

NEBRASKA OFFICE OF HIGHWAY SAFETY



2014 HIGHWAY SAFETY PLAN Annual Evaluation Report



**NEBRASKA
OFFICE OF HIGHWAY SAFETY**

**2014 HIGHWAY SAFETY PLAN
Annual Evaluation Report**

October 1, 2013 – September 30, 2014

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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) 2014, a total of \$6,386,519.17 was expended from federal highway safety funding allocations Sections 402, 405/405b, 408/405c, 410/405d, 2010/405f, Highway Safety Improvement Program (148), and Office of Juvenile Justice and Delinquency Prevention funds to a total of 487 individual projects and 77 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's 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.

TRAFFIC SAFETY CORE PERFORMANCE MEASURES

National Highway Traffic Safety Administration and the Governor's Highway Safety Association have agreed to minimum set of performance measures to be used by state and federal agencies in the development and implementation of behavioral highway safety plans and programs. An expert panel from NHTSA, State Highway Safety Offices, academic and research organization, and other key groups assisted in developing the measures. The initial minimum set contains 14 measures: ten core outcome measures, one core behavior measure, and three activity measures. The measures cover the major areas common to highway safety plans and use existing data systems. An extra core measure (bicycle fatalities) has been added to the list in this report.

Nebraska is required to report progress on each of the FARS (Fatal Analysis Reporting System) 14 core and behavior measures. In addition to the required initial minimum set of performance measures, Nebraska has defined and developed an additional 8 outcome performance measures using state data to better monitor traffic safety outcomes, behaviors, and activities.

ADDITIONAL OUTCOME PERFORMANCE MEASURES

Utilizing Nebraska data for fatal and injury (*A and ^B type) crashes, four-priority emphasis areas have been identified: 1) alcohol-impaired 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 five 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 2014 crash data was not yet available at the time the annual report was being compiled, progress is determined by comparing actual 2008-2012 crash data with 2013 because initial program activity begins in 2013. The 2012 and 2013 Crash Data was projected at the time of the Highway Safety Plan submission and have been revised in this report with actual 2012 and 2013 numbers.

In 2013, fatal, A and B injury crashes, alcohol-impaired, speed-related, youth-Involved and all other factors (minus alcohol and speed) fatal, A and B injury crashes had a decrease of 9.65 percent, 14.76 percent, 21.08 percent, 20.91 percent, and 8.34 percent consecutively. All of the five areas targeted showed a decrease from the 2008-2012 calendar base year average comparing to 2013 data.

In Nebraska’s Performance-Based Strategic Traffic Safety Plan FY2014, a more aggressive approach of goal setting was taken in several areas, including the overall goal.

- Fatal, A and B injury crashes decreased by 9.65 percent from the 2008-2012 calendar base year average of 5,168 to 4,713 in 2013. (The 2014 goal of 4,694 is yet to be determined).
- Alcohol-impaired fatal, A and B injury crashes decreased by 14.76 percent from the 2008-2012 calendar base year average of 631 to 550 in 2013. (The 2014 goal of 577 is yet to be determined).
- Observed occupant restraint use survey results in 2014:
 - The 2014 seat belt survey on observed drivers and front seat passenger’s safety belt usage rate decreased by 0.1 points from 79.1 percent in 2013 to 79.0 percent in 2014. The child restraint use for children under age six increased by 1 percent from 95.9 percent in 2013 to 96.9 percent in 2014. (The seat belt 2014 goal was 100 percent).
- Speed-related fatal, A and B injury crashes decreased by 21.08 percent, from the 2008-2012 calendar base year average of 404 to 334 in 2013. (The 2014 goal of 358 is yet to be determined).
- Youth-related fatal, A and B injury crashes decreased by 20.91 percent, from the 2008-2012 calendar base year average of 1,572 to 1,300 in 2013. (The 2014 goal of 1,341 which was reach in 2013 (1,300). The 2014 goal is yet to be determined.
- “All Other Factors” (minus alcohol and speed) fatal, A and B injury crashes decreased by 8.34 percent, from the 2008-2012 calendar base year average of 4,148 to 3,829 in 2013. (The 2014 goal was 3,896 was reached in 2013 while the 2014 data is yet to be determined).
- The total number of fatal crashes increased by 3.89 percent from the 2008-2012 calendar base year average of 183 to 190 in 2013.
- The total number of reported injury crashes decreased by 5.34 percent from the 2008-2012 calendar base average of 11,658 to 11,067 in 2013.

- The number of persons injured also decreased from the 2008-2012 calendar base average of 16,853 to 16,083 in 2013.
- 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 decreased by .05 percent (212 in 2012 to 211 in 2013) and the traffic fatality rate remained the same for both years per 100 million vehicle miles traveled.

NEBRASKA PRIORITY COUNTIES FOR FISCAL YEAR 2014

		NEBRASKA PRIORITY COUNTIES FOR FY2014 COUNTY CRASH RATE compared to STATE CRASH RATE PER 100 MILLION MILES							
Congressional District	County	2011 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
Three/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
Two	Douglas	1,201	27.1	3.0	1.0	7.1	23.1	74.2%	517,110
Three	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
One	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									81.5%
Data taken off 2011 Standard Summaries, Fatal, A / B Injuries, Statewide and County									of Population
*U.S. Census Bureau					Revised 3/1/2013				
Nebraska 2011 data will continue to be the most current data for the FY2014 Plan									

FISCAL YEAR 2014 HIGHLIGHTS

- There were 266 mini-grant contracts awarded to law enforcement agencies for selective overtime enforcement activities, logging 31,195.25 additional hours, 2,790 seat belt citations, 1,301 impaired driving arrests, 17,415 speeding citations and issuing 40,120 total citations.
- Mini-grant contracts were awarded to 116 law enforcement agencies to purchase traffic safety equipment, 57 radars, 88 in-car cameras, and 100 preliminary breath testers.
- The 57 radar units were awarded which resulted in a total of 882 speeding citations and 2,297 speeding warnings being issued.
- The 100 preliminary breath testing units resulted in 2,314 preliminary breath tests.
- The 88 in-car cameras awarded were utilized in recording 13,599 traffic stops.
- Ten agencies were provided funding to purchase 901 child safety seats for qualifying low income families.
- Forty-four sobriety checkpoints were held by law enforcement agencies during selective overtime enforcement activities.
- There were 105 mini-grants awarded for training, surveys, public information and education activities.
- A total of 65,575 alcohol testing instrument mouthpieces were provided to law enforcement, probation agencies, correctional facilities, schools, etc.
- Over 41,644 highway safety public information and educational material items were distributed.
- The Nebraska DUI conviction rate has climbed from a very successful 89.9% in 2012 to an all-time high of 93.3% in 2013.



RESULTS – TRAFFIC SAFETY PERFORMANCE (CORE OUTCOME) MEASURES

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

Core Outcome Measures		Year				
		2009	2010	2011	2012	2013
C-1) Traffic Fatalities	Total	223	190	181	212	211
	Rural	185	159	138	161	170
	Urban	38	31	43	51	41
	Unknown	0	0	0	0	0
C-2) Serious Injuries (State Data)	Total	1,854	1,945	1,750	1,768	1,661
C-3) Fatalities Per 100 Million Vehicle Miles Driven**	Total	1.15	0.98	0.95	1.10	1.10
	Rural	1.68	1.43	1.25	1.44	1.42
	Urban	0.45	0.37	0.54	0.63	0.64
C-4) Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	187	148	141	161	169
	Restrained	59	46	43	43	44
	Unrestrained	108	79	79	102	105
	Unknown	20	23	19	16	20
C-5) Alcohol-Impaired Driving Fatalities (BAC= .08+)**		68	50	45	73	60
C-6) Speed-Related Fatalities		30	36	33	44	39
C-7) Motorcyclist Fatalities	Total	15	14	23	22	14
	Helmeted	9	13	21	20	12
C-8) Unhelmeted Motorcyclist Fatalities	Unhelmeted	5	0	2	1	1
	Unknown	1	1	0	1	1
Drivers Involved in Fatal Crashes	Total	327	249	257	284	275
	Aged Under 15	4	3	0	2	0
	Aged 15-20	51	33	27	36	39
C-9) Drivers Age 20 or Younger-Involved in Fatal Crashes	Aged Under 21	55	36	27	38	39
	Aged 21 and Over	269	213	228	245	233
	Unknown Age	3	0	1	1	3
C-10) Pedestrian Fatalities		9	8	7	15	12
C-11) Bicyclist Fatalities		3	2	2	0	0
Core Outcome Measure		2009	2010	2011	2012	2013
B-1) Statewide Observed Seat Belt Use for Passenger Vehicles						
Front Seat Outboard Occupants (Health Education Inc.)		84.8%	84.1%	84.2%	78.6%	79.1%
Activity Measure (Items tracked)		2009	2010	2011	2012	2013
A-1) Safety Belt Citations Grant Funded		3,605	3,622	4,051	4,213	3,178
A-2) Impaired Driving Arrests Grant Funded		2,424	2,807	2,205	2,293	2,611
A-3) Speeding Citations Grant Funded		25,350	18,395	29,777	30,968	19,097

* 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)

On March 11th, 2014 GHSA and NHTSA agreed on bike fatalities as a newly required performance core measure.

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

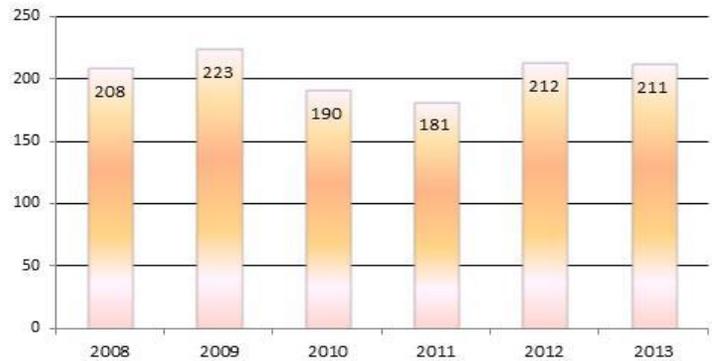
**VMT - Vehicle Miles Traveled for 2013 is State Data Source: Nebraska Traffic Crash Facts Source: Fatality Analysis Reporting System

Note: 2012 Crash Data in the Goals were projected at the time of the Highway Safety Plan submission. The **Result** of the Goal reflects actual 2012 and 2013 Crash Data. Nebraska Traffic Data for 2014 is unavailable at this time.

C-1) TRAFFIC FATALITIES (FARS)

Goal: To decrease traffic fatalities by 10 percent from the 2008-2012 calendar base year average of 203 to 182 by December 31, 2014.

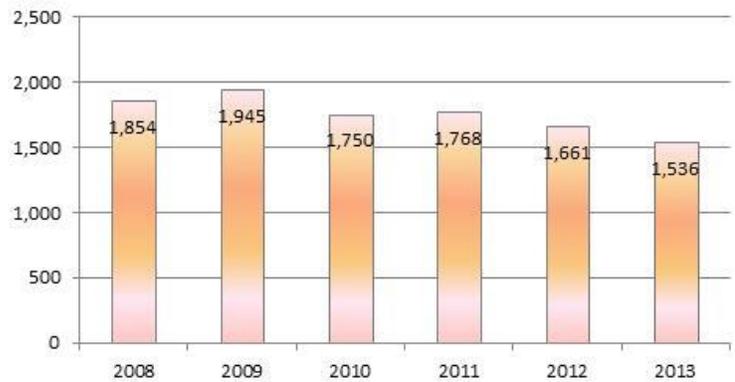
Result: Traffic fatalities increased 3.9 percent from the 2008-2012 calendar base year average of 203 to 211 in 2013.



C-2) SERIOUS INJURIES (STATE DATA 2013)

Goal: To decrease serious injuries by 9 percent from the 2008-2012 calendar base year average of 1,808 to 1,646 by December 31, 2014.

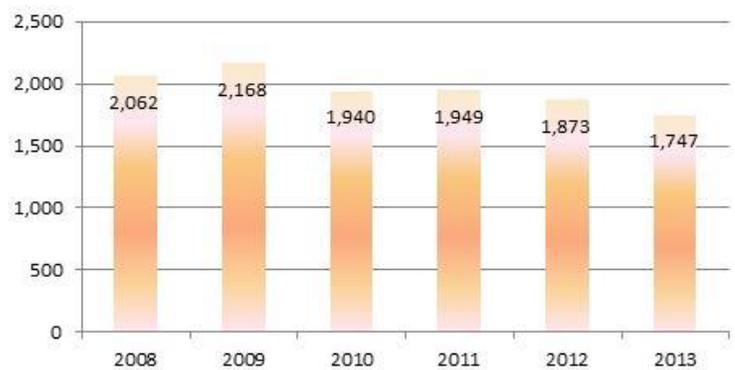
Result: Serious injuries decreased by 16.9 percent from the 2008-2012 calendar base year average of 1,796 to 1,536 in 2013.



FATALITIES AND SERIOUS INJURIES (STATE DATA 2013)

Goal: To decrease traffic fatalities and serious injuries by 9 percent from the 2008-2012 calendar base year average of 2,011 to 1,828 by December 31, 2014.

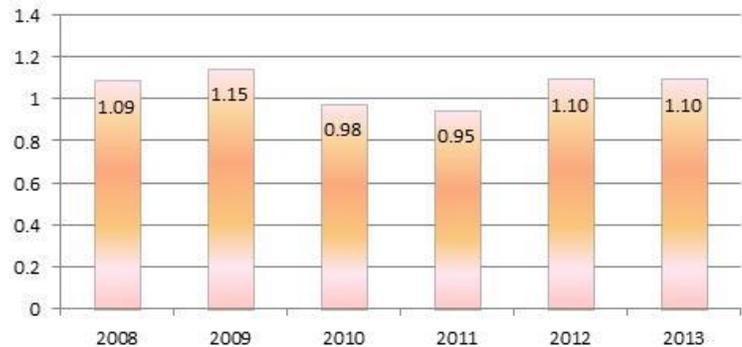
Result: Traffic fatalities and serious injuries were decreased by 14.4 percent from the 2008-2012 calendar base year average of 1,998 to 1,747 in 2013.



C-3) FATALITIES PER 100 MILLION VEHICLE MILES TRAVELED (VMT) (STATE DATA 2013/FARS)

Goal: To decrease the fatality rate/100 million VMT by 13 points from the 2008-2012 calendar base year average of 1.05 points to 0.92 by December 31, 2014.

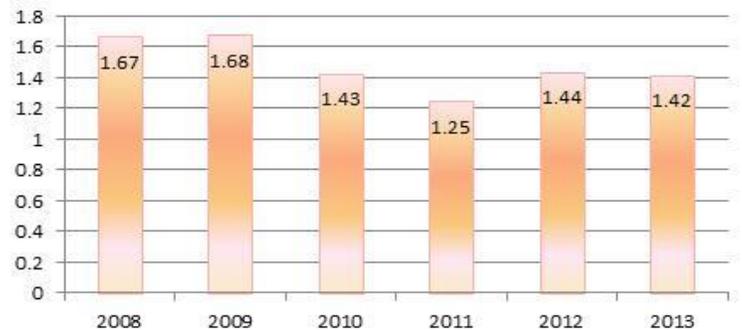
Result: Fatalities/VMT increased 0.05 points from the 2008-2012 calendar base year average of 1.05 to 1.10 in 2013.



RURAL FATALITIES PER 100 MILLION VEHICLE MILES TRAVELED (VMT) (STATE DATA 2013/FARS)

Goal: To decrease rural fatalities/100 million VMT by 6 points from the 2008-2012 calendar base year average of 1.55 points to 1.46 by December 31, 2014.

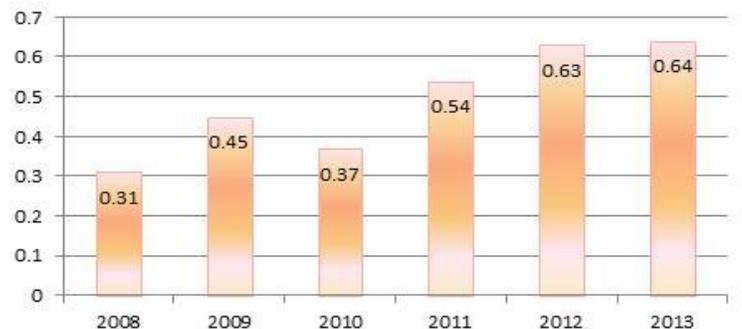
Result: The rural fatalities/VMT data decreased .07 points from the 2008-2012 calendar base year average of 1.49 to 1.42 was reached in 2013.



URBAN FATALITIES PER 100 MILLION VEHICLE MILES TRAVELED (VMT) (STATE DATA 2013/FARS)

Goal: To decrease urban fatalities/100 million VMT by 7 points from the 2008-2012 calendar base year average of 0.42 to 0.39 by December 31, 2014.

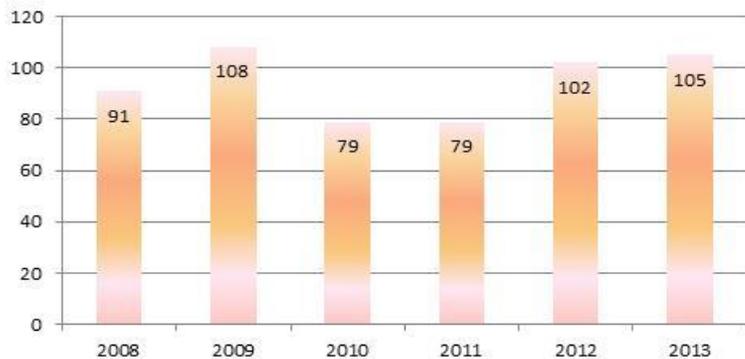
Result: The urban fatalities/VMT increased by .18 points from the 2008-2012 calendar base year average of 0.46 to 0.64 was reached in 2013.



C-4) UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES (ALL SEAT POSITIONS) (FARS)

Goal: To decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 10 percent from the 2008-2012 calendar base year average of 91 to 81 by December 31, 2014.

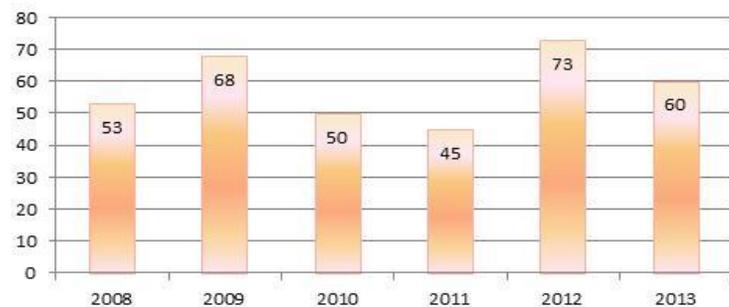
Result: Unrestrained passenger vehicle occupant fatalities in all seating positions increased by 12.6 percent from the 2008-2012 calendar base year average of 92 to 105 in 2013.



C-5) ALCOHOL-IMPAIRED DRIVING FATALITIES (BAC=.08+) (FARS)

Goal: To decrease alcohol-impaired driving fatalities (BAC=.08+) by 6 percent from the 2008-2012 calendar base year average of 68 to 64 by December 31, 2014. (FARS2012)

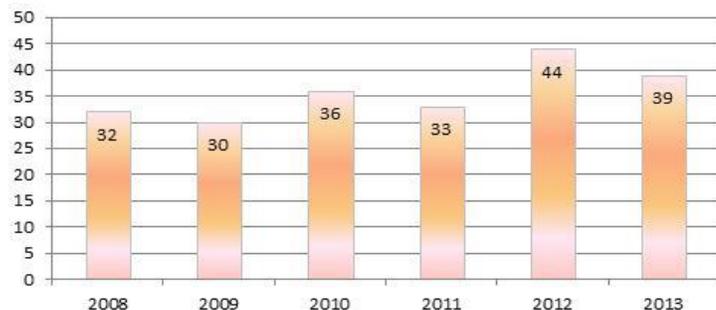
Result: Alcohol-impaired driving fatalities (BAC=.08+) increase by 3.7 percent from the 2008-2012 calendar base year average of 58 to 60 in 2013.



C-6) SPEED-RELATED FATALITIES (FARS)

Goal: To decrease speed-related fatalities by 10 percent from the 2008-2012 calendar base year average of 33 to 30 by December 31, 2014.

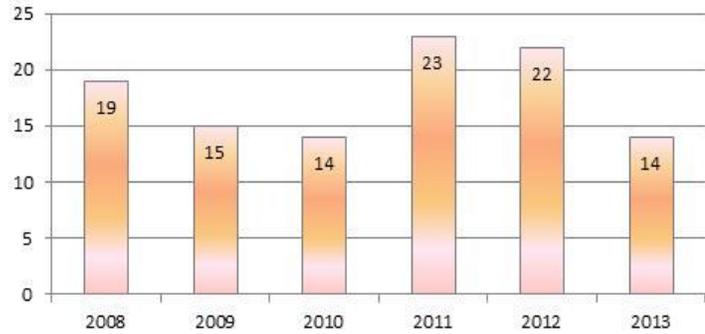
Result: Speed-related fatalities increased by 10.3 percent from the 2008-2012 calendar base year average of 35 to 39 in 2013.



C-7) MOTORCYCLIST FATALITIES (FARS)

Goal: To decrease motorcyclist fatalities by 6 percent from the 2008-2012 calendar base year average of 19 to 17 by December 31, 2014.

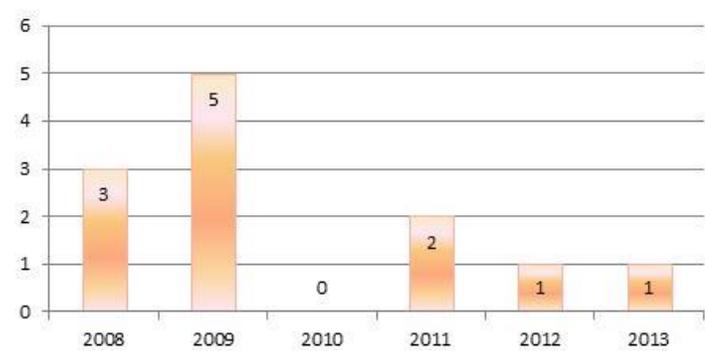
Result: Motorcyclist fatalities decreased by 32.9 percent from the 2008-2012 calendar base year average of 19 to 14 in 2013.



C-8) UNHELMETED MOTORCYCLIST FATALITIES (FARS)

Goal: To decrease unhelmeted motorcyclist fatalities by 50 percent from the 2008-2012 calendar base year average of 2 to 1 by December 31, 2014.

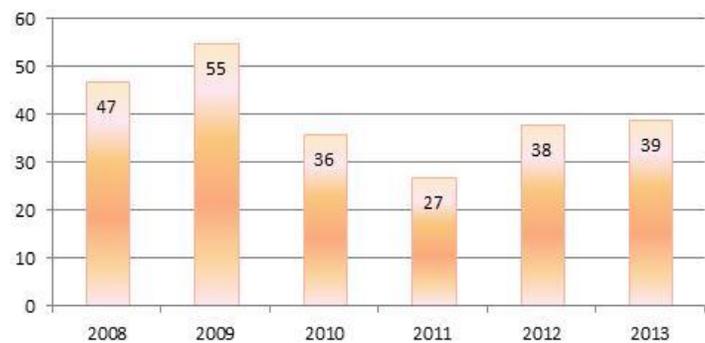
Result: Unhelmeted motorcyclist fatalities decreased by 120.0 percent from the 2008-2012 calendar base year average of 2 to 1 in 2013.



C-9) DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES (FARS)

Goal: To decrease drivers age 20 or younger involved in fatal crashes by 10 percent from the 2008-2012 calendar base year average of 40 to 36 by December 31, 2014.

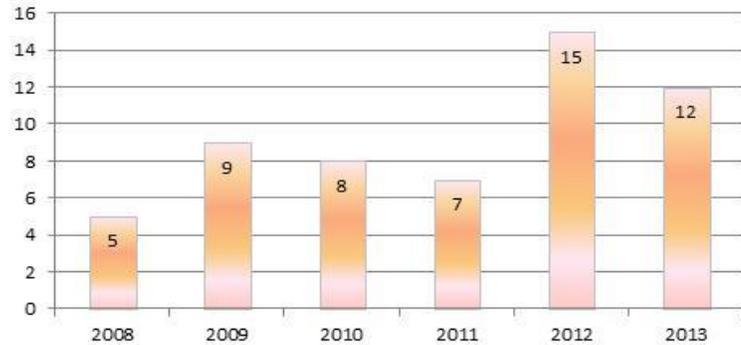
Result: Young drivers age 20 or younger involved in fatal crashes decreased by 4.1 percent from the 2008-2012 base year average of 41 to 39 in 2013.



C-10) PEDESTRIAN FATALITIES (FARS)

Goal: To reduce pedestrian fatalities by 30 percent from the 2008-2012 calendar base year average of 9 to 6 by December 31, 2014.

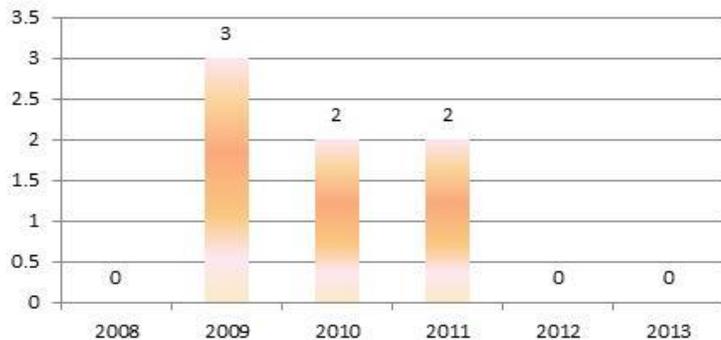
Result: Pedestrian fatalities decreased by 26.7 percent from the 2008-2012 base year average of 9 to 12 in 2013.



C-11) BICYCLIST FATALITIES (FARS)

Goal: To reduce bicyclist fatalities by 28.6 percent from the 2008-2012 calendar base year average of 1 to 0 by December 31, 2014.

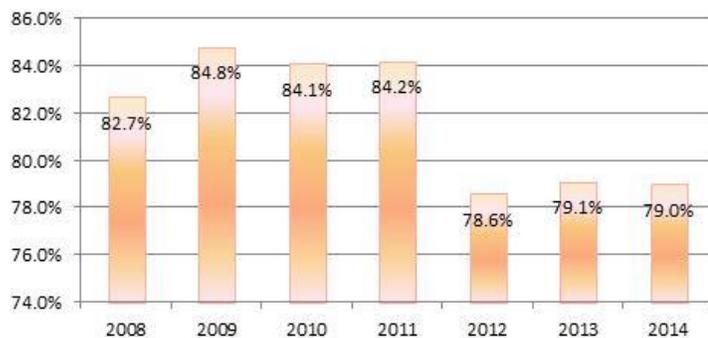
Result: Bicyclist fatalities decreased by 100 percent from the 2008-2012 base year average of 1 to 0 in 2013. NOTE: Bicyclist fatalities was not a required performance target in 2014.



B-1) STATEWIDE OBSERVED SEAT BELT USE OF FRONT SEAT OUTBOARD 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 2008-2012 calendar base year average usage rate of 82.9 percent to 86.2 percent in 2014.

Result: Seat belt usage decreased 0.1 percent from 2013 (79.1 percent) to 79.0 percent in 2014. The goal of 86.2 percent was not met in 2014.

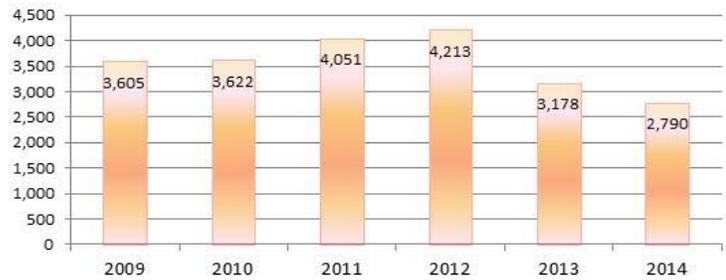


RESULTS - ACTIVITY PERFORMANCE MEASURES

A-1) SAFETY BELT CITATIONS GRANT FUNDED (STATE DATA)

Goal: To increase safety belt citations grant funded enforcement by 15 percent from the 2010-2012 calendar base year of 3,617 to 4,160 by December 31, 2014.

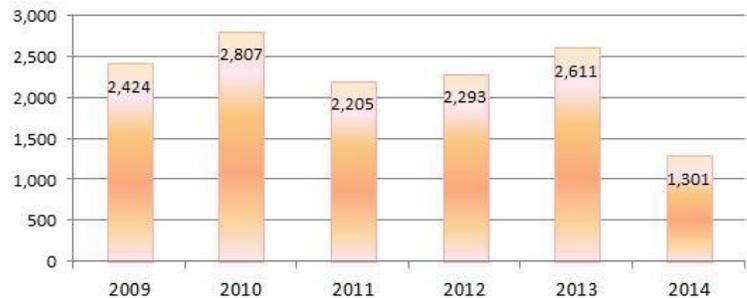
Result: In 2014, there was a decrease of 13.9 percent in safety belt citations from the 2013 calendar base year of 3,178 to 2,790.



A-2) ALCOHOL-IMPAIRED DRIVING ARREST CITATIONS GRANT FUNDED (STATE DATA)

Goal: To increase alcohol-impaired driving arrest citations made during grant funded enforcement activities by 15 percent from the 2010-2012 calendar base year of 2,541 to 2,922 by December 31, 2014.

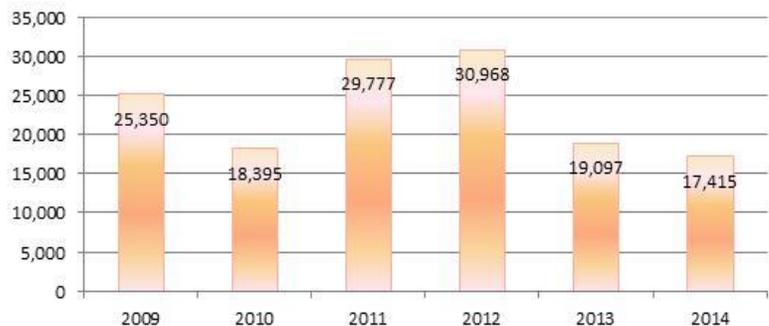
Result: There was a 50.2 percent decrease in alcohol-impaired driving arrests from the 2013 calendar base year of 2,611 to 1,301 in 2014.



A-3) SPEEDING CITATIONS GRANT FUNDED (STATE DATA)

Goal: To increase speeding citations issued during grant funded enforcement by 15 percent from the 2010-2012 calendar base year average of 22,423 to 25,786 by December 31, 2014.

Result: Grant funded speeding citations decreased by 9.7 percent from the 2013 calendar base year of 19,097 to 17,415 in 2014.



RESULTS – ADDITIONAL OUTCOME PERFORMANCE MEASURES (STATE DATA)

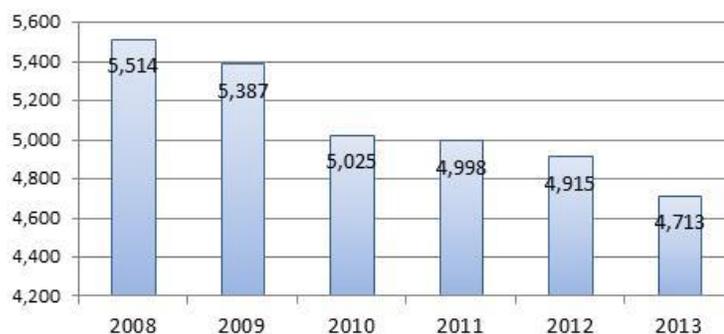
	2008	2009	2010	2011	2012	2013
Fatal, A and B Injury Crashes	5,514	5,387	5,025	4,998	4,915	4,713
Alcohol-Impaired Fatal, A and B Crashes	685	628	580	610	653	550
Speed-Related Fatal, A and B Injury Crashes	400	423	454	374	371	334
Youth-Involved Fatal, A and B Injury Crashes	1,725	1,742	1,576	1,414	1,402	1,300
All Other Factors - Fatal, A and B Injury Crashes	4,429	4,336	3,991	4,014	3,972	3,829
Alcohol Impaired-Related Fatalities	67	79	53	51	87	70
Distracted Driving Fatal, A and B Injury Crashes	732	783	696	738	791	751
Nighttime (6 p.m. - 6 a.m.) Unrestrained Fatalities in Fatal Crashes	47	54	46	36	53	66

2012 Crash Data were projected at the time of the Highway Safety Plan submission. The **Result** of the Goal reflects actual 2012 and 2013 Crash Data.

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

Goal: To decrease fatal, A and B injury crashes by 9 percent from the 2008-2012 calendar base year average of 5,168 to 4,694 by December 31, 2014.

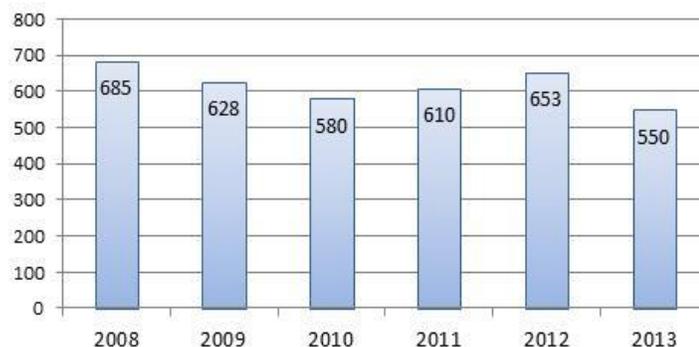
Result: Fatal, A and B injury crashes decreased by 9.65 percent from the 2008-2012 calendar base year average of 5,168 to 4,713 in 2013.



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

Goal: To decrease alcohol-impaired fatal, A and B injury crashes by 7 percent from the 2008-2012 calendar base year average of 631 to 577 by December 31, 2014.

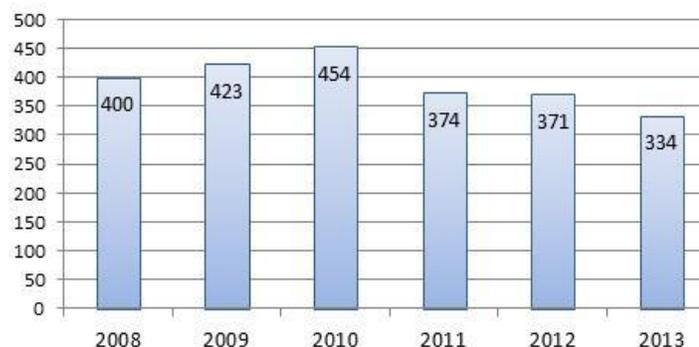
Result: Alcohol-impaired fatal, A and B injury crashes decreased by 14.76 percent from the 2008-2012 calendar base year average of 631 to 550 in 2013.



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

Goal: To decrease speed-related fatal, A and B injury crashes by 12 percent from the 2008-2012 calendar base year average of 407 to 358 by December 31, 2014.

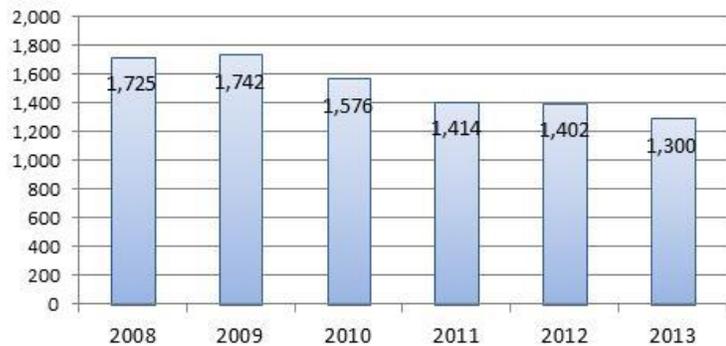
Result: Speed-related fatal, A and B injury crashes decreased by 21.08 percent from the 2008-2012 calendar base year average of 404 to 334 in 2013.



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

Goal: To decrease youth-involved fatal, A and B injury crashes by 15 percent from the 2008-2012 calendar base year average of 1,578 to 1,341 by December 31, 2014.

Result: Youth-involved fatal, A and B injury crashes decreased by 20.91 percent from the 2008-2012 calendar base year average of 1,572 to 1,300 in 2013.

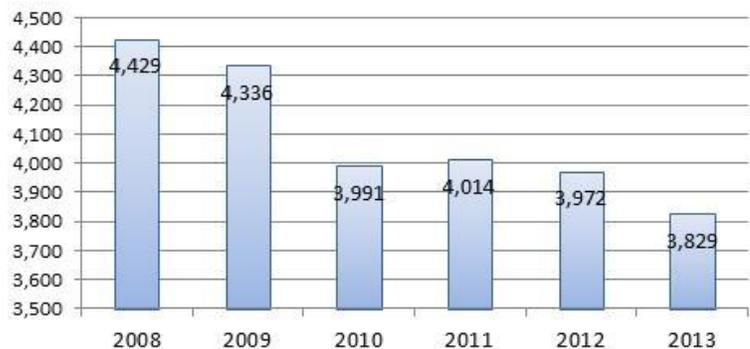


ALL OTHER FACTORS* - FATAL, A AND B INJURY CRASHES (STATE DATA)

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

Goal: To decrease all other factors - fatal, A and B injury crashes by 6 percent from the 2008-2012 calendar base year average of 4,145 to 3,896 by December 31, 2014.

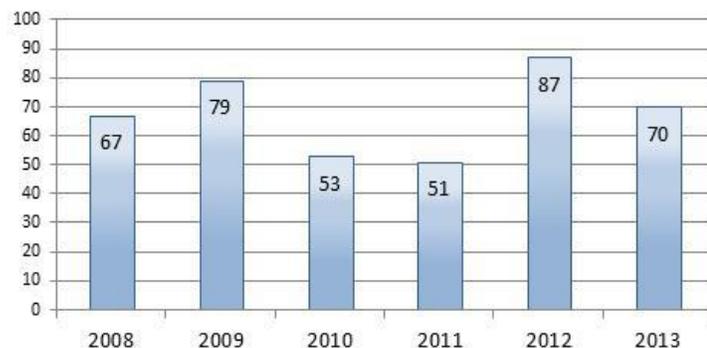
Result: All other factors - fatal, A and B injury crashes decreased by 8.34 percent from the 2008-2012 calendar base year average of 4,148 to 3,829 in 2013.



ALCOHOL-IMPAIRED DRIVING FATALITIES (STATE DATA)

Goal: To decrease alcohol-impaired driving fatalities by 6 percent from the 2008-2012 calendar base year average of 68 to 64 by December 31, 2014.

Result: Alcohol-impaired driving fatalities increased by 3.71 percent from the calendar base year average of 67 to 70 in 2013.

