

NEBRASKA OFFICE OF HIGHWAY SAFETY



2015 HIGHWAY SAFETY PLAN Annual Evaluation Report



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Executive Summary

INTRODUCTION

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

During Fiscal Year (FY) 2015, a total of \$6,098,714.45 was expended from federal highway safety funding allocations Sections 402, 405b, 405c, 405d, 405f, Highway Safety Improvement Program (148) funds and the Governor's Highway Safety Association to a total of 480 individual projects and 62 project grants. Sixty percent of the funds were awarded to or to directly benefit local cities, counties, municipal government agencies, and non-profit organizations. The remainder was awarded to state agencies for traffic safety projects.

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

MISSION STATEMENT

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

TRAFFIC SAFETY CORE PERFORMANCE MEASURES

The 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 minimum set contains 15 measures: eleven 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.

Nebraska is required to report progress on each of the FARS (Fatal Analysis Reporting System) 15 core and behavior measures. In addition to the required initial minimum set of performance measures, Nebraska has defined and developed an additional 7 outcome performance measures using state crash data to better monitor traffic safety outcomes, behaviors, and activities.

ADDITIONAL OUTCOME PERFORMANCE MEASURES

Utilizing state crash data for fatal and injury (*A and ^B type) crashes, five-priority emphasis areas have been identified: 1) fatal, A and B injury crashes; 2) alcohol-impaired crashes; 3) occupant restraint use; 4) speed-related crashes, and 5) youth-involved (ages 16 to 20) crashes. A sixth 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-two 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 targets and objectives are determined using at least five years of historical data. The annual targets are selected based upon expected trends.

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

STATE CRASH DATA SUMMARY

While 2015 state 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 2014 because initial program activity begins in 2014. The 2013 and 2014 crash data was projected at the time of the Nebraska Performance-Based Strategic Traffic Safety Plan submission and have been revised in this report with actual 2013 and 2014 numbers.

In 2014, fatal, A and B injury crashes, alcohol-impaired, occupant restraint use, speed-related, youth-involved and all other factors (minus alcohol and speed) fatal, A and B injury crashes had a decrease of 11.18 percent, 9.58 percent, 19.29 percent, 26.15 percent, and 17.52 percent consecutively. All of the six areas targeted showed a decrease from the 2008-2012 calendar base year average comparing to 2014 data.

In Nebraska’s Performance-Based Strategic Traffic Safety Plan FY2015, a more aggressive approach of target setting was taken in several areas, including the overall target.

- Fatal, A and B injury crashes decreased by 11.18 percent from the 2008-2012 calendar base year average of 5,167.8 to 4,648 in 2014. (The 2015 target of 4,658 is yet to be determined).
- Alcohol-impaired fatal, A and B injury crashes decreased by 9.58 percent from the 2008-2012 calendar base year average of 631.2 to 576 in 2014. (The 2015 target of 499 is yet to be determined).
- Observed occupant restraint use/child restraint use survey results in 2015:
 - The 2015 seat belt survey on observed drivers and front seat passenger’s safety belt usage rate increased by 0.6 points from 79.0 percent in 2014 to 79.6 percent in 2015. (The seat belt 2015 target of 86.2 percent was not reached)
 - The child restraint use for children under age six held steady at 96.9 percent in 2014 and 2015.
- Speed-related fatal, A and B injury crashes decreased by 19.29 percent, from the 2008-2012 calendar base year average of 404.4 to 339 in 2014. (The 2015 target of 303 is yet to be determined).
- Youth-involved (age 16 to 20) fatal, A and B injury crashes decreased by 26.15 percent, from the 2008-2012 calendar base year average of 1,571.8 to 1,246 in 2014. (The 2015 target of 1,226 is yet to be determined).
- “All Other Factors” (minus alcohol and speed) fatal, A and B injury crashes decreased by 17.52 percent, from the 2008-2012 calendar base year average of 4,148 to 3,530 in 2014. (The 2015 target of 3,868 was reached in 2014 while the 2015 data is yet to be determined).

- The total number of fatal crashes increased by 10.05 percent from the 2008-2012 calendar base year average of 183 to 203 in 2014.
- The total number of reported injury crashes decreased by 5.83 percent from the 2008-2012 calendar base average of 11,658 to 11,016 in 2014.
- The number of persons injured also decreased by 6.19 percent from the 2008-2012 calendar base average of 16,853 to 15,871 in 2014.
- Nebraska continues to experience success in reducing the total number of reported fatal, A and B injury crashes as the number of miles driven increased by 2.18 percent from the previous year.
- Traffic deaths increased by 6.22 percent (211 in 2013 to 225 in 2014) and the traffic fatality rate remained the same for both years per 100 million vehicle miles traveled.

