAL, A AND B INJURY CRASHES* (STATE DATA)

*Includes Not Used and Unknown

Goal: To decrease nighttime (6 p.m. – 6 a.m.) unrestrained fatalities in fatal, A and B injury crashes by 25 percent from the 2009-2011 calendar base year average of 45 to 32 by December 31, 2013.

Result: Nighttime (6 p.m. – 6 a.m.) unrestrained fatalities in fatal, A and B injury crashes increased by 16.9 percent from the 2009-2011 calendar base year average of 45 to 53 in 2012.



HIGHWAY SAFETY COMMUNICATION/MEDIA PLAN

PAID MEDIA

In FY2013, the Nebraska Office of Highway Safety (NOHS) used National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA)/Highway Safety Improvement Plan (HSIP) funding to support paid media marketing/advertising activities for several identified priorities of traffic safety subjects. The NOHS identifies and utilizes those marketing/advertising strategies that will be most effective in communicating those critical messages to the appropriate targeted demographic groups in the appropriate geographic locations at the appropriate times.

- The NOHS utilizes these paid marketing/advertising opportunities messaging primarily targeting 18 to 34 year old males: 1) television; 2) radio; 3) movie screens; 4) pump top/handle; 5) truck side billboards/banners; 6) high school, collegiate and professional sports marketing; 7) social media/digital electronic; and 8) print (newspapers/magazines).
- The NOHS used these various paid media methods for:
 - 1) Occupant Restraints (**Click It or Ticket/It Only Takes a Second**);
 - 2) Impaired Driving (**Drive Sober or Get Pulled Over/You Drink & Drive. You Lose./Report Every Drunk Driver Immediately**);
 - 3) Underage Drinking (**Tip Line 1-866-MUST-BE-21**);
 - 4) Distracted Driving (**Just Put It Down**);
 - 5) Motorcycle Safety (**Look Out for Motorcycles**); and
 - 6) Railroad Grade Crossing Safety (**Operation Lifesaver**).
- The NOHS also increases the number of paid media marketing/advertising during the national **Click It or Ticket** Mobilizations and **Impaired Driving** Crackdowns. Special **Underage Drinking** campaigns are also conducted around the prom/graduation, vacation break, and start of school periods. The largest portion of annual paid media expenditures are directed to impaired driving and seat belt use.



PUBLIC INFORMATION & EDUCATION (PI&E) MATERIALS

In FY2013, the NOHS continued to support the traffic safety program with available printed public information and education materials that are available for free to the general public. These brochures, posters, manuals, wallet cards, enforcement law visor cards, metal signs, and other items provide information on all traffic safety-related issues, including but not limited to, seat belts, air bags, child passenger safety, rail grade crossing safety, DUI prevention, bicycle/pedestrian safety, motorcycle safety, aggressive/distracted driving and weather-related driving issues.

A traffic safety materials order form is available on the NOHS website.

NOHS provides traffic safety message copy for the state's roadway electronic message boards to be posted during special enforcement crackdowns and designated traffic safety weeks.



The NOHS offers to create and print materials for our traffic safety program partners in support of the NOHS public information and education efforts.

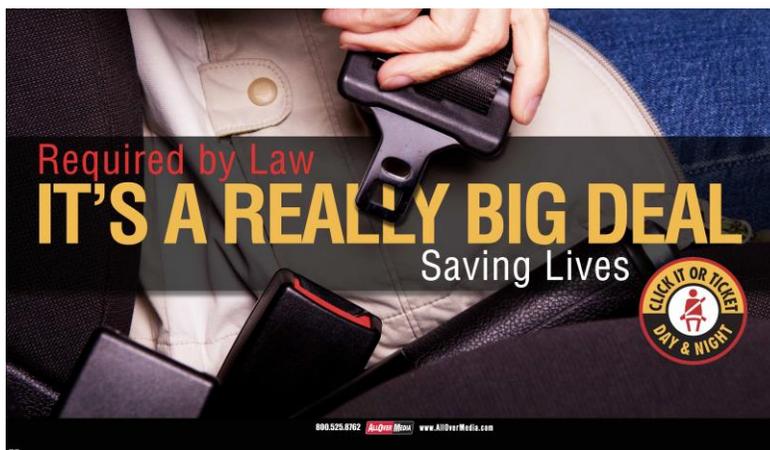
The NOHS continues to update and offer free to the general public an audio-visual lending library of all of the previously mentioned safety issues. An audio-visual catalogue is available on the NOHS website to assist in identifying specific safety information needs.

In addition, the NOHS also has the fatal vision goggles, speed monitoring trailers, and breath alcohol mobile testing unit that are available for loan for qualifying individuals and organizations.

EARNED MEDIA

In FY2013, the NOHS continued to utilize the Governor's Office, Nebraska State Patrol, Department of Health and Human Services, Department of Motor Vehicles, Department of Roads and other highway safety partners to assist with kick off news conferences/events for the national and state enforcement mobilizations and other traffic safety issues.

The NOHS issued local news releases regarding the grant awards of special equipment for law enforcement agencies. All law enforcement operation grants require, as a condition of the grant, that the grant recipient agency must hold a local news conference and/or issue a news release regarding the grant award and the related grant activity before the enforcement activity is initiated. In addition, they are required to issue a news release reporting the results of that specific enforcement operation.



The NOHS encouraged grantees and other traffic safety partners to include traffic safety-related data and issues in their own news notes and newsletters in an effort to generate local media (print and electronic) interest in developing a news story item.

By reputation, the NOHS continues to be the primary traffic safety news story source for media from across the state. The NOHS is recognized as the best source for related statistical data, information, and to be able to direct media representatives to other additional resources. The NOHS continues to collect, present, and deliver traffic safety-related information to maintain its position as the best traffic safety news resource.

SOCIAL MEDIA

For the past four years, the NOHS has continued to expand the marketing/advertising of traffic safety-related information via the social networking sites. The NOHS used social marketing, through one of our media buy contractors, who has been able to generate interest by teens and young adults in the areas of seat belts and impaired driving. The NOHS continues to increase the funding the social media marketing. The Department of Roads included the NOHS 30 second radio ad on their YouTube mobile and Vimeo. The NOHS has produced web banner ads to share with the highway safety partners for their use on their own websites.

ENFORCEMENT MOBILIZATIONS

BACKGROUND

Nebraska participated in the three national traffic enforcement efforts plus one additional statewide enforcement campaign. This includes the national May 2013 “Click It or Ticket” (CIOT) mobilization and the national impaired driving crackdown August/September “You Drink & Drive, You Lose.” (YDDYL). Two other enforcement mobilizations were held. In November 2012, Nebraska held its Thanksgiving week CIOT mobilization. In December/January 2012/2013, the NOHS participated in the national impaired driving crackdown with the state’s YDDYL Crackdown.

The enforcement mobilizations are used to focus enforcement efforts for maximum impact. This not only directs enforcement to key times and places, but also creates a greater perceived level of enforcement than sustained patrols. Drivers are more likely to notice the heightened enforcement and interpret it as the norm.

Traffic enforcement mobilizations implement enforcement on emphasized traffic safety problems. During mobilization periods, all grant-funded law enforcement agencies conduct extra patrols with additional overtime hours. Earned and paid media efforts bring attention to the increased enforcement state and national evaluations consistently show the necessity of media support to make enforcement visible and behavior-changes.



RESULTS

Law enforcement agencies received funding for overtime traffic enforcement to conduct seat belt and impaired driving enforcement during specified enforcement periods.

CLICK IT OR TICKET MOBILIZATION	
November 19-25, 2012	
Law enforcement participation	48
Seat belt citations	278
Impaired driving arrests	98
Speeding citations	1,339
Total citations	2,984
Media events	34
News stories	60
Paid advertising	\$42,442.50
Overtime enforcement hours	2,768
Enforcement funding	\$111,600.00

CLICK IT OR TICKET MOBILIZATION	
May 20 – June 2, 2013	
Law enforcement participation	56
Seat belt citations	882
Impaired driving arrests	189
Speeding citations	4,400
Total citations	8,899
Media events	8
News stories	73
Paid advertising	\$271,868.00
Overtime enforcement hours	6,463
Enforcement funding	\$270,170.96

YOU DRINK & DRIVE. YOU LOSE. CRACKDOWN	
December 14, 2012 – January 1, 2013	
Law enforcement participation	47
Seat belt citations	452
Impaired driving arrests	540
Speeding citations	2,661
Total citations	7,785
Media events	42
News stories	58
Paid advertising	\$96,939.33
Overtime enforcement hours	4,307
Enforcement funding	\$179,066.37

YOU DRINK & DRIVE. YOU LOSE. CRACKDOWN	
August 16 – September 2, 2013	
Law enforcement participation	43
Seat belt citations	421
Impaired driving arrests	407
Speeding citations	4,243
Total citations	9,535
Media events	34
News stories	54
Paid advertising	\$126,878.00
Overtime enforcement hours	4,735
Enforcement funding	\$204,113.65

NEBRASKA ANNUAL TRAFFIC SAFETY STUDY, MAY 2013 RESULTS

Research Associates designed the survey instrument with input and final approval from the Nebraska Safety Council staff and the Nebraska Office of Highway Safety. The purpose of this edition of The Nebraska Poll was to measure the attitudes of Nebraskans relative to highway safety issues, including but not limited to the issues of impaired driving, seat belt safety, speed and driving while distracted (using cell phones and other electronic devices while driving).

The first question was open-ended and asked respondents to name the biggest problem in Nebraska today. Roads and safety-related responses included drunk drivers (3%), distracted drivers (4%) and general road and traffic conditions (14%).

What do you think is the biggest problem in Nebraska today?	2012	2013
Economy, unemployment, wages, etc.	40%	19%
Taxes, spending, budget, school funding, etc.	16%	24%
Crime, drugs, gangs, teen violence, etc.	8%	7%
Drunk driving	7%	3%
Distracted driving	7%	4%
Traffic, traffic violations, road conditions	6%	14%
All others (government/politicians; social issues like immigration & health care; water issues; weather; the pipeline; and various other issues)	16%	29%

Respondents were next asked to rate three specified problems on a 1 to 5 scale, with 5 as very important and 1 as not at all important. Both drunk driving and distracted driving (each with a mean score of 4.33) were named as bigger problems than the fuel tax situation (3.55).

On a 1-5 scale, with 5 as very important and 1 as not at all important, how would you rate the following problems in Nebraska:	2012	2013
How important is the problem of driving while intoxicated or drunk driving?	4.5	4.3
How important is the problem of distraction caused by drivers using cell phones or other electronic devices?	4.4	4.3
How important is the fuel tax situation?	3.6	3.6

IMPAIRED DRIVING

Respondents were then asked an open-ended question about what is the best way to solve the drunk driving problem. Although responses were fairly scattered, more severe penalties led the list with a 23% plurality, followed by stricter law enforcement (13%) and education (8%).

What do you think is the best way to solve the drunk driving problem?	2012	2013
More severe penalties	36%	23%
Stricter law enforcement	24%	13%
Education	10%	8%
High visibility law enforcement	9%	3%
Mandatory sentences for convictions	9%	2%
Others (bar responsibility, designated driver, etc.)	13%	52%

A majority of respondents (57%) indicated Nebraska penalties for drunk driving are not tough enough, while 39% indicated they are about right and 4% indicated they are too tough.

Do you think the Nebraska penalties for drunk driving are:	2012	2013
Too tough	3%	4%
About right	35%	39%
Not tough enough	62%	57%

Respondents were next asked whether they favor or oppose each of six specific penalties for drunk driving. All six were favored by a majority of respondents. Leading the list of those favoring was jail terms for previous offenses (84%), followed by mandatory treatment for offenders (76%); then mandatory sentencing for offenders (69%); mandatory interlock ignition for all first-time offenders (66%); eliminating plea bargaining for drunk driving offenses (60%); and losing license for first offense (51%).

Would you favor or oppose each of the following penalties for drunk driving offenses:	2012	2013
<i>Jail terms for previous offenses</i>		
Favor	82%	84%
Don't know	4%	2%
Oppose	13%	14%
<i>Mandatory treatment</i>		
Favor	80%	76%
Don't know	3%	2%
Oppose	17%	23%
<i>Mandatory sentencing</i>		
Favor	71%	69%
Don't know	7%	3%
Oppose	22%	28%
<i>Mandatory interlock ignition for all first-time offenders</i>		
Favor	72%	66%
Don't know	4%	4%
Oppose	25%	31%
<i>Eliminating plea bargaining</i>		
Favor	62%	60%
Don't know	7%	3%
Oppose	32%	37%
<i>Lose license for first offense</i>		
Favor	55%	51%
Don't know	2%	2%
Oppose	47%	42%

Nine percent (9%) of respondents indicated they had driven while impaired by alcohol but still under the legal limit in the last 60 days.

In the last 60 days, have you ever driven while impaired by alcohol, but still under the legal limit?	2012	2013
Yes	7%	9%
No	93%	91%

CORE QUESTION: Nearly half the respondents (48%) indicated the chances of getting arrested if they drive after drinking are likely, while another 37% indicated chances of that are somewhat unlikely.

What do you think the chances are of someone getting arrested if they drive after drinking?	2012	2013
Very likely	4%	5%
Somewhat likely	7%	8%
Likely	48%	48%
Somewhat unlikely	40%	37%
Very unlikely	1%	2%

CORE QUESTION: Just over a fourth of the respondents (26%) indicated they had driven within two hours after drinking alcoholic beverages at least once in the last 60 days.

In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?	2012	2013
Never (none)	78%	74%
Once	12%	15%
2-5 times	9%	9%
More than 5 times	1%	2%

CORE QUESTION: Half of the respondents (50%) indicated they had seen or heard something about drunk driving enforcement by police in the last 30 days.

In the past 30 days, have you read, seen or heard anything about alcohol impaired driving enforcement by police?	2012	2013
Yes	56%	50%
No	44%	50%

SAFETY BELTS

CORE QUESTION: Just over three-fourths of the respondents (78%) indicated they always wear safety belts when they drive or ride.

How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pickup?	2012	2013
Always	77%	78%
Nearly always	13%	13%
Sometimes	6%	5%
Seldom	3%	2%
Never	2%	2%

For the fourth straight year, a majority of respondents (53%) indicated that law enforcement officers should be allowed to stop drivers and ticket them for not wearing a seat belt.

Should law enforcement officers be allowed to stop drivers and ticket them for not wearing a seat belt?	2012	2013
Yes	68%	53%
Don't know	1%	1%
No	30%	45%

CORE QUESTION: A solid majority (59%) of respondents thought the chances of getting a ticket for not wearing a seat belt were unlikely (37% somewhat unlikely plus 22% very unlikely).

What do you think the chances are of getting a ticket if you don't wear your safety belt?	2012	2013
Very likely	5%	6%
Somewhat likely	25%	23%
Likely	18%	12%
Somewhat unlikely	33%	37%
Very unlikely	19%	22%

Respondents were asked what level of fine would be most effective to get people to wear their seat belt all the time. A plurality (30%) indicated \$51-100, 28% indicated \$25-50, 16% indicated \$101-150, 5% indicated \$151-200 and 21% indicated the fine should be more than \$200.

What level of fine do you think would be most effective to get people to wear their seat belt all the time?	2012	2013
\$25 - \$50	30%	28%
\$51 - \$100	28%	30%
\$101 - \$150	18%	16%
\$151 - \$200	6%	5%
Over \$200	18%	21%

One in five respondents (20%) indicated they have children weighing between 40 and 80 pounds, and of those 76% indicated they use a booster seat for their child in the car.

Do you have children weighing between 40 and 80 pounds?	2012	2013
Yes	18%	20%
No	82%	80%

(If Yes) Do you use a booster seat for your child in the car?	2012	2013
Yes	71%	76%
No	29%	24%

CORE QUESTION: Less than a fourth of respondents (23%) indicated they had seen or heard something about seat belt law enforcement by police in the last 60 days.

In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?	2012	2013
Yes	29%	23%
No	71%	77%

SPEED

CORE QUESTION: A plurality of respondents (48%) indicated they rarely drive faster than 35 mph on a road posted at 30 mph, while 23% indicated never, 16% indicated half the time and 13% indicated most of the time.

On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph:	2012	2013
Most of the time	10%	13%
Half the time	15%	16%
Rarely	53%	48%
Never	22%	23%

CORE QUESTION: A plurality of respondents (47%) indicated they never driver faster than 70 mph on a road posted at 65 mph. Another 39% indicated they rarely drive faster than 70 on those roads, while 9% indicated half the time and 4% indicated most of the time.

On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph:	2012	2013
Most of the time	4%	4%
Half the time	6%	9%
Rarely	45%	39%
Never	45%	47%

CORE QUESTION: Two in five respondents (40%) indicated they had heard something about speed enforcement by police in the past 30 days.

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?	2012	2013
Yes	40%	40%
No	60%	60%

CORE QUESTION: A plurality of respondents (40%) indicated the chances of getting a ticket if you drive over the speed limit are somewhat likely, with 25% indicating likely, 12% very likely, 18% somewhat unlikely and 6% very unlikely.

What do you think the chances are of getting a ticket if you drive over the speed limit?	2012	2013
Very likely	14%	12%
Somewhat likely	41%	40%
Likely	26%	25%
Somewhat unlikely	14%	18%
Very unlikely	5%	6%

DISTRACTED DRIVING

More than two-thirds of respondents (68%) indicated they would support a law banning drivers from talking on a cell phone while driving. Less than a third (31%) opposed that idea and only 1% had no opinion.

Would you support or oppose a law banning drivers from talking on a cell phone while driving?	2012	2013
Support	68%	68%
Oppose	29%	31%
Don't know	3%	1%

Nearly two-thirds of respondents (62%) also supported a law allowing law enforcement to stop a driver and ticket them solely for talking on a cell phone while driving. Just over a third (37%) opposed that while 1% again had no opinion.

Would you support or oppose a law that allows law enforcement to stop a driver ticket them solely for talking on a cell phone while driving?	2012	2013
Support	65%	62%
Oppose	32%	37%
Don't know	3%	1%

Most of the respondents (88%) indicated support for a law that would allow law enforcement to stop a driver and ticket them solely for texting while driving, while 11% opposed that and 1% had no opinion.

Would you support or oppose a law that allows law enforcement to stop a driver and ticket them solely for texting while driving?	2012	2013
Support	89%	88%
Oppose	10%	11%
Don't know	1%	1%

MISCELLANEOUS

Most respondents (81%) indicated that Nebraska's law requiring motorcycle helmets should be continued, while 18% said it should be repealed and 2% had no opinion.

Should the Nebraska law requiring motorcycle helmets be repealed or continued?	2012	2013
Continued	83%	81%
Repealed	14%	18%
Don't know	3%	2%

A majority of respondents (58%) indicated that drivers over the age of 70 should be required to drive as part of their test every time they renew their license, while 40% opposed such a requirement and 2% were undecided.

Should drivers over age 70 be required to drive as part of their test every time they renew their license?	2012	2013
Yes	62%	58%
Don't know	3%	2%
No	35%	40%

DEMOGRAPHICS

Respondents indicated distribution in the following age categories (controlled variable): 16-20, 6%; 21-34, 14%; 35-49, 28%; 50-64, 33%; 65 up, 20%.

Which of these age groups are you in:	2012	2013
16-20	4%	6%
21-34	8%	14%
35-49	27%	28%
50-64	35%	33%
65 and Up	25%	20%

Most respondents (98%) indicated they have a driver's license.

Do you have a driver's license?	2012	2013
Yes	97%	98%
No	3%	2%

Respondents indicated distribution in the following annual household income categories: under \$20,000, 10%; \$20,000-40,000, 20%; over \$40,000, 70%.

Which of these annual household income groups:	2012	2013
Under \$20,000	10%	10%
\$20,000 - \$40,000	21%	20%
\$Over \$40,000	69%	70%

Respondents were distributed among Nebraska's three congressional districts as follows (controlled variable): District One, 30%; District Two, 35%; District Three, 35%.

Congressional District	2012	2013
One	30%	30%
Two	35%	35%
Three	35%	35%

Cell phone numbers were included in the sample; 87% of the respondents were interviewed on their traditional landlines and 13% on their cell phones.

Phone Type	2012	2013
Traditional Landline	94%	87%
Cell Phone	6%	13%

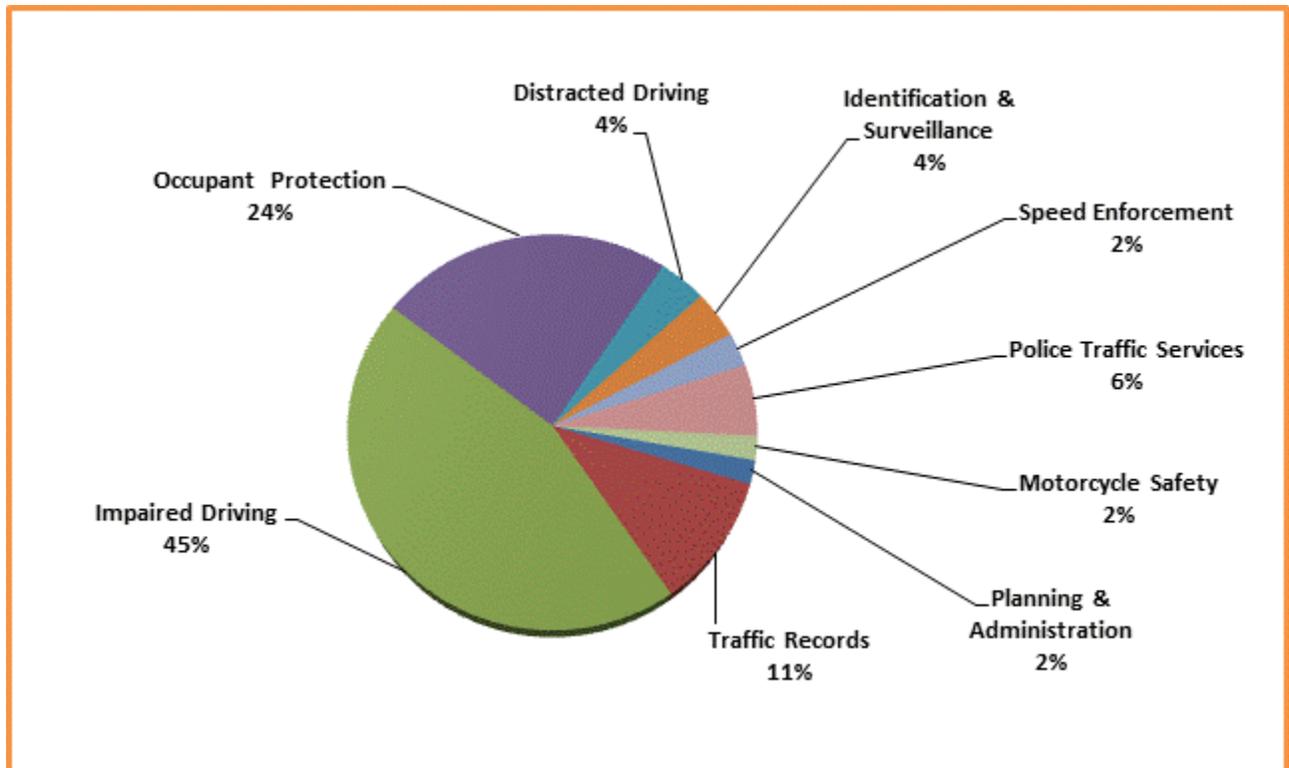
By control, respondents were 49% male and 51% female.

Gender	2012	2013
Male	48%	49%
Female	52%	51%

FINANCIAL SUMMARY

SUMMARY OF FISCAL YEAR 2013 COUNTERMEASURE PROGRAMS

SECTION 402 / HIGHWAY SAFETY PROGRAMS	\$2,287,216.94
SECTION 405 / OCCUPANT PROTECTION PROGRAMS	\$207,267.50
SECTION 408 / 405c / STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENT GRANT	\$365,005.85
SECTION 410 / 405d / ALCOHOL IMPAIRED DRIVING PREVENTION PROGRAMS	\$1,493,456.77
SECTION 2010 / MOTORCYCLIST SAFETY PROGRAM	\$113,580.46
SECTION 148 / HIGHWAY SAFETY IMPROVEMENT PROGRAMS	\$1,161,240.76
TOTAL EXPENDED FEDERAL HIGHWAY SAFETY FUNDS	\$5,627,768.28



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**Planning and Administration
Nebraska Office of Highway Safety**

402-13-01

Program Areas	Planning and Administration
Project Characteristics:	Program Support and Coordination
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	General Population

Problem Identification:

The Nebraska Office of Highway Safety (NOHS), a division of the Nebraska Department of Roads (NDOR), is responsible for developing and implementing effective strategies to reduce the state's rates of traffic related injuries and fatalities. These strategies may take the form of stand-alone projects/activities or more comprehensive long-term programs. The NOHS Administrator is responsible for the administration and management of federal highway safety funding.

The Director of the NDOR serves as the Governor's designated Highway Safety Representative, while the NOHS Administrator fulfills the role of the state's coordinator of federal funding activity.

Goal and Objective:

The overall goal is to decrease fatal, A and B injury crashes by 4% from the 2009-2011 calendar base year average of 5137 to 4,851 in CY2013.

The objective of this project is to provide salary, benefits, travel, office expenses, training, memberships, etc. to perform the administrative, accounting, and staff assistant functions required to conduct the activities outlined in *Nebraska's "Performance-Based" Strategic Traffic Safety Plan*.

Strategies and Activities:

- To provide direct supervisory and management responsibility to the highway safety program by the Administrator. Completed on a daily basis.
- To provide coordination support to all contractors (external, internal and Federal Highway Administration (FHWA)) receiving federal funds. Provided for the administrative activity, coordination of highway safety activity, and technical support of federal highway safety funds allocated to Nebraska. As required the State of Nebraska does provide dollar for dollar match of the planning and administrative costs of highway safety
- Project Managers who spend time spent on processing and monitoring the Highway Safety Improvement Program (HSIP) Flex Funding is provided by the State.
- Determined Nebraska's traffic problems, goals, and project/activity/program emphasis in the planning process of the *Nebraska "Performance-Based" Strategic Traffic Safety Plan*. Completed prior to submitting *Nebraska "Performance-Based" Strategic Traffic Safety Plan* for FY2014.
- Prepared problem identification, performance goal selection, and program, project and activity selection process for the FY2014 *Nebraska "Performance-Based" Strategic Traffic Safety Plan*. Completed prior to solicitation of projects.
- Solicited, negotiated, and processed projects in identified priority area to meet the performance goals of the FY2014 *Nebraska "Performance-Based" Strategic Highway Traffic Safety Plan*. Completed prior to submitting the FY2014 *Nebraska "Performance-Based" Strategic Highway Traffic Safety Plan*.
- Attended/participated in highway safety seminars, conferences, workshops, meetings, training, and provided the news media information and data pertaining to traffic safety:
 - AASHTO – MAP-21 Conference Call – October 22, 2012;
 - Cornhusker Place – Meeting – May 22, 2013;
 - DMV – Press Conference – The Parent's Supervised Driving Program – July 23, 2013
 - Governor's Highway Safety Association (GHSA) Annual Meeting – 2013 – San Diego, CA – August 24 – 28, 2013;
 - Webinars "Teen Driving" – October 17, 2012; "Social Media" – November 28, 2012; "GHSA Website Overview" – January 30, 2013; "Section 405" – February 13, 2013; "Section 405 Impaired Driving" –

- February 20, 2013; "402 & HSP" – February 22, 2013; Section 154 & 164 – March 20, 2013, FY2014 402 & HSP – March 27, 2013, MAP-21: Grants Tracking System Modifications – June 13, 2013
- Executive Board Meeting – Salt Lake City, UT – June 3- 5, 2013
- Executive Board Meeting – Atlanta, GA – December 11-13, 2012
- MAP21 Steering Committee Meeting – February 6, 2013
- Executive Board Conference Call – March 5, 2013, March 11 - 13, 2013
- Independence Center Advisory Committee Meetings – November 14, 2012, February 19, March 22, May 8, and August 14, 2013
- Lancaster County Health Training – Teens In The Driver Seat – Train the Trainer – July 26, 2013
- MADD - 14th Annual Outstanding Law Enforcement Awards & Recognition – May 21, 2013
- MADD - State Operations Council Meeting – October 25, 2012, January 31, July 18, 2013
- MADD - Walk Like MADD/SAC Meeting Agenda – October 7, 2013
- Nebraska Safety Council Board of Directors Meeting – December 19, 2012
 - Driving Program (formerly Traffic Safety) Committee Meeting – February 12, 2013
- National Safety Council, Nebraska
 - Nebraska Strategic Planning Meeting - November 3, 2012
 - Distracted Driving Collaboration – February 5, 2013
 - Board Meeting – March 27, 2013
 - Awards Luncheon – May 23, 2013
- NOHS - Grant Review Meeting – April 23, 2013
- NOHS - Nebraska Advocates for Highway Safety Meetings – November 7, 2012, February 6 and August 7, 2013
- NOHS - Traffic Records Coordinating Committee Meeting – April 25, and July 25, 2013
- NOHS – Traffic Records Improvement Program Workshop – May 2, 2013
- NDOR – Monthly Coordination Meeting – August 12, 2013
- NDOR – Highway Safety Issues Meeting – November 6, 2012
- DHHS - Nebraska CODES Advisory Committee Meeting - January 18 and July 19, 2013
- DHHS - State Epidemiological Outcomes Workgroup – Nebraska Charter – January 11, 2013
- DHHS - Preventive Health Advisory Committee Meeting – June 24, 2013
- DHHS - Nebraska Substance Abuse Epidemiology Workgroup Meeting – March 26, June 25, 2013
- Nebraska Sheriffs and Police Officers' Association of Nebraska Highway Safety Luncheon in Kearney - October 29, 2012
- Nebraska Preventive Health Advisory Committee Meeting – June 24, 2013
- Nebraska Safety Council – Traffic Safety Meeting – June 21 and July 17, 2013
 - Traffic Safety Advisory Committee Meeting – October 24, 2012
- Nebraska State Highway Commission Meeting – December 14, 2012
- Nebraska Underage Drinking Advisory Task Force Meetings – June 19 and September 19, 2013
- National Highway Transportation Safety Administration (NHTSA) Region VII State Conference Calls – October 23, November 27, December 18, 2012, January 22, April 23, May 21, June 25, July 23, September 24, 2013
- NHTSA Region 7 Drug Impaired Driving Partners Meeting, Overland, KS – June 6 - 7, 2013
- Project Extra Mile (PEM) Coalition Meeting – November 28, 2012, January 23, April 10, May 9, and August 21, 2013
- Veteran Driver Training Class Presentation – October 25, 2012
- University of Nebraska-Lincoln – Freshman Athletes Life Skills Seminar – October 21, 2012
- Binge Drinking Conference Call – January 25, March 7, April 17, and June 18, 2013
- Newspapers: Omaha World Herald, Lincoln Journal Star, Norfolk Daily News, Grand Island Independent, AAA News Notes, Des Moines Register, Scottsbluff Star Herald, Nebraska City Press, UNL Journalism News, The Reporter, Prairie Fire, Huffington Post, USA Today, Beatrice Daily Sun, Fremont Tribune, Columbus Telegram, North Platte Telegraph, and the York Times News.
 - Radio Stations: KRVN, KLIN, KNEB, KRGI, KHAS, KFAB, WJAG, and KNTK
 - Television Stations: NTV, KNOP-TV, KHAS-TV, KMTV, KOLN/KGIN-TV, WOWT, KETV, NET, KMEG (Sioux City), NET, and KLKN
 - On-Line: Watchdog.com

- Sponsors: Husker Sports Marketing, University of Nebraska – Lincoln, Pinnacle Bank Arena, Nebraska Educational Television (NET), Pavelka & Associates (Underage Drinking TIP Line), Pulse, Alliance Sports Marketing, AllOver Media, Screen Vision, Urban Finch, Omaha Storm Chasers AAA Baseball Team, University of Nebraska - Omaha, Lincoln Haymakers Arena Football Team, Hail Varsity, Creating Captains, and Heartland Marketing.
- Reviewed and kept updated of NHTSA Rules and Regulations regarding Section 402 funds involving traffic safety. A review of the NHTSA Rules and Regulations were completed as necessary.
- The accountant provided information to the State and Federal budget officers regarding all federal funding activity. This includes activity on the Office of Juvenile Justice Programs system, Grant Tracking System, Progress Vouchers, Internal and External Claims, Change Orders, Audits, etc.
- The necessary staff assistant’s duties (typing, mailing, etc. as requested) to allocated 100% of time of which 50% is Section 402 funded. All of the staff assistant’s duties were completed along with additional activities involving mass mailings for “Click It or Ticket” and “You Drink & Drive. You Lose.” mobilizations, Nebraska Advocates for Highway Safety meetings, process press release mailings for equipment, enforcement and education information, etc. Clip daily the newspaper articles regarding highway safety. Processed mail, newspaper clippings, office supplies, etc. Mailed Fatal Vision goggles, brochures, Vince and Larry costumes and audiovisual requests. Filled orders and sent out requests for brochures, supplies and videotapes.
- Provided assistance and support in the development of the *Nebraska “Performance-Based” Strategic Traffic Safety Plan*. The *Nebraska “Performance-Based” Strategic Traffic Safety Plan* was completed and sent to National Highway Traffic Safety Association (NHTSA) Central Region office on June 26, 2013.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$110,210.28
	State:	\$124,157.34
	Total Cost:	\$234,367.62

Contact: Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509
 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov

Auditing
Nebraska Office of Highway Safety

402-13-02

Program Areas:	Planning and Administration
Project Characteristics:	Program Support/Auditing
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	General Population

Problem Identification:

The State Auditor of Public Accounts will audit the Nebraska Office of Highway Safety's projects and it is necessary to provide funding. There is also the uncertainty of having a "Class P" audit conducted on any federal funded highway safety projects. This contract provides for the activities outlined in *Nebraska's Performance Based Strategic Traffic Safety Plan* in accordance with State and Federal guidelines.

Goal and Objective:

The goal is to have funds available for auditing costs of federal Section 402, 405, 408, 410, 1906, 2010, and HSIP funded projects.

The objective is to provide for auditing costs/expenditures resulting in an audit of federal Section 402, 405, 408, 410, 1906, 2010, and HSIP funded projects.

Strategy and Activity:

- The Auditor of Public Accounts performed a random audit of Highway Safety Division's grant activity and expenditures. No audit costs were charged to Nebraska Office of Highway Safety during this grant year.

Result:

No funds expended and no activity.

Funding:	Sections 402:	\$0.00
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Contact: John Ways, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509
 Telephone: 402/471-3912 FAX: 402/471-3865 Email: john.ways@nebraska.gov

**Occupant Protection / Program Coordination
Nebraska Office of Highway Safety**

402-13-03

Program Area:	Occupant Protection
Project Characteristics:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 fatal, A, and B injury crashes, killing 181 people and injuring another 6,249 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2009-2011 was observed at 84.8%, 84.1%, and 84.2%. Child safety seat usage surveys conducted in 2009-2011 observed 95.1%, 91.5% and 95.1% usage. Although usage has steadied, child safety seat check-up events show the average misuse rate of child safety seats at 89%.

Violations for "No Occupant Protection" (no safety belt) resulted in 10,118, 9,869, and 9,813 convictions in 2009-2011. In addition, violations for "No Child Restraint" resulted in 1,628, 1,530, and 1,444 convictions in 2009-2011.

The coordination and assistance provide an essential element in a successful occupant protection program. In order to impact occupant protection usage attitudes among Nebraska's motoring public it is necessary for the NOHS personnel to provide technical support.

Goal and Objective:

The overall goal is to increase Statewide Observed Seat Belt Use of Front Seat Outboard Occupants in Passenger Vehicles to 88.2% in 2013.

The objective of this project is to provide salary, benefits, travel, office expenses, etc. for NOHS staff to conduct the activities outlined in the *Nebraska's "Performance-Based" Strategic Traffic Safety Plan*, October 1, 2013 through September 30, 2014.

Strategies and Activities:

- Provided coordination support and assistance to occupant protection projects involving funds from federal Section 402 and 405 funds. Funding was provided for salaries/benefits, travel expenses, etc.
- Conduct desk monitoring and on-site visits to occupant protection project. The following occupant protection projects were targeted: Occupant Protection/Program Coordination; Occupant Protection/Public Information & Education, Custer County Campaign Buckle-Up, Click It Don't Risk It (CIDRI) Coalition, Occupant Restraint Information Support (405), Occupant Protection/Special Initiatives (405), and Occupant Protection/Selective Overtime (405).
 - A site visit was conducted on Custer County Campaign Buckle Up – April 19, 2013.
- Assisted and provided technical occupant protection data, reports, and information to contractors, law enforcement agencies, and NOHS staff, the public, legislature, etc. as needed. Ongoing
- Attend highway safety seminars, conferences, workshops, meetings, training, etc. to promote occupant protection update information. Highway Safety personnel attended the following activities:
 - Injury Community Planning Group Policy Meetings – November 8, 2012 and April 18, 2013;
 - NHTSA Region 7 - Child Passenger Safety (CPS) Meeting Conference Call – February 5, March 18, 2013;
 - CPS Midwest Regional CPS Conference – September 9-10, 2013;
 - CPS Technician Training Classes in Hastings, Norfolk, Omaha, and Lincoln;
 - CPS Advisory Team Committee Meetings and Conference Calls, November 6, 2012;
 - CPS Technician Update on March 19-20, 2013 in Kearney, Nebraska;

- Drive Smart Meeting/Conference calls – October 17, December 11, 2012, January 24, February 15, March 14, April 18, July 26, August 23, September 12, 2013; and
- Drive Smart Nebraska Workshop (Improving Seat Belt Usage) – August 5 – 6, 2013
- Constructed tables, graphs, charts and other tabular and/or illustrative materials to present visual summary of analyzed specific data (occupant protection-related statistics) as needed and installed on the website. Ongoing
- Reviewed and kept updated on NHTSA Rules and Regulations regarding 402 and 405 federal funding.
 - Completed applications for each specific federal fund along with annual reports.
- Perform all routine NOHS activities and assignments in regards to occupant protection requests, surveys, reports, etc.
 - Completed mini-grant contracts regarding occupant restraint requested by law enforcement agencies, organizations, and schools.
 - Mailed “Click It or Ticket” (CIOT) Mobilization packets and press releases and provided mailing to CPS technicians.
 - Processed mini-grant contracts for the 2013 Lifesavers Conference.
 - Read/reviewed permanent inspection station applications, posted child safety seat inspection stations on the website, processed mini-grant contract applications for child passenger seats and inspection station sites.
 - 402/405 Application was completed and submitted to NHTSA on June 26, 2013.
 - Processed mini-grant contracts for media, seat belt and child safety seat observation surveys.
 - Prepared and provided the technicians list for the “Safe Ride News” subscription. Sent out CPS Technician mailings.
 - Compile listing for LATCH Manual and distributed to CPS technicians.

Results:

The goal to increase the occupant protection usage rate to 88.2% was not achieved. However, the observed safety belt usage rate dropped from 84.2% in 2011 to 78.6% in 2012, but steadied in 2013 at 79.1%.