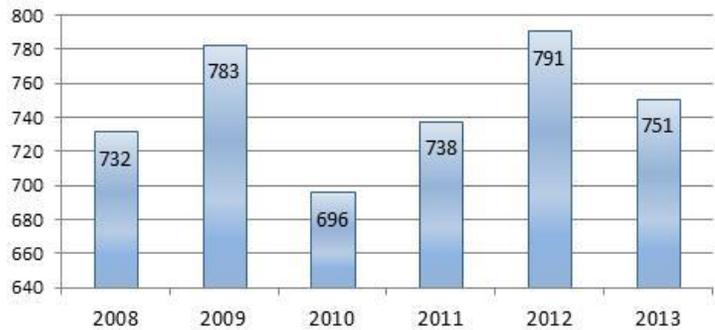


DISTRACTED DRIVER* - FATAL, A AND B INJURY CRASHES (STATE DATA)

*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 2008-2012 calendar base year average of 736 to 662 by December 31, 2014.

Result: Distracted driver - fatal, A and B injury crashes increased by .40 percent from the 2008-2012 calendar base year average of 748 to 751 in 2013.

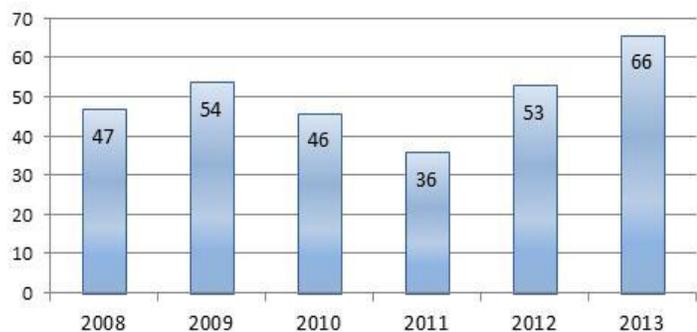


NIGHTTIME (6 P.M. – 6 A.M.) UNRESTRAINED FATALITIES IN FATAL, A AND B INJURY CRASHES* (STATE DATA)

*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 10 percent from the 2008-2012 calendar base year average of 47 to 42 by December 31, 2014.

Result: Nighttime (6 p.m. – 6 a.m.) unrestrained fatalities in fatal, A and B injury crashes increased by 28.48 percent from the 2008-2012 calendar base year average of 47 to 66 in 2013.



HIGHWAY SAFETY COMMUNICATION/MEDIA PLAN

PAID MEDIA

In FY2014, 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 to Save a Life**);
 - 2) Impaired Driving (**Drive Sober or Get Pulled Over/You Drink & Drive. You Lose./Report Every Drunk Driver Immediately Dial *55 or 911**);
 - 3) Underage Drinking (**Tip Line 1-866-MUST-BE-21**);
 - 4) Distracted Driving (**Just Put It Down**);
 - 5) Motorcycle Safety (**Ride Aware. Drive Aware**); 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.



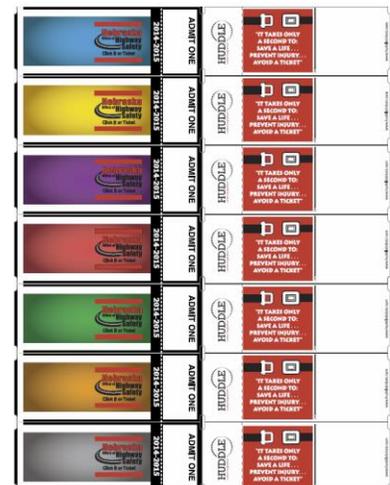
The largest portion of annual paid media expenditures are directed to impaired driving and seat belt use.

PUBLIC INFORMATION & EDUCATION (PI&E) MATERIALS

In FY2014, the NOHS continued to support the traffic safety program with 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 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 FY2014, 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 of 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 2014 “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 2013, Nebraska held its Thanksgiving week CIOT mobilization. In December 2013/January 2014, 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.

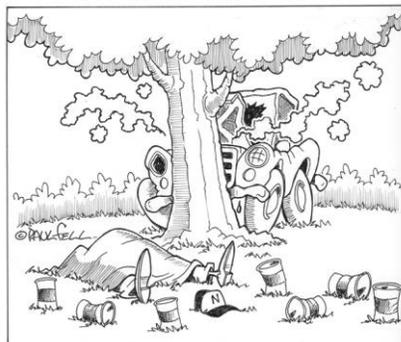


**DON'T DRINK
AND DRIVE.**

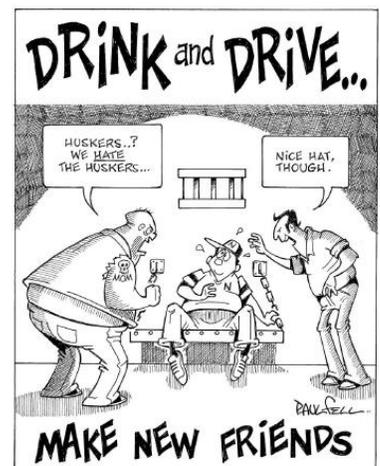


**THE VIEW IS MUCH BETTER
AT MEMORIAL STADIUM.**

**DON'T DRINK
AND DRIVE.**



**ARRIVE ALIVE...
FOR KICKOFF!**



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 25 - December 1, 2013	
Law enforcement participation	42
Seat belt citations	336
Impaired driving arrests	113
Speeding citations	2,255
Total citations	3,217
Media events	26
News stories	39
Paid advertising	
Overtime enforcement hours	7,281
Enforcement funding	\$111,600.00

CLICK IT OR TICKET MOBILIZATION	
May 19 – June 1, 2014	
Law enforcement participation	62
Seat belt citations	305
Impaired driving arrests	107
Speeding citations	2,893
Total citations	4,460
Media events	1
News stories	240
Paid advertising	\$286,243.00
Overtime enforcement hours	18,980
Enforcement funding	\$263,313.67

YOU DRINK & DRIVE. YOU LOSE. CRACKDOWN	
December 13, 2013 – January 1, 2014	
Law enforcement participation	47
Seat belt citations	535
Impaired driving arrests	421
Speeding citations	3,014
Total citations	9,910
Media events	7
News stories	368
Paid advertising	\$173,647.00
Overtime enforcement hours	18,538
Enforcement funding	\$182,672.75

YOU DRINK & DRIVE. YOU LOSE. CRACKDOWN	
August 15 – September 1, 2014	
Law enforcement participation	54
Seat belt citations	490
Impaired driving arrests	354
Speeding citations	3,611
Total citations	25,439
Media events	2
News stories	452
Paid advertising	\$293,024.00
Overtime enforcement hours	20,121
Enforcement funding	\$240,733.47



NEBRASKA ANNUAL TRAFFIC SAFETY STUDY, MAY 2014 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 distracted drivers (19%), drunk/impaired driving (5%) and traffic and road conditions (26%).

What do you think is the biggest problem in Nebraska today?

2014

Roads, streets, traffic, speeding, etc.	26%
Distracted driving (texting, cell phone use)	19%
Taxes, spending, budget, school funding, etc.	17%
Economy, drought, water, jobs, wages, etc.	11%
Crime, drugs, gangs, vandalism, etc.	5%
Drunk drivers	5%
Others (government/politicians; social issues like immigration & health care; water issues; weather; the pipeline; and various other issues)	18%

Respondents were 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 distracted driving (with a mean score of 4.47) and drunk driving (mean score of 4.43) were named as bigger problems than the fuel tax situation (3.62) by a significant margin.

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:

2014

How important is the problem of distraction caused by drivers using cell phones or other electronic devices?	4.47
How important is the problem of driving while intoxicated or drunk driving?	4.43
How important is the fuel tax situation?	3.62

IMPAIRED DRIVING

Respondents were asked an open-ended question about the best way to solve the drunk driving problem. Although responses were fairly scattered, more severe penalties led the list with a 21% plurality, followed by stricter law enforcement (14%) and education (9%).

What do you think is the best way to solve the drunk driving problem?

2014

More severe penalties	21%
Stricter law enforcement	14%
Education	9%
High visibility law enforcement	2%
Mandatory sentences for convictions	3%
Others (bar responsibility, designated driver, etc.)	51%

A majority of respondents (60%) indicated Nebraska penalties for drunk driving are not tough enough, while 37% indicated they are about right and 3% indicated they are too tough.

Do you think the Nebraska penalties for drunk driving are:

2014

Too tough	3%
About right	37%
Not tough enough	60%

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 (83%), followed by mandatory treatment for offenders (78%); then mandatory interlock ignition for all first-time offenders (70%); mandatory

sentencing for all offenders (67%); eliminating plea bargaining for drunk driving offenses (63%); and losing license for first offense (51%).

Would you favor or oppose each of the following penalties for drunk driving offenses:	2014
<i>Jail terms for previous offenses</i>	
Favor	83%
Don't know	4%
Oppose	13%
<i>Mandatory treatment for drunk driving offenders</i>	
Favor	78%
Don't know	3%
Oppose	20%
<i>Mandatory interlock ignition for all first-time offenders</i>	
Favor	70%
Don't know	4%
Oppose	27%
<i>Mandatory sentencing for drunk driving offenses</i>	
Favor	67%
Don't know	6%
Oppose	27%
<i>Eliminating plea bargaining for drunk driving offenses</i>	
Favor	63%
Don't know	5%
Oppose	32%
<i>Lose license for first offense</i>	
Favor	51%
Don't know	3%
Oppose	46%

Eight percent (8%) 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?	2014
Yes	8%
No	92%

CORE QUESTION: About one in five respondents (21%) 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?	2014
Never	79%
Once	10%
2-5 times	9%
More than 5 times	2%

CORE QUESTION: Nearly a third of the respondents (31%) indicated the chances of getting arrested if they drive after drinking are somewhat likely, while another 32% indicated chances of that are somewhat unlikely.

What do you think the chances are of someone getting arrested if they drive after drinking?	2014
Very likely	8%
Somewhat likely	31%
Likely	14%
Somewhat unlikely	32%
Very unlikely	15%

CORE QUESTION: Less than half of the respondents (46%) indicated that 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 (or drunk driving) enforcement by police? **2014**

Yes	46%
No	54%

SAFETY BELTS

CORE QUESTION: Four out of five respondents (80%) 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? **2014**

Always	80%
Nearly always	11%
Sometimes	4%
Seldom	2%
Never	2%

For the fifth straight year, a majority of respondents (58%) 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? **2014**

Yes	58%
Don't know	2%
No	40%

CORE QUESTION: A solid majority (62%) of respondents thought the chances of getting a ticket for not wearing a seat belt were unlikely (34% somewhat unlikely plus 28% very unlikely).

What do you think the chances are of getting a ticket if you don't wear your safety belt? **2014**

Very likely	8%
Somewhat likely	19%
Likely	12%
Somewhat unlikely	34%
Very unlikely	28%

Respondents were asked what level of fine would be most effective to get people to wear their seat belt all the time. A plurality (31%) indicated \$25-50, 25% indicated \$51-100, 21% indicated more than \$200, 18% indicated \$101-150, and 6% indicated \$151-200.

What level of fine do you think would be most effective to get people to wear their seat belt all the time? **2014**

\$25 - \$50	31%
\$51 - \$100	25%
\$101 - \$150	18%
\$151 - \$200	6%
Over \$200	21%

One in five respondents (18%) indicated they have children weighing between 40 and 80 pounds, and of those 71% indicated they use a booster seat for their child in the car.

Do you have children weighing between 40 and 80 pounds? **2014**

Yes	18%
No	82%

(If Yes) Do you use a booster seat for your child in the car? **2014**

Yes	71%
No	29%

CORE QUESTION: Less than a fourth of respondents (24%) 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?	2014
Yes	24%
No	76%

SPEED

CORE QUESTION: A plurality of respondents (49%) indicated they rarely drive faster than 35 mph on a road posted at 30 mph, while 25% indicated never, 16% indicated half the time and 11% 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:	2014
Most of the time	11%
Half the time	16%
Rarely	49%
Never	25%

CORE QUESTION: Half of the respondents (50%) indicated they never driver faster than 70 mph on a road posted at 65 mph. Another 35% indicated they rarely drive faster than 70 on those roads, while 9% indicated half the time and 6% 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:	2014
Most of the time	6%
Half the time	9%
Rarely	35%
Never	50%

CORE QUESTION: Just over a third of respondents (37%) 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?	2014
Yes	37%
No	63%

CORE QUESTION: A plurality of respondents (38%) indicated the chances of getting a ticket if you drive over the speed limit are somewhat likely, with 22% indicating likely, 16% very likely, 16% somewhat unlikely and 8% very unlikely.

What do you think the chances are of getting a ticket if you drive over the speed limit?	2014
Very likely	16%
Somewhat likely	38%
Likely	22%
Somewhat unlikely	16%
Very unlikely	8%

DISTRACTED DRIVING

Seven out of ten respondents (70%) indicated they would support a law banning drivers from talking on a cell phone while driving. Just over a fourth (27%) opposed that idea and 3% had no opinion.

Would you support or oppose a law banning drivers from talking on a cell phone while driving?	2014
Support	70%
Oppose	27%
Don't know	3%

Two-thirds of respondents (66%) also supported a law allowing law enforcement to stop a driver and ticket them solely for talking on a cell phone while driving. About a third (32%) opposed that while 2% had no opinion.

Would you support or oppose a law that allows law enforcement to stop a driver and ticket them solely for talking on a cell phone while driving?	2014
Support	66%
Oppose	32%
Don't know	2%

More than 9 out of 10 (92%) indicated support for a law that would allow law enforcement to stop a driver and ticket them solely for texting while driving, while 7% 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?	2014
Support	92%
Oppose	7%
Don't know	1%

MISCELLANEOUS

Most respondents (77%) indicated that Nebraska's law requiring motorcycle helmets should be continued, while 19% said it should be repealed and 5% had no opinion.

Should the Nebraska law requiring motorcycle helmets be repealed or continued?	2014
Continued	77%
Repealed	19%
Don't know	5%

A majority of respondents (56%) 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 4% had no opinion.

Should drivers over age 70 be required to drive as part of their test every time they renew their license?	2014
Yes	56%
Don't know	4%
No	40%

DEMOGRAPHICS

Respondents indicated distribution in the following age categories (controlled variable): 16-20, 4%; 21-34, 18%; 35-49, 25%; 50-64, 30%; 65 up, 23%.

Which of these age groups are you in:	2014
16-20	4%
21-34	18%
35-49	25%
50-64	30%
65 and Up	23%

Most respondents (96%) indicated they have a driver's license.

Do you have a driver's license?	2014
Yes	96%
No	4%

Respondents indicated distribution in the following annual household income categories: under \$40,000, 24%; \$40,000-80,000, 37%; over \$80,000, 39%.

Which of these annual household income groups are you in?*	2014
Under \$40,000	24%
\$40,000-\$80,000	37%
Over \$80,000	39%

Respondents were distributed among Nebraska's three congressional districts as follows (controlled variable): District One, 31%; District Two, 37%; District Three, 32%.

Congressional District	2014
One	31%
Two	37%
Three	32%

Cell phone numbers were included in the sample; 81% of the respondents were interviewed on their traditional landlines and 19% on their cell phones.

Phone Type	2014
Landline	81%
Cell Phone	19%

By control, respondents were 50% male and 50% female (controlled variable).

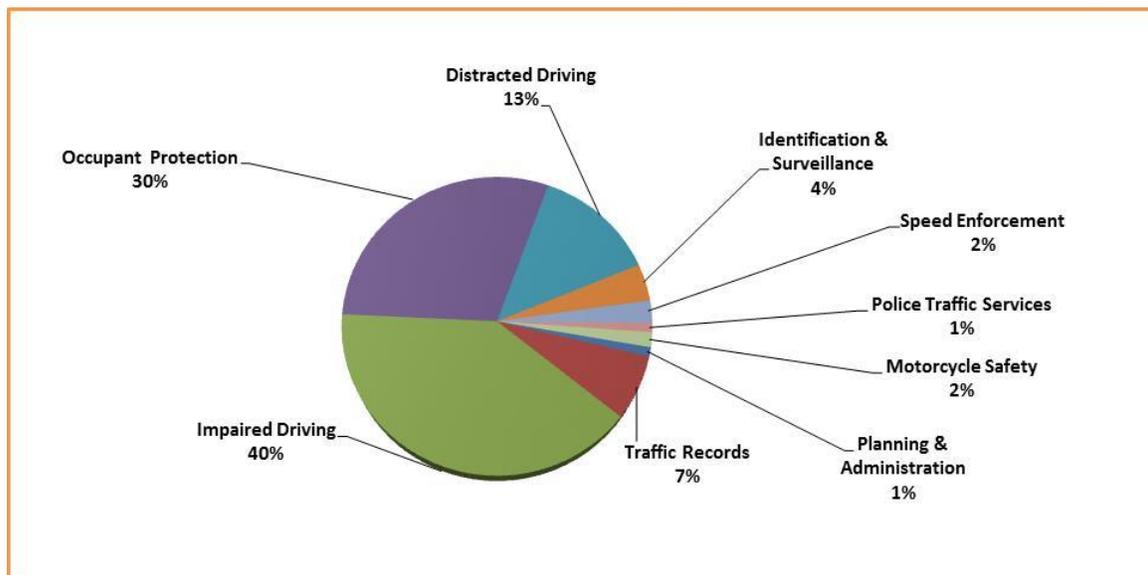
Gender	2014
Male	50%
Female	50%

*Income groups were changed from Under \$20,000; \$20,000-\$40,000; over \$40,000

FINANCIAL SUMMARY

SUMMARY OF FISCAL YEAR 2014 COUNTERMEASURE PROGRAMS

SECTION 402 / HIGHWAY SAFETY PROGRAMS	\$1,693,732.02
SECTION 405 / OCCUPANT PROTECTION PROGRAMS	\$86,907.55
SECTION 405b / OCCUPANT PROTECTION PROGRAMS	\$681,034.60
SECTION 408 / STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENT GRANT	\$304,790.15
SECTION 405c / STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENT GRANT	\$124,934.63
SECTION 410 /ALCOHOL IMPAIRED DRIVING PREVENTION PROGRAMS	\$322,828.60
SECTION 405d / ALCOHOL IMPAIRED DRIVING PREVENTION PROGRAMS	\$1,461,452.98
SECTION 2010 / MOTORCYCLIST SAFETY PROGRAM	\$29,368.18
SECTION 405f / MOTORCYCLIST SAFETY PROGRAM	\$73,771.67
SECTION 148 / HIGHWAY SAFETY IMPROVEMENT PROGRAMS	\$1,548,059.79
OFFICE OF JUVENILE JUSTICE AND DELINQUENCY PREVENTION	\$59,639.00
TOTAL EXPENDED FEDERAL HIGHWAY SAFETY FUNDS	\$6,386,519.17



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

402-14-01

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 9% from the 2008-2012 calendar base year average of 5,168 to 4,694 by December 31, 2014.

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 have time spent 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 FY2015.
- Prepared problem identification, performance goal selection, and program, project and activity selection process for the FY2015 *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 FY2015 *Nebraska "Performance-Based" Strategic Highway Traffic Safety Plan*. Completed prior to submitting the FY2015 *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:
 - Governor's Highway Safety Association
 - Executive Board Meeting – Nashville, TN – December 8 – 11, 2013
 - GHSA Executive Board Meeting – Washington. D.C. – March 10-12, 2014
 - GHSA Webinar – NHTSA Highway Safety Grant Program Legal Requirements – October 29, 2013

- GHSA MAP-21 Information Webinar – January 29, 2014
- MAP-21 Safety Performance Measures Conference call - March 21, 2014
- GHSA Annual Meeting – September 5 – 10, 2014
- Nebraska Safety Center Advisory Committee Meeting – October 30, 2013
- NDOR – Highway Safety Issues Meeting – Randy Peters – November 5, 2013
 - NDOR Records Retention Meeting – November 20, 2013, August 4, 2014
 - NDOR – LB429 Agreements Meeting – December 16, 2013, May 9, 2014
 - NDOR ITS Strategic Plan – 1st Stakeholder Committee Workshop – January 7, 2014
 - TRB Webinar – Using Peer Exchanges to Improve the Effectiveness of an SHSP – April 7, 2014
 - Traffic Incident Management Meeting – May 20, 2014
 - Interagency Safety Working Committee Meeting – July 24, 2014
- Independence Center Advisory Committee Meeting – November 6, 2013, February 12, March 21, May 7, August 13, September 14, 2014
 - Volunteer Recognition – March 21, 2014
 - Cornhusker Place – Bridge 30 Year Anniversary – October 22, 2013
- Nebraska Safety Council (NSC) Traffic Committee Meeting – November 7, 2013, December 17,
 - NSC Driving Programs Committee Meeting – September 11, 2014
- NHTSA Regional Office Staff Meeting – November 19, 2013
 - NHTSA Region 7 Conference Call – November 26, 2013
 - STRAP Assessor Training – AM Session – January 22, 2014
 - Regional Office State Conference Call Staff Meeting – February 13, 2013, March 25, May 27, June 24, July 22, 2014
 - HSP Development Webinar – March 27, 2014
 - NPRM & Safety Performance Measures Webinar – March 31, 2014
 - Nebraska Occupant Assessment Conference Call – April 8, 2014, June 3, June 16,
 - Regional Meeting – St. Louis – April 28 - 30, 2014
 - Nebraska’s Performance Measure Webinar – May 5, 2014
 - NHTSA Webinar PI&E Items – May 7, 2014
- Nebraska Office of Highway Safety
 - Nebraska Law Enforcement Luncheon – October 7, 2013
 - Traffic Records Coordinating Committee Meeting – December 12, 2013
 - NET Tech Workshop – March 25, 2014
 - Advocates Meeting – May 7, 2014
 - NOHS Grant Review Meeting – May 21, 2014
 - Click It or Ticket News Conference – May 22, 2014
 - Traffic Records Coordinating Committee Meeting – December 12, 2013, June 12, September 25, 2014
 - Ford Driving Skills for Life – Conference Call – June 12, 2014, July 17, 2014
- Legislative Tracking Application – Live Meeting – December 17, 2013
- DHHS – Safety Belt Strategy Meeting – December 30, 2013
 - NE State Epidemiological Outcomes Workgroup – Nebraska Charter – December 16, 2013
 - Binge Drinking Work Group Meeting – February 12, 2014
 - Nebraska State Epidemiological Outcomes Workgroup Meeting – March 4, May 2, August 6, 2014
 - Prevention Advisory Council – March 27, June 24, June 26, September 30, 2014
 - CODES Advisory Committee Meeting – April 18, July 18, 2014
 - Husker Sports Marketing - Underage Drinking/Binge Meeting – June 6, 2014
- EUDL Update Conference Call – January 21, 2014
 - EUDL SASPII Discretionary Online Meeting/Targeted Webinar – September 16, 2014
- MADD – Race Car – Gary Cooper Meeting – January 22, 2014
 - MADD Law Enforcement Awards – May 20, 2014
 - MADD State Advisory Board Meeting – March 4, July 1, 2014
 - MADD NE Advisory Board Meeting - March 4, 2014
- AAMVA Webinar – Best Practices for Reconstructed and Replica Vehicles – January 22, 2014
- NET-TV Distracted Driving Documentary Screening – February 6, 2014, Meeting – December 6, 2013

- NET TV Meeting – July 23, 2014
- Department of Motor Vehicle Public Safety Campaign – March 18, 2014
- NSP Mock Crash Prep Planning Meeting – April 7, 2014; Demo and Presentation – April 11, 2014
- National Safety Council, Nebraska - Awards Luncheon – May 29, 2014
 - AAA & National Safety Council News Conference Driving School Designation – June 24, 2014
- National Association of State Motorcycle Safety Administration - SMSA Webinar – Motorcycle Safety – June 27, 2014
 - SMSA Western Region Members Webinar – August 15, 2014
- Project Extra Mile – Strategic Planning Meeting – July 14, 2014
 - Law Enforcement Underage Drinking Training – LaVista – September 17, 2014; Grand Island – September 18, 2014
- University of Nebraska – Kearney Meeting – May 23, 2014
- Research Associates Assessment Meeting – June 9, August 1, 2014
- Standing Committee on Highway Traffic Safety/Standing Committee on Program Management Joint Working Group on National Safety Measure – April 2, 2014
- SCOHTS Subcommittee Conference Call – April 4, 2014
- 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, KNCY and KNTK
 - Television Stations: NTV, KNOP-TV, KHAS-TV, KMTV, KOLN/KGIN-TV, WOWT, KETV, NET-TV, KMEG (Sioux City), 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, Omaha Beef, Huddle, 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.
 - NOHS assistance and support was provided to develop the Nebraska Performance-Based Strategic Traffic Safety Plan. The Nebraska Performance-Based Strategic Traffic Safety Plan FY2015 was completed and submitted to National Highway Traffic Safety Association (NHTSA) Region 7 Office on June 30, 2014.
 - The Statewide Traffic Safety Public Opinion Survey of Nebraska Drivers was conducted and completed in May 2014. The survey was included in the FY2015 Highway Safety Plan.
 - The annual observation Nebraska Safety Belt Survey was completed in August 2014 and the Nebraska Child Safety Seat Survey was finalized in October 2014. As required, a copy of the “Nebraska Safety Belt Use 2014 Report Survey” was submitted to NHTSA on August 27, 2014 for certification.
 - The Nebraska Occupant Protection Assessment was conducted on June 16-20, 2014.
 - The Director of the Department of Motor Vehicles (DMV) has authorized the use of state funds of the DMV Vehicle Services Division and the Driver Licensing Division for soft matching the federal highway safety funding. NOHS maintains documentation from the DMV to meet the requirements of NHTSA Order 452-6C. This documentation is on file for each fiscal year.
- 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 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 27, 2014.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads. The 2013 fatal, A and B injury crash total had dropped to 4,713.

Funding:	Section 402:	\$105,881.20
	State:	\$127,190.17
	Total Cost:	\$233,071.37

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**

402-14-02

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, 405b, 408,405c, 410, 405d, 2010, 405f, OJJDP and HSIP funded projects.

The objective is to provide for auditing costs/expenditures resulting in an audit of federal Section 402, 405, 405b, 408, 405c, 410, 405d, 2010, 405f, OJJDP 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: Paul Letcher, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509
Telephone: 402/471-3912 FAX: 402/471-3865 Email: paul.letcher@nebraska.gov

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

402-14-03

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2010-2012 was observed at 84.1%, 84.2% and 78.6%. Child safety seat usage surveys conducted in 2010-2012 observed 91.5%, 95.1% and 95.9%. 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 9,869, 9,813 and 9,267 convictions in 2010-2012. In addition, violations for "No Child Restraint" resulted in 1,530, 1,444 and 1,431 convictions in 2010-2012.

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 by 4% from the 2008-2012 calendar year usage rate of 82.9% to 86.2% by December 31, 2014.

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 – Central Nebraska Community Services, Loup City – April 21, 2014.
- 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:
 - Safe Kids Lincoln/Lancaster County Celebration – October 10, 2013
 - Improving Seat Belt Use Workshop – October 21, 2013
 - CPS Instructor Meeting – November 18, 2013
 - Injury Community Planning Meeting – December 16, 2013
 - Nebraska Occupant Protection Assessment Conference Call – April 8, 2014

- Site Visit Central Nebraska Community Services, Loup City – April 21, 2014
- Inventory Update – CPS – Kearney – March 19, 2014
- Nebraska Occupant Protection Assessment Conference Call – June 3, 2014
- Occupant Protection Assessment – June 16 – 20, 2014
- Occupant Assessment – Lincoln – June 16 - 20, 2014
- CPS Technician Training Class – Kearney – June 18, 2014
- Injury Prevention Planning Meeting – June 30, 2014
- Drive Smart Nebraska Coalition Strategic Planning Meeting – July 15 2014
- Drive Smart Nebraska Coalition Frameworks Workshop – July 16, 2014
- Drive Smart Coalition Working Meeting – August 27, 2014
- CPS Technician Training Class – Omaha – August 21, 2014
- CPS Technician Training Class – Lincoln – September 8 – 15, 2014
- Safe Kids Task Force – September 25, 2014
- AAA & the Cornhusker Motor Club Foundation/Safe Kids Lincoln=Lancaster County Awards Luncheon - - September 25, 2014
- Reviewed and kept updated on NHTSA Rules and Regulations regarding 402 and 405/405b 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 2014 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.
 - 402/405b Application was completed and submitted to NHTSA on June 27, 2014.
 - 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.
 - Deliver and pick up car seats for CPS Technician training.

Result:

The goal to increase the occupant protection usage rate to 86.2% 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 and 2014 at 79%.

Funding:	Section 402:	\$34,562.33
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**

402-14-04

Program Area:	Occupant Protection
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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2010-2012 was observed at 84.1%, 84.2%, and 78.6%. Child safety seat usage surveys conducted in 2010-2012 observed 91.5%, 95.1% and 95.9% 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 9,869, 9,813, and 9,267 convictions in 2010-2012. In addition, violations for “No Child Restraint” resulted in 1,530, 1,444, and 1,431 convictions in 2010-2012.

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 by 4% from the 2008-2012 calendar year usage rate of 82.9% to 86.2% by December 31, 2014.

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 10% from the 2008-2012 calendar base year average of 91 to 81 in 2014.

Strategies and Activities:

- Produced/purchased and distributed 41,644 occupant restraint related materials (brochures, newsletters, signs, and other educational items). Approximately 77% (32,112) were distributed to organizations within the Target Counties.
 - Loaned three occupant-restraint related DVD/videos to schools, law enforcement, and other organizations, of which zero 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.
 - “Click It or Ticket” Mobilization: May/June 2014, printed and mailed planning packets to law enforcement agencies statewide. (\$156.80) Television and radio ads were produced to heighten awareness of the mobilizations.
- Awarded a mini-grant contract to the Nebraska Safety Council a TV media campaign using “Click It or Ticket” messages, there were 647 ad spots aired on the campaign (\$12,592.50), plus banner ads on websites every month.
 - Awarded a mini-grant to the Nebraska State Patrol to conduct a Safety Education program in conjunction with the Midlands Auto show in Omaha. (\$2,200.00)

- 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 impaired driving grants (\$180,548.00).
 - Announcements were made during Nebraska Cornhusker football, basketball, and baseball games, and Sports Nightly talk show, there were 794 spots aired.
 - One full-page color ad was placed in each of the Official Nebraska Football Game Day Programs for each of the eight home games in 2013, the programs for basketball games, and the 2013 Fall & 2014 Spring 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 grants. (\$31,000.00)

The “2014 Annual Nebraska Safety Belt Survey” usage was 79.0%. Motorcycle helmet usage was 86.2% legal, 13.8% deemed illegal, and 0.0% not wearing helmets.

The “2014 Observational Survey of Nebraska Child Safety Seat Use” usage of child safety seats/boosters was 96.9%.

Results:

The goal to increase the occupant protection usage rate to 86.2% was not achieved. However, the observed safety belt usage rate went from 78.6% in 2012, to 79.1% in 2013, and to 79.0% in 2014.

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 10% from the 2008-2012 calendar base year average of 91 to 81 in 2014. This objective was not achieved as there were 128 unrestrained fatalities in 2013.

Funding:	Section 402:	\$226,497.30
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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

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

402-14-05

Program Area:	Occupant Protection
Program Characteristic:	Engage Custer County partners to complete educational activities with residents of all ages.
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 restraint use for ages 16-20 at 42.9% is much lower than Nebraska’s rate of 62.8%. The number 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, increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 6.4% from the 2012 calendar year usage rate of 78.6% to 85.0%, and reduce by 5% the number of fatal, and A and B injury crashes in Custer County from the three-year baseline average of 36 crashes (2009-2011) to 34 crashes in CY2014.

The objectives are to increase the percentage of drivers and passengers using restraints by 5 percentage points from the percentages observed in the October 2013 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:

- Submitted news releases to area news media increasing education to the public.
- Completed staff orientation.
- Contacted Safe Communities for Custer County and other partners to solicit participation.
- Gathered educational materials.
- Attended Safe Communities for Custer County meetings to share work plan and plan strategies.
- Contacted law enforcement to select locations for seat belt observations. Conducted the first visual; seatbelt surveys at three sites establishing a baseline to measure change in usage.
- Met 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.
- Completed education and intervention activities with adults at schools, churches, 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.
- News articles were printed in the Custer County Chief newspaper, radio ads ran on KCNI-AM/KBBN-FM in May (24 ad spots), June (46 ad spots), and August (76 ad spots), Tiffany Theatre in Broken Bow ran ads on distracted driving, and an article was placed on the SandhillsExpress.com website.
- Use speed monitoring trailer 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 to focus on in the next year and beyond.

- Conduct visual seat belt survey at the same sites designated in September 2013 to measure change in usage.

Results:

- The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads. Statewide fatal, A and B injury crashes decreased to 4,713 in 2013. NOHS’ most current data shows the calendar base year average of 4,875 (2011-2013) Statewide fatal, A and B injury crashes, more than the projected number of 4,694 for CY2014.
- The goal to increase the occupant protection usage rate to 86.2% was not achieved, as the 2014 observation survey usage was 79.0%.
- Fatal, A and B injury crashes in Custer County went down from 36 crashes (2009-2011) to 32 crashes (2010-2012) and to 31 crashes (2011-2013).
- CNCS observation showed percentage of drivers and front seat passengers using restraints rose from the October 2013 observation of 53.9% to 62.8% in September 2014.
- 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, Head Start, the WIC Program, local preschools, Runza, Custer County Fair Board, local media, Youth Offering Alternatives to Drugs and Alcohol (YOADA) students, Good Samaritan Hospital’s Safe Kids Coalition, Broken Bow Fire & Rescue, and others. Ten partners were projected.
- Over 1,900 residents, students and parents received education on safe driving and riding habits. 300 residents were projected to be reached.
- The in-kind non-federal funds were generated through partners’ volunteer time: school staff, UNL Extension, 4-H members, and the Nebraska State Patrol.

Custer Co Restraint Use Observational Survey Locations	10/2013 Driver Seat Belt Yes (460 cars total)	9/2014 Driver Seat Belt Yes (500 cars total)	10/2013 Front Seat Passengers - Yes (106 total)	9/2014 Front Seat Passengers - Yes (108 total)	10/2013 All Co. Locations Drivers & Front Seat Passengers	9/2014 All Co. Locations Drivers & Front Seat Passengers
Hwy 2 & 8 th St. westbound	48%	53%				
Hwy 2 & 8 th St. eastbound	46%	50%				
N. 5 th Ave. & Memorial Dr.	44%	57%				
Ansley Hwys 92 & 183	82%	74%				
Merna Hwys 92 & 2	65%	73%				
All Locations – Front Passengers			50.0	69.4%		
Total Drivers & Front Passengers					53.9%	62.8%

Funding:	Section 402:	\$20,723.00
	Other – In-Kind:	\$6,084.50
	Total:	\$26,807.50

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/Nebraska Prevention Center for Alcohol and Drug Abuse**

402-14-06

Program Area:	Alcohol
Project Characteristics:	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 school

Problem Identification:

College-age drivers (19-24) are overrepresented in alcohol involved crashes: 18-24 drivers accounted for 21.0% of all crashes and 34.8% of alcohol-involved and 30.3% of fatal alcohol-involved crashes. Research has shown that college students have riskier drinking patterns than young people not in college.

Goal and Objective(s):

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 2013/2014 by reducing the percent of student high-risk drinking by 3% from 33.3%, driving after drinking by 3% from 28.0%, and drunk driving (driving after binge drinking) by 3% from 6.6% with the 2013 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 Nebraska College Consortium (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) Expand the use of comprehensive environmental strategies being utilized by our NCC members and facilitate partnerships amongst member institutions and community stakeholders; (3) Increase parental resources available online and by other means; (4) Expand prevention and intervention resources for college alcohol prevention in NCC schools, Behavioral Health Regions, alcohol prevention coalitions, and health departments.

Strategies and Activities:

- Technical assistance
Technical assistance was provided throughout the 12 months as requested by member institutions by email, phone, list-serve and in-person meetings. NCC members met via conference calls/webinars 4 times in the project year (October 24, March 28, August 8 and September 26) to share topical information. Presented poster titled "18 and Out of the House: Using College Environments to Reduce Alcohol-Related Traffic Harm" at Lifesavers Conference, Nashville, TN. Presented 90 minute workshop titled "Nebraska Collegiate Consortium: Reducing College Students High-Risk Drinking and Related Harms with a Multi-institutional Data Driven Network" at National Prevention Network Conference, Hartford, CT.
- Evaluation/data analysis
Completed report on Y1CAP (2013) for UNO, completed CAP report (2012-13) for Doane College, completed analysis and longitudinal report of Wayne State College Core Survey data. Completed analysis for University of Nebraska (UNL) of their Y1-CAP (2014) data, analysis of Greek student differences, and analysis of violence questions, completed Creighton University Y1-CAP (2014) analysis and report. Completed for Clarkson College Y1-CAP (2014) analysis and report and completed for College of St. Mary's Y1-CAP (2014) analysis and report. Provided data for OCC Power of Parenting sites, and provided harms data to UNO for their Power of Parenting site. Provided feedback numbers for Omaha College Consortium (OCC) schools' Y1CAPs, and provided Y1-CAP feedback update data for UNO.
- Skill building
The Intersections between Sexual Violence and Alcohol on Campuses: Using Research to Guide Effective Prevention Planning and Collaboration, July 15 — attendance: 63 individuals representing 14 member institutions on site, 15 unique views via live streaming.
- Website expansion and maintenance
Website 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. During this grant period the website was completely remodeled in order for it to serve members more efficiently and in order for NCC staff to make updates to the website without needing a third party vendor.

- Mini-grants

Five mini-grants to four member institutions and one NCC collaborative were made in this project year:

- University of Nebraska-Omaha, \$395.00, College counselor attended NASPA Alcohol and Other Drug Abuse Prevention and Intervention Conference.
- Northeast Community College, \$750.00, Director of Student Conduct attended NASPA Alcohol and Other Drug Abuse Prevention & Intervention Conference.
- University of Nebraska-Kearney, \$1,000.00, Safe Ride Program designated driver program.
- University of Nebraska-Lincoln, \$1,000.00, multifaceted bystander intervention program.
- Lincoln College Partnership (Nebraska Wesleyan University (NWU), Southeast Community College, Union College and UNL), \$3,000.00, multifaceted bystander intervention program.

All mini-grant final reports and supporting materials have been posted on the NCC website and individuals who attended NASPA Conference reported on what they learned during the March 2014 conference call.

- Collegiate Consortium and Community Coalitions Cooperative Initiative

Overall, NCC activities this year were significantly more coordinated with the rest of the state's prevention activities; twelve of our NCC institutions currently receive additional funding through the Partnership for Success Grants and continue to collaborate with community partners.

- Parent website expansion

Through the Omaha Collegiate Consortium's Partnership for Success Grant, eight new school specific Powering of Parenting websites were created for each OCC institution. NCC continues to explore outlets to increase the utilization of the websites.