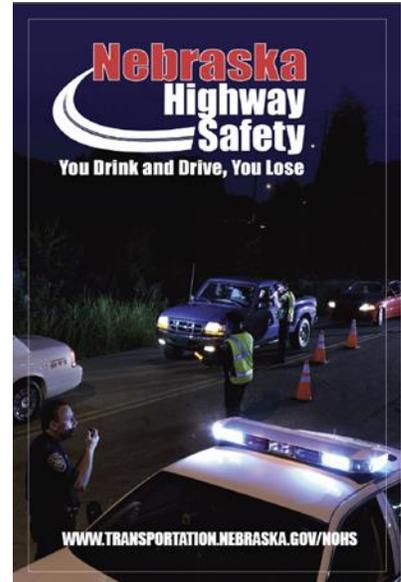
NEBRASKA PRIORITY COUNTIES FOR FISCAL YEAR 2015

		NEBRASKA PRIORITY COUNTIES FOR FY2015 COUNTY CRASH RATE compared to STATE CRASH RATE PER 100 MILLION MILES							
Congressional District	County	2012 FAB Crashes	FAB Crash Rate	Alcohol Rate	Speed Rate	Youth 16-20 Rate	All Other Factors Rate	Low Occ/Prot Percentage	2012 Population*
Three	Adams	72	29.34	3.26	2.04	8.97	24.05	74.8%	31,459
Three	Box Butte	43	43.11	6.02	4.01	4.31	33.08	61.5%	11,317
Three	Buffalo	126	21.36	3.39	0.85	5.47	17.12	65.6%	47,463
One	Cass	58	14.39	1.74	1.49	5.15	11.16	57.7%	25,133
Three	Dakota	39	20.27	2.08	1.04	12.78	17.15	64.4%	20,918
Three	Dawson	64	15.01	2.11	0.47	5.00	12.43	55.9%	24,220
One	Dodge	100	28.29	3.96	1.41	10.23	22.91	73.0%	36,427
Two	Douglas	1,222	29.43	4.02	0.96	12.95	24.44	74.6%	531,265
Three	Gage	70	31.13	7.12	0.89	6.37	23.13	59.6%	21,806
Three	Hall	189	30.69	2.92	2.27	4.70	25.49	75.2%	60,345
One	Lancaster	924	38.98	3.71	1.18	10.37	34.08	85.5%	293,407
Three	Lincoln	139	24.37	2.10	2.98	5.26	19.29	76.8%	36,099
One	Madison	104	35.93	4.84	1.38	11.64	29.72	70.5%	35,031
One	Otoe	41	17.52	3.42	1.28	8.93	12.82	61.2%	15,747
One	Platte	77	25.81	3.69	1.01	12.90	21.11	70.1%	32,681
Three	Saline	36	31.09	6.91	2.59	7.20	21.59	48.2%	14,557
One/Two	Sarpy	309	25.50	2.97	0.91	9.05	21.62	85.6%	165,853
One	Saunders	37	16.80	2.72	3.18	3.52	10.90	75.0%	20,823
Three	Scotts Bluff	120	38.35	3.20	2.88	6.76	32.28	63.0%	36,964
One	Seward	54	14.64	2.17	0.81	3.47	11.66	60.4%	16,935
One	Washington	41	20.37	2.48	1.99	6.44	15.90	77.6%	20,252
Three	York	44	12.66	0.86	0.29	12.03	11.51	73.1%	13,746
22 County Population		1,512,448							
Statewide		4,915	25.4	3.4	1.5	7.3	20.6	72.7%	1,855,350
Blue indicates High Crash Rates for Alcohol, Speed and Youth and Red indicates Low Occupant Protection Usage									81.5%
Data taken off 2012 Standard Summaries, Fatal, A / B Injuries, Statewide and County									of Population
*U.S. Census Bureau									Revised 1/8/2014
Nebraska 2012 data is the most current data for the FY2015 Plan									



FISCAL YEAR 2015 HIGHLIGHTS

- A total of 272 mini-grant contracts were awarded to law enforcement agencies for selective overtime enforcement activities, logging 20,857 additional hours, 1,914 seat belt citations, 775 impaired driving arrests, 15,513 speeding citations and issuing 65,246 total citations.
- Mini-grant contracts were awarded to 141 law enforcement agencies to purchase traffic safety equipment, 69 radars, 70 in-car cameras, and 183 preliminary breath testers.
- The 69 radar units awarded resulted in a total of 1,754 speeding citations and 3,238 speeding warnings being issued.
- The 183 preliminary breath testing units resulted in 2,491 preliminary breath tests.
- The 70 in-car cameras awarded were used to record 11,828 traffic stops.
- The 8 evidentiary breath testing units awarded resulted in 22 evidentiary breath tests being conducted.
- Eight agencies were provided funding to purchase 836 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 67 mini-grants awarded for training, surveys, and public information and education activities.
- A total of 89,950 alcohol testing instrument mouthpieces were provided to law enforcement, probation agencies, correctional facilities, schools, etc.
- Over 74,873 highway safety public information and educational material items were distributed.
- The Nebraska DUI conviction rate decreased by 4.3 percentage points from 93.3% in 2013 to 89.0% in 2014.