Funding:	Section 402:	\$33,165.03
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

**Occupant Protection / Public Information and Education
Nebraska Office of Highway Safety**

402-13-04

Program Area:	Occupant Protection
Project Characteristic:	Educational Effort
Type of Jurisdiction:	23 Target Counties
Jurisdiction Size:	1,488,808
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 fatal, A, and B injury crashes, killing 181 people and injuring another 6,249 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2009-2011 was observed at 84.8%, 84.1%, and 84.2%. Child safety seat usage surveys conducted in 2009-2011 observed 95.1%, 91.5% and 95.1% usage. Although usage has steadied, child safety seat check-up events show the average misuse rate of child safety seats at 89%.

Violations for “No Occupant Protection” (no safety belt) resulted in 10,118, 9,869, and 9,813 convictions in 2009-2011. In addition, violations for “No Child Restraint” resulted in 1,628, 1,530, and 1,444 convictions in 2009-2011.

Occupant protection activities will be coordinated through the NOHS to insure continuity, uniformity, and comprehensiveness in this area and will focus in the twenty-three counties that have been identified as “target” or “priority” counties.

Goal and Objectives:

The overall goal is to increase Statewide Observed Seat Belt Use of Front Seat Outboard Occupants in Passenger Vehicles to 88.2% in 2013.

The objectives of this project are to increase knowledge of the general public regarding occupant restraints, and also to educate and motivate law enforcement about the importance of strict enforcement of occupant restraint laws in an effort to decrease Unrestrained Passenger Vehicle Occupant Fatalities in all seating positions by 19% from the 2009-2011 calendar base year average of 111 to 90 in 2013.

Strategies and Activities:

- Produced/purchased and distributed 43,789 occupant restraint related materials (brochures, newsletters, signs, and other educational items). Approximately 72% (31,449) were distributed to organizations within the Target Counties.
 - Loaned two occupant-restraint related DVD/videos to schools, law enforcement, and other organizations, of which two were used in Target Counties.
 - The NOHS website was maintained and updated throughout the period with current occupant restraint related facts, statistics, resources, and related links.
 - Provided copying, postage, and shipping boxes for occupant restraint related materials.
 - Acquired 5,000 “Rural Roads & Safety Belts” brochures (\$3,501.46). Acquired 25,000 Vince & Larry stickers. (\$794.19) Acquired 200 “Buckle Up. It’s the Law” parking lot signs, Spanish version. (\$1,040.00 paid by Department of Roads)
 - “Click It or Ticket” Mobilization: May/June 2013, printed and mailed planning packets to law enforcement agencies statewide. (\$566.29) Television and radio ads were produced to heighten awareness of the mobilizations.
 - Contracted with KOLN/KGIN-TV to air occupant restraint message during the broadcast of School Closing Announcements, (also on website) 180 ad spots were aired. (\$10,000.00)

- Contracted with NET-TV to air occupant restraint messages on Big Red Wrap-Up for the 2013 football season. (\$5,250.00)
- Contracted with KMTV 3 to air “Click It or Ticket” messages during October 2012, 120 ad spots aired, traffic website sponsorship & Mobile Applications. (\$4,500.00)
- Contracted with Urban Finch Advertising to conduct an indoor advertising campaign with occupant restraint messages in Lincoln and Omaha. The Lincoln ads were placed in 1 location (# of customers per week), Anytime Fitness (2,500-3,000). The Omaha ads were placed at 11 locations, On The Rocks (2,800), Varsity - Q street (3,500), Varsity F street (4,000), Varsity Dodge (2,000) Varsity Hwy 379 (2,000) Moylan Iceplex (3,200), Bene Pizza (1,000), Cunningham’s (3,200), Aspen Athletics (2,800), Anytime Fitness (1,500), and Kosama (2,500). (\$8,145.00)
- Contracted with Urban Finch Advertising to conduct an indoor advertising campaign with occupant restraint messages in Omaha during July through September at 4 locations, Varsity - Q street (3,500), Varsity F street (4,000), Varsity Dodge (2,000) Varsity Hwy 379 (2,000). (\$4,100.00)
- Contracted with Prairie Fire Newspaper to run occupant restraint ads in three different months of the year. (\$1,583.00)
- Contracted with “The Ticket” radio to run occupant restraint messages in February 2013, 71 ad spots. (\$650.00)
- Awarded two mini-grant contracts to the Nebraska Safety Council to conduct TV media campaigns for “Click It or Ticket”, there were 632 advertising spots aired on one campaign (\$12,800.00), and 120 ad spots for the other campaign (\$2,310.00).
- Awarded a mini-grant to the Nebraska State Patrol to conduct a Safety Education program in conjunction with the Midlands Auto show in Omaha. (\$2,750.00)
- Awarded a mini-grant to National Safety Council, Nebraska, to develop a TV ad spot and radio ad spot using a professional advertising and public relations firm to be used across the state to reinforce the message of increasing restraint usage. (\$41,317.83)
- Contracted with IMG Communications for ad campaigns for occupant restraint and impaired driving initiatives in conjunction with University of Nebraska athletic events, funding was shared with various impaired driving grants (\$190,796.50).
 - Announcements were made during Nebraska Cornhusker football, basketball, and baseball games, and Sports Nightly talk show, there were 735 spots aired.
 - One full-page color ad was placed in each of the 80,000 Official Nebraska Football Game Day Programs for each of the eight home games in 2013, the programs for basketball games, and the 2013 Spring & Fall Sports Guides.
 - A safety message was aired on the “What’s Clicking” features on the ribbon board display during each of the eight home football games.
 - A safety message was aired on the Instant Replay video board prior to selected replays during each of the eight home football games.
- Contracted with IMG Communications for a “Click It or Ticket” logo strategically placed on the media backdrop for all Cornhusker athletic press events, for coaches and players, both home and away games, and also on the rotational signage at the basketball and volleyball arenas. Funding was shared with various impaired driving grants. (\$79,166.67)
- Contracted with IMG Communications to provide 70,000 “Rally Towels” for the 50th year of consecutive sellouts of Nebraska football. A towel with “Thank you, Husker Fans! For Buckling Up Too!” was distributed to fans. Funding was shared with various impaired driving grants. (\$28,000.00)
- Contracted with Lincoln Haymakers Indoor Football team to provide a public service announcement at the end of alcohol sales reminding fans to drive safely and buckle up. NOHS logo and safety messages were on team website, on-field dasher board, and a banner above the facility exit. A color ad was also placed in the program for each home game. Funding was shared with various impaired driving grants. (\$1,750.00)
- Contracted with Nelligan Sports Marketing for ad campaigns for occupant restraint and impaired driving initiatives in conjunction with University of Nebraska Omaha athletic events, funding was shared with various impaired driving grants. (\$20,755.00)
- Contracted with the Omaha Storm Chaser Baseball Club to provide a public service announcement (PSA) at the top of the 7th inning of each of the 72 home games. The PSA reminded fans to drive safely when leaving the stadium in conjunction with the announcement that alcohol sales were ending in the stadium. During the PSA the NOHS logo and a “Buckle Up” message appeared on the stadium video scoreboard. Two 30-second ads

were aired on the radio broadcast of all 144 games. A color ad was also placed on the inside cover of the program for each home game. The Storm Chasers attendance for 2013 was 404,367 fans. Funding was shared with various impaired driving grants. (\$9,100.00).

“2013 Annual Nebraska Safety Belt Survey” usage was 79.1%. Motorcycle helmet usage was 86.2% legal, 10.8% deemed illegal, and 3.0% not wearing helmets.

“2013 Observational Survey of Nebraska Child Safety Seat Use” usage of child safety seats/boosters was 95.9%.

Results:

The goal to increase the occupant protection usage rate to 88.2% was not achieved. However, the observed safety belt usage rate dropped from 84.2% in 2011 to 78.6% in 2012, but steadied in 2013 at 79.1%.

The objective to educate and motivate law enforcement about the importance of strict enforcement of occupant restraint laws in an effort to decrease Unrestrained Passenger Vehicle Occupant Fatalities in all seating positions by 19% from the 2009-2011 calendar base year average of 111 to 90 in 2013. This objective was not achieved as there were 129 unrestrained fatalities in 2012.

Funding:	Section 402:	\$427,835.94
Contact:	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

**Custer County Campaign Buckle Up
Central Nebraska Community Services, Inc.**

402-13-05

Program Area:	Occupant Protection
Program Characteristic:	Intervention and education through schools with teachers, students, and parents.
Type of Jurisdiction:	County
Jurisdiction Size:	10,939
Target Population:	Custer County Residents

Problem Identification:

According to Nebraska Office of Highway Safety (NOHS), Custer County's crash rate due to alcohol consumption is higher than the state's rate. Custer County's rate is 3.7/100 million miles. The State's rate is 3.1. The speed related crash rate for the county is 4.3. Nebraska's is 1.9. Custer County's youth related crash rate of 5.5 per 100 million miles is lower than the State rate of 7.3, but the restraint use for the county for ages 16-20 at 42.9% is much lower than Nebraska's rate of 62.8%. The numbers of fatal, A, and B injury crashes in the county for the past three years has been 43 in 2009, 24 in 2010, and 41 in 2011. The current occupant restraint use in Custer County is 50.0%, much lower than the state's percentage of 73.9%.

Goals and Objectives:

The goal is to decrease fatal, A and B injury crashes by 4% from the 2009-2011 calendar base year average of 5,137 to 4,851 in CY2013; increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2011 calendar year usage rate of 84.2% to 88.2% in CY 2013; and reduce by 5% the number of fatal, and A and B crashes in Custer County from the three-year baseline average of 36 crashes (2009-2011) to 34 crashes in CY2013.

The objectives are to increase the percentage of drivers and passengers using restraints by 5 percentage points from the percentages observed in the November 2012 Central Nebraska Community Services (CNCS) observational assessment, partner with a minimum of ten (10) individuals or organizations to provide educational messages and intervention activities, and engage and increase awareness of motor vehicle safety with a minimum of 300 residents.

Strategies and Activities:

- Submit news releases to area news media increasing education to the public.
- Complete Staff orientation.
- Contact Safe Communities for Custer County and other partners to solicit participation.
- Gather educational materials.
- Attend Safe Communities for Custer County meetings to share work plan and plan strategies.
- Contact law enforcement to select locations for seat belt observations Conduct the first visual; seatbelt surveys at three sites establishing a baseline to measure change in usage.
- Meet with school administration to plan and complete education and intervention activities with students at elementary, middle and high schools such as presentations, rollovers vehicle demonstrations, fatal vision goggles contests, recording radio PSAs, bicycle, railroad and pedestrian safety, restraint use, impaired and distracted driving.
- Complete education and intervention activities with adults at schools, church, public events such as the home show, country fair, or health and the senior center focusing on the importance of restraint use, dangers of impaired and distracted driving, and speeding.
- Explore media outreach including radio and newspaper.
- Use speed-reader board in designated locations as a deterrent to speeding.
- Complete vehicle restraint education and intervention at a fast food restaurant.
- Met with community partners to evaluate the project and plan new strategies for the next physical year.
- Conduct second visual seat belt survey at the same sites designated in September to measure change in usage.

Results:

- Statewide Fatal and A&B Injury crashes saw a 3% decrease. NOHS’ most current data shows the calendar base year average of 4,979 (2010-2012) Statewide Fatal and A and B injury crashes, more than the projected number – 4,851.
- Statewide the Observed Seat Belt Use of Front Seat Outboard Occupants went down from 84.2% to 78.6% in a year’s time.
- Fatal and A & B injury crashes in Custer County went down from 36 crashes (2009-2011) to 32 crashes (2010-2012); an 11% reduction. Goal was exceeded. 34 crashes and a 5% reduction were projected.
- The percentage of drivers and passengers using restraints rose from 46.4% at the first CNCS observational assessment to 53.9% in 10/2013 at the end of the project year. See results in the chart below.
- Custer County Campaign Buckle-Up partnered with Nebraska State Patrol, Callaway Police Department, Custer County Sheriff’s Dept., Safe Communities for Custer County, Custer County Health Coalition, Broken Bow Public Schools, Callaway Public Schools, Broken Bow Head Start, Runza Restaurant, Custer County Fair Board, Broken Bow radio stations, Broken Bow student volunteers, Good Samaritan Hospital’s Safe Kids Coalition, and others. 10 projected.
- Over 1,750 residents, students and parents received education on safe driving and riding habits. 300 residents were projected to be reached.

Custer County Restraint Use Observational Survey Locations	1st ^t Observation Drivers – Yes (506 cars total)	2nd Observation Drivers – Yes (460 cars total)	1st Observation Front Seat Pass - Yes (65 total)	2nd Observation Front Seat Pass – Yes (106 total)	1st ^t Observation All County Locations Drivers+Front Seat	2nd Observation All County. Locations Drivers+Front Seat
Hwy 2 & 8 th St. westbound	42%	48%				
Hwy 2 & 8 th St. eastbound	32%	46%				
N. 5 th Ave. & Memorial Dr.	40%	44%				
Ansley Hwys 92 & 183	71%	82%				
Merna Hwys 92 & 2	47%	65%				
All Locations – Front Pass			46.2%	50.0%		
Totals All Drivers & Passengers					46.4%	53.9%

- The in-kind non-federal funds were generated through partners’ volunteer time: school staff, UNL Extension, 4-H members, and the Nebraska State Patrol.

Funding:	Section 402:	\$27,630.00
	Other – In-Kind:	\$ 7,508.50
	Total:	\$35,138.50

Contact: Susan Bochart, Health Promotion Section Coordinator
 Central Nebraska Community Services, P.O. Box 509, Loup City, NE 68853
 Telephone: 308/745-0780 Ext. 145; Fax: 308/745-0824 Email: sbochart@cennecs.org

**Nebraska Collegiate Consortium to Reduce High Risk Drinking
University of Nebraska-Lincoln / Nebraska Prevention Center for Alcohol & Drug Abuse**

402-13-06

Program Area:	Alcohol
Program Characteristic:	Model Campus Alcohol Program
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	18-24 year olds in Nebraska universities, colleges, community colleges and technical schools

Problem Identification:

In Nebraska, drunk driving is the principal cause of death and disability among young people ages 19-24. In 2011, drivers ages 19-24 accounted for 17.9% of all crashes and 30.9% of alcohol-involved crashes. This project targets the 67% of Nebraska drivers aged 19-24 who are enrolled in institutes of higher education. Research has shown that college students have riskier drinking patterns than young people not in college.

Goal and Objectives:

The goal was to reduce alcohol-related motor vehicle injuries and deaths and the associated financial and social costs among students at colleges and universities in Nebraska for the academic year of 2012/13 by reducing the percent of student high-risk drinking by 3% from 34.3%, driving after drinking by 3% from 28.9%, and drunk driving (driving after binge drinking) by 3% from 6.9% with the 2011 Nebraska Young Adult Alcohol Opinion Survey as the baseline.

The objectives were to (1) Ensure that the Nebraska Collegiate Consortium to Reduce High Risk Drinking continues to mature as an organization by providing continued technical support for NCC schools for planning, developing, and implementing effective campus and campus-community individual and environmental interventions to reduce high risk drinking, drinking and driving, and drunk driving; (2) Increase parental resources available online and by other means; (3) Expand prevention planning resources for college alcohol prevention in Behavioral Health Regions and local health departments; (4) Increase visibility of college drinking issues and NCC activities through enhanced media dissemination in communities with NCC schools.

Strategies and Activities:

1. Technical Assistance

Technical assistance was provided as requested by member institutions by email, phone, list-serve and in-person meetings. Bellevue University joined the NCC in 2013. NCC members met via conference calls/webinars 3 times in the project year (Oct 12, Feb 1, and Apr 19) to share topical information.

2. Evaluation/data analysis

Analysis Reports have been completed for Y1 CAP data for UNL (2013), NECC (2012; 2013; longitudinal reports for 2011-12 and 2011-13), UNK (2013), Doane (2013), Chadron State (2012); Wayne State College CORE survey data (2013; longitudinal tracking report), and UNL ACHA data.

3. Skill building

- Bystander Intervention, April 16 - attendance: 25 individuals representing 11 member institutions on site, 12 views via live streaming.
- Brief Motivational Interventions to Reduce Substance Abuse and Other Risky Behaviors in College Students, July 30 – attendance: 40 individuals representing 12 member institutions and 4 Regional Behavioral Healthcare centers.
- Bystander Intervention, August 15 & 16 – attendance: 42 individuals representing 6 member institutions and 1 Regional Behavioral Healthcare center.

4. Web Site Expansion and Maintenance

Web site maintained throughout project year and updated with skill building workshop materials and information, links to national resources on prevention with college-age population, and resources for members, including reports of projects and activities.

5. Mini-grants

Three mini-grants to three member institutions were made in this project year:

- Northeast Community College, \$1,600, College counselor attended NASPA Alcohol and Other Drug Abuse Prevention & Intervention Conference.
- Concordia University, \$558, “MyTurn2Drive” designated driver program.
- University of Nebraska – Kearney, \$2,840, social norms media campaign/website, alternative activities.

All mini-grant final reports and supporting materials have been posted on the NCC website.

6. Parent Web Site Development

The NCC held two webinars, June 11 & 14 to educate NCC members about the Power of Parenting Websites and how they could utilize and promote the site with parents of incoming students. Representatives from 10 member institutions participated in these webinars. Between June 1, 2013 & October 9, 2013, the NCC site had 75 visits (50 unique visits plus 25 return visits) with an average of 5.57 pages viewed per visit. The Power of Parenting (UNL) website 86 visitors (76 unique visits plus 10 return visits) during the same time period, with an average of 2.36 pages viewed per visit.

7. College Alcohol Profile (CAP) Expansion and Evaluation

New Y1CAPs were created for UNK, Doane, Clarkson, and UNO. Updates were done for Y1CAP for NECC, CSC, UNL, and NWU. All Y1CAPs were administered in August, 2013. Completion rates for the Y1CAPs in fall 2013 are as follows: Clarkson College - 73%, CSC - 96%, Doane College - 92%, NWU - 97%, NECC - 100%, UNK - 70%, UNL - 82% and UNO - 76%. New CAP was created for Doane. Existing CAPs hosted, maintained and updated for the year 2012-13. CAP Web hosting and maintenance costs were transitioned to member institutions in August 2013.

8. Continue and expand POP (Provisional Operator Permit) analysis

Completed the latent class analysis of crashes and drafted manuscript which profiles patterns of citations and crashes, additionally completed longitudinal survival and Cox regression analysis on POP data for inclusion in paper. Revision of the crash and citation manuscripts was completed. Crash manuscript was submitted to Traffic Injury Prevention and rejected. It is in revision based on review comments. Citation manuscript was revised and submitted to Journal of Adolescent Health and is in review.

9. University of Nebraska Initiative

Reports from UNL student judicial affairs for student alcohol violations have been received for academic years 2011-12 and 2012-13. Report of UNL student off-campus violations for 2011-12 was received and will be analyzed against Y1CAP responses to determine patterns.

10. Media Campaign Support

The NCC contracted with Snitily Carr to develop a Bystander Intervention Media Campaign based on the work of Alan Berkowitz who presented two skill building workshops during the grant year. The development of the campaign concepts has been completed and the NCC is currently working on the visual components of the campaign which will be made available to all NCC members to utilize on their campus and in their community to complement their efforts related to promotion of bystander intervention.

Results:

- Bellevue University formally joined NCC bringing the total membership to 26 institutions of higher education.

The results from the Nebraska Young Adult Alcohol Opinion Survey conducted in 2013 are not yet available. Until it is available, we cannot report on attainment of 2012-2013 target reductions. Other available data, however, support continued reductions in target outcomes.

UNL Year 1 CAP data	2010	2011	2012	2013
Binge Drinking	22.4	22.4	19.8	20.8
Drinking and Driving	12.4	12.1	8.5	8.2
Riding with Drunk Driver	13.0	12.9	10.5	8.9

Also, from Y1-CAP data, Northeast Community College reported a drop in binge drinking from 19.4% in 2011 to 11.5% in 2012 stabilizing at 13.1% in 2013, a drop in drinking and driving from 26.0% in 2011 to 11.7% in 2012 to 11.4% in 2013, and a drop in riding with an impaired driver from 20.0% in 2011 to 13.5% in 2012 to 12.2% in 2013 for entering first year students residing on campus. From Wayne State College campus-wide CORE survey data, there was a drop in binge drinking from 51.5% in 2011 to 50.2% in 2012 to 49.5 in 2013 and a drop in drinking and

driving from 37.3% in 2011 to 37.1% in 2012 to 31.6% in 2013. These results confirm trends in reductions for binge drinking, especially for drinking and driving, and riding with a drunk or impaired driver at NCC schools found in the first two Nebraska Young Adult Alcohol Opinion Surveys

Funding:	Section 402:	\$209,723.00
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Contact: Ian M. Newman, Director, Nebraska Prevention Center for Alcohol & Drug Abuse,
University of Nebraska-Lincoln, 232 Teachers College Hall, Lincoln, NE 68588-0345
Telephone: 402/472-3844 Email: inewman1@unl.edu

Jeanne Wicks, UNL Authorized Representative for the Board of Regents
Office of Sponsored Programs, 312 North 14th Street, ALEX West, P. O. Box 880430
Lincoln, NE 68588-0430, Tel. 402-472-3780, Email: jwicks2@unl.edu

**Alcohol / Program Coordination
Nebraska Office of Highway Safety**

402-13-09

Program Area:	Alcohol
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting 4,998 fatal, A, and B injury crashes occurred, killing 181 people and injuring another 6,249 people.

Alcohol was known to be involved in 49 (30%) of the 164 fatal crashes that occurred in Nebraska in 2011. Alcohol was involved in 561 (11%) of the 4,834 A and B injury crashes.

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,399, 12,399, and 12,034 arrests and 11,520, 10,646, and 10,527 convictions) from 2009 to 2011.

The coordination and assistance provide an essential element in a successful alcohol awareness program. In order to impact attitudes regarding alcohol and impaired driving among Nebraska’s motoring public, technical support from the NOHS office in this concentrated area is necessary.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2011 calendar base year average of 563 to 563 in CY2013.

The objective of this project is to provide salary, benefits, travel, office expenses, etc. for NOHS staff to conduct the activities outlined in the *Nebraska's "Performance-Based" Strategic Traffic-Safety Plan*, October 1, 2012 through September 30, 2013.

Strategies and Activities:

- Provided coordination support and assistance to alcohol-related/impaired driving projects involving funds from Section 402 and Incentive 410 federal funds.
 - Funding was provided for salaries/benefits, supplies and travel expenses.
- Conducted desk monitoring and site visits for each alcohol-related project. The following alcohol-related projects were monitored:
 - Alcohol/Program Coordination; Alcohol/Public Information and Education; Alcohol/Equipment Support; Traffic Training/NOHS; Alcohol/Selective Overtime; MADD Court Monitoring-Public Education and Awareness; Traffic Training; Nebraska Attorney General’s Prosecutorial Response to DUI Crimes – Nebraska Department of Justice; Project Night Life – Omaha Police Department, Nebraska College Consortium to Reduce High Risk Drinking – University of Nebraska – Lincoln, Judicial/Prosecution Training, 410/In Car Cameras, 410/Breath Testing Equipment, 410/Drug Recognition Expert (DRE) Training and Re-Certification, 410/Alcohol/Selective Overtime, 410/Alcohol/Public Information & Education, 410/Special Alcohol Enforcement Initiatives/Equipment, and 410/Felony Motor Vehicle Prosecution Unit – Douglas County Attorney’s Office.
 - Site visits were completed on:
 - MADD Court Monitoring - Public Education and Awareness on July 26, 2013.
 - Nebraska Attorney General’s Prosecutorial Response to DUI Crimes on September 5, 2013.
 - Nebraska College Consortium to Reduce High Risk Drinking – University of Nebraska – Lincoln on August 8, 2013.
 - Felony Motor Vehicle Prosecution Unit on July 23, 2013.

- Assisted and provided technical alcohol-related data, reports, and information to contractors, law enforcement agencies, state agencies, office staff, the public, legislature, etc.
 - Provided assistance to law enforcement agencies and organizations with scheduling, maintenance, delivery and return of the BAT Mobile. Provided assistance in ordering supplies and evidentiary equipment.
 - Scheduled, provided supplies/course materials and assistance with the Drug Recognition Expert (DRE) Training. Updated DRE information on the DRE Tracking system and processed certificates and re-certifications.
 - Provided statistics/charts/graphs as requested.
- Attended/participated in highway safety seminars, conferences, workshops, meetings, trainings, etc. pertaining to impaired driving. Attended the following conferences, meetings, etc.:
 - Nebraska Law Enforcement Luncheon, Kearney, NE – October 29, 2012;
 - National Collegiate Alcohol Awareness Week – October 9, 2012;
 - UNL – Life Skills activity – October 21, 2012;
 - NOHS 2-Day DRE Pre-School – April 15 & 16, 2013;
 - NOHS DRE Update – December 5, 2012;
 - NOHS 7-Day DRE Training School – May 1-3 & 6-9, 2013;
 - NOHS DRE/SFST Instructor School – April 1-5, 2013; and
 - Operations and Maintenance Conference – May 1, 2013.
- Constructed tables, graphs, charts and other tabular and/or illustrative materials to present visual summary of analyzed specific data (alcohol-related traffic statistics).
 - Revised and updated information on arrest/conviction totals, fatalities, .08, Administrative License Revocation, Blood Alcohol Concentration, Driving Under the Influence/alcohol crash, interstate, motorcycle, motor vehicle homicide, etc. Provided information as requested.
- Reviewed and kept updated the NHTSA Rules and Regulations regarding section 402 and 410 federal funding.
 - Completed applications as required.
- Performed daily all routine NOHS activities and assignments in regards to alcohol-related/impaired driving requests, surveys, reports, etc.
 - Serviced and scheduled BAT Mobile at the request from law enforcement agencies, etc.
 - Processed alcohol supply orders, mailed simulators and Preliminary Breath Test mouthpieces.
 - Picked up and delivered alcohol supplies as needed.
 - Awarded mini-contract requests for alcohol projects, training, enforcement, equipment, mobilizations and processed invoices.
 - Reviewed, edited, and mailed the “You Drink & Drive. You Lose. Crackdown” packets. Updated website with impaired driving statistics.
 - Completed and submitted 402/405d Application to NHTSA.
 - Transported the MADD vehicle for UNL activities – October 24, 2012.

Results:

The alcohol-related fatal, A and B injury crash data for CY2012 is unavailable from the Nebraska Department of Roads.

Alcohol was known to be involved in 49 (29.9%) of the 164 fatal crashes that occurred in Nebraska in 2011. Alcohol was involved in 561 (11.6%) of the 4,834 A and B injury crashes. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. - 5:59 a.m.), 427 (35%) of 1,221 involved alcohol.

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,399, 12,399 and 12,034 arrests and 11,520, 10,724 and 10,549 convictions) from 2009 to 2011.

Funding:	Section 402:	\$93,558.66
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

**Alcohol / Public Information and Education
Nebraska Office of Highway Safety**

402-13-10

Program Area:	Alcohol
Program Characteristic:	Educational Effort
Type of Jurisdiction:	23 Target Counties
Jurisdiction Size:	1,488,808
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting 4,998 fatal, A, and B injury crashes occurred, killing 181 people and injuring another 6,249 people.

Alcohol was known to be involved in 49 (30%) of the 164 fatal crashes that occurred in Nebraska in 2011. Alcohol was involved in 561 (11%) of the 4,834 A and B injury crashes.

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,399, 12,399, and 12,034 arrests and 11,520, 10,646, and 10,527 convictions) from 2009 to 2011.

Alcohol awareness activities will be coordinated through the NOHS to insure continuity, uniformity, and comprehensiveness in this area and will focus in the twenty-three counties that have been identified as “target” or “priority” counties. The reduction of fatal and injury crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address alcohol issues. A good working relationship, including resources and support for local officials, businesses, and others in the community, by the NOHS staff, is essential for improved compliance of impaired driving laws.

Goal and Objective:

The goal is to decrease Alcohol-Related Fatal, A and B Injury Crashes by 6% to 563 in 2013.

The objective of this project is to increase knowledge of the general public regarding alcohol-related crashes.

Strategies and Activities:

- Produced/purchased and distributed 2,613 alcohol-related materials (brochures and other educational items). Approximately 54% (1,403) were distributed to organizations within the Target Counties. In addition:
 - Loaned 30 alcohol-related DVD/videos to schools, community groups, and other organizations, 22 (73%) were used in the Target Counties.
 - Purchased a one-year subscription to “Impaired Driving Update” newsletter for reference by NOHS staff. (\$179.95)
 - Provided copying, postage, and shipping boxes for alcohol-related materials. (\$454.72)
 - The NOHS website was maintained and updated throughout the period with impaired driving related facts, statistics, resources, and related links.
- Acquired the DVD “Choices” for inclusion into NOHS library. (\$299.00)
- “You Drink & Drive. You Lose. Crackdowns.” Mailed planning packets to law enforcement agencies for the fall and holiday crackdowns. Television and radio ads were produced to heighten awareness of the crackdowns.
- Placed impaired driving ads in Want Ads of America to coincide with major holiday activities. (\$250.00)
- Contracted with Prairie Fire Newspaper to run impaired driving ads, in two different months of the year. (\$894.00)
- Contracted with Urban Finch Advertising to conduct an indoor advertising campaign with impaired driving messages in Lincoln and Omaha. The Lincoln ads were placed in 1 location (# of customers per week), Anytime Fitness (2,500-3,000). The Omaha ads were placed at 11 locations, On The Rocks (2,800), Varsity - Q street (3,500), Varsity F street (4,000), Varsity Dodge (2,000) Varsity Hwy 379 (2,000) Moylan Iceplex (3,200), Bene

Pizza (1,000), Cunningham’s (3,200), Aspen Athletics (2,800), Anytime Fitness (1,500), and Kosama (2,500). (\$8,145.00)

- Contracted with “The Ticket” radio to run impaired driving messages in March & July 2013, 120 ad spots. (\$1,200.00)
- Contracted with IMG Communications for ad campaigns for occupant restraint and impaired driving initiatives in conjunction with University of Nebraska athletic events, funding was shared with various grants (\$152,580.00).
 - Announcements were made during Nebraska Cornhusker football, basketball, and baseball games, and Sports Nightly talk show, there were 735 spots aired.
 - One full-page color ad was placed in each of the 80,000 Official Nebraska Football Game Day Programs for each of the eight home games in 2013, the programs for basketball games, and the 2013 Spring & Fall Sports Guides.
 - A safety message was aired on the “What’s Clicking” features on the ribbon board display during each of the eight home football games.
 - A safety message was aired on the Instant Replay video board prior to selected replays during each of the eight home football games.
- Contracted with IMG Communications for a NOHS logo and safety messages strategically placed on the media backdrop for all Cornhusker athletic press events, for coaches and players, both home and away games, and also on the rotational signage at the basketball and volleyball arenas. Funding was shared with various grants. (\$118,833.33)
- Contracted with Lincoln Haymakers Indoor Football team to provide a public service announcement at the end of alcohol sales reminding fans to drive safely and buckle up. NOHS logo and safety messages were on team website, on-field dasher board, and a banner above the facility exit. A color ad was also placed in the program for each home game. Funding was shared with various grants. (\$1,750.00)
- Contracted with Nelligan Sports Marketing for ad campaigns for occupant restraint and impaired driving initiatives in conjunction with University of Nebraska Omaha athletic events, funding was shared with various grants. (\$20,755.00)
- Law enforcement appreciation luncheon invitations were sent in September 2012 to all law enforcement agencies in the state. The luncheon is held concurrently with the joint conventions of the Police Officers Association of Nebraska and Nebraska Sheriff’s Association. The 2012 convention was held in October with a total attendance of 127. Invitations were sent in September 2013 for the convention to be held in October of 2013, subsequent to the end of the fiscal year. (\$3,356.80)
- Awarded two mini-grants to the Nebraska Safety Council to conduct television media campaigns for “You Drink & Drive. You Lose.” in which 632 advertising spots aired on one campaign (\$12,800.00) and 120 ad spots on the other campaign (\$2,310.00).

Results:

The alcohol-related fatal, A, and B injury crash data for 2013 are unavailable from the Nebraska Department of Roads.

Alcohol was known to be involved in 49 (30%) of the 164 fatal crashes that occurred in Nebraska in 2012. Alcohol was involved in 561 (12%) of the 4,834 A and B injury crashes. The 6% reduction goal was achieved.

Funding:	Section 402:	\$323,807.80
Contact:	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

**Alcohol Equipment Support
Nebraska Office of Highway Safety**

402-13-11

Program Area:	Alcohol
Project Characteristic:	Alcohol Testing Equipment
Type of Jurisdiction:	Statewide
Jurisdiction Size:	Over 250 Law Enforcement Agencies
Target Population:	1,830,141

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting 4,998 fatal, A, and B injury crashes occurred, killing 181 people and injuring another 6,249 people.

Alcohol was known to be involved in 49 (30%) of the 164 fatal crashes that occurred in Nebraska in 2011. Alcohol was involved in 561 (11%) of the 4,834 A and B injury crashes.

Goal and Objective:

The goal is to decrease Alcohol-Related Fatal, A and B Injury Crashes by 6% to 563 in 2013.

The objective is to provide alcohol testing supplies to Nebraska law enforcement agencies, along with state and local agencies.

Strategies and Activities:

- Maintain an inventory of mouthpieces and repair components for alcohol testing equipment.
 - Purchased 30,000 pre-test, 15,000 Alco Sensor III, 60,000 Alco-FST's mouthpieces, and 15,000 evidentiary mouthpieces.
- Provide alcohol mouthpieces, cylinder gas bottles and regulators, simulators, and refurbished DataMaster instruments to local enforcement agencies.
 - Provided 25,200 pre-test, 61,625 Alco-FST's and 9,250 evidentiary mouthpieces for a total of 96,075 mouthpieces to 206 law enforcement agencies, adult and juvenile correctional facilities, detox facilities, county attorneys, schools, and state probation agencies. Provided 37 cylinder gas bottles and 20 regulators to law enforcement agencies for PBT calibrations. Simulators were provided to Nebraska City Police Department (\$890.00) and Dakota County Sheriff's Office (\$890.00). Holdrege Police Department was issued a new glass container for their simulator.
 - Maintenance and repairs were completed on four DataMaster instruments with three re-issued to law enforcement agencies.
- Scheduled the BAT Mobile to law enforcement agencies in conjunction with Selective Overtime Enforcement Mini-Grant Contracts, roadside sobriety checkpoints, and special weekend enforcement.
 - The BAT Mobile was used one time for vehicle check/Sobriety Check by law enforcement.
 - Maintenance and repairs were conducted regularly as needed on the BAT Mobile.

Result:

The alcohol-related fatal, A, and B injury crash data for CY2013 are unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$34,957.25
Contact:	John Ways, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3912 FAX: 402/471-3865 Email: john.ways@nebraska.gov	

**Selective Overtime Enforcement – Alcohol
Nebraska Office of Highway Safety**

402-13-12

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

Alcohol was known to be involved in 49 (29.8 percent) of the 164 fatal crashes that occurred in CY2011. Alcohol was involved in 610 (12.2 percent) of the 4,998 fatal, A and B injury crashes in CY 2011. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 427 (34.9 percent) of the 1,221 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2011 calendar base year average of 606 to 563 in CY2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies to conduct selective overtime alcohol enforcement activities. Participating agencies will be provided funding assistance for the overtime salaries and mileage.

Strategies and Activities:

- To solicit participation from law enforcement agencies to conduct selective alcohol overtime enforcement. Information regarding the availability of the “Mini-Grant Contracts” for selective alcohol overtime enforcement was made available to law enforcement agencies.
- To ensure that all applicants comply with the pre- and post- award requirements as outlined in the application. The internal checklist was utilized to ensure that all applicants were in compliance with the project requirements.
- To award approximately 8 mini-grant contracts for selective alcohol overtime enforcement activity. The applicants will identify the dates, locations and times from their baseline data. During the project period no mini-grant contracts were awarded out of this project.

Result:

No funds expended and no activity.

Funding:	Section 402:	\$0.00
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Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov
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**Distracted Driving / Public Information and Education
Nebraska Office of Highway Safety**

402-13-13

Program Area:	Distracted Driving
Program Characteristic:	Educational Effort
Type of Jurisdiction:	23 Target Counties
Jurisdiction Size:	1,488,808
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting 4,998 fatal, A, and B injury crashes occurred, killing 181 people and injuring another 6,249 people.

Fatal, A, and B crash totals of 729 crashes occurred in 2011 that were contributed to “Distracted Driving.” This is below the three-year average of 736 (Baseline 2009-2011).

Distracted driving activities will be coordinated through the NOHS to insure continuity, uniformity, and comprehensiveness in this area and will focus in the twenty-three counties that have been identified as “target” or “priority” counties. The reduction of fatal and injury crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address distracted driving issues. A good working relationship, including resources and support for local officials, businesses, and others in the community, by the NOHS staff, is essential for improved compliance of distracted driving laws.

Goal and Objective:

The goal is to reduce Distracted Driving-Related Fatal, A and B Injury Crashes by 10% from 2009-2011 base year average of 736 to 648 in 2013.

The objective of this project is to increase knowledge of the general public regarding Distracted Driving-related crashes.

Strategies and Activities:

- Awarded a mini-grant to the Nebraska Safety Council to conduct a media campaign using Distracted Driving messages aired on 145 movie theater screens in the months of November 2012 through February 2013. (\$46,509.96)
- Awarded a mini-grant to the Nebraska Safety Council to conduct a media campaign using Distracted Driving messages aired on 145 movie theater screens in the months of March 2013 through May 2013. (\$46,509.96)
- Awarded a mini-grant to Four Corners Health Department in York, to conduct a public information and education campaign called “Drive Smart” focusing on distracted driving, using billboards, banners, print ads, popcorn bags and posters in area school systems. (\$11,667.35)
- Awarded a mini-grant to National Safety Council, Nebraska to conduct a media campaign promoting Distracted Driving Awareness month in April and “Cell Off” day on April 27th. There were 71 TV ad spots and 145 radio ad spots aired. (\$24,791.64)
- Awarded a mini-grant to National Safety Council, Nebraska to conduct a media campaign called Band 2gether Against Texting, 5,000 thumb bands were distributed and 117 TV ad spots and 258 radio ad spots aired. (\$33,819.34)
- Contracted with NET TV to underwrite production for the documentary “Distracted Driving”. (\$15,000.00)
- Acquired DVD “Hang Up & Drive” for inclusion to NOHS library resources. (\$148.45)
- “Distract A Match” games were previously added to NOHS library. These games were used by nine organizations to create awareness of the dangers of distracted driving.

Results:

The distracted driving-related fatal, A, and B injury crash data for 2013 are unavailable from the Nebraska Department of Roads.

Distracted driving was involved in 791 (16%) of the 4,915 Fatal, A and B injury crashes in 2012. The goal of a 10% reduction was not achieved.

Funding:	Section 402:	\$178,446.70
Contact:	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

**MADD Court Monitoring – Public Education and Awareness
 Mothers Against Drunk Driving (MADD), Nebraska State Office**

402-13-17

Program Area:	Alcohol
Project Characteristic:	Training volunteers, collecting data on DUI adjudication and educating the public on the trends and patterns observed by Court Monitoring
Type of Jurisdiction:	23 Priority Counties
Jurisdiction Size:	Rural/Urban counties ranging from 9,132 – 518,643 Residents
Target Population:	Community stakeholders such as criminal justice agencies, highway safety advocates, community businesses and service organizations

Problem Identification:

In 2011, 30 percent of fatal crashes were alcohol-related in Nebraska. This number has averaged out at 32 percent over the last three years. MADD NE and Highway Safety Advocates can continue to reduce the number of alcohol-related motor vehicle crashes on state roadways by addressing the number of arrests and convictions for original offenses. From 2009 to 2011, there were 13,399, 12,399, and 12,034 Driving Under the Influence (DUI) arrests, respectively. These statistics also indicate 11,520, 10,646, and 10,527 alcohol-related convictions, respectively. All of the twenty-three counties (Adams, Buffalo, Cass, Custer, Dakota, Dawson, Dodge, Douglas, Gage, Hall, Hamilton, Lancaster, Lincoln, Madison, Otoe, Platte, Saline, Sarpy, Saunders, Scotts Bluff, Seward, Washington and York) were identified by the Nebraska Office of Highway Safety (NOHS) as having either a high crash rate for alcohol, speed and/or alcohol use by youth.