- College Alcohol Profile (CAP) expansion and evaluation

There are currently 14 members of the NCC that utilize the Y1CAP with incoming first year students. All Y1CAPS (with the exception of Kaplan University and UNK) were administered in August, 2014. Completion rates for the Y1CAPs in fall 2014 are as follows: Bellevue University -90% , College of Saint Mary - 84%, Clarkson College – 31%, Creighton University - 82%, Doane College – 89%, Metro Community College - 33%, Nebraska Methodist College – 87.5%, NWU – 94.6%, Northeast Community College – 100%, UNL – 76% and University of Nebraska - Omaha – 56%. Analysis of the Y1CAP results were provided by Duane Shell and submitted to each institution (CSC's completion rate is yet to be determined). Existing CAPs hosted, maintained and updated for the year 2013-14. Member institutions continue to be financially responsible for their CAP Web hosting and maintenance costs.

- Continue and expand Provisional Operators Permit analysis

Presented a poster titled "Driver Education and Reduced Teen Crashes and Traffic Violations" at Lifesavers Conference, Nashville, TN with data from ongoing analyses and Wang longitudinal data. A paper was submitted combining crash and citations to accident analysis and prevention which is currently under review. The papers were combined following rejection of citation paper by Journal of Adolescent Health.

- University of Nebraska Initiative

An analysis and report were completed of 2011 Y1 CAP cohort sanctions and off-campus violations for 2011-2012. The enrollment, sanction, and off-campus data for 2011 and 2012 cohorts for 2011-2013 were received.

- Omaha Collegiate Consortium

The OCC had numerous successes this year, including receiving \$120,430.00 Partnership for Success (PFS) Grant in February 2014 which allowed them to move forward with implementing their strategic plan. The OCC hired a full-time Coordinator in April 2014 who is responsible for coordinating all grant activities as well as providing technical assistance to all eight OCC member institutions. The OCC implemented a successful Bystander Intervention Media Campaign targeting 18 – 24 year olds in Douglas County, built six new Y1CAPs for Bellevue University, College of Saint Mary, Creighton University, Kaplan University, Metro Community College and Nebraska Methodist College, built eight school specific versions of the Power of Parenting website and completed the We Achieve Campaign. The OCC has secured funding for their second year of the PFS Grant and continue to work collaboratively to reduce high-risk drinking on their campuses and in the Metro Omaha community.

Results:

In relation to our benchmark targets of reducing the percent of student high-risk drinking (frequent binge drinking) by 3%, driving after drinking by 3%, and drunk driving (driving after binge drinking) by 3%, on the 2013 NYAAOPS, we achieved a reduction of 1% in student high-risk drinking (from 22.6% to 22.4%) but among full-time students, a reduction of 29.0% in student high-risk drinking (from 22.1% to 15.7%), a reduction of 6.8% in driving after drinking (from 27.9% to 26.0%), and a reduction of 26.1% in driving after bingeing (from 6.9% to 5.1%).

UNL Year 1 CAP % data	2010	2011	2012	2013	2014
Binge Drinking	22.4	22.4	19.8	20.8	20.2
Drinking and Driving	12.4	12.1	8.5	8.2	8.3
Riding with Drunk Driver	13.0	12.9	10.5	8.9	9.2

Also, from Y1-CAP data, Northeast Community College reported a drop in binge drinking from 19.4% in 2011, to 11.5% in 2012, to 13.1% in 2013, and to 10.8% in 2014; a drop in drinking and driving from 26.0% in 2011 to 11.7% in 2012 to 11.4% in 2013, to 7.4% in 2014; and a drop in riding with an impaired driver from 20.0% in 2011 to 13.5% in 2012 to 12.2% in 2013, stabilizing at 12.8% in 2014 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, to an all-time low of 44.8% in 2014 and a drop in drinking and driving from 37.3% in 2011 to 37.1% in 2012 to 31.6% in 2013 to an all-time low of 28.8% in 2014.

These results confirm trends in reductions for binge drinking and drinking and driving at NCC schools found in the three Nebraska Young Adult Alcohol Opinion Surveys.

Funding: Section 402: \$214,431.19

Contact: Ian M. Newman, Project Director, Nebraska Prevention Center for Alcohol & Drug Abuse
University of Nebraska-Lincoln, P. O. Box 880345, 232 Teachers College Hall, Lincoln, NE 68588-0345
Telephone: 402/72-3844 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
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**Alcohol/Program Coordination
Nebraska Office of Highway Safety**

402-14-09

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

Alcohol was known to be involved in 81 (43%) of the 190 fatal crashes that occurred in Nebraska in 2012. Alcohol was involved in 572 (12%) of the 4,725 A and B injury crashes.

Arrest and conviction totals for Driving Under the Influence are starting to level off (12,399, 12,034 and 10,605 9,263 arrests and 10,724, 10,549 and 9,500 convictions) from 2010 to 2012.

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-impaired fatal, A and B injury crashes by 7% from the 2008-2012 calendar base year average of 631 to 577 by December 31, 2014.

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 alcohol-related/impaired driving projects involving highway safety 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, 410/405d/In Car Cameras, 410/405d/Breath Testing Equipment, 410/405d/Drug Recognition Expert (DRE) Training and Re-Certification, 410/405d/Alcohol/Selective Overtime, 410/405d/Alcohol/Public Information & Education, 410/405d/Special Alcohol Enforcement Initiatives/Equipment, and 410/405d/Felony Motor Vehicle Prosecution Unit – Douglas County Attorney's Office.
 - Site visits were completed on:
 - Project Extra Mile – May 12, 2014
 - Douglas County Attorney – May 20, 2014
 - Sarpy County Traffic – June 24, 2014
 - Douglas County Corrections – July 2, 2014
 - UNL – July 22, 2014

- MADD Organization – July 24, 2014
 - Assistant Attorney General – September 25, 2014
- 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.:
 - DRE Update Meeting – October 10, 2013
 - DRE Update – October 15, 2013
 - Project Extra Mile Coalition Meeting – February 12, 2014
 - NHTSA Region 7 Meeting, St. Louis, MO – April 29 – 30, 2014
 - International Association of Chief of Police Conference, Phoenix, AZ – July 26 – 28, 2014
 - DRE Conference Call – September 4, 2014
 - DRE Meeting – September 22, 2014
- 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.
 - Delivered Bat Mobile to Fremont for use by Dodge County Sheriff’s Office.
 - 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.

Results:

The alcohol-related fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads. 2013 increased in alcohol-related fatal, A and B injury crashes to 615.

Alcohol was known to be involved in 65 (34.2%) of the 190 fatal crashes that occurred in Nebraska in 2013. Alcohol was involved in 550 (12%) of the 4,523 A and B type injury crashes.

Funding:	Section 402:	\$77,417.88
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**

402-14-10

Program Area:	Alcohol
Program Characteristic:	Educational Effort
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. There are 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting 4,915 fatal, A, and B injury crashes occurred, killing 212 people and injuring another 6,049 people.

Alcohol was known to be involved in 81 (43%) of the 190 fatal crashes that occurred in Nebraska in 2012. Alcohol was involved in 572 (12%) of the 4,725 A and B injury crashes.

Arrest and conviction totals for Driving Under the Influence are starting to level off (12,399, 12,034, and 10,605 arrests and 10,646, 10,527, and 9,500 convictions) from 2010 to 2012.

Alcohol was known to be involved in 53, 51, and 81 fatalities from 2010-2012 out of 190, 181, and 212 total fatalities in 2010-2012.

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 7% from the 2008-2012 calendar base year average of 631 to 577 by December 31, 2014.

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

Strategies and Activities:

- Produced/purchased and distributed 2,931 alcohol-related materials (brochures and other educational items). Approximately 81% (2,360) were distributed to organizations within the Target Counties. In addition:
 - Loaned 29 alcohol-related DVD/videos to schools, community groups, and other organizations, 13 (45%) were used in the Target Counties.
 - Provided copying, postage, and shipping boxes for alcohol-related materials. (\$203.39)
 - The NOHS website was maintained and updated throughout the period with impaired driving related facts, statistics, resources, and related links.
- Acquired the DVD “How Could This Happen? Binge Drinking & Death” for inclusion into NOHS library. (\$123.71)
- “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. (\$150.00)
- Law enforcement appreciation luncheon invitations were sent in September 2013 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 2013 convention was held in October with a

total attendance of 114. Invitations were sent in September 2014 for the convention to be held in October of 2014, subsequent to the end of the fiscal year. (\$3,243.40)

Results:

The alcohol-related fatal, A and B injury crash data for 2014 are unavailable from the Nebraska Department of Roads.

Alcohol was known to be involved in 65 (30%) of the 190 fatal crashes that occurred in Nebraska in 2013. Alcohol was involved in 550 (12%) of the 4,523 A and B injury crashes. The 7% reduction goal was achieved.

Funding:	Section 402:	\$3,720.50
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	

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

402-14-11

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

Problem Identification:

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,433 crashes occurred, killing 212 people and injuring another 15,872 people.

Alcohol was known to be involved in 81 (43%) of the 190 fatal crashes that occurred in Nebraska in 2012. Alcohol was involved in 572 (12%) of the 4,725 A and B injury crashes.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 7% from the 2008-2012 calendar base year average of 631 to 577 by December 31, 2014.

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 10,000 Alco Sensor III and 30,000 Alco-FST’s mouthpieces and 2 simulators.
- Provide alcohol mouthpieces, cylinder gas bottles and regulators, simulators, and refurbished DataMaster instruments to local enforcement agencies.
 - Provided 19,550 Alco Sensor III, 42,200 Alco Sensor-FST’s and 5,825 evidentiary mouthpieces for a total of 65,575 mouthpieces to Nebraska 246 law enforcement agencies, adult and juvenile correctional facilities, detox facilities, county attorneys, schools, and state probation agencies. Provided 61 cylinder gas bottles and 14 regulators to law enforcement agencies for PBT calibrations. Simulators were provided to Dixon County Sheriff’s Office (\$890.00) and Dawson County Sheriff’s Office. (\$890.00)
 - Maintenance and repairs were completed on three DataMaster instruments and re-issued to law enforcement agencies. (\$1,483.20)
- 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. Dodge County Sheriff’s Office Sobriety and vehicle safety check resulted in two DWI arrests, three MIP arrests, six drug arrests and six people ticketed for driving without an operator’s license.
 - Maintenance and repairs were conducted regularly as needed on the BAT Mobile.

Result:

The alcohol-related fatal, A and B injury crash data for CY2014 are unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$23,060.29
Contact:	Paul Letcher, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3912 FAX: 402/471-3865 Email: paul.letcher@nebraska.gov.	

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

402-14-12

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,433 crashes occurred, killing 212 people and injuring another 15,872 people.

Alcohol was known to be involved in 81 (42.6 percent) of the 190 fatal crashes that occurred in CY2012. Alcohol was involved in 653 (13.2 percent) of the 4,915 fatal, A and B injury crashes in CY2012. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 462 (35.1 percent) of the 1,315 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 7% from the 2008-2012 calendar base year average of 631 to 577 by December 31, 2014.

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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Annual Report		Nebraska
Distracted Driving/Public Information and Education Nebraska Office of Highway Safety		402-14-13
Program Area:	Distracted Driving	
Program Characteristic:	Educational Effort	
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. There are 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting 4,915 fatal, A, and B injury crashes occurred, killing 212 people and injuring another 6,049 people.

Fatal, A, and B crash totals of 791 crashes occurred in 2012 that were contributed to “Distracted Driving.” This is below the three-year average of 739 (Baseline 2010-2012).

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 2008-2012 base year average of 736 to 662 in 2014.

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 TV media campaign using distracted driving messages, there were 647 ad spots aired on the campaign (\$12,592.50), plus banner ads on websites every month.
- Awarded a mini-grant to Nebraska Department of Motor Vehicles to conduct a radio media campaign to reinforce the message of the dangers of distracted driving, emphasizing texting being unlawful, during May 2014 through July 2014, there were 255 ad spots aired plus banner ad on website. (\$6,000.00)
- Awarded a two mini-grants to the Nebraska Safety Council to conduct radio media campaigns using Distracted Driving messages aired in the months of April 2014 through June 2014, 248 ad spots plus banner ads on website (\$6,675.00), and July 2014 to September 2014, 255 ad spots plus banner ad on website (\$6,675.00).
- 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. (\$15,459.49)
- “Distract-A-Match” games were previously added to NOHS library. These games were used by six organizations to create awareness of the dangers of distracted driving.

Results:

The distracted driving-related fatal, A, and B injury crash data for 2014 are unavailable from the Nebraska Department of Roads. Distracted driving was involved in 751 (16%) of the 4,713 Fatal, A and B injury crashes in 2013. The goal of a 10% reduction was not achieved.

Funding:	Section 402:	\$47,401.99
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 Program/Statewide Initiative
MADD Nebraska, State Office**

402-14-17

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:	15 High crash rate counties
Jurisdiction Size:	Rural and Urban ranging from 13,647 – 518,643 Residents Per County
Target Population:	Community stakeholders such as criminal justice agencies, highway safety advocates, community businesses and service organizations

Problem Identification:

In 2013, 34 percent of fatal crashes were alcohol-related in Nebraska. This number has increased slightly over the average of 33% from 2010-2012. MADD NE and Highway Safety Advocates can strive 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 2010 to 2012, there were 12,399, 12,034 and 10,605 Driving Under the Influence (DUI) arrests, respectively. These statistics also indicate 10,646, 10,527 and 9,500 alcohol-related convictions, respectively. All of the fifteen counties (Adams, Buffalo, Dodge, Douglas, Gage, Hall, Lancaster, Lincoln, Madison, Platte, Saline, Sarpy, Saunders, 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% (47) 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 15 high crash counties (66,436 citizens) in a 12 month period.
- Increase the number of Law Enforcement Agencies (LEA) participating in High Visibility Enforcement by 7% from 56 to 68 agencies in a 12 month period.
- Decrease the average Blood Alcohol Content (BAC) of those arrested from 0.161 to 0.15 in a 12 month period by increasing court monitoring.
- Train and manage 40 new static and episodic community volunteers to support the MADD Court Monitoring Evaluation and Education Project through specialized training.
- Increase members/volunteer base by 10% of 12 months – from 1,900 to 2,090 – with a strong focus on the 15 priority counties.
- Increase the number of convictions of Child Endangerment/Transportation of a Child by 50% from 34 in 2012 to 51 in 2014. (law effective as of January 1, 2012)

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 3 volunteers.
- The Court Monitoring Project Manager, Program Specialist and Program Coordinator spoke to over 35 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 42 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.

- MADD recorded over 663 volunteer hours contributed by dedicated trained volunteers.
 - Volunteer hours and completed court cases were entered on a monthly basis.
- The Program Specialist utilized a variety of mediums such as the MADD website, monthly e-newsletter, online blog (1,491 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 Catrina Clemens of MADD National, who came to Nebraska in June. She led a State Advisory Board meeting and aided in the moving of the MADD Nebraska State Office to a new location.

Results:

Alcohol was known to be involved in 65 (34%) of the 190 fatal crashes that occurred in Nebraska in 2013. This is a decrease from 2012 when 81 (43%) of the 190 crashes involved alcohol. Driving Under the Influence arrests decreased from 10,605 in 2012 to 9,263 in 2013 statewide. Driving Under the Influence conviction rates increased slightly from 90% in 2012 to 94% in 2013 statewide.

Funding:	Section 402:	\$102,400.02
Contact:	Andrea Frazier, Project Manager, Mothers Against Drunk Driving, Nebraska State Office 770 N Cotner Blvd. Suite 325; Lincoln, NE 68505 Telephone: 402/434-5330 Email: andrea.frazier@madd.org	

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

402-14-18

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B crashes, killing 212 people and injuring another 6,049 people.

Young drivers are also overrepresented in traffic violations. Convictions in 2012 for traffic violations for this age group comprised approximately 7.28% of DUI convictions, 18.58% of safety belt convictions, and 13.92% of speeding convictions.

Goal and Objective:

The goal is to reduce youth-involved (ages 16 through 20), fatal, A and B injury crashes by 15% from the 2008-2012 base year average of 1,578 to 1,341 in 2014.

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

402-14-19

Program Areas:	Identification & Surveillance
Project Characteristic:	Educational Effort
Type of Jurisdiction:	23 Priority 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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B crashes, killing 212 people and injuring another 6,049 people.

There were 108,809 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2012. These drivers account for 7.8% 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	2012 Fatal, A and B Type Crashes	2012 Fatal, A and B Type A/R* Crashes
16 – 20 Year Old	1,313	140
All Drivers	4,915	653
Proportion involving 16 – 20 Year Old Drivers	26.71%	21.44%

Young drivers are also overrepresented in traffic violations. Convictions in 2012 for traffic violations for this age group comprised approximately 7.28% of DUI convictions, 18.58% of safety belt convictions, and 13.92% of speeding convictions.

In 1994, the Nebraska Unicameral passed Zero Tolerance legislation. According to the “.02 Law” it is unlawful for individuals less than 21 years of age to operate a motor vehicle with a BAC higher than .02. In 2012, there were 27 convictions for .02.

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 15% from the 2008-2012 base year average of 1,578 to 1,341 in 2014.

Strategies and Activities:

- Produced/purchased and distributed 4,854 youth-related traffic safety materials (brochures and other educational items). Approximately 68% (3,293) were distributed to organizations within the NOHS target counties. In addition:
 - 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, 47% (7) held in target counties, to discourage impaired driving.

- 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. 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)
- Mini-grant contracts awarded during the fiscal year:

Name	Award Costs	Activity Funded
Area Substance and Alcohol Prevention, Red Cloud	\$3,184.00	Save a Life Tour 188 attendees
Creating Captains	\$5,000.00	10 camps, 1,213 attendees
Gering Police Department	\$1,500.00	Multicultural Youth Conference, 294 attendees
Gordon/Rushville Public Schools	\$2,100.00	Motivational Media Assemblies, 830 attendees
Logan View Public Schools	\$1,955.00	FCCLA National Convention 2 attendees
Nebraska Department of Health & Human Services	\$12,170.90	Teens in the Driver Seat safety program
Sandhills Public Schools	\$1,425.00	Save a Life Tour 95 attendees
Total Mini-Grants Award Costs	\$27,334.90	2,622 attendees

Result:

The youth-involved fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads. The youth-involved fatal, A, and B injury crashes decreased by 20.91 percent from the 2008-2012 calendar base year average of 1,572 to 1,300 in 2013.

Funding:	Section 402:	\$27,334.90
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**

402-14-21

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

There were 108,809 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2012. These drivers account for 7.8% of the total licensed drivers in the state.

Young drivers are overrepresented in traffic violations. Convictions in 2012 for traffic violations for this age group comprised approximately 7.28% of DUI convictions, 18.58% of safety belt convictions, and 13.92% 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 15% from the 2008-2012 calendar base year average of 1,578 to 1,341 by December 31, 2014.

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 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 and Preventing Distracted Driving – Teenage Drivers.
 - Site visits were conducted with:
 - Project Extra Mile on May 12, 2014.
 - Nebraska Collegiate Consortium to Reduce High-Risk Drinking – University of Nebraska on July 22, 2014.
 - Preventing Distracted Driving Among Teenage Drivers – Department of Health and Human Services on April 22, 2014.
- 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:

- Project Extra Mile Meeting – November 13, 2103
- Project Extra Mile Coalition Meeting –November 13, 2013, April 9, August 13, 2014
- Project Extra Mile Training – July 1 – 2, 2014
- 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 CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$18,487.10
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**

402-14-22

Program Area:	Distracted Driving
Project Characteristic:	Preventing Distracted Driving Among Teenage Drivers
Type of Jurisdiction:	Adams, Burt, Clay, Cumming, Dodge, Fillmore, Jefferson Madison, Nuckolls, Saline Saunders, Stanton, Thayer, 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 reduce distracted driver – fatal, A and B injury crashes by 10% from the 2009-2011 calendar base year average 736 to 648 in CY2014.

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 Public Health Solutions.
 - A total of \$26,799.67 was awarded and used by the local health departments to implement educational campaigns about distracted driving.
 - One program facilitated the purchase and placement of distracted driving signs that will be posted on or near school grounds. This program also had a distracted driving simulator at the high school during sports physicals which exposed about 300 students and some of their parents to the issue.
 - One program conducted pre/post surveys in association with a presentation at driver's education classes about distracted driving. The results of the surveys showed a positive trend toward reducing behaviors that are associated with distracted driving.
 - One program conducted a community assessment about distracted driving. The assessments, which involved online surveys to teens and parents of two local high schools, guided local program activities including the training of 10 individuals on how to use the SIDNE distracted driving simulator.
 - One program utilized a multifaceted campaign centered on anti-texting pledge cards involving local high schools, libraries, and DMV licensing offices to bring awareness and educational information about distracted driving to their community.

- Driver education toolkits were developed and distributed by one local program. The toolkits contained information about distracted driving for both teens and parents.
- Across all programs, more than 2,000 students and parents have been exposed to the distracted driving educational activities.
- Educational media campaigns were also conducted in the form of student videos, website development, print articles 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 November 20, 2013, January 21, April 2, May 29, August 14, and September 16, 2014. 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.
 - A site visit was conducted at Elkhorn Logan Valley HD on June 26, 2014. Site visits were not conducted at Three Rivers HD, South Heartland Health Department or Public Health Solutions because of scheduling conflicts or event cancellations.

Result:

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

Funding:	Section 402:	\$26,799.47
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**

402-14-23

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

After subtracting the "Alcohol" and "Speed" crash totals from the fatal, A and B injury crash total, 3,972 crashes occurred in 2012 that were contributed to "all other factors." This is below the three-year average of 3,992 (Baseline 2010-2012).

In 2012, pedal cyclists were involved in 323 crashes, in which 0 people were killed and 221 incurred type A or B injuries. Pedestrians were involved in 367 crashes, in which 15 people were killed and 231 incurred type A or B injuries. 23 train/motor vehicle crashes occurred, in which 3 people were killed and 7 received type A or B injuries. Motorcyclists were involved in 588 crashes, in which 22 people were killed and 416 incurred type A or B injuries. Helmets were used in 444 (77%) of the 574 drivers and passengers involved in the 588 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 6% from the 2008-2012 calendar base year average of 4,145 to 3,896 by December 31, 2014.

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; 408/405c Traffic Records/System Support, and 2010/405f Motorcycle Safety Education projects.
- Site visits were completed:
 - DHHS - Preventing Driving Among Teenage Drivers – April 22, 2014
 - Crime Commission – E-Citations – May 14, 2014
 - DHHS EMS Data – June 30, 2014
 - Nebraska Law Enforcement Training Center - Traffic Law Enforcement – September 24, 2014
- 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:

- Nebraska Operation Lifesaver Board Meeting – November 14, 2013, January 9, March 13, July 10, September 11, 2014
- NHTSA Region 7 Meeting – April 28 – 30, 2014
- CODES Advisory Committee Meeting – April 18, 2014
- NHTSA - Performance Measure Target Setting Webinar – May 5, 2014
- NDOR New Employee Orientation – May 6, 2014
- Nebraska Advocates for Highway Safety – May 7, 2014
- Traffic Records Coordinating Committee Meeting – June 12, 2014
- NHTSA State Conference Call – June 24, 2014
- GHSA Annual Conference – September 9 – 10, 2014
- 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 2013 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.
 - 402/405c/405f Application was completed and submitted to NHTSA on June 27, 2014.
 - Reviewed the FY2014 Grant Applications on May 21, 2014.
 - Completed the *Nebraska Highway Safety Annual Report 2013* on December 31, 2013.
 - 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 *2015 Nebraska's "Performance-Based" Strategic Traffic-Safety Plan* submitted on June 27, 2014.
 - 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 CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$120,205.36
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	

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

402-14-24

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 Fatal, A and B Injury Crashes, killing 212 people and injuring another 6,049 people.

After subtracting the "Alcohol" and "Speed" crash totals from the fatal, A and B injury crash total, 3,972 crashes occurred in 2012 that were contributed to "all other factors." This is below the three-year average of 3,992 (Baseline 2010-2012).

In 2012, bicyclists were involved in 323 crashes, in which 0 people were killed and 221 incurred type A or B injuries. Pedestrians were involved in 367 crashes, in which 15 people were killed and 231 incurred type A or B injuries. 23 train/motor vehicle crashes occurred, in which 3 people were killed and 7 received type A or B injuries. Motorcyclists were involved in 588 crashes, in which 22 people were killed and 416 incurred type A or B injuries. Helmets were used by 444 (76%) drivers and passengers involved in the 588 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 6% from the 2008-2012 base year average of 4,145 to 3,896 in 2014.

Strategies and Activities:

- Produced/purchased and distributed 6,910 traffic safety-related materials (brochures and other educational items). Approximately 66% (4,540) were distributed to organizations within the NOHS Target Counties. In addition:
 - Loaned 36 DVD/videos to schools, community groups, and other organizations, 9 (25%) 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 4,419 newspaper clippings from Universal Information Service as references for media, fatality files, and project files. (\$3,371.40)
- Partnered with Nebraska Operation Lifesaver to influence driver behavior concerning railroad crossings by providing printing of the visor cards for "Rail Safety Tips for Hunters & Fishermen". (1,500) (\$337.37)
- Contracted with KOLN/KGIN TV to display traffic safety messages and updates on website and stations' Twitter feed. (\$8,000.00)
- Awarded a mini-grant to Nebraska DHHS Injury Prevention Program to conduct a public information and education project to aid in the production of motor vehicle traffic fact sheets, create messaging as deemed necessary, and to update website with pertinent traffic safety information. (\$1,457.06)

- Awarded a mini-grant to Lincoln Children’s Museum to conduct a public information and education event called “Safe Kids, Smart Kids”. (\$6,490.04)
- Awarded a mini-grant to the Nebraska Safety Council to conduct a Statewide Traffic Safety Public Opinion Survey of Nebraska Drivers. (\$37,000.00)

Result:

The fatal, A and B injury crash data for 2014 is unavailable from the Nebraska Department of Roads. In 2013, there were 3,829 fatal, A, and B injury crashes (All Other Factors); the 6% reduction goal was achieved.

Funding:	Section 402:	\$57,405.87
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	

Annual Report	Nebraska
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Traffic Training
Nebraska Office of Highway Safety

402-14-25

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 10% from the 2008-2012 base year average of 5,158 to 4,694 in 2014.

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-three 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
Nebraska State Patrol	SFST Instructor Training	January 27-31, 2014	Forsyth, GA	\$795.00	Tony Kavan
Jefferson County Sheriff’s Office	National Interdiction Conference	March 30-April 4, 2014	Murfreesboro, TN	\$1,956.44	Anthony Whitmore Cory Defrain
Saline County Sheriff’s Office	National Interdiction Conference	March 30-April 4, 2014	Murfreesboro, TN	\$325.00	Zach Cavalier
Central Nebraska Community Services	Lifesavers Annual Conference	April 26-29, 2014	Nashville, TN	\$3,107.50	Susan Bochart Tatiana Glinsmann
Good Samaritan Hospital	Lifesavers Annual Conference	April 26-29, 2014	Nashville, TN	\$3,680.06	Karen Triplett Carolyn O’Brien
Grand Island Police Department	Lifesavers Annual Conference	April 26-29, 2014	Nashville, TN	\$2,864.00	Dale Hilderbrand John Frankenberg

Hall County Sheriff's Office	Lifesavers Annual Conference	April 26-29, 2014	Nashville, TN	\$2,504.54	Jeremy Jones Donavan Fowler
MADD Nebraska	Lifesavers Annual Conference	April 26-29, 2014	Nashville, TN	\$6,850.95	Andrea Frazier, Sara Draper, Eric Mercier, Todd Calfee, Rhonda Wicht
Nebraska Safety Center	Lifesavers Annual Conference	April 26-29, 2014	Nashville, TN	\$2,264.72	Marshall Barth Lori Skarka
Nebraska Safety Council	Lifesavers Annual Conference	April 26-29, 2014	Nashville, TN	\$1,419.97	Tracy Webb
Washington County Sheriff's Office	Traffic Crash Reconstruction	May 19-23, 2014	Evanston, IL	\$2,335.61	Kraig Nelson Brian Beckman
Fairbury Police Department	Desert Snow Interdiction Training	September 30-October 2, 2014	Junction City, KS	\$851.45	Nick Georgi

Result:

The fatal, A and B injury crash data for 2014 is unavailable from the Nebraska Department of Roads. There were 4,713 fatal, A and B injury crashes in 2013; the 10% reduction goal was not met.

Funding:	Section 402:	\$28,955.24
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**

402-14-26

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

Goal and Objective:

The goal is to decrease fatal, A and B injury crashes by 9% from the 2008 – 2012 calendar base year average of 5,158 to 4,674 by December 31, 2014.

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 sixty (60) law enforcement personnel in Standardized Field Sobriety Testing.
 - Two Standardized Field Sobriety Testing classes were conducted training 101 students.
- To conduct two (2) Standardized Field Sobriety Testing update classes.
 - Three classes were scheduled, two were cancelled due to low enrollment and one trained 12 students.
- To train a minimum of sixty (60) law enforcement personnel in Radar Certification.
 - Two Radar Certification courses were conducted training 91 students.
- To conduct two (2) Laser Certification courses and train 60 law enforcement personnel.
 - Two Laser Certification courses were conducted training 97 students.
- To train a minimum of sixty (60) law enforcement personnel in In-Car Camera Operations.
 - Two In-Car Camera Operation courses were conducted training 92 students.
- To train a minimum of ten (10) law enforcement personnel in Intermediate Crash Investigation.
 - The Intermediate Crash Investigation course was cancelled due to low enrollment.
- To train a minimum of ten (10) law enforcement personnel in Advanced Crash Investigation.
 - The Advanced Crash Investigation course was cancelled due to low enrollment.
- To train a minimum of ten (10) law enforcement personnel in Technical Crash Investigation.
 - The Technical Crash Investigation course was conducted training 27 students.
- To conduct one (1) Traffic Crash Reconstruction Class training a minimum of ten (10) students.
 - One Traffic Crash Reconstruction Class was conducted training 24 students.
- 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 12 students.
- 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 430 students; and, evidentiary breath testing training was provided to 178 students.

- To conduct two (2) Below 100 Intensive and two (2) Below 100 Instructor training classes.
 - Two Below 100 Intensive classes were conducted training 44 students; and two Below 100 Instructor classes were conducted training 16 instructors.
- Additionally, one (1) Crash Scene Evidence and Preservation training was held for the Hastings Rural Fire Protection District with 20 attendees.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$63,699.36
	State:	\$10,095.38
	Total Cost:	\$73,794.74

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**

402-14-27

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

Goal and Objective:

The goal is to decrease fatal, A and B injury crashes by 9% from the 2008-2012 calendar year average of 5,158 to 4,694 by December 31, 2014.

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 6 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 1 contract; Sheriffs Offices – 2 contracts; and, Nebraska State Patrol – 3 contracts.

Contract Awards

Agency	Reimbursed
Omaha Police Department	\$13,554.91
Nemaha County Sheriff’s Office	\$3,380.96
Nemaha County Sheriff’s Office	\$4,794.53
Nebraska State Patrol	\$8,614.25
Nebraska State Patrol	\$8,956.45
Nebraska State Patrol	\$2,713.38
	\$42,014.48

- These 6 mini-grant contracts resulted in a total of 952 hours of selective traffic overtime enforcement, 40 seat belt citations, 9 impaired driving arrests, 331 speeding citations, 20 Minor in Possession citations and

17 open container citations. The total number of citations issued – 724. Total number of contacts made – 1,485.

- 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 6 mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$42,014.48
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**

402-14-30

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 2014, 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 timeliness, accuracy, completeness, uniformity, integration and accessibility of Nebraska's traffic record system utilizing an updated Strategic Plan as a guide. This Strategic Plan will assist decision makers with implementing the most appropriate measures to achieve the best Traffic Records System for Nebraska.

Strategies and Activities:

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 9% from the 2008 – 2012 calendar base year average of 5,158 to 4,694 by December 31, 2014 and to assist in collecting the most accurate crash data possible.

- 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 related 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:

No funds expended and no activity.

Funding:	Section 402:	\$0.00
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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

402-14-31

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.
- To generate charts and graphs of traffic data, presentation materials, and correspondence reports.
 Provided the following computer/fax supplies:
 - Purchased six toner cartridges for printer. (\$1,245.65)
 - The Lexmark C762 was sold via state surplus auction for \$52.19.

Funding:	Section 402:	\$1,193.46
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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**

402-14-32

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

Speed was known to be involved in 290 (5.9%) of the 4,915 fatal, A and B injury crashes that occurred in Nebraska in 2012. Speed was involved in 24 (11.3%) of the 212 fatal crashes.

During 2012, a total of 71,502 convictions for speed related offenses occurred in Nebraska. On average 76,643 convictions occur (Baseline 2010-2012).

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 12% from the 2008-2012 calendar base year average of 407 to 358 in CY2014.

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 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 fourteen 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 a speed monitoring trailer as requested by law enforcement agencies. Updated website with speed-related statistics and charts.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$5,632.47
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**

402-14-33

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

In CY2011, “Speed Too Fast For Conditions” and “Exceeding Speed Limit” were determined to be the major contributing human factors in 24 (12.6 percent) of the 190 fatal crashes that occurred in Nebraska. Those two speed-related factors also accounted for 290 (6 percent) of the 4,915 fatal, A and B injury crashes.

Goal and Objective:

The goal is to decrease speed-related fatal, A and B injury crashes by 12% from the 2008-2012 calendar base year average of 407 to 358 by December 31, 2014.

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 3 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 3 contracts.

Contract Awards

Agency	Reimbursed
Lincoln Police Department	\$6,674.33
Lincoln Police Department	\$8,100.00
Papillion Police Department	\$7,800.00
Total	\$22,574.33

- These 3 mini grant contracts resulted in a total of 495 hours of selective speed overtime enforcement, 374 seat belt citations and 1,246 speeding citations. The total number of citations issued – 2,642 and the total number of contacts – 3,177.

- 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 CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$22,574.33
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

402-14-34

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

In CY2012, "Speed Too Fast For Conditions" and "Exceeding Speed Limit" were determined to be the major contributing human factors in 24 (12.6 percent) of the 190 fatal crashes that occurred in Nebraska. Those two speed-related factors also accounted for 290 (6 percent) of the 4,915 fatal, A and B injury crashes.

Goal and Objective:

The goal is to decrease speed-related fatal, A and B injury crashes by 12% from the 2008-2012 calendar base year average of 407 to 358 by December 31, 2014.

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 35 mini-grant contracts were awarded providing 57 radar units as follows: Police Departments – 15 contracts; and Sheriff's Offices – 20 contracts.

Contract Awards

Agency	# of Radars	Amount
Atkinson Police Department	1	\$900.00
Aurora Police Department	1	\$900.00
Bayard Police Department	1	\$693.75
Blair Police Department	1	\$900.00
Broken Bow Police Department	1	\$900.00
Broken Bow Police Department	1	\$900.00
Chadron Police Department	1	\$900.00
Chadron Police Department	1	\$900.00
Columbus Police Department	2	\$1,800.00
Franklin Police Department	1	\$900.00
Fremont Police Department	2	\$1,800.00
Friend Police Department	1	\$862.50
Grand Island Police Department	2	\$1,800.00
Plainview Police Department	2	\$1,800.00
South Sioux City Police Department	2	\$1,800.00
Antelope County Sheriff's Office	2	\$1,800.00

Box Butte County Sheriff's Office	2	\$1,800.00
Buffalo County Sheriff's Office	2	\$1,725.00
Cass County Sheriff's Office	2	\$1,800.00
Clay County Sheriff's Office	2	\$1,800.00
Dakota County Sheriff's Office	2	\$1,800.00
Dixon County Sheriff's Office	2	\$1,800.00
Douglas County Sheriff's Office	2	\$1,800.00
Furnas County Sheriff's Office	2	\$1,800.00
Hall County Sheriff's Office	3	\$2,700.00
Jefferson County Sheriff's Office	1	\$900.00
Jefferson County Sheriff's Office	1	\$900.00
Lincoln County Sheriff's Office	2	\$1,800.00
Phelps County Sheriff's Office	2	\$1,800.00
Polk County Sheriff's Office	1	\$900.00
Saunders County Sheriff's Office	2	\$1,800.00
Scotts Bluff County Sheriff's Office	2	\$1,800.00
Stanton County Sheriff's Office	2	\$1,800.00
Thayer County Sheriff's Office	2	\$1,800.00
York County Sheriff's Office	1	\$900.00
	57	\$50,981.25

- To review and process the invoices for the awarded speed detection equipment.
 - All invoices were reviewed and processed.
- FY14 Activity:
 - The 57 radar units that were awarded in FY14 resulted in a total of 1,042 speeding citations and 2,627 speeding warnings.
 - The 55 radar units that were awarded in FY13 resulted in a total of 2,464 speeding citations and 5,612 speeding warnings.
 - The 76 radar units that were awarded in FY12 resulted in a total of 7,756 speeding citations and 14,734 speeding warnings being issued.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$ 50,981.25
	Local:	\$ 55,865.75
	Total Cost:	\$106,847.00

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

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

402-14-35

Program Areas:	Speed Control, Speed Enforcement
Program Characteristic:	Educational Effort
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. There are 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A and B injury crashes occurred, killing 212 people and injuring another 6,049 people.

During 2012, a total of 71,502 convictions for speed related offenses occurred in Nebraska. On average 76,643 convictions occur (Baseline 2010-2012).

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 12% from the 2008-2012 base year average of 407 to 358 in 2014.

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 14 agencies, 9 (64%) within the target counties, and 5 (36%) in non-target counties (see below). Routine maintenance and repairs were also provided.
 - Alliance Police Department – Box Butte County
 - Callaway Police Department – Custer County
 - Custer County Sheriff – Custer County
 - Dodge County Sheriff – Dodge County
 - Fremont Police Department – Dodge County
 - Friend Police Department – Saline County
 - Hallam Village Office – Lancaster County
 - Malcolm Village Office – Lancaster County
 - Otoe County Sheriff – Otoe County
 - Pawnee City Office – Pawnee County
 - Plattsmouth Police Department – Cass County
 - Rushville Police Department – Sheridan County
 - Sherman County Sheriff – Sherman County
 - Sidney Police Department – Cheyenne County
- Contracted with Prairie Fire Newspaper to run speed-related safety messages in two different months of the year (\$664.00).
- Awarded a mini-grant to Washington County Sheriff’s Office to acquire a speed trailer. (\$10,000.00)
- Acquired twenty-nine traffic control signs for Nebraska Safety Center, Kearney, for their driver training range course. (\$1,300.70)

Results:

The fatal, A and B injury crash data for 2014 is unavailable from the Nebraska Department of Roads. There were 334 speed-related fatal, A, and B injury crashes in 2013; the 12% reduction goal was achieved.

Funding:	Section 402:	\$11,964.70
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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

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

402-14-38

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 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in approximately 17,000 injured persons annually.