RESULTS – TRAFFIC SAFETY PERFORMANCE (CORE OUTCOME) MEASURES

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

Traffic Safety Performance (Core Outcome) Measures* For Nebraska

Core Outcome Measures		Year					
		2009	2010	2011	2012	2013	2014
C-1) Traffic Fatalities	Total	223	190	181	212	211	225
	Rural	185	159	138	161	170	177
	Urban	38	31	43	51	41	48
	Unknown	0	0	0	0	0	0
C-2) Serious Injuries (State Data)	Total	1,945	1,750	1,768	1,661	1,536	1,620
C-3) Fatalities Per 100 Million Vehicle Miles Driven**	Total	1.15	0.98	0.95	1.10	1.09	1.10
	Rural	1.68	1.43	1.25	1.44	1.51	
	Urban	0.45	0.37	0.54	0.63	0.51	
C-4) Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	187	148	141	161	169	183
	Restrained	59	46	43	43	44	57
	Unrestrained	108	79	79	102	105	95
	Unknown	20	23	19	16	20	31
C-5) Alcohol-Impaired Driving Fatalities (BAC= .08+)**		68	50	45	73	60	60
C-6) Speed-Related Fatalities		30	36	33	44	39	49
C-7) Motorcyclist Fatalities	Total	15	14	23	22	14	20
	Helmeted	9	13	21	20	12	18
C-8) Unhelmeted Motorcyclist Fatalities	Unhelmeted	5	0	2	1	1	1
	Unknown	1	1	0	1	1	1
Drivers Involved in Fatal Crashes	Total	327	249	257	284	275	305
	Aged Under 15	4	3	0	2	0	2
	Aged 15-20	51	33	27	36	39	32
C-9) Drivers Age 20 or Younger-Involved in Fatal Crashes	Aged Under 21	55	36	27	38	39	34
	Aged 21 and Over	269	213	228	245	233	270
	Unknown Age	3	0	2	1	3	1
C-10) Pedestrian Fatalities		9	8	7	15	12	9
C-11) Bicyclist and Other Cyclist Fatalities		3	2	2	0	0	2
Core Outcome Measure		2009	2010	2011	2012	2013	2014
B-1) Statewide Observed Seat Belt Use for Passenger Vehicles							
Front Seat Outboard Occupants (Health Education Inc.)***		85%	84%	84%	79%	79%	79%
Activity Measure		2009	2010	2011	2012	2013	2014
A-1) Safety Belt Citations Grant Funded		3,605	3,622	4,051	4,213	3,178	2,790
A-2) Impaired Driving Arrests Grant Funded		2,424	2,807	2,205	2,293	2,611	1,301
A-3) Speeding Citations Grant Funded		25,350	18,395	29,777	30,968	19,097	17,415

* 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)

**2014 State Vehicle Miles Traveled (VMT) Data is Not Yet Available

***Based on the Highest BAC of a Driver or Motorcycle Rider Involved in the Crash

****Nebraska Data State Survey

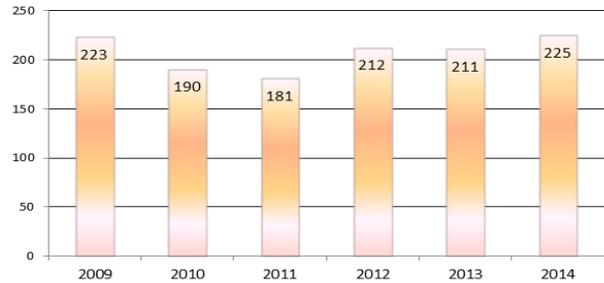
*****On March 11th, 2014 GHSA and NHTSA agreed on bike fatalities as newly required performance core measure

Note: The 2013 Nebraska crash data in the targets were projected at the time of the *Nebraska Performance-Based Strategic Traffic Safety Plan* submission. The result of the targets reflects actual 2013 and 2014 crash data. Nebraska traffic crash data for 2015 is unavailable at this time.

C-1) TRAFFIC FATALITIES (FARS)

Target: To reduce traffic fatalities by 6.5 percent from 202.7 (2008-2012 calendar base year average) to 190 by December 31, 2015.

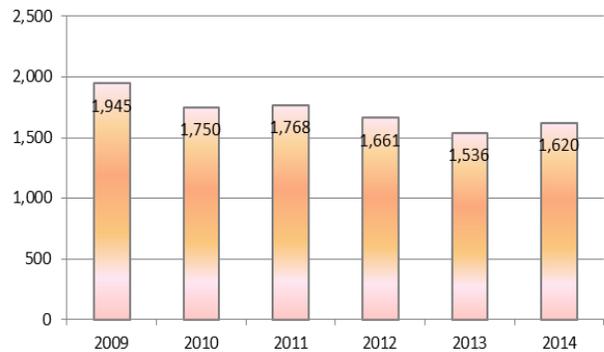
Result: Traffic fatalities increased 9.9 percent from the 2008-2012 calendar base year average of 202.7 to 225 in 2014.



C-2) SERIOUS TRAFFIC INJURIES (STATE CRASH DATA 2014)

Target: To reduce serious injuries in traffic crashes by 15.7 percent of 1,795.6 (2008-2012 calendar base year average) to 1,514 by December 31, 2015.