Goal and Objectives:

The goal of this project is to achieve a 6% (43) reduction in alcohol-related fatal, A and B injury crashes from a three year base line (2009-2011) with an average of 606-563.

- Increase public knowledge of the MADD Court Monitoring Program by reaching 5% of the residents in the 23 priority counties (74,440 citizens) in a 12 month period.
- Increase DUI arrests by 5% from 12,610 (3 year average 2009-2011) to 13,240 statewide.
- Increase DUI convictions by 5% from 10,898 (3 year average 2009-2011) to 11,443 statewide.
- Train 55 community volunteers to support the MADD Court Monitoring Program Statewide Initiative through specialized trainings.
- Increase members/volunteer base 10% from 1,714 to 1,885 with strong focus on the 23 priority counties.

Strategies and Activities:

- Conducted one-on-one trainings and on line training for the Court Monitoring Program.
 - Conducted one-on-one Court Monitoring trainings throughout the year, training an additional 6 volunteers.
- The Court Monitoring Project Specialist and Program Specialist spoke to over 49 organizations and or media outlets about MADD Nebraska's initiatives.
- Spoke with County Prosecutors about the MADD Court Monitoring Program Statewide Initiative.
 - Met one on one with County Prosecutors, Judges, Law Enforcement Agencies and Probation about Court Monitoring and the goals of the program.
- MADD Nebraska engaged over 55 new volunteers (both episodic and static) to assist in programs such as Court Monitoring, Victim Services and Underage Drinking Prevention.
 - Utilized multiple volunteers for assisting law enforcement agencies in High Visibility Checkpoints.
 - Volunteers assisted at MADD Victim Impact Panels (VIP) and also spoke at VIP's and additional speaking events.
 - MADD hosted the Annual Law Enforcement Awards special event.
 - Volunteers assisted in data entry and attended court for the Court Monitoring Program.
 - The Greater Omaha Community Action Site held monthly meetings.
- MADD recorded over 664 volunteer hours contributed by dedicated trained volunteers.
 - Volunteer hours and completed court cases were compiled on a monthly basis.

- The Program Specialist utilized a variety of mediums such as the MADD website, monthly e-newsletter, online blog (3,133 hits) and volunteer recognition activities throughout the year to build capacity.
- Data was collected for a Court Monitoring annual briefing document.
- MADD Staff and volunteers assisted in numerous high-visibility activities with local Law Enforcement agencies in the state.
- Administered an electronic survey to all MADD Nebraska volunteers and developed plans for volunteer growth.
- Hosted the MADD National President, Jan Withers, who came to Nebraska in August, to raise awareness about the importance of supporting individuals who've been impacted by drunk driving. Ms. Withers held a press conference alongside the First Lady of Nebraska, Sally Ganem that was covered by several media outlets, during which she shared her personal story, and also attended a Victim Assistance Training Institute focusing on rural victim outreach.

Results:

Alcohol was known to be involved in 81 (43%) of the 190 fatal crashes that occurred in Nebraska in 2012. This is an overall increase from 2011 when 49 (30%) of the 164 crashes involved alcohol. Driving Under the Influence arrests decreased from 12,034 in 2011 to 10,605 in 2012 statewide. Driving Under the Influence conviction rates increased slightly from 88% in 2011 to 90% in 2012 statewide.

Funding:	Section 402:	\$52,313.46
Contact:	Andrea Frazier, Court Monitoring Project Specialist Mothers Against Drunk Driving, Nebraska State Office, 808 P Street, Suite 206, Lincoln NE 68508 Telephone: 402/434-5330 FAX: 402/434-5332 Email: andrea.frazier@madd.org	

**Underage Alcohol Enforcement Initiatives
Nebraska Office of Highway Safety**

402-13-18

Program Areas:	Enforcement Underage Drinking Laws
Project Characteristic:	Proactive and Selective Youth Alcohol Enforcement
Type of Jurisdiction:	Statewide
Jurisdiction Size:	Thirteen counties, representing over 50% of the population target
Target Population:	Underage Youth; Adult Providers

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in approximately 6,200 injured persons annually. In 2011, 4,998 fatal, A and B injury crashes occurred, killing 181 people and injuring another 6,249 people.

Young drivers are also overrepresented in traffic violations. Convictions in 2011 for traffic violations for this age group comprised approximately 8.6% of DUI convictions, 19.4% of safety belt convictions, and 14.3% of speeding convictions.

Goal and Objective:

The goal is to decrease youth-involved fatal, A and B injury crashes, ages 16 through 20, by 8% from the 2009-2011 calendar base year average of 1,577 to 1,401 in CY2013.

The objective of this project is to prevent underage drinking through environmental prevention strategies, ultimately addressing community policies, practices, and norms.

Strategies and Activities:

- To provide mini-grants to local community coalitions targeting Nebraska's underage drinking laws by working together with state and local law enforcement, community leaders, and youth.
- To expand outreach to youth, parents and other adults to affect change through environmental prevention through advocacy efforts to improve youth alcohol laws, policies, and community practices.
- To expand outreach to youth, parents and other adults to effect change through environmental prevention strategies through the use of awareness activities and media advocacy.
- To expand outreach to law enforcement in training strategies and increase enforcement of the state's youth alcohol laws.
- To sustain the effort to prevent underage drinking across the state by conducting coalition meetings.
- To engage young people in leadership initiatives to affect change on underage drinking in communities across Nebraska.

Result:

No funds expended and no activity.

Funding:	Section 402:	\$0.00
Contact:	John Ways, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3912 FAX: 402/471-3865 Email: john.ways@nebraska.gov	

**Youth / Public Information and Education
Nebraska Office of Highway Safety**

402-13-19

Program Areas:	Identification & Surveillance
Project Characteristic:	Educational Effort
Type of Jurisdiction:	23 Target Counties
Jurisdiction Size:	1,488,808
Target Population:	Teenage Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 Fatal, A, and B crashes, killing 181 people and injuring another 6,249 people.

There were 110,360 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2011. These drivers account for 7.9% of the total licensed drivers in the state. However, this age group is highly overrepresented in crash involvement as the following chart demonstrates.

Age of Driver	2011 Fatal, A and B Crashes	2011 Fatal, A and B Alcohol-Related Crashes
16 – 20 Year Old	1,306	102
All Drivers	4,998	610
Baseline 2009-2011		
Proportion of 16 – 20 Year Old Drivers	29.55%	20.79%

Young drivers are also overrepresented in traffic violations. Convictions in 2011 for traffic violations for this age group comprised approximately 8.6% of DUI convictions, 19.4% of safety belt convictions, and 14.3% of speeding convictions.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address youth issues. A good working relationship, including resources and support for local officials, businesses, and others in the community, by the NOHS staff, is essential for improved compliance of motor vehicle laws by youth.

Goal and Objective:

To reduce youth-involved (ages 16 through 20), fatal, A and B injury crashes by 8% (1,401) in 2013.

Strategies and Activities:

- Produced/purchased and distributed 5,039 youth-related traffic safety materials (brochures and other educational items). Approximately 58% (2,859) were distributed to organizations within the NOHS target counties. In addition:
 - Loaned 3 youth-specific DVD/videos to schools, law enforcement, and other organizations, of which 1 (33%) was within the target counties.
 - The NOHS website was maintained and updated throughout the period with current youth traffic safety related facts, statistics, resources, and related links.
- Maintained and provided the Fatal Vision® impairment simulation goggle kits to organizations for 15 events, 60% (9) held in target counties, to discourage impaired driving.
- Acquired 4 new sets of Fatal Vision® impairment simulation goggle kits, 3 sets to replace NOHS inventory, 1 set was donated to the Lincoln MAD (Making A Difference) program that serves schools in the Lincoln educational system. (\$1,442.07)
- Established a toll-free TIP line (1-866-MUST-BE-21) to report underage drinking in the state that will refer callers to the nearest law enforcement agency available. In May of 2011, the routing of the calls was sent to Nebraska

State Patrol switchboard, call numbers were not maintained for the initial months of this new arrangement. Wallet cards were printed, and were distributed to law enforcement throughout the state with the phone number and applicable law citing. Maintenance costs for the year for the TIP line was \$1,075.85.

- Kent Pavelka & Associates and Heartland Marketing previously conducted a public relations campaign to promote the TIP line in 2009. A website was created. (www.reportunderagedrinking.com)
- Provided advertising costs in March 2013 for campaign promoting TIP line with The Ticket radio, 60 ad spots. (\$600.00)
- Supported a TIP line display at a local mall in conjunction with high school basketball tournaments. (\$271.06)
- Printed 1,200 Party posters promoting TIP line. (\$216.00)
- Acquired 19 DVD's "How to Drive" for Nebraska Safety Center in Kearney, 13 donated by Cornhusker AAA, 6 purchased by NOHS. (\$1,200.60)
- Mini-grant contracts awarded during the fiscal year:

Name	Award Costs	Activity Funded
Creating Captains	\$7,000.00	14 camps, 1,625 attendees
Gering Police Department	\$1,500.00	Multicultural Youth Conference, 294 attendees
Gordon/Rushville Public Schools	\$2,100.00	Motivational Media Assemblies, 850 attendees
Nebraska Department of Health & Human Services	\$9,970.32	Teens in the Driver Seat safety program
Total Mini-Grants Award Costs	\$20,570.32	2,769 Attendees

Result:

The fatal, A and B injury crash data for 2013 is unavailable from the Nebraska Department of Roads. In 2012, there were 1,313 fatal, A, and B injury crashes, the 8% reduction goal was achieved.

Funding:	Section 402:	\$25,375.90
Contact:	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

**Youth / Program Coordination
Nebraska Office of Highway Safety**

402-13-21

Program Areas:	Identification & Surveillance
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Youth Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 Fatal, A, and B crashes, killing 181 people and injuring another 6,249 people.

There were 110,360 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2011. These drivers account for 7.9% of the total licensed drivers in the state.

Young drivers are also overrepresented in traffic violations. Convictions in 2011 for traffic violations for this age group comprised approximately 8.6% of DUI convictions, 19.4% of safety belt convictions, and 14.3% of speeding convictions.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address youth issues. A good working relationship, including resources and support for local officials, businesses, and others in the community, by the NOHS staff, is essential for improved compliance of motor vehicle laws by youth.

Goal and Objective:

The goal is to decrease youth-involved (age 16 -20) fatal, A and B injury crashes by 8% from the 2009-2011 calendar base year average of 1,577 to 1,401 in CY2013.

The objective of this project is to provide salary, benefits, travel, office expenses, etc. for NOHS staff to conduct the activities outlined in the *Nebraska's "Performance-Based" Strategic Traffic-Safety Plan*, October 1, 2012 through September 30, 2013.

Strategies and Activities:

- Provided coordination support and assistance for youth/teen driver projects involving funds from Section 402.
 - Funding was provided for salaries/benefits and travel expenses.
- Conducted desk monitoring and on-site visits for each youth/teen driver project. The following youth/teen driver projects were monitored:
 - Youth/Program Coordination; Youth/Public Information and Education; Project Night Expansion – Omaha Police Department, Nebraska Collegiate Consortium to Reduce High Risk Drinking - University of Nebraska at Lincoln – Prevention Center for Alcohol and Drug Abuse and Preventing Distracted Driving – Teenage Drivers.
 - Site visits were conducted with:
 - Project Night Life Expansion – Omaha Police Department on August 6, 2013.
 - Project Extra Mile on July 22, 2013.
 - Nebraska Collegiate Consortium to Reduce High-Risk Drinking on August 8, 2013.
 - Preventing Distracted Driving – Teenage Drivers on April 8, 2013.
 - Assisted and provided technical youth/teen driver data, reports, and information to contractors, law enforcement agencies, state agencies, and office staff, the public, legislature, etc. as requested.
- Attended/participated in the following highway safety seminars, conferences, workshops, meetings, trainings, etc. to promote youth/teen driver information:

- Nebraska Underage Drinking Advisory Task Force Meetings – June 19, 2013, September 19, 2013.
- Project Extra Mile Youth Training, Omaha – June 20 2013;
- Project Extra Mile Coalition Meeting – September 11, 2013;
- Nebraska Collegiate Consortium – Brief Motivational Interventions to Reduce Substance Abuse and Other Behaviors in College Students – July 30, 2013.
- Constructed tables, graphs, charts, and other tabular and/or illustrative materials to present visual summary of analyzed specific data (youth/teen driver-related statistics).
 - Revised and updated information on teen driving, safety belt and occupant protection, impaired driving, distracted driving, provisional operator’s permits, and Zero Tolerance, etc. Provided as requested.
- Reviewed and kept up-to-date on the NHTSA rules and regulations regarding Section 402/405d federal funding.
 - Performed daily all routine NOHS activities and assignments in regards to youth/teen driver requests, surveys, reports, video, etc.
 - Reviewed current videos on teen drivers. Completed mini-grants regarding youth/teen traffic safety requests by law enforcement agencies, organizations, and schools. Provided mileage reimbursement for travel to Nebraska Underage Drinking Advisory Task Force Meeting. Updated website with teen driver stats.

Result:

The youth-involved fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$22,649.66
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

Preventing Distracted Driving Among Teenage Drivers
Nebraska Department of Health and Human Services

402-13-22

Program Area:	Distracted Driving
Project Characteristic:	Preventing Distracted Driving Among Teenage Drivers
Type of Jurisdiction:	Adams, Burt, Clay, Cumming, Dodge, Lancaster, Logan Valley, Madison, Nuckolls, Saunders, Stanton, Washington, and Webster County
Jurisdiction Size:	450,354
Target Population:	Teenage drivers aged 15-19 years old

Problem Identification:

According to the 2010 report, *Childhood Injury in Nebraska*, motor vehicle crashes are the leading cause of injury death and the fourth leading cause of injury-related hospital discharges among Nebraska youth. There were an average of 50 deaths and 3,217 hospital discharges due to motor vehicle crash-related injuries among Nebraska residents aged 0-19 each year from 2003 to 2007. Death rates for motor vehicle crash-related injuries were highest for male's ages 15-19 years, while hospital discharge rates were highest for females ages 15-19 years.

Goal and Objectives:

The goal is to decrease distracted driver - fatal, A and B injury crashes by 10% from the 2009-2011 calendar base year average of 736 to 648 in CY2013

The Department of Health and Human Services (DHHS) will work with local health departments to:

- To solicit local health departments to implement public health education programming aimed at preventing distracted driving among teenage drivers.
- To issue a maximum of four mini-grant contracts to local health departments to implement, in the Nebraska Office of Highway Safety (NOHS) priority county in their area, public health education programming to increase awareness of the hazards of distracted driving, especially among young drivers (age 15-19).
- To encourage compliance with Nebraska's secondary laws banning texting and cell phone use while driving in a maximum of four local health departments.

Strategies and Activities:

- DHHS Injury Prevention and Control Program (IPCP) will release a request for applications (RFA) to the eligible local health departments (HD).
- Prior approval from NOHS was a requirement before mini-grant is approved.
 - DHHS awarded mini-grants to a maximum of four eligible HDs in the amount of \$7,500.00. Eligible HDs are Elkhorn Logan Valley Public HD (Madison), Three Rivers Public HD (Dodge), South Heartland District HD and Lincoln/Lancaster County HD.
 - A total of \$28,067.20 was awarded and used by the local health departments to implement educational campaigns about distracted driving.
 - One program facilitated the purchase and placement of 10 distracted driving signs that will be posted on or near school grounds.
 - One program conducted pre/post surveys in association with an educational speaker about distracted driving. The results of the surveys showed a positive trend toward reducing behaviors that are associated with distracted driving.
 - Two programs conducted community assessments about distracted driving. These assessments which involved surveys, key informant interviews or focus group included teens, parents, community members and law enforcement. Results of the assessments guided local program activities.
 - One program utilized a local festival to bring awareness and educational information about distracted driving to their community.
 - In Madison County, all 7 high schools received distracted driving educational presentations.
 - Across all programs, more than 2,000 students have been exposed to the distracted driving educational activities.

- Educational media campaigns were also conducted in the form of student videos, website development, and local radio air time.
- The reach of the program was community wide and includes parents, community members and other teens that are not part of the intended target audience.
- DHHS employees and injury prevention content experts provided technical assistance through bi-monthly telephone calls to the LHD health educators/mini-grant manager to the four local health department recipients.
 - Bi-monthly grantee conference calls took place on December 18, 2012, February 27, April 16, June 13 and August 19, 2013. During the duration of the grant period several technical assistance calls and emails were initiated by the grantees and addressed by DHHS injury prevention staff.
- Two staff members, IPCP Program Manager and Health Surveillance Specialist, conducted in-person site visits with each LHD grantee once during the funding period.
 - Site visits were conducted at Elkhorn Logan Valley HD on August 8, 2013, Three Rivers HD on August 7, 2013, Lincoln/Lancaster Health Department on May 5, 2013 and at South Heartland Health Department on August 28, 2013.

Result:

The youth-involved fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$28,067.26
Contact:	Jason Kerkman, Nebraska Department of Health and Human Services, Injury Prevention Program, 301 Centennial Mall South, P.O. Box 95026, Lincoln, NE 68509 Telephone: 402/471-2379 FAX: 402/471-6446 Email: jason.kerkman@nebraska.gov www.safekidsnebraska.org	

**Traffic Safety / Program Coordination
Nebraska Office of Highway Safety**

402-13-23

Program Areas:	Identification & Surveillance
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 Fatal, A and B Injury Crashes, killing 181 people and injuring another 6,249 people.

After subtracting the "Alcohol" and "Speed" crash totals from the Fatal, A and B Injury Crash total, 4,014 crashes occurred in 2011 that were contributed to "all other factors." This is below the three-year average of 4,114 (Baseline 2009-2011).

In 2011, pedal cyclists were involved in 273 crashes, in which two people were killed and 187 incurred type A or B injuries. Pedestrians were involved in 369 crashes, in which 7 people were killed and 224 incurred type A or B injuries. 19 train/motor vehicle crashes occurred, in which two people were killed and 9 received type A or B injuries. Motorcyclists were involved in 574 crashes, in which 23 people were killed and 474 incurred type A or B injuries. Helmets were used in 483 (76%) of the 573 drivers and passengers involved in the 574 crashes.

The coordination and assistance provide an essential element in traffic safety programs. In order to impact attitudes regarding traffic safety among Nebraska's motoring public, technical support from NOHS office in this concentrated area is necessary.

Goal and Objective:

To decrease all other factors (minus alcohol and speed) in fatal, A and B injury crashes by 4% from the 2009-2011 calendar base year average of 4,114 to 3,878 in CY2013.

The objective of this project is to provide salary, benefits, travel, office expenses, etc. for NOHS staff to conduct the activities outlined in the *Nebraska's "Performance-Based" Strategic Traffic-Safety Plan*, October 1, 2013 through September 30, 2014.

Strategies and Activities:

- Provided coordination support and assistance to traffic safety (i.e., pedal cyclist, pedestrian, railroads, motorcycle, etc.) projects involving federal funds. Funding was provided for salaries/benefits, travel expenses and office supplies.
- Conducted desk monitoring and on-site monitoring visits for the following traffic safety-related projects: Planning and Administration, Auditing; Traffic Safety/Program Coordination; Traffic Safety/Public Information and Education; Traffic/Selective Overtime; Traffic Records; Computer System; 408 Traffic Records/System Support, and 2010 Motorcycle Safety Education projects.
 - Site visits were completed:
 - Traffic Law Enforcement, Law Enforcement Training Center on September 17, 2013;
 - E-Citation Automation, Nebraska Crime Commission on September 10, 2013;
 - Emergency Medical Services Data Quality Assessment, CODES, E-CODES, and Data Inventory project with the Department of Health and Human Services on September 4, 2013; and
 - Sarpy County Traffic Unit project with the Sarpy County Sheriff's Office on September 18, 2013.
- Assisted and provided technical traffic safety data, reports, and information to contractors, law enforcement agencies, and NOHS staff, the public, legislature, etc. as requested.
- Attended traffic safety highway safety seminars, conferences, workshops, meetings, trainings, etc. activities:

- National 2012 Traffic Records Forum – October 28 – November 7, 2012;
- GHSA – Program Management Course in Louisville, KY – May 13-16, 2013
- GHSA – Webinar on MAP-21. – February 13, 20, 22, 2013;
- NOHS Nebraska Advocates for Highway Safety Meetings – November 7, 2012, February 6, August 7, 2013;
- NOHS Nebraska CODES Advisory Committee Meeting – October 19, 2012; April 19, July 19, 2013;
- NOHS Weekly Staff Meetings, Monday mornings;
- NOHS Traffic Records System – Strategic Planning Session – November 20, 2012;
- NOHS Traffic Records Coordinating Committee Meetings – April 25, 2013, July 25, 2012;
- Nebraska Department of Roads (NDOR) Interagency Safety Committee Meeting – September 4, 2013;
- Nebraska Operation Lifesaver Board and Committee Meetings – November 8, 2012, January 10, March 14, July 25, September 12, and November 14, 2013;
- NHTSA Traffic Records Improvement Program Workshop, Kansas City – May 2, 2013
- NHTSA 7 Conference Calls; and
- NHTSA Region 7 – Drug Impaired Driving Partners Meeting, Overland Park, KS – June 6, 2013;
- DMV Press Conference –The Parent’s Supervised Driving Program – July 23, 2013
- Constructed tables, graphs, charts and other tabular and/or illustrative materials to present visual summary of analyzed specific data (i.e. pedal cyclists, pedestrians, railroads, large trucks, school buses, etc.).
 - Updated charts and graphs for website as requested. Updated 2012 fatality statistics and other specified crash data.
- Reviewed and kept updated of NHTSA Rules and Regulations regarding federal funds involving traffic safety as information was provided.
- Performed daily all routine NOHS activities and assignments in regards to traffic safety requests, surveys, reports, etc.
 - 408/405c/405f Application was completed and submitted to NHTSA on June 26, 2013.
 - Reviewed the FY2014 Grant Applications on April 23, 2013.
 - Completed the *Nebraska Highway Safety Annual Report 2012* on December 28, 2012.
 - Typed and emailed minutes and provided brochures for Nebraska Operation Lifesaver.
 - Updated audiovisual catalog, *Nebraska Highway Safety Annual Report, Policies, Procedures and Grant Contract Application* and *2014 Nebraska's "Performance-Based" Strategic Traffic-Safety Plan* submitted on June 26, 2013.
 - Completed physical inventory check of all NOHS purchases over \$5,000.00 on master inventory list.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$180,272.77
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

**Traffic Safety / Public Information and Education
Nebraska Office of Highway Safety**

402-13-24

Program Areas:	Identification & Surveillance
Project Characteristic:	Educational Effort
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 Fatal, A and B Injury Crashes, killing 181 people and injuring another 6,249 people.

After subtracting the "Alcohol" and "Speed" crash totals from the Fatal, A and B Injury Crash total, 4,014 crashes occurred in 2011 that were contributed to "all other factors." This is below the three-year average of 4,114 (Baseline 2009-2011).

In 2011, pedal cyclists were involved in 273 crashes, in which two people were killed and 187 incurred type A or B injuries. Pedestrians were involved in 369 crashes, in which 7 people were killed and 224 incurred type A or B injuries. 19 train/motor vehicle crashes occurred, in which two people were killed and 9 received type A or B injuries. Motorcyclists were involved in 574 crashes, in which 23 people were killed and 474 incurred type A or B injuries. Helmets were used in 483 (76%) of the 573 drivers and passengers involved in the 574 crashes.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address a variety of traffic safety issues. A good working relationship, including resources and support for local officials, businesses, and others in the community, by the NOHS staff, is essential for improved compliance of traffic laws.

Goal and Objective:

The overall goal is to reduce All Other Factors (minus Alcohol and Speed) in Fatal, A, and B Injury Crashes by 4% to 3,878 in 2013.

Strategies and Activities:

- Produced/purchased and distributed 8,224 traffic safety-related materials (brochures and other educational items). Approximately 62% (5,128) were distributed to organizations within the NOHS Target Counties. In addition:
 - Loaned 34 DVD/videos to schools, community groups, and other organizations, 15 (44%) were loaned to organizations within the Target Counties.
 - The NOHS website was maintained and updated throughout the period with current traffic safety-related facts, statistics, resources, and related links.
 - Purchased 1-year subscription to access the Associated Press Wire Service through the Internet. (\$750.00)
 - Utilized 4,931 newspaper clippings from Universal Information Service as references for media, fatality files, and project files. (\$3,678.60)
 - Provided copying, printing and postage for a variety of traffic safety-related materials. (\$450.00)
 - Acquired 5,000 "Move Over, It's the Law" brochures (\$2,981.47), 2 Motor Vehicle law books (\$85.99).
- Partnered with Nebraska Operation Lifesaver to influence driver behavior concerning railroad crossings by providing printing of the "Rail Safety Tips (1,400)", "Angler & Hunter Rail Safety Tips (1,400)", "Guard Crossing Safety (2,000)" and Railroad Quiz Cards (6,667). (\$1,921.34)
- NOHS manned a booth at the Nebraska Safety Council's Safety Health & Environmental Conference. Numerous traffic safety-related materials were distributed to attendees.

Result:

The fatal, A and B injury crash data for 2013 is unavailable from the Nebraska Department of Roads. In 2012, there were 3,972 fatal, A, and B injury crashes (all other factors), the 4% reduction goal was not achieved.

Funding:	Section 402:	\$9,867.40
Contact:	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

**Traffic Training
Nebraska Office of Highway Safety**

402-13-25

Program Areas:	Alcohol and Other Drugs / Police Traffic Services
Project Characteristics:	Training
Type of Jurisdiction:	23 Priority Counties
Jurisdiction Size:	1,488,808
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. Nebraska has 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 fatal, A, and B injury crashes, killing 181 people and injuring another 6,249 people.

Goal and Objective:

The overall goal is to decrease Fatal, A and B Injury Crashes by 4% to 4,851 in 2013.

The objective of this project is to provide funding assistance through the "Mini-Grant Contract Application and Award" process to agencies and/or organizations in the twenty-one priority counties to attend traffic safety related training. The Nebraska Office of Highway Safety will provide training opportunities within the State by bringing relevant programs to Nebraska's traffic safety professionals.

Strategies and Activities:

- Enter into mini-grant contracts with agencies and/or organizations to provide funding assistance for the cost of trainings. The following requirements will apply to the mini-grant contracts:
 - A description and the location of the training/conference must be submitted.
 - An itemized breakdown of expenses associated with the training/conference must be submitted.
 - A justification of why the training/conference is needed.
 - The names of the individuals attending the training must be provided.
 - After the training has been attended, an evaluation of the training must be submitted with the reimbursement request.
 - A copy of the agency/organization's safety belt and drug free workplace policy must be on file with NOHS.
- To explore the ability of the NOHS to bring pertinent training sessions to Nebraska rather than send individuals out-of-state.
- List of Agencies, Conferences/Trainings, Date, Place, Amount and Attendees are provided below:

Agency	Conference/Training	Dates	Place	Amount	Attendees
Omaha Police Department	IPTM Traffic Crash Reconstruction	October 15-26, 2012	Hammond, LA	\$2,827.12	Karl Koch
Nebraska Department of Roads	Traffic & Transportation Engineering Seminar	February 24-March 8, 2013	Evanston, IL	\$5,943.38	Tim Foss Adam Schlautman
Grand Island Police Department	Lifesavers Annual Conference	April 14-16, 2013	Denver, CO	\$2,260.40	Ellis Thompson Mark Stegman
Nebraska Department of Health & Human Services	Lifesavers Annual Conference	April 14-16, 2013	Denver, CO	\$980.34	Jeanne Bietz
Hall County Sheriff's Office	Lifesavers Annual Conference	April 14-16, 2013	Denver, CO	\$1,266.83	Donavan Fowler
Nebraska Safety Center	Lifesavers Annual Conference	April 14-16, 2013	Denver, CO	\$2,193.64	Marshall Barth Cindy Stone
Omaha Police Department	IPTM Traffic Crash Reconstruction	April 22-May 3, 2013	Jacksonville, FL	\$2,655.64	Alicia Julian
Washington County Sheriff's Office	Northwestern University Traffic Crash Reconstruction	May 6-13, 2013	Evanston, IL	\$1,903.25	Kraig Nelson
Nebraska Safety Center	American Driver & Traffic Safety Education Association Conference	July 14-17, 2013	Portland, ME	\$1,512.50	Brandon Bentz

Result:

The fatal, A and B injury crash data for 2013 is unavailable from the Nebraska Department of Roads. There were 4,915 fatal, A and B injury crashes in 2012; the 4% reduction goal was not met.

Funding:	Section 402:	\$21,543.10
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Contact: Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509
Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov

**Traffic Law Enforcement
Nebraska Law Enforcement Training Center**

402-13-26

Program Areas:	Police Traffic Services
Project Characteristics:	Training
Type of Jurisdiction:	23 Priority Counties
Jurisdiction Size:	1,488,808
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

Goal and Objective:

The goal is to decrease fatal, A and B injury crashes by 4% from the 2009 – 2011 calendar base year average of 5,137 to 4,851 in CY2013.

The objective of this project is to provide training to Nebraska’s law enforcement officers to increase effective enforcement of Nebraska’s traffic laws.

Strategies and Activities:

- To train a minimum of one hundred (100) law enforcement personnel in Standardized Field Sobriety Testing.
 - Three Standardized Field Sobriety Testing classes were conducted training 139 students.
- To conduct four (4) Standardized Field Sobriety Testing update classes.
 - No Standardized Field Sobriety Testing update classes were conducted.
- To train a minimum of one hundred (100) law enforcement personnel in Radar Certification.
 - Three Radar Certification courses were conducted training 129 students.
- To conduct three (3) Laser Certification courses and train 90 law enforcement personnel.
 - Three Laser Certification courses were conducted training 132 students.
- To train a minimum of one hundred (100) law enforcement personnel in In-Car Camera Operations.
 - Three In-Car Camera Operation courses were conducted training 124 students.
- To train a minimum of ten (10) law enforcement personnel in Intermediate Crash Investigation.
 - One Intermediate Crash Investigation course was conducted training 20 students.
- To train a minimum of ten (10) law enforcement personnel in Advanced Crash Investigation.
 - One Advanced Crash Investigation course was conducted training 15 students.
- To train a minimum of ten (10) law enforcement personnel in Technical Crash Investigation.
 - The Technical Crash Investigation course was not conducted.
- To conduct one (1) Level One Cad Zone class, training a maximum of twenty (20) law enforcement personnel.
 - One Level One Cad Zone class was conducted training 17 students.
- Conduct one (1) Traffic Crash Investigation Symposium.
 - The Traffic Crash Investigation Symposium was not held.
- To continue to distribute the radar recertification interactive computer based training program.
 - The radar recertification CDs were distributed as requested across the state.
- To conduct three (3) Advanced Roadside Impaired Driving Enforcement (ARIDE) classes, training thirty (30) law enforcement personnel.
 - One ARIDE class was conducted training 13 students.
- To provide training for preliminary and evidentiary breath testing instruments in accordance with Title 177.
 - Preliminary breath testing training was provided to 221 students; and, Evidentiary breath testing training was provided to 261 students.
- To conduct one DataMaster dmt Maintenance Supervisor Training to be conducted by National Patent Analytical Systems, Inc.

- One DataMaster dmt Maintenance Supervisor Training was conducted training 10 students.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$44,885.27
	State:	\$ 6,973.40
	Total Cost:	\$51,858.67

Contact: David E. Thome, Nebraska Law Enforcement Training Center,
3600 North Academy Road, Grand Island, NE 68801
Telephone: 308/385-6030 FAX: 308/385-6032

**Selective Overtime Enforcement – Traffic
Nebraska Office of Highway Safety**

402-13-27

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol
Type of Jurisdiction:	23 Priority Counties
Jurisdiction Size:	1,488,808
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

Goal and Objective:

The goal is to decrease fatal, A and B injury crashes by 4% from the 2009-2011 calendar year average of 5,137 to 4,851 in CY2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies in the twenty-three priority counties to conduct selective overtime traffic enforcement activities. Participating agencies will be provided funding assistance for the overtime salaries and mileage.

Strategies and Activities:

- To solicit participation from law enforcement agencies in the twenty-three priority counties to conduct selective traffic overtime enforcement.
 - Information regarding the availability of the “Mini-Grant Contracts” for selective traffic overtime enforcement was made available to law enforcement agencies in the twenty-three priority counties and the Nebraska State Patrol.
- To ensure that all applicants comply with the pre-and post- award requirements as outlined in the application.
 - The internal checklist was utilized to ensure that all applicants were in compliance with the project requirements.
- To award approximately 15 mini-grant contracts for selective traffic overtime enforcement activity in the twenty-three priority counties. The applicants will identify the dates, locations and times from their baseline data.
 - During the project period 4 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 2 contracts; and, Nebraska State Patrol – 2 contracts.

Contract Awards

Agency	Reimbursed
Omaha Police Department	\$24,657.07
Omaha Police Department	\$19,705.04
Nebraska State Patrol	\$4,161.14
Nebraska State Patrol	\$10,291.35
	\$58,814.60

These 4 mini-grant contracts resulted in a total of 999 hours of selective traffic overtime enforcement, 151 seat belt citations, 286 impaired driving arrests, 1,227 speeding citations, 4 Minor in Possession citations and 8 open container citations. The total number of citations issued – 1,827.

- To review the selective traffic overtime enforcement activity for each mini-grant and process the reimbursement request. Reimbursement requests were reviewed and processed for all 4 mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$58,814.60
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

Annual Report	Nebraska
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**Traffic Records
Nebraska Office of Highway Safety**

402-13-30

Program Area:	Traffic Record Support
Project Characteristic:	Traffic Record Decision Makers
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Statewide Traffic Records Custodians and Users

Problem Identification:

In order to meet the overall goal of the reduction in fatal and injury crashes in 2013, decision makers need ready access to accurate and factual traffic safety information. If state senators are to make changes to current traffic laws, current and accurate data is necessary. To improve the quality of future impact projects, Nebraska must link and automate all available traffic record information.

Goal and Objective:

The overall goal of this internal support-project is to improve the accuracy, accessibility, and simplicity of Nebraska's traffic data. It is to also provide a mechanism for linkage to other support data and for needed automation. This systems support grant will assist decision makers with better and more accurate traffic information in making a myriad of decisions involving fatal and injury motor vehicle crashes and will assist in collecting the most accurate data possible.

Strategies and Activities:

- To provide overall general support to improve traffic record information and to insure that a mechanism is available to provide information for special traffic record requests (both internal and external).
- To provide a conduit for linkage of support information to the traffic record information (i.e. - CODES).
- To provide relevant hardware/software for traffic records system support.
- To provide a mechanism for local entities to apply for mini-grants to upgrade and improve their traffic records capabilities and in the investigation of traffic crashes.

Results:

- NDOR employees Bob Grant, Sean Owings, and Bob Corner attended the 2012 Traffic Records Forum (TRF) in Biloxi, MS from October 28 – November 1, 2012 (registration expenses). A travel report for each was submitted and placed in the project grant file. (\$3,035.42)
- Two mini-grants were awarded to the Omaha Police Department to purchase:
 - Bosch Crash Data Recorder Required Software (subscription) and Hardware Updates for many makes and models of foreign vehicles. (\$3,309.00)
 - Visual Statement Vista FX3 Accident Reconstruction Diagramming Software Update equipment. (\$719.00)
 The purchase of the updates allows the Accident Investigation Squad to continue to be able to download critical information from a vehicle involved in a crash. The information is crucial for accident reconstruction because many times there are no witnesses and the involved driver is unable to recall events of the crash objectively.

Funding:	Section 402:	\$7,063.42
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Contact: Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509
Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov

Computer System
Nebraska Office of Highway Safety

402-13-31

Program Area:	Traffic Records
Project Characteristics:	Computer, Fax Hardware, Software and Accessories
Type of Jurisdiction:	Highway Safety Division
Jurisdiction Size:	Highway Safety Office
Target Population:	Office Personnel

Problem Identification:

The Nebraska Office of Highway Safety (NOHS) is dedicated to reducing fatalities and injuries resulting from motor vehicle crashes. Hardware and software for Personal Computer (PC) equipment and accessories are necessary for providing information on traffic safety. There is a need to increase statewide knowledge regarding traffic incident involvement to reduce motor vehicle fatality and injury crashes. Increasing emphasis on strategic/performance based outcome projects and activities have created further reliance on data capture and analysis. In order to satisfy this additional requirement, the NOHS staff will need adequate PC equipment, hardware, software and accessories.

Goal:

The goal is to provide funds for adequate PC equipment, hardware, software, and accessories for NOHS workstations.

Strategies and Activities:

- To equip NOHS staff with an integrated PC workstation capable of producing analysis of traffic and accounting data in an efficient and reliable manner.
 - Purchased 3 Monitors and Ricoh Printer.
- To generate charts and graphs of traffic data, presentation materials, and correspondence reports.
 - Provided the following computer/fax supplies:
 - Purchased toner cartridges for printer.

Funding:	Section 402:	\$5,309.99
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Contact: Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509
 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov

**Speed / Program Coordination
Nebraska Office of Highway Safety**

402-13-32

Program Area:	Speed Control
Project Characteristics:	Program Support and Coordination
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 Fatal, A and B Injury Crashes occurred, killing 181 people and injuring another 6,249 people.

During 2011, a total of 77,890 convictions for speed related offenses occurred in Nebraska. On average 79,924 convictions occur (Baseline 2009-2011).

Speed-related activities will be coordinated through the NOHS to insure continuity, uniformity, and comprehensiveness in this area. The coordination and assistance provide an essential element in speed-related programs. In order to impact attitudes regarding speed among Nebraska's motoring public, technical support from NOHS office in this concentrated area is necessary.

Goal and Objective:

To decrease speed-related fatal, A and B injury crashes by 11% from the 2009-2011 calendar base year average of 417 to 369 in 2013.

The objective of this project is to provide salary, benefits, travel, office expenses, etc. for NOHS staff to conduct the activities outlined in the *Nebraska's "Performance-Based" Strategic Traffic-Safety Plan*, October 1, 2012 through September 30, 2013.

Strategies and Activities:

- Provided coordination support and assistance to speed-related projects involving federal funding.
- Conducted desk monitoring for each speed-related project.
 - The following speed-related projects were targeted: Traffic Enforcement Training; Speed/Program Coordination; Speed/Selective Overtime; Speed Equipment; and Speed/Public Information and Education.
- Assisted and provided technical speed-related data, reports, and information to contractors, law enforcement agencies, and NOHS staff, the public, legislature, etc.
 - Provided assistance to law enforcement agencies and organizations with scheduling, maintenance, deliver and return the loaner Speed Monitoring Trailers. The trailers were scheduled, maintained and delivered to seventeen law enforcement agencies across the state.
- Attended highway safety seminars, conferences, workshops, meetings, trainings, etc. pertaining to speed-related projects.
 - No conferences, etc. were attended on the topic of speed.
- Constructed tables, graphs, charts and other tabular and/or illustrative materials to present visual summary of analyzed specific data (speed-related traffic statistics).
 - Revised and updated information on urban and rural interstate fatal and injury crashes, and other speed-related statistics as requested.
 - Reviewed and kept updated the NHTSA Rules and Regulations regarding federal funds involving speed. Ongoing as information is provided.
- Performed daily all routine NOHS activities and assignments in regards to speed-related requests, surveys, reports, and handled scheduling of the speed trailers, etc.