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%.

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 2012 calendar base year average of 82.9% to 86.2% in CY2014.

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 mini-grant contracts for occupant protection projects.
 - A mini-grant contract was awarded to National Safety Council, Nebraska (NSCN) 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.
 - In 2014, two campaigns were developed and implemented to engage Nebraskans and provide information about the benefits of using seat belts. Ultimately the campaigns had the same goals: educate, motivate and increase awareness and seatbelt/child protective seat usage.
 - The first campaign, "Use Protection" was a carry-over from 2013 and ran from October through June. The second campaign, "2.54" Can Save a Life" launched in August and ran through September with the intent that it will carry over for the next fiscal year.
 - Over 250 sidewalk stickers and more than 750 window clings were placed throughout Nebraska including: Downtown, Benson, Midtown Crossing neighborhoods in Omaha, Downtown and Haymarket area in Lincoln, various Lincoln, Omaha, Papillion and Springfield NE high schools, Metro YMCAs, and Four Corners Health Department.
 - NSCN member companies include: Nebraska Public Power District in Columbus, Omaha Public Power District (OPPD) Corporate headquarters, and Union Pacific Railroad in North Platte.
 - The CIDRI coalition currently has 523 members.
 - Fifteen organizations and schools completed Honor Roll Awards impacting more than 7,500 Nebraska at the following:

- Stapleton Public Schools, Metropolitan Utilities District, Merck Animal Health Omaha, Merck Animal Health Elkhorn, Great Plains Communication, College of St. Mary, Lasting Hope Recovery Center, Koley Jessen, P.C., L.L.O., Region 6 Behavioral Healthcare, Marianna Industries, University of Nebraska Medical Center – Physicians, University of Nebraska Medical Center, The Nebraska Medical Center, CHI Health Midlands, and CHI Health Bergen Mercy Medical Center.
- Using NSCN email distribution lists 850 individuals were contacted on a monthly basis with the Belt On/Phone Off Bulletin
- Distributed Hispanic seat belt information entitled, ‘Por Amor Use El Cinturon” parking lot/yard signs along with Hispanic educational brochures.
- Developed and distributed “Buckle Up” yard signs with Spanish messaging through partnership with Intercultural Health Planning Committee. Interviewed for Spanish speaking TV station and provided literature and articles for publications.
- Spoke at 45 Engagements/Special Meeting or Events: Safe Communities America meetings, Millard Horizon High School, College of St Mary health fair, NSCN monthly breakfast meetings, Educare meeting, Box Butte County, Beales Elementary, HACCA meeting, UNMC health fair, Boys Town, Children’s Hospital, OPPD health fair, Werner Safety Day, Offutt Safety Day, Mexican Consulate, Norfolk High NOYS Rally, DriveSmart Coalition, Nebraska Roadway Safety Act. Approximately 8,300 people were reached at these events.
- The CIDRI Facebook cause currently has 258 members.
- 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.
- A total of 672,000+ views occurred at Nebraska theaters of the “Wear Protection/Text to Win” and “Wear Protection/2.54” campaigns through the ScreenVision ad program. The 2.54” ads are still currently running in several theaters due to vendor mistake. They are scheduled to run through December 4, 2014.
- Radio and Pandora :30 seconds spots were created to compliment the Tweet to Pledge and 2.54” campaigns. 838,280 Pandora ads were delivered with a high click through rate compared to the average Pandora rate. Average click through rate on Pandora = 1.21. The 2.54” ad created an average 1.43% CTR for the campaign with more than 838,000 impressions served. Clicks were driven to the CIDRI website to increase awareness. Average time spent on the webpage was 1:13 with over 2900 unique page views.
- A Twitter campaign was used to promote “pledging” to Buckle Up. The campaign ran from May 1 through July 31 reaching nearly 40,000 individuals with over 70,000 impressions.
- Facebook and Twitter posts were also used to continue to communicate with our target audience. The current number of Facebook friends is over 450 and has over 2,200 Twitter followers.

Results:

The goal to increase the occupant protection usage rate to 86.2% was not achieved. However, the observed safety belt usage rate went from 78.6% in 2012, to 79.1% in 2013, and to 79.0% in 2014.

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 10% from the 2008-2012 calendar base year average of 91 to 81 in 2014. This objective was not achieved as there were 128 unrestrained fatalities in 2013.

Funding:	Section 402:	\$141,644.15
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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

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

402-14-39

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 1.82 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 7% from the 2008-2012 calendar base year average of 620 to 577 by December 31, 2014.

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 2014.
- 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 12 DUI cases.
 - Lead Prosecutor in seven (7) DUI-motor vehicle homicide cases.
 - Prosecution Consultant in two (2) DUI cases involving admissibility of HGN and drug impaired driving.
- Provided technical assistance and legal research to Prosecutors:
 - Advised County Attorneys on 43 occasions involving a variety of alcohol issues which 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), in November 2013, January 2014 and July 2014.
 - Presented how to testify as an expert witness at the Nebraska State Patrol's Post Crash Inspection for commercial motor vehicle enforcement officers.

- Assisted NHTSA Judicial Liaison Officer prepares for their presentation to the Nebraska County Judges Association regarding DUI issues such as HGN and DRE.
- Presented a DUI Legal Update to the Nebraska County Attorney Association, October 2014.
- Training and technical assistance in methods of evidence gathering and preservation in impaired driving cases for prosecutors and law enforcement:
 - Provided in Post-Crash inspectors course.
 - Discussed in Legal Update to County Attorneys.
- Liaison between Governor's Highway Safety Office and County Attorneys:
 - Working on a rule change of Title 177 Chapter 7 that has been preventing evidence of drug use into evidence in certain counties as suggested by NOHS and multiple county attorneys.
 - Drafted and submitted the rule change to DHHS in July 2014.
- Fostered cooperation with law enforcement agencies:
 - Worked with law enforcement officers to revise Title 177 rules regarding drug tests in DUI cases.
 - Working to create a training seminar regarding motor vehicle fatality investigations.
 - Provided input to the Nebraska Law Enforcement Training Academy regarding questions on DUI for minors.
- Interactions with the National Highway Traffic Safety Administration (NHTSA), National Association of Prosecutor Coordinators (NAPC), National Traffic Law Center (NTLC), and other TSRP:
 - Advised TSRPs & NAPCs from other states on a variety of issues.
 - Attended National TSRP training in Denver, July 2014.
 - Attended prosecuting motor vehicle homicide training in Kansas, October 2013.
 - Attended Traffic Records Coordinating committee hearings, June 2014 and September 2014.
 - Testified at NHTSA seat belt compliance hearing, September 2014.
 - Attended Nebraska Highway Safety Advocates meeting, May 2014.
- Development of a pool of Nebraska Prosecutors for training seminars:
 - Utilized county attorneys to assist in training law enforcement in DUI enforcement.
- Updating data for the "Nebraska Manual for Driving Under the Influence Prosecution":
 - Continued reviewed of the 2011 manual for revision in the next grant cycle.

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 FY2013-14 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 89.9% in 2012 to 93.3% 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 was called in by the local county attorney to prosecute a motor vehicle homicide case on short notice. This case was a single-vehicle rollover collision that killed the passenger. The defendant had a BAC of .08 but was claiming he was not the driver. TSRP handled the jury trial and obtained a guilty verdict within 45 minutes of deliberation. The most convincing evidence was photographs of the truck after it was rolled over; this was not photographed by law enforcement but requested by TSRP. This photograph convincingly illustrated that the roof of the truck collapsed and prevented the driver from being moved from the driver's seat. The defendant was sentenced to 8 to 16 years in prison.

Significant Assistance

The most significant assistance would be the training provided. TSRP personally trained over 200 law enforcement officers on DUI investigation and testimony; in addition, 20 motor carrier enforcement officers were trained on expert witness testimony. TSRP also was able to get a voice into judicial training through the JOL presentation at the

judge's association meeting. And, finally, TSRP provided a legal update to the county attorneys at the fall seminar. Since that training five county attorneys have requested additional information that was raised in the presentation.

Funding:	Section 402:	\$99,925.96
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Contact: Greg M. Ariza, Traffic Safety Resource Prosecutor, Assistant Attorney General
Nebraska Department of Justice, Office of the Attorney General
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**Project Night Life Expansion
Omaha Police Department**

402-14-40

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 2012, there were 24,648 licensed drivers age 15-19 in the Douglas County area, which represents 6.4% of the 383,327 total drivers. This age group has a dramatically disproportionate number of crashes for the size of their license population. Between the years of 2010-2012, Omaha teen drivers ages 15-19 were involved in 11.9% (12 of 101) of all fatal crashes. They are also involved in over 11.4% (636 of 5,552) of all A and B injury crashes. Since the enactment of Project Night Life (PNL) (2005), drivers age 15-19 involved in fatal, A and B injury crashes have decreased by 50.7% from 434 to 214.

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 2010-2012, Omaha drivers ages 15-19 were involved in 9.1% (38 of 416) 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 33% from 18 (2005) to 15 (2012). Cell phone distraction has become a major issue. In fact, 31% 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 2010 – 2012 calendar base year average of 216 to 199 in 2014.

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 3,000 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 Department (OPD) Officers, including new recruits, on the POP statute and restrictions.
 - Conducted 10 in-service training sessions for OPD officers, including new recruits. PNL 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.
 - Participated and assisted in at a Wet lab involving officers from Nebraska State Patrol and Sarpy County Sheriff's Office. Assisted and participated in an Omaha Police Officers Field Sobriety Testing (SFST's)

refresher-training course. On November 25-26, 2014, Sergeant Menning taught and participated in the Advance Roadside Impaired Driving Enforcement (ARIDE) course with the Sarpy County Police Department. PNL attended the Metro Area Law Enforcement Underage Drinking Work group. Participated in the Sarpy County School Resources Monthly meeting, made up of Law Enforcement Officers from the NSP, Sarpy County Sheriff's Office, La Vista, Bellevue and Omaha Police Departments. Sergeant Menning taught (ARIDE) and Instructor Development (ARIDE), on January 15-17, 2014. The participants included local FBI agents, Nebraska Probation-Omaha, Department Bellevue Police Department and La Vista Police Department. In April 2014, PNL gave community presentations at the UNO Criminal Justice Class and OPD Southeast Precinct Citizen Academy.

- 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 seven monthly meetings with Project Extra Mile.
 - Maintain the Facebook page for Project Night Life activities.
 - Interviewed by a reporter with Omaha World Herald, WOWT Channel 6 and KETV Channel 7 on distracted driving and underage drinking.
- Updated 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, Nebraska Underage Drinking Task Force Advisory Meeting, MADD State Awards, Gretna High School Parents Night, Omaha Coalition of Colleges, Omaha Skutt High School, Omaha Public School Leadership Conference, and the Nate LaFave Memorial Field Dedication Mount Michael High Elkhorn, NE.
 - PNL gave 131 presentations reaching over 4,937 high school students in the Omaha Metro area.
 - 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.
 - PNL gave 26 presentations at the Cornhusker Driving School.
 - PNL participated in the Annual C.A.R. Alliance Golf Scramble and C.A.R. Alliance Walk for Safer Teen Drivers). Set up the PNL display board and distributed information.
- 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 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:

- Project Night Life logged over 70 special enforcement operations with over 280 hours of selective enforcement and related activity.

- A total of 3,162 citations were issued, including 65 POP offenses, 100 Driving Under the Influence arrests, 25 second DUI arrest, five Felony DUI arrests, 2 zero tolerance/POP offenses, 177 minor in possession arrests, 618 total arrests.
- Results for 2005 – 2013:

Omaha Fatal, A & B Injury Type Crashes					
Drivers Ages 15-19					
	Fatal Crashes	A & B Injury Crashes	Total	% of Change from Previous Year	% of Change from (2005 to 2013)
2005	5	429	434		
2006	7	409	416	4.1%	
2007	5	368	373	10.3%	
2008	3	289	292	21.7%	
2009	3	280	283	3.1%	
2010	8	228	236	16.6%	
2011	1	197	198	16.1%	
2012	3	211	214	-8.1%	
2013	2	186	188	12.1%	56.7%
2011-2013	3 year average		200		

Omaha Alcohol-Related Fatal, A & B Injury Crashes					
Drivers Ages 15-19					
	Fatal Crashes	A & B Injury Crashes	Total	% of Change from Previous Year	% of Change from (2005 to 2013)
2005	1	17	18		
2006	2	16	18	0.0%	
2007	1	19	20	-11.1%	
2008	1	16	17	15.0%	
2009	0	13	13	23.5%	
2010	3	12	15	-15.4%	
2011	0	8	8	46.7%	
2012	2	13	15	-87.5%	
2013	1	9	10	33.3%	44.4%
2011-2013	3 year average		11		

Funding:	Section 402:	\$115,123.22
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**

402-14-41

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A and B injury crashes, killing 212 people and injuring another 6,049 people.

Goal and Objective:

The overall goal is to decrease fatal, A and B injury crashes by 9% from the 2008-2012 base year average of 5,184 to 4,494 in 2014.

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.
 - Douglas County Attorney's Office, National District Attorneys Association, Prosecuting Drug Cases Course, September 8-12, 2014, Las Vegas, NV. Attending were Deputy County Attorneys Matthew Kuhse, Matthew McGill, and Sean Lavery. (\$3,695.00)

Result:

The fatal, A and B injury crash data for 2014 is unavailable from the Nebraska Department of Roads. There were 4,713 fatal, A and B injury crashes in 2013, the 9% reduction goal was not met.

Funding:	Section 402:	\$3,695.00
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	

**Child Passenger Safety Training
Nebraska Office of Highway Safety**

405-14-09/405b-14-09

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic resulting in 4,915 fatal, A and B injury crashes occurred, killing 212 people and injuring another 6,049 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 2010-2012 was observed at 84.1%, 84.2%, and 78.6%. Child restraint usage during the years 2010-2012 was observed at 91.5%, 95.1%, and 95.9%. 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 24 inspection stations serving 58 of Nebraska's 93 counties and reaching 90% 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.

Goals and Objectives:

The goals are to increase statewide seat belt use of front seat outboard occupants in passenger vehicles to 86.2% and the child restraint usage to 100% in 2014.

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 provide up-to-date information to inspection stations that serve as resources for parents/caregivers.

Strategies and Activities:

- As of September 30, 2014, Nebraska had 366 certified CPS technicians, and 24 inspection stations.
- In the fiscal year ending September 30, 2014, 102 CPS technicians recertified out of 166 technicians eligible to recertify, which is 61.4% compared to the national average of 56.4%.
- Provided a Technician update March 18 - 19, 2014 in Kearney, NE. Approximately 170 technicians attended. Mike James, Alabama Statewide CPS coordinator was the keynote speaker. (\$18,556.36, Section 405: \$5,000.00, Section 405b: \$13,556.36)
- Provide resources to instructors and technicians to enhance training and parent education (i.e., mailings, manuals, newsletter subscriptions).
 - Acquired 60 LATCH manuals for CPS Technician trainings. (\$1,920.00 Section 405b)
 - Acquired sport polo shirts for all new CPS Technicians with the NOHS and Nebraska Safe Kids logos. (\$2,715.75 Section 405b)
 - Provided 1-year subscriptions to Safe Ride News newsletter to 355 CPS technicians. (\$12,070.00 Section 405b)
 - Acquired a CPS training Vehicle Simulator seat for CPS Technician trainings. (\$2,285.00 Section 405b)

- Provided copy and printing for brochures, law cards, and other printed resources. (\$3,487.68 Section 405b)

Result:

The goal to increase the occupant protection usage rate to 86.2% was not achieved, as the 2014 observation survey usage was 79.0%. Child safety seat usage rate was 96.9% in 2014. The overall goal of 100% usage was not achieved.

Funding:	Section 405:	\$ 5,000.00
	Section 405b:	\$36,034.79

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**

405b-14-10

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 1.4 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2010-2012 was observed at 84.1%, 84.2% and 78.6%. Child safety seat usage surveys conducted in 2010-2012 observed 91.5%, 95.1% and 95.9% usage. Although usage rose slightly, 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 9,869, 9,813 and 9,627 convictions in 2010-2012. In addition, violations for “No Child Restraint” resulted in 1,530, 1,444 and 1,431 convictions in 2010-2012.

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 by 4% from the 2008-2012 calendar year usage rate of 82.9% to 86.2% and the child restraint usage to 100% by December 31, 2014.

The objectives of this project are to increase knowledge of the general public regarding occupant restraints, and educate and motivate law enforcement about the importance of strict enforcement of occupant restraint laws in an effort to decrease unbelted drivers and occupants seriously injured or killed in a crash by 10% from the 2008-2012 calendar base year average of 44.5% to 40.1% by December 31, 2014.

Strategies and Activities:

- To provide local agency/organizations assistance through mini-grants for occupant protection projects.
 - The Nebraska State Patrol submitted a mini-grant for a Public Education Campaign in Troop areas A, C and H at high schools during October 1 to November 30, 2013. Twenty-five officers worked 171.50 overtime hours at 33 activities including schools, companies, open houses, fire departments, etc. They used the T-shirt shooter with “Belt Up or Suffer the Pain” and “Are you putting me on?” and provided “Don’t text & Drive Wrist” bands. A total of 8,560 adults, teens and children were in attendance. (\$6,600.00)
- To provide funding to purchase special education related equipment purchases.
- Provide funding for the development/creation/production of educational messaging. This includes print and electronic messaging, multimedia campaigns (including paid media).
 - On January 9, 2014, NOHS entered into a Purchase Agreement with 1011Now.com/myTV KOLN KGIN DT to promote the KSNB New Year’s Resolution Package from January-13-27, 2014 with a “Click It or Ticket” ad. NOHS received nine : 30 Commercial announcements, including one bonus which ran during the 10/11 Prep Zone Weekly, and on The Husker Men’s Basketball Show. (\$495.00) The bonus :30 second commercial ran

- during the AFC Divisional Playoff Football Game. (A \$1,500 value)
- NOHS entered into a Purchase Agreement with 1011Now.com/myTV KOLN KGIN DT to promote the AFC Championship from January 14-31, 2014 promoting “Click It or Ticket.” NOHS received fifteen :30 commercial announcements, including one bonus ad spot. The ads ran on My Network Primetime Line-Up, The Star City Buzz, and 10/11 Nebraska News at Nine. (\$695.00) One bonus :30 second commercial ran free of charge during the Championship. (\$2,500.00 value).
- NOHS entered into a Purchase Agreement with 1011Now.com/myTV KOLN KGIN DT to promote the KNPL AFC Championship from January 19-31, 2014 promoting “Click it or Ticket.” NOHS received eight :30 second commercials, including one bonus ad spot which ran on KNPL’S CBS Primetime Line-Up, and the 10/11 North Platte News At 6:30 P.M. (\$320.00) One bonus :30 second commercial ran during the Championship free of charge. (\$1,250.00 value)
- On January 24, 2014, NOHS entered into a Purchase Agreement with 1011Now.com/myTV KOLN KGIN DT for streaming video which ran from February 1 through July 30, 2014. (\$2,550.00)
- On May 6, 2014, NOHS entered into a contract “The 5:00 Hour on Drop the Mike” with KNTK FM 93.7/THE TICKET. The NOHS logo was included on the 141 messages and the “Click It or Ticket” text line and :20 LIVE mention at the top of each segment promoting CIOT and :15 ad before each podcast on www.theticketfm.com in the 5:00 hour. (\$2,490) (405b-14-10 - \$1,790.00/405d-14-06 - \$700.00)
- NOHS contracted with Urban Finch to provide indoor seat belt promotion. Ads were placed in one Lincoln location, Anytime Fitness (2,500 to 3,000 members/week) and at eleven Omaha 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). (\$19,070.00)
 - Placed 27 “All It Takes Is A Second” billboards during the months of October, November, and December.
 - Placed 27 ads, “2012 Safety Belt Statistics” billboards during the months of January, February and March.
 - Placed 27 ads, “Nebraska Safety Belt Law CIOT” billboards during the months of April, May and June.
 - Placed 27 ads, “Seatbelts: Myth vs Fact” billboards during the months of July and August.
 - Placed 67 ads, “Seatbelts: Myth vs. Fact” billboards during September.

A total of 20 “All It Takes Is A Second” poster ads, 8” x 10”, were placed in restrooms at the above listed facilities during the months of October, November, December, January and February. Placed 12 posters, “Nebraska – Percentages” during the month of March, April, and May.
- A seat belt ad, “Going On Vacation” ran in the “Prairie Fire” newspaper in February, March and July. The 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. (\$1,804.00)
- NOHS placed a safety message in the Nebraska Sheriff magazine. The ad “Law Enforcement Traffic Stops = Lives Saved Everyday – Click It or Ticket/Drive Sober or Get Pulled Over” was placed in the Fall-Winter 2013 and the Fall-Winter 2014 editions. (\$675.00)
- Entered into a Huddle Ticket Program Agreement for 2014-2015 school years. The message placed on the ticket reads, “It Takes a Second to: Save a life...Prevent Injury...Avoid a ticket.” A total of 225 designated Nebraska high schools received the program tickets totaling 2,432,500 tickets. (\$60,000.00)
- Printed 262 copies of the May/June CIOT Mobilization packets for law enforcement. (\$181.44)
- NOHS 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. (\$83,333.00)
- A Purchase Agreement was signed with Alliance Sports Marketing for motorcycle/impaired driving/occupant protection 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,” “Click It or Ticket,” and “Driver Sober or Get Pulled Over” safety campaign centered at 10 (ten) Nebraska racetracks. The racetrack locations include Beatrice Motor Speedway (Beatrice), Boone County Raceway (Albion), Dawson County Raceway (Lexington), Eagle Raceway (Lincoln), I-80 Speedway (Greenwood), Junction Motor Speedway (McCool Junction), Kam Raceway (Hastings), Lincoln Speedway (North Platte), Kearney Raceway (Kearney), and Riveria Raceway (Norfolk). In addition, promotional key chains, stickers and T-shirts were produced and distributed at the racetracks. (\$27,334.00) This contract was split between three projects (405b-14-10

(\$27,333.00) and 405d-14-06 (\$27,333.00)). Total Contract Amount was \$82,000.00.

- NOHS arranged with NHTSA to conduct an Occupant Protection Assessment which was completed on June 15-16, 2014. NE-LTAP assisted with the coordination of the assessment. (\$22,676.81)

Results:

The goal to increase the occupant protection usage rate to 86.2% was not achieved, as the 2014 observation survey usage was 79.0%. Child safety seat usage rate increased from 95.9% to 96.9% in 2014. The overall goal of 100% was not reached.

Funding:	Section 405b:	\$231,086.25
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	

**Child Passenger Safety Training
Nebraska Office of Highway Safety**

405b-14-11

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic resulting in 4,915 fatal, A and B injury crashes occurred, killing 212 people and injuring another 6,049 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 2010-2012 was observed at 84.1%, 84.2%, and 78.6%. Child restraint usage during the years 2010-2012 was observed at 91.5%, 95.1%, and 95.9%. 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 24 inspection stations serving 58 of Nebraska's 93 counties and reaching 90% 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.

Goals and Objectives:

The goals are to increase statewide seat belt use of front seat outboard occupants in passenger vehicles to 86.2% and the child restraint usage to 100% in 2014.

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 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:
 - March 27-29, 2014, Scottsbluff Fire Department, Scottsbluff, 14 technicians trained. (\$5,480.76)
 - June 17-19, 2014, Good Samaritan Hospital, Kearney, 15 technicians trained. (\$4,876.67)
 - August 20-23, 2014, National Safety Council, Nebraska, Omaha, 19 technicians trained. (\$5,394.20)
 - September 10-13, 2014, Bryan Medical Center, Lincoln, 19 technicians trained. (\$4,767.93)
- As of September 30, 2014, Nebraska had 366 certified CPS technicians, and 24 inspection stations.
- In the fiscal year ending 9/30/14, 102 CPS technicians recertified out of 166 technicians eligible to recertify, which is 61.4% compared to the national average of 56.4%.

Result:

The goal to increase the occupant protection usage rate to 86.2% was not achieved, as the 2014 observation survey usage was 79.0%. Child safety seat usage rate was 96.9% in 2014. The overall goal of 100% usage was not achieved.

Funding:	Section 405b:	\$21,691.63
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	

**Child Passenger Safety/CSS Purchase/Distribution
Nebraska Office of Highway Safety**

405-14-12/405b-14-12

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic resulting in 4,915 fatal, A and B injury crashes occurred, killing 212 people and injuring another 6,049 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 2010-2012 was observed at 84.1%, 84.2%, and 78.6%. Child restraint usage during the years 2010-2012 was observed at 91.5%, 95.1%, and 95.9%. 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 24 inspection stations serving 58 of Nebraska's 93 counties and reaching 90% 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.

Goals and Objectives:

The goals are to increase statewide seat belt use of front seat outboard occupants in passenger vehicles to 86.2% and the child restraint usage to 100% in 2014.

The objectives are 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:

A total of 901 child safety seats were purchased through ten mini-contracts.

Mini-Grants Awarded To Ten Inspection Stations:	Inspection Station Location:	Child Safety Seats Purchased:	Mini-Grant Award Costs
Good Samaritan Hospital Foundation (Section 405)	Kearney	94	\$4,964.45
Great Plains Medical Center Foundation (Section 405b)	North Platte	82	\$4,990.06
Lincoln-Lancaster Health Department (Section 405b)	Lincoln	152	\$5,000.00
Mary Lanning Memorial HealthCare (Section 405)	Hastings	86	\$5,000.00
National Safety Council, Nebraska (Section 405 \$3,092.25, Section 405b \$1,859.38)	Omaha	76	\$4,951.63
Public Health Solutions District Health Department (Section 405b)	Crete	67	\$3,150.56
Sarpy/Cass Department of Health (Section 405)	Papillion	103	\$4,934.18
St. Elizabeth Foundation (Section 405)	Lincoln	104	\$4,991.00
St. Francis Memorial Hospital (Section 405)	West Point	43	\$2,018.12
Three Rivers District Health Department (Section 405)	Fremont	94	\$5,000.00
Total Child Safety Seats Purchased:		901	\$45,000.00

Result:

The goal to increase the occupant protection usage rate to 86.2% was not achieved, as the 2014 observation survey usage was 79.0%. Child safety seat usage rate was 96.9% in 2014. The overall goal of 100% usage was not achieved.

Funding:	Section 405:	\$30,000.00
	Section 405b:	\$15,000.00

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**Occupant Protection/Information Systems
Nebraska Office of Highway Safety**

405b-14-13

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 1.4 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2010-2012 was observed at 84.1%, 84.2% and 78.6%. Child safety seat usage surveys conducted in 2010-2012 observed 91.5%, 95.1% and 95.9% usage. Although usage rose slightly, 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 9,869, 9,813 and 9,627 convictions in 2010-2012. In addition, violations for “No Child Restraint” resulted in 1,530, 1,444 and 1,431 convictions in 2010-2012.

Occupant protection activities are 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:

The overall goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2008-2012 calendar year usage rates of 82.9% to 86.2% and the child restraint usage to 100% by December 31, 2014.

Strategies and Activities:

- To conduct observational surveys on the overall safety belt, child safety seat and motorcycle helmet usage to determine each specific usage rate in Nebraska.
 - A mini-grant contract for the 2014 Nebraska Annual Safety Belt Survey was awarded to Health Education, Inc. The statewide observational safety belt survey was conducted, along with the motorcycle helmet usage, between May 19 and June 8, 2014. The survey was held in ten counties, Buffalo, Custer, Dodge, Douglas, Hamilton, Lancaster, Lincoln, Platte, Sarpy, and Washington. NOHS received the report on August 26, 2014. A copy of the survey, along with the certification statement, was sent to the NHTSA Regional Office on August 27, 2014. The safety belt usage rate for 2014 was 79.0%, a .1% decrease from the previous year. Motorcycle helmet usage was 86.2% legal, 13.8% deemed illegal, and 0% not wearing helmets. (\$16,260.00)
 - A mini-grant contract to conduct a Nebraska Child Safety Seat Survey was awarded to Health Education, Inc. The 2014 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 21, 2014. The child restraint usage rate was 96.9% in 2014. (\$6,333.00)
- To increase public knowledge on the importance of occupant restraint usage with appropriate paid media messaging through methods that target the non-belt using population.
 - The NOHS entered into a Gas Pump Agreement with AllOver Media for 3/1/2014 through 4/30/014. The March and April safety message “Put the Odds in your Favor – Be a Winner – Buckle Up”. (\$47,000.00)

Pump toppers were placed at 104 gas stations in the following thirty-two counties in fifty towns: Adams/Hastings (2), Juniata (1), Kenesaw (1); Box Butte/Alliance (1); Buffalo/Kearney (5); Shelton (1); Cass/Eagle (1), Plattsmouth (1); Cheyenne/Sidney (1); Custer/Broken Bow (1); Dakota/South Sioux City (1); Dawson/Lexington (4), Cozad (1), Gothenburg (1); Dodge/Fremont (5); North Bend (1); Douglas/Omaha (11), Valley (1); Gage/Wymore (1), Beatrice (2); Hall/Wood River (1), Grand Island (8); Hamilton/Aurora (2), Hampton (1); Jefferson/Fairbury (1); Kearney/Minden (1); Kimball/Kimball (1); Lancaster/Lincoln (10), Ashland (1), Waverly (1); Lincoln/North Platte (4); Madison/ Norfolk (2); Nemaha/Auburn (1); Otoe/Syracuse (1), Palmyra (1), Nebraska City (1); Phelps/Holdrege (1); Platte/Columbus (4); Red Willow/McCook (1); Saline/Crete (2); Sarpy/Springfield (2), Papillion (1), La Vista (1), Bellevue (2); Scotts Bluff/Scottsbluff (2); Seward/Milford (1); Thayer/Hebron (1); Washington/Blair (2), Arlington (1); Wayne/Wayne (2); and York/York (1). Gas Pump Advertising for pump toppers: 3,415 estimated impressions / day / gas station * 104 stations * 60 days = 21,096,000 impressions.

- The NOHS entered into a Truckside Pump Agreement with AllOver Media for the months of February, March, and April. The safety message “Put the Odds in Your Favor- Be a Winner – Buckle Up” was placed on fifteen delivery trucks. The delivery service trucks were wrapped with trucksize impactful images stressing the need for citizens to use their safety belt every day. The following carrier’s and number of vehicles participating were Cowley Distributing (2), Klabunde Delivery (5), M & S Transfer (1), Mills Transfer (5), Omaha Distributing Services (1), and Peck Distributing (1). The truckside billboard: 22,150 estimated impressions / day / truck * 15 trucks * 90 days = 29,902,500 over the routes of the 15 trucks for three months, covering the state from east to west and north to south. (\$45,375.00)
- NOHS entered into an Agreement with Heartland Marketing & Communications on August 27, 2014. Radio ad spots were placed at 24 radio stations, placing 2,161 ad spots covering Omaha, Lincoln, Alliance, North Platte, Grand Island, Scottsbluff, Norfolk, and Lexington. (\$40,950.00)
- NOHS entered into an agreement with Nelligan Sports Marketing Inc. for advertising and promotional sponsorship of the University of Nebraska Omaha Athletic Department. A video display message board was used at CenturyLink Center, Ralston Arena, and Sapp Fieldhouse. Two dasher boards were displayed at hockey, men’s basketball, women’s basketball, women’s volleyball, men’s and women’s soccer, baseball and softball. Two :30 Commercial and 2 :10 live reads, which occurs 18 times throughout the season, are played/read during the hockey games. Two :30 commercials were read during the men’s basketball game radio broadcast. Game inserts will be included in the Hockey Game Day magazine, and the NOHS logo placed in the men’s and women’s basketball flip cards. The NOHS logo was placed on the Omavs.com homepage with a link to sponsor website. Two social media posts (Facebook and Twitter) were placed during the regular season hockey game. T-shirts were handed out to the students who attended one hockey game at CenturyLink Center. T-shirts were also handed out to the students who attended one men’s basketball game at Ralston Arena. This agreement was split between internal grants, 405b-14-13 (\$15,625.00) and 405d-14-06. (\$15,625.00)
- During August/September, 1/2 page ad “Going On Vacation” was run in the “Prairie Fire” newspaper. The free publication with distribution at over 400 locations in Lincoln, Omaha, Greater Nebraska, as well as additional locations throughout the Great Plains. (\$1,476.00)
- NOHS 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. (\$205,375.00)

Results:

The goal to increase the occupant protection usage rate to 86.2% was not achieved, as the 2014 observation survey usage was 79.0%. Child safety seat usage rate increased from 95.9% to 96.9% in 2014. The overall goal of 100% was not reached.

Funding:	Section 405b:	\$378,394.00
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**Occupant Protection/High Visibility Enforcement
Nebraska Office of Highway Safety**

405-14-14

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 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 2010-2012 was observed at 84.1%, 84.2% and 78.6% respectively.

Goal:

The goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2008 – 2012 calendar base year average usage rate of 82.9% to 86.2% by December 31, 2014.

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 10 mini-grant contracts for selective seat belt overtime enforcement activity.
 - During the project period 8 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 2 contracts; Sheriff’s Offices – 1 contract; and, Nebraska State Patrol – 5 contracts.

Contract Awards

Agency	Reimbursed
Columbus Police Department	\$2,818.62
Omaha Police Department	\$22,629.02
Otoe County Sheriff’s Office	\$1,500.00
Nebraska State Patrol	\$5,802.11
Nebraska State Patrol	\$1,440.14
Nebraska State Patrol	\$7,015.82
Nebraska State Patrol	\$4,962.45
Nebraska State Patrol	\$5,739.39
	\$51,907.55

- These 8 mini-grant contracts resulted in a total of 2,128 hours of selective seat belt overtime enforcement, 165 seat belt citations, 16 impaired driving arrests, 702 speeding citations, 1,686 total citations and 2,752 total contacts.
- 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 8 mini-grant contracts.

Result:

The goal to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2008 – 2012 calendar base year average usage rate of 82.9% to 86.2% by December 31, 2014, cannot be measured until the statewide observed usage rates are surveyed after December 31, 2014.

Funding:	Section 405:	\$51,907.55
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Electronic Citation Automation
Nebraska Commission on Law Enforcement and Criminal Justice

408-14-01/408-14-16/405c-14-01

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:

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:

- Expanded Electronic 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 records and related data.

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 Nebraska State Patrol (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
 - In conjunction with Department of Motor Vehicles (DMV) the workflows were developed for non-commercial and commercial drivers, covering what forms will need to be generated in those instances involving different driver types.
 - The forms and workflows have been provided to both Sleuth and TraCS developers (Affinity).
 - Affinity provided draft forms and workflow.
 - Anticipate rollout to both platforms in 2015.
 - 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 grant to implement this in TraCS and Sleuth.
 - Implement crash reports in TraCS.
 - Contracted with Affinity for this development and in process.
 - Implement a form for dealing with citation errors. NSP identified cases where troopers make mistakes on eCitations (such as county). Nebraska Crime Commission (NCC) will implement a form and workflow to contact county attorneys, NCJIS and others on citation errors and reroute corrected data and images, as possible.
 - A committee involving Nebraska State Patrol, County Attorneys, NCC, Supreme Court met and developed initial workflows.
 - Neither Sleuth nor Affinity has developed a similar form so NCC is in the process of building a form to mirror the workflow.

- Adding mapping capabilities to NCJIS for traffic-related records has been a long identified goal, particularly for crash records.
- Worked with Department of Roads (DOR) to expand the data feed to NCJIS, including longitude/latitude mapping coordinates.
- In partnership with NSP for mapping software licensing, implemented a mapping solution paired with statistical components.
- Crashes can be mapped statewide, by jurisdiction, by area for a variety of criteria (fatalities, agencies involved, time, date, etc.).
- NOTE: This is dependent upon the availability of longitude/latitude data in the DOR file. There is a gap between when basic data is available and what can be mapped.
- 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 looking at deployment to local agencies. 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.
 - Deployed the latest version of TraCS to Kearney Police Department and the Buffalo County Sheriff's Office. This is the first local implementation of Version 10 and NCC will move to make it available to other agencies.
 - 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 citations. They have deployed their own solution to most cars. NCC has provided a contract to OPD and 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 is now able to mirror the workflow implemented with TraCS, pushing data and images to NCJIS and then on to prosecutors (as desired) and courts. Also, are able to electronically provide crash report data from Sleuth to DOR.
- 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 DOR on crash reports and for e-citation processing.
 - Worked with the State Court Administrator to pursue the incorporation of eFiling of tickets and criminal cases from users of CMS. This has been funded by the court but should greatly enhance the operation and processing of filing but development is ongoing.
 - Looking to future at modifying NCJIS to handle eFiling of tickets for County Attorneys that are not automated.
- EasyStreet Draw Maintenance – The 2014 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 generating citations is 32 and that includes the Nebraska State Patrol. Progress has been made regarding the Omaha Police Department and electronic submission possibilities for FY2015. Approximately 77 County Attorneys now receive NSP citations electronically (data and images) from NCJIS, eliminating the need for troopers to hand deliver them as well as reducing court/prosecutor data entry and speeding up the process.

Funding:	Section 408-14-01:	\$134,600.00
	Section 408-14-16:	\$ 671.99
	Section 405c-14-01:	\$ 15,730.00
	Total:	\$151,001.99

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Driver's E-Crash Reporting System
Nebraska Department of Roads

408-14-16/408-14-17/405c-14-02

Program Area:	Traffic Records Support
Project Characteristic:	Driver's E-Crash Reporting System
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,830,141
Target Population:	General Public involved in a Nebraska vehicle crash

Problem Identification:

Nebraska has traditionally had a paper-based crash records system. As crash records become more important to highway safety agencies, there is a need to speed up the system in order to make data available sooner. Nebraska Revised Statute 60-699 requires that the operator of any vehicle involved in an vehicle crash resulting in injuries or death to any person or damage to the property of any one person, including such operator, to an apparent extent of more than one thousand dollars shall within ten days forward a report of such vehicle crash to the Department of Roads. This 10 day mandate to report a vehicle crash to the Department of Roads is currently being completed by downloading and printing off the DR41 Driver's Motor Vehicle Accident Report online or obtaining a paper copy from the investigating officer or directly from the Accident Records office. Either method requires the person to fill the report out by hand and either mail it or deliver the report in person. The hand written reports are subject to the writing style of each person that fills them out, resulting in different levels of readability. This readability issue challenges the ability of the data entry staff to decipher the handwriting, slowing down the data entry process.

Goal:

The goal of this project is to reduce the number of days between the submittal of driver's reports and data retrieval from the HSI system. Currently this process is averaging 90 days. The target goal is 45 days or less. Three additional goals are: 1) to increase the accuracy rate of driver's submitted reports by eliminating hard-to-read hand written reports and replacing them with typed electronic versions, 2) the reduction of mail handling and scanning time by creating the images electronically and then moving them into the Highway Safety – Accident Records Sections imaging system automatically, and 3) giving the reporting public an electronic means to enter and submit a vehicle accident report, thus bringing this activity up to what is expected from the reporting public today.