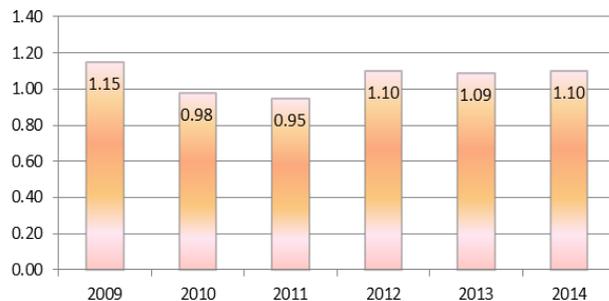
Result: Serious injuries decreased by 10.8 percent from the 2008-2012 calendar base year average of 1,795.6 to 1,620 in 2014.



C-3) FATALITIES PER 100 MILLION VEHICLE MILES TRAVELED (VMT) (FARS/STATE CRASH DATA 2014)

Target: To reduce the fatality rate/100 million VMT by .15 points from 1.05 (2008-2012 calendar base year average) to 0.90 by December 31, 2015.

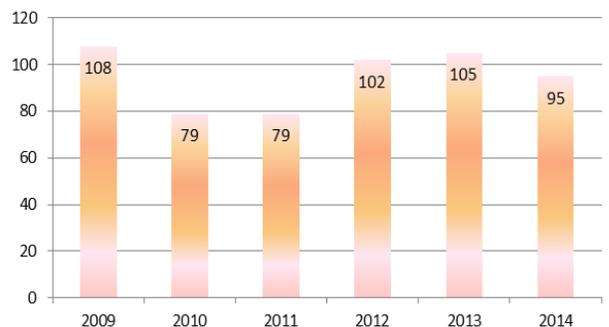
Result: Fatalities/VMT increased 0.05 points from the 2008-2012 calendar base year average of 1.05 to 1.10 in 2014.



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

Target: To reduce unrestrained passenger vehicle occupant fatalities in all seating positions by 18.3 percent from 91.8 (2008-2012 calendar base year average) to 75 by December 31, 2015.

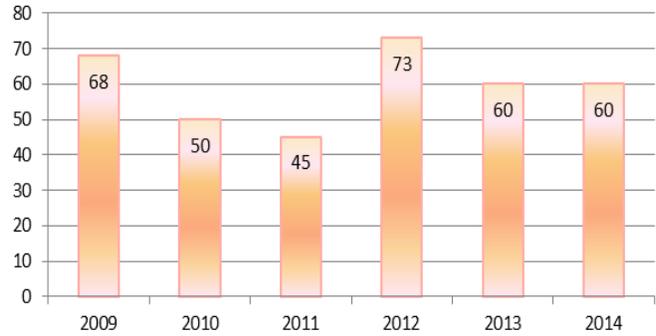
Result: Unrestrained passenger vehicle occupant fatalities in all seating positions increased by 3.37 percent from the 2008-2012 calendar base year average of 91.8 to 95 in 2014.



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

Target: To reduce alcohol-impaired driving fatalities (BAC=.08+) by 19 percent from the 2008-2012 calendar base year average of 58 to 47 by December 31, 2015.

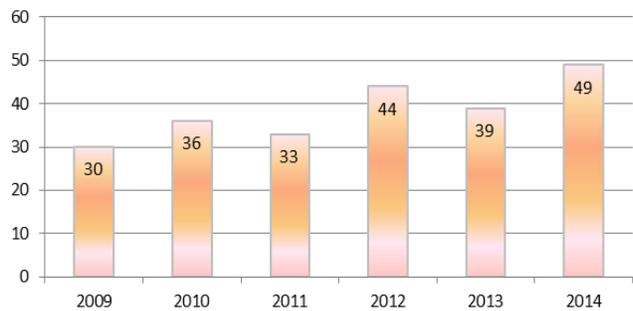
Result: Alcohol-impaired driving fatalities (BAC=.08+) increased by 3.67 percent from the 2008-2012 calendar base year average of 58 to 60 in 2014.



C-6) SPEED-RELATED FATALITIES (FARS)

Target: To reduce speed-related fatalities by 14 percent from the 2008-2012 calendar base year average of 35 to 30 by December 31, 2015.

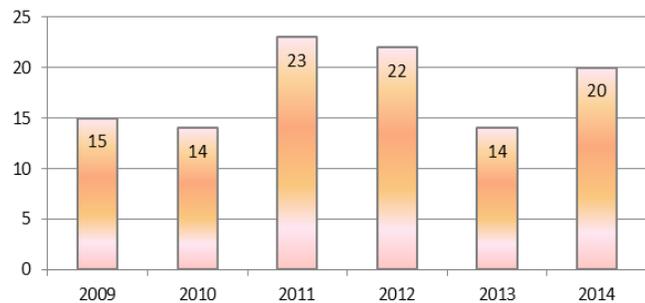
Result: Speed-related fatalities increased by 28.6 percent from the 2008-2012 calendar base year average of 35 to 49 in 2014.



C-7) MOTORCYCLIST FATALITIES (FARS)

Target: To reduce motorcyclist fatalities by 25 percent from the 2008-2012 calendar base year average of 18.6 to 14 by December 31, 2015.