- Completed mini-grant contracts for selective overtime radar awards and speed monitoring trailers as requested by law enforcement agencies. Updated website with speed-related statistics and charts.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$4,369.43
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2515 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

**Selective Overtime Enforcement – Speed
Nebraska Office of Highway Safety**

402-13-33

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Speed Enforcement
Type of Jurisdiction:	23 Priority Counties
Jurisdiction Size:	1,488,808
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

In CY2011, “Speed Too Fast For Conditions” and “Exceeding Speed Limit” were determined to be the major contributing human factors in 15 (9 percent) of the 164 fatal crashes that occurred in Nebraska. Those two speed-related factors also accounted for 374 (7 percent) of the 4,998 fatal, A and B injury crashes.

Goal and Objective:

The goal is to decrease speed-related fatal, A and B injury crashes by 11% from the 2009-2011 calendar base year average of 417 to 369 in CY2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies in the twenty-three priority counties to conduct selective overtime speed enforcement activities. Participating agencies will be provided funding assistance for the overtime salaries and mileage.

Strategies and Activities:

- To solicit participation from law enforcement agencies in the twenty-three priority counties to conduct selective speed overtime enforcement.
 - Information regarding the “Mini-Grant Contracts” for selective speed overtime enforcement was made available to law enforcement agencies in the twenty-three priority counties and the Nebraska State Patrol.
- To insure compliance with the pre-and post- award requirements as outlined in the application.
 - The internal checklist was utilized to ensure the applications were in compliance with the project requirements.
- To award approximately 10 mini-grant contracts for selective speed overtime enforcement activity in the twenty-three priority counties. The applicants will identify the dates, locations and times from their baseline data.
 - During the project period 10 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Sheriff’s Offices – 2 contracts; Police Departments – 6 contracts; and, Nebraska State Patrol – 2 contracts.

Contract Awards

Agency	Reimbursed
Buffalo County Sheriff’s Office	\$1,763.82
Washington County Sheriff’s Office	\$900.75
Columbus Police Department	\$5,433.54
Gering Police Department	\$2,000.00
Gering Police Department	\$1,578.48
Lincoln Police Department	\$5,454.27

Papillion Police Department	\$6,269.14
Scottsbluff Police Department	\$2,545.41
Nebraska State Patrol	\$8,233.99
Nebraska State Patrol	\$11,019.32
Total	\$45,198.72

- These 10 mini grant contracts resulted in a total of 1,075 hours of selective speed overtime enforcement, 233 seat belt citations, 18 impaired driving citations, 682 speeding citations, 28 minor in possession citations and 11 open container citations. The total number of citations issued – 1,725.
- To review the selective speed overtime enforcement activity for each mini-grant and process the reimbursement request.
 - Reimbursement requests were reviewed and processed for all of the contracts.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$45,198.72
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

Speed Equipment
Nebraska Office of Highway Safety

402-13-34

Program Areas:	Police Traffic Services
Project Characteristics:	Speed Enforcement
Type of Jurisdiction:	23 Priority Counties
Jurisdiction Size:	1,488,808
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

In CY2011, “Speed Too Fast For Conditions” and “Exceeding Speed Limit” were determined to be the major contributing human factors in 15 (9 percent) of the 164 fatal crashes that occurred in Nebraska. Those two speed-related factors also accounted for 374 (7 percent) of the 4,998 fatal, A and B injury crashes.

Goal and Objective:

The goal is to decrease speed-related fatal, A and B injury crashes by 11% from the 2009-2011 calendar base year average of 417 to 369 in CY2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies in the twenty-three priority counties to purchase speed detection equipment. Participating agencies will be provided funding assistance for 75 percent of the cost of each unit up to a maximum of \$900.00 for no more than two units.

Strategies and Activities:

- To insure that all applicants comply with the pre-and post- award requirements as outlined in the application.
 - All mini-grant contract applications were reviewed to insure that the application requirements were met.
- To award approximately 30 mini-grant contracts for funding assistance to purchase speed detection equipment.
 - During the project period 37 mini-grant contracts were awarded providing 55 radar units as follows: Police Departments – 11 contracts; and Sheriff’s Offices – 26 contracts.

Contract Awards

Agency	# of Radars	Amount
Alliance Police Department	1	\$900.00
Bellevue Police Department	2	\$1,800.00
Blair Police Department	1	\$900.00
Columbus Police Department	2	\$1,800.00
Crete Police Department	2	\$975.00
Hastings Police Department	1	\$900.00
Lincoln Police Department	2	\$1,800.00
O’Neill Police Department	1	\$900.00
Papillion Police Department	2	\$1,800.00
South Sioux City Police Department	2	\$1,800.00
UNL Police Department	1	\$900.00
Buffalo County Sheriff’s Office	2	\$1,725.00
Cass County Sheriff’s Office	2	\$1,800.00
Custer County Sheriff’s Office	1	\$862.50
Custer County Sheriff’s Office	1	\$862.50

Dakota County Sheriff's Office	1	\$693.75
Dakota County Sheriff's Office	1	\$900.00
Dakota County Sheriff's Office	1	\$900.00
Dawson County Sheriff's Office	1	\$900.00
Dawson County Sheriff's Office	1	\$900.00
Dodge County Sheriff's Office	1	\$900.00
Gage County Sheriff's Office	2	\$1,800.00
Hall County Sheriff's Office	2	\$1,800.00
Hamilton County Sheriff's Office	2	\$1,800.00
Harlan County Sheriff's Office	2	\$1,237.50
Kearney County Sheriff's Office	1	\$862.50
Lancaster County Sheriff's Office	2	\$1,800.00
Lancaster County Sheriff's Office	2	\$1,800.00
Lincoln County Sheriff's Office	2	\$1,800.00
Merrick County Sheriff's Office	1	\$900.00
Merrick County Sheriff's Office	1	\$900.00
Morrill County Sheriff's Office	1	\$900.00
Platte County Sheriff's Office	1	\$900.00
Saline County Sheriff's Office	2	\$1,725.00
Saunders County Sheriff's Office	2	\$1,800.00
Seward County Sheriff's Office	2	\$1,800.00
Washington County Sheriff's Office	1	\$900.00
	55	\$47,643.75
Income from sale of surplus property	Speed Trailer	(\$415.77)
		\$47,227.98

- To review and process the invoices for the awarded speed detection equipment.
 - All invoices were reviewed and processed.
- FY13 Activity:
 - The 55 radar units that were awarded this fiscal year resulted in a total of 1,737 speeding citations and 4,364 speeding warnings.
 - The 76 radar units that were awarded in FY12 resulted in a total of 6,363 speeding citations and 14,905 speeding warnings being issued.
 - The 45 radars units that were awarded in FY11 resulted in a total of 4,293 speeding citations and 4,672 speeding warnings being issued.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$ 47,227.98
	Local:	\$ 55,083.25
	Total Cost:	\$102,311.23

Contact: Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509
Telephone: 402/471-3880 FAX: 402/471-3865 Email:becky.stinson@nebraska.gov

**Speed / Public Information and Education
Nebraska Office of Highway Safety**

402-13-35

Program Areas:	Speed Control, Speed Enforcement
Program Characteristic:	Educational Effort
Type of Jurisdiction:	23 Target Counties
Jurisdiction Size:	1,488,808
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 Fatal, A and B Injury Crashes occurred, killing 181 people and injuring another 6,249 people.

During 2011, a total of 77,890 convictions for speed related offenses occurred in Nebraska. On average 79,924 convictions occur (Baseline 2009-2011).

Speed-related activities will be coordinated through the NOHS to insure continuity, uniformity, and comprehensiveness in this area and will focus in the twenty-three counties which have been identified as “target” or “priority” counties. The coordination and assistance provide an essential element in speed-related programs. In order to impact attitudes regarding speed among Nebraska’s motoring public, it is necessary to provide technical support from NOHS office in this concentrated area.

Goal and Objective:

The overall goal is to decrease speed-related fatal, A and B injury crashes by 11% to 369 in 2013.

The objective is to increase knowledge of the general public regarding speeding by providing speed-related public information and education in each of the target counties.

Strategies and Activities:

- The NOHS website was maintained and updated throughout the period with current speed-related facts, statistics, resources, and related links.
- The NOHS speed trailers were provided to 13 agencies, 9 (69%) within the target counties, and 4 (31%) in non-target counties (see below). Routine maintenance and repairs were also provided (\$369.68).
 - Bennington, Douglas County Sheriff – Douglas County
 - Callaway Police Department – Custer County
 - Central City Police Department – Merrick County
 - Cortland Village, Gage County Sheriff – Gage County
 - Custer County Sheriff – Custer County
 - Dodge County Sheriff – Dodge County
 - Fremont Police Department – Dodge County
 - Garfield County Sheriff – Garfield County
 - Malcolm Village Office – Lancaster County
 - Roca Village, Lancaster County Sheriff – Lancaster County
 - Seward City Office – Seward County
 - Sherman County Sheriff – Sherman County
 - Sidney Police Department – Cheyenne County
- Two NOHS owned trailers that were permanently placed in prior years, one in Norfolk, and the other in Dixon County, became inoperable. These trailers were returned to NOHS and were sold via state surplus auction (\$415.77).
- No mini-grant contracts were awarded to acquire equipment.

Results:

The fatal, A and B injury crash data for 2013 is unavailable from the Nebraska Department of Roads. There were 385 speed-related fatal, A, and B injury crashes in 2012; the 11% reduction goal was not achieved.

Funding:	Section 402:	\$16,419.68
Contact:	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

**Click It Don't Risk It (CIDRI) Coalition
Nebraska Office of Highway Safety**

402-13-38

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 Fatal, A and B Injury Crashes occurred, killing 181 people and injuring another 6,249 people.

The Nebraska Office of Highway Safety (NOHS) uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2009-2011 was observed at 84.8%, 84.1% and 84.2%.

With the reintroduction of the state safety belt law, public information and education efforts combined with highway safety federal funds, it is necessary to have support programs to increase the safety belt usage rate.

Occupant protection activities will be coordinated through the NOHS to insure continuity, uniformity, and comprehensiveness in this area and will focus in the twenty-three counties which have been identified as "target" or "priority" counties. The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address the occupant protection use issue.

Goal and Objective:

The goal is to increase statewide seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2011 calendar base year average of 84.2% to 88.2% in CY2013.

The objective is to provide assistance to increase knowledge of the general public regarding the benefits of occupant restraints.

Strategies and Activities:

- To provide coordination support and assistance to occupant protection projects through 3 mini-grant contracts for occupant protection projects.
 - 2 Quarterly and one six-month mini-grant contracts were provided to National Safety Council, Nebraska to provide staff to support the goals of the "Click It – Don't Risk It" (CIDRI) public education campaign with the following strategies and outcomes.
 - The CIDRI coalition currently has 522 members.
 - Distributed Honor Roll Awards to the following:
 - Metropolitan Utilities District, Merck Animal Health Omaha, Merck Animal Health Elkhorn, Papillion Sanitation, Region 6 Behavioral Healthcare, National Safety Council, Nebraska, Physicians Mutual, 3M Valley and Great Plains Communications.
 - The website has transitioned the new Chronicle format using Constant Contact to improve communication and upgrade ability to use pictures. Produced 17 Belt On Phone Off Bulletin (newsletters). The Belt On Phone Off Bulletin has replaced the Click It Chronicle and is sent to over 800 recipients monthly.
 - Distributed 4,906 "Safety Belts required in this Vehicle" Air Refreshers.

- Distributed more than 224 “Pickup the Habit” posters.
- Promoted “Click It or Ticket” Mobilization campaigns through the chronicles and website.
- Provided over 50 parking lot signs to schools and organizations.
- Distributed 14 “Diana’s Last Message” videos.
- Educated parents at health fairs on the importance of safety belts.
- Distributed 5,341 coloring books, 11,652 children’s stickers, and 1,740 “Click It Club” membership cards to schools and organizations.
- Distributed Hispanic seat belt information entitled, ‘Por Amor Use El Cinturon” parking lot/yard signs (29) along with Hispanic educational brochures.
- Developed and distributed 87 prom posters; “PROMise to Cross Your Heart” to high schools across Nebraska.
- Distributed “You’re the Best Driver in the World” posters (346), brochures (700), and book covers (835).
- The Click-It Egg Crash display continues to be very effective in helping kids understand the necessity of safety belts and what they actually do in a crash to keep people safe. The Egg Crash Display is used to demonstrate the need for seatbelts at schools, state/county health fairs, presentations across Nebraska.
- Distributed 480 of the Street Smart “Guide to Teen Safe Driving” to coalition members.
- Distributed over 1,000 t-shirts with an applied Buckle Up decal at Ponca Tribe, Crete Farm Safety Day, Kroc Center, Werner Park, Omaha Play Streets, Loveland Products, BiNational Health Fair, and Omaha Police Dept. Safety Expo.
- Spoke at 32 Engagements/Special Meeting or Events: Proclamation Ceremonies, High School events, Health Fairs, Safety Days, County/State Fairs, Nebraska Advocate for Highway Safety and Health and Safety Summit. Approximately 3,916 people were reached at these events.
- The CIDRI Facebook cause currently has 258 members.
- Spray painted 4 stencils in 2 business locations.
- The “Click It” website has been updated to incorporate Facebook with news stories, more updated information, for Coalition members to use as a reference while educating the audience.
- The “Use Protection” campaign distributed over 18,000 coasters to 62 bars in western Nebraska.
- Mailed over 250 Best Driver in the World posters and brochures to high schools across the state to promote Teen Safe Driver Week and the Nebraska Safety Belt Honor Roll.

Results:

The goal to increase the occupant protection usage rate to 88.8% was not achieved. The observed safety belt usage rate was 84.1% in 2010, 84.2% in 2011, decreased to 78.6% in 2012, increased to 79.1% in 2013.

Funding:	Section 402:	\$52,530.36
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

**Attorney General's Prosecutorial Response to DUI Crimes
Nebraska Department of Justice**

402-13-39

Program Areas:	Alcohol
Project Characteristics:	Education Efforts
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. Nebraska has 1.39 million licensed drivers and 2.26 million registered vehicles.

In forty-six states, plus the District of Columbia and the Northern Marianna Islands, a statewide Traffic Safety Resource Prosecutor (TSRP) position has been established to aid local prosecution and law enforcement in improving their effectiveness and efficiency in the handling of traffic related offense cases.

The Nebraska Office of Highway Safety has identified alcohol as one of the emphasis areas in "Nebraska's Performance-Based Strategic Traffic Safety Plan."

There is insufficient prosecutorial service for the number of crimes involving driving under the influence (DUI), especially in the many rural areas of Nebraska. Additionally, there is a statewide need for training of local prosecutors and law enforcement officers in the area of impaired driving crimes. There is also a lack of prosecutorial resources for local prosecutors for other traffic-related offenses.

Goal:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% (43) from the 2009-2011 calendar base year average of 606 to 563 in CY2013.

Objectives:

- Provide training for Nebraska prosecutors and law enforcement personnel regarding impaired driving cases.
- Provide technical assistance and legal research for Nebraska prosecutors.
- Increase interactions and advisements for Nebraska law enforcement agencies regarding DUI/Drugged Driving prosecution and investigative issues and strategies.
- Increase the conviction rate for DWI arrests by 2% from 86.7% in 2011 to 88.7% in 2013.
- Create and maintain networking opportunities between law enforcement and prosecutors to strengthen information sharing and facilitate a uniform and effective response to driving under the influence crimes.

Strategies and Activities:

- Prosecution of Alcohol-Related Traffic Offenses:
 - Lead Prosecutor in ten (10) DUI cases;
 - Lead Prosecutor in six (6) DUI-motor vehicle homicide cases;
 - Prosecution Consultant in three (3) DUI cases involving suppression issues.
- Provided technical assistance and legal research to Prosecutors:
 - Advised County Attorneys on 16 occasions involving a variety of alcohol issues and which also included drafting briefs and conducting legal research.
- Training regarding trial practice, emerging DUI issues, and current developments in Nebraska and National DUI case law for prosecutors and law enforcement:
 - Updated and presented "Cops in Court" training at the Nebraska Law Enforcement Training Center (NLETC).
 - Presented to prosecutors and law enforcement at "Drug Recognition Expert (DRE)" training.
 - Updated and presented "Cops in Court", probable cause, and DUI training at the NLETC.

- Training and technical assistance in methods of evidence gathering and preservation in impaired driving cases for prosecutors and law enforcement:
 - Prepared and presented training for post-crash inspection, investigation and preparation for trial in motor vehicle homicide cases for the Nebraska State Patrol.
- Liaison between Governor's Highway Safety Office and County Attorneys:
 - Attended Nebraska Highway Safety Advocates meetings; and the Nebraska Underage Drinking Task Force meetings.
- Interactions with law enforcement agencies:
 - Advised the Nebraska State Patrol, County Sheriff's Offices, NLETC, and Police Departments regarding alcohol issues on 5 occasions.
- Interactions with the National Highway Traffic Safety Administration (NHTSA), National Association of Prosecutor Coordinators (NAPC), National Traffic Law Center (NTLC), and other TSRP:
 - Attended NHTSA conference in St. Louis.
 - Advised TSRPs & NAPCs from other states on 62 occasions on a variety of issues.
- Development of a pool of Nebraska Prosecutors for training seminars:
 - Utilized county attorneys to assist in training law enforcement in DUI enforcement;
 - Assisted Lancaster County Attorney with training at NLETC.
- Updating data for the "Nebraska Manual for Driving Under the Influence Prosecution":
 - Reviewed 2011 manual for revisions in future.
- Other relevant activities:
 - Presented on DUI and motor vehicle homicide cases at MADD National Training in Lincoln, also consulted with MADD regarding victim impact statements.
 - Advised with NDAA on 2 occasions on variety of topics.
 - Participated in DUI webinar regarding HIPPA regulations.
 - Attended Commercial Motor Vehicle conference in Washington D.C., and Motor Vehicle Homicide conference in Tennessee.

Results:

Throughout the grant period, the Nebraska Attorney General's Office Traffic Safety Resource Prosecutor (TSRP) was successful in prosecuting DUI and motor vehicle homicide cases. Further, the TSRP has provided much needed expert assistance and training throughout Nebraska. Assistance and training provided by the TSRP during FY2012-13 proved critical to prosecutors and members of city, county and state law enforcement. Overall, the number of DUI prosecutions has increased across the state while the DUI conviction rate continues to climb from a very successful 87.7% in 2012 to 89.8% in 2013.

In this grant period, the TSRP saw an increase (from previously reported period) in scope of service to and inquiry from Nebraska prosecutors and law enforcement. A large portion of the increased interaction occurred in predominantly rural counties. However, the TSRP also received larger numbers of inquiries from Nebraska's metropolitan area prosecutors and law enforcement agencies.

Significant Direct Action

The TSRP took a lead role in prosecuting several complex cases, including those involving DUI and motor vehicular homicide. In a noteworthy case, TSRP prosecuted a manslaughter case in Seward County involving two commercial motor vehicles. This case involved many new issues in prosecuting commercial motor vehicles including the admissibility of data from the truck's event data recorder as evidence, qualifications for commercial driver's licenses and crash reconstruction techniques. This case illustrated the critical role the TSRP plays in highway safety prosecutions. The defendant held a CDL from New York and those records were needed in this case. However, New York law requires a court order from a New York court. The court order was obtained in cooperation with a New York TSRP. Additionally, a search warrant was needed to obtain evidence located in Kansas. With the assistance of the Kansas TSRP, this process was easily completed. Also, the TSRP prosecuted and obtained a DUI conviction in a conflict of interest case in Johnson County involving a relative of a court official.

Significant Assistance

This year the United States Supreme Court decided a warrant is required to draw blood from a person to test for the presence of drugs or alcohol in Missouri v. McNeely. Several county attorneys have contacted this office for

assistance and guidance in responding to this issue. This Fourth Amendment case has created a nationwide flood of litigation, including cases in Nebraska. Defense attorneys in Nebraska have filed motions claiming Nebraska's Implied Consent Law is now unconstitutional. The Nebraska Attorney General's Office provided county-to-county motions and court decisions and explained how prosecutors have responded to these challenges nationwide.

Background of McNeely Decision: Missouri does not have an implied consent law. Prosecutors ordered a state trooper to draw the defendant's blood without a warrant based on the exigency of the body's natural processing of alcohol (following the California v. Schmerber decision). The U.S. Supreme Court reversed Schmerber stating the natural body processes are not an exigency.

Funding:	Section 402:	\$99,300.65
Contact:	Greg M. Ariza, Traffic Safety Resource Prosecutor, Assistant Attorney General Nebraska Department of Justice, Office of the Attorney General 2115 State Capitol Bldg., Lincoln, NE 68509 Telephone: 402/471-2682 Fax: 402/471-3591 Email: greg.ariza@nebraska.gov	

**Project Night Life Expansion
Omaha Police Department**

402-13-40

Program Areas:	Police Traffic Services, Young Driver Population
Project Characteristics:	High Visibility, Public Information, Innovative Approach
Type of Jurisdiction:	City of Omaha and surrounding area
Jurisdiction Size:	Approximately 500,000 Residents
Target Population:	Young Driver (15-19) Population

Problem Identification:

Younger drivers were targeted for new and special restrictions by the Unicameral for appropriate reasons. In 2011, there were 24,740 licensed drivers age 15-19 in the Douglas County area which represents 6.5% of the 379,730 total drivers. This age group has a dramatically disproportionate number of crashes for the size of their license population. Between the years of 2009-2011, Omaha teen drivers ages 15-19 were involved in 12.2% (12 of 98) of all fatal crashes. They are also involved in over 11.8% (705 of 5,951) of all A and B injury crashes. Since the enactment of Project Night Life (2005), drivers age 15–19 involved in fatal, A and B injury crashes have decreased by 54.4% from 434 to 198.

Fifteen to twenty-year old drivers are also the target of under-age drinking and driving. The zero tolerance law Section 60-6,211.01, which prohibits persons under twenty-one years of age to operate or be in actual physical control of any motor vehicle when such person has a concentration of two-hundredths of one gram or more by weight of alcohol per one hundred milliliters of his / her blood, but less than eight-hundredths, as described by 60-6,196, will be a focus of selective enforcement operations. Between the years of 2009-2011, Omaha drivers ages 15-19 were involved in 8.7% (37 of 423) of the alcohol-related fatal, A and B injury crashes. Since the enactment of Project Night Life in 2005, drivers age 15-19 in alcohol-related fatal, A and B injury crashes have decreased by 55.6% from 18 (2005) to 8 (2011). Cell phone distraction has become a major issue. In fact, 28% of all crashes involving this age group, cell phone were a factor.

Goal:

The goal is to reduce the number of youth-involved (drivers age 15 to 19) in fatal, A and B injury crashes by 8% from the 2009 – 2011 calendar base year average of 239 to 220 in 2013.

Objectives:

- Provide continued in-service training to a minimum of 500 officers, including recruit officers. Continue the expansion of training and awareness of law enforcement officers, including Omaha Police Recruits, and surrounding local law enforcement agencies.
- Increase knowledge of Provisional Operator’s Permit (POP) restrictions and recent legislation among parents and teenagers by a minimum of 5,000 students, parents, and citizens.
- Target high-crash locations to increase enforcement during high-risk drive time. Increase enforcement of traffic-related violations between 12:00 midnight and 6:00 a.m. as well as, 3:00 p.m. and 6:00 p.m. by a minimum of 150 hours.

Strategies and Activities:

- Schedule a minimum of ten (10) In-service training sessions for Omaha Police Officers, including new recruits, on the POP statute and restrictions.
 - Conducted 10 in-service training sessions for OPD officers, including new recruits. Also conducted a training session for the OPD School Resource officers.
- Schedule a minimum of four training sessions with outside law enforcement agencies on the POP statute and restrictions, and the efforts of the OPD to provide education and awareness to teens, parents, and citizens of the community.
 - Scheduled a Social Media training which involved four outside agencies; conducted a PNL presentation for the Douglas County Attorney; and held DRE training which involved four other outside agencies.

- Re-identify high-crash locations to target drivers under age 19 driving between 3:00 p.m. and 6:00 p.m. in areas other than schools.
 - Identified high crash locations, as well as hot spot locations for selective enforcement operations.
 - High crash locations were also targeted using information from the Nebraska Department of Roads and these locations, along with problem areas around local high schools, were used during the selective enforcements.
 - Officers who participated in selective enforcements were focused on the goals and objectives of this project.
- Continue to develop and expand Public Information and Education Campaign addressing “Project Night Life” to include surrounding local law enforcement agencies and supporting programs including Project Extra Mile (PEM).
 - Worked jointly with C.A.R. Alliance Foundation in an effort to provide the most accurate and up-to-date information to schools, parents, and teens.
 - Attended six monthly meetings with Project Extra Mile.
 - Continue to develop a Facebook page for Project Night Life.
 - Developed two Public Service Announcements with Clear Channel Radio.
 - Interviewed by a reporter with Omaha World Herald and KETV Channel 7 on distracted driving.
- Update educational materials targeting teens and parents of teen drivers, including the “Project Night Life” pamphlet. Continue to modify the Power Point Presentation that has been developed by adding videos, photos of crashes and current statistics on teen driving behaviors such as safety belt use, distracted driving and drinking while driving.
 - Worked closely with the C.A.R. Alliance to update educational material and new enacted laws.
- Distribute educational materials to teens and parents at a minimum of sixty (60) events, schools, movie theaters and other places where teens are likely to congregate.
 - Participated in numerous community safety expos, meetings and conferences, Safety Expo Days, National Safety Council’s Safety and Wellness Expo, Community Safety Expo (50 students), Nebraska Underage Drinking Task Force Advisory Meeting, MADD State Awards, Gretna High School Parents Night, Omaha Coalition of Colleges, and Omaha Public Schools Leadership Conference, (15 students).
 - Provided a PNL Presentation to the following high schools: Burke (540 students), Marion (360 students), Skutt (350 students), Ralston (375 students), LaVista Junior (150 students), Millard West (580 students), Millard South (570 students), Millard North (2,500 students), Millard Central Middle School (40 students), Plattsmouth (125 students), and Youth Community Education Program (30 students).
 - Participated and assisted in the training at a Wet Lab involving officers from Sarpy County Sheriff and Nebraska State Patrol.
 - Participated in Sarpy County/Papillion Police Mock Crash at Papillion High School.
 - Set up a safety display board at the Omaha Storm Chasers baseball game with the Papillion Police Department.
 - Gave thirteen presentations at the Cornhusker Driving School, (596 students).
 - Participated in the Annual C.A.R. Alliance Golf Scramble and C.A.R. Alliance Walk for Safer Teen Driver (300 students). Set up the PNL display board and distributed information.
 - Overall PNL unit gave presentations to over 7,061 students.
- Conduct seventy selective overtime enforcement and devise enforcement strategies that can be applied by the precincts on an ongoing basis. Selective enforcement efforts will continue monthly concentrating on high crash locations involving young drivers. These enforcements will also focus on distracted driving including texting.
 - PNL Officer Adam Turnbull worked 1,279 hours excluding leave. The OPD and NOHS each paid 50% of Officer Turnbull’s salary.
 - Also participated in regular enforcement operations during high profile teen driving situations such as Homecomings, Proms, College World Series and other athletic events.

Results:

Project Night Life Selective Enforcement Operations’ Citations:

- Logged 71 special PNL enforcement operations with 1,398 hours of selective enforcement and related activity.
- A total of 3,491 citations were issued, including 97 POP offenses, 160 Driving Under the Influence arrests, 168 minor in possession arrests/11 open container, totaling 635 arrests.

Total citations, including Project Night Life Crew and other Omaha Police Department Selective Enforcement Operations:

- A total of 3,830 citations issued, including 133 POP offenses, 236 Minor in Possession arrests, 330 Driving Under the Influence arrests, 66 - 2nd offenses, 28 felony offenses and 9 zero tolerance/POP offenses, 69 drug-related arrests totaling 1,015 arrests.
- Results for 2005 – 2012:

Omaha Fatal, A & B Injury Type Crashes						Omaha Alcohol-Related Fatal, A & B Injury Crashes					
Drivers Ages 15-19						Drivers Ages 15-19					
	Fatal Crashes	A & B Injury Crashes	Total	% of Change from Previous Year	% of Change from (2005 to 2012)		Fatal Crashes	A & B Injury Crashes	Total	% of Change from Previous Year	% of Change from (2005 to 2012)
2005	5	429	434			2005	1	17	18		
2006	7	409	416	-4.3%		2006	2	16	18	0.0%	
2007	5	368	373	-11.5%		2007	1	19	20	11.1%	
2008	3	289	292	-27.7%		2008	1	16	17	-15.0%	
2009	3	280	283	-3.2%		2009	0	13	13	-23.5%	
2010	8	228	236	-19.9%		2010	3	12	15	15.4%	
2011	1	197	198	-19.2%		2011	0	8	8	-46.7%	
2012	3	211	214	7.5%	-102.8%	2012	2	7	9	12.5%	-100.0%
2010-2012	3 year average		216			2010-2012	3 year average		11		

Funding:	Section 402:	\$113,467.18
Contact:	Sergeant Jason Menning, Omaha Police Department/Traffic Unit 505 South 15 th Street, Omaha, Nebraska 68102 Telephone: 402/444-5627 Fax: 408/444-5830 Email: jmenning@ci.omaha.ne.us	

**Judicial / Prosecution Training
Nebraska Office of Highway Safety**

402-13-41

Program Areas:	Alcohol and Other Drugs
Project Characteristics:	Training
Type of Jurisdiction:	23 Priority Counties
Jurisdiction Size:	1,488,808
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. Nebraska has 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 fatal, A and B injury crashes, killing 181 people and injuring another 6,249 people.

Goal and Objective:

The overall goal is to decrease fatal, A and B injury crashes by 4% to 4,851 in 2013.

The objective of this project is to provide funding assistance through the "Mini-Grant Contract Application and Award" process to the Nebraska's judicial branch for training opportunities for prosecutors and judges to attend traffic safety-related training.

Strategies and Activities:

- Enter into mini-grant contracts with the Nebraska Supreme Court, Office of Judicial Branch Education and/or other judicial entities to provide funding assistance for training for judges and/or prosecutors. The following requirements will apply to the mini-grant contracts.
 - A description and the location of the training/conference must be submitted.
 - An itemized breakdown of expenses associated with the training/conference must be submitted.
 - A justification of why the training/conference is needed.
 - The names of the individuals attending the training must be provided.
 - After the training has been attended, an evaluation of the training must be submitted with the reimbursement request.
 - A copy of the agency/organization's safety belt and drug free workplace policy must be on file with NOHS.
- There was one mini-grant awarded.
 - Nebraska Supreme Court, "Impaired Driving Case Essentials" Nebraska City, 39 attendees (\$13,205.45)

Result:

The fatal, A and B injury crash data for 2013 is unavailable from the Nebraska Department of Roads. There were 4,915 fatal, A and B injury crashes in 2012, the 5% reduction goal was not met.

Funding:	Section 402:	\$13,205.45
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Contact:	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov
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**Occupant Restraint Information Support
Nebraska Office of Highway Safety**

405-13-06

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulted in 4,998 Fatal, A and B Injury Crashes occurred, killing 181 people and injuring another 6,249 people.

The NOHS uses statewide observation surveys to determine both safety belt usages for drivers and front seat passengers and also child safety seat usage. Safety belt usage during the years 2009-2011 was observed at 84.8%, 84.1%, and 84.2%. Child restraint usage during the years 2009-2011 was observed at 95.1%, 91.5%, and 95.1%. This program is intended to reduce injuries and deaths by educating parents/caregivers about the importance of correctly installing and using child safety seats, booster seats, and safety belts. Nebraska currently has 23 inspection stations serving 54 of Nebraska's 93 counties and reaching 88% of Nebraska population. These inspection stations utilize trained CPS technicians, provide a minimum service once a month, and provides child passenger protection education. This project intends to assist those inspection stations in their operations.

The reduction of fatalities and injuries among children due to motor vehicle crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address child passenger safety issues. A good working relationship, including resources and support for local officials, businesses, and others in the community, by the NOHS staff, is essential for improved compliance of child passenger safety laws.

Goal and Objective:

The goal is to increase statewide seat belt use of front seat outboard occupants in passenger vehicles to 88.2% and the child restraint usage to 100% in 2013.

The objectives are to increase the availability of child passenger safety (CPS) resources for parents/caregivers statewide and to provide up-to-date information to certified CPS instructors and technicians that serve as resources for parents/caregivers. To increase the availability of child safety seats for rural, low-income, and minority communities where lack of child passenger protection is especially severe. To provide up-to-date information to inspection stations that serve as resources for parents/caregivers.

Strategies and Activities:

- Provided four NHTSA Certified Child Passenger Safety Technician Trainings. NOHS awarded four mini-grant contracts to Northeast Research and Extension Center to administer the following technician trainings:
 - April 24-27, 2013, Faith Regional Health Services, Norfolk, 9 technicians trained. (\$3,709.67)
 - June 18-21, 2013, Mary Lanning Healthcare, Hastings, 14 technicians trained. (\$3,252.70)
 - August 21-24, 2013, Children's Hospital, Omaha, 20 technicians trained. (\$3,550.50)
 - September 25-28, 2013, Bryan Medical Center, Lincoln, 17 technicians trained. (\$2,659.97)
- Provided a Technician Update March 19 & 20, 2013, in Kearney, NE. Approximately 200 technicians attended. Denise Donaldson, editor of Safe Ride News, was the keynote speaker. (\$17,232.61)
- Provide resources to instructors and technicians to enhance training and parent education (i.e., mailings, manuals, newsletter subscriptions).
 - Acquired 300 LATCH manuals for CPS Technician trainings. (\$8,700.00)
 - Provided printing and preparation for two mailings sent to approximately 400 CPS Technicians. (\$519.19)

- Acquired Sport shirts for all new CPS Technicians, and all instructors, with the NOHS and Nebraska Safe Kids logos. (\$1,703.80)
- Provided 1-year subscriptions to Safe Ride News newsletter to 355 CPS Technicians. (\$12,070.00)
- Provided funding assistance for CPS instructor, Scott Eveland (Safe Kids Sandhills) to attend the Lifesavers National Conference held in Denver Colorado on April, 14-16, 2013. (\$1,105.89)
- Provided funding assistance for 15 CPS instructors to attend the Midwest Regional CPS conference in Council Bluffs, Iowa on September 9-10, 2013. (\$4,820.88)
- A total of 745 child safety seats were purchased through nine mini-contracts.

Inspection Stations Awards	Location	Child Safety Seats Purchased	Amount Awarded
Lincoln-Lancaster Health Department	Lincoln	116	\$5,000.00
Three Rivers District Health Department	Fremont	90	\$5,000.00
Mary Lanning Memorial HealthCare	Hastings	85	\$5,000.00
National Safety Council, Nebraska	Omaha	122	\$5,000.00
Good Samaritan Hospital Foundation	Kearney	28	\$1,454.08
Four Corners Health Department	York	60	\$2,590.00
St. Elizabeth Foundation	Lincoln	106	\$4,994.56
Webster County Community Hospital	Red Cloud	17	\$651.40
Children's Hospital & Medical Center	Omaha	121	\$4,760.00
Total Child Safety Seats Purchased:		745	\$34,450.04

Results:

- The goal to increase the occupant protection usage rate to 88.2% was not achieved, as the 2013 observation survey usage was 79.1%. Child safety seat usage rate was the same as the 2012 observed rate of 95.9%, observed in 2013. The overall goal of 100% usage was not achieved.

Funding:	Section 405:	\$93,775.25
Contact:	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

Occupant Protection / Special Initiatives
Nebraska Office of Highway Safety

405-13-07

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 fatal, A, and B injury crashes, killing 181 people and injuring another 6,249 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2009-2011 was observed at 84.8%, 84.1%, and 84.2%. Child safety seat usage surveys conducted in 2009-2011 observed 95.1%, 91.5% and 95.1% usage. Although usage has steadied, child safety seat check-up events show the average misuse rate of child safety seats at 89%.

Violations for "No Occupant Protection" (no safety belt) resulted in 10,118, 9,869, and 9,813 convictions in 2009-2011. In addition, violations for "No Child Restraint" resulted in 1,628, 1,530, and 1,444 convictions in 2009-2011.

Occupant protection activities will be coordinated through the NOHS to insure continuity, uniformity, and comprehensiveness in this area. The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address the occupant protection use issue. A good working relationship including resources and support for local officials by the NOHS staff is essential for improved compliance of occupant protection laws.

Goal and Objectives:

The overall goal is to increase Statewide Observed Seat Belt Use of Front Seat Outboard Occupants in Passenger Vehicles to 88.2% in 2013.

The objectives of this project are to increase knowledge of the general public regarding occupant restraints, to educate and motivate law enforcement about the importance of strict enforcement of occupant restraint laws in an effort to increase statewide seat belt use of front seat outboard occupants in passenger vehicles by 4% from 84.2% in 2011 to 88.2% in 2013.

Strategies and Activities:

- Provide incentive awards to law enforcement agencies who participated in the previous years' mobilization/crackdowns.
 - No incentives were provided.
- Conduct a statewide observational safety belt survey along with the motorcycle helmet usage between June and July.
 - A mini-grant contract for the 2013 Nebraska Annual Safety Belt Survey Sample was provided to Health Education, Inc. Completion of the 2013 Nebraska Annual Safety Belt Survey in the following ten counties: Buffalo, Custer, Dodge, Douglas, Hamilton, Lancaster, Lincoln, Platte, Sarpy, and Washington. A copy of the "Nebraska Safety Belt Use 2013 Report Survey" was submitted to NOHS on September 6, 2013. NOHS submitted the report to NHTSA with the new Uniform Criteria Observational Surveys of Safety Belt Use. A copy of the survey, along with the certification statement, was sent to the NHTSA Regional Office on October 10, 2013. The Safety Belt Usage rate for 2013 was 79.1%, a .5% increase from the previous year. Motorcycle helmet usage was 86.2% legal, 10.8% deemed illegal, and 3% not wearing helmets. (\$15,947.00)
- Conduct Child Safety Seat Survey in August and September.