Objectives:

- Create a driver's electronic crash reporting form (DR41).
- Notify the public of the new ability to report vehicle crashes electronically.
- Refresh the general public's knowledge of Nebraska Revised Statute 60-699.

Strategies and Activities:

- Start the requirement gathering process.
 - Data gathering started November 18, 2013.
 - Finished with the signing of the Statement of Work on May 21, 2014.
- Develop and code the electronic DR41 system.
 - Started June 2014 and still ongoing.
- Test and debug the new system.
 - A full test site, minus the drawing tool and data migration process, was made available the month of August 2014.
- Deploy the system and notify the public on its availability.
 - Waiting for full development and successful testing.

Results:

- A business deployment plan has been completed.
- Ongoing development and testing is being conducted.
- A limited functioning DR41 site is available for testing.

Funding:	Section 408-14-16:	\$55,014.52
	Section 408-14-17:	\$ 3,934.23
	Section 405c-14-02:	\$22,702.31
	Total:	\$81,651.06

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

408-14-16/405c-14-11

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:

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 2012 and 2013 data.

Goal and Objective:

The goal of this project 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 during October 1, 2013 to September 30, 2014:

- Obtain the 2012 and 2013 EMS data sets submitted by the following 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 2012 and 2013 EMS data sets individually.
- Analyze each of the 2012 and 2013 EMS data sets to determine the missing, valid or invalid values.
- Prepare a summary report that documents the purpose, method, results, and recommendations to equalize the 2012 and 2013 EMS data being submitted.
- Meet with EMS data providers and discuss the problems and strategies for improvements.

Strategies and Activities:

- Obtain the 2012 and 2013 EMS data sets submitted by various EMS providers.
 - As of the end of this fiscal year, all 2012 and 2013 EMS data has been received.

	2014	Number of Record from 2013-2014
	Last Update Date Period	
eNARSIS	5/16/2013--2/14/2014	114,299
Omaha	5/16/2013--July/31/2014	63,313
Lincoln	3/31/2013--2/14/2014	(Only 2013 data)36,076

- Examine each of the 2012 and 2013 EMS data sets individually.
 - Contacted the Omaha EMS team to update the data dictionary.
- Analyze each of the 2012 and 2013 EMS data sets to determine the missing, valid or invalid values.

- Analyzed 2012-2013 data to respond to data requests from a variety of agencies in a timely manner.
- Critical data elements from the 2012 e-NARSIS, Lincoln Fire & Rescue, and Omaha Fire department are selected and combined into an integrated system for statewide data analysis and a data linkage program with Crash Data, Hospital Discharge Data and Death Data.
- Prepare a summary report that documents the purpose, method, results, and recommendations to equalize the 2012 EMS data being submitted.
 - Sent out data quality assessment to 3 pilot service stations at the beginning of 2014. Based on the feedback from these three pilot stations, the CODES staff worked together building a new query method for data quality assessment.
 - After adjusting the query methods, produced 357 data quality assessment reports for all active EMS services from the 2012 data, as well as a statewide report and seven regional data quality assessment reports.
 - Contacted the EMS Regional coordinators requesting EMS service contact lists for each EMS region. Notified the coordinators about the distribution of the data quality assessment reports to their services.
 - Built an automatic system to generate a report packet for each for each service station, distributed the 2012 data quality reports to all regions with EMS service contact.
 - Collected questions from services and coordinators and created a FAQ sheet.
 - The quality control measurements for EMS data of year 2012 and 2013 were also developed.
 - Developed a draft of the EMS statewide annual report for 2012 data.
- Meet with EMS data providers and discuss the problems and strategies for improvements.
 - 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 the EMS data quality assessment was presented at the quarterly CODES advisory committee meetings.

Results:

- Quality Control Measurement for eNARSIS Data by Month

Incident Month and Year	% 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
June 2013	88.81	95.68	6	99.54	311
July 2013	86.87	93.32	8	99.44	301
August 2013	80.63	91.7	9	99.46	303
September 2013	83.87	93.53	7	99.46	297
October 2013	87.11	94.62	6	99.27	297
November 2013	90.65	95.82	5	99.52	292
December 2013	91.43	97.63	4	99.55	301
January 2014	92.71	99.7	3	99.32	292
February 2014	100	92.61	1	98.59	149

Note: The data from eNARSIS and Lincoln Fire and Rescue were NEMSIS compliant. Lincoln Fire Rescue submitted their data to us in a quarterly manner. There were 430 active EMS services in Nebraska for FY2014.

Funding:	Section 408-14-16:	\$19,404.32
	Section 405c-14-11:	\$12,314.18

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

408-14-16/405c-14-14

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, 2014), in 2013, 30,087 crashes occurred in Nebraska resulting in 211 deaths, 16,083 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 motor vehicle injury crashes and implement Nebraska's Performance-Based Strategic Traffic Safety Plan.

The objectives are to:

- Link the 2012 data from the four separate databases: Crash, EMS, Hospital Discharge Data (HDD) and Death Certificate.
- Develop the 2012 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 Nebraska Injury Surveillance System (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 18, 2013, January 17, 2014, April 18, 2014, and July 18, 2014.
 - The Traffic Records Coordinating Committee (TRCC) meetings were attended quarterly; the Nebraska Highway Safety Advocates meetings were attended; and the International Traffic Records and Highway Safety Forum meeting and the Council of State and Territorial Epidemiologists Annual Meeting were attended.
- Conduct data linkage for 2012 crash, EMS, hospital discharge and death certificate data.
 - In March of 2014, based on feedback from the advisory committee, methods were explored to improve CODES linkage results. Three theories for improvement were explored and tested and none of the theories improved the linkage rate.
 - In May of 2014, a meeting was held with the Nebraska Hospital Association to discuss the 2012 E-CODE Annual Report results and to clarify the data collection and processing methods.

- Linkage between 2012 crash, hospital discharge, and death certificate data was completed in January 2014. After some modifications of the linkage specifications, the linkage rate between 2012 crash and hospital discharge data was about 77%.
- Develop CODES management report and at least one state-specific highway traffic safety application.
 - The 2012 data tables for CODES Management Report were completed in March 2014.
 - The state-specific highway safety study examined older adult drivers and MVC in Nebraska, results of this study were presented at the International Traffic Records Forum meeting in October 2014.
 - In May of 2014, revision of the manuscript “Seatbelt Use to Save Face: Impact on Drivers’ body region and nature of injury in motor vehicle crashes” took place. The manuscript was submitted to the American Journal of Public Health for publication.
 - In September of 2014, reviewer comments were received on the transcript submitted to Traffic Injury Prevention. Revisions were made according to the reviewers’ comments.
 - In September of 2014, study began on the association between older driver and traffic citations in Nebraska.
 - In July of 2014, two project abstracts were submitted to the International Traffic Records Forum 2014 meeting. The two projects were “Older drivers and motor vehicle crash in Nebraska” and “EMS Data Quality Assessment and Improvement, 2012”. In August of 2014, the abstracts were accepted by the committee for presentation at the International Traffic Records Forum 2014 meeting.
- Prepare and provide data analysis and technical support to NTHSA, 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 Nebraska injury prevention program, Safe Kids Nebraska, Nebraska Safety Council, Nebraska Occupational Health program, local health departments and state legislators were fulfilled.
- Continue to develop and implement the Nebraska Injury Surveillance System (NISS).
 - DHHS worked closely with Nebraska state epidemiologist, the Nebraska Occupational Health program, the Injury Community Planning Group, and the Drive Smart Nebraska coalition in an effort to raise seat belt use rates 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 populations, pedestrian injuries, traumatic brain injuries, 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 408-14-16:	\$46,102.93
	Section 405c-14-14:	\$61,573.36

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

408-14-16/408-14-17/405c-14-15

Program Area:	Traffic Records Support
Project Characteristics:	Injury Surveillance System/Hospital Injury Data
Type of Jurisdiction:	State Government
Jurisdiction Size:	1,830,141 Million
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 is 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 2012 E-code data and provide data quality improvement feedback.

Objectives:

This project will complete the following objectives during October 1, 2013 to September 30, 2014:

- Access 2012 E-Code data submitted by the Nebraska Hospital Association.
- Prepare the 2012 E-code data for analysis.
- Analyze the 2012 E-Code data for missing, valid or invalid values.
- Prepare a report card of 2012 E-code data for each reporting hospital.
- Analyze and prepare a reporting card for quarterly 2013 data including missing, valid, or invalid values.
- Develop a summary report of the E-code data quality and make recommendations.

Strategies and Activities:

- Access 2012 E-Code data submitted by the Nebraska Hospital Association.
 - The 2012 E-Code data was received in September 2013 through DHHS Office of Health Statistics.
- Prepare the 2012 E-code data for analysis.
 - The new dataset was developed by removing duplicated data from the raw Hospital Discharge Data. The routine procedure for data cleaning and standardization was completed in December 2013 and January 2014.
- Analyze the 2012 E-Code data for missing, valid or invalid values.
 - Descriptive statistical analyses were completed based on the new 2012 hospital discharge data. The SAS DDE (Dynamic Data Exchange) method is applied to the 2012 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 2012 E-code data for each reporting hospital.
 - Based on the feedback from the Nebraska Hospital Association, the reporting cards of 2011 E-code data for each hospital were modified. On February 13, 2014, the 2012 E-code reporting cards were sent to 88 acute

care hospitals via email. All the tables and graphs in the 2012 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 2012 E-code reporting cards was used. Analysis and reporting cards were generated for the last quarter of 2013 and the first two quarters of 2014. The 3 quarterly reports were distributed to the 88 acute care hospitals via email in chronological order on the following dates: March 7th, May 15th, and July 25th.
- Develop a summary report of the E-code data quality and made recommendations.
 - The final state summary report was completed in June 2013.
- Other related work for this project.
 - The E-code data analyst gave multiple presentations at the CODES advisory committee meetings in October, April, and July. Due to a transition in the analyst position, no presentation was given at the January meeting.
 - A new SAS program was created to produce the annual report separately from the one produced quarterly report.
 - The E-code data analyst worked on why the void N-code rate for inpatient visits was higher than the rate for emergency department in 2012. Based on the results, drug poisoning cases tended to be associated with a void N-code. There are more than 88% of drug poisoning cases that did not have valid N-codes for the inpatient visit in the 2012 annually dataset. A meeting was held in June 2014 with the Nebraska Hospital Association to discuss reasons why this may be happening, it was decided that the E-code advisory committee group would re-convene to discuss this issue.
 - After sending out the 2012, the last quarter of 2013, and the first 2 quarters of 2014 reporting cards, feedback was received from the acute care hospitals and the Nebraska Hospital Association. In response to the feedbacks, the E-code contact information was updated

Timeliness:

FY 2013-2014	Oct 31	Nov 30	Dec 31	Jan 31	Feb 28	Mar 31	Apr 30	May 31	Jun 30	Jul 31	Aug 31	Sep 30
Average Number of days from Hospital/Ed discharge until data is entered into database	68	68	68	67	67	67	70	70	70	70	70	70

Accuracy:

FY 2013-2014	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
% valid N-codes and E-CODEs for Inpatients	68	68	68	67	67	67	70	70	70	70	70	70
% valid N-codes and E-CODEs for Emergency Rooms	89	89	89	87	87	87	88	88	88	88	88	88

Funding:	Section 408-14-16:	\$18,090.19
	Section 408-14-17:	\$1,472.53
	Section 405c-14-15:	\$12,141.61

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Annual Report	Nebraska
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**Traffic Records/Program Coordination
Nebraska Office of Highway Safety**

408-14-16

Program Area:	Traffic Record Program Coordination
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 2014, 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.

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:

The overall goal of this internal support-project is to improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of Nebraska's traffic record system utilizing an updated Strategic Plan as a guide. This Strategic Plan will assist decision makers with implementing the most appropriate measures to achieve the best Traffic Records System for Nebraska.

Strategies and Activities:

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 9% from the 2008 – 2012 calendar base year average of 5,158 to 4,694 by December 31, 2014 and to assist in collecting the most accurate crash data possible.

- Provided coordination and technical support and assistance to improve traffic records information and to insure that a mechanism is available to provide information for special traffic record requests (both internal and external)
- Conducted desk and on-site monitoring for each assigned traffic records project.
- Assisted and provided technical traffic records data, reports, and information to contractors, law enforcement agencies, and NOHS staff, the public, legislature, etc.
- To attend highway safety seminars, conferences, workshops, meetings, training, etc. pertaining to traffic records, i.e. CODES, traffic safety committee with NDOR, etc.
 - Provided funding for Dan Waddle, Traffic Engineer, NDOR to attend the AASHTO conference September 9 – 12, 2014, in Grand Rapids, MI. (\$493.50)
- Three mini-grants were awarded to Omaha Police Department for the following items and travel:
 - Purchase Visual Statement Vista FX3 software update (\$719.00)
 - Purchase BoschCDR software and update cables (\$1,821.00) and
 - for Officers Rudy Vlcek and David Bowes to attend the 2014 MATAI Accident Investigation Conference in St. Paul, MN, on June 11-13, 2014. (\$1,218.00)
- Awarded the Papillion Police Department to attend the ARC-CSI Crash Conference in Las Vegas, NV which included training in low speed crashes, the effects of restitution on crashes at various severity levels, quick clearance forensic mapping, and motorcycle sliding friction, human factors and vehicle history data applications to reconstruction. (\$1,058.00)

To expend the remaining Section 408 funds, the following Traffic Records projects and amounts were charged out of this project:

Funding Amount	Project Funding	Project Title
\$671.99	405c-14-01	E-Citations
\$55,014.52	405c-14-02	E-Crash
\$30,088.49	405c-14-11	NE EMS
\$35,418.76	405c-14-14	NE CODES
\$18,090.19	405c-14-15	NE E-CODES
\$139,283.95		

Results:

The fatal, A and B injury crash data for 2014 is unavailable from the Nebraska Department of Roads. In 2013, there were 4,713 fatal, A, and B injury crashes the 9% reduction goal was not achieved.

Funding:	Section 408:	\$154,215.15
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**Nebraska Emergency Medical Services Systems Support
Nebraska Office of Highway Safety**

408-14-17

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:

The Nebraska Office of Highway Safety (NOHS) is dedicated to reducing fatalities and injuries resulting from motor vehicle crashes. This internal, system support project will assist the NOHS, the Department Health & Human Services, and other state and local agencies to be able to upgrade and improve accessibility to Emergency Medical Services systems information. This support project will also assist in the linkage and automation of other critical databases, to provide improved and more accurate information for goal setting and problem statements to assist in the reduction of motor vehicle fatalities and injuries.

Emergency Medical Services (EMS) is critical in reducing traffic mortality and morbidity. EMS data is a subset of the information required to describe a complete EMS event. The complete and accurate documentation of an EMS run is important to patient care and also to EMS performance and improvement. The information collected by the EMS providers is valuable for public health in identifying the risk factors that result in disease and injuries. EMS data is one of the required data sets for the Nebraska Crash Outcome Data Evaluation System (CODES) to perform data linkage. It is also among the data sets that Center for Disease Control (CDC) recommends for the state injury surveillance system.

The data quality and availability has been a great concern due to inconsistent data collection and reporting. Thanks to the Section 408 fund, beginning from February 2007, Nebraska CODES has been conducting data quality assessments to evaluate EMS data completeness, accuracy and compliance with the Nebraska EMS Data Dictionary (NARSIS), which was developed based on the National EMS Information System (NEMSIS) NHTSA Version 3 Data Dictionary. Subsequently, the findings of the assessment are used to improve the Nebraska EMS information system in terms of data capture, quality, and compliance with the Nebraska EMS Data Dictionary.

In order to meet the overall goal of the reductions in fatal and injury crashes in 2014, policy decision makers need ready access to accurate and factual Emergency Medical Services information. If they are to make changes to current traffic laws, current and accurate data is necessary. To improve the quality of future impact projects, Nebraska must continue to advance the state's EMS Systems.

Goal and Objective:

The overall goal of this system support grant is to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Nebraska's EMS systems utilizing an updated Strategic Plan as a guide. This Strategic Plan will assist decision makers with implementing the most appropriate measures to achieve the best EMS systems for Nebraska. The objective is to provide EMS systems support to decision makers to aid their efforts to decrease fatal, A and B injury crashes by 9% from the 2008-2012 calendar base year average of 5,158 to 4,694 by December 31, 2014 and to assist in collecting the most accurate crash data possible.

Strategies and Activities:

To provide overall general support to improve EMS systems information and to insure that a mechanism is available to provide information for special EMS systems requests (both internal and external), and to provide a mechanism for local entities to apply for mini-grants to assess, upgrade and improve their EMS systems capabilities.

- Awarded three mini-grants to DHHS Public Health Emergency Medical Services Program.
 - A mini-grant contract was awarded to create a user group from EMS providers to establish a NARSIS version 3 data dictionary. (\$4,549.26)

- A mini-grant contract was awarded to contract with a user group from EMS providers to conduct a gap analysis of NEMSIS version 3 data dictionary versus current Nebraska EMS system standards. (\$857.50)
- A mini-grant contract was awarded to contract with a user group to analyze 2012 EMS data and provide a report focusing on data strengths and weaknesses and recommendations to improve data quality. This activity did not take place during the grant period.
- To expend the remaining Section 408 funds, the following Traffic Records projects and amounts were charged out of this project:

Funding Amount	Project Funding	Project Title
\$3,934.23	405c-14-02	E-Crash
\$6,634.01	405c-14-14	NE CODES
\$10,568.24		

Results:

The fatal, A and B injury crash data for 2014 is unavailable from the Nebraska Department of Roads. In 2013, there were 4,713 fatal, A, and B injury crashes the 9% reduction goal was not achieved.

Funding:	Section 408:	\$15,975.00
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**In-Car Camera System Purchase Assistance
Nebraska Office of Highway Safety**

410-14-02

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

Alcohol was known to be involved in 81 (42.6 percent) of the 190 fatal crashes that occurred in CY2012. Alcohol was involved in 653 (13.2 percent) of the 4,915 fatal, A and B injury crashes in CY2012. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 462 (35.1 percent) of 1,315 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 7% from the 2008-2012 calendar base year average of 620 to 577 by December 31, 2014.

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 30 in-car camera systems.
 - During the project period 20 mini-grant contracts were awarded providing 31 in-car camera systems as follows: Police Departments – 13 contracts and Sheriff’s Offices – 7 contracts.

Contract Awards

Agency	# of Units	Awarded
Aurora Police Department	1	\$3,400.00
Bayard Police Department	1	\$3,500.00
Blair Police Department	2	\$7,000.00
Chadron Police Department	1	\$3,500.00
Coleridge Police Department	1	\$3,500.00
Fremont Police Department	2	\$7,000.00
Hastings Police Department	2	\$6,855.00
Kearney Police Department	2	\$6,255.00
Kimball Police Department	2	\$7,000.00
Minden Police Division	2	\$4,492.50
Neligh Police Department	1	\$3,296.25
West Point Police Department	1	\$3,500.00
Wisner Police Department	1	\$3,500.00
Colfax County Sheriff’s Office	2	\$5,400.00

Custer County Sheriff's Office	2	\$6,030.00
Platte County Sheriff's Office	2	\$5,992.50
Polk County Sheriff's Office	1	\$3,243.75
Scotts Bluff County Sheriff's Office	1	\$3,500.00
Thurston County Sheriff's Office	2	\$6,442.50
Webster County Sheriff's Office	2	\$6,592.50
	31	\$100,000.00

- To review and process the invoices for each in-car camera system purchase. All invoices were reviewed and processed.
- FY14 Activity:
 - The 31 in-car cameras that were awarded this fiscal year resulted in a total of 4,492 recorded traffic stops.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 410:	\$100,000.00
	Local:	\$ 36,030.00
	Total Cost:	\$136,030.00

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

405d-14-02

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

Alcohol was known to be involved in 81 (42.6 percent) of the 190 fatal crashes that occurred in CY2012. Alcohol was involved in 653 (13.2 percent) of the 4,915 fatal, A and B injury crashes in CY2012. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 462 (35.1 percent) of 1,315 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 7% from the 2008-2012 calendar base year average of 620 to 577 by December 31, 2014.

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 31 mini-grant contracts were awarded providing 57 in-car camera systems as follows: Police Departments – 16 contracts and Sheriff’s Offices – 15 contracts.

Contract Awards

Agency	# of Units	Awarded
Aurora Police Department	1	\$100.00
Beatrice Police Department	2	\$6,742.50
Chadron Police Department	1	\$3,500.00
Columbus Police Department	2	\$5,992.50
Franklin Police Department	1	\$3,500.00
Gothenburg Police Department	2	\$6,592.50
Holdrege Police Department	1	\$2,996.25
Imperial Police Department	2	\$6,952.50
Lexington Police Department	2	\$5,287.50
Norfolk Police Division	2	\$6,855.00
North Platte Police Department	2	\$7,000.00
Papillion Police Department	2	\$7,000.00
Schuyler Police Department	2	\$6,442.50
Scottsbluff Police Department	2	\$6,967.50
South Sioux City Police Department	2	\$7,000.00

Wayne Police Department	2	\$7,000.00
Boyd County Sheriff's Office	2	\$3,763.26
Buffalo County Sheriff's Office	2	\$5,025.00
Butler County Sheriff's Office	1	\$3,243.75
Dakota County Sheriff's Office	2	\$6,871.50
Dodge County Sheriff's Office	2	\$7,000.00
Douglas County Sheriff's Office	2	\$7,000.00
Hall County Sheriff's Office	2	\$7,000.00
Howard County Sheriff's Office	2	\$7,000.00
Jefferson County Sheriff's Office	2	\$6,592.50
Lancaster County Sheriff's Office	2	\$6,592.50
Merrick County Sheriff's Office	2	\$4,528.50
Nance County Sheriff's Office	2	\$7,000.00
Nemaha County Sheriff's Office	2	\$7,000.00
Sarpy County Sheriff's Office	2	\$6,592.50
York County Sheriff's Office	2	\$6,817.50
	57	\$181,955.70

- To review and process the invoices for each in-car camera system purchase. All invoices were reviewed and processed.
- FY14 Activity:
 - The 57 in-car cameras that were awarded this fiscal year resulted in a total of 9,257 recorded traffic stops.
 - The 59 in-car cameras that were awarded in FY13 resulted in a total of 19,185 recorded traffic stops.
 - The 108 in-car cameras that were awarded in FY12 resulted in a total of 38,251 recorded traffic stops.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 405d:	\$181,955.76
	Local:	\$ 75,736.92
	Total Cost:	\$260,682.62

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**Breath Testing Equipment Purchase Assistance
Nebraska Office of Highway Safety**

405d-14-03

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

Alcohol was known to be involved in 81 (42.6 percent) of the 190 fatal crashes that occurred in CY2012. Alcohol was involved in 653 (13.2 percent) of the 4,915 fatal, A and B injury crashes in CY2012. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 462 (35.1 percent) of the 1,351 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 7% from the 2008-2012 calendar base year average of 620 to 577 by December 31, 2014.

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 preliminary breath testing equipment funded at 100% by the NOHS; and, evidentiary breath testing instruments will be partially funded by \$2,500.00 per instrument.

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 385 preliminary breath testing units. During the project period 30 mini-grant contracts were awarded providing 100 preliminary breath testing units as follows: Police Departments – 16 contracts; Sheriff’s Offices – 13 contracts; and Other Agencies – 1 contract.

PBT Contract Awards

Agency	# of Units	Awarded
Alliance Police Department	3	\$855.00
Aurora Police Department	2	\$570.00
Bellevue Police Department	6	\$1,710.00
Boys Town Police Department	4	\$1,140.00
Franklin Police Department	1	\$285.00
Hastings Police Department	6	\$1,710.00
Humphrey Police Department	1	\$285.00
Imperial Police Department	1	\$285.00
Kimball Police Department	3	\$855.00
Lincoln Police Department	6	\$1,710.00
Minden Police Department	3	\$855.00
Pierce Police Department	3	\$855.00
Ravenna Police Department	1	\$285.00
Ravenna Police Department	2	\$570.00
UNK Police Department	2	\$570.00
Valley Police Department	2	\$570.00

Box Butte County Sheriff's Office	2	\$570.00
Buffalo County Sheriff's Office	6	\$1,710.00
Burt County Sheriff's Office	3	\$855.00
Cass County Sheriff's Office	6	\$1,710.00
Clay County Sheriff's Office	3	\$855.00
Douglas County Sheriff's Office	6	\$1,710.00
Greeley County Sheriff's Office	3	\$855.00
Lancaster County Sheriff's Office	6	\$1,710.00
Merrick County Sheriff's Office	4	\$1,140.00
Nance County Sheriff's Office	2	\$570.00
Polk County Sheriff's Office	2	\$570.00
Sarpy County Sheriff's Office	6	\$1,710.00
Thurston County Sheriff's Office	3	\$855.00
The Bridge Behavioral Health, Inc.	2	\$570.00
	100	\$28,500.00

Evidentiary Breath Testing Instrument Awards

Agency	# of Units	Awarded
Custer County Sheriff's Office	1	\$2,500.00
Dawson County Sheriff's Office	1	\$2,500.00
Douglas County Sheriff's Office	1	\$2,500.00
	3	\$7,500.00

- To review and process the invoices for all breath testing units. All invoices were reviewed and processed.
- FY14 Activity:
 - The 100 preliminary breath testing instruments that were awarded this fiscal year resulted in a total of 2,395 breath tests being conducted.
 - The 155 preliminary breath testing instruments that were awarded in FY13 resulted in a total of 8,872 breath tests being conducted.
 - The 172 preliminary breath testing instruments that were awarded in FY12 resulted in a total of 2,890 breath tests being conducted.
 - The three (3) evidentiary breath testing instruments that were awarded this fiscal year resulted in a total of 31 evidentiary breath tests being conducted.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

*Two Hundred (200) preliminary breath testing instruments were purchased during FY2014. The remaining instruments will be carried forward for award in FY2015.

Funding:	Section 405d:	\$64,500.00
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**

405d-14-04

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

Alcohol was known to be involved in 81 (42.6 percent) of the 190 fatal crashes that occurred in CY2012. Alcohol was involved in 653 (13.2 percent) of the 4,915 fatal, A and B injury crashes in CY2012. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 462 (35.1 percent) of the 1,351 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 7% from the 2008-2012 calendar base year of average of 620 to 577 by December 31, 2014.

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 September 22 & 23, 2014. The 7-Day DRE training school will be held in FY15 on October 7 – 10 & 13 – 15, 2014. Twenty-four DRE candidates attended the 2 day pre-school and moved on to the 7-day drug recognition expert school.
- To coordinate and sponsor a 1 day Drug Recognition Expert re-certification training session for Nebraska Drug Recognition Experts.
 - The 2013 DRE in-service training was held on October 16, 2013, with seventy DREs attending. The main presentation was “Street Development” with Travis Herbert of the California Highway Patrol and Joe Allen of the Glendale Police Department. Other topics included a session on curriculum updates and a Nebraska DRE program update.
 - The 2013 DRE Instructor in-service training was held on October 15, 2013. The instructor training was four hours in length with fifteen Nebraska DRE instructors attending. All instructors took the final written examination administered during the 7 day school and presentation topics included new teaching techniques and improved teaching techniques.
- 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	\$5,779.48	Trooper Tyler Kroenke Trooper Michael Grummert Sergeant Fred Storm Trooper Jason Petty Trooper Jason Bauer
Bellevue Police Department	\$5,015.64	Sergeant Joseph Milos Officer Corey Brown Officer Mike Brazda Officer Sean Vest Officer Dan German
Grand Island Police Department	\$4,780.97	Officer Timothy Champion Officer Brandon Kirkley Officer Tyler Noel Officer Wes Tjaden Officer Justin Slizoski
Lincoln Police Department	\$3,002.31	Officer Sara Genoways Officer Greg Cody Officer Chris Monico
Omaha Police Department	\$4,438.42	Officer Christopher Doble Officer Angela Richards Officer Matthew Kelly Officer Brent Kendall
Butler County Sheriff's Office	\$889.78	Deputy Andrew Yost
Buffalo County Sheriff's Office	\$1,075.00	Deputy Daniel Schleusener
Lancaster County Sheriff's Office	\$1,930.52	Deputy Curtis Reha Deputy Jeremy Schwarz

- To solicit and select Drug Recognition Expert candidates for the 2- and 7- day training schools for FY2014. The dates for the FY2014 DRE training are September 22 - 23, 2014; and, October 7 – 10 and 13 – 15, 2014.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 405d:	\$52,337.62
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**

405d-14-05

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

Alcohol was known to be involved in 81 (42.6 percent) of the 190 fatal crashes that occurred in CY2012. Alcohol was involved in 653 (13.2 percent) of the 4,915 fatal, A and B injury crashes in CY2012. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 462 (35.1 percent) of the 1,315 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 7% from the 2008-2012 calendar base year average of 620 to 577 by December 31, 2014.

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 40 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 30 mini-grant contracts were awarded. The 30 mini-grant contracts were awarded as follows: Police Departments – 6 contracts; Sheriff’s Offices – 6 contracts; and Nebraska State Patrol – 18 contracts.

Contract Awards

Agency	Type of Enforcement	Reimbursed
Cozad Police Department	MIP Enforcement	\$697.97
Kearney Police Department	Alcohol OT	\$3,599.32
Omaha Police Department	Alcohol OT	\$21,228.73
Omaha Police Department	MIP Enforcement	\$13,674.25
Plattsmouth Police Department	MIP Enforcement	\$935.05
Scottsbluff Police Department	Compliance Checks	\$1,451.80
Buffalo County Sheriff’s Office	Alcohol OT	\$1,724.27
Lancaster County Sheriff’s Office	Alcohol OT	\$2,223.71
Lincoln County Sheriff’s Office	Alcohol OT	\$6,609.13
Lincoln County Sheriff’s Office	MIP Enforcement	\$4,364.86
Platte County Sheriff’s Office	Checkpoints/Alcohol OT	\$990.02
Scotts Bluff County Sheriff’s Office	Alcohol OT	\$4,946.91

Nebraska State Patrol	Alcohol OT	\$1,939.55
Nebraska State Patrol	Checkpoints/Alcohol OT	\$2,924.71
Nebraska State Patrol	Checkpoints/Alcohol OT	\$1,960.45
Nebraska State Patrol	Checkpoints/Alcohol OT	\$2,514.87
Nebraska State Patrol	Checkpoints/Alcohol OT	\$755.41
Nebraska State Patrol	Compliance Checks	\$1,980.00
Nebraska State Patrol	Alcohol OT	\$864.40
Nebraska State Patrol	Checkpoints/Alcohol OT	\$2,618.37
Nebraska State Patrol	Alcohol OT	\$1,126.05
Nebraska State Patrol	Alcohol OT	\$695.27
Nebraska State Patrol	Checkpoints/Alcohol OT	\$9,528.29
Nebraska State Patrol	Checkpoints/Alcohol OT	\$14,841.74
Nebraska State Patrol	Alcohol OT	\$3,384.47
Nebraska State Patrol	Alcohol OT	\$109.25
Nebraska State Patrol	Checkpoints/Alcohol OT	\$2,096.57
Nebraska State Patrol	Compliance Checks	\$2,107.48
Nebraska State Patrol	Checkpoints/Alcohol OT	\$1,736.20
Nebraska State Patrol	Alcohol OT	\$12,960.30
		\$129,599.40

These 30 mini-grant contracts resulted in a total of 2,581 hours of selective alcohol overtime enforcement, 103 seat belt citations, 119 impaired driving arrests, 533 speeding citations, 90 open container citations, 86 minor in possession citations and 1,491 total citations. Twenty-six checkpoints were conducted by the following agencies: Platte County Sheriff's Office – 1; and, Nebraska State Patrol – 25.

- 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 30 mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 405d:	\$129,599.40
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	

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

410-14-01/405d-14-06

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 1.4 million licensed drivers and 2.29 million registered vehicles. In 2011, traffic crashes resulted in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 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 (12,399, 12,034 and 10,605 arrests and 10,724, 10,549 and 9,500 convictions) from 2010 to 2012.

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 7% from the 2008-2012 calendar base year average of 620 to 577 in CY2014.

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.
 - Contracted with IMG College, LLC for a sports marketing sponsorship of the Pinnacle Bank Arena Founding Partner that includes Logo recognition in Arena, 1 sponsor event each year, premium vendor space at the arena and banners, 24 main concourse signs, video board recognition, LED board signage, public address announcements and signage in the garages at the arena. (\$202,500.00)
 - Contracted with IMG College, LLC for public service announcements for impaired driving and occupant restraint messages. Funding is shared with grant 402-14-04. 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. (\$167,366.00)

- Contracted with IMG College, LLC for the purchase of a slide presentation at each UNL Football game in reference to binge drinking and alcohol awareness. (\$25,000.00)
- During December, a full page ad “Drive Sober Get Pulled Over” was ran 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. (\$1,715.00)
- NOHS contracted with Urban Finch (\$13,170.00) to provide indoor advertising for the “You Drink, You Drive, You Lose” promotion from October to September. Ads were placed in one Lincoln location, Anytime Fitness (2,500 to 3,000 members/week) where Urban Finch has 2 frames. Two promotions in each frame total to 4 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) Bene Pizza (1,000), Aspen Athletics (3,000), Anytime Fitness (2,000), Kosama – 2 locations (2,500), and Snap Fitness (1,500) with 22 frames. A total of 27 “You Drink, You Drive, You Lose” ads, 8” x 10”, were placed in restrooms at the above listed facilities.
- NOHS contracted with the Nebraska Sheriff’s Association for a magazine ad in the fall/winter edition.(\$225.00)
- NOHS contracted with Hail Varsity for 1/3 page ad in 16 issues of Hail Varsity featuring “Drive Sober or Get Pulled Over”. This contract also included live read radio spots, online banner and social media advertising and a full page ad in the yearbook. (\$25,222.00)
- 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 continued from July 1, 2013 through March 31, 2014. 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 rotates throughout most of the pages on 1011.now.com web channel including Home, News, Weather and Sports. NOHS received 10,000 impressions per month during this time period. NOHS logo was included on the web and mobile advertisements promoting the new Live Stream 10/11 News feature. 150,000 impressions were made during the three months. (\$5,925.00)
- Contracted with KNTK FM / The Ticket for Text Line sponsorship. During October through June received 12 daily mentions and (25) :30 commercial announcements per month. New contract started in August 2014 that will be split with FY2015 for the same sponsorship. (\$4,700.00)
- Sponsored Nebraska Safety Council TV Media campaign in October & November 2013 to decrease impaired driving/distracted driving ad with a total of (240) :30 commercials on 10/11 and MY TV. Banner ad rotation on the 10/11 web channel during this time. (\$5,120.00)
- Sponsorship of the Lincoln Haymakers for \$6,500.00. The sponsorship provided 1 in-game promotion featuring “You Drink, You Drive, You lose”, 4 Exit sign displays, website banner for 12 months, ½ page program ad, message on 1,000 magnet schedules and NOHS message on 50 t-shirts given away per game with PA announcements. The Omaha Beef sponsorship was to same vendor for \$7,500.00. This included 1 in-game sponsorship, website banner for 1 year, roster page sponsor logo, 4 exit sign banners, logo included on 1,000 magnet schedules and logo on 300 t-shirts given away with PA announcements. (\$14,000.00)
- Purchased advertising with Screenvision in theaters. (\$7,795.00) The purchase included 16 theaters for a total of 147 screens across Nebraska for four weeks.
- NOHS entered into a one year sponsorship agreement with the Omaha Storm Chasers Baseball Club for \$26,500.00. Nebraska Office of Highway Safety was the title sponsor for the Car Shade giveaway. On June 21st, the first 1,500 cars at Werner Park received an Omaha Storm Chasers and Nebraska Office of Highway Safety branded Car Shade. The NOHS also received the following:
 - Promo of game via an aggressive ad campaign (TV. Radio & Print schedules TBA),
 - In-stadium promo of the game via PA & Video Board,
 - Promotion of event in 125,000 pocket schedules & 10,000 Souvenir Yearbooks,
 - Public Announcements & Video Board announcements during the game,
 - 30-second video commercial played once during the June 21 game, and
 - Message Board Scroll
- NOHS entered into an agreement with Nelligan Sports Marketing Inc. for advertising and promotional sponsorship of the University Of Nebraska Omaha Athletic Department. Agreement includes a :30 video display board messages at CenturyLink Center, Ralston Arena, and Sapp Fieldhouse. Two dasher boards were displayed at hockey, men’s basketball, women’s basketball, women’s volleyball, men’s and women’s

soccer, baseball and softball. Two :30 Commercial and 2 :10 live reads, which occurs 18 times throughout the season, are played/read during the hockey games. Two :30 commercials were read during the men’s basketball game radio broadcast. Game inserts will be included in the Hockey Game Day magazine, and the NOHS logo placed in the men’s and women’s basketball flip cards. The NOHS logo was placed on the Omavs.com homepage with a link to sponsor website. Two social media posts (Facebook and Twitter) were placed during the regular season hockey game. T-shirts were handed out to the students who attended one hockey game at CenturyLink Center. T-shirts were also handed out to the students who attended one men’s basketball game at Ralston Arena. The cost of this project for the agreement was \$49,325.00. This agreement was split between internal grants, 405b-14-13 and 405d-14-06.

- Sponsored the Sarpy County Sheriff’s Office “I Care Cab Fare” program for \$19,900.00. This provided advertising on gas pump toppers throughout the metro Omaha area from November 2013 through January 2014. The NOHS logo was also on the debit cards used for this program. The program offered the debit cards to pay for taxi cab ride home as an alternative to driving impaired.
- Purchased a full-page ad in 6 major Holiday editions of the American Classifieds. (\$300.00)
- Purchased advertising on NET for Big Red Wrap-up and Nebraska Stories for \$19,000.00. This included a :30 commercial at the beginning of each broadcast, logo on the website and logo on 300 posters.
- NOHS purchased a sponsorship package from Alliance Sports Marketing for \$82,000.00 that was split among 3 projects amounting to \$27,334.00 from 405d-14-06. NOHS received exclusive logos on all 10 Nebraska Raceway schedules.
- NOHS provided funding to MADD for the MADD Nebraska Law Enforcement Awards and Recognition event where the outstanding law enforcement agencies were recognized at the ceremony.
- NOHS printed “You Drink & Drive, You Lose” marketing packets. (\$141.12)

Results:

The alcohol-related fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads. 2013 increased in alcohol-related fatal, A and B injury crashes to 615.

Alcohol was known to be involved in 65 (34.2%) of the 190 fatal crashes that occurred in Nebraska in 2013. Alcohol was involved in 550 (12%) of the 4,523 A and B type injury crashes.