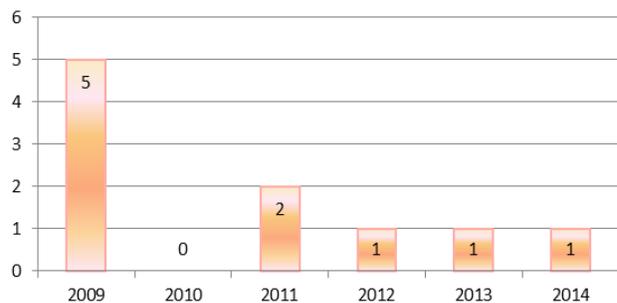
Result: Motorcyclist fatalities increased by 7.0 percent from the 2008-2012 calendar base year average of 19 to 20 in 2014.



C-8) UNHELMETED MOTORCYCLIST FATALITIES (FARS)

Target: To reduce unhelmeted motorcyclist fatalities by 54.5 percent from the 2008-2012 calendar base year average of 2.2 to 1 by December 31, 2015.

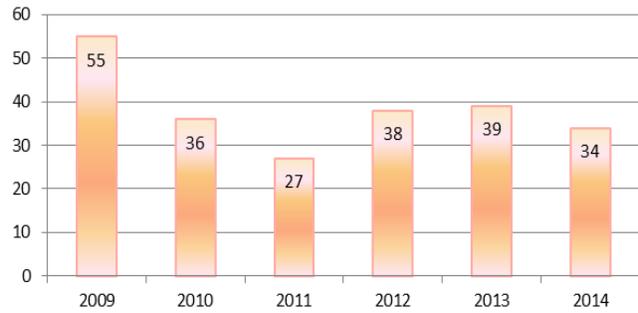
Result: Unhelmeted motorcyclist fatalities decreased by 120.0 percent from the 2008-2012 calendar base year average of 2.2 to 1 in 2014.



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

Target: To reduce drivers age 20 or younger involved in fatal crashes by 39 percent from the 2008-2012 calendar base year average of 40.6 to 25 by December 31, 2015.

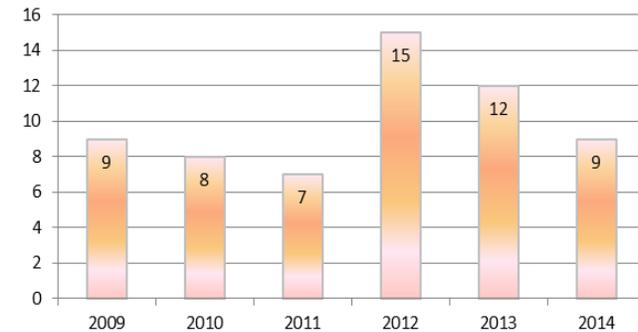
Result: Young drivers age 20 or younger involved in fatal crashes decreased by 19.41 percent from the 2008-2012 base year average of 41 to 34 in 2014.



C-10) PEDESTRIAN FATALITIES (FARS)

Target: To reduce pedestrian fatalities by 9 percent from the 2008-2012 calendar base year average of 8.8 to 8 by December 31, 2015.

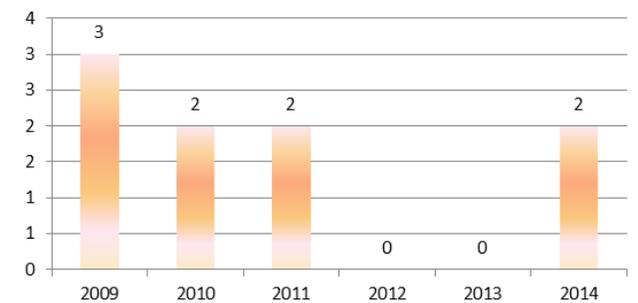
Result: Pedestrian fatalities increased by 2.22 percent from the 2008-2012 base year average of 8.8 to 9 in 2014.



C-11) BICYCLIST FATALITIES (FARS)

Target: To reduce bicyclist fatalities by 28.6 percent from the 2008-2012 calendar base year average of 1.4 to 1 by December 31, 2015.

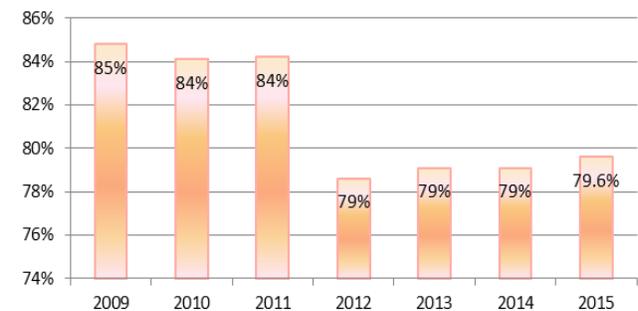
Result: Bicyclist fatalities increased by 30.0 percent from the 2008-2012 base year average of 1.4 to 2 in 2014. NOTE: Bicyclist fatalities are newly required performance core measure as of March 11, 2014.