- A mini-grant contract for the 2013 Nebraska Child Safety Seat Survey Sample was provided to Health Education, Inc. The 2013 Child Restraint Survey Report included the following counties: Adams, Douglas, Gage, Jefferson, Lancaster, Phelps, and Sarpy. A copy of “The Use of Child Safety Seats in Nebraska” was submitted to NOHS on October 25, 2013. The Child Restraint Usage rate was 95.9% in 2013. (\$6,195.00)
- Provide funding for mini-grant contracts specific to occupant restraint-related problems as need is demonstrated.
 - A mini-grant contract was provided to the Nebraska State Patrol, Troop A – Public Safety Education, for overtime hours during October 1 to November 10, 2012. Six Troopers worked 44.50 overtime hours for activity at Norfolk Memorial Field, Oakland High School, and Archbishop Bergan High School. The T-shirt shooter was used at each event shooting t-shirts with the safety message, “Belt Up or Suffer the Pain” and “Are you putting me on?.” “Don’t text & Drive Wrist bands and Music Download cards were also provided. (\$2,181.88)
 - A mini-contract was provided to the Cornhusker Motor Club Foundation, AAA, to provide 800 T-shirts for an education and awareness campaign with the Nebraska State Patrol. The campaign will be conducted primarily in Douglas, Washington and Lancaster counties during high school football games. The Cornhusker Motor Club Foundation supported this effort by purchasing a T-shirt launcher (\$800.00) for the Nebraska State Patrol and R U Putting Me On? wrist bands (\$2,000.00) in school colors. They launched 25-40 T-shirts at each game. (\$3,000.00)
- Produce/provide public service announcements/ads featuring occupant restraint mobilizations and occupant restraint through numerous media outlets.
 - A mini-grant contract was to the Nebraska Safety Council for 30 thirty second PSA’s for the November CIOT 2012 paid media campaign. The PSA’s were tagged with the NOHS logo, 22 ads were run and 1 digital internet link (150,000 Impressions through 1011now.com, 10/11 Mobi, and 10/11 Apps). (\$10,000.00)
 - NOHS entered into a “My TV One Day Sale” with KOLN 10/. The household reach is over 556,000. A total of 130 ad spots ran during May 27 – July 28, 2013. (\$990.00)
 - NOHS entered into a Sponsorship with KNTK – The Ticket 93.7 FM Radio to promote the July: Click It or Ticket Text Line. This sponsorship included a minimum of 12 mentions of a traffic safety message and (25):30 commercial announcements during the month. (\$500.00)
- Provide occupant restraint incentive items to motivate and educate the public.
 - Printed 262 copies of the May/June CIOT Mobilization packets for law enforcement. (\$370.44).
 - NOHS enter into a Huddle Ticket Program Agreement to place the message “It Takes Only 2 seconds to: Save a life...Prevent Injury...Avoid , on school tickets during the April 11, 2013 for 2013-2014 school years. The designated schools to receive the program tickets are Lincoln High School, Lincoln Northeast High School, Omaha South High School, Columbus High School, Millard North High School, North Platte High School and Gretna High School. (\$6,000.00)

Results:

The goal to increase the occupant protection usage rate to 88.2% was not achieved, as the 2013 observation survey usage was 79.1%. Child safety seat usage rate was the same as the 2012 observed rate of 95.9%, observed in 2013. The overall goal of 100% usage was not achieved.

Funding:	Section 405:	\$45,184.32
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 Fax: 402/471-3865 Email: linda.kearns@nebraska.gov	

**Occupant Protection / Selective Overtime Enforcement
Nebraska Office of Highway Safety**

405-13-08

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated law enforcement agencies willing to address a variety of traffic safety issues.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage for 2009-2011 was observed at 84.8%, 84.1% and 84.2% respectively.

Goal:

The goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2011 calendar year usage rate of 84.2% to 88.2% in CY 2013.

Objective:

The objective of this project is to provide funding assistance through the "Mini-Grant Contract Application and Award" process to law enforcement agencies statewide to conduct occupant restraint selective overtime enforcement activities. Participating agencies will be provided funding assistance for the overtime salaries and mileage.

Strategies and Activities:

- To solicit participation from all law enforcement agencies to conduct selective seat belt overtime enforcement.
 - Information regarding the availability of the funding assistance for selective seat belt overtime enforcement was made available to all Nebraska law enforcement agencies.
- To insure that all applicants comply with the contract award requirements as outlined in the application.
 - All mini-grant contract applications were reviewed to insure that all application requirements were met.
- To award approximately 25 mini-grant contracts for selective seat belt overtime enforcement activity.
 - During the project period 12 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 6 contracts; Sheriff's Offices – 2 contracts; and, Nebraska State Patrol – 4 contracts.

Contract Awards

Agency	Reimbursed
Columbus Police Department	\$7,466.26
Franklin Police Department	\$291.25
Kimball Police Department	\$1,126.87
Lincoln Police Department	\$6,994.55
Lincoln Police Department	\$1,781.32
Sidney Police Department	\$2,222.27
Dakota County Sheriff's Office	\$5,371.60
Saunders County Sheriff's Office	\$332.62

Nebraska State Patrol	\$23,365.84
Nebraska State Patrol	\$6,642.86
Nebraska State Patrol	\$5,315.43
Nebraska State Patrol	\$7,397.06
	\$68,307.93

- These 12 mini-grant contracts resulted in a total of 1,485 hours of selective seat belt overtime enforcement, 411 seat belt citations, 45 impaired driving arrests, 2,138 speeding citations and 4,187 total citations.
- To review the selective seat belt overtime enforcement activity for each mini-grant and process the reimbursement request. Reimbursement requests were reviewed and processed for all 12 mini-grant contracts.

Result:

The goal to increase the occupant protection usage rate to 88.2% was not achieved. However, the observed safety belt usage rate remained steady at 79.1% an increase from the observed safety belt usage rate in 2012 of 78.6%.

Funding:	Section 405:	\$68,307.93
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

Electronic Citation Automation
Nebraska Commission on Law Enforcement and Criminal Justice

408-13-01

Program Area:	Traffic Records Support
Project Characteristic:	Electronic Traffic Citation, Software Distribution and Training
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Nebraska Law Enforcement Agencies

Problem Identification:

The goal is to improve the collection and sharing of traffic related data throughout the criminal justice system. This grant proposes addressing a number of aspects of traffic records and, by coordinating them, allowing for a coherent ongoing improvement throughout the system. This should affect enforcement and follow-up on crashes as well as motorist activity.

Goal and Objectives:

The goal is to improve the collection, access and integrate data, i.e. citations, Administrative License Revocation (ALR) forms, crash report data, traffic records data electronically throughout the criminal justice system to law enforcement agencies, other users and consumers who use the data.

The objectives of this project are to provide:

- Implement Expanded Data Collection in TraCS and Sleuth
- Offer training to improve collection and use of traffic records
- Modify NCJIS to improve use and availability of traffic

Strategies and Activities:

- Enhanced Data Collection in TraCS and Sleuth
 - Implement Incident Form Collection in TraCS - PLANNED
 - This component was largely dependent upon an identified need of NSP. However, NSP had ongoing issues with their records management system (RMS) during this grant period, elected to solicit bids for a new records system. Therefore, this form was not pursued.
 - It should be pointed out that the new RMS has a requirement for an interface with TraCS to input citation data.
 - Implement ALR Form Collection in TraCS and Sleuth
 - This has discussed with DMV but was not able to be implemented.
 - Discussed staffing with Affinity and included funds in the latest 408 grant to implement this in TraCS and Sleuth.
 - Implement the DMV Reexamination Report in TraCS and Sleuth
 - Discussed with DMV but was not able to be implemented.
 - Discussed staffing with Affinity and included funds in the latest 408 grant to implement this in TraCS and Sleuth.
 - NOTE: Staffing and available local resources have delayed aspects of this plan. Enhanced data collection through contracted resources will continue to be pursued.
 - Adding additional citation images (specifically adding the Prosecutor Copy of the citation) to the extract from agencies as well as the processing by NCJIS was completed.
 - Additions allow for better data (complete with officer comments) in the County Attorney's office for the handling of citations.
 - Travel was done in conjunction with TraCS Steering Committee meetings. As TraCS evolves there are a number of questions regarding ongoing funding and state commitments of funds. Therefore not only technical staff (for training and familiarity) but also management were sent to be sure NCC will have input on the direction of TraCS.
 - TraCS licensing agreement was renewed to allow ongoing use by NSP and the availability to local agencies.

- TraCS version 10 has been fully deployed to NSP. This allowed us to look at deployment to local agencies. As NCC began testing a number of things were identified that worked for NSP but would not work for local agencies. This took coding changes as well as establishing different workflows and a different method to transfer the data to NCJIS. NCC used Affinity for much of this work. NCC subsequently began deployment to Kearney and Grand Island but also had to work to issues in the local agencies. NCC anticipates local use in 2014.
 - Have had interest in TraCS demonstrations from Lancaster County as well as other agencies that do not have an RMS. The priority is to deploy it to agencies that received the earlier version but NCC will certainly welcome interested agencies.
 - The Omaha Police Department reports movement on their effort to deploy eCitations. They have stated they will follow the standard approach and include submission of data to NCJIS.
- NCC had developed and deployed Sleuth MFR (mobile field reporting) which included citation writing but had not yet been able to move the data to NCJIS and then the courts and prosecutors. NCC began testing the process established for TraCS with two local agencies and is close to final testing. NCC will make it available to more Sleuth agencies in 2014.
- Training – Hosted training for application users to assist in traffic record collection. This included user meetings of Sleuth and CMS (the prosecution management system).
- NCJIS Modifications – Analysts International was awarded the contract for NCJIS maintenance and programming, to update aspects of NCJIS needed due to changes by the Department of Roads on crash reports and for citation processing.
 - Worked with the State Court Administrator to pursue the incorporation of eFiling of tickets and criminal cases from users of CMS. This will be funded by the court but should greatly enhance the operation and processing of filing. The AOC is pursuing a contract for this.
 - Looking to future at modifying NCJIS to handle eFiling of tickets for County Attorneys that are not automated.
- EasyStreet Draw Maintenance – The 2013 licensing renewal provided Nebraska agencies continued use of the tool for accident diagramming. Additionally, the license has allowed the Department of Roads to incorporate EasyStreet Draw into its online accident reporting tool.

Results:

Implementing expanded data collection in TraCS and Sleuth has been underway throughout the year and the number of law enforcement agencies now electronically submitting citations is 32 and that includes the Nebraska State Patrol. The Nebraska State Patrol and the South Sioux City PD are using TraCS and another six agencies are in progress of installation. Progress has been made regarding the Omaha Police Department and electronic submission possibilities for FY2014.

Funding:	Section 408:	\$182,984.38
Contact:	Michael Overton, Nebraska Commission on Law Enforcement and Criminal Justice P.O. Box 94946, Lincoln, NE 68509 Telephone: 402/471-3992 FAX: 402/471-2837 Email: michael.overton@ncc.ne.gov	

**Nebraska Emergency Medical Services Data Quality Assessment
Nebraska Department Health and Human Services**

408-13-11

Program Area:	Traffic Records Support
Project Characteristics:	Injury Surveillance System/Emergency Medical Services
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	State Government

Problem Identification:

Emergency Medical Service (EMS) data documents patient injury status and the type of treatment provided. CODES links the Crash records with EMS and Hospital Discharge files to create a comprehensive database that has been used to study the causes and consequences of motor vehicle crashes. As a dataset that the Center of Disease Control recommends for state injury surveillance, EMS data is one of the major information sources that public health uses to study injuries. Combined efforts at federal, state and local levels have been dedicated to improving the quality of EMS data. DHHS has been working on developing a statewide uniform EMS information system.

Since Nebraska EMS providers use various information systems, the data DHHS receives varies by provider in terms of formatting and the coding system. The data quality, availability and utilization have all been a great concern. The Nebraska statewide EMS data has not been compiled since 2002 due to an inconsistent data reporting format and content submitted by the EMS service providers across the state. This year DHHS staff compiled a state wide EMS working file that contained frequently used data elements for 2011 and 2012 data.

Goal and Objectives:

The goal is to assess the quality of EMS data sets and provide feedback to data providers to improve data quality.

DHHS CODES program coordinates this project with the assistance of the DHHS Office of Health Statistics and the EMS program. This project will complete the following objectives:

- Access the 2011 and 2012 EMS data sets submitted by various EMS providers, Omaha Fire and Rescue Department, Lincoln Fire and Rescue Department, eNARSIS, and paper forms that were manually entered into eNARSIS.
- Examine each of the 2011 and 2012 EMS data sets individually.
- Analyze each of the 2011 and 2012 EMS data sets for missing, valid or invalid values.
- Prepare a summary report that documents the purpose, method, results, and recommendations to equalize the 2011 and 2012 EMS data being submitted.
- Meet with EMS data providers and discuss the problems and strategies for improvements.

Strategies and Activities:

- Access the 2010 and 2011 EMS data sets submitted by the following EMS providers: Omaha Fire and Rescue Department, Lincoln Fire and Rescue Department and eNarsis.

	2012		2013	
	Last updated data period	No. of records	Last updated data period	No. of records
eNARSISs	1/1/2012 - 12/31/2012	104,137	1/1/2013 - 5/16/2013	36,557
Omaha	1/1/2012 - 12/31/2012	30,714	1/1/2013 - 6/30/2013	14,823
Lincoln	1/1/2012 - 12/31/2012	38,354	1/1/2013 - 3/31/2013	7,196

- Examine each of the 2010 and 2011 EMS data sets individually.
 - As of the end of this fiscal year, all 2010 and 2011 EMS data has been received.
 - The EMS data analyst analyzed 2007-2011 data to respond to data requests from a variety of agencies in a timely manner.

- Critical data elements from 2011 eNARSIS, Lincoln Fire and Rescue Department and Omaha Fire and Rescue Department are selected and combined into an integrated system for statewide data analysis and data linkage program with Crash Data, Hospital Discharge Data and Death Data.
- Analyze each of the 2010 and 2011 EMS data sets to determine missing, valid or invalid values. Descriptive analysis will produce a frequency table and will show the trend for each individual data set.
 - The EMS data analyst conducted element checks on the Omaha data sets and found the part of patient, incident and diagnosis information was missing. This has been corrected.
 - The EMS data analyst conducted element checks on the electronic Nebraska Ambulance and Rescue Service Information Systems (eNARSIS) form and found that part of patient, incident and diagnosis information were missing. The data sets have been corrected to access all the missing information.
- Prepare a summary report that documents the purpose, method, results, and recommendations to equalize the 2010 EMS data being submitted.
 - The EMS data analyst has completed seven regional level and the top 50 reporting service level annual EMS summary reports.
- Met with EMS data providers and discuss the problems and strategies for improvements to equalize the data submitted.
 - Several meetings and conference calls were held with EMS staff and ImageTrend to discuss problems found during the data quality assessment and analysis.
 - The CODES staff and the EMS data analyst met regularly with the State Trauma Registrar, Office of Health Statistics and EMS staff. Issues discussed at these meetings included definitions of certain terms, methods of analysis, and clarification of questions being asked in data requests.
 - The progress of EMS data quality assessment was presented at the quarterly CODES advisory committee meetings.
 - The EMS data analyst maintained bi-weekly meetings with other EMS staff to discuss data requests and questions which emerged from the quality assessment.

Results:

- Quality Control Measurements for eNARSIS Data by month:

Incident Month	% EMS reports sent to governing agency within 10 days of incident	% EMS reports sent to governing agency within 30 days of incident	Mean # days from incident to data availability on statewide system	% EMS run locations that match statewide location coding	# of EMS agencies contributing to the statewide database
October 2012	78.00	89.29	12	99.67	297
November 2012	76.71	85.55	17	99.50	293
December 2012	77.74	85.55	14	99.55	294
January 2013	84.14	88.05	9	99.37	307
February 2013	83.08	92.61	7	99.32	289
March 2013	81.95	92.33	7	99.54	279
April 2013	83.45	97.60	5	99.49	280
May 2013	98.80	100.00	2	99.47	190

Note: The data from eNARSIS and Lincoln Fire and Rescue were NEMSIS compliant. Lincoln Fire Rescue and Omaha Fire Rescue submitted their data to us in a quarterly manner. There were 432 active EMS services in Nebraska for the current fiscal year.

Funding:	Section 408:	\$28,090.89
Contact:	Ashley Newmyer, Nebraska Department of Health and Human Services 301 Centennial Mall South, Lincoln, NE 68509 Telephone: 402/471-4377 FAX: 402/471-1371 Email: ying.zhang@nebraska.gov	

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**Nebraska Crash Outcome Data Evaluation System (CODES)
Nebraska Department of Health and Human Services**

408-13-14

Program Area:	Traffic Records Support
Project Characteristics:	Injury Surveillance System
Type of Jurisdiction:	State Government
Jurisdiction Size:	1,830,141
Target Population	General Population

Problem Identification:

Motor vehicle crashes continue to be a leading public health concern in the United States and in Nebraska. Overall, motor vehicle crashes are the leading cause of injury death. According to Traffic Crash Facts (Nebraska Department of Roads, 2013), in 2012 30,443 crashes occurred in Nebraska resulting in 212 deaths, 15,872 injured persons and an economic loss over 2 billion dollars. This figure includes wage and productivity losses, medical expenses, administrative expenses, motor vehicle damage, and employer costs.

To more effectively prevent or reduce injuries their causes and consequences must be fully understood. Linking crash data to medical information allows us to create a better picture of Nebraska’s motor vehicle crash outcomes. By relating medical costs and outcomes to crashes, the extent of the problem can be better quantified, leading to proper emphasis on reducing the problem through increased funding of countermeasures.

Goal and Objective:

The goal is to create a CODES database linking crash, Emergency Medical System (EMS), Hospital Discharge and death certificate data. This data is utilized to evaluate Nebraska’s fatal and serious injury motor vehicle injury crashes and implement Nebraska’s Performance-Based Strategic Traffic Safety Plan.

The objectives are to:

- Link the 2011 data from the four separate databases: Crash, EMS, Hospital Discharge Data (HDD) and Death Certificate.
- Develop the 2011 CODES Management Report and one state specific traffic safety application.
- Respond to CODES data requests from NHTSA, Nebraska Office of Highway Safety (NOHS), State legislators, injury prevention programs, local health department and other researchers.
- Develop and implement the NISS.

Strategies and Activities:

- Coordinate the CODES program, with the assistance of the CODES Advisory Committee.
 - The CODES Advisory Committee members meet quarterly. Presentations were given on CODES work progress, state application studies, and relevant injury surveillance and prevention projects. Completion Dates: October 19, 2012, January 18, 2013, April 19, 2013, and July 19, 2013.
 - The Traffic Records Coordinating Committee meetings attended (quarterly), NHTSA CODES grand rounds webinars (ended in March 2013), Nebraska Highway Safety Advocates meetings, International Traffic Records and Highway Safety Forum meeting and the Council of State and Territorial Epidemiologists Annual Meeting.
- Conduct data linkage for 2011 crash, EMS, hospital discharge and death certificate data.
 - A meeting with Nebraska Hospital Association (NHA) on October 24, 2012. As a result of this meeting, the CODES data analyst will go to NHA facility to re-link crash and E-code data with patients’ names. If there is significant improvement in the linkage rate, a long-term contract may be established with NHA to conduct linkage in their facility annually.
 - In November of 2012, a test was made linking crash and hospital discharge data with patients’ names at NHA facility. The first trial did not show significant improvement in the linkage rate. However, adding

names as linkage variables can significantly raise the matching probability when two records are linked together.

- Linkage between 2011 crash, hospital discharge, and death certificate data was completed in January 2013. After some modifications of the linkage specifications, the linkage rate between 2011 crash and hospital discharge data was about 81%.
- Develop CODES management report and at least one state-specific highway traffic safety application.
 - The 2011 data tables for CODES Management Report were completed in May 2013.
 - In October of 2012, a study was continued on KABCO and MAIS comparison, mainly working on generating imputed data sets with IVEWARE. In November of 2012, IVEWARE was tested on our computers and ready to be used in conjunction with SAS.
 - The article titled “Disparity Surveillance of Nonfatal Motor Vehicle Crash Injuries” was accepted in December, 2012 by the Traffic Injury Prevention Journal. In March of 2013, another paper using MAIS to look at crash injury disparities was submitted to the Accident Analysis and Prevention Journal.
 - In July 2013, Ashley and Guangming submitted two project abstracts to the International Traffic Records Forum 2013 meeting. The two project submitted were “Nebraska Teen Drivers: How are we doing?” and “Seatbelt use to Save Face”. In August of 2013, the abstracts were accepted by the committee of the International Traffic Records Forum 2013 meeting.
 - In August of 2013, Ashley worked with Guangming on a project examining motor vehicle crashes in school crossing zones. “School’s open - Drivers, parents and students work together to avoid crash injuries in school zones” fact sheet was posted on the Nebraska CODES website.
- Prepare and provide data analysis and technical support to NHTSA, traffic safety and injury prevention programs, and other researchers as requested. Technical support was provided to the highway safety and injury prevention programs in terms of data analysis.
 - Data requests from NHTSA, National Transportation Safety Board (NTSB), Nebraska injury prevention program, Safe Kids Nebraska, Nebraska Safety Council, and the University of Nebraska-Lincoln were fulfilled.
- Continue to develop and implement the Nebraska Injury Surveillance System (NISS).
 - DHHS worked closely with Nebraska state epidemiologist, the Injury Community Planning Group, and Drive Smart Nebraska, in the efforts to raise seat belt use rate and reduce motor vehicle crash injuries and deaths. A series of fact sheets have been produced focusing on different aspects of the issue (injury severity, costs, high risk population, etc.).

Results:

CODES provided data in support of highway safety efforts by using information generated from the linked statewide crash and medical records: monitors the scope of highway safety problems, targets countermeasures, recommends prevention strategies, evaluates the cost effectiveness of these strategies and supports effective approaches to highway safety and injury control.

Funding:	Section 408:	\$111,039.69
Contact:	Ashley Newmyer, Nebraska Department of Health and Human Services 301 Centennial Mall South, Lincoln, NE 68509 Telephone: 402/471-4377 Fax: 402/471-1371 Email: ashley.newmyer@nebraska.gov	

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Nebraska Hospital Discharge Injury Data (E-CODE)
Nebraska Department of Health and Human Services

408-13-15

Program Area:	Traffic Records Support
Project Characteristics:	Injury Surveillance System/Hospital Injury Data
Type of Jurisdiction:	State Government
Jurisdiction Size:	1,830,141
Target Population	General Population

Problem Identification:

As one of two minimum data sets that the Centers for Disease Control and Prevention recommends for injury surveillance, E-Code data is the major information source that public health uses to study injuries. It is mandatory for Nebraska hospitals to submit all injury records (E-code law) to DHHS. The Nebraska Hospital Association receives hospital discharge records submitted by Nebraska hospitals and furnishes it to DHHS. E-code compliance has been declining since 2004; this created a great concern due to incomplete data submission. Assessing injury status when the data is incomplete or inconsistent data is very challenging, therefore an E-code data quality assessment was needed to address this issue.

The quality of E-code data is important because it has a huge influence on injury prevention in Nebraska. DHHS works closely with the Nebraska Hospital Association (NHA) to assess data quality and the level of hospital compliance with the Nebraska E-code law. For improvement in data quality DHHS provides feedback and recommendations to reporting hospitals.

Goal:

The goal of this project is to assess the data quality of the 2011 E-code data and provide data quality improvement feedback.

Objectives:

This project will complete the following objectives:

- Access 2011 E-CODE data submitted by the Nebraska Hospital Association.
- Prepare the 2011 E-CODE data for analysis.
- Analyze the 2011 E-CODE data for missing, valid or invalid values.
- Prepare a report card of 2011 E-CODE data for each reporting hospital.
- Develop a summary report of the E-CODE data quality and make recommendations.

Strategies and Activities:

- Access 2011 E-CODE data submitted by the Nebraska Hospital Association.
 - The 2011 E-CODE data was received in September 2012 through the Office of Health Statistics.
- Prepare the 2011 E-CODE data for routine procedures before analysis.
 - New data-set was developed by removing duplicated data from the raw hospital discharge data. The routine procedures for data cleaning and standardization are done in February 2013.
- Analyze the 2011 E-CODE data for missing, valid or invalid values.
 - Descriptive statistical analyses were completed based on the new 2011 hospital discharge data. The SAS DDE (Dynamic Data Exchange) method is applied to the 2011 E-CODE data quality reports. Statistical results were obtained for each of 88 acute care hospitals, as well as the state as a whole. All the frequency tables were generated.
- Prepare a report card of 2011 E-CODE data for each reporting hospital.
 - Based on the feedback from the Nebraska Hospital Association and state epidemiologist Tom Safranek, the reporting cards of 2010 E-code data for each hospital were modified. On March 19th 2013, the 2011 E-code reporting cards were sent to 88 acute care hospitals via email. All the tables and graphs in the 2011 data

quality assessment reports for each acute care hospital were generated. The draft reporting cards for 88 hospitals were finished.

- Analyze and prepare a reporting card for quarterly data including missing, valid, or invalid values.
 - The same template for the 2011 E-code reporting cards was used. Analysis and reporting cards were generated for the last quarter of 2012 (monthly reports were distributed prior to the 4th quarter of 2012) and the first two quarters of 2013. The 3 quarterly reports were distributed to the 88 acute care hospitals via email in chronological order on the following dates: June 24th, July 15th, and August 30th.
- Develop a summary report of the E-CODE data quality and made recommendations.
 - The final state summary report was completed in June 2012.
- Other related work for this project.
 - Updated points of contact at each of the 88 acute care hospitals via an online survey that was distributed to each facility's assumed health information manager with the help of Dr. Tom Safranek and other epidemiologists.
 - Due to similar questions being asked by multiple facilities about this report, DHHS hosted a conference call to response to their questions and comments. The hosts were Dr. Ying Zhang, Dr. Ming Qu, Dr. Tom Safranek, and Matt Garai (E-code data analyst). The attendees were Cindy Vossler, Kevin Conway (both from NHA), and over 30 facility representatives. A conference call summary letter was emailed to all facilities two weeks later to inform those facilities that did attend.
 - The E-code data analyst gave multiple presentations at the CODES advisory committee meetings in October, January, April, and July.
 - A new cover letter and report format was developed and used for the 4 E-code reports distributed.
 - A new method of creation and distribution was developed with the help of IS&T personnel, Rick Martinchalk and Frank Fornataro. This method used Visual Basic coding in Excel to create and distribute the 88 reports to the 88 facilities automatically via email.
 - After sending out the 2011, the last quarter of 2012, and the first 2 quarters of 2013 reporting cards, feedback was received from the acute care hospitals and the Nebraska Hospital Association.

Results:

Quality Control Measurements for the Statewide E-CODE Data:

Timeless:

Average Number of days from hospital/emergency room discharge until data is entered into database for 2013 as of September 30, 2013 is 28.

Accuracy:

FY 2012-2013		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
% valid N-codes and E-CODEs for Inpatients		74	74	71	74	71	71	71	71	71	68	68	68
% valid N-codes and E-CODEs for Emergency Rooms		92	91	90	89	89	89	90	90	90	89	89	89

Funding:	Section 408:	\$28,090.89
Contact:	Ashley Newmyer, Nebraska Department of Health and Human Services 301 Centennial Mall South, Lincoln, NE 68509-5026 Telephone: 402/471-4377 Fax: 402/471-1371 Email: ashley.newmyer@nebraska.gov	

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**Electronic Crash Reports
Nebraska Office of Highway Safety**

405c-13-03

Program Area:	Traffic Record Support
Project Characteristic:	Traffic Record Decision Makers
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Statewide Traffic Records Custodians and Users

Problem Identification:

In order to meet the overall goal of the reductions in fatal and injury crashes in 2013, policy decision makers need ready access to accurate and factual traffic safety information. The City of Omaha has approximately 29% of all the state traffic crashes. Currently the Omaha Police Department (PD) submits traffic crash reports in a paper format to the NDOR. This project is a first step that will allow the Omaha PD a conduit to start submitting the crash reports in an electronic format. The latest Traffic Records Assessment completed for Nebraska recommended, as a major item, a component to implement electronic crash data reporting and submission by the Omaha Police Department.

Goal and Objective:

The overall goal of this internal support-project is to improve the accuracy, accessibility, and simplicity of Nebraska's traffic data. It is to also provide a mechanism for linkage to other support data and for needed automation. This systems support grant will assist decision makers with better and more accurate traffic information in making a myriad of decisions involving fatal and injury motor vehicle crashes and will assist in collecting the most accurate data possible.

The objective is to provide traffic records systems support to decision makers to aid their efforts to decrease Fatal, A and B injury crashes by 4% from the 2009-2011 calendar base year average of 5,137 to 4,851 in CY2013 and to assist in collecting the most accurate crash data possible.

Strategies and Activities:

- To provide overall general support to improve traffic record information and to insure that a mechanism is available to provide information for special traffic record requests (both internal and external).
- To provide a conduit for linkage of support information to the traffic record information (i.e. - CODES).
- To provide relevant hardware/software for traffic records system support.
- To provide a mechanism for local entities to apply for mini-grants to upgrade and improve their traffic records capabilities and in the investigation of traffic crashes.

Results:

- A mini-grant was awarded to the Omaha Police Department to purchase an electronic field-reporting system (FATPOT). FATPOT created a single PDF document file of the available printed copies of each report which will be included in the electronic submission to the Omaha PD Records Management System. The NDOR requested the Omaha Police Department provide them with a PDF of their crash reports. The electronic crash project did not include the creation of a PDF document. The vendor provided a PDF of the crash report to be contained in the XML sent to NDOR.

Funding:	Section 402:	\$14,800.00
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

**In-Car Camera System Purchase Assistance
Nebraska Office of Highway Safety**

410-13-02

Program Areas:	Police Traffic Services
Project Characteristics:	Impaired Driving Enforcement/Increased Conviction Rates
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

Alcohol was known to be involved in 49 (29.8 percent) of the 164 fatal crashes that occurred in CY2011. Alcohol was involved in 610 (12.2 percent) of the 4,998 fatal, A and B injury crashes in CY2011. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 427 (34.9 percent) of 1,221 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2011 calendar base year average of 606 to 563 in CY2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies for in-car camera systems. Participating agencies will receive in-car camera systems at a 75%/25% match (NOHS/agency) up to a maximum of \$3,500.00 per unit.

Strategies and Activities:

- To insure that all applicants comply with the contract award requirements as outlined in the application.
 - All mini-grant contract applications were reviewed to insure that all application requirements were met.
- To enter into mini-grant contracts with law enforcement agencies to provide approximately 100 in-car camera systems.
 - During the project period 32 mini-grant contracts were awarded providing 59 in-car camera systems as follows: Police Departments – 21 contracts and Sheriff’s Offices – 11 contracts.

Contract Awards

Agency	# of Units	Awarded
Alliance Police Department	2	\$7,000.00
Bancroft Police Department	1	\$3,296.25
Bellevue Police Department	2	\$5,992.50
Blair Police Department	1	\$2,771.25
Bridgeport Police Department	1	\$3,500.00
Broken Bow Police Department	1	\$3,500.00
Columbus Police Department	1	\$3,296.25
Crofton Police Department	1	\$3,500.00
Fairbury Police Department	3	\$9,888.75
Hastings Police Department	1	\$3,500.00
Henderson Police Department	1	\$2,808.00
Kearney Police Department	3	\$7,863.75
Neligh Police Department	2	\$6,890.00
Norfolk Police Department	3	\$9,888.75
North Platte Police Department	3	\$10,500.00

Ogallala Police Department	2	\$6,037.50
O'Neill Police Department	1	\$3,371.25
Ravenna Police Department	3	\$10,500.00
Seward Police Department	1	\$2,640.00
South Sioux City Police Department	2	\$7,000.00
St. Edward Police Department	1	\$2,458.50
Antelope County Sheriff's Office	1	\$3,296.25
Brown County Sheriff's Office	1	\$1,951.50
Buffalo County Sheriff's Office	1	\$3,296.25
Cass County Sheriff's Office	3	\$9,888.75
Gosper County Sheriff's Office	1	\$1,421.25
Hall County Sheriff's Office	4	\$14,000.00
Holt County Sheriff's Office	2	\$6,592.50
Perkins County Sheriff's Office	1	\$3,500.00
Red Willow County Sheriff's Office	3	\$3,138.75
Sarpy County Sheriff's Office	3	\$9,888.75
Valley County Sheriff's Office	3	\$9,888.75
	59	\$183,065.50

- To review and process the invoices for each in-car camera system purchase. All invoices were reviewed and processed.
- FY13 Activity:
 - The 59 in-car cameras that were awarded this fiscal year resulted in a total of 7,748 recorded traffic stops.
 - The 108 in-car cameras that were awarded in FY12 resulted in a total of 23,054 recorded traffic stops.
 - The 106 in-car cameras that were awarded in FY11 resulted in a total of 19,663 recorded traffic stops.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 410:	\$183,065.50
	Local:	\$ 75,108.26
	Total Cost:	\$258,174.46

Contact: Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509
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**Breath Testing Equipment Purchase Assistance
Nebraska Office of Highway Safety**

410-13-03

Program Areas:	Police Traffic Services
Project Characteristics:	Impaired Driving Enforcement
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

Alcohol was known to be involved in 49 (29.8 percent) of the 164 fatal crashes that occurred in CY2011. Alcohol was involved in 610 (12.2 percent) of the 4,998 fatal, A and B injury crashes in CY2011. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 427 (34.9 percent) of the 1,221 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2011 calendar base year average of 606 to 563 in CY2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies for breath testing equipment. Participating agencies will receive breath testing equipment funded at 100% by the NOHS.

Strategies and Activities:

- To insure that all applicants comply with the contract award requirements as outlined in the application. All mini-grant contract applications were reviewed to insure that all application requirements were met.
- To enter into mini-grant contracts with law enforcement agencies to provide approximately 315 preliminary breath testing units. During the project period 36 mini-grant contracts were awarded providing 155 preliminary breath testing units as follows: Police Departments – 16 contracts; Sheriff’s Offices – 18 contracts; and Other Agencies – 2 contracts.

Contract Awards

Agency	# of Units	Awarded
Beatrice Police Department	6	\$1,710.00
Bellevue Police Department	6	\$1,710.00
Blair Police Department	3	\$855.00
Bridgeport Police Department	2	\$570.00
Cozad Police Department	4	\$1,140.00
Falls City Police Department	3	\$855.00
Grand Island Police Department	6	\$1,710.00
Lincoln Police Department	6	\$1,710.00
Mitchell Police Department	4	\$1,140.00
Ogallala Police Department	6	\$1,710.00
Omaha Police Department	6	\$1,710.00
Papillion Police Department	4	\$1,140.00
Silver Creek Police Department	1	\$285.00
South Sioux City Police Department	6	\$1,710.00
UNL Police Department	2	\$570.00
Wilber Police Department	5	\$1,425.00

Adams County Sheriff's Office	1	\$285.00
Antelope County Sheriff's Office	6	\$1,710.00
Cass County Sheriff's Office	6	\$1,710.00
Dodge County Sheriff's Office	3	\$855.00
Douglas County Sheriff's Office	6	\$1,710.00
Furnas County Sheriff's Office	6	\$1,710.00
Jefferson County Sheriff's Office	4	\$1,140.00
Keith County Sheriff's Office	3	\$855.00
Knox County Sheriff's Office	4	\$1,140.00
Lancaster County Sheriff's Office	6	\$1,710.00
Lincoln County Sheriff's Office	6	\$1,710.00
Madison County Sheriff's Office	4	\$1,140.00
Merrick County Sheriff's Office	2	\$570.00
Perkins County Sheriff's Office	5	\$1,425.00
Sarpy County Sheriff's Office	6	\$1,710.00
Saline County Sheriff's Office	6	\$1,710.00
Scotts Bluff County Sheriff's Office	4	\$1,140.00
York County Sheriff's Office	3	\$855.00
Cornhusker Place, Inc.	2	\$570.00
Sarpy County Attorney's Office	2	\$570.00
	155	\$44,175.00

- To review and process the invoices for all breath testing units. All invoices were reviewed and processed.
- FY13 Activity:
 - The 155 preliminary breath testing instruments that were awarded this fiscal year resulted in a total of 5,252 breath tests being conducted.
 - The 172 preliminary breath testing instruments that were awarded in FY12 resulted in a total of 3,648 breath tests being conducted.
 - The 204 preliminary breath testing instruments that were awarded in FY11 resulted in a total of 6,358 breath tests being conducted.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

*One Hundred (100) preliminary breath testing instruments were purchased during FY2013. The remaining instruments will be carried forward for award in FY2012.

Funding:	Section 410:	\$28,500.00
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

**Drug Recognition Expert (DRE) Training and Re-certification
Nebraska Office of Highway Safety**

410-13-04

Program Areas:	Police Traffic Services/Alcohol and Other Drugs
Project Characteristics:	Impaired Driving Enforcement
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

Alcohol was known to be involved in 49 (29.8 percent) of the 164 fatal crashes that occurred in CY2011. Alcohol was involved in 610 (12.2 percent) of the 4,998 fatal, A and B injury crashes in CY2011. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 427 (34.9 percent) of the 1,221 involved alcohol. Additionally, studies have found that a large percentage of alcohol impaired drivers also had other drugs in their systems and a percentage of those impaired drivers who are stopped are released because the officers do not have the necessary training to identify the driver as drug impaired.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2011 calendar base year of average of 606 to 563 in CY2013.

The objective of this project is to provide training for 24 new Drug Recognition Experts (DREs) and to provide re-certification training for all of Nebraska’s Drug Recognition Experts and Instructors.

Strategies and Activities:

- To coordinate and sponsor a 2-Day Pre-School and a 7-Day Drug Recognition Expert Training School to train approximately twenty-four new Nebraska Drug Recognition Experts.
 - The Nebraska Office of Highway Safety sponsored a 2-Day Pre-School on April 15 & 16, 2013, and a 7-Day DRE training school on May 1 – 3 & 6 – 9, 2013. Thirteen DRE candidates attended the 2 day pre-school and 7 day drug recognition expert school. Twelve of the thirteen candidates completed all phases of the training and are now certified as DREs.
 - A combination Drug Recognition Expert (DRE)/Standardized Field Sobriety Testing (SFST) Instructor School was held on April 1 – 5, 2013, training seven new DRE instructors and 17 new SFST instructors.
- To coordinate and sponsor a 1 day Drug Recognition Expert re-certification training session for Nebraska Drug Recognition Experts.
 - The 2012 DRE in-service training was held on December 5, 2012, with eighty-two DREs and 8 others attending. The topics included a presentation by Jermaine Galloway entitled “High and in Plain Sight”, a prosecutorial update by Nebraska’s Traffic Safety Resource Prosecutor Greg Ariza, a presentation by Nebraska DRE instructors Joe Milos and Chuck Matson on “Maryland vs. Brightful” and a DRE program update.
- To submit certification and re-certification documentation to the International Association of Chiefs of Police (IACP) for credentialing.
 - All certification and re-certification documents were forwarded to Nebraska agency coordinators and IACP as necessary.
- To coordinate educational opportunities for Nebraska Drug Recognition Experts.
 - DRE related newsletters and articles were forwarded to all Nebraska DREs. Additionally, eight DRE Instructors and 16 DREs were provided funding assistance to attend the National IACP 19th Annual DRE

Section Training Conference on Drugs, Alcohol and Impaired Driving held in Oklahoma City, Oklahoma, on August 5 - 7, 2013. The contract awards for the IACP DRE conference are below:

Agency	Reimbursed	Attendees
Nebraska State Patrol	\$1,802.67	Trooper Tyler Kroenke Trooper Jason Petty Trooper Jason Bauer
Bellevue Police Department	\$6,105.56	Sergeant Joseph Milos Officer Corey Brown Officer Mike Brazda Officer Sean Vest Officer Dan German
Grand Island Police Department	\$2,543.11	Sergeant Dale Hilderbrand Officer Wes Tjadani Officer Daron Lindgreen Officer Josh Berlie
Lincoln Police Department	\$2,486.68	Officer Sara Genoways Officer Greg Cody Officer John McGahan
Omaha Police Department	\$3,347.27	Officer Christopher Doble Officer Keith Lampert Officer Matthew Kelly Officer Brent Kendall
Butler County Sheriff's Office	\$583.96	Deputy Andrew Yost
Lancaster County Sheriff's Office	\$982.61	Sergeant Scott Gaston Deputy Curtis Reha

- To solicit and select Drug Recognition Expert candidates for the 2- and 7- day training schools for FY2013. The dates for the FY2013 DRE training are April 15 & 16, 2013, and May 1 – 3 & 6 – 9, 2013.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 410:	\$53,439.81
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

**Selective Overtime Enforcement – Alcohol
Nebraska Office of Highway Safety**

410-13-05

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

Alcohol was known to be involved in 49 (29.8 percent) of the 164 fatal crashes that occurred in CY2011. Alcohol was involved in 610 (12.2 percent) of the 4,998 fatal, A and B injury crashes in CY2011. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 427 (34.9 percent) of the 1,221 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2011 calendar base year average of 606 to 563 in CY2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies to conduct selective overtime alcohol enforcement activities. Participating agencies will be provided funding assistance for the overtime salaries and mileage.