Funding:	Section 410:	\$222,828.60
	Section 405d:	\$389,956.50

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
Sarpy County Traffic Unit/Sarpy County Sheriff's Office/Bellevue Police Department**

405d-14-07

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 81 (43%) 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. Arrest and conviction totals for Driving Under the Influence are starting to level off (12,399, 12,034 and 10,605 arrests and 10,724, 10,549, and 9,500 convictions) from 2010 to 2012.

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 7% from the 2008-2012 base year average of 620 to 577 in 2013.

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 Data-Driven Approaches to Crime and Traffic Safety (DDACTS) were Highway 31 & I-80, Highway 50 & I-80, and Highway 75 & Highway 370.
 - Four officers worked a total of 5,476.25 hours, with 151.50 in DDACTS areas, 619.50 at special events, 219.0 in school zones, 1901.25 in problem areas and 119.0 rush hours/youth driving. Also worked 42 hours in public presentations and 47 hours in school presentations.
 - Citations, Arrests, and Warnings issued:
 - 1,416 speeding citations, 6 impaired driving arrests, 3 driving under suspension arrests, 66 seat belt citations, 22 child restraint citations, 98 safety belt warnings, and 25 child restraint warnings. In addition, 52 other arrests were made, including drug arrests and warrant arrests.

Results:

In the time period of 2008-2012, Sarpy County had 1,554 fatal, A and B injury crashes, for a yearly average of 311 crashes. The goal was to reduce the number of fatal, A and B injury crashes in Sarpy County by 15%, (2008-2012) from 311 to 265 during the project period. There were 312 fatal, A and B injury crashes in 2013, the 15% reduction goal was not met.

In the time period of 2008-2012, the City of Bellevue had 511 fatal, A and B injury crashes, for a yearly average of 102 crashes. The goal of the Bellevue Police Department was to decrease fatal, A and B crashes by 15%, (2008-2012) from 102 to 87 during the project period. There were 87 fatal, A and B injury crashes in 2013, the 15% reduction goal was met.

Funding:	Section 405d:	\$183,578.31
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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

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

405d-14-08

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 FY2014 priority county, Douglas County contributes significantly to Nebraska's total motor vehicle crashes and injuries. In 2013, 27% 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.

Goal and Objective(s):

The goals of this project are:

- Obtain a Motor Vehicle Offense conviction rate of 80% with a DUI conviction rate of 90%.
- Reduce the number felony Motor Vehicle Offense charges that are reduced to misdemeanors. In order to reach these goals, the Douglas County Attorney's Office will work toward more successful outcomes in prosecuting felony motor vehicle offenses.

Specific project objectives 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%.

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, 2012 to Sept 30, 2013	Oct 1, 2013 to Sept 30, 2014
Felony DUI, Operating during Revocation, MVH, Ignition Interlock & misdemeanor MVH cases charged	528	384
Convictions	434 (82%) 277 Felony (64%) 157 Misdemeanors (36%)	345 (90%) 217 Felony (63%) 128 Misdemeanors (37%)
DUI Cases Charged	271	268
Convictions	270 (99%) 188 Felony (70%) 82 Misdemeanors (30%)	257 (96%) 152 Felony (60%) 105 Misdemeanors (40%)

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. Regarding the 2014 grant period DUI cases charged, 37 cases had prior convictions that were too old, or could not be introduced into evidence, or other evidentiary issues, which necessitated reducing the charges to misdemeanors. If those specific cases are not included in the convictions, the effective rate of DUI felony convictions is 69% which is 1% less than the 2013 grant period rate of 70%. The MVPU attorneys attended the National District Attorney Association training in Las Vegas in September 2014.

Funding:	Section 405d:	\$163,125.00
Contact:	Don Kleine, Douglas County Attorney, 1701 Farnam Street, Ste. 100, Omaha, NE 68183 Telephone: 402/444-7040 Fax: 402/444-6787 Email: donald.kleine@douglascounty-ne.gov	

**Support of Evidenced Based Environmental Strategies
Statewide Underage Drinking Prevention Project/Project Extra Mile**

405d-14-09

Program Area:	Enforcement Underage Drinking Laws
Project Characteristics:	Proactive and Selective Youth Alcohol Enforcement
Type of Jurisdiction:	Statewide
Jurisdiction Size:	Statewide
Target Population:	Underage youth; Adult Providers

Problem Identification:

Underage alcohol use is a significant public health problem in Nebraska. Every day in the U.S. three teens dies from drinking and driving (NHTSA, 2004). At least six more youth under 21 dies each day from alcohol-related causes such as homicide, suicide and drowning (CDC, 2001). Nebraska’s young drivers (age 16-19) make up just over seven percent (7.3%) of the driving population, yet they account for 13 percent (13%) of crashes where alcohol involvement was a factor (NOHS, 2012).

Goal and Objective:

The statewide goals are to: Reduce drivers age 20 or younger involved in fatal crashes by 39% from 40.6 (2008-2012 average) to 25 in 2015 and to reduce youth-involved fatal, A and B injury crashes by 22% from 1571.8 (2008-2012 average) to 1,226 in 2015.

The objectives for the statewide effort include the following:

- To expand PEM outreach to youth, parents, and other adults to effect change through environmental prevention strategies and advocacy efforts to improve youth alcohol laws, policies, and community practices by identifying at least two policies throughout the funding period.
- To expand PEM outreach to youth, parents, and other adults to effect change through environmental prevention strategies through the use of awareness activities and media advocacy by conducting at least four awareness activities and gaining no fewer than 3 earned media spots throughout the funding period.
- To sustain efforts to prevent underage drinking by planning and conducting at least 3 community-wide coalition meetings throughout the funding period by the Omaha metro area coalition.

Strategies and Activities:

The following strategies demonstrate how each of the five objectives will be fulfilled through PEM’s efforts:

- Convene and coordinate the Policy Work Group at least once to discuss policy issues that arise and disseminate pertinent information to community contacts and organizations.
- To develop and implement advocacy efforts to improve youth alcohol laws, policies, and community practices.
- Develop and provide a legislative tracking sheet and talking points or action alerts for each of the two statewide advocacy issues.
 - Produce a monthly newsletter to be disseminated electronically statewide.
 - Continue to implement the **we want you back** and *No Free Ride if You Provide* campaigns.
- Inform PEM coalition members and community partners about public policies and health consequences through e-mail communication and PEM’s e-newsletter monthly.
- Conduct at least four awareness activities statewide during the funding period.
- To assist in the promotion of the statewide Underage Drinking Tip Line 1-866-MUST-B-21.
- Send at least 12 media alerts/news releases regarding PEM’s underage drinking prevention efforts, including but not limited to the following: awareness activities, youth leadership training, enforcement trainings, and enforcement operations.
- Encourage and/or coordinate at least one enforcement effort (saturation, party patrols, compliance checks, etc.) with law enforcement with accompanying media advocacy initiative (news release, media alert, news conference, etc.).
- Coordination of the Enforcement Work Group meetings in the Omaha metro area with area law enforcement representatives.

- Encourage, coordinate and implement an aggregate total of 360 compliance checks to target an overall 10 percent non-compliant rate among liquor establishments checked by law enforcement in the two-county Omaha metro area.
- Plan and conduct at least 12 meetings of community-wide coalitions to sustain the effort to prevent underage drinking statewide through meetings in the Omaha metro area.
- Continue to recruit and encourage additional community coalition membership and meeting attendance during the funding period.
- Create an effort in the Omaha metro area to encourage youth involvement through partnership with area high schools.
- Disseminate at least two community frame documents to provide direction, insight, information, and a framework for student engagement in the process of community change on preventing underage drinking and youth access to alcohol.

Results:

- Project Extra Mile, through its work with national experts, Jim Mosher and Michael Sparks, continues to meet with Omaha metro neighborhood associations, key leaders and stakeholders in an effort where in collaboration with neighbors and anti-violence organizations, Project Extra Mile is advocating for local policy options to address alcohol outlet density.
- Awareness activities for the year include: the implementation of the monthly electronic newsletter, of which over 15,000 copies were distributed over the course of the year, and the dissemination of over 2,500 **we want you back, Must-B-21 cards, TRACE cards, and Free Ride materials.**
- Project Extra Mile staff participated in or presented at over 138 meetings with community members and staff of partnering organizations; participated in 39 scheduled conference calls and technical assistance calls, in addition to numerous unscheduled calls, with local and national partners regarding underage drinking prevention and; had 30 pieces of earned media during FY2014.
- Statewide law enforcement trainings were held on Wednesday, Sept. 17 in the Omaha metro area and on Thursday, Sept. 18 in Grand Island. 47 law enforcement representatives from 26 different offices participated.
- Project Extra Mile coordinated a number of heightened underage drinking enforcement efforts during FY14. 86 (9%) of 940 retail establishments checked sold alcohol to minors, while 51 (59%) of those 86 checked identification and still completed the sale. Selective enforcements targeting underage drinking parties and procuring adults were carried out in the Omaha metro area.
- Project Extra Mile held four law enforcement work group meetings during the year.
- The Omaha Metro Area coalition met ten times throughout the year.
- Project Extra Mile has created Community Frames for adults working with youth in schools as a way to provide a guide for utilizing evidence-based environmental prevention strategies to address underage drinking by youth in their communities.
- Project Extra Mile renewed its youth leadership group activities in the Omaha metro area. Four youth group meetings were held during the year.
- 17 high school students from across the Omaha Metro Area attended Project Extra Mile’s Summer Youth Leadership Training from June 30 to July 2, 2014.

Between 2012 and 2013, alcohol-related fatal crashes decreased from 11 to 4 (64%) and alcohol-related (A-B) injury crashes decreased from 142 to 86 (39%) among 16-20 year olds. Nebraska drivers (age 16-20) involved in alcohol-related motor vehicle crashes decreased from 207 to 90 in 2013, representing a 57 percent reduction. The crash rate for Nebraska drivers (age 16-20) decreased from 45.8 per 1,000 licensed drivers in 2003 to 30.5 in 2013 (NOHS, 2013).

Funding:	Section 405d:	\$242,139.91
Contact:	Nicole Carritt, Project Extra Mile, 12165 West Center Road, Ste. 50, Omaha, NE 68144 Telephone: 402/963-9047 Fax: 402/963-0015	

24/7 Sobriety Program
Douglas County Department of Corrections

405d-14-10

Program Area:	DUI
Project Characteristics:	Twice Daily Breath Testing or Transdermal Alcohol Detection
Type of Jurisdiction:	Douglas County
Jurisdiction Size:	537,256 residents (2013 census estimate)
Target Population:	DUI Offenders

Problem Identification:

As a Nebraska Office of Highway Safety FY2014 priority county, Douglas County contributes significantly to Nebraska's total motor vehicle crashes and injuries. Nearly one quarter of the total Fatal A and B injury crashes occurring in Nebraska in 2011 (the most recent statistics available from the Nebraska Office of Highway Safety) occurred in Douglas County. Douglas County's crash rate is particularly high, measuring at 27.1 times the state crash rate.

Goal and Objective(s):

The goal of this pilot program is to reduce alcohol-related traffic accidents and fatalities in Douglas County by reducing the number of repeat DUI arrests. Researchers from the RAND Corp. found that South Dakota's 24/7 Sobriety Project resulted in a 12% decrease in repeat DUI arrests. It is the goal of this pilot program to match this 12% decrease.

- The initial pilot project includes participants who have been charged with a felony DUI (3rd offense or above and 2nd offense-aggravated or above) offense, with the 24/7 program required as a condition of bond. Just prior to the closure of FY14 24/7 was made available as a condition of Probation for felony DUI probationers. At the close of FY2014 there were no probationers put on the program.
- Achieve and maintain a 95% degree of compliance for participants on the pilot program.

Strategies and Activities:

- Monitor and report participants' compliance for abstention from use of alcohol by conducting twice daily breath testing for all pilot program participants (except for those participants who may be approved to participate in the program with the use of a SCRAM bracelet).
- Ensure compliance with sanctions for those participants who test positive for alcohol at twice daily breath testing. Immediately detain program violators in accordance with the court order for participation in the 24/7 program. First-time violators will be detained for 12 hours at the DCDC. Second-time violators will be detained for 24 hours at the DCDC. Third-time and subsequent violators will have their bond revoked, and will be detained at the DCDC until such time as they can appear before a judge.
- Maintain the equivalent of 2 part-time staff every day during testing hours to conduct testing and maintain records of compliance.
- Maintain the equivalent of 1 part-time Program Administrator to coordinate schedules of testing staff, and to conduct other administrative duties as necessary.

Results:

As of the date of this report, data on recidivism for DUI's among participants is premature as there have only been a few graduates of the program after five full months of operation. No current or former participants have new law violations for DUI, however. Douglas County met with the RAND Corporation who will conduct independent evaluation of program data on an ongoing basis. As that data becomes available it will be shared with the Nebraska Office of Highway Safety.

- Staff working in the 24/7 program have been trained on use of the breath testing and SCRAM bracelets as well as the software accompanying both products. Participant breath tests are over 99% compliant with program expectations. There were no alcohol violations by a SCRAM user.
- Program sanctions have been administered per program rules on all occasions when a participant has been in violation of program expectations.

- Staffing for the 24/7 program has been provided by existing Douglas County Department of Corrections personnel. Staff dedicated exclusively to the 24/7 program will be hired during the first few months of next grant period.
- Lt. Ernest Black has served as the 24/7 program administrator in addition to his duties as House Arrest administrator throughout the initial months of operation.
- See program statistics below:

	April	May	June	July	August	September	Year Totals
Beginning of month population	0	1	13	16	21	26	0
Number of new placements	1	12	3	6	5	15	42
Number completing program	0	0	0	1	0	6	7
End of month population	1	13	16	21	26	35	35
# of breath test violations	0	0	1	0	2	1	4
# of SCRAM violations	0	0	0	0	0	0	0
# of test 'no shows'	0	2	2	4	5	7	20
# jailed for 12 hours	0	1	1	0	0	1	3
# jailed for 24 hours	0	1	0	0	2	0	3
Number jailed & referred to court	0	2	2	4	5	7	20

Funding:	Section 405d:	\$54,260.48
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Contact: Michael Myers, Community Corrections Manager, Douglas County Department of Corrections
1709 Jackson Street Omaha, NE 6810
Telephone: 402-599-2525 Fax: 402-599-2528 Email: michael.myers@douglascounty-ne.gov

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

2010-14-02

Program Areas:	Motorcycle Safety Awareness
Project Characteristic:	Motorcycle Riders
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 1.40 million licensed drivers of which 92,244 are motorcycle licensed drivers. Of Nebraska's 2.29 million registered vehicles 55,461 of these are registered motorcycles. As a result of motorcycle crashes, there were 22 fatalities and 548 persons injured in 2012. Motorcycle fatal, injury and PDO crashes cost Nebraskans a projected 51 plus million dollars in 2012.

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. Motorcycle riders lack the protection of an enclosed vehicle, so they are more likely to be injured or killed in a motorcycle crash.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address keep the helmet law. A good working relationship, including resources and support for local officials by the NOHS staff, is essential for improved compliance of motorcycle safety and helmet usage.

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

Goal and Objective:

The goal is to reduce the number of motorcycle fatalities by 6% from the 2008 – 2012 calendar year base year average of 19 to 17 in CY2014. A secondary goal is to decrease unhelmeted fatalities by 50% from the 2008 – 2012 calendar base year average from 2 to 1 in CY2014.

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 motorcycle awareness projects involving highway safety federal funds. Funding was provided for salaries/benefits, travel expenses and office supplies.
 - Conducted desk monitoring for each motorcycle-related project.
- Assisted and provided technical motorcycle-related data, reports, and information to contractors, law enforcement agencies, and NOHS staff, the public, legislature, etc. as requested.
 - A mini-grant contract was awarded to the National Safety Council, Nebraska for motorcycle public information and education campaign entitled "Ride Aware, Drive Aware". The campaign began May 1 and ended July 25, 2014. 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. This contract was split with 2010-14-02 (\$27,315.45) and 405f-14-01 (\$29,677.23). Total awarded was \$56,992.68.
- Attended motorcycle safety highway safety seminars, conferences, workshops, meetings, trainings, etc. pertaining to motorcycle awareness projects.
 - None were attended.

- Constructed tables, graphs, charts and other tabular and/or illustrative materials to present visual summary of analyzed specific motorcycle data.
- Updated charts and graphs for website as requested. Updated 2013 fatality statistics and other specified crash data.
- Reviewed and kept updated of NHTSA Rules and Regulations regarding federal funds involving motorcycle awareness.
- Performed daily all routine NOHS activities and assignments in regards to motorcycle safety requests, surveys, reports, etc.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 2010:	\$29,368.18
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/Public Information and Education
Nebraska Office of Highway Safety**

405f-14-01

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 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 51 million dollars in 2012. There were 22 fatalities and 518 persons injured in motorcycle crashes in 2012. In 2012 there were 55,461 motorcycle registrations and 94,817 motorcycle licensed drivers.

Goals and Objective:

The goal is to reduce the number of motorcycle fatalities by 6% from the 2008–2012 calendar year base year average of 19 to 17 in CY2014. A secondary goal is to decrease unhelmeted motorcyclist fatalities by 50% from the 2008-2012 calendar base year average of 2 to 1 in CY2014.

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/impaired driving/occupant protection 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. The racetrack locations include Beatrice Motor Speedway (Beatrice), Boone County Raceway (Albion), Dawson County Raceway (Lexington), Eagle Raceway (Lincoln), I-80 Speedway (Greenwood), Junction Motor Speedway (McCool Junction), Kam Raceway (Hastings), Mid-Nebraska Speedway (Doniphan), Kearney Raceway (Kearney), and Riveria Raceway (Norfolk). In addition promotional key chains, stickers and T-shirts will be produced and distributed at the racetracks. (\$27,334.00) This contract was split with two other projects (405b-14-10 and 405d-14-06 each \$27,333.00) Total Contract Amount was \$82,000.00.
- 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 “Ride Aware, Drive Aware”. The campaign began May 1 and ended July 25, 2014. 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. (\$42,485.72) This contract was split with 2010-14-02 (\$14,506.96). Total Contract Amount was \$56,992.68.

- Used All-Over Media to place Gas Pump Toppers and Window Clings at 14 gas stations (8 stations in Omaha, 1 each in Fremont, Gretna, Springfield, Ralston, Bellevue and Plattsmouth). The campaign ran 8 weeks with a total campaign impression of 2,669,250.
- The bus signage ran on 14 buses across Omaha (8) and Lincoln (6) for 10 weeks. Total impressions in Omaha were 1,412,990 and for Lincoln were 937,104.
- The motorcycle billboard message “Train for Life” was placed at 16 locations across Nebraska, Omaha (10), Lincoln (1), Chadron (1), Scottsbluff (1), Bellevue (1), Fremont (1) and Elkhorn (1). Total impressions over 7,075,766.
- The radio campaign was strategically placed across the state generating over 1.3 million gross impressions with a net reach of 282,000. Special emphasis was placed on the Omaha, Lincoln, Kearney and Hastings/Grand Island communities.
- Overall advertising estimated over 12 million total campaign media gross impressions.
- Mailed out approximately 2,000 Ride Aware Drive Aware letters/motorcycle safety tip sheets, printed and distributed 4,000 table tents.
- A poster was designed with motorcycle safety tips and distributed to motorcycle retail locations. The National Safety Council business members had the posters displayed in their break rooms. The Department of Motor Vehicles placed them in the Exam Stations.
- The National Safety Council, Nebraska conducted a pre, during and post survey of community members before and after the ten week media campaign (May 1 – July 25, 2014) through attendees at classes of the National Safety Council.
- Motorcycle training was also promoted through local television stations interviews on FOX, WOWT and KMTV.
- National Safety Council, Nebraska Facebook page had over 7,700 video plays. Twitter was also used to promote motorcycle training and safety tips.

Results:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 405f:	\$58,211.23
Contact:	Paul Letcher, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3912 Fax: 402/471-3865 Email: paul.letcher@nebraska.gov	

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Motorcycle Training Assistance **405f-14-02**
Nebraska Office of Highway Safety

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 51 million dollars in 2012. There were 22 fatalities and 518 persons injured in motorcycle crashes in 2012. In 2012 there were 55,461 motorcycle registrations and 94,817 motorcycle licensed drivers.

Goals and Objective:

The goal is to reduce the number of motorcycle fatalities by 6% from the 2008–2012 calendar year base year average of 19 to 17 in CY2014. A secondary goal is to decrease unhelmeted motorcyclist fatalities by 50% from the 2008-2012 calendar base year average of 2 to 1 in CY2014.

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 Kevin Tinnell, Dave Halen, and Keith Valenzuela to attend the Rider Coach Trainer Transitional Prep Course on May 11 – 18, 2014 in Waterloo, IA. (\$2,871.00)
 - A mini-grant contract was awarded to the DMV to conduct Quality Assurance Visits (QAV) by Chief Instructors (Kevin Valenzuela and Dave Halen). The seven QAV’s were conducted in Southeast Community College (Lincoln), Central Community College (Hastings), Nebraska Motorcycle Safety Training (Papillion) Nebraska Safety Council (Lincoln), Northeast Community College (Norfolk), Nebraska Safety Center (Kearney), and Western Nebraska Motorcycle Training (Gering). (\$3,100.00)
- To implement measures designed to increase the recruitment or retention of motorcyclist safety training instructors.
 - A mini-grant contract was awarded to the Nebraska Department of Motor Vehicles (DMV) to conduct a RiderCoach Preparation Course to train 11 instructors on March 28 – April 13, 2014 in Lincoln, NE. (\$9,589.44)

Results:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	Section 405f:	\$15,560.44
Contact:	Paul Letcher, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3912 Fax: 402/471-3865 Email: paul.letcher@nebraska.gov	

Annual Report	Nebraska
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**Distracted Driving Public Information and Education Campaign
Nebraska Safety Center, Kearney**

HSIP-(05)

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 791 crashes occurred in 2012 that were contributed to “Distracted Driving.” This is below the three-year average of 739 (Baseline 2010-2012).

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 2008-2012 base year average of 736 to 662 in 2014.

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.

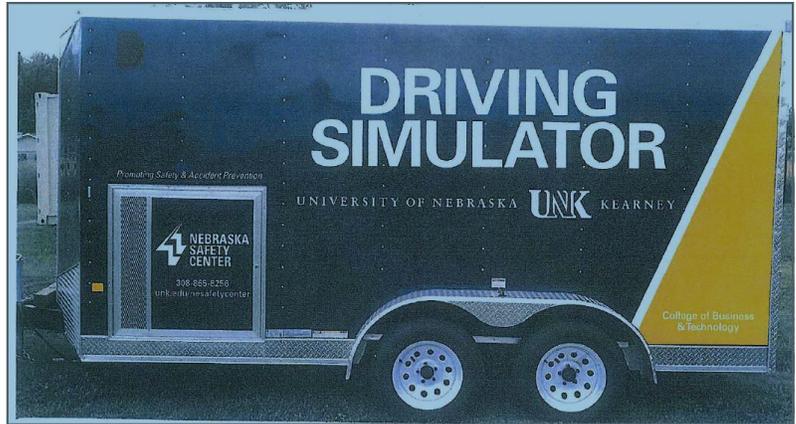
Strategies:

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.

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. (\$3,484.95)
 - Demonstration and training costs were incurred. (\$2,340.91)
 - Four Nebraska Safety Center staff members attended American Driver and Traffic Safety Education Association (ADTSEA) conference. (\$1,300.00)

Simulator demonstration/training location	Date
Nebraska Safety Center Advisory Council Meeting, Kearney	October 24, 2013
Health & Wellness Fair, Kearney	November 29, 2013
Nebraska Youth Summit, Norfolk	April 11-12, 2014
Nebraska Safety Center Youth Safety Day, Kearney	May 19, 2014
Family Fun Fest, Papillion	September 21, 2014
GPSHO Pathway & Success Conference, Kearney	September 25, 2014
6 Events	



Result:

The distracted driving-related fatal, A and B injury crash data for 2014 are unavailable from the Nebraska Department of Roads. This project has been completed and is closed out.

Distracted driving was involved in 751 (16%) of the 4,713 fatal, A and B injury crashes in 2013. The goal of a 10% reduction was not achieved.

Funding:	HSIP Funding	Year 2012	\$29,187.88
		Year 2013	\$ 5,988.77
		Year 2014	\$ 5,539.75
		Total Amount Expended	\$40,716.40

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 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov

**Traffic Safety Public Information and Education Campaign
Nebraska Safety Center**

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

Occupant Protection: The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2010-2012 was observed at 84.1%, 84.2%, and 78.6%. Child safety seat usage surveys conducted in 2010-2012 observed 91.5%, 95.1% and 95.9% 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 9,869, 9,813, and 9,267 convictions in 2010-2012. In addition, violations for “No Child Restraint” resulted in 1,530, 1,444, and 1,431 convictions in 2010-2012.

Alcohol and Impaired Driving: Alcohol was known to be involved in 81 (43%) 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. Alcohol was known to be involved in 53, 51, and 87 fatalities from 20010-2012 out of 190, 181, and 212 total fatalities in 2010-2012. (64 per year fatality average and 32.2% baseline) Arrest and conviction totals for Driving Under the Influence are starting to level off (12,399, 12,034, and 10,605 arrests and 10,724, 10,549 and 9,500 convictions) from 2010 to 2012.

Young Drivers: There were 108,809 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2012. These drivers account for 7.8% 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	2012 Fatal, A and B Crashes	2012 Fatal, A and B Alcohol-Related Crashes
16 – 20 Year Old	1,313	140
All Drivers	4,915	653
Proportion of 16 – 20 Year Old Drivers	26.71%	21.44%

Young drivers are also overrepresented in traffic violations. Convictions in 2012 for traffic violations for this age group comprised approximately 7.28% of DUI convictions, 18.58% of safety belt convictions, and 13.92% of speeding convictions.

Distracted Driving: Fatal, A, and B crash totals of 791 crashes occurred in 2012 that were contributed to “Distracted Driving.” This is higher than the three-year average of 739 (Baseline 2010-2012).

Motorcycle Safety: In 2012, motorcycle registrations rose another 3.1%. With gasoline prices on the rise, more people are switching from larger vehicles to motorcycles. Although the 588 motorcycle crashes that occurred in 2012 did not reach the post-mandatory helmet law peak of 624 crashes, the 22 fatal motorcycle crashes recorded were the second 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 86.2% in 2014, 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 10% from the 2008-2012 calendar base year average of 91 to 81 in 2014.
- Reduce alcohol-related fatal, A, and B injury crashes by 7% from the 2008-2012 calendar base year average of 620 to 577 in 2014.
- Reduce youth-involved (ages 16 through 20), fatal, A and B injury crashes by 15% from the 2008-2012 base year average of 1,578 to 1,341 in 2014.
- Reduce distracted driving-related fatal, A and B injury crashes by 10% from 2008-2012 base year average of 736 to 662 in 2014.
- Reduce motorcyclist fatalities by 6% from the 2008-2012 base year average of 19 to 17 in 2014.

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 and ATV safety. These driver awareness topics are essential for continuing the downward fatal crash trend-line for the State of Nebraska. The 2014 campaign included the use of print, radio, and television media to send targeted safety messages.

NTV (Kearney) - ran a total of 110 thirty (30) second ad spots entitled “Car Crash Texting” (72 ad spots) and “Zombie Texting” (38 ad spots). (\$7,050.00)

NRG Media- includes radio stations KGFW-AM, KRNY-FM, and KQKY-FM, ran a total of 1,245 thirty (30) second ad spots, 190 ad spots on involving parents with young drivers, 1,055 ad spots on teens and distracted driving. (\$15,707.00)

Kearney Hub Newspaper – ran a total of 25 ads: 13 on ATV safety, two on distracted driving, two on alcohol and driving, eight on teen driving, two Safety Center banner ads, and also conducted two EMAIL Blasts– on distracted driving to their email customers. (\$4,115.82)

Nebraska Broadcasters Association – ran a total of 16,132 ads, with various messages including teen drivers, ATV safety, distracted driving, motorcycle safety awareness, use of seat belts and the dangers of drinking and driving. (\$26,965.52)

Result:

The Nebraska Safety Council ran 473 traffic safety ad spots in 2013. In 2014, a total of 17,512 traffic safety ad spots were ran from October 2013 through May 2014. The total number of ad spots ran during this grant period was 17,985. The fatal, A and B injury crash data for 2014 are unavailable from the Nebraska Department of Roads.

Funding:	HSIP Funding	Year 2013	\$14,993.66
		Year 2014	\$53,838.00
	Total Amount Expended		\$68,832.00

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

HSIP-(17)

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 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 2010-2012 was observed at 84.1%, 84.2% and 78.6% 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 2008 – 2012 calendar base year average usage rate of 82.9% to 86.2% by December 31, 2014.

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 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 November 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 November “Click It or Ticket” Mobilization.
 - During the project period 45 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 21 contracts; Sheriff’s Offices – 23 contracts; and, Nebraska State Patrol – 1 contract.

Contract Awards

Agency	Reimbursed
Beatrice Police Department	\$1,519.15
Bellevue Police Department	\$3,234.58
Broken Bow Police Department	\$1,477.30
Chadron Police Department	\$1,500.00
Columbus Police Department	\$2,344.47
Cozad Police Department	\$1,299.18
Crete Police Department	\$1,478.86

Decatur Police Department	\$500.00
Fairbury Police Department	\$1,463.87
Gering Police Department	\$214.90
Hastings Police Department	\$2,545.46
Holdrege Police Department	\$573.55
Kimball Police Department	\$105.84
La Vista Police Department	\$2,017.80
Lincoln Police Department	\$3,893.62
Nebraska City Police Department	\$1,339.00
Omaha Police Department	\$14,307.10
Plattsmouth Police Department	\$1,202.70
Scottsbluff Police Department	\$2,898.66
South Sioux City Police Department	\$2,672.50
UNL Police Department	\$1,541.01
Boyd County Sheriff's Office	\$1,471.07
Brown County Sheriff's Office	\$455.23
Cass County Sheriff's Office	\$1,082.83
Colfax County Sheriff's Office	\$886.82
Dakota County Sheriff's Office	\$2,341.83
Dawson County Sheriff's Office	\$2,500.00
Douglas County Sheriff's Office	\$6,408.62
Fillmore County Sheriff's Office	\$1,500.00
Franklin County Sheriff's Office	\$1,235.10
Hall County Sheriff's Office	\$2,624.53
Harlan County Sheriff's Office	\$1,377.18
Holt County Sheriff's Office	\$1,283.37
Jefferson County Sheriff's Office	\$1,397.99
Johnson County Sheriff's Office	\$1,260.14
Lancaster County Sheriff's Office	\$5,142.98
Nance County Sheriff's Office	\$1,239.34
Nemaha County Sheriff's Office	\$1,991.77
Phelps County Sheriff's Office	\$1,499.62
Sarpy County Sheriff's Office	\$3,454.67
Saunders County Sheriff's Office	\$2,000.00
Scotts Bluff County Sheriff's Office	\$1,834.38
Thurston County Sheriff's Office	\$1,463.09
Washington County Sheriff's Office	\$2,450.56
Nebraska State Patrol	\$16,569.33
	\$111,600.00

These 45 mini-grant contracts resulted in a total of 2,684 hours of selective overtime enforcement, 327 seat belt citations, 2,360 speeding citations, 109 impaired driving arrests and a total of 4,052 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 CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP 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	

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**Click It or Ticket - Public Information and Education – Occupant Protection
Nebraska Office of Highway Safety**

HSIP-(18)

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 1.4 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

From 2008 to 2012, a total of 1,014 individuals were killed in crashes. There were a total of 851 fatalities that were occupants of passenger vehicles. Of those 851 fatalities, only 256 (30.1%) were wearing restraints. The remaining 595 (69.9%) fatally injured individuals were not using restraints and 318 (53.4%) of those fatalities were ejected from the vehicle.

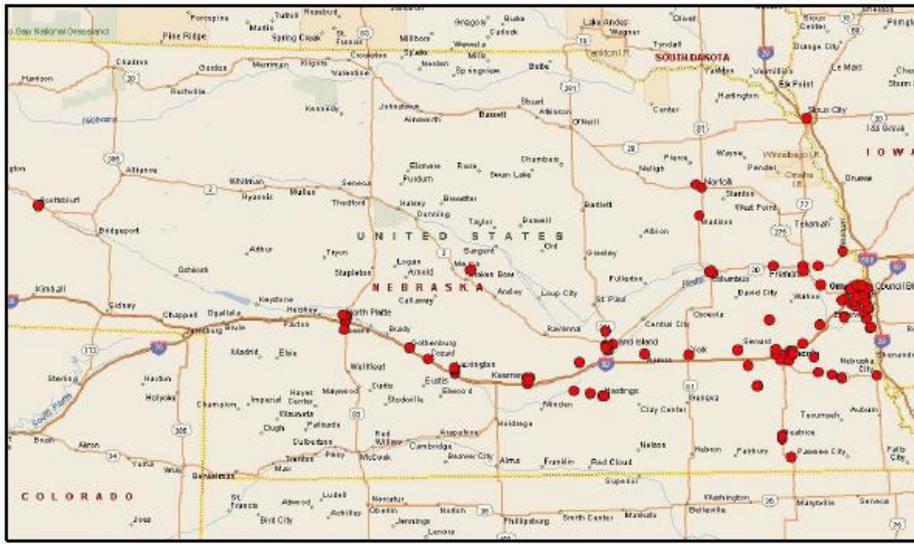
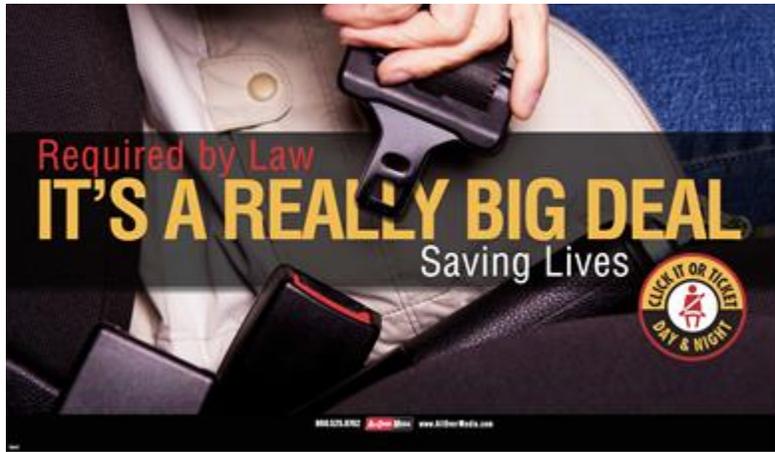
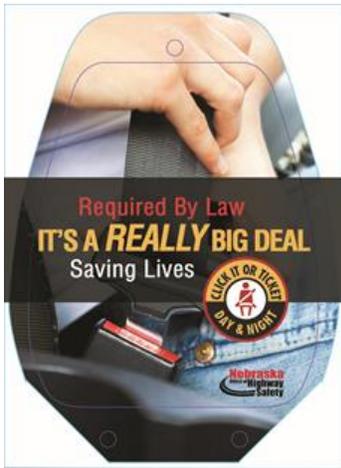
Goal and Objective:

The Click It or Ticket (COIT) public information and education (PI&E) messaging activity will begin prior to the special enforcement operations to support the increased enforcement. The objective is to increase messaging with combined enforcement to achieve an observed 89% belt usage rate and to increase the fatally injured passenger use rates to 50%.

Strategies and Activities:

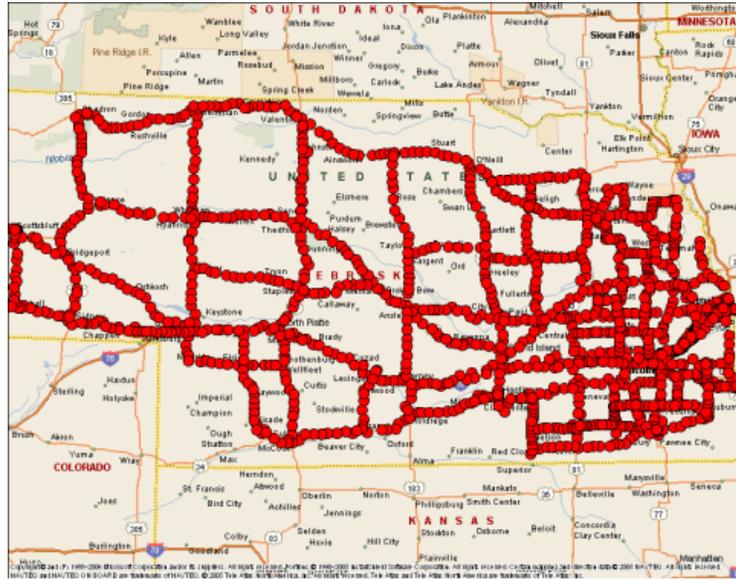
Produce/provide public service announcements/ads featuring occupant restraint mobilizations through numerous media outlets.

The NOHS entered into a Pump Topper and Fillboard Gas Pump Advertising Agreement with **AllOver Media**. The campaign ran from November 1 - 30, 2013 with the safety message “Required By Law - It’s A Really Big Deal – Saving Lives - Click It or Ticket – Day & Night.” The pump toppers and fillboards were placed at 105 gas stations in the following twenty-three **Counties** in forty-four **Towns**: **Adams**/Hastings (3), Juniata (1), Kenesaw (1), **Buffalo**/Kearney (4); **Cass**/Eagle (1), Plattsmouth (2), **Custer**/Broken Bow (1); **Dakota**/South Sioux City (1), **Dawson**/Lexington (4), Cozad (1), Gothenburg (1), **Dodge**/Fremont (2); North Bend (1), **Douglas**/Ralston (1), Omaha (16), Valley (1), **Gage**/Wymore (1), Beatrice (3); **Hall**/Wood River (1), Grand Island (9); **Hamilton**/Aurora (1), **Lancaster**/Lincoln (10), Ashland (1), Waverly (1), **Lincoln**/North Platte (6), **Madison**/Madison (1), Norfolk (2), **Otoe**/Syracuse (1), Palmyra (1), Nebraska City (1), Unadilla (1); **Platte**/Columbus (4), **Saline**/Crete (2), **Sarpy**/Springfield (3), Papillion (1), La Vista (1), Bellevue (4), **Saunders**/Valparaiso (1), **Scotts Bluff**/Scottsbluff (3), **Seward**/Seward (1), Milford (1), **Washington**/Blair (1), Arlington (1), and **York**/York (1). Gas Pump Advertising for pump toppers and fillboards: 3,415 estimated impressions / day / gas station * 105 stations * 30 days = 10,245,000 impressions. (\$31,000.00)



The NOHS entered into a Truckside Advertising Agreement with **AllOver Media**. The campaign ran from November 1 -30, 2014 with the safety message “Saving Lives Every Day – Buckle up It’s the Law.” Fifteen delivery service trucks wrapped with truck size impactful images stress the need for citizens to use their safety belt every day. The carrier’s name and number of vehicles were: Cowley Distributing (2), Klabunde Delivery (5), M&S Transfer (1), Mills Transfer (5), Omaha Distributing Services (1), and Peck Distributing (1). The Truckside Billboard: 22,150 estimated impressions / day / truck * 15 trucks * 30 days = 9,967,500 over the routes of the 15 trucks during the month, covering the state from east to west and north to south. (\$24,375.00)





NOHS 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. The November portion of the drop back was \$44,625.00.