B-1) STATEWIDE OBSERVED SEAT BELT USE OF FRONT SEAT OUTBOARD OCCUPANTS IN PASSENGER VEHICLES (STATE SURVEY)

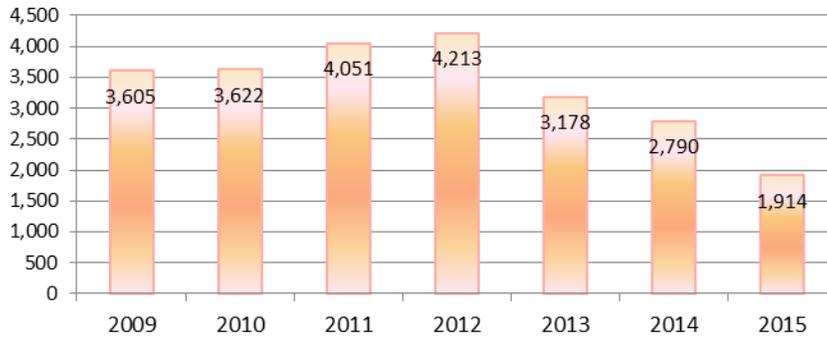
Target: To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4.1 percentage points from the 2008-2012 calendar base year average usage rate of 82.9 percent to 86.3 percent in 2015.

Result: Seat belt usage increased 0.6 percentage points from 2014 (79.0 percent) to 79.6 percent in 2015. The target of 86.3 percent was not met in 2015.

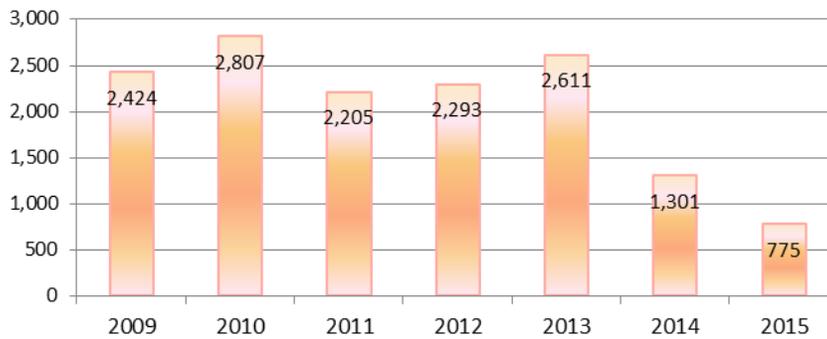


RESULTS - ACTIVITY PERFORMANCE MEASURES

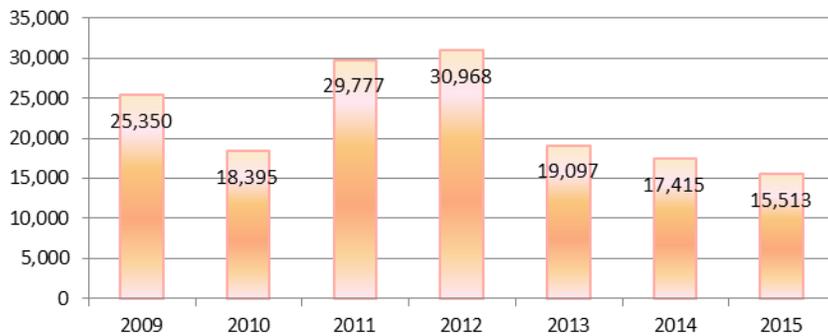
A-1) SAFETY BELT CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES (STATE GRANT FUNDED DATA)



A-2) ALCOHOL-IMPAIRED DRIVING ARRESTS MADE DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES (STATE GRANT FUNDED DATA)



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



RESULTS – ADDITIONAL OUTCOME PERFORMANCE MEASURES (STATE CRASH DATA)

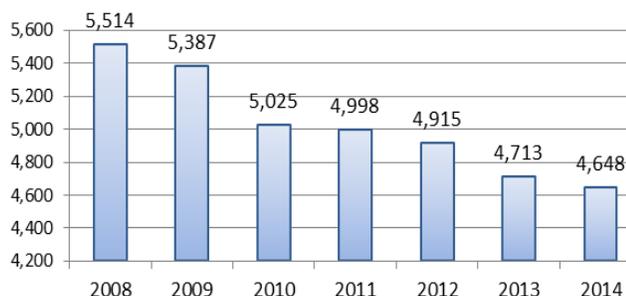
	2008	2009	2010	2011	2012	2013	2014
Fatal, A and B Injury Crashes	5,514	5,387	5,025	4,998	4,915	4,713	4,648
Alcohol-Impaired Fatal, A and B Crashes	685	628	580	610	653	550	576
Occupant Restraint Use	82.7%	84.8%	84.1%	84.2%	78.6%	79.1%	79.0%
Speed-Related Fatal, A and B Injury Crashes	400	423	454	374	371	334	339
Youth-Involved Fatal, A and B Injury Crashes	1,725	1,742	1,576	1,414	1,402	1,300	1,246
All Other Factors - Fatal, A and B Injury Crashes	4,429	4,336	3,991	4,014	3,972	3,829	3,530
Distracted Driver Fatal, A and B Injury Crashes	732	783	696	738	791	751	798
Nighttime (6 p.m. - 6 a.m.) Unrestrained Fatalities in Fatal Crashes	47	54	46	36	53	66	58

Note: The 2013 Nebraska crash data in the targets were projected at the time of the *Nebraska Performance-Based Strategic Traffic Safety Plan* submission. The result of the targets reflects actual 2013 and 2014 crash data. Nebraska traffic crash data for 2015 is unavailable at this time.