Strategies and Activities:

- To solicit participation from law enforcement agencies to conduct selective alcohol overtime enforcement. Information regarding the availability of the “Mini-Grant Contracts” for selective alcohol overtime enforcement was made available to law enforcement agencies and the Nebraska State Patrol.
- To ensure that all applicants comply with the pre-and post- award requirements as outlined in the application. The internal checklist was utilized to ensure that all applicants were in compliance with the project requirements.
- To award approximately 50 mini-grant contracts for selective alcohol overtime enforcement activity. The applicants will identify the dates, locations and times from their baseline data. During the twelve-month project period 19 mini-grant contracts were awarded. The 19 mini-grant contracts were awarded as follows: Police Departments – 5 contracts; Sheriff’s Offices – 2 contracts; and Nebraska State Patrol – 12 contracts.

Contract Awards

Agency	Type of Enforcement	Reimbursed
Columbus Police Department	Alcohol OT	\$3,771.39
Kearney Police Department	Alcohol OT	\$3,528.38
Lincoln Police Department	MIP Enforcement	\$4,589.47
Lincoln Police Department	MIP Enforcement	\$574.49
Omaha Police Department	Alcohol OT	\$16,275.87
Nemaha County Sheriff’s Office	Alcohol OT	\$788.24
Scotts Bluff County Sheriff’s Office	Checkpoint/Alcohol OT	\$4,507.63
Nebraska State Patrol	Checkpoint/Alcohol OT	\$1,401.67
Nebraska State Patrol	Checkpoint/Alcohol OT	\$1,789.41
Nebraska State Patrol	Checkpoint/Alcohol OT	\$5,829.72
Nebraska State Patrol	Alcohol OT	\$1,210.98
Nebraska State Patrol	Alcohol OT	\$604.29

Nebraska State Patrol	Alcohol OT	\$1,410.53
Nebraska State Patrol	Checkpoint/Alcohol OT	\$6,632.49
Nebraska State Patrol	Alcohol OT	\$6,200.21
Nebraska State Patrol	Checkpoint/Alcohol OT	\$12,941.40
Nebraska State Patrol	Checkpoint/Alcohol OT	\$2,168.29
Nebraska State Patrol	Alcohol OT	\$12,712.33
Nebraska State Patrol	Checkpoint/Alcohol OT	\$2,071.62
		\$89,008.41

These 19 mini-grant contracts resulted in a total of 1,933 hours of selective alcohol overtime enforcement, 94 seat belt citations, 133 impaired driving arrests, 292 speeding citations, 55 open container citations, 77 minor in possession citations and 1,332 total citations. Eight checkpoints were conducted by the following agencies: Scotts Bluff County Sheriff's Office – 1; and, Nebraska State Patrol – 7.

- To review the selective alcohol overtime enforcement activity for each mini-grant and process the reimbursement request. Reimbursement requests were reviewed and processed for all 19 mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 410:	\$89,008.41
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 becky.stinson@nebraska.gov	

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**Alcohol / Public Information and Education
Nebraska Office of Highway Safety**

410-13-06

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol and Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting 4,998 fatal, A, and B injury crashes occurred, killing 181 people and injuring another 6,249 people.

Alcohol was known to be involved in 49 (30%) of the 164 fatal crashes that occurred in Nebraska in 2011. Alcohol was involved in 561 (11%) of the 4,834 A and B injury crashes.

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,399, 12,399, and 12,034 arrests and 11,520, 10,646, and 10,527 convictions) from 2009 to 2011.

The reduction of fatal and injury crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address alcohol issues. A good working relationship, including resources and support for local officials, businesses, and others in the community, by the NOHS staff, is essential for improved compliance of impaired driving laws.

Goal:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2011 calendar base year average of 606 to 563 in CY2013.

Objectives:

- To provide the public and citizens throughout Nebraska information regarding alcohol and impaired driving.
- To educate and motivate law enforcement about the importance of strict enforcement of the DUI laws so the number of DUI arrests and convictions increase by 5%.
- To produce/provide public service announcements/ads featuring impaired driving information.

Strategies and Activities:

- Provide incentive awards to law enforcement agencies who participated in the previous year's mobilization/crackdowns.
- Provide funding for mini-grant contracts/agreements specific to alcohol-related problems as need is demonstrated.
 - A mini-contract was awarded to the Responsible Hospitality Council to support the Lancaster County web-based responsible beverage service curriculum and provide seller/server education. (\$30,000.00).
 - A mini-grant contract was awarded to the Nebraska Safety Council for the December YDDYL paid media campaign. Air dates December 1, 2012 through January 2, 2013. Eighty seven (87) :30 second commercials to air on 10/11 and My TV, plus an internet link (200,000 Impressions through 1011now.com, 10/11 Mobi, and 10/11 Apps). (\$25,000.00)
 - Contract with Intran Media, LLC for truckside holiday Impaired Driving campaign with the sign wrap message "Report Drunk Drivers Immediately – Your Call Could Save a Life – Dial *55 or 911" on 12 statewide delivery trucks from November 15, 2012 through March 1, 2013. The Truckside Billboard: 22,150 estimated impressions / day / truck * 12 trucks * 105 days = 27,909,000 over the routes of the 12 trucks over two months, covering the state from east to west and north to south. (\$36,012.00)
 - The Bureau of Sociological Research, University of Nebraska – Lincoln, Board of Regents contracted with the NOHS to conduct a Young Adult Alcohol Survey for \$38,500.00. UNL was reimbursed \$31,138.47 for

personnel, copies, postage, and supplies used for the survey. NOHS paid \$1,394.11 for 19,000 envelopes and postage. Department of Health and Human Services (DHHS) entered into an agreement with NOHS to reimburse NOHS in the amount of \$30,000.00 upon receipt of the survey data. DHHS has reimbursed NOHS \$30,000.00 for the survey. Total cost of survey is \$32,532.58 minus \$30,000.00 (DHHS cost) and \$2,532.58 (NOHS cost).

- NOHS and Governor's Office of Highway (Georgia) placed a "Drive Sober or Get Pulled Over" half page, four colored ad in the Capital One Bowl Official Game Program. Professional Sports Publications split the cost of the ad (\$5,500.00) between the two agencies (\$2,750.00) each.
- The NOHS entered into a Sponsorship of the Traffic Updates on KMTV to run ads December 24 through December 31, 2012. This sponsorship provided the Traffic Updates on KMTV which ran 40 weekly updates between 6 a.m.-9 a.m. (Reach: 200,000 persons per week (18+), and 25,000 impressions (per 2 weeks) on the KMTV Mobile App and the Traffic Page Ownership on KMTV.com from Monday through Friday in Local News. The sponsorship reads "Traffic Updates brought to you in part by... Nebraska Office of Highway Safety who reminds you to "Drive Sober or Get Pulled Over, You Drink & Drive, You Lose!" message. A total of 62 air spots were run during eight day period. (\$3,000.00)
- Entered into a purchase agreement with KOLN 10/11 – 1110.Now.com – MYTV-CBS for Super Bowl ads (February 1-3, 2013). Nine spots were placed on CBS Sports Special, The Super Bowl Today, Elementary, 10/11 News and Phil Simms All-Iron Team. CBS's coverage of the Super Bowl XLVII with the Baltimore beating San Francisco earned an average overnight Household rating of 48.1 and a 71% share. That equates to about 164.1 million viewers nationwide, making it the highest paid rated Super Bowl of measured markets in history. (\$8,350.00)
- Entered into a Sponsorship Agreement with Alliance Sport Marketing for impaired driving/motorcycle safety signage, PSA's, promotional items, etc. at 10 motorsports venues. NOHS received signage "DRIVE SOBER OR GET PULLED OVER" logo with NOHS logo placed in a high visible area. The target audience is motorsports fans who are predominately males, between ages 18 to 44. The agreement will be split between two projects 410-13-06 (\$40,000.00) and 2010-13-01 (Motorcycle) (\$40,000.00).
- A mini-grant contract was awarded to the Nebraska Safety Council to complete a traffic safety public opinion survey. The Nebraska Annual Traffic Safety Study, 2013 was submitted on June 10, 2013. (\$37,000.00)
- NOHS entered into a one year sponsorship agreement with the Omaha Storm Chasers Baseball Club. NOHS was the title sponsor for the Saturday, June 29th Car Flag giveaway in which the first 2,000 cars at Werner Park received an Omaha Storm Chasers and NOHS branded Car Flag with an impaired driving message. (\$15,600.00)
- Entered into an agreement with Nelligan Sports Marketing for In Game Promotions at the UNO Omaha StormChasers. Promotions include a video board display, dasher board signs, banners, PSA's, game inserts for regular hockey, soccer, basketball, and volleyball season. (\$30,000).
- NOHS contracted with Urban Finch to provide indoor advertising for the "You Drink, You Drive, You Lose" promotion during the month of July, August, and September. Ads were placed in one Lincoln location and 11 Omaha locations. A total of 24 "Get Home Safe" ads, 8" x 10", were placed in restrooms at the above listed facilities. (\$1,440.00)
- NOHS entered into a purchase agreement with KOLN 10/11 – 1110.Now.com – MYTV-CBS for an Internet Live Streaming Partnership underage tip line promotion. The Campaign started July 1, 2013 through December 31, 2013, with July, August, September were charged to this project for a cost of \$1,275.00. NOHS received :15 commercials which ran in the commercial breaks in each of the newscasts streaming live on the desktops and mobile devices. The commercial ran a minimum of 50x per month. The digital advertisement on internet pages on 1011.now.com web channel including Home, News, Weather and Sports. NOHS received 30,000 impressions during this time period. (150,000 impressions/3 months) (\$1,275.00)
- Move \$16,050.00 from 410-13-06 to 402-13-35, as it was determined the 75 TurboFlare units were used for an Occupant Protection High Visibility Enforcement campaign.
- Contracted with NET-TV to air impaired driving messages on Big Red Wrap-Up for the 2013 football season. (\$5,250.00)
- Contracted with NET TV to air an impaired driving message on the production of "Nebraska Stories" documentary. (\$10,500.00)

- Contracted with IMG College, LLC for public service announcements for impaired driving and occupant restraint messages. Funding is shared with grant 402-13-04 (\$29,370.50). Announcements were made during Nebraska Cornhusker football, basketball, and baseball games, and Sports Nightly talk show. One full-page color ad was placed in each of the 80,000 Official Nebraska Football Game Day Programs for each of the seven home games in 2013, the programs for basketball games, and the 2013 Spring and Fall Sports Guide. Game Day sponsorship for one home football game, one home basketball game, safety displays at the football pregame, and halftime demonstrations at the basketball games. (\$29,370.50)
- Contracted with IMG College, LLC for the purchase of 70,000 towels for football with an Impaired Driving message. (\$28,000.00)
- NOHS entered into a contract with Pinnacle Bank Arena for advertising in the new arena with impaired driving message in parking garage, the main concourse with visibility signage on video screen, digital and social media. (\$40,000.00)
- Contracted with IMG College, LLC for advertisement during the Bowl Game/Big 10 Championship. (\$3,428.00)
- Placed impaired driving ads in Hail Varsity magazine and related website. (\$22,180.00)
- Purchased 5,000 Drunk Drugged Dangerous brochures from Channing Bete. (\$2,981.47)
- Printed Alcohol Impairment Charts for distribution to the public. (\$163.86)
- Printed 255 sets of the You Drink and Drive. You Lose. Packets to distribute to 255 law enforcement agencies. (\$244.80)
- Provided funding to MADD for Law Enforcement Awards. (\$2,740.87)
- Contracted with Prairie Fire Newspaper to run impaired driving ads in two different months of the year. (\$2,026.00)

Results:

The alcohol-related fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Alcohol was known to be involved in 87 (42.6%) of the 190 fatal crashes that occurred in Nebraska in 2012. Alcohol was involved in 572 (12%) of the 4,725 A and B type injury crashes. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. - 5:59 a.m.), 402 (32.7%) of 1,230 involved alcohol.

Funding:	Section 410:	\$379,845.08
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

Special Alcohol Enforcement Initiatives / Equipment **410-13-07**
Sarpy County Traffic Unit
Nebraska Office of Highway Safety/Sarpy County Sheriff's Office/Bellevue Police Department

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol and Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Impaired Drivers

Problem Identification:

Alcohol was known to be involved in 49 (29.9%) of the 164 fatal crashes that occurred in Nebraska in 2011. Alcohol was involved in 561 (11.6%) of the 4,834 A and B type injury crashes. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. - 5:59 a.m.), 427 (35%) of 1,221 involved alcohol.

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,399, 12,399 and 12,034 arrests and 11,520, 10,724 and 10,549 convictions) from 2009 to 2011.

The reduction of fatal and injury crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address alcohol issues. A good working relationship, including resources and support for local officials, businesses, and others in the community, by the NOHS staff, is essential for improved compliance of impaired driving laws.

Goal:

The goal is to decrease alcohol-related fatal, A, and B injury crashes by 6% from the 2009-2011 calendar base year average of 606 to 563 in CY2013.

Objective:

- To provide the funding assistance through the "Mini-Grant Contract Application and Award" process to law enforcement for specialized alcohol enforcement operations and special equipment.

Strategies and Activities:

- Provide funding for mini-grant contracts specific to alcohol-related problems as need is demonstrated.
 - A mini-grant contract was issued the Sarpy County Sheriff's Office/Bellevue Police Department for enforcement under the Sarpy County Traffic Unit project.
 - High crash locations identified for DDACTS are Highway 31 & I-80, Highway 50 & I-80, and Highway 75 & Highway 370.
 - Four officers worked a total of 5,984.25 hours, with 275.75 in rush hour traffic, 421.50 at special events, 339.25 at school zones, 2,259.50 in problem areas and 174.25 rush hours/youth driving.
 - Citations, Arrests, and Warnings issued:
 - 1,667 speeding citations, five impaired driving arrests, zero minor in possession arrests, zero open container arrests, 108 seat belt citations, 22 child restraint citations, 150 safety belt warnings, and 32 child restraint warnings.

Results:

In the time period of 2008-2011, Sarpy County had 1,275 fatal, A and B injury crashes, during the 2009-2012 time period there were 1,230 fatal, A and B injury crashes showing a 3.5% decrease.

The goal to reduce the number of fatal, A and B injury crashes in Sarpy County by 15%, (2008-2011) from 319 to 271 during the project period. During 2009-2012 the four year Sarpy County crashes average was 308 which is 3.5% reduction from the 319 number.

In the time period of 2008-2011, the City of Bellevue had 410 fatal, A and B injury crashes, during the 2009-2012 time period there were 399 fatal, A and B injury crashes for a 2.7% decrease.

The goal of the Bellevue Police Department to decrease fatal, A and B crashes by 15% from 102 to 87 for the 2008-2011 project period was not met. During 2009-2012 the four year average of the City of Bellevue crashes was reduced to 100 for a 1% decrease from 102 (2008-2011).

Funding:	Section 410:	\$190,390.64
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

**Felony Motor Vehicle Prosecution Unit
Douglas County Attorney's Office**

410-13-08

Program Area:	Alcohol
Project Characteristics:	Investigation, prosecution, enhance community safety
Type of Jurisdiction:	Douglas County
Jurisdiction Size:	517,110 residents (2010 census)
Target Population:	Driver population

Problem Identification:

As a Nebraska Office of Highway Safety FY2013 priority county, Douglas County contributes significantly to Nebraska's total motor vehicle crashes and injuries. In 2012, 32% of the total Fatal A and B injury crashes that occurred in the state of Nebraska took place in Douglas County.

In particular, alcohol plays a significant role in motor vehicle offenses in Douglas County. Data from 2008-2012 indicate that Douglas County constitutes a large portion of the state's alcohol-related crashes, fatalities, and injuries. Douglas County continues to have a consistently high rate of alcohol-related crashes, with Douglas County representing approximately 28% of all alcohol related crashes from 2008 to 2012. Moreover, Douglas County is disproportionately represented in statewide alcohol-related motor vehicle data. For example, while 28% of the state's population resides in Douglas County, approximately one third (33%) of Nebraska's DUI arrests took place in Douglas County in 2009-2011.

Additionally, from 2008 through 2011, the Douglas County Attorney's Office charged the following felony motor vehicle cases: DUI's (3rd offense aggravated and above) – 1,238, Driving under Revocation – 458, DUIs resulting in Serious Bodily Injury – 14, refusals – 9, Motor Vehicle Homicides – 10, Driving Under Suspension – 6, Violation of Mobilization Device – 3, Manslaughter 1, totaling 1,739 cases.

Goals and Objectives:

The goals of this project are:

- Obtain a Motor Vehicle Offense conviction rate of 80% with a DUI conviction rate of 90%.
- Decrease the number of felony DUI Fourth or more Offense arrests by 10%
- Reduce the number felony Motor Vehicle Offense charges that are reduced to misdemeanors.
- Decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-11 average of 606 to 563 in 2013.

In order to reach these goals, the Douglas County Attorney's Office will work toward more successful outcomes in prosecuting felony motor vehicle offenses.

The objectives of this project include:

- Increase felony conviction in motor vehicle related crimes by 3-5%.
- Increase felony conviction for DUI's by 3-5%.
- Decrease the number of DUI-related felony charges reduced to misdemeanor charges by 3-5%.

Strategies and Activities:

- Three Deputy County Attorneys are currently on the Unit.
- Conducted weekly Unit meetings to review objectives, plan aggressive prosecution strategies, etc.
- Conduct monthly informational, collaborative meetings with law enforcement (Police Departments, Sheriff, and Nebraska State Patrol) to outline strategies.

Results:

The Motor Vehicle Prosecution Unit (MVPU) not only funneled DUI and motor vehicle related cases to specialized prosecutors, but a policy change in the way DUI cases are dealt with was also implemented. Previous to the MVPU being established, it was common for a DUI 3rd Aggravated (Felony) to be pled down to a misdemeanor. First, there was no specialization for DUI prosecutions within the 20 plus prosecutors who were handling all felony cases.

Second, if the case met certain criteria, a prosecutor could use their prosecutorial discretion and reduce a felony DUI 3rd Aggravated to a misdemeanor. Generally, all of the following criteria would have to be met for a reduction to occur:

- DUI 3rd Aggravated was the Defendant’s true 3rd offense DUI;
- DUI incident did not generate any bodily injury to anyone else or any property damage to anyone else; and
- Defendant voluntarily was evaluated and entered the recommended treatment for their drinking problem.

If these three criteria were met, and upon successful completion of the treatment program, a reduction from a felony DUI 3rd Aggravated to a misdemeanor DUI 3rd offense was offered by the prosecution. After the creation of the MVPU, cases which were allowed to be reduced to a misdemeanor through this process were greatly limited. For comparative purposes, in 2010, felony DUI convictions were 15 (19%) and misdemeanor DUI convictions were 66 (81%).

	Oct 1, 2011 to Sept 30, 2012	Oct 1, 2012 to Sept 30, 2013
Felony DUI, Operating during Revocation, MVH, Ignition Interlock & misdemeanor MVH cases charged	257	528
Felony DUI, etc. Convictions	216 (84%) 163 Felonies (75%) 53 Misdemeanors (25%)	434 (82%) 277 Felonies (64%) 157 Misdemeanors (36%)
DUI Cases Charged	162	271
DUI Convictions	148 (91%) 116 Felonies (78%) 32 Misdemeanors (22%)	270 (99%) 188 Felonies (70%) 82 Misdemeanors (30%)

The MVPU was established on October 1, 2011, and two Deputy County Attorneys were transferred to the unit. In October of 2012, an additional attorney was added to the unit. The charged caseload for the MVPU increased significantly during the grant period (205%), one factor attributed was the significant increase of law enforcement activities relating to impaired driving throughout the county. Another factor was the In-Service trainings that the MVPU provided to law enforcement agencies in the county. The MVPU also acquired I-Pads for the unit attorneys along with research reference materials to aid with impaired driving prosecutions.

Funding:	Section 402:	\$277,500.00
Contact:	Don Kleine, Douglas County Attorney, 1701 Farnam Street, Ste. 100, Omaha, NE 68183 Telephone: 402/444-7040 Fax: 402/444-6787 donald.kleine@douglascounty-ne.gov Catherine Hall, Douglas County, 1819 Farnam Street, Room 907, Omaha, NE 68183 Telephone: 402/444-1782 Fax: 402/444-6817 catherine.hall@dc4dc.com	

**Support of Evidence Based Environmental Strategies
Project Extra Mile/Nebraska Office of Highway Safety**

410-13-09

Program Areas:	Identification & Surveillance
Project Characteristics:	Environmental Strategies to Prevent Underage Drinking
Type of Jurisdiction:	Douglas, Sarpy Counties, Supplemental Statewide
Jurisdiction Size:	1,830,141
Target Population:	Communities, adults and teenaged youth

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulted in 4,998 Fatal, A, and B crashes, killing 181 people and injuring another 6,249 people.

There were 110,360 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2011. These drivers account for 7.9% of the total licensed drivers in the state.

Young drivers are also overrepresented in traffic violations. Convictions in 2011 for traffic violations for this age group comprised approximately 8.6% of DUI convictions, 19.4% of safety belt convictions, and 14.3% of speeding convictions.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address youth issues. A good working relationship, including resources and support for local officials, businesses, and others in the community, by the NOHS staff, is essential for improved compliance of motor vehicle laws by youth.

Goal and Objective:

The goal is to decrease youth-involved (age 16 -20) fatal, A and B injury crashes by 8% from the 2009-2011 calendar base year average of 1,577 to 1,401 in CY2013.

The objective of this project is to prevent underage drinking through environmental prevention strategies, ultimately addressing community policies, practices and norms.

Strategies and Activities:

- To provide mini-grants to local community coalitions targeting Nebraska’s underage drinking laws by working together with state and local law enforcement, community leaders and youth.
- To expand outreach to youth, parents and other adults to affect change through environmental prevention strategies and through advocacy efforts to improve youth alcohol laws, policies, and community practices.
- To expand outreach to youth, parents and other adults to effect change through environmental prevention strategies and through the use of awareness activities and media advocacy.
- To expand outreach to law enforcement in training strategies and increase enforcement of the state’s youth alcohol laws.
- To sustain the effect to prevent underage drinking across the state by conducting coalition meetings.
- To engage young people in leadership initiatives to affect change on underage drinking in communities across Nebraska.

Results:

- Provided mini-grants to Project Extra Mile, Inc. to develop and systematically work within the community to provide continual assistance and guidelines in environmental strategies and a sound base of operation and personnel. These grants were provided as a means of central contact for community based ideas and structure to affect community change and a voice to reduce illegal access and consumption of alcoholic beverages to underage people, thereby reducing underage drinking and driving.
 - Provided profession staffing to complete the goals to this project.

- The monthly newsletters provided by Project Extra Mile were sent of over 2,000 participants.
- 1,400 “we want you back,” Must-B-21 cards, Trace cards and No Free Ride materials and 400 Thanks for Saving My Friend’s Life bookmarks were provided to community constituents.
- Project Extra Mile participated in 104 meetings with community members and partnering organizations.
- Participated in over 34 audio conference calls with local community, national experts, regarding underage drinking and alcohol outlet density. NOHS participating in 11 of the audio conferences.
- Participated in two community events providing technical assistance to community groups alcohol policy efforts, conducted one community outreach presentation.
- Participated in five webinars regarding social host laws, the role of public health in reducing excessive alcohol consumption.
- Provided five trainings to groups regarding community underage drinking.
- Had 50 plus earned media plus two TV interviews.
- Attended the National Alcohol Policy Conference in Arlington, Virginia.
- Participated in the CADA National Leadership Conference in National Harbor, MD.
- PEM supported several pieces of legislation where the initiation of the bill would support the underage drinking prevention efforts of the community, and did not support those that seemed harmful or not beneficial to the cause of the community coalition’s efforts.
- Conducted or participated in 104 Community Coalition meetings regarding monitoring progress in preventing underage drinking. NOHS staff participated in 10 Community Coalition meetings and the NOHS Administrator was guest presenter at two of the community coalition meetings in La Vista, NE.
- Organized two law enforcement training seminars with 30 attendees representing 19 agencies. Nancy McGee, Special agent with Missouri Division of Alcohol Tobacco Enforcement, Sgt. Robert Elliot, Nebraska State Patrol and retired City Prosecutor Marty Conboy III conducted training.
- Conducted youth leadership training with 11 high school students.
- Created and disseminated Community Frames, a community based environmental strategy format for communities to utilize for prevention of underage drinking.
- Project Extra Mile and NOHS staff reviewed or attended 12 Nebraska Liquor Control Commission hearings to ascertain current enforcement and judicial proceedings, trends and outcomes.
- As a part of reaching the goal NOHS and Project Extra Mile, has a close working relationship with another project entitled Project Night Life Expansion. This project allows local police officers to be represented in the community coalition and patrol schools and school events as well as traffic patrol during hours of peak teenage driving. They also made presentations in schools and community forums and trained other local officers in the art of reducing underage drinking and driving offenses.

Results:

The goal to decrease youth-involved fatal, A and B injury crashes by 8% from the 2009-2011 calendar base year average of 1,577 to 1,401 in CY2013 was not reached. In 2012 there were 1,433 youth-involved fatal crashes.

Funding:	Section 410:	\$276,085.94
Contact:	Nicole Carritt, Project Extra Mile, Inc. Executive Director 12165 West Center Road, Suite 50, Omaha, NE 68144 Telephone: 402/963-9047 Fax: 402/963-0015 email: nikki@projectextramile.org	

**Selective Overtime Enforcement – Underage Alcohol
Nebraska Office of Highway Safety**

410-13-10

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Impaired Drivers/Youth

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

Alcohol was known to be involved in 49 (29.8 percent) of the 164 fatal crashes that occurred in CY2011. Alcohol was involved in 610 (12.2 percent) of the 4,998 fatal, A and B injury crashes in CY2011. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 427 (34.9 percent) of the 1,221 involved alcohol.

Nebraska drivers ages 16 to 20 represent 6 percent of the licensed drivers. They are involved in 14.6 percent of the fatal crashes, 44.7 percent of the A and B injury crashes, 10 percent of the alcohol related fatal crashes and 17 percent of the alcohol involved A & B injury crashes.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2011 calendar base year average of 606 to 563 in CY2013 and to decrease youth involved fatal, A & B injury crashes by 8% from the 2009–2011 calendar base year average of 1,577 to 1,401 in CY2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies to conduct selective overtime alcohol enforcement activities. Participating agencies will be provided funding assistance for the overtime salaries and mileage.

Strategies and Activities:

- To solicit participation from law enforcement agencies to conduct selective youth alcohol overtime enforcement. Information regarding the availability of the “Mini-Grant Contracts” for selective youth alcohol overtime enforcement was made available to law enforcement agencies and the Nebraska State Patrol.
- To ensure that all applicants comply with the pre-and post- award requirements as outlined in the application. The internal checklist was utilized to ensure that all applicants were in compliance with the project requirements.
- To award approximately 25 mini-grant contracts for selective youth alcohol overtime enforcement activity. The applicants will identify the dates, locations and times from their baseline data. During the twelve-month project period 20 mini-grant contracts were awarded. The 20 mini-grant contracts were awarded as follows: Police Departments – 7 contracts; Sheriff’s Offices – 3 contracts; and Nebraska State Patrol – 10 contracts.

Contract Awards

Agency	Type of Enforcement	Reimbursed
Cozad Police Department	MIP Enforcement	\$1,065.76
Grand Island Police Department	Compliance Checks	\$658.70
Grand Island Police Department	Compliance Checks	\$532.25
Hastings Police Department	Compliance Checks	\$522.72
Omaha Police Department	MIP Enforcement	\$16,082.20
Scottsbluff Police Department	Compliance Checks	\$1,035.74
Scottsbluff Police Department	Compliance Checks	\$1,589.90
Douglas County Sheriff’s Office	MIP Enforcement	\$6,433.92

Hall County Sheriff's Office	Compliance Checks	\$638.66
Hall County Sheriff's Office	Compliance Checks	\$696.38
Nebraska State Patrol	Compliance Checks & Procuring Selective	\$7,798.93
Nebraska State Patrol	Compliance Checks	\$1,583.99
Nebraska State Patrol	Compliance Checks	\$7,251.69
Nebraska State Patrol	Compliance Checks	\$1,687.16
Nebraska State Patrol	Procuring Selective	\$3,360.00
Nebraska State Patrol	Compliance Checks	\$2,271.14
Nebraska State Patrol	Compliance Checks	\$2,523.27
Nebraska State Patrol	Compliance Checks	\$1,817.48
Nebraska State Patrol	Compliance Checks	\$2,497.73
Nebraska State Patrol	Compliance Checks	\$1,620.72
		\$61,668.34

These 20 mini-grant contracts resulted in a total of 1,005 hours of selective youth alcohol overtime enforcement, 1 impaired driving arrest, 1 speeding citation, 47 open container citations, 37 minor in possession citations and 170 total citations. Compliance Checks resulted in 72 businesses being cited for selling alcohol to a minor.

- To review the selective alcohol overtime enforcement activity for each mini-grant and process the reimbursement request. Reimbursement requests were reviewed and processed for all 20 mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 410:	\$61,668.34
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone 402/471-3880 FAX: 402/471-3865 becky.stinson@nebraska.gov	

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**Special Enforcement Training
Project Extra Mile/Nebraska Office of Highway Safety**

405d-13-10

Program Areas:	Identification & Surveillance
Project Characteristics:	Environmental Strategies to Prevent Underage Drinking
Type of Jurisdiction:	Douglas, Sarpy Counties, Supplemental Statewide
Jurisdiction Size:	1,830,141
Target Population:	Communities, adults and teenaged youth

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulted in 4,998 Fatal, A, and B crashes, killing 181 people and injuring another 6,249 people.

There were 110,360 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2011. These drivers account for 7.9% of the total licensed drivers in the state.

Young drivers are also overrepresented in traffic violations. Convictions in 2011 for traffic violations for this age group comprised approximately 8.6% of DUI convictions, 19.4% of safety belt convictions, and 14.3% of speeding convictions.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address youth issues. A good working relationship, including resources and support for local officials, businesses, and others in the community, by the NOHS staff, is essential for improved compliance of motor vehicle laws by youth.

Goal and Objective:

The goal is to decrease youth-involved (age 16 -20) fatal, A and B injury crashes by 8% from the 2009-2011 calendar base year average of 1,577 to 1,401 in CY2013.

The objective is to expand outreach to law enforcement in training strategies and increase enforcement of the state's youth alcohol laws.

Results:

- Provided three mini-grant to Project Extra Mile, Inc. to provide training to law enforcement officers, community members and prosecutors from across the state of Nebraska that will provide them additional knowledge and skills related to enforcing underage drinking laws and conducting alcohol compliance checks in their communities.
 - Project Extra Mile hosted and coordinated two one-day law enforcement trainings during the month of September. The trainings took place on September 17th at the La Vista Police Department for the Omaha Metro Area and September 18th at the Nebraska Law Enforcement Training Center in Grand Island.
 - The trainings focused on enforcing underage drinking laws and coordinating and conducting alcohol compliance checks in Nebraska. Nancy McGee, Special Agent with the Missouri Division of Alcohol and Tobacco Enforcement presented the materials, with a section on compliance checks that was conducted by Sgt. Robert Elliott of the Nebraska State Patrol and a section on the legal aspects of enforcing underage drinking laws that was conducted by former Omaha City Prosecutor, Marty Conboy. There were over 30 law enforcement representatives from 18 agencies from across the state that participated.
 - Participating agencies included: Albion Police Department (PD), Bellevue PD, Boone County Sheriff's Office (CSO), Dodge/Snyder PD, Douglas CSO, Hall CSO, Howard CSO, Kearney PD, Kimball PD, Live Wise Coalition, Nebraska State Patrol, Omaha PD, Ord PD, Pawnee CSO, Santee Sioux Nation PD, Sarpy CSO, Silver Creek PD and Waterloo PD.

Results:

The goal to decrease youth-involved fatal, A and B injury crashes by 8% from the 2009-2011 calendar base year average of 1,577 to 1,401 in CY2013 was not reach. In 2012 there were 1,433 youth-involved fatal crashes.

Funding:	Section 410:	\$3,953.05
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Contact: Nicole Carritt, Project Extra Mile, Inc. Executive Director
12165 West Center Road, Suite 50, Omaha, NE 68144
Telephone: 402/963-9047 Fax: 402/963-0015 email: nikki@projectextramile.org

**Motorcycle / Public Information and Education
Nebraska Office of Highway Safety**

2010-13-01

Program Area:	Motorcycle Safety Awareness
Project Characteristics:	Motorcycle Riders
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population	Driver Population

Problem Identification:

Motorcycles are less stable and less visible than cars and often have high performance capabilities. For these and other reasons, motorcycles are more likely than cars to be involved in crashes. In a motorcycle crash the motorcyclist lacks the protection of an enclosed vehicle, so the motorcycle operator or passenger is more likely to be injured or killed. Per mile traveled in the United States in 2010, the number of deaths on motorcycles was about 35 times the number in cars.

Motorcycle fatal, injury and Property Damage Only (PDO) crashes cost Nebraskans a projected 50 million dollars in 2011. There were 23 fatalities and 512 persons injured in motorcycle crashes in 2011. In 2011 there were 54,773 motorcycle registrations and 88,728 motorcycle licensed drivers.

Goal and Objective:

The goal is to reduce the number of motorcycle fatalities by 20% from the 2009–2011 calendar year base year average of 17 to 14 in CY2013.

The objective of this system support grant is to make all Nebraska drivers aware of motorcycles on Nebraska roadways. The concept is one of “sharing the road with other drivers, especially those often difficult to see.”

Strategies and Activities:

- To produce public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclists, such as the “share-the-road” safety messages.
 - A Purchase Agreement was signed with Alliance Sports Marketing for motorcycle signage which included at least 2 (two) public address announcements at each racetrack; for 100 (one-hundred) 11” x 17” schedule posters to be distributed throughout the community in high traffic locations; and for a “Watch for Motorcycles” safety campaign centered at 10 (ten) Nebraska racetracks. In addition promotional key chains and T-shirts will be produced and distributed at the racetracks. (\$40,000.00)
- To provide a mechanism for local entities to apply for mini-grant contracts to promote and enhance driver awareness of motorcyclists.
 - A mini-grant contract was awarded to the National Safety Council, Nebraska for motorcycle public information and education campaign entitled “Be Cycle-Logical”. The campaign began May 1 and ended September 22, 2013. The campaign was designed to accomplish two goals; educate motor vehicle drivers to be aware of motorcycles on the road, educate motorcycle drivers about how to drive safely, wear the proper gear and be aware of motor vehicles and to reduce motorcycle crashes. (\$71,286.44)
 - Used All-Over Media to place Gas Pump Toppers and Window Clings at 21 gas stations (locations and pictures attached) for a nine week cycle which read; “Asphalt. World’s Fastest Tattoo Remover.”, “Cars Have Bumpers. Bikers Have Bones.”, “To Cars and Trucks You’re the Bug.” Campaign.

Gas Stations	Daily Impressions	# Days of Service	Service Dates	Total Impressions
21	3,405	1,302	7/1/13 – 8/31/13	93,099,510

- Sleight Advertising conducted a television campaign consisting of a previously produced :30 “Be Cycle-Logical” message on all major nets works; ABC, CBS, NBC and Fox during highly rated day-time and late-night talk shows. This included 50 bonus spots on the NBC weather station, EWOT, 30 overnight rotators and a 2 minute Moms Everyday interview.

- Clear-Channel 5 station radio 10 week campaign consisting of 400 mentions and 400 :15 commercials during AM and PM drive time hours. This included personal endorsement of the campaign by local radio celebrity and motorcyclist, Gina Melton.
- In-house creative and Safe Community Director designed billboards and purchased eight vinyl and digital boards from LAMAR with the same messages as the pump toppers including the taglines; “Ride Aware.” and “Drive Aware.” This campaign idea was used with the permission of the Utah DOT and will be used going forward to replace the Be Cycle-Logical tagline. The billboards were placed at following locations:

Town	Location	Service Dates	Weeks	Impressions
Omaha	136 th & L St.	6/10/13 – 7/7/13	4	572,156
Omaha	120 th N/O “I”	6/10/13 – 7/7/13	4	286,828
Omaha	72 nd & “Q”	6/10/13 – 7/7/13	4	515,908
Omaha	119 th & Pacific	6/10/13 – 7/21/13	6	1,064,802
Omaha	I-80 & 72 nd	6/10/13 – 7/21/13	6	2,953,014
Norfolk	1801 S. 1 st	7/1/13 – 9/22/13	12	165,972
Norfolk	603 Omaha Avenue	7/1/13 – 9/22/13	12	567,888
Columbus	Hwy 81/30	6/24/13 – 9/15/13	12	1,324,248
Total Impressions				7,450,816

- The National Safety Council, Nebraska conducted a pre, during and post survey of community members before, during and after the ten week media campaign through attendees at classes of the National Safety Council, Nebraska, Storm Chasers games, and various community safety events. Ten of these quizzes were randomly selected to receive a \$20 gift AMC theatre gift card for completing the quiz. A congratulatory letter reiterating the concern of motorcycle safety was sent with the gift card to each winner.

Results:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 2010:	\$111,286.44
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 Fax: 402/471-3865 Email: linda.kearns@nebraska.gov	

**Motorcycle Training Assistance
Nebraska Office of Highway Safety**

2010-13-02

Program Area:	Motorcycle Safety Awareness
Project Characteristics:	Motorcycle Riders
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population	Driver Population

Problem Identification:

Motorcycles are less stable and less visible than cars and often have high performance capabilities. For these and other reasons, motorcycles are more likely than cars to be involved in crashes. In a motorcycle crash the motorcyclist lacks the protection of an enclosed vehicle, so the motorcycle operator or passenger is more likely to be injured or killed. Per mile traveled in the United States in 2009, the number of deaths on motorcycles was about 36 times the number in cars.

Motorcycle fatal, injury and Property Damage Only (PDO) crashes cost Nebraskans a projected 50 million dollars in 2011. There were 23 fatalities and 512 persons injured in motorcycle crashes in 2011. In 2011 there were 54,773 motorcycle registrations and 88,728 motorcycle licensed drivers.

Goals and Objective:

The goal is to reduce the number of motorcycle fatalities by 20% from the 2008–2010 calendar year base year average of 16 to 12 in CY2012. The overall goal of this system support grant is to provide training opportunities for all Nebraska motorcyclists that develop, instill, and improve the knowledge, attitudes, habits, and skills necessary for the safe operation of a motorcycle.