Results:

The goal to increase the occupant protection usage rate to 89% 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 and 2014 at 79%. The fatally injured passenger use rate increased to 26.9% but remains far from the goal of 50%.

Funding:	HSIP Funding:	\$100,000.00
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	

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

HSIP-(19)

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

Alcohol was known to be involved in 81 (42.6 percent) of the 190 fatal crashes that occurred in CY2012. Alcohol was involved in 653 (13.2 percent) of the 4,915 fatal, A and B injury crashes in CY2012. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 462 (35.1 percent) of the 1,315 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 7% from the 2008-2012 calendar base year average of 620 to 577 by December 31, 2014.

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 2013/January 2014 “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 2013/January 2014 “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 2013/January 2014 “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 – 23 contracts; Sheriff’s Offices – 21 contracts; and, Nebraska State Patrol – 1 contract.

Contract Awards

Agency	Reimbursed
Beatrice Police Department	\$3,942.46
Bellevue Police Department	\$5,500.69
Broken Bow Police Department	\$1,804.63
Chadron Police Department	\$1,712.27
Columbus Police Department	\$3,368.18
Cozad Police Department	\$2,698.59
Crete Police Department	\$2,882.79
Decatur Police Department	\$500.00
Fairbury Police Department	\$3,777.49

Grand Island Police Department	\$5,865.55
Hastings Police Department	\$3,447.59
Holdrege Police Department	\$1,032.57
Kearney Police Department	\$1,770.07
Kimball Police Department	\$393.70
La Vista Police Department	\$4,019.92
Lincoln Police Department	\$6,914.61
Nebraska City Police Department	\$2,447.82
Omaha Police Department	\$20,890.72
Plattsmouth Police Department	\$1,949.20
Scottsbluff Police Department	\$2,012.94
South Sioux City Police Department	\$3,900.00
UNL Police Department	\$1,700.17
Valentine Police Department	\$1,296.71
Boyd County Sheriff's Office	\$1,458.92
Brown County Sheriff's Office	\$1,389.68
Cass County Sheriff's Office	\$1,042.38
Colfax County Sheriff's Office	\$2,732.35
Dakota County Sheriff's Office	\$6,313.96
Dawson County Sheriff's Office	\$6,500.00
Douglas County Sheriff's Office	\$5,575.21
Fillmore County Sheriff's Office	\$4,500.00
Franklin County Sheriff's Office	\$2,362.80
Hall County Sheriff's Office	\$2,490.03
Holt County Sheriff's Office	\$1,824.72
Johnson County Sheriff's Office	\$3,155.00
Lancaster County Sheriff's Office	\$4,649.54
Lincoln County Sheriff's Office	\$6,500.00
Nance County Sheriff's Office	\$3,500.00
Nemaha County Sheriff's Office	\$7,500.00
Phelps County Sheriff's Office	\$2,633.13
Sarpy County Sheriff's Office	\$9,490.08
Saunders County Sheriff's Office	\$3,697.65
Scotts Bluff County Sheriff's Office	\$2,281.34
Thurston County Sheriff's Office	\$2,153.31
Nebraska State Patrol	\$17,093.98
	\$182,672.75

These 45 mini-grant contracts resulted in a total of 4,347 hours of selective overtime enforcement, 536 seat belt citations, 3,041 speeding citations, 406 impaired driving arrests and a total of 9,915 total citations. One checkpoint was conducted by the Nebraska State Patrol.

- 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 CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Funding	\$182,672.75
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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**You Drink & Drive. You Lose. - Public Information & Education Media Campaign
Nebraska Office of Highway Safety**

HSIP-(20)

Program Area:	Impaired Driving
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 1.4 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulted in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 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.

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 7% from the 2008-2012 calendar base year average of 620 to 577 in CY2014.

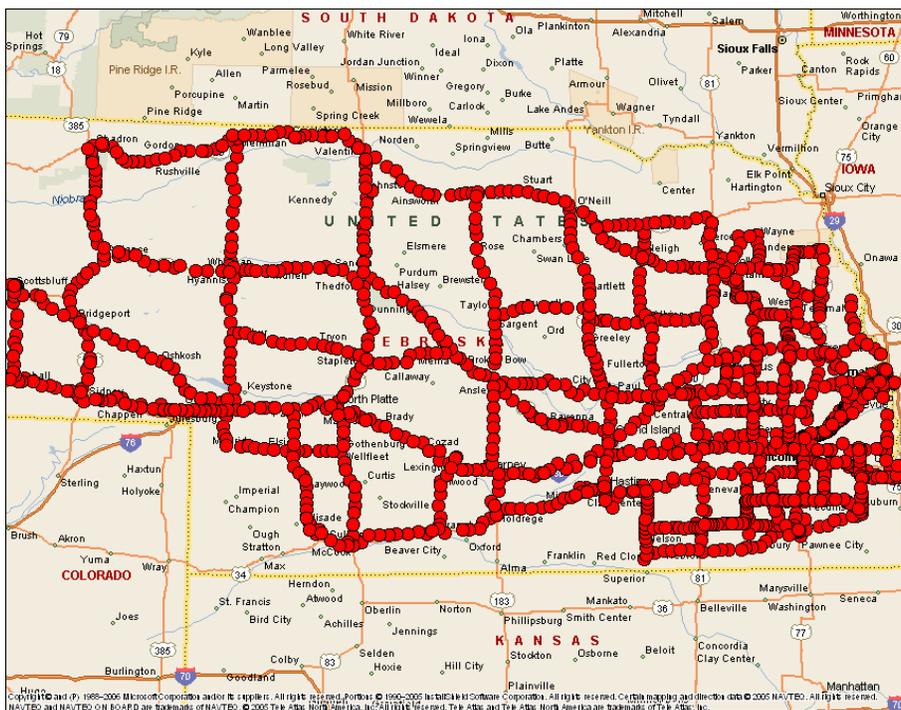
Strategies and Activities:

Produce/provide public service announcements/ads featuring impaired driving mobilizations through numerous media outlets.

On September 20, 2013, NOHS submitted a mini-grant application to the Nebraska Department of Roads, Traffic Engineering, for a request of \$100,000.00 (90%). The funding will be used for the “You Drink & Drive. You Lose.” Crackdown Public Information and Education campaign which runs from December 2013 thru January 2014. It combined targeted messaging for movie theatres, gas pumps/fillboards, and truck side advertising in Nebraska. The mini-grant was approved on October 28, 2013.

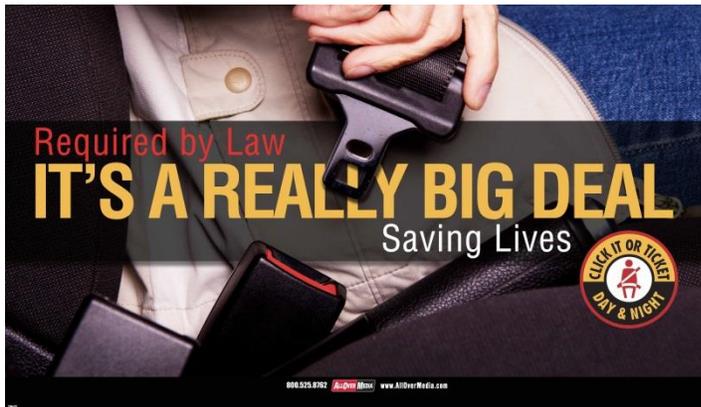
The NOHS entered into a Truckside Advertising Agreement with **AllOver Media**. The campaign ran from December 1, 2013 thru January 31, 2014 with the safety message “Report Drunk Drivers Immediately – Your Call Could Save a Life.” Fifteen delivery service trucks wrapped with truck size impactful images stress the need for citizens to report drunk drivers immediately by dialing 911 or *55 on their cell phone. The carrier’s name and number of vehicles were Cowley Distributing (2), Klabunde Delivery (5), M&S Transfer (1), Mills Transfer (5), Omaha Distributing Services (1), and Peck Distributing (1). The Truckside Billboard: 22,150 estimated impressions / day / truck * 15 trucks * 62 days = 20,599,500 over the routes of the 15 trucks over two months, covering the state from east to west and north to south. (\$34,875.00)



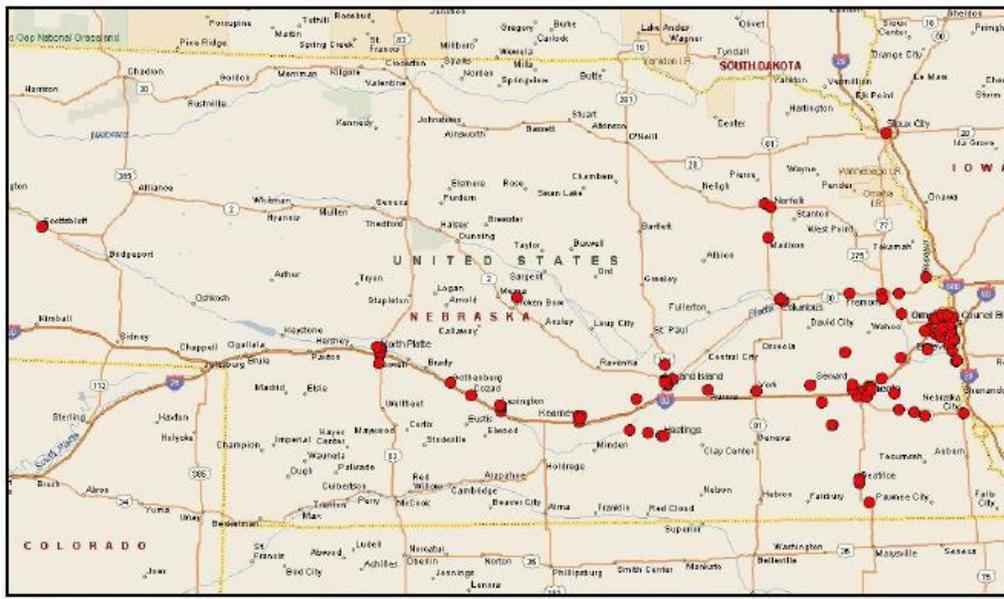


The NOHS entered into a Pump Topper and Door Clings and Gas Pump Advertising Agreement with **AllOver Media**. The campaign ran from December 1, 2013 to January 31, 2014; with the safety message “Required By Law - It’s A Really Big Deal – Saving Lives - Click It or Ticket – Day & Night.” The artwork was **not changed** to an impaired driving message from the November campaign **saving in production costs**. The pump toppers and fillboards were placed at 105 gas stations in the following twenty-three **Counties** in forty-four **Towns**: **Adams/Hastings** (3), **Juniata** (1), **Kenesaw** (1), **Buffalo/Kearney** (4); **Cass/Eagle** (1), **Plattsmouth** (2), **Custer/Broken Bow** (1); **Dakota/South Sioux City** (1), **Dawson/Lexington** (4), **Cozad** (1), **Gothenburg** (1), **Dodge/Fremont** (2); **North Bend** (1), **Douglas/Ralston** (1), **Omaha** (16), **Valley** (1), **Gage/Wymore** (1), **Beatrice** (3); **Hall/Wood River** (1), **Grand Island** (9); **Hamilton/Aurora** (1), **Lancaster/Lincoln** (10), **Ashland** (1), **Waverly** (1), **Lincoln/North Platte** (6), **Madison/Madison** (1), **Norfolk** (2), **Otoe/Syracuse** (1), **Palmyra** (1), **Nebraska City** (1), **Unadilla** (1); **Platte/Columbus** (4), **Saline/Crete** (2), **Sarpy/Springfield** (3), **Papillion** (1), **La Vista** (1), **Bellevue** (4), **Saunders/Valparaiso** (1), **Scotts Bluff/Scottsbluff** (3), **Seward/Seward** (1), **Milford** (1), **Washington/Blair** (1), **Arlington** (1), and **York/York** (1). Gas Pump Advertising for

pump toppers and fillboards: 3,415 estimated impressions / day / gas station * 105 stations * 62 days = 22,231,650 impressions. (\$47,000.00)



Pump Top
Poster



NOHS contracted with **Screenvision** to create a :15 PSA with the YDDYL message for cinema advertising. Screenvision used the impaired driving message “YOU DRINK AND DRIVE, YOU LOSE –DRIVE SOBER OR GET PULLED OVER”. The ad played in 16 locations with the number of screens listed in (), Marcus Midtown Crossing-Omaha (5), Marcus Twin Creek-Omaha (16), Marcus Village Pointe-Omaha (16), Marcus Twenty Grand-Omaha (19), AMC Westroads-Omaha (14), Marcus South Pointe-Lincoln (6), Marcus Lincoln Grand-Lincoln (14), Marcus Edgewood-Lincoln (6), Marcus East Park-Lincoln (6), Carmike-North Platte (6), Carmike-Monument Mall (6), Cinema Entertainment-Norfolk (7), Cinema Entertainment Center-Columbus (7), Main St. Aksarben Cinema (10), Main Street Fremont (7), and Main St. Pioneer Theater (3). The ads started on November 15, 2013 through February 6, 2014 for a total of 12 weeks. The attendance average for all locations (16 total locations – 148 screens) averaging out to 110,000 per week. The 15 second graphics showed 1,290 times per day at the 16 locations for a total of 72,240 times during the 12 week run. The cost of this agreement was \$25,920.00 of which \$18,125.00 was paid with HSIP funds.



Results:

The fatal, A and B injury crash data for 2014 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Funding:	\$100,000.00
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	

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

HSIP-(21)

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 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 2010-2012 was observed at 84.1%, 84.2% and 78.6% 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 2008 – 2012 calendar base year average usage rate of 82.9% to 86.2% by December 31, 2014.

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 2014 “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 2014 “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 2014 “Click It or Ticket” Mobilization.
 - During the project period 57 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 27 contracts; Sheriff’s Offices – 29 contracts; and, Nebraska State Patrol – 1 contract.

Contract Awards

Agency	Reimbursed
Atkinson Police Department	\$921.42
Beatrice Police Department	\$3,912.76
Bellevue Police Department	\$2,827.86
Broken Bow Police Department	\$2,676.12
Chadron Police Department	\$1,524.56

Columbus Police Department	\$4,945.37
Cozad Police Department	\$2,466.51
Crete Police Department	\$2,018.82
Fairbury Police Department	\$4,207.87
Franklin Police Department	\$840.00
Grand Island Police Department	\$12,223.64
Hastings Police Department	\$3,144.58
Holdrege Police Department	\$1,545.16
Kearney Police Department	\$2,873.86
Kimball Police Department	\$918.16
La Vista Police Department	\$2,177.34
Lincoln Police Department	\$8,080.57
Mitchell Police Department	\$1,304.03
Ogallala Police Department	\$2,160.00
Omaha Police Department	\$19,946.35
Papillion Police Department	\$4,050.28
Plattsmouth Police Department	\$3,190.38
Ralston Police Department	\$4,870.34
Scottsbluff Police Department	\$5,368.56
South Sioux City Police Department	\$4,363.66
UNL Police Department	\$2,159.46
Walthill Police Department	\$1,000.00
Boone County Sheriff's Office	\$2,979.46
Boyd County Sheriff's Office	\$2,000.00
Brown County Sheriff's Office	\$1,660.97
Buffalo County Sheriff's Office	\$3,379.43
Dakota County Sheriff's Office	\$7,980.67
Dawson County Sheriff's Office	\$7,400.60
Douglas County Sheriff's Office	\$15,093.98
Colfax County Sheriff's Office	\$3,145.88
Fillmore County Sheriff's Office	\$3,822.39
Franklin County Sheriff's Office	\$3,070.23
Furnas County Sheriff's Office	\$2,209.72
Gosper County Sheriff's Office	\$2,451.32
Hall County Sheriff's Office	\$5,015.35
Harlan County Sheriff's Office	\$2,648.83
Holt County Sheriff's Office	\$1,980.84
Jefferson County Sheriff's Office	\$3,965.02
Johnson County Sheriff's Office	\$3,535.84
Lancaster County Sheriff's Office	\$6,825.73
Lincoln County Sheriff's Office	\$9,332.19
Nance County Sheriff's Office	\$4,000.00
Nemaha County Sheriff's Office	\$6,500.00
Otoe County Sheriff's Office	\$3,355.74
Phelps County Sheriff's Office	\$2,179.11
Saline County Sheriff's Office	\$4,159.99
Sarpy County Sheriff's Office	\$5,566.01
Saunders County Sheriff's Office	\$4,027.96
Scotts Bluff County Sheriff's Office	\$5,573.28
Thurston County Sheriff's Office	\$2,635.07
Washington County Sheriff's Office	\$7,833.28

Nebraska State Patrol	\$23,267.12
	\$263,313.67

These 57 mini-grant contracts resulted in a total of 6,563 hours of selective overtime enforcement, 720 seat belt citations, 4,608 speeding citations, 183 impaired driving arrests and a total of 10,169 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 CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Funding	\$263,313.67
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
----------------------	-----------------

**Click It or Ticket - Public Information & Education Media Campaign
Nebraska Office of Highway Safety**

HSIP-(22)

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 1.4 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

From 2008 to 2012, a total of 1,014 individuals were killed in crashes. There were a total of 851 fatalities that were occupants of passenger vehicles. Of those 851 fatalities, only 256 (30.1%) were wearing restraints. The remaining 595 (69.9%) fatally injured individuals were not using restraints and 318 (53.4%) of those fatalities were ejected from the vehicle.

Goal and Objective:

The Click It or Ticket (COIT) public information and education (PI&E) messaging activity will begin prior to the special enforcement operations to support the increased enforcement. The objective is to increase messaging with combined enforcement to achieve an observed 89% belt usage rate and to increase the fatally injured passenger use rates to 50%.

Strategies and Activities:

Produce/provide public service announcements/ads featuring occupant restraint mobilizations through numerous media outlets.

On September 20, 2014, NOHS submitted a mini-grant application to the Nebraska Department of Roads, Traffic Engineering, requesting \$222,222.000. The funding will be used for the “Click It or Ticket” Messaging Public Information and Education campaign which runs May 19 – June 1, 2014. It combined targeted messaging on gas pumps/fillboards and truck side advertising along with radio and television ad spots and social media in Nebraska. The mini-grant was approved on March 12, 2014.

An 8x10 color premium insert placement advertising “Going On Vacation” was ran in the “Prairie Fire” newspaper during June. 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 with 65,000 in circulation. The total cost for the placement of the ads was \$650.00 charged to HSIP and \$88.00 charged to 405c-14-10.

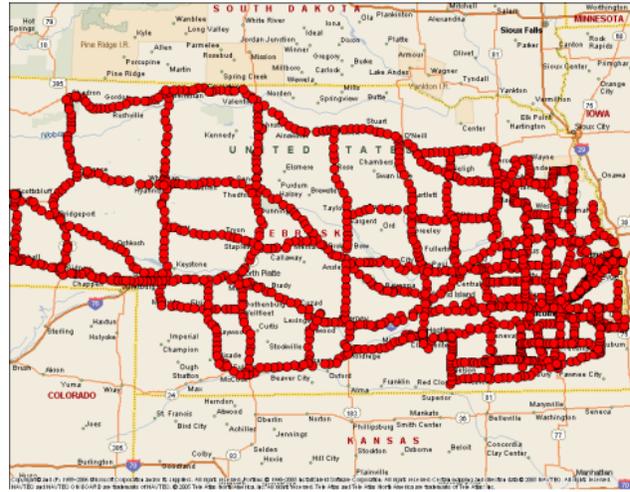


The NOHS entered into a Pump Topper and Fillboard Gas Pump Advertising Agreement with **AllOver Media**. The campaign ran from May 1 – June 30, 2014, with the safety message “Put the Odds in Your Favor. – Be a Winner Buckle Up.” The pump toppers and fillboards were placed at 103 gas stations in the following twenty-four **Counties** in forty-four **Towns**: **Adams/Hastings** (2), **Juniata** (1), **Kenesaw** (1), **Box Butte/Alliance** (1), **Buffalo/Kearney** (5), **Shelton** (1); **Cass/Eagle** (1), **Plattsmouth** (1), **Cheyenne/Sidney** (1), **Custer/Broken Bow** (1); **Dakota/South Sioux City** (1), **Dawes/ Dawson/Lexington** (3), **Cozad** (1), **Gothenburg** (1), **Dodge/Fremont** (5); **North Bend** (1), **Douglas/Omaha** (10), **Valley** (1), **Gage/Wymore** (1), **Beatrice** (2); **Hall/Wood River** (1), **Grand Island** (8); **Hamilton/Aurora** (2), **Hamilton** (1), **Jefferson/Fairbury** (1) **Kearney/Minden** (1) **Kimball/Kimball** (1), **Lancaster/Lincoln** (10), **Ashland** (1), **Waverly** (1), **Lincoln/North Platte** (4), **Madison/Norfolk** (2), **Nemaha/Auburn** (1), **Otoe/Syracuse** (1), **Palmyra** (1), **Nebraska City** (1), **Phelps/Holdrege** (1), **Platte/Columbus** (4), **Red Willow/McCook** (1) **Saline/Crete** (2), **Sarpy/Springfield** (2), **Papillion** (1), **La Vista** (1), **Bellevue** (2), **Saunders/Ashland** (1), **Scotts Bluff/Scottsbluff** (2), **Seward/Milford** (1), **Thayer/Hebron** (1) , **Washington/Blair** (2), **Arlington** (1), **Wayne/Wayne** (2) and **York/York** (1). Gas Pump Advertising for pump toppers and fillboards: 3,415 estimated impressions / day / gas station * 103 stations * 60 days = 21,104,700 impressions. (\$46,000.00)



The NOHS entered into a Truckside Advertising Agreement with **AllOver Media** in the amount of \$20,250.00. This campaign was carried over from the February to April campaign and continued running from May 1 – June 30, 2014 with the safety message “Savings Lives Every Day – Buckle Up It’s the Law.” Fifteen delivery service trucks wrapped with truck size impactful images stress the need for citizens to use their safety belt every day. The carrier’s name and number of vehicles were: **Cowley Distributing** (2), **Klabunde Delivery** (5), **Mills Transfer** (6), **Omaha Distributing Services** (1), and **Peck Distributing** (1). The Truckside Billboard: 22,150 estimated impressions / day / truck * 15

trucks * 60 days = 19,935,000 over the routes of the 15 trucks for two month, covering the state from east to west and north to south.



May/June Broadcast 2014 Media	Pre # of Spots	Post # of Spots	Total Dollar Amount
Omaha			
KOZN	144	120	\$2,500.00
ESPN 590/KXSP	192	207	\$1,104.00
KQCH	180	180	\$6,660.00
KISS/KISO	192	192	\$3,660.00
KFAB	253	253	\$5,029.00
KQKQ	312	260	\$5,240.00
NRG		116	\$1,548.00
Bonus Spots - Omaha			
KOIL/NRG		50	\$0.00
KOOO/NRG		50	\$0.00
KOPW/NRG		50	\$0.00
KZOT/NRG		50	\$0.00
Lincoln			
KFRX	144	147	\$3,264.00
93.7 The Ticket (KNTK)	120	120	\$1,440.00
KLIN/NRG	72	72	\$2,520.00
Grand Island			
KQKY	132	264	\$1,776.00
Lexington			
KRVN	120	120	\$3,360.00
Subtotal for Radio	1,861	2,251	\$38,101.00
Creative Campaign Development			\$2,400.00
Little White Crosses Production			\$2,402.00
Media Placement May & June			\$38,101.00
Total Media Buy			\$42,903.00

NOHS entered into an agreement with **Heartland Marketing & Communications** to target males, ages 16-35. The campaign included Creative Campaign Development Production, Talent & Coordination, and Media Placement of the "Little White Crosses" radio ads for May and June. 2,251 radio ad spots ran during the CIOT enforcement campaign. (\$42,903.00)

A mini-grant contract in the amount of \$90,000.00 was awarded to the **Nebraska Safety Council** for Public Service Announcements for the May/June 2014 paid media campaign. A total of \$89,436.00 has been claimed for 4,912 ad spots of which \$20,000.00 was spent on a social media campaign. Social Media campaign information follows the Media Buy Report.

2014 CIOT Media BUY REPORT May 19 - June 1, 2014				
HSIP22			Actual	
			Spots	Cost
Omaha	KPTM-TV (Ch 9/42) Fox (TV)		124	\$8,500.00
Omaha	Cox Media (TV)		551	\$17,934.00
Lincoln	Time Warner Cable (TV)		366	\$14,668.00
Statewide	Charter Media(Super Zone)		2,676	\$11,338.00
Norfolk	CableOne		190	\$2,516.00
Omaha/Council Bluffs	KQCH-FM (104.1)/94.1		52	\$2,000.00
	Radio Lobo (Hispanic)		57	\$1,503.00
	KEZO-FM (Z-92)		66	\$2,000.00
Lincoln	KIBZ-FM 104,the Blaze		90	\$1,990.00
	KRVN-AM/FM		116	\$1,989.00
	Brownfield/Learfield/NE Radio Network		624	\$4,998.00
Total Results			4,912	\$69,436.00
Brownfield Network: 39 Stations statewide carrying farm new report:				
* SuperZone not rated for GRP's			Cost per Ad	\$14.14
			Social Media	\$20,000.00
				\$89,436.00

Click It Or Ticket 2014 Online Communications/Social Media Research Associates

Executive Summary

Facebook • Tumblr • Google • Bing/Yahoo • YouTube

Research Associates ran an online advertising and social media campaign in Nebraska to complement the traditional media campaign from May 19-31, 2014.

The campaign continued to use the Facebook page created in the 2012 campaign and updated it to reflect the changes in the national campaign. We also used the webpage created on Tumblr to reinforce the reach and messaging on the Facebook page. This year we also purchased a custom URL (ClickItOrTicketNebraska.com) to use in the Google Adwords and Bing/Yahoo advertising purchases. The budget this year allowed us to increase the purchase of video ads on YouTube.

The CIOT 2014 online advertising and social media campaign set again a high-water mark for user engagement on Facebook and via YouTube. The use of some of the new national material increased user engagement by more 10X the rate of 2013. This was due to a combination of increased time spent in placement and production of ads, as well as material (Take 3 Seconds) which reached the target demographic in a more compelling way.

Engagement in users comes from the sharing of posts or ads, commenting on posts, liking the page, and talking about the campaign on their own page, as well as opting in to view ads.

Challenges:

Facebook continues to drastically alter their method of placement, and control of how many people see ads per dollar spent. Facebook also significantly changed the manner in which ads are created as well as which are most effective. Additionally, the continued increase in mobile devices and smart phones is changing the way that people interact online, and view Facebook, Google, Bing, Yahoo, and YouTube.

There was a dramatic increase in viewing on mobile devices (from approx. 20% to more than 60% in some cases).

Outcomes:

The number of Facebook page increased likes from 4,754 in the 2013 CIOT campaign to 6,102 in the 2014 CIOT campaign. The measurement for click through has changed and this year the ad placement was balanced by targeting specific communities as well as running statewide, and running Facebook ads for impressions and for likes (all of which change the way that Facebook shows the ads). The significant addition of YouTube was a great addition in 2014. More of the ages 18-24 demographic is moving away from the heavy use of Facebook, but more people in this demographic watch YouTube than any individual cable network (nationally).

The Breakdown of Social Media Costs

Management and Production:

Kick Off Date:	May 5 th Pre Announcement
Campaign:	May 19-31 st
Ads Produced:	
Statewide Impressions:	30 municipal areas x 6 Ads = 180 ads
Statewide "Likes":	30 municipal areas x 6 ads = 180 ads
Additional ads:	10-12
Revisions:	<u>0-12 each</u>
Total Cost Expended	\$10,000

Online Advertising and Social Media:

Facebook:	\$ 5,000
YouTube:	\$ 2,700
Google Adwords:	\$ 1,300
Bing/Yahoo:	<u>\$ 1,000</u>
Total Cost Expended	\$10,000

Facebook:

CIOT Statewide:	\$1,500
CIOT Post TV Spot Monster:	\$ 500
CIOT Facebook Video Take 3 Second TV Spot:	\$ 750
CIOT Statewide "Likes" Targeted:	\$1,550
CIOT Statewide "Impressions" Targeted:	<u>\$ 750</u>
Total Cost Expended	\$5,000

Results:

Facebook Total Impressions:	17,725,095
Facebook Total "Likes":	6,102 (net increase of 1,348)

CIOT Statewide:			
Impressions Desktop:	6,245,744	Impressions Mobile:	8,963,186
Reach Desktop:	304,416	Frequency Desktop:	20.5
Reach Mobile:	318,017	Frequency Mobile:	28.19
Clicks Desktop:	597	Click Mobile:	826
Click through Rate Desktop:	0.010	Click Through Rate Mobile:	.010

CIOT Post TV Monster:

	Impressions	Reach	Frequency	Clicks	CTR
Newsfeed Desktop	8,062	6,065	1.3	235	3.473
Newsfeed Mobile	89,390	61,304	1.5	4523	6.626
Right Column Desktop	5,186	2,703	1.92	1	0.019
Right Column Mobile	5,059	3358	1.51	0	0

CIOT Facebook Video "Take 3 Seconds" TV Spot:

	Impressions	Reach	Frequency	Clicks	CTR
Newsfeed Desktop	21,847	19,182	1.14	1710	7.827
Newsfeed Mobile	217,861	153,600	1.42	28,775	13.208
Right Column Desktop	491	352	1.39	0	0
Right Column Mobile	988	818	1.21	0	0

CIOT Statewide "Likes" Targeted:

Impressions: 507,818 Reach: 113,039 Frequency: 1.12-8.87 (30 municipal areas)

CIOT Statewide "Impressions" Targeted:

Impressions: 1,659,463 Reach: 137.952

YouTube: \$2,700

Impressions: 187,172 Views: 12,570 (people who watched the whole ad)

Google Adwords: \$1,300

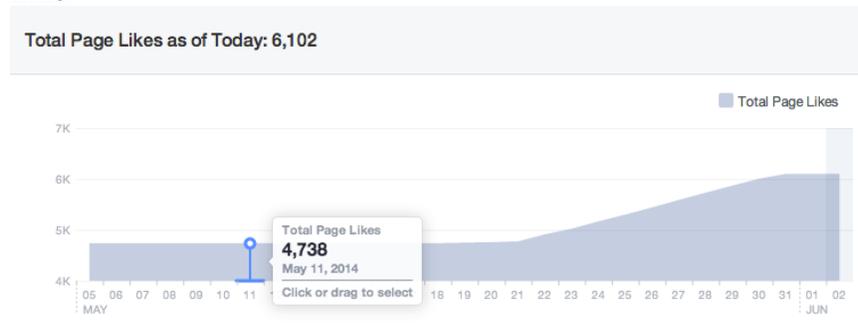
Impressions: 424,302 Clicks: 992 CTR: 0.23% Average Position: 2.3

Bing/Yahoo: \$1,000

Impressions: 424,302 Clicks: 675 CTR: 0.16% Average Position: 1.69

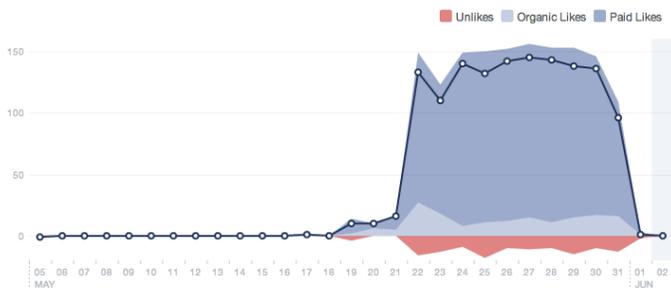
The Data Visualization:

LIKES:



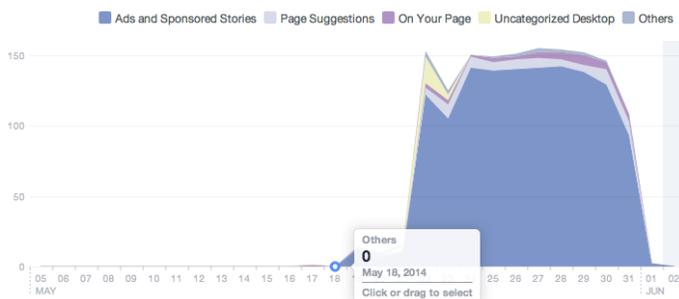
Net Likes: What Changed

Likes - unlikes = net likes



Where Your Page Likes Came From

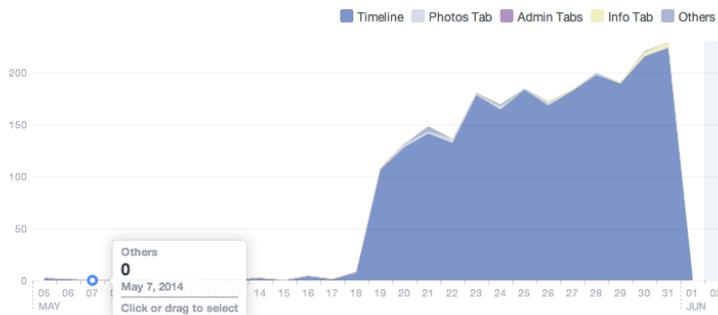
The number of times your Page was liked, broken down by where it happened.



VISITS:

Page and Tab Visits

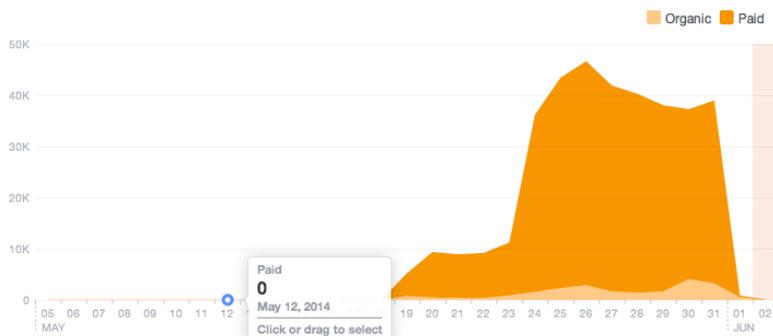
The number of times each of your Page tabs was viewed.



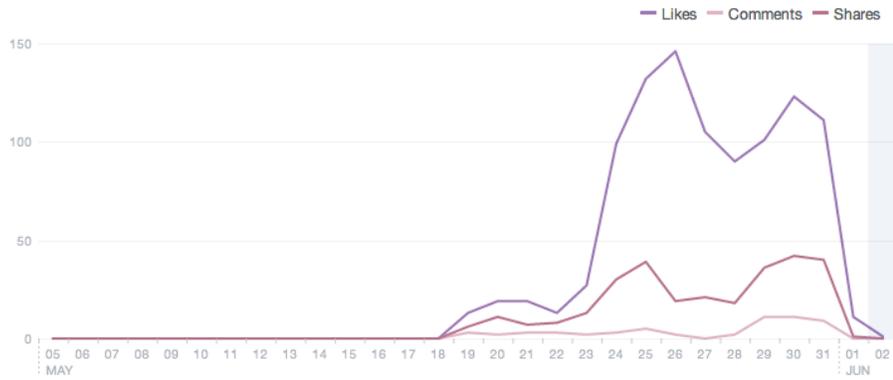
REACH:

Post Reach

The number of people your post was served to.



Likes, Comments, and Shares
 These actions will help you reach more people.



PEOPLE:

Total Reach

The number of people who were served any activity from your Page including posts, posts by other people, Page like ads, mentions and checkins.



Your Fans
People Reached
People Engaged

The people who like your Page

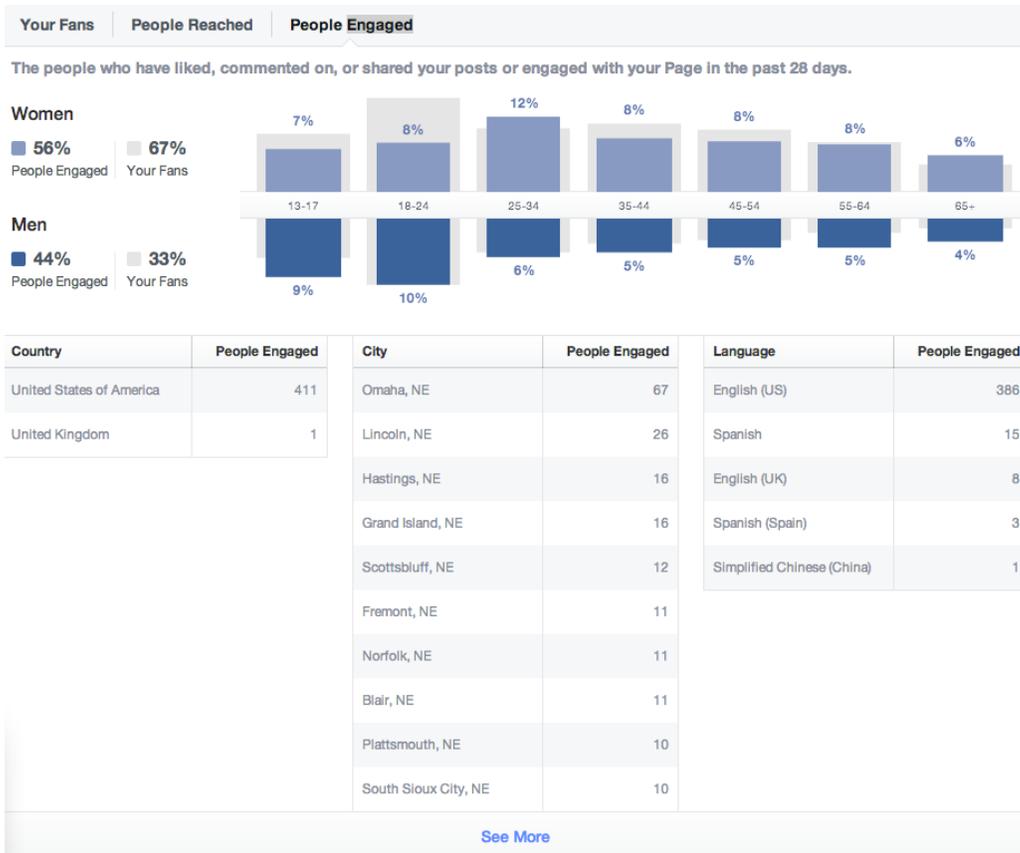
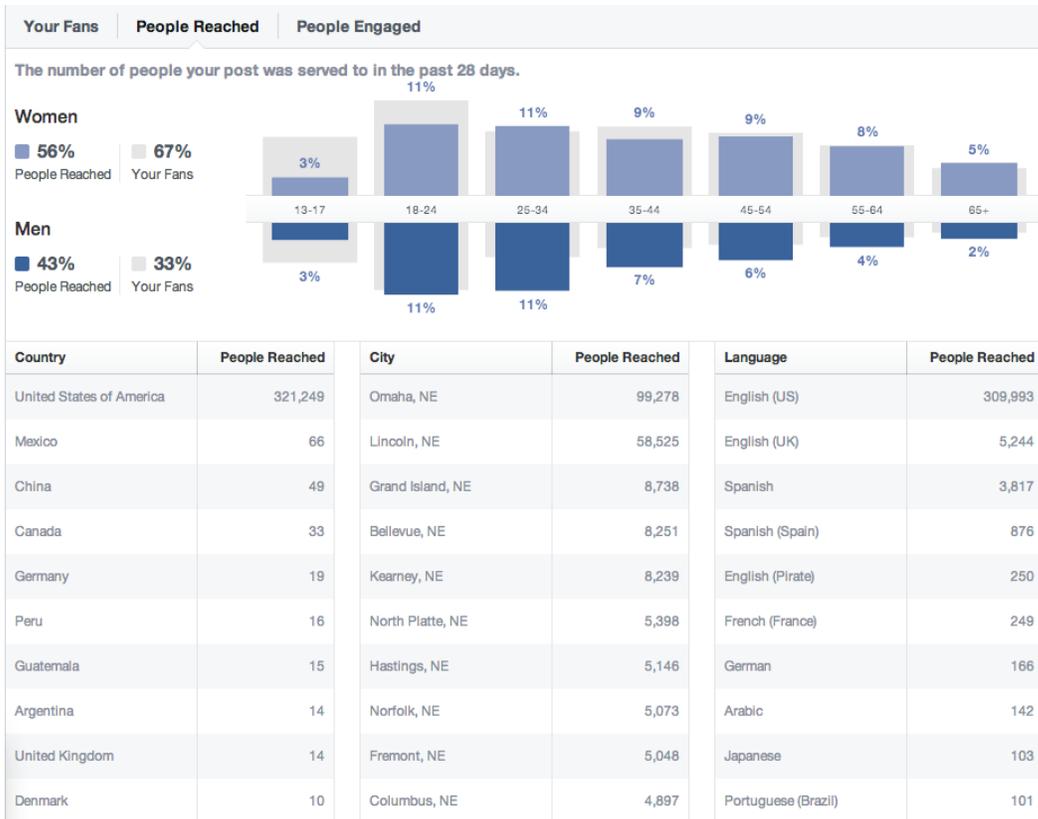
Women

67% Your Fans

46% All Facebook

Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	4,970	Omaha, NE	1,172	English (US)	4,870
Mexico	13	Lincoln, NE	632	English (UK)	79
Peru	7	Bellevue, NE	131	Spanish	46
United Kingdom	4	Grand Island, NE	131	Arabic	7
Indonesia	3	Kearney, NE	126	Spanish (Spain)	7
Germany	3	Fremont, NE	112	English (Pirate)	4
Turkey	2	North Platte, NE	101	Indonesian	3
United Arab Emirates	1	Columbus, NE	98	Thai	1
El Salvador	1	Norfolk, NE	92	Portuguese (Brazil)	1
India	1	Hastings, NE	91	French (France)	1

[See More](#)



Sample Ads:

CIOT FACEBOOK SAMPLE ADS:

6,102 people like [Click It Or Ticket Nebraska](#).