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

Target: To reduce fatal, A and B injury crashes by 9.9 percent from the 2008-2012 calendar base year average of 5,167.8 to 4,658 by December 31, 2015.

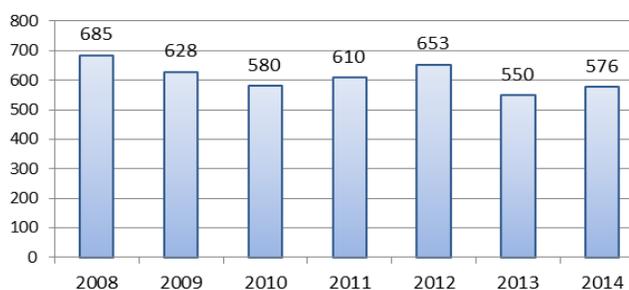
Result: Fatal, A and B injury crashes decreased by 11.18 percent from the 2008-2012 calendar base year average of 5,167.8 to 4,648 in 2014.



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

Target: To reduce alcohol-impaired fatal, A and B injury crashes by 21 percent from the 2008-2012 calendar base year average of 631.2 to 499 by December 31, 2015.

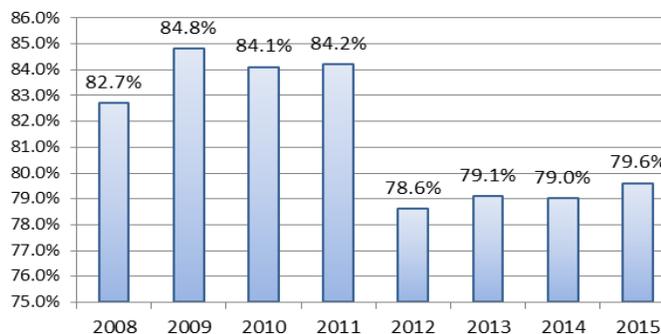
Result: Alcohol-impaired fatal, A and B injury crashes decreased by 9.58 percent from the 2008-2012 calendar base year average of 631.2 to 576 in 2014.



UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES (ALL SEAT POSITIONS) (STATE SURVEY DATA)

Target: To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4.1 percentage points from the 2008-2012 calendar base year average usage rate of 82.9 percent to 86.3 percent in 2015.

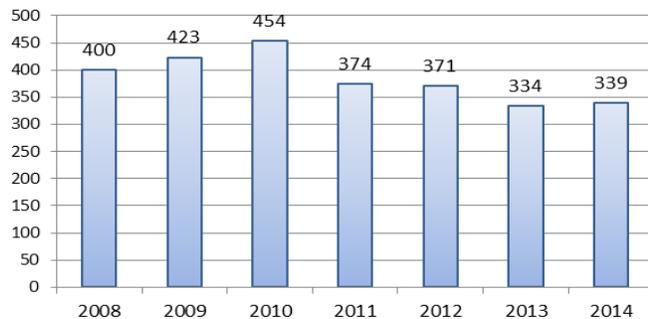
Result: Seat belt usage increased 0.6 percentage points from 2014 (79.0 percent) to 79.6 percent in 2015. The target of 86.3 percent was not met in 2015.



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

Target: To reduce speed-related fatal, A and B injury crashes by 25 percent from the 2008-2012 calendar base year average of 404.4 to 303 by December 31, 2015.

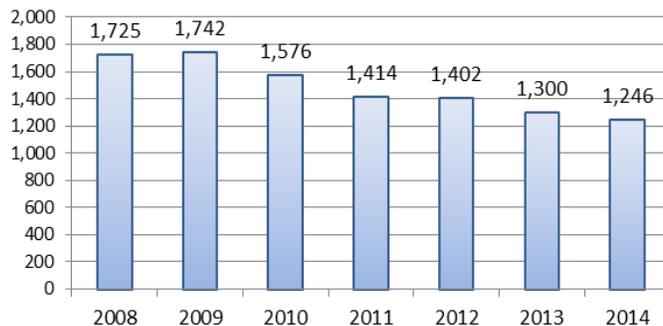
Result: Speed-related fatal, A and B injury crashes decreased by 19.29 percent from the 2008-2012 calendar base year average of 404.4 to 339 in 2014.



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

Target: To reduce youth-involved fatal, A and B injury crashes by 22 percent from the 2008-2012 calendar base year average of 1,571.8 to 1,226 by December 31, 2015.

Result: Youth-involved fatal, A and B injury crashes decreased by 26.15 percent from the 2008-2012 calendar base year average of 1,571.8 to 1,246 in 2014.