The objectives are to improve a basic and/or experienced motorcycle rider training program to teach basic skills to novice riders and to refresh riding skills of former motorcycle riders and to provide a mechanism for law enforcement agencies to obtain motorcycle training for their officer.

Strategies and Activities:

- To provide improvements to motorcyclist safety-training curricula.
 - Renewed the National Association of State Motorcycle Safety Administrators (SMSA) membership. (\$1,200.00)
- To provide improvements in program delivery of motorcycle training to both urban and rural areas.
 - A mini-grant contract was awarded to the Nebraska Department of Motor Vehicles (DMV) to provide funding for Lea Kinnison to attend the 2013 SMSA National Summit on Comprehensive Motorcycle Safety Programs from August 23-25, 2013 in Kansas City, MO. (\$1,233.50)
- To implement measures designed to increase the recruitment or retention of motorcyclist safety training instructors.
 - No activity.

Results:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	Section 2010:	\$2,294.02
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Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 Fax: 402/471-3865 Email: linda.kearns@nebraska.gov
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**Distracted Driving Public Information and Education Campaign
Nebraska Safety Center, Kearney**

13-HSIP-(5)

Program Areas:	Distracted Driving
Project Characteristics:	Educational Effort
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Drivers (General Population)

Problem Identification:

Drivers are all affected by distracted driving. Although teen drivers are more likely than other age groups to be involved in a fatal crash where distraction is reported, adults are just as guilty of thinking they can drive safely while using cell phones and/or other distractions. This educational program is designed to reach drivers of all ages. Distracted driving crashes in Nebraska are a serious cause for concern. Fatal, A, and B crash totals of 729 crashes occurred in 2011 that were contributed to “Distracted Driving.” This is below the three-year average of 736 (Baseline 2009-2011).

Goal and Objective:

The goal is to decrease the number of the Distracted Driving-Related Fatal, A and B injury crashes by 10% from the 2009-2011 base year average of 736 to 648 in 2013.

The objective of this project is for the Nebraska Safety Center to use the driving simulator to demonstrate the dangers of distracted driving to reach approximately three-thousand (3,000) individuals each year.

Strategies:

To have the Nebraska Safety Center use the driving simulator to demonstrate the dangers of distracted driving to reach approximately three-thousand (3,000) individuals each year.

- To demonstrate the dangers of distracted driving at a minimum of seven (7) events.
- To demonstrate the dangers of distracted driving at a minimum of six (6) convention booths.
- To demonstrate the dangers of distracted driving at a minimum of ten (10) other venues.

Activities:

- The Nebraska Safety Center (NSC) at the University of Nebraska – Kearney submitted a HSIP Mini-grant that was approved on May 10, 2012. The purpose of grant is for NSC to purchase a hands-on driving simulator and trailer that will educate people of all ages about the dangers involved in inattentive and/or distracted driving.
 - The driving simulator was purchased on August 16, 2012. (\$19,275.00). The trailer was purchased on September 15, 2012. (\$6,673.00) (Fiscal year 2012 costs)
 - Supplies and repairs for the simulator and the trailer were acquired. (\$2,062.95)
 - Demonstration and training costs were incurred. (\$2,902.37)

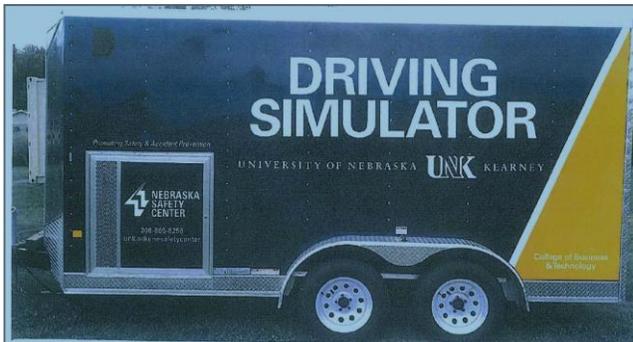
Simulator demonstration/training location	Date	Number of attendees
Great Plains Safety & Health Fair, Grand Island	October 9, 2012	12
Nebraska Safety Center Advisory Council Meeting, Kearney	October 24, 2013	5
Health & Wellness Fair, Kearney	November 29, 2012	17
Omaha Auto Show, Omaha	January 9-13, 2013	121
Omaha Westroads Safety Day, Omaha	April 27, 2013	62
Nebraska Department of Roads, Maintenance Conference, Kearney	May 1, 2013	210
Nebraska Safety Center Youth Safety Day, Kearney	May 18, 2013	37
Case/New Holland Simulation, Grand Island	June 5, 2013	12
Merrick County Fair, Central City	July 29, 2013	55
Administrator Days, Kearney	July 31, 2013	2
Family Fun Fest, Papillion	September 15, 2013	52
GPSHO Pathway & Success Conference, Kearney	September 25, 2013	25
12 Events	TOTALS	610



Picture taken 1/3/2013



Pictures taken 1/15/2014



Result:

The Distracted Driving-Related Fatal, A and B Injury Crash data for 2013 are unavailable from the Nebraska Department of Roads.

Distracted Driving was involved in 791 (16%) of the 4,915 Fatal, A and B injury crashes in 2012. The goal of a 10% reduction was not achieved.

Funding:	2013 HSIP Flex Funding	\$ 4,965.32
Contact:	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

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**Click It or Ticket - Selective Overtime Enforcement – Occupant Protection
Nebraska Office of Highway Safety**

13-HSIP-(8)

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated law enforcement agencies willing to address a variety of traffic safety issues.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage for 2009-2011 was observed at 84.8%, 84.1% and 84.2% respectively.

Goal and Objective:

The goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2011 calendar year usage rate of 84.2% to 88.2% in CY 2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies statewide for the November 2012 “Click It or Ticket” Mobilization. Participating agencies will be provided funding assistance for the overtime salaries and mileage.

Strategies and Activities:

- To solicit participation from law enforcement agencies to conduct selective overtime enforcement during the November 2012 “Click It or Ticket” Mobilization.
 - Information regarding the availability of the “Mini-Grant Contracts” for selective overtime enforcement was forwarded to all Nebraska law enforcement agencies.
- To ensure that all applicants comply with the pre-and post- award requirements as outlined in the application.
 - The internal checklist was utilized to ensure that all applicants were in compliance with the project requirements.
- To award mini-grant contracts for selective overtime enforcement activity for the November “Click It or Ticket” Mobilization.
 - During the project period 48 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 21 contracts; and, Sheriff’s Offices – 27 contracts.

Contract Awards

Agency	Reimbursed
Auburn Police Department	\$1,420.35
Beatrice Police Department	\$1,157.18
Bellevue Police Department	\$2,584.62
Broken Bow Police Department	\$1,432.45
Chadron Police Department	\$1,379.96
Columbus Police Department	\$2,226.67
Cozad Police Department	\$1,118.03
Crete Police Department	\$1,364.65

Decatur Police Department	\$293.76
Gering Police Department	\$1,185.60
Grand Island Police Department	\$6,915.07
Hastings Police Department	\$852.68
Holdrege Police Department	\$353.57
Kearney Police Department	\$2,641.35
La Vista Police Department	\$2,001.02
Lincoln Police Department	\$3,694.89
Papillion Police Department	\$1,733.16
Plattsmouth Police Department	\$1,763.66
Omaha Police Department	\$18,617.22
Scottsbluff Police Department	\$2,287.64
Walthill Police Department	\$283.71
Boone County Sheriff's Office	\$2,000.00
Boyd County Sheriff's Office	\$1,000.00
Brown County Sheriff's Office	\$991.95
Cass County Sheriff's Office	\$998.28
Colfax County Sheriff's Office	\$1,198.30
Dakota County Sheriff's Office	\$2,595.70
Dawson County Sheriff's Office	\$2,999.83
Douglas County Sheriff's Office	\$6,503.71
Fillmore County Sheriff's Office	\$2,000.00
Franklin County Sheriff's Office	\$834.24
Gage County Sheriff's Office	\$869.96
Hall County Sheriff's Office	\$1,137.07
Harlan County Sheriff's Office	\$1,344.83
Johnson County Sheriff's Office	\$2,000.00
Lancaster County Sheriff's Office	\$3,783.14
Lincoln County Sheriff's Office	\$2,736.53
Merrick County Sheriff's Office	\$1,987.01
Nance County Sheriff's Office	\$2,000.00
Nemaha County Sheriff's Office	\$2,499.72
Otoe County Sheriff's Office	\$1,595.72
Phelps County Sheriff's Office	\$999.83
Platte County Sheriff's Office	\$2,801.02
Saline County Sheriff's Office	\$958.88
Sarpy County Sheriff's Office	\$3,606.78
Saunders County Sheriff's Office	\$2,059.89
Scotts Bluff County Sheriff's Office	\$2,833.12
Thurston County Sheriff's Office	\$1,957.25
	\$111,600.00

These 48 mini-grant contracts resulted in a total of 2,768 hours of selective overtime enforcement, 278 seat belt citations, 1,339 speeding citations, 98 impaired driving arrests and a total of 2,984 total citations.

- To review the selective alcohol overtime enforcement activity for each mini-grant and process the reimbursement request. Reimbursement requests were reviewed and processed for all mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Flex Funding	\$111,600.00
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

**You Drink & Drive. You Lose. - Selective Overtime Enforcement – Alcohol
Nebraska Office of Highway Safety**

13-HSIP-(9)

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol and Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

Alcohol was known to be involved in 49 (29.8 percent) of the 164 fatal crashes that occurred in CY2011. Alcohol was involved in 610 (12.2 percent) of the 4,998 fatal, A and B injury crashes in CY2011. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 427 (34.9 percent) of the 1,221 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2011 calendar base year average of 606 to 563 in CY2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies statewide for the December 2012/January 2013 “You Drink & Drive. You Lose.” Crackdown. Participating agencies will be provided funding assistance for the overtime salaries and mileage.

Strategies and Activities:

- To solicit participation from law enforcement agencies to conduct selective overtime enforcement during the December 2012/January 2013 “You Drink & Drive. You Lose.” Crackdown. Information regarding the availability of the “Mini-Grant Contracts” for selective overtime enforcement was forwarded to all Nebraska law enforcement agencies.
- To ensure that all applicants comply with the pre-and post- award requirements as outlined in the application. The internal checklist was utilized to ensure that all applicants were in compliance with the project requirements.
- To award mini-grant contracts for selective overtime enforcement activity for the December 2012/January 2013 “You Drink & Drive. You Lose.” Crackdown. During the project period 47 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 24 contracts; Sheriff’s Offices – 22 contracts; and, Nebraska State Patrol – 1 contract.

Contract Awards

Agency	Reimbursed
Beatrice Police Department	\$950.55
Bellevue Police Department	\$7,467.92
Broken Bow Police Department	\$1,495.55
Chadron Police Department	\$1,375.42
Columbus Police Department	\$2,526.45
Cozad Police Department	\$1,952.49
Crete Police Department	\$3,916.23
Decatur Police Department	\$490.40
Franklin Police Department	\$484.03
Gering Police Department	\$832.30
Grand Island Police Department	\$9,265.66

Holdrege Police Department	\$1,291.71
Kearney Police Department	\$1,298.31
Kimball Police Department	\$1,145.21
La Vista Police Department	\$4,389.67
Lincoln Police Department	\$6,939.21
Mitchell Police Department	\$850.52
Nebraska City Police Department	\$1,144.20
Omaha Police Department	\$24,253.40
Papillion Police Department	\$1,678.68
Plattsmouth Police Department	\$3,263.19
Ralston Police Department	\$1,762.04
Scottsbluff Police Department	\$3,168.51
UNL Police Department	\$2,164.26
Cass County Sheriff's Office	\$719.37
Colfax County Sheriff's Office	\$3,175.37
Dakota County Sheriff's Office	\$6,312.51
Dawson County Sheriff's Office	\$3,500.00
Douglas County Sheriff's Office	\$9,746.98
Fillmore County Sheriff's Office	\$3,499.63
Franklin County Sheriff's Office	\$1,564.20
Gage County Sheriff's Office	\$623.33
Johnson County Sheriff's Office	\$3,500.00
Lancaster County Sheriff's Office	\$5,356.85
Lincoln County Sheriff's Office	\$1,879.82
Merrick County Sheriff's Office	\$4,000.00
Nance County Sheriff's Office	\$3,500.00
Nemaha County Sheriff's Office	\$4,999.77
Otoe County Sheriff's Office	\$1,604.19
Phelps County Sheriff's Office	\$1,889.73
Platte County Sheriff's Office	\$2,311.01
Saline County Sheriff's Office	\$3,707.64
Sarpy County Sheriff's Office	\$2,234.80
Saunders County Sheriff's Office	\$3,838.87
Scotts Bluff County Sheriff's Office	\$3,036.02
Thurston County Sheriff's Office	\$4,000.00
Nebraska State Patrol	\$19,960.37
	\$179,066.37

These 47 mini-grant contracts resulted in a total of 4,307 hours of selective overtime enforcement, 452 seat belt citations, 2,661 speeding citations, 540 impaired driving arrests and a total of 7,785 total citations. One checkpoint was conducted by the Scotts Bluff County Sheriff's Office.

- To review the selective overtime enforcement activity for each mini-grant and process the reimbursement request. Reimbursement requests were reviewed and processed for all mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Flex Funding	\$179,006.37
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

Annual Report	Nebraska
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**Click It or Ticket - Selective Overtime Enforcement – Occupant Protection
Nebraska Office of Highway Safety**

13-HSIP-(11)

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol and Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated law enforcement agencies willing to address a variety of traffic safety issues.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage for 2009-2011 was observed at 84.8%, 84.1% and 84.2% respectively.

Goal and Objective:

The goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2011 calendar year usage rate of 84.2% to 88.2% in CY 2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies statewide for the May/June 2013 “Click It or Ticket” Mobilization. Participating agencies will be provided funding assistance for the overtime salaries and mileage.

Strategies and Activities:

- To solicit participation from law enforcement agencies to conduct selective overtime enforcement during the May/June 2013 “Click It or Ticket” Mobilization.
 - Information regarding the availability of the “Mini-Grant Contracts” for selective overtime enforcement was forwarded to all Nebraska law enforcement agencies.
- To ensure that all applicants comply with the pre-and post- award requirements as outlined in the application.
 - The internal checklist was utilized to ensure that all applicants were in compliance with the project requirements.
- To award mini-grant contracts for selective overtime enforcement activity for the May/June 2013 “Click It or Ticket” Mobilization.
 - During the project period 56 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 25 contracts; Sheriff’s Offices – 30 contracts; and, Nebraska State Patrol – 1 contract.

Contract Awards

Agency	Reimbursed
Beatrice Police Department	\$939.80
Bellevue Police Department	\$6,171.07
Bennington Police Department	\$1,229.88
Broken Bow Police Department	\$1,458.18
Chadron Police Department	\$1,662.66
Columbus Police Department	\$3,338.62
Cozad Police Department	\$1,653.49
Crete Police Department	\$2,734.39
Decatur Police Department	\$588.72
Fairbury Police Department	\$4,450.57
Grand Island Police Department	\$11,762.57
Hastings Police Department	\$5,509.05

Holdrege Police Department	\$1,395.15
Kearney Police Department	\$3,079.78
Kimball Police Department	\$639.51
La Vista Police Department	\$2,501.16
Lincoln Police Department	\$8,013.15
Mitchell Police Department	\$2,547.30
Papillion Police Department	\$4,567.50
Plattsmouth Police Department	\$3,120.66
Omaha Police Department	\$24,771.15
Ralston Police Department	\$3,459.34
Scottsbluff Police Department	\$4,191.57
South Sioux City Police Department	\$4,027.91
UNL Police Department	\$1,825.02
Boyd County Sheriff's Office	\$1,459.13
Brown County Sheriff's Office	\$1,779.62
Buffalo County Sheriff's Office	\$4,692.77
Butler County Sheriff's Office	\$3,526.25
Cass County Sheriff's Office	\$1,323.69
Colfax County Sheriff's Office	\$2,652.12
Dakota County Sheriff's Office	\$8,254.85
Dawson County Sheriff's Office	\$9,534.33
Douglas County Sheriff's Office	\$17,995.69
Fillmore County Sheriff's Office	\$4,058.46
Franklin County Sheriff's Office	\$3,167.38
Gage County Sheriff's Office	\$704.47
Gosper County Sheriff's Office	\$2,879.40
Hall County Sheriff's Office	\$4,816.14
Howard County Sheriff's Office	\$651.40
Johnson County Sheriff's Office	\$4,218.83
Lancaster County Sheriff's Office	\$6,619.34
Lincoln County Sheriff's Office	\$7,027.86
Merrick County Sheriff's Office	\$5,000.00
Nance County Sheriff's Office	\$3,667.50
Nemaha County Sheriff's Office	\$10,684.09
Otoe County Sheriff's Office	\$1,968.75
Phelps County Sheriff's Office	\$1,975.75
Platte County Sheriff's Office	\$4,815.69
Saline County Sheriff's Office	\$5,000.00
Sarpy County Sheriff's Office	\$5,871.78
Saunders County Sheriff's Office	\$4,215.01
Scotts Bluff County Sheriff's Office	\$7,459.39
Thurston County Sheriff's Office	\$3,933.14
Webster County Sheriff's Office	\$3,546.07
Nebraska State Patrol	\$21,033.86
	\$270,170.96

These 56 mini-grant contracts resulted in a total of 6,463 hours of selective overtime enforcement, 882 seat belt citations, 4,400 speeding citations, 189 impaired driving arrests and a total of 8,899 total citations.

- To review the selective overtime enforcement activity for each mini-grant and process the reimbursement request. Reimbursement requests were reviewed and processed for all mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Flex Funding	\$270,170.96
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

**Click It or Ticket - Public Information and Education – Occupant Protection
Nebraska Office of Highway Safety**

13-HSIP-(12)

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.2 million registered vehicles. In 2010, traffic crashes resulting in 33,212 crashes occurred killing 190 people and injuring another 16,712 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2008-2010 was observed at 82.7%, 84.8%, and 84.1%. Child safety seat usage surveys conducted in 2008-2010 observed 96.8%, 95.4%, and 91.5% usage. Although usage has steadied, child safety seat check-up events show the average misuse rate of child safety seats at 89%.

Violations for No Occupant Protection (no safety belt) resulted in 9,325, 10,118, and 9,869 convictions in 2008-2010. In addition, violations for No Child Restraint resulted in 1,742, 1,628, and 1,530 convictions in 2009-2010.

Occupant protection activities will be coordinated through the NOHS to insure continuity, uniformity, and comprehensiveness in this area and will focus in the twenty-one counties which have been identified as “target” or “priority” counties. The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address the occupant protection use issue. A good working relationship including resources and support for local officials by the NOHS staff is essential for improved compliance of occupant protection laws.

Goal and Objective:

To decrease fatalities by 10% from the three base year average (2009-2011) of 198 to 178 and to decrease serious injuries by 4% from the three base year average (2009-2011) of 1,821 to 1,748.

Strategies and Activities:

Produce/provide public service announcements/ads featuring occupant restraint mobilizations through numerous media outlets.

On March 6, 2013, NOHS submitted a mini-grant application to the Nebraska Department of Roads, Traffic Engineering, requesting \$250,000 (100%) of HSIP federal funding. The funding was to be used for the Click It or Ticket Mobilization Public Information and Education campaign which ran from May 1, 2013, thru June 30, 2013. The campaign combined targeted messaging for both radio and television paid advertising; gas station pump top fillboards combined with pump handle fillboards; and print advertising via Nebraska newspapers. The mini-grant was approved on March 28, 2013.

NOHS contracted with Urban Finch to provide indoor advertising for the “Click It or Ticket” campaign during the month of May. Ads were placed in one Lincoln location, Anytime Fitness (2,500 to 3,000 members/week), where Urban Finch has 4 frames. Two promotions in each frame totaled 8 ad spots. The Omaha ads were placed at 11 locations: On The Rocks (2,500 customers a week), Varsity (Q) (3,000), Varsity (F) (3,500), Varsity (Dodge) (2,000), Varsity (Hwy 379) (2,000) Moylan Iceplex (3,200), Bene Pizza (1,000), Aspen Athletics (3,000), Anytime Fitness (2,000), Kosama (2,500), and Snap Fitness (1,500)



with 23 frames. A total of 27 “Cold Hard Facts” safety belt ads, 8” x 10”, were placed in restrooms at the above listed facilities. (\$1,620.00)



NOHS placed the safety belt message “Saving Lives! Click It or Ticket/Day & Night” newspaper ads during the weeks of May 20 through June 30, 2013. The 2” x 4” ad placed through the Nebraska Press Advertising Service in 165 newspapers statewide with a circulation of 320,524, offering a readership of over 730,000. (\$11,220.00)

During June, two ads “All It Takes Is A Second” a 5.75” x 5” colored ad and the 1/2 page ad “Going On Vacation” were run in the “Prairie Fire” newspaper. This newspaper is a free publication with distribution at over 400 locations in Lincoln, Omaha, Greater Nebraska, as well as additional locations throughout the Great Plains. (\$983.00)

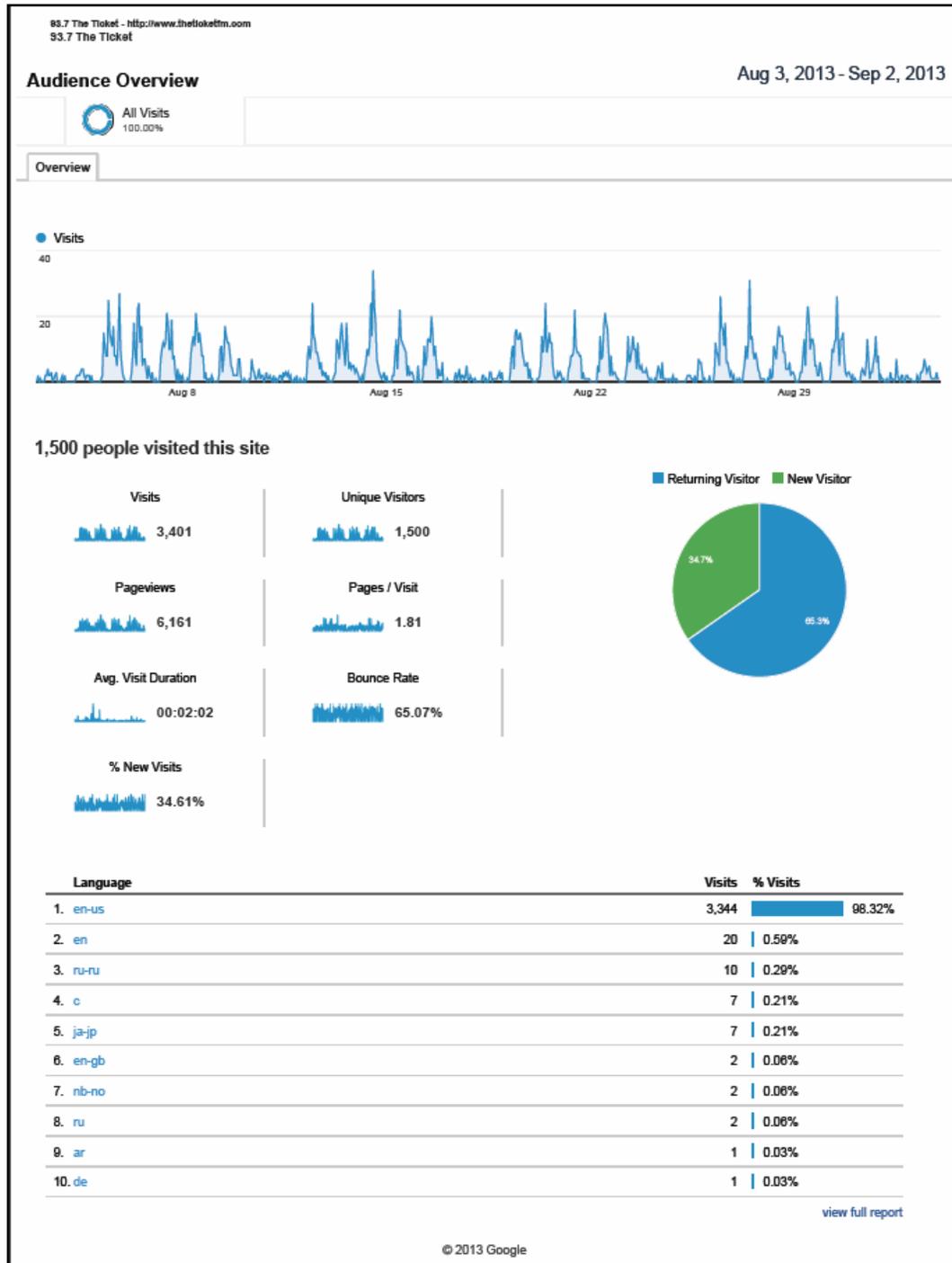


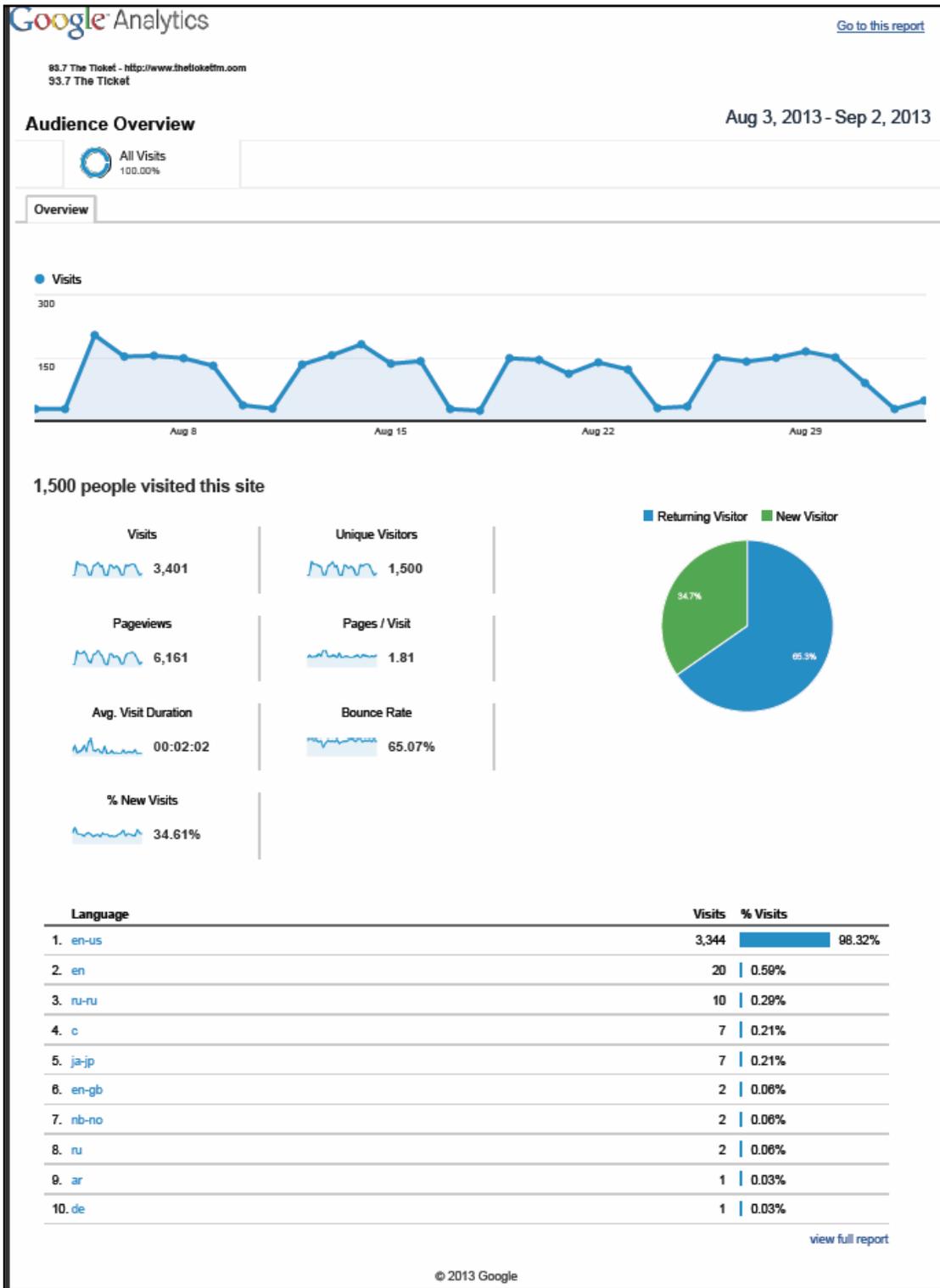
Contracted with IMG Communications for a “Click It or Ticket” safety message logo which is strategically placed on the media backdrop for all the Cornhusker athletic press events, for coaches and players, both home and away games during the May and June events. (\$39,500.00)



“The Ticket” KNTK, 93.7 FM – Sports Radio, contracted two clusters of air time with Click It or Ticket PSAs. Twenty :30 Commercial Announcements aired on May 20 - 24, 2013 from 7:00 a.m. to 7:00 p.m. Another twenty :30

Commercial Announcements aired on May 27 - June 2, 2013, from 7:00 a.m. The final number of ads placed was 109, of which 40 ads ran for \$20.00, 35 ads for \$10.00 and 34 ads ran at no cost, which averaged \$10.55 for each ad. According to the Audience Overview 1,500 people visited the website with 65.3% of those returning as a visitor. (\$1,150.00) See the two charts with the Audience Overview.





NOHS entered into a "My TV One Day Sale" with KOLN 10/11 which ran a total of 65 spots during May 6 - 26, 2013. Forty-five ads were run at a cost of \$11.00 and 20 ads were free. The average cost of the 65 ads was \$7.62. The household outreach for the "Sale" ads is 278,000. (\$495.00)

Contracted with IMG Communications for Sports Nightly ads ran during the months of May and June by Husker Sports Marketing. There were 1,500 ads ran on 25 stations during the weekday evenings on “Husker Sports Nightly” program between 6:00 p.m. and 9:00 p.m. (\$10,632.00)

This ad was played during the Click It or Ticket Mobilization:

Nebraska Office of Highway Safety 30 second Radio Ad

- 1 **Music/SFX:** (MUSIC IN AND UNDER TO ESTABLISH, ROAD/DRIVING SOUNDS)
- 2 **ANNCR:** All it takes is a second.
- 3 **SFX:** (SOUND OF CRASH....SIREN IN DISTANCE)
- 4 **ANNCR:** If you could save a life...prevent an injury...or avoid a ticket...
- 5 wouldn't you? All it takes is a second.
- 6 **SFX:** (SOUND OF SEAT BELT BEING BUCKLED)
- 7 **ANNCR:** In the past three years more than 170 Nebraskans have died.
- 8 Over 4,000 were seriously hurt. And more than 34,000 paid a
- 9 fine. All because they weren't buckled up.
- 10 "Click It or Ticket" day and night.
- 11 **SFX:** (SOUND OF SEAT BELT BEING BUCKLED)
- 12 **ANNCR:** A message from the Nebraska Office of Highway Safety
- 13 **SFX:** (SOUND OF SEAT BELT BEING BUCKLED)
- 12 **ANNCR:** Remember all it takes...is a second.

All Husker Sports Affiliates Local Programming 60 times each:

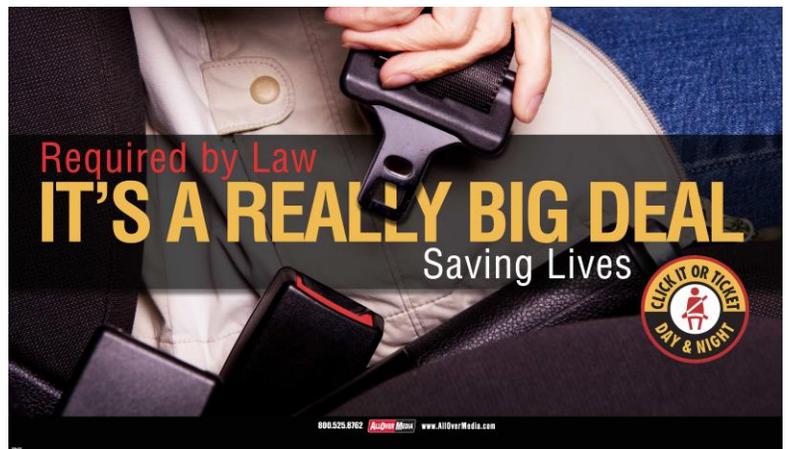
Ainsworth	KBRB-AM	1400 AM
Alliance	KCOW-AM	1400 AM
Aurora	KRGY-FM	97.3 FM
Beatrice	KWBE-AM	1450 AM
Broken Bow	KBBN-FM	95.3 FM
Chadron	KCSR-AM	610 AM
Columbus	KJSK-AM	900 AM
Falls City	KTNC-AM	1230 AM
Falls City	KLZA-AM	101.3 FM
Fremont	KFMT-FM	105.5 FM
Grand Island	KRGI-AM	1430 AM
Holdrege	KUVR-AM	1380 AM
Kearney	KGFW-AM	1340 AM
Lincoln	KLIN-AM	1400 AM
Lincoln	KFGE-FM	98.1 FM
Lincoln	KBBK-FM	107.3 FM
McCook	KSWN-FM	93.9 FM
North Platte	KODY-AM	1240 AM
Omaha	KFAB-AM	1110 AM
Sidney	KSID-AM	1340 AM
Sidney	KSID-FM	98.7 FM
Superior	KRFS-FM	103.9 FM
Superior	KRFS-AM	1600 AM
Valentine	KVSH-AM	940 AM
Wayne	KTCH-AM	1590 AM

The NOHS entered into a Pump Topper and Fillboard Gas Pump Advertising Agreement with **AllOver Media** in the amount of \$41,400.00. The campaign ran from May 1 - June 30, 2013, with the safety message "Required By Law - It's A Really Big Deal – Saving Lives - Click It or Ticket – Day & Night." The cost of the campaign was \$35,400.00 for custom gross space amount and \$6,000 for the production. The design also included the NOHS logo. The pump toppers and fillboards were placed at 60 gas stations in the following eighteen **Counties/Towns**: **Adams/Hastings** (2); **Buffalo/Kearney** (2); **Cass/Plattsmouth** (2); **Custer/Broken Bow** (1); **Dawson/Lexington** (2), Cozad (2), Gothenburg (2), **Dodge/North Bend** (1); **Gage/Filley** (1), Wymore (1), Beatrice (2); **Hall/Wood River** (1), Doniphan (1), Grand Island (1); **Hamilton/Aurora** (2), Hampton (1), Phillips (1), Giltner (1); **Lincoln/North Platte** (3), Brady (1), Maxwell (1), Hershey (1); **Madison /Madison** (1) Norfolk (3), **Otoe/Syracuse** (1), Palmyra (1), Nebraska City (1); **Platte/Columbus** (2), Humphrey (1); **Saline/Wilber** (1), Crete (2), Dorchester (1); **Saunders/Wahoo** (2), Yutan (1), Ceresco (1); **Scotts Bluff/Scottsbluff** (2), Gering (1); Mitchell (1), Minatare (1); **Seward/Seward** (1), Utica (1); **York/York** (1); Stromsburg (1), Waco (1). Gas Pump Advertising for pump toppers and fillboards: 5,107 estimated impressions / day / gas station * 60 stations * 60 days = 18,385,200 impressions. (\$41,400.00)

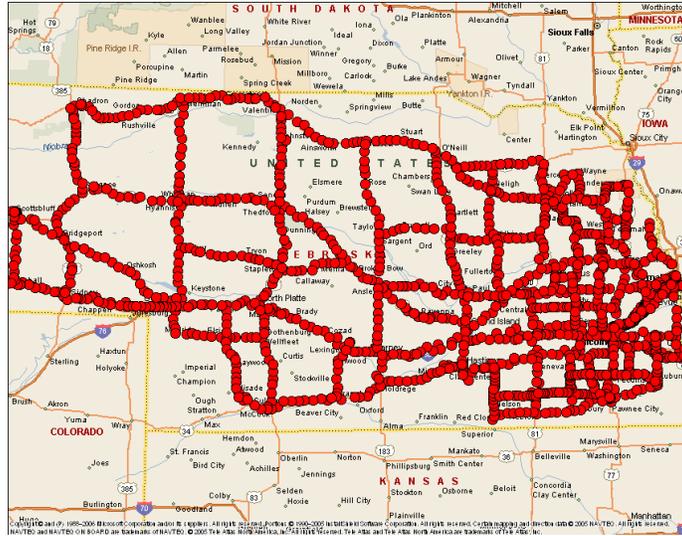
Pump Handle



Pump Top Poster



NOHS entered into a Truckside Advertising Agreement with AllOver Media. The campaign ran from May 1, 2013 thru June 30, 2013, with the safety message "Saving Lives Every Day – Buckle Up. It's The Law." Fifteen delivery service trucks wrapped with trucksize images stress the need for citizens to buckle up because it is the law. The carrier's name and number of vehicles were Eller Distributing (1), Griff's Delivery (3), Kent News (2), Mills Transfer (4), Omaha Distributing Services (1), Peck Distributing (1), and Spirit Lines (3). The Truckside Billboard: 22,150 estimated impressions / day / truck * 15 trucks * 60 days = 19,935,000 over the routes of the 15 trucks over two months, covering the state from east to west and north to south. (\$33,000.00)



A mini-grant contract in the amount of \$110,000.00 was awarded to the Nebraska Safety Council for Public Service Announcements for the May/June 2013 paid media campaign. Through the media buy NOHS received 6,368 ad spots for \$99,143.00 for an average of \$15.57 per ad spot. An additional cost of \$500.00 for changes to the logo and tagline charge and \$10,000.00 to address the social media aspect consisting of ads, Facebook page and website. (\$109,643.00)

2013 CIOT Media BUY REPORT May 20 - June 2, 2013				
HSIP12		Post #	Actual	
			Spots	Cost
Omaha	KPTM-TV (Ch 9/42) Fox (TV)	82	82	\$10,700.00
Lincoln	KOLN KGIN My TV (TV)	12	12	\$6,000.00
Omaha	Cox Media (TV)	597	597	\$24,319.00
Lincoln	Time Warner Cable (TV)	386	387	\$15,075.00
Omaha	KXVO - Omaha (TV)	38	38	\$3,300.00
Statewide	Charter Media(Super Zone)	3682	3682	\$14,757.00
Norfolk	CableOne	420	420	\$3,020.00
Omaha/ Council Bluffs	KQCH-FM (104.1)/94.1	64	64	\$3,250.00
	Radio Lobo (Hispanic)	64	68	\$2,000.00
	KEZO-FM (Z-92)	60	60	\$2,750.00
Lincoln	KFRX-FM	44	44	\$1,200.00
	KIBZ-FM 104,the Blaze	90	90	\$1,800.00
	KRVN-AM/FM	208	208	\$3,978.00
	Brownfield/Learfield/NE Radio Network	494	494	\$6,004.00
	KNEB AM/FM	122	122	\$990.00
Total Results		6,363	6,368	\$99,143.00
Brownfield Network: 39 Stations statewide carrying farm new reports		Cost logo/tag change		\$500.00
* SuperZone not rated for GRP's				\$15.57
		Social Media		\$10,000.00
				\$109,643.00

Click It Or Ticket 2013

Research Associates/Wamstad+Evans Social Media Report

Executive Summary

Facebook – Tumblr - Google

Research Associates and Wamstad+Evans ran a social media campaign in Nebraska to complement the traditional media campaign from May 20th-June 2, 2013.