Click It Or Ticket Nebraska
Sponsored (demo) · Create Similar Ad

Stay safe Nebraska! Remember to take 3 seconds to buckle up! Click It Or Ticket May 19-31



Click It Or Ticket Nebraska
Community
6,102 likes

✓ Liked ▾

6,102 people like [Click It Or Ticket Nebraska](#).

Click It Or Ticket Nebraska
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✓ Liked ▾

Sponsored  [Create Ad](#)

Click It Or Ticket Nebraska
Click It Or Ticket



Stay safe Nebraska!
Remember to take 3 seconds to buckle up!
Click It Or Ticket May 19-31

 Like Page · 6,102 people like this page

Sponsored  [Create Ad](#)

Click It Or Ticket Nebraska
Click It Or Ticket



Click It Or Ticket
Sidney! Take 3 seconds to buckle up.
Seat belts save. May 19th-31st.

 Like Page · 6,102 people like this page

Sponsored  [Create Ad](#)

Click It Or Ticket Nebraska
Click It Or Ticket



Stay safe Nebraska!
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Sponsored  [Create Ad](#)

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Click It Or Ticket



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Seat belts save. May
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 Like Page · 6,102 people like this page

Sponsored  [Create Ad](#)

Click It Or Ticket Nebraska

Click It Or Ticket



Stay safe Nebraska!
Remember to take 3
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Click It Or Ticket May
19-31

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Sponsored  [Create Ad](#)

Click It Or Ticket Nebraska

Click It Or Ticket



Stay safe Nebraska!
Remember to take 3
seconds to buckle up!
Click It Or Ticket May
19-31

 Like Page · 6,102 people like this page

SAMPLE BING/YAHOO ADS:

[Click It Or Ticket 2014](#)
www.clickitorticketnebraska.com
 Take 3 seconds to buckle up. Click It Or Ticket May 19 - 31

Side ad:
[Click It Or Ticket 2014](#)
www.ClickItOrTicketNebraska.com
 Take 3 seconds to buckle up. Click It Or Ticket runs May 19-31.

Mainline ad:
[Click It Or Ticket 2014 - Take 3 seconds to buckle up.](#)
www.ClickItOrTicketNebraska.com
 Click It Or Ticket runs May 19-31.

SAMPLE GOOGLE ADWORDS ADS:

[Buckle Up Nebraska](#)
 Take 3 seconds. Buckle up and live.
 Buckle Up or get a ticket May 19-31
ClickItOrTicketNebraska.com

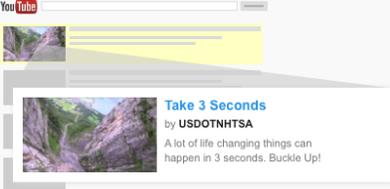
[Click It Or Ticket 2014](#)
 Take 3 seconds to buckle up.
 Click It Or Ticket May 19-31.
ClickItOrTicketNebraska.com

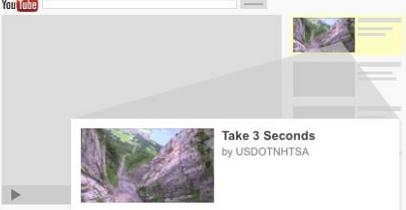
[Take 3 Seconds](#)
 To live, to dance, to buckle up.
 Click It Or Ticket May 19-31.
ClickItOrTicketNebraska.com

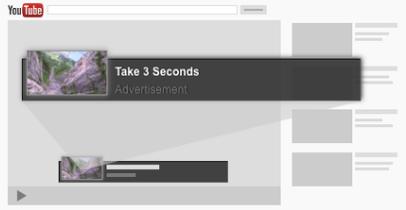
[Take 3 Seconds](#)
 To live, to dance, to buckle up.
 Buckle Up or get a ticket May 19-31
ClickItOrTicketNebraska.com

SAMPLE YOUTUBE ADS:

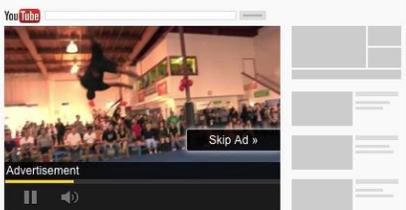
<p>Ad Formats</p> <p>In-stream</p> <p>In-display</p>	<p>Preview</p>  <p>TrueView in-stream video ad Your in-stream video ad plays before another video on YouTube. Viewers can choose to skip your ad after a few seconds. You only pay if a viewer watches for 30 seconds or to the end of the ad, whichever come first.</p>
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<p>Ad Formats</p> <p>In-stream</p> <p>In-display</p>	<p>Preview [1] [2] [3] [4]</p>  <p>TrueView in-display ad on YouTube search Your in-display ad appears as a result for YouTube video search. Your ad is similar in content to the videos in the results. You only pay when someone clicks to watch your video.</p>
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<p>Ad Formats</p> <p>In-stream</p> <p>In-display</p>	<p>Preview [1] [2] [3] [4]</p>  <p>TrueView in-display page ad Your in-display video ad is a thumbnail image and text that appears near similar YouTube videos. You only pay when someone clicks your ad to watch your video.</p>
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<p>Ad Formats</p> <p>In-stream</p> <p>In-display</p>	<p>Preview [1] [2] [3] [4]</p>  <p>TrueView in-display ad on YouTube as video overlay Your in-display ad is an overlay on top of a video matching your target audience and content. You only pay when someone clicks your ad to watch your video.</p>
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<p>Ad Formats</p> <p>In-stream</p> <p>In-display</p>	<p>Preview [1] [2] [3] [4]</p>  <p>TrueView in-display ad on partner sites Your video is shown within websites on the Google Display Network that match your target audience and content. You only pay when someone clicks your ad to watch your video.</p>
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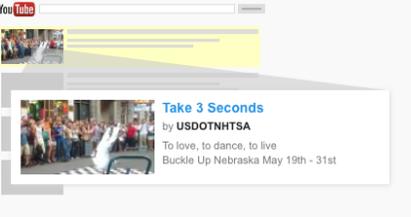
<p>Ad Formats</p> <p>In-stream</p> <p>In-display</p>	<p>Preview</p>  <p>TrueView in-stream video ad Your in-stream video ad plays before another video on YouTube. Viewers can choose to skip your ad after a few seconds. You only pay if a viewer watches for 30 seconds or to the end of the ad, whichever come first.</p>
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Ad Formats

In-stream

In-display

Preview [1] [2] [3] [4]



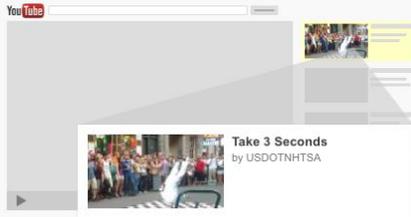
TrueView in-display ad on YouTube search
Your in-display ad appears as a result for YouTube video search. Your ad is similar in content to the videos in the results. You only pay when someone clicks to watch your video.

Ad Formats

In-stream

In-display

Preview [1] [2] [3] [4]



TrueView in-display page ad
Your in-display video ad is a thumbnail image and text that appears near similar YouTube videos. You only pay when someone clicks your ad to watch your video.

Ad Formats

In-stream

In-display

Preview [1] [2] [3] [4]



TrueView in-display ad on YouTube as video overlay
Your in-display ad is an overlay on top of a video matching your target audience and content. You only pay when someone clicks your ad to watch your video.

Ad Formats

In-stream

In-display

Preview [1] [2] [3] [4]



TrueView in-display ad on partner sites
Your video is shown within websites on the Google Display Network that match your target audience and content. You only pay when someone clicks your ad to watch your video.

Ad Formats

In-stream

In-display

Preview



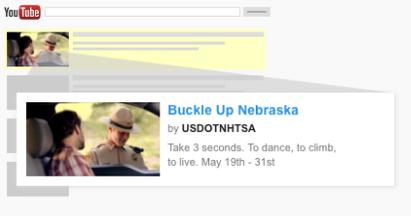
TrueView in-stream video ad
Your in-stream video ad plays before another video on YouTube. Viewers can choose to skip your ad after a few seconds. You only pay if a viewer watches for 30 seconds or to the end of the ad, whichever come first.

Ad Formats

In-stream

In-display

Preview [1] [2] [3] [4]



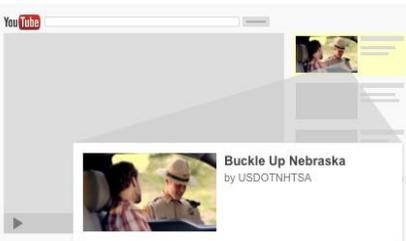
TrueView in-display ad on YouTube search
Your in-display ad appears as a result for YouTube video search. Your ad is similar in content to the videos in the results. You only pay when someone clicks to watch your video.

Ad Formats

[In-stream](#)

In-display

Preview [1] [2] [3] [4]



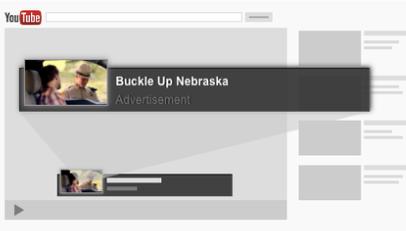
TrueView in-display page ad
Your in-display video ad is a thumbnail image and text that appears near similar YouTube videos. You only pay when someone clicks your ad to watch your video.

Ad Formats

[In-stream](#)

In-display

Preview [1] [2] [3] [4]



TrueView in-display ad on YouTube as video overlay
Your in-display ad is an overlay on top of a video matching your target audience and content. You only pay when someone clicks your ad to watch your video.

Ad Formats

[In-stream](#)

In-display

Preview [1] [2] [3] [4]



TrueView in-display ad on partner sites
Your video is shown within websites on the Google Display Network that match your target audience and content. You only pay when someone clicks your ad to watch your video.

Results:

The goal to increase the occupant protection usage rate to 89% 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 and 2014 at 79%. The fatally injured passenger use rate increased to 26.9% but remains far from the goal of 50%.

Funding:	HSIP Funding:	\$199,239.00
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	

Annual Report	Nebraska
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**Community Service Education Campaign
Nebraska State Patrol**

HSIP-(24)

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 1.4 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2010-2012 was observed at 84.1%, 84.2% and 78.6%. Child safety seat usage surveys conducted in 2010-2012 observed 91.5%, 95.1% and 95.9% usage. Although usage rose slightly, child safety seat check-up events show the average misuse rate of child safety seats at 89%.

There were 108,471 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2013. These drivers account for 8% of the total licensed drivers in the state. Young drivers are also over represented in traffic violations. Convictions in 2013 for traffic violations for this age group comprised approximately 7% of DUI convictions, 17.5% of safety belt convictions, and 13.5% of speeding convictions.

Goals and Objectives:

The overall goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger by 4% from the 2008-2012 calendar year usage rate of 82.9% to 86.2% in 2014 and to reduce youth-involved (ages 16 through 20), fatal, A, and B injury crashes by 8% (1,178) in 2014.

The objectives of this project are to increase knowledge of the general public regarding occupant restraints, and educate and motivate law enforcement about the importance of strict enforcement of occupant restraint laws in an effort to decrease unbelted drivers and occupants seriously injured or killed in a crash by 10% from the 2008-2012 calendar base year average of 44.5% to 40.1% by December 31, 2014.

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.
 - During April 1 to September 30, 2014, thirty five troopers participated in 81 events incurring over 384 overtime hours. The total estimated attendance was 30,053 people which included 17,436 adults, 9,362 teens, and 3,345 children for a total of 30,053. During the campaign, the rollover unit was used 14 times, seat belt simulator 17 times, the driving simulator used once and the T-Shirt shooter was used at 11 events. 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 2014 are unavailable from the Nebraska Department of Roads. The goal to increase the occupant protection usage rate to 86.2% was not achieved, as the 2014 observation survey usage was 79.0%.

Funding:	HSIP Funding	\$18,989.02
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	

Teen Public Information & Education Campaign/NOHS

HSIP-(25)

Program Areas:	Occupant Protection/Young Drivers/Distracted Driving
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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2010-2012 was observed at 84.1%, 84.2%, and 78.6%. Child safety seat usage surveys conducted in 2010-2012 observed 91.5%, 95.1% and 95.9% 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 9,869, 9,813, and 9,267 convictions in 2010-2012. In addition, violations for “No Child Restraint” resulted in 1,530, 1,444, and 1,431 convictions in 2010-2012.

There were 108,809 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2012. These drivers account for 7.8% 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	2012 Fatal, A and B Type Crashes	2012 Fatal, A and B Type A/R* Crashes
16 – 20 Year Old	1,313	140
All Drivers	4,915	653
Proportion involving 16 – 20 Year Old Drivers	26.71%	21.44%

*Alcohol-Related

Young drivers are also over represented in traffic violations. Convictions in 2012 for traffic violations for this age group comprised approximately 7.28% of DUI convictions, 18.58% of safety belt convictions, and 13.92% of speeding convictions.

Distracted driving contributed to 791 crashes in 2012, this is higher than the three-year average of 739 from the three years of 2010-2012.

Goals and Objectives:

Increase the occupant restraint usage to 86.2% in 2014, 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 10% from the 2008-2012 calendar base year average of 91 to 81 in 2014.

- Reduce youth-involved (ages 16 through 20), fatal, A and B injury crashes by 15% from the 2008-2012 base year average of 1,578 to 1,341 in 2014.
- Reduce distracted driving-related fatal, A and B injury crashes by 10% from 2008-2012 base year average of 736 to 662 in 2014.

Activities:

A mini-grant was awarded to the Nebraska Safety Council, which conducted a public information and education campaign by using videos/commercials at selected movie theatres targeting young drivers regarding distracted driving and using seat belts. The campaign ran for twelve weeks, starting in May, through August, and was shown on 81 screens in nine Nebraska cities. The cities/screens included Fremont (7 screens), Nebraska City (3), Bellevue (16), Columbus (7), Broken Bow (3), Kearney (8), Norfolk (7), Scottsbluff (6), North Platte (6) and three theatres in Lincoln (18). (\$25,880.00)

A mini-grant was awarded to the Nebraska State Patrol, which conducted a public information and education campaign called "Friday Night Lights" activities of which focused on presenting at selected high school football games. A T-shirt shooter catapults shirts into crowd with safety messages. The funding provided 3,000 shirts printed with safety messages. (\$6,497.94)

Result:

The fatal, A, and B injury crash data for 2014 are unavailable from the Nebraska Department of Roads.

Funding:	HSIP Funding	\$32,377.94
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	

Annual Report	Nebraska
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You Drink & Drive. You Lose. - Selective Overtime Enforcement – Alcohol/NOHS

HSIP-(26)

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

Alcohol was known to be involved in 81 (42.6 percent) of the 190 fatal crashes that occurred in CY2012. Alcohol was involved in 653 (13.2 percent) of the 4,915 fatal, A and B injury crashes in CY2012. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 462 (35.1 percent) of the 1,315 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 7% from the 2008-2012 calendar base year average of 620 to 577 by December 31, 2014.

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 2014 “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 2014 “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 2014 “You Drink & Drive. You Lose.” Crackdown. During the project period 49 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 21 contracts; Sheriff’s Offices – 27 contracts; and, Nebraska State Patrol – 1 contract.

Contract Awards

Agency	Reimbursed
Bellevue Police Department	\$2,367.76
Broken Bow Police Department	\$1,293.36
Chadron Police Department	\$1,317.28
Columbus Police Department	\$3,608.23
Cozad Police Department	\$3,557.59
Crete Police Department	\$3,606.10
Decatur Police Department	\$490.60
Fairbury Police Department	\$5,680.20
Grand Island Police Department	\$8,489.77
Hastings Police Department	\$3,208.49
Holdrege Police Department	\$1,582.25
Kearney Police Department	\$627.58

La Vista Police Department	\$4,494.41
Lincoln Police Department	\$7,526.85
Omaha Police Department	\$15,631.69
Papillion Police Department	\$3,325.97
Plattsmouth Police Department	\$2,662.53
Ralston Police Department	\$3,000.00
Scottsbluff Police Department	\$5,513.01
South Sioux City Police Department	\$2,655.76
Walthill Police Department	\$460.44
Boyd County Sheriff's Office	\$1,244.62
Brown County Sheriff's Office	\$3,147.18
Buffalo County Sheriff's Office	\$3,269.79
Butler County Sheriff's Office	\$693.68
Colfax County Sheriff's Office	\$4,076.12
Dakota County Sheriff's Office	\$8,572.38
Dawson County Sheriff's Office	\$7,187.74
Dodge County Sheriff's Office	\$3,914.56
Douglas County Sheriff's Office	\$9,963.26
Fillmore County Sheriff's Office	\$4,602.07
Franklin County Sheriff's Office	\$2,987.28
Gage County Sheriff's Office	\$1,466.05
Hall County Sheriff's Office	\$1,532.53
Holt County Sheriff's Office	\$1,933.72
Jefferson County Sheriff's Office	\$5,745.91
Johnson County Sheriff's Office	\$3,935.00
Lancaster County Sheriff's Office	\$3,957.74
Lincoln County Sheriff's Office	\$10,717.66
Merrick County Sheriff's Office	\$2,548.11
Nance County Sheriff's Office	\$5,631.90
Nemaha County Sheriff's Office	\$9,344.93
Phelps County Sheriff's Office	\$1,777.45
Saline County Sheriff's Office	\$5,778.75
Sarpy County Sheriff's Office	\$8,194.13
Saunders County Sheriff's Office	\$4,073.13
Scotts Bluff County Sheriff's Office	\$7,809.77
Thurston County Sheriff's Office	\$3,430.40
Washington County Sheriff's Office	\$12,962.92
Nebraska State Patrol	\$20,600.87
	\$242,199.52

These 50 mini-grant contracts resulted in a total of 5,440 hours of selective overtime enforcement, 499 seat belt citations, 3,551 speeding citations, 337 impaired driving arrests and a total of 9,046 total citations. Eighteen checkpoints were conducted as follows: Fairbury Police Department – 1; South Sioux Police Department - 1; Papillion Police Department – 1; Dakota County Sheriff's Office – 4; Dodge County Sheriff's Office – 1; Lancaster County Sheriff's Office – 1; and, Nebraska State Patrol - 9.

- 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 CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Funding	\$240,733.47
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/NOHS		HSIP-(27)
Program Area:	Impaired Driving	
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 1.4 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulted in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 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 (12,399, 12,034 and 10,605 arrests and 10,724, 10,549 and 9,500 convictions) from 2010 to 2012.

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 7% from the 2008-2012 calendar base year average of 620 to 577 in CY2014.

Strategies and Activities:

Produce/provide public service announcements/ads featuring impaired driving mobilizations through numerous media outlets.

On June 30, 2014, 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 July 1, 2014 thru September 30, 2014. It will combine targeted messaging for television and radio ad spots, gas pump advertising and underage drinking in Nebraska. The mini-grant was approved on June 30, 2014.

On August 18, 2014 NOHS entered into a Purchase Agreement with **KOLN/KGIN 10/11** television to promote the Drive Sober or Get Pulled Over (You Drink & Drive. You Lose). The Invisible Cop television ad ran four times during the Husker Pre-Season Show 2014 KSNB on August 23, 2014. (\$695.00)

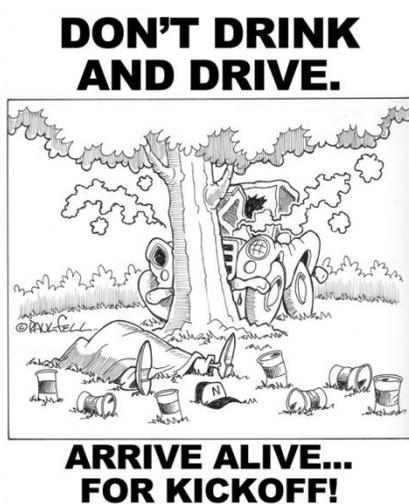
The NOHS entered into an August 1 – September 1, 2014 Radio & Digital Campaign with **NRG Media/Husker MAX.com**. The target audience is adults age 18 and older. The digital campaign cost \$3,400 which made 260,000 impressions statewide. Three radio stations ran 607 ad spots for 1,165,100 impressions. A free banner ad was provided on all three radio station during the month of August. Total impressions estimated for this campaign was 1,399,000. (\$15,000.00)

Date	Station	Ad Spots	Amount	Impressions
8/1-31,9-1/14	Digital Campaign	1	\$3,400.00	260,000
8/1-31,9-1/14	Froggy98	190	\$5,334.00	580,600
8/1-31,9-1/14	B107.3	175	\$3,766.00	324,500
8/1-31,9-1/14	WOW!FM 105.3	242	\$2,500.00	233,900
Total		608	\$15,000.00	1,399,000

A mini-grant contract in the amount of \$82,000.00 was awarded to the **Nebraska Safety Council** for Public Service Announcements for the August/September Alcohol Impaired Crackdown (You Drink & Drive. You Lose.) 2014 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, \$20,000.00 for Social Media/Online Marketing and \$22,000.00 for Paul Fell cartoon rosters (10,000 each) targeting September 6 - Nebraska/McNeese - "Make New Friends", September 20 - Nebraska/Miami - "You'll Get Benched", September 27 Nebraska/Illinois - "Rest of Season", October 25 Nebraska/Rutgers - "Kickoff", November 1 - Nebraska/Purdue - "The View" and November 22 - Nebraska/Minnesota - "RIP". During the air dates of August 19 - September 2, 2014 a total of 2,801 radio ad spots were played. (\$81,992.50)

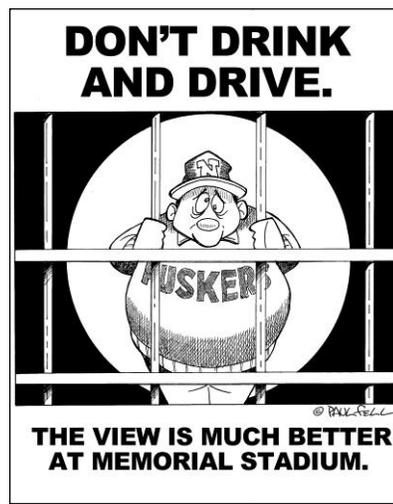
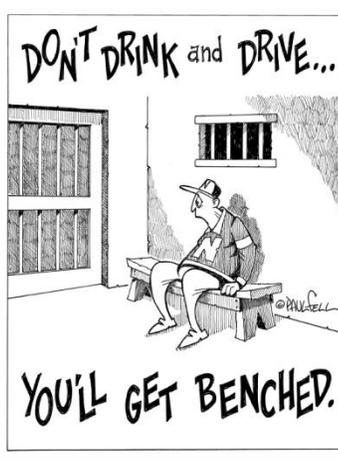
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Drive Sober - Arrive Alive



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Drive Sober - Arrive Alive



NEBRASKA		ILLINOIS	
Adams	1	Adams	1
Antelope	1	Adair	1
Box Butte	1	Albany	1
Brown	1	Alexander	1
Butte	1	Alton	1
Cass	1	Anderson	1
Chadwick	1	Andrew	1
Clay	1	Angus	1
Coffey	1	Anson	1
Columbia	1	Ashtabula	1
Conkling	1	Atchison	1
Crawford	1	Aurora	1
DeKalb	1	Bartholomew	1
Dodge	5	Bates	1
Douglas	27	Bay	1
Fillmore	1	Beard	1
Gage	1	Bellevue	1
Hall	5	Benton	1
Hamilton	2	Berks	1
Harlan	1	Beverly	1
Jefferson	1	Bloomington	1
Keith	1	Bond	1
Kimball	1	Bourbon	1
Lancaster	22	Bowling Green	1
Lincoln	1	Boyd	1
Madison	1	Brockton	1
Merrick	1	Brown	1
Morrill	1	Bureau	1
Nance	1	Buchanan	1
Nemaha	1	Bull	1
Nuckolls	1	Bullitt	1
Otoe	1	Burlington	1
Pawnee	1	Calhoun	1
Perkins	1	Caldwell	1
Phelps	2	Callaway	1
Pierce	1	Carroll	1
Platte	2	Cass	1
Humphrey	2	Champaign	1
Duncan	1	Chariton	1
Newman Grove	1	Chickasaw	1
Saline	1	Chickpea	1
Sarpy	2	Chickpea	1
Gretna	1	Chickpea	1
La Vista	1	Chickpea	1
Bellevue	4	Chickpea	1
Scotts Bluff	4	Chickpea	1
Sherman	2	Chickpea	1
Washington	2	Chickpea	1
Arlington	1	Chickpea	1
Webster	1	Chickpea	1
York	1	Chickpea	1

Drive Sober – Arrive Alive



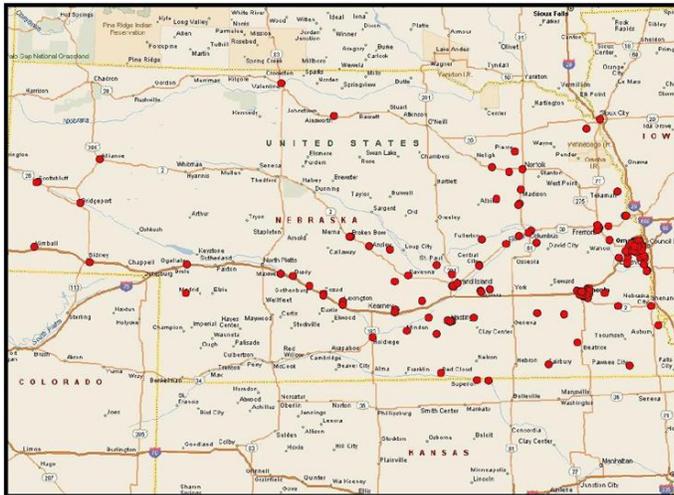
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Adams	1	Adams	1
Antelope	1	Adair	1
Box Butte	1	Albany	1
Brown	1	Alexander	1
Butte	1	Alton	1
Cass	1	Anderson	1
Chadwick	1	Andrew	1
Clay	1	Angus	1
Coffey	1	Anson	1
Columbia	1	Ashtabula	1
Conkling	1	Atchison	1
Crawford	1	Aurora	1
DeKalb	1	Bartholomew	1
Dodge	5	Bates	1
Douglas	27	Bay	1
Fillmore	1	Beard	1
Gage	1	Bellevue	1
Hall	5	Benton	1
Hamilton	2	Berks	1
Harlan	1	Beverly	1
Jefferson	1	Bloomington	1
Keith	1	Bond	1
Kimball	1	Bourbon	1
Lancaster	22	Bowling Green	1
Lincoln	1	Boyd	1
Madison	1	Brockton	1
Merrick	1	Brown	1
Morrill	1	Bureau	1
Nance	1	Buchanan	1
Nemaha	1	Bull	1
Nuckolls	1	Bullitt	1
Otoe	1	Burlington	1
Pawnee	1	Calhoun	1
Perkins	1	Caldwell	1
Phelps	2	Callaway	1
Pierce	1	Carroll	1
Platte	2	Cass	1
Humphrey	2	Champaign	1
Duncan	1	Chariton	1
Newman Grove	1	Chickasaw	1
Saline	1	Chickpea	1
Sarpy	2	Chickpea	1
Gretna	1	Chickpea	1
La Vista	1	Chickpea	1
Bellevue	4	Chickpea	1
Scotts Bluff	4	Chickpea	1
Sherman	2	Chickpea	1
Washington	2	Chickpea	1
Arlington	1	Chickpea	1
Webster	1	Chickpea	1
York	1	Chickpea	1

Drive Sober – Arrive Alive

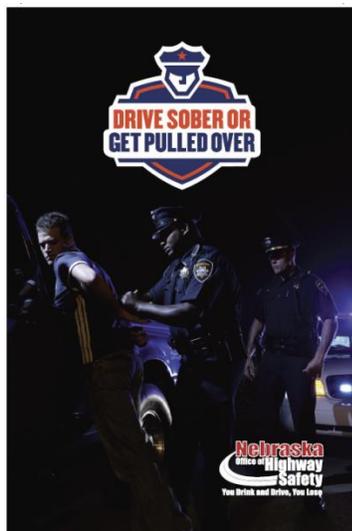


The NOHS entered into a Pump Topper and Fillboard Gas Pump Advertising Agreement with **AllOver Media**. The campaign ran from August 15 – October 14, 2014, with the safety message “Report Drunk Drivers Immediately – Your Call Could Save a Life.” The pump toppers and clings were placed at 150 gas stations in the following forty-four **Counties** in seventy-one **Towns**: **Adams/Hastings** (5), **Kenesaw** (1), **Roseland** (1); **Antelope/Tilden** (1); **Box Butte/Alliance** (1); **Brown/Ainsworth** (1); **Buffalo/Kearney** (3), **Shelton** (1), **Ravenna** (1), **Pleasanton** (1), **Burt/Tekamah** (1), **Cass/Eagle** (1), **Plattsmouth** (2), **Union** (1); **Cherry/Valentine** (1); **Cheyenne/Sidney** (1); **Clay/Harvard** (1); **Custer/Broken Bow** (2), **Ansley** (1); **Dakota/South Sioux City** (1), **Hubbard** (1); **Dawson/Lexington** (2), **Cozad** (2), **Gothenburg** (1); **Dodge/Fremont** (5); **Douglas/Omaha** (27), **Ralston** (1), **Valley** (1); **Fillmore/Fairmont** (1); **Gage/Beatrice** (1); **Hall/Grand Island** (5); **Hamilton/Aurora** (2); **Hampton** (1); **Howard/Dannebrog** (1); **Jefferson/Fairbury** (1); **Keith/Ogallala** (1); **Kimball/Kimball** (1); **Lancaster/Lincoln** (22); **Lincoln/Brady** (1), **Maxwell** (1); **Madison/Norfolk** (1), **Madison** (1), **Battle Creek** (1); **Merrick/Silver Creek** (1), **Central City** (2); **Morrill/Bridgeport** (1); **Nance/Fullerton** (1); **Nemaha/Peru** (1); **Nuckolls/Hardy** (1), **Superior** (1); **Otoe/Nebraska City** (1), **Unadilla** (1); **Pawnee/Pawnee City** (1), **Perkins/Grant** (1); **Phelps/Holdrege** (2), **Pierce/Pierce** (1), **Platte/Columbus** (2), **Humphrey** (2), **Duncan** (1), **Newman Grove** (1); **Saline/Crete** (1); **Sarpy/Springfield** (2), **Gretna** (1), **La Vista** (1), **Bellevue** (4); **Scotts Bluff/Scottsbluff** (4); **Sherman/Loup City** (2); **Washington/Blair** (2), **Arlington** (1); **Webster/Red Cloud** (1), and **York/York** (1). Gas Pump Advertising for pump toppers and clings: 3,415 estimated impressions / day / gas station * 150 stations * 60 days = 30,735,000 impressions. (\$100,950.00)





The NOHS entered into a contract with **IMG College, LLC** for a full-page, four-color ad in the 2014 Nebraska Game Day Program. The ad appeared in 4 programs during August and September 2014. It also included 3 rotating :30 commercials during 5 regular season broadcasts on the Husker Sports Network during the same time and 1 rotating position on the East & West ribbon boards at Memorial Stadium. One rotating position was also included on the courtside LED signage at the Bob Devaney Sports Center during the 2014 regular season games in August and September. The Memorial Stadium ribbon board and Bob Devaney Sports Center Volleyball LED rotator. (\$48,625.35)



Results:

The fatal, A and B injury crash data for 2014 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Funding:	\$247,262.85
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	

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

OJPR(2014)

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 1.40 million licensed drivers and 2.29 million registered vehicles. In 2012, traffic crashes resulting in 4,915 fatal, A, and B injury crashes, killing 212 people and injuring another 6,049 people.

There were 108,809 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2012. These drivers account for 7.8% of the total licensed drivers in the state.

Young drivers are overrepresented in traffic violations. Convictions in 2012 for traffic violations for this age group comprised approximately 7.28% of DUI convictions, 18.58% of safety belt convictions, and 13.92% 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 15% from the 2008-2012 calendar base year average of 1,578 to 1,341 by December 31, 2014.

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 (salaries/benefits) for processing mini-grants for overtime underage drinking related enforcement activities.
- Conducted desk monitoring on projects receiving OJJDP funds.
- Reviewed the OJJDP selective alcohol overtime enforcement activity for each mini-grant and processing the reimbursement requests.

Result:

The youth-involved fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	OJJDP:	\$809.23
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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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OJJDP Enforcement
Nebraska Office of Highway Safety

OJJDP 2014

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 1.39 million licensed drivers and 2.28 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 15,000 injured persons annually. In CY2012, 30,443 crashes occurred, killing 212 people and injuring another 15,872 people.

Alcohol was known to be involved in 81 (42.6 percent) of the 190 fatal crashes that occurred in CY2012. Alcohol was involved in 653 (13.2 percent) of the 4,915 fatal, A and B injury crashes in CY2012. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 462 (35.1 percent) of the 1,315 involved alcohol.

Nebraska drivers ages 16 to 19 make up 6.1 percent of the driving population and they are responsible for 13.7 percent of all alcohol-involved crashes.

Goal and Objective:

The goal is to decrease youth-involved fatal, A and B injury crashes by 15% from the 2008-2012 calendar base year average of 1,578 to 1,341 by December 31, 2014.

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 15 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 29 mini-grant contracts were awarded. The 29 mini-grant contracts were awarded as follows: Police Departments – 11 contracts; Sheriff’s Offices – 5 contracts; and Nebraska State Patrol – 13 contracts.

Contract Awards

Agency	Type of Enforcement	Reimbursed
Bellevue Police Department	Compliance Checks	\$1,007.79
Bellevue Police Department	Compliance Checks	\$2,953.97
Cozad Police Department	MIP Enforcement	\$436.57
Grand Island Police Department	Compliance Checks	\$616.69
Grand Island Police Department	Compliance Checks	\$560.37
La Vista Police Department	Compliance Checks	\$1,182.95
La Vista Police Department	Compliance Checks	\$5,069.52
Lincoln Police Department	MIP Enforcement	\$4,576.95
Lincoln Police Department	MIP Enforcement	\$6,000.00
Omaha Police Department	Compliance Checks	\$1,409.52
Scottsbluff Police Department	Compliance Checks	\$1,097.38

Douglas County Sheriff's Office	Compliance Checks	\$1,500.00
Hall County Sheriff's Office	Compliance Checks	\$835.53
Hall County Sheriff's Office	Compliance Checks	\$924.71
Sarpy County Sheriff's Office	Compliance Checks	\$955.08
Sarpy County Sheriff's Office	Compliance Checks	\$1,837.80
Nebraska State Patrol	Compliance Checks	\$2,310.00
Nebraska State Patrol	Compliance Checks	\$7,340.96
Nebraska State Patrol	Compliance Checks	\$1,612.82
Nebraska State Patrol	Compliance Checks	\$1,459.68
Nebraska State Patrol	Compliance Checks	\$1,027.65
Nebraska State Patrol	Compliance Checks	\$1,407.74
Nebraska State Patrol	Compliance Checks	\$699.91
Nebraska State Patrol	Compliance Checks	\$3,703.07
Nebraska State Patrol	Compliance Checks	\$828.63
Nebraska State Patrol	Compliance Checks	\$1,041.17
Nebraska State Patrol	Compliance Checks	\$3,578.25
Nebraska State Patrol	Compliance Checks	\$1,037.71
Nebraska State Patrol	Compliance Checks	\$1,604.39
		\$58,616.81
Payroll		\$212.96
		\$58,829.77

These 29 mini-grant contracts resulted in a total of 1,241 hours of selective youth alcohol overtime enforcement, 2 open container citations, 104 minor in possession citations and 550 total citations. Compliance Checks resulted in 186 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 29 mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2014 is unavailable from the Nebraska Department of Roads.

Funding:	OJJDP Funding:	\$58,829.77
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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