The campaign used the Facebook page created in the 2012 campaign and updated it to reflect the small campaign changes in the national messaging. We also used the web page created on Tumblr to reinforce the reach and messaging on the Facebook page. The third portion of the 2013 Click It or Ticket was the addition of Google Adwords to drive additional reach and frequency through Google, Facebook, and the Google ad network (which includes Google, other websites and YouTube).

The CIOT 2013 Social Media Campaign set a high watermark for user engagement on Facebook. While the 2012 had shown levels of engagement four to five times greater than other social campaigns, **the 2013 campaign engaged the target demographic at more than 10 times the rate** that we might normally get. Engagement in users is through sharing posts, commenting on posts, liking the page, and talking about the campaign on their own Facebook pages.

Challenges:

2012 was a year of great change on Facebook. Facebook moved their emphasis from allowing advertisers to place ads for frequency to giving preference to ads placed for click through from the ad to the Facebook page. This created a more engaged dynamic for the CIOT 2013 ads.

Facebook also reduced the number of characters that could be used in the headline and body copy of ads, which required even closer attention to copy writing with fewer words for the ads. This meant that we were unable to title ads with “Nebraska”; so rather than “Click It or Ticket Nebraska” it became “Click It or Ticket”.

Outcomes:

The increase of “Click Through” to the Facebook page increased the number of people posting comments and personal stories about seat belts. It also increased the amount of negative and aggressive posts. The negative posts were deleted and the users banned from the Facebook page, though this took considerably more time to manage than the CIOT 2012 Campaign.

As a result the reach of the campaign nearly doubled, and the engagement of the target audience increased significantly. The campaign nearly doubled the number of “Likes” for the CIOT 2013 Facebook Page from about 2,400 to 4,754 which increased our reach to nearly all of the people in Nebraska that are on Facebook through their friends and acquaintances.

Recommendations

Year round management with increased advertising during CIOT campaigns: approx. \$60,000

Our recommendation is to increase engagement across the year at a lower level to retain people that have “Liked” the Click It or Ticket over the course of the year and continue to grow a culture of seat belt safety. The recent GOP study on the Youth (18-29) vote in the 2012 election showed that **Facebook provides the number one source of news for 18-29 year olds** and is a strong platform for discussion around ideas.

The Numbers

Management and Production: \$6,000

Kick Off Date: May 5th Pre Announcement

Campaign: May 20th to June 2nd

Closing Thank You: June 5th

Facebook/Google/Tumblr Management: 45 Hours

Ads Produced: 25 (Each ad was produced specifically for CIOT Nebraska)
 Ads Used: 19 (Number of Ads used)
 Revisions: 10-15 of multiple ads (Revisions of used ads to optimize language/images/target)
 Ads Creative/Copy/Production: 20 hours

FACEBOOK: \$3,200

Impressions 2,318,188 (Total number of times someone was exposed to an ad)
 Campaign Reach 400,443 (Number of unique people reached in Nebraska)
 Actions 4,044 (Number of actions that target audience took)
 Post Engagements 2,174 (How many people interacted with the page after seeing an ad)
 Page Likes 1,870 (Number of additional likes during campaign)
 Frequency 5.8 (Number of times those people saw one of the ads)
 Clicks 8,086 (How many times people clicked on an ad for more information)
 Click-Through Rate 0.349% (This is nearly 4 times the rate of CIOT 2012)
 Total Spent \$3,202.31 (in purchased media not including production and management)

GOOGLE ADWORDS: \$800

Impressions 796,215 (Total number of times someone was exposed to an ad)
 Clicks 1,826 (How many times people clicked on an ad for more information)
 CTR 0.23% (Percentage of Clicks to Impressions)
 Avg CPC \$0.44 (Average cost per click)
 Avg Pos 1.3 (Average position of ad in placement; 1 is first)

For the Click It or Ticket Memorial Day ad schedule RA and Wamstad+Evans ran a short social media campaign to increase the reach in the target demographic through Facebook, YouTube, and Tumblr. Facebook ads were initially setup and a Facebook Page was created for Nebraska Click It or Ticket to leverage greater reach to the targeted demographic. The website was located at <http://clickitorticketnebraska.tumblr.com/>

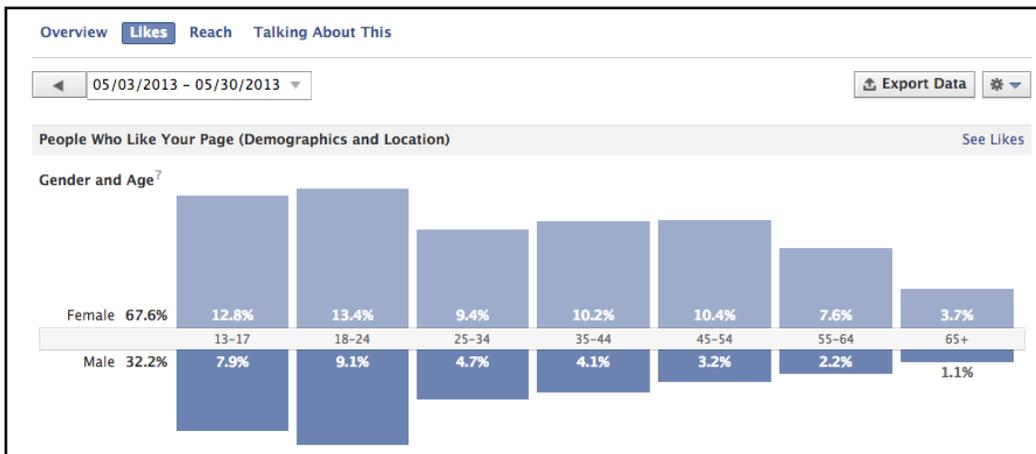
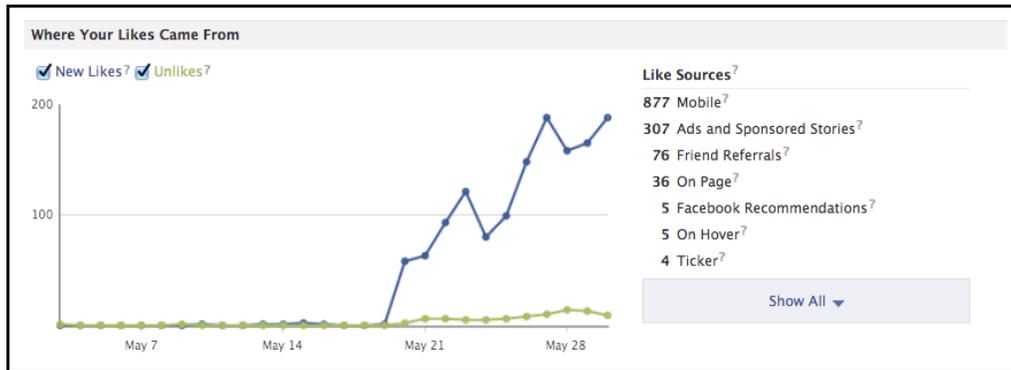
The Facebook page placement was more effective than anticipated as it not only bolstered reach in the target demographic on Facebook but also engaged the people who “Liked” the page to the point that they requested materials for their schools and neighborhoods. Additionally the click through rate (how many people click on the ads) was 7.5 times more effective than most campaigns. A gain of nearly 3,000 “Likes” on Facebook which gives a potential reach on Facebook to 683,341 Friends of Fans. The cost for this social media campaign was \$6,000.00.

The Data Visualization

OVERVIEW

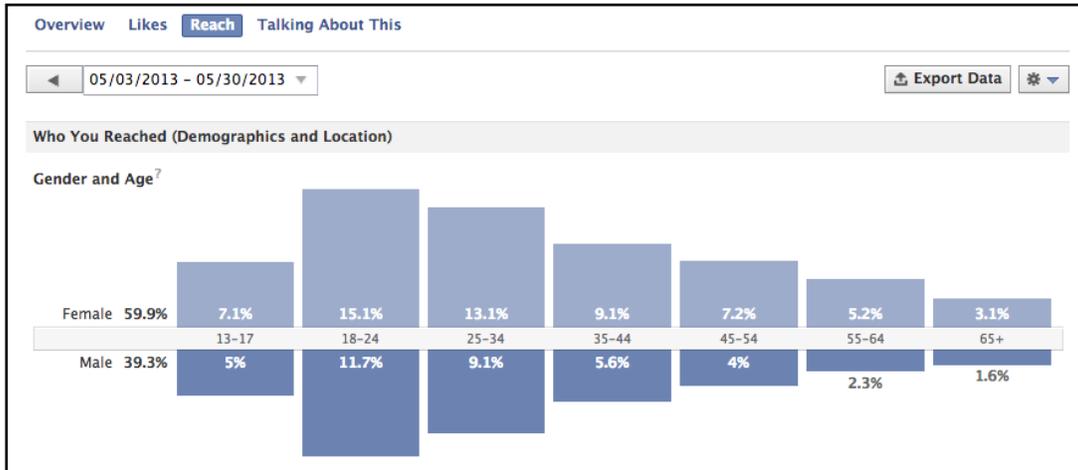


LIKES

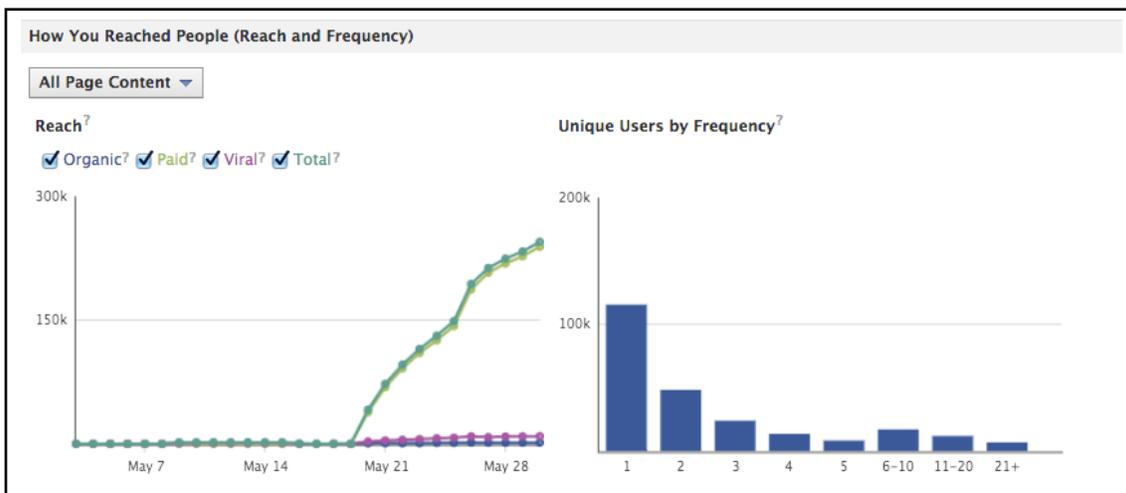


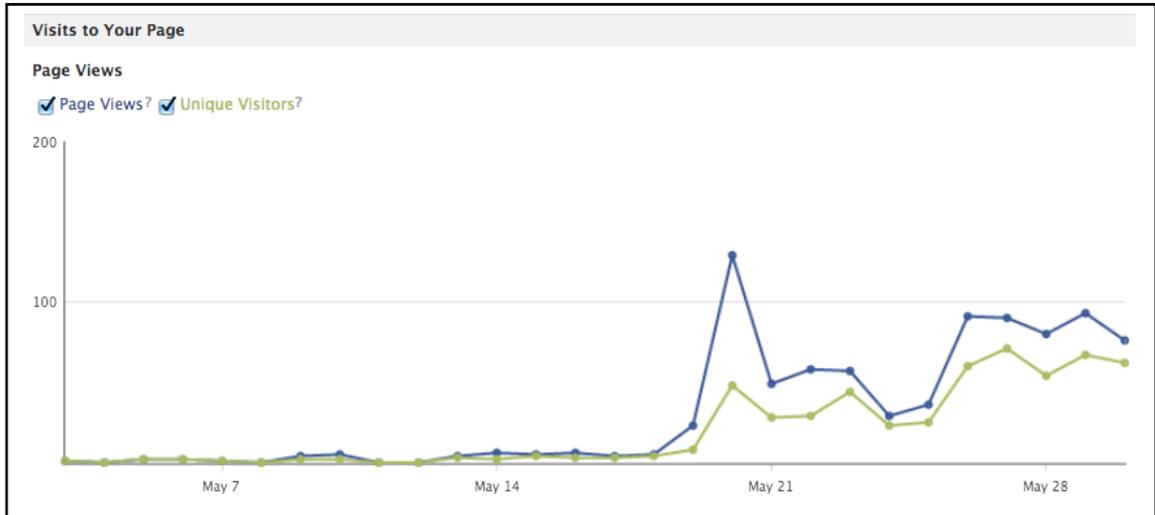
Countries?	Cities?	Languages?
4,103 United States of America	990 Omaha, NE	4,025 English (US)
6 Peru	554 Lincoln, NE	65 English (UK)
6 Mexico	132 Bellevue, NE	34 Spanish
5 Germany	106 Grand Island, NE	4 Arabic
3 Indonesia	105 Kearney, NE	4 Spanish (Spain)
3 United Kingdom	87 Fremont, NE	3 English (Pirate)
1 Belgium	85 Norfolk, NE	3 Indonesian
1 Egypt	85 Columbus, NE	1 Romanian
1 El Salvador	83 North Platte, NE	1 French (France)
1 Cambodia	68 Hastings, NE	1 Portuguese (Brazil)
1 Italy	60 Beatrice, NE	1 Italian
1 Austria	55 Scottsbluff, NE	1 German
1 Colombia	41 Papillion, NE	1 Thai
1 Iraq	34 South Sioux City, NE	
1 Romania	33 Alliance, NE	
1 Pakistan	32 Blair, NE	
1 Nepal	31 Seward, NE	
1 Tunisia	29 Fairbury, NE	
1 Laos	28 Crete, NE	
1 Lebanon	28 Sidney, NE	

REACH

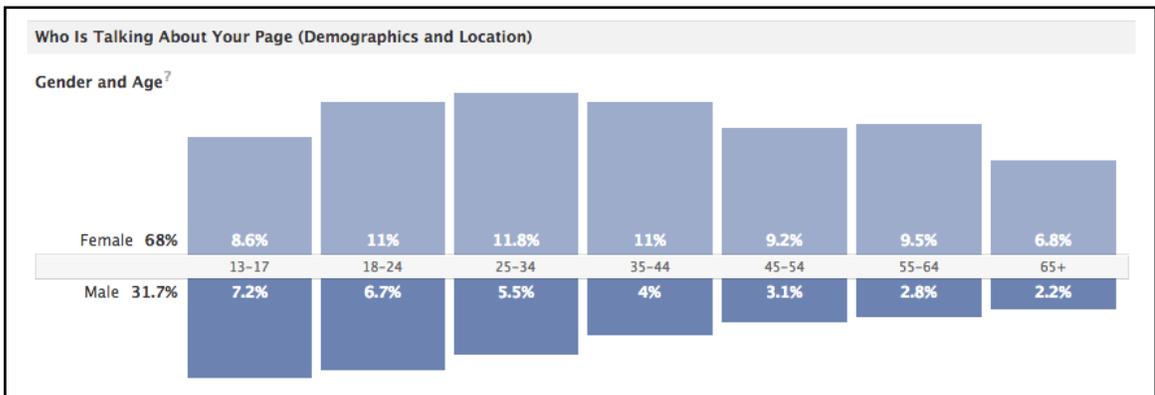
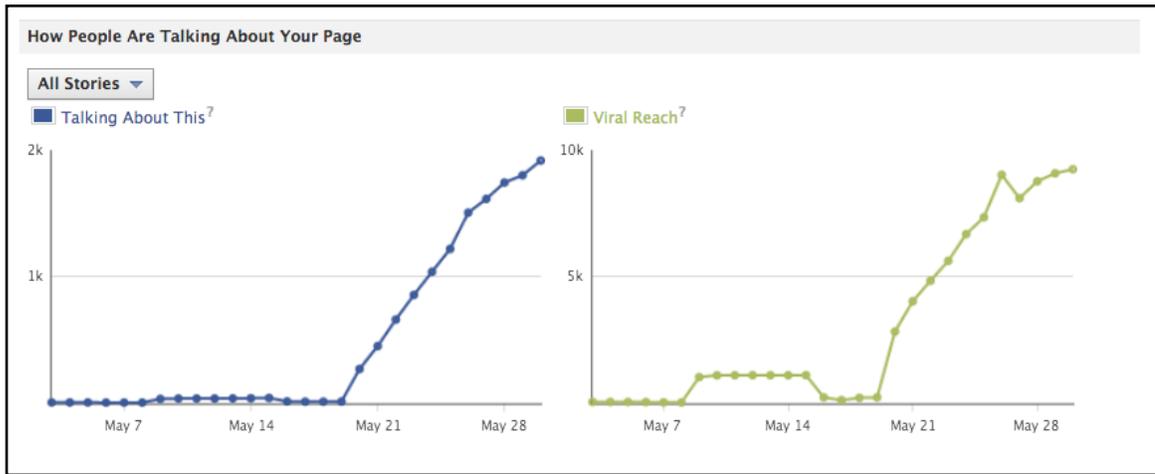


Countries ⁷	Cities ⁷	Languages ⁷
244,213 United States of America	69,852 Omaha, NE	236,200 English (US)
78 Mexico	41,072 Lincoln, NE	3,869 English (UK)
46 Philippines	7,835 Grand Island, NE	3,093 Spanish
43 United Kingdom	6,884 Kearney, NE	531 Spanish (Spain)
37 Canada	6,161 Bellevue, NE	180 English (Pirate)
26 Germany	5,179 North Platte, NE	120 French (France)
13 New Zealand	4,647 Columbus, NE	106 German
13 Australia	4,554 Norfolk, NE	88 Arabic
12 Spain	4,346 Fremont, NE	57 Japanese
11 India	4,226 Hastings, NE	53 Vietnamese
11 Brazil	3,167 Scottsbluff, NE	49 Portuguese (Brazil)
10 France	2,657 Papillion, NE	49 Leet Speak
10 Japan	2,476 Beatrice, NE	47 Korean
9 South Korea	1,814 Alliance, NE	26 Italian
9 Saudi Arabia	1,736 South Sioux City, NE	25 Simplified Chinese (China)
9 Argentina	1,676 Lexington, NE	20 Russian
9 Vietnam	1,481 York, NE	17 Norwegian (Bokmal)
8 Dominican Republic	1,475 McCook, NE	16 Turkish
8 United Arab Emirates	1,385 Gering, NE	14 Thai
7 Turkey	1,321 Blair, NE	13 Traditional Chinese (Taiwan)





TALKING



ADS

The Ads: Facebook changed the way they decide which ads get preference since last year. Accordingly, we used the ads that would get the highest representation in being shown on Facebook. These were ads that focused on people clicking through and “Liking” your Facebook page. Increased engagement drives the message home as people participate in the discussion and connect the people with the message and the campaign.

Not included in the ads below were the 10-15 versions of similar ads that were used and refined to be the most effective at driving engagement with the target demographic.

<p>Click It Or Ticket!</p>  <p>HELP SAVE LIVES! Remind others to buckle up DAY and NIGHT! Seat belts SAVE lives!</p> <p>4,755 people like Click It Or Ticket Nebraska.</p>	<p>This ad targets 960,000 people:</p> <ul style="list-style-type: none"> ▪ who live in the United States ▪ who live in Nebraska
<p>Click It Or Ticket!</p>  <p>All signs point to...BUCKLE UP! Seat belts save lives! Click It Or Ticket!</p> <p>4,755 people like Click It Or Ticket Nebraska.</p>	<p>This ad targets 940,000 people:</p> <ul style="list-style-type: none"> ▪ who live in the United States ▪ who live in Nebraska <p>Suggested Bid: \$0.04 – 0.33 USD</p>
<p>Click It Or Ticket</p>  <p>SEAT BELTS SAVE LIVES! They keep you from flying out our your car and being severely hurt.</p> <p>4,755 people like Click It Or Ticket Nebraska.</p>	<p>This ad targets 960,000 people:</p> <ul style="list-style-type: none"> ▪ who live in the United States ▪ who live in Nebraska
<p>Click It Or Ticket!</p>  <p>Don't let down your best friend! Buckle UP! Seat belts save lives. Click It Or Ticket!</p> <p>4,755 people like Click It Or Ticket Nebraska.</p>	<p>This ad targets 940,000 people:</p> <ul style="list-style-type: none"> ▪ who live in the United States ▪ who live in Nebraska ▪ who are not already connected to Click It Or Ticket Nebraska
<p>Click It Or Ticket!</p>  <p>Seat belts reduce serious crash related injuries by about 50% Buckle up DAY and NIGHT!</p> <p>4,755 people like Click It Or Ticket Nebraska.</p>	<p>This ad targets 960,000 people:</p> <ul style="list-style-type: none"> ▪ who live in the United States ▪ who live in Nebraska
<p>Click It Or Ticket!</p>  <p>Click It Or Ticket. Buckle up DAY or NIGHT! Seat belts SAVE lives!</p> <p>4,755 people like Click It Or Ticket Nebraska.</p>	<p>This ad targets 280,000 people:</p> <ul style="list-style-type: none"> ▪ who live in the United States ▪ who live in Nebraska ▪ 35 years old and younger ▪ who are male

Click It Or Ticket



Faking it with your seat belt is like planking on a railroad track - Stupid and deadly.

4,755 people like Click It Or Ticket Nebraska.

This ad targets 960,000 people:

- who live in the United States
- who live in Nebraska

Suggested Bid: \$0.04 - 0.33 USD

Click It Or Ticket Nebraska



THE MYTH
If your car has air bags you don't need a seat belt.

...

736 29 81

This ad targets 940,000 people:

- who live in the United States
- who live in Nebraska

Click It Or Ticket Nebraska



THE MYTH
Just being in a pickup truck makes you safer than everyone else.

...

19

This ad targets 940,000 people:

- who live in the United States
- who live in Nebraska

Click It Or Ticket Nebraska



THE MYTH
It's not as essential for guys to wear seat belts; they're much better drivers.

...

11

This ad targets 940,000 people:

- who live in the United States
- who live in Nebraska

Results:

The goal to increase the occupant protection usage rate to 88.2% was not achieved. However, the observed safety belt usage rate dropped from 84.2% in 2011 to 78.6% in 2012, but steadied in 2013 at 79.1%.

Funding:	HSIP Flex Funding:	\$249,643.00
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 Fax: 402/471-3865 Email: linda.kearns@nebraska.gov	

**Community Service Education Campaign
Nebraska State Patrol**

13-HSIP-(13)

Program Areas:	Occupant Protection/Young Drivers
Project Characteristics:	Educational Effort
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Drivers (General Population)

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 fatal, A, and B injury crashes, killing 181 people and injuring another 6,249 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2009-2011 was observed at 84.8%, 84.1%, and 84.2%. Child safety seat usage surveys conducted in 2009-2011 observed 95.1%, 91.5% and 95.1% usage. Although usage has steadied, child safety seat check-up events show the average misuse rate of child safety seats at 89%. Violations for "No Occupant Protection" (no safety belt) resulted in 10,118, 9,869, and 9,813 convictions in 2009-2011. In addition, violations for "No Child Restraint" resulted in 1,628, 1,530, and 1,444 convictions in 2009-2011.

There were 110,360 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2011. These drivers account for 8.1% of the total licensed drivers in the state. However, this age group is highly over represented in crash involvement as the following chart demonstrates.

Age of Driver	2011 Fatal, A and B Type Crashes	2011 Fatal, A and B Type A/R* Crashes
16 – 20 Year Old	1,306	102
All Drivers	4,998	610
Baseline 2009-2011		
Proportion involving 16 – 20 Year Old Drivers	29.55%	20.79%

*Alcohol-Related

Young drivers are also over represented in traffic violations. Convictions in 2011 for traffic violations for this age group comprised approximately 8.6% of DUI convictions, 19.4% of safety belt convictions, and 14.3% of speeding convictions.

Goals and Objectives:

The goals are to increase Statewide Observed Seat Belt Use of Front Seat Outboard Occupants in Passenger Vehicles to 88.2% in 2013 and to reduce youth-involved (ages 16 through 20), fatal, A, and B injury crashes by 8% (1,401) in 2013.

The objectives of this project are to increase knowledge of the general public regarding occupant restraints, and also to educate and motivate law enforcement about the importance of strict enforcement of occupant restraint laws in an effort to decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 19% from the 2009-2011 calendar base year average of 111 to 90 in 2013.

Strategies and Activities:

- Sworn Officers of the Nebraska State Patrol will devote overtime hours to facilitating educational presentations with an emphasis on young drivers and/or the importance of using safety belts. Community Service officers and other troopers will engage the public by demonstrating the rollover units/seatbelt convincers.

- There were 73 events held, with 91 troopers participating, incurring 358 overtime hours. Estimated attendance at the events was 7,740 adults, 6,035 teens, and 4,019 children. The rollover unit was used at 24 of the events, seat belt simulator used at 31 events, and the T-Shirt shooter was used at 4 events. The wrecked survivor vehicle was present at 2 events, and a SIDNE, a distracted driving simulator was used at 1 event. Provided promotional and educational materials at most all events, and pre/post event seat belt surveys were conducted when feasible.

Result:

The fatal, A, and B injury crash data for 2013 are unavailable from the Nebraska Department of Roads.

Funding:	HSIP Flex Funding	\$20,913.35
Contact:	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

**Traffic Safety Public Information and Education Campaign
Nebraska Safety Center, Kearney**

13-HSIP-(14)

Program Areas:	Traffic Safety
Project Characteristics:	Educational Effort
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Drivers (General Population)

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulting in 4,998 fatal, A, and B injury crashes, killing 181 people and injuring another 6,249 people.

Occupant Protection:

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2009-2011 was observed at 84.8%, 84.1%, and 84.2%. Child safety seat usage surveys conducted in 2009-2011 observed 95.1%, 91.5% and 95.1% usage. Although usage has steadied, child safety seat check-up events show the average misuse rate of child safety seats at 89%. Violations for “No Occupant Protection” (no safety belt) resulted in 10,118, 9,869, and 9,813 convictions in 2009-2011. In addition, violations for “No Child Restraint” resulted in 1,628, 1,530, and 1,444 convictions in 2009-2011.

Alcohol and Impaired Driving:

Alcohol was known to be involved in 49 (27%) of the 181 fatal crashes that occurred in Nebraska in 2011. Alcohol was involved in 561 (11%) of the 4,834 A and B type injury crashes. Alcohol was known to be involved in 79, 53, and 51 fatalities from 2009-2011 out of 223, 190, and 181 total fatalities in 2009-2011. (61 per year fatality average and 31.0% baseline) Arrest and conviction totals for Driving Under the Influence are starting to level off (13,399, 12,399, and 12,034 arrests and 11,520, 10,646 and 10,527 convictions) from 2009 to 2011.

Young Drivers:

There were 110,360 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2011. These drivers account for 7.9% of the total licensed drivers in the state. However, this age group is highly overrepresented in crash involvement as the following chart demonstrates.

Age of Driver	2011 Fatal, A and B Crashes	2011 Fatal, A and B Alcohol-Related Crashes
16 – 20 Year Old	1,306	102
All Drivers	4,998	610
Baseline 2009-2011		
Proportion of 16 – 20 Year Old Drivers	29.55%	20.79%

Young drivers are also overrepresented in traffic violations. Convictions in 2011 for traffic violations for this age group comprised approximately 8.6% of DUI convictions, 19.4% of safety belt convictions, and 14.3% of speeding convictions.

Distracted Driving:

Fatal, A, and B injury crash totals of 729 crashes occurred in 2011 that were contributed to “Distracted Driving.” This is below the three-year average of 736 (Baseline 2009-2011).

Motorcycle Safety:

Motorcycle crashes have been trending upwards for the last decade, due mostly to substantial increases in motorcycle registrations. In 2011, motorcycle registrations rose another 4.7%. With gasoline prices on the rise, more

people are switching from larger vehicles to motorcycles. Although the 562 motorcycle crashes that occurred in 2011 did not reach the post-mandatory helmet law peak of 624 crashes, the 22 fatal motorcycle crashes recorded were the highest number since before the law went into effect in 1989.

The Public Information Campaign messages will target each identified topic area with messages focused towards each demographic effected by the identified risks.

Goal and Objective:

The goal of the targeted messages would be to assist the NOHS with meeting the goals identified in *Nebraska’s Performance Based Strategic Traffic Safety Plan for the 2012-2013 FY*:

- Increase the occupant restraint usage to 88.2% in 2013, and to educate and motivate law enforcement about the importance of strict enforcement of occupant restraint laws in an effort to decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 19% from the 2009-2011 calendar base year average of 111 to 90 in 2013.
- Reduce alcohol-related fatal, A, and B injury crashes by 6% (563) in 2013, and to educate and motivate law enforcement about the importance of strict enforcement of the DUI laws in an effort to decrease alcohol-related fatalities by 12% from the 2009-2011 calendar base year average of 61 to 48 in 2013.
- Reduce youth-involved (ages 16 through 20), fatal, A and B injury crashes by 8% (1,401) in 2013.
- Reduce distracted driving-related fatal, A and B injury crashes by 10% from 2009-2011 base year average of 736 to 648 in 2013.
- Reduce motorcycle fatalities by 20% from the 2009-2011 base year average of 17 to 14 in 2013.

Strategies and Activities:

The Nebraska Safety Center participated in an ongoing Public Information campaign targeting occupant protection use, alcohol use, young drivers, distracted driving, and motorcycle safety. These driver awareness topics are essential for continuing the downward fatal accident trend-line for the State of Nebraska. The campaign included the use of print, radio, and television media to send targeted safety message. The tentative campaign calendar will be:

Month	Campaign Theme	Campaign Target
April	National Distracted Driving Awareness Month	Distracted Drivers
June	National Safety Month	Motorcycle, Alcohol Use, Distracted Drivers
August	Back to School	Young Drivers
October	ATV Safety	Young Drivers
December	"3D Month" - Drunk and Drugged Driving Prevention	Alcohol Use
February	Buckle up For Love	Occupant Protection

NTV (Kearney) - ran a total of 70 thirty (30) second ad spots entitled “Car Crash Texting” (46 ad spots) and “Zombie Texting” (24 ad spots) (\$5,730.00)

NRG Media- includes radio stations KGFW-AM, KRNY-FM, and KQKY-FM, ran a total of 370 thirty (30) second ad spots, 190 ad spots on involving parents with young drivers and 180 ad spots on distracted driving. (\$4,360.00)

Kearney Hub Newspaper – ran a total of 33 ads: 14 on distracted driving, 6 on alcohol and driving, 13 on young driving, 2 Safety Center banner ads, and also conducted 3 EMAIL Blasts – one on distracted driving , one on alcohol and driving and one on young drivers to its email customers. (\$4,903.66)

Result:

The fatal, A, and B Injury Crash data for 2013 are unavailable from the Nebraska Department of Roads.

Funding:	HSIP Flex Funding	\$14,993.66
Contact:	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

You Drink & Drive. You Lose. - Selective Overtime Enforcement – Alcohol/NOHS **13-HSIP-(15)**

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.26 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2011, 33,302 crashes occurred, killing 181 people and injuring another 16,108 people.

Alcohol was known to be involved in 49 (29.8 percent) of the 164 fatal crashes that occurred in CY2011. Alcohol was involved in 610 (12.2 percent) of the 4,998 fatal, A and B injury crashes in CY2011. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 427 (34.9 percent) of the 1,221 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2011 calendar base year average of 606 to 563 in CY2013.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies statewide for the August/September 2013 “You Drink & Drive. You Lose.” Crackdown. Participating agencies will be provided funding assistance for the overtime salaries and mileage.

Strategies and Activities:

- To solicit participation from law enforcement agencies to conduct selective overtime enforcement during the August/September 2013 “You Drink & Drive. You Lose.” Crackdown. Information regarding the availability of the “Mini-Grant Contracts” for selective overtime enforcement was forwarded to all Nebraska law enforcement agencies.
- To ensure that all applicants comply with the pre-and post- award requirements as outlined in the application. The internal checklist was utilized to ensure that all applicants were in compliance with the project requirements.
- To award mini-grant contracts for selective overtime enforcement activity for the August/September 2013 “You Drink & Drive. You Lose.” Crackdown. During the project period 45 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 20 contracts; Sheriff’s Offices – 24 contracts; and, Nebraska State Patrol – 1 contract.

Contract Awards

Agency	Reimbursed
Bellevue Police Department	\$574.93
Bellevue Police Department	\$8,248.66
Broken Bow Police Department	\$1,593.95
Chadron Police Department	\$1,277.16
Columbus Police Department	\$1,912.76
Cozad Police Department	\$1,326.69
Crete Police Department	\$1,820.93
Decatur Police Department	\$613.25
Fairbury Police Department	\$4,251.69
Grand Island Police Department	\$7,129.59
Holdrege Police Department	\$771.80
Kearney Police Department	\$570.03
La Vista Police Department	\$7,414.21

Lincoln Police Department	\$6,804.11
Omaha Police Department	\$23,589.54
Plattsmouth Police Department	\$2,823.99
Ralston Police Department	\$2,468.41
Scottsbluff Police Department	\$4,534.29
South Sioux City Police Department	\$3,205.12
UNL Police Department	\$3,249.51
Boyd County Sheriff's Office	\$2,089.00
Brown County Sheriff's Office	\$2,189.32
Butler County Sheriff's Office	\$2,060.92
Cass County Sheriff's Office	\$2,913.99
Colfax County Sheriff's Office	\$2,790.10
Dawson County Sheriff's Office	\$5,896.76
Douglas County Sheriff's Office	\$7,459.27
Fillmore County Sheriff's Office	\$4,349.53
Franklin County Sheriff's Office	\$3,034.85
Gage County Sheriff's Office	\$1,317.44
Hall County Sheriff's Office	\$6,013.61
Jefferson County Sheriff's Office	\$1,167.54
Johnson County Sheriff's Office	\$4,000.00
Lancaster County Sheriff's Office	\$4,183.09
Lincoln County Sheriff's Office	\$6,939.36
Nance County Sheriff's Office	\$4,239.65
Nemaha County Sheriff's Office	\$10,635.47
Phelps County Sheriff's Office	\$1,986.20
Saline County Sheriff's Office	\$5,451.80
Sarpy County Sheriff's Office	\$9,512.93
Saunders County Sheriff's Office	\$2,606.17
Scotts Bluff County Sheriff's Office	\$4,246.21
Thurston County Sheriff's Office	\$2,673.73
Washington County Sheriff's Office	\$6,697.63
Nebraska State Patrol	\$17,972.69
	\$206,607.88

These 43 mini-grant contracts resulted in a total of 4,818.75 hours of selective overtime enforcement, 421 seat belt citations, 4,258 speeding citations, 408 impaired driving arrests and a total of 9,550 total citations. Three checkpoints were conducted as follows: Bellevue Police Department – 1; La Vista Police Department – 1; and, Nebraska State Patrol - 1.

- To review the selective alcohol overtime enforcement activity for each mini-grant and process the reimbursement request. Reimbursement requests were reviewed and processed for all mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2013 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Flex Funding	\$206,607.88
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

Annual Report		Nebraska
You Drink & Drive. You Lose. - Public Information & Education Media Campaign		13-HSIP-(16)
Nebraska Office of Highway Safety		
Program Area:	Occupant Protection	
Project Characteristic:	Program Support	
Type of Jurisdiction:	Statewide	
Jurisdiction Size:	1,830,141	
Target Population:	Driver Population	

Problem Identification:

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.39 million licensed drivers and 2.26 million registered vehicles. In 2011, traffic crashes resulted in 4,998 fatal, A, and B injury crashes occurred, killing 181 people and injuring another 6,249 people.

Alcohol was known to be involved in 49 (30%) of the 164 fatal crashes that occurred in Nebraska in 2011. Alcohol was involved in 561 (11%) of the 4,834 A and B injury crashes.

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,399, 12,399, and 12,034 arrests and 11,520, 10,646, and 10,527 convictions) from 2009 to 2011.

The reduction of fatal and injury crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address alcohol issues. A good working relationship, including resources and support for local officials, businesses, and others in the community, by the NOHS staff, is essential for improved compliance of impaired driving laws.

Goal:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2011 calendar base year average of 606 to 563 in CY2013.

Strategies and Activities:

- Produce/provide public service announcements/ads featuring impaired driving mobilizations through numerous media outlets.
- On April 10, 2013, NOHS submitted a mini-grant application to the Nebraska Department of Roads, Traffic Engineering, requesting \$250,000.00. The funding will be used for the You Drink & Drive. You Lose. Crackdown Public Information and Education campaign which runs from August 1, 2013 thru September 30, 2013. It will combine targeted messaging for both radio, television, mobile phone and internet paid advertising; truckside advertising, and movie screens in Nebraska. The mini-grant was approved on April 24, 2013.
 - Entered into a Purchase Agreement with KOLN/KGIN Television to promote the August/September: Drive Sober or Get Pulled Over (You Drink & Drive. You Lose). During August 16 - September 3, 2013, 504 ad spots were ran. (\$20,000.00)
 - A mini-grant was awarded to the Nebraska Safety Council for Public Service Announcements for the August/September Alcohol Impaired Crackdown (You Drink & Drive. You Lose.) 2013 paid media campaign. The paid media broadcast and radio spots developed for Nebraska will be tagged with the NOHS logo and/or identification information whenever possible. The YDDYL will target demographic to be launched through outlets such as Facebook, YouTube & Tumblr and linked to Nebraska’s Facebook page and website. The pre-media buy has \$40,000.00 for radio PSA’s and \$20,000.00 for Social Media/Online Marketing. During the air dates of August 19 – September 2, 2013, a total of 2,801 ad spots were ran. (\$59,999.80)
 - Entered into a “My TV One Day Sale” with KOLN 10/11 which ran a total of 130 spots during August and September. The household reach is over 278,000. (\$990.00)
 - Entered into a Sponsorship with KNTK – The Ticket 93.7 FM Radio to promote the August and September: Drive Sober Text Line. This sponsorship included a minimum of 12 mentions of a traffic safety message and (25) :30 commercial announcements per month. (\$1,000.00)

- Contracted with Hail Varsity for impaired driving ad placement in the magazine during the months of August/September. (\$3,698.00)
- NOHS printed another 200 copies of the “Save Lives – Report Drunk Drivers Immediately” to be available to the public for display.
- Entered into a sponsorship with 2013 Cox Classic Golf Tournament which was held in Omaha, Nebraska on August 19-25, 2013. The “Save Lives – Report Drunk Drivers Immediately” poster was displayed in the public shuttle sponsored buses, in which people saw multiple times as they need rides to and from cars to the course in the shuttles. (\$8,000.00)
- The NOHS entered into a Truckside Advertising Agreement with AllOver Media. The campaign ran from July 1, 2013 thru August 31, 2013 with the safety message “Report Drunk Drivers Immediately – Your Call Could Save A Life.” The design included the NOHS logo. Fifteen delivery service trucks wrapped with trucksize impactful images stress the need for citizens to report drunk drivers immediately by dialing 911 or *55 on their cell phone. The truckside billboard: 22,150 estimated impressions / day / truck * 15 trucks * 60 days = 19,935,000 over the routes of the 15 trucks over two months, covering the state from east to west and north to south. (\$33,000.00)



Results:

The fatal, A and B injury crash data for 2013 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Flex Funding:	\$126,687.80
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 Fax: 402/471-3865 Email: linda.kearns@nebraska.gov	