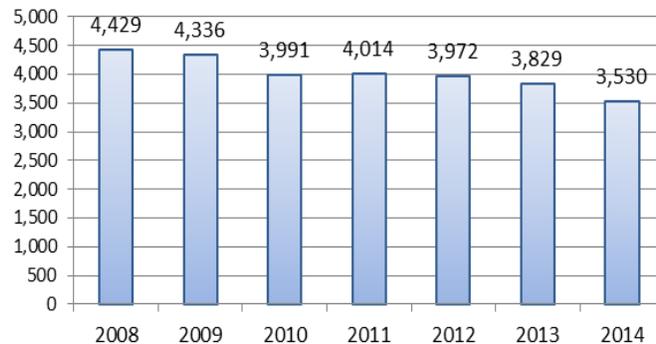


ALL OTHER FACTORS* - FATAL, A AND B INJURY CRASHES (STATE CRASH DATA)

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

Target: To reduce "all other factors" - fatal, A and B injury crashes by 6.8 percent from the 2008-2012 calendar base year average of 4,148 to 3,868 by December 31, 2015.

Result: "All other factors" - fatal, A and B injury crashes decreased by 17.52 percent from the 2008-2012 calendar base year average of 4,148 to 3,530 in 2014.

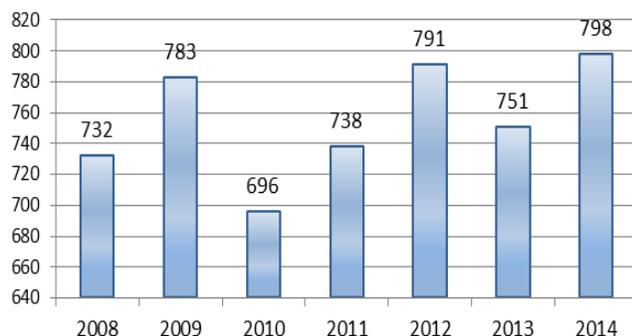


DISTRACTED DRIVER* - FATAL, A AND B INJURY CRASHES (STATE CRASH DATA)

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

Target: The distracted driver - fatal, A and B injury crashes will likely increase by 5.6 percent from the 2008-2012 calendar base year average of 746 to 791 by December 31, 2015. Note: The increase will be due to improved reporting.

Result: Distracted driver - fatal, A and B injury crashes increased by 6.27 percent from the 2008-2012 calendar base year average of 748 to 798 in 2014.

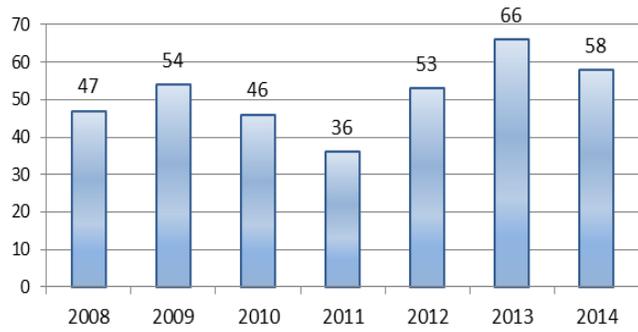


NIGHTTIME (6 P.M. – 6 A.M.) UNRESTRAINED FATALITIES IN FATAL CRASHES* (STATE CRASH DATA)

*Includes Not Used and Unknown

Target: *Nighttime (6 p.m. – 6 a.m.) unrestrained fatalities in fatal crashes will likely increase by 2 percent from the 2008-2012 calendar base year average of 47 to 48 by December 31, 2015.*

Result: Nighttime (6 p.m. – 6 a.m.) unrestrained fatalities in fatal crashes increased by 18.62 percent from the 2008-2012 calendar base year average of 47 to 58 in 2014.



HIGHWAY SAFETY COMMUNICATION/MEDIA PLAN

PAID MEDIA

In FY2015, the Nebraska Office of Highway Safety (NOHS) was able to use National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA)/Highway Safety Improvement Plan (HSIP) funding to support paid media marketing and 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) truckside 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 campaigns for:
 - 1) Occupant Restraints (**Click It or Ticket/Day & Night**)/Buckle Up It's a Really Big Deal. Required by Law. Saving Lives;
 - 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 (**Riding Sober**); and
 - 6) Railroad Grade Crossing Safety (**Operation Lifesaver**).
- The NOHS also increases the number of paid media marketing and 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 the school year.

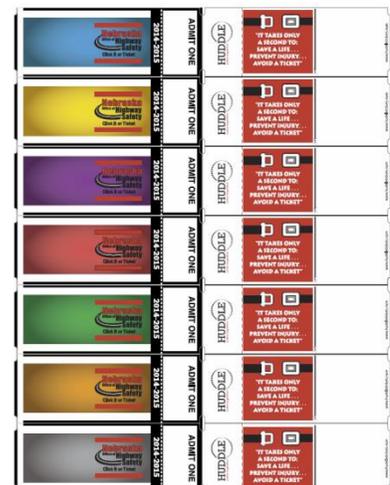


The largest portion of annual paid media expenditures are targeted for impaired driving and seat belt use.

PUBLIC INFORMATION & EDUCATION (PI&E) MATERIALS

In FY2015, 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.

The 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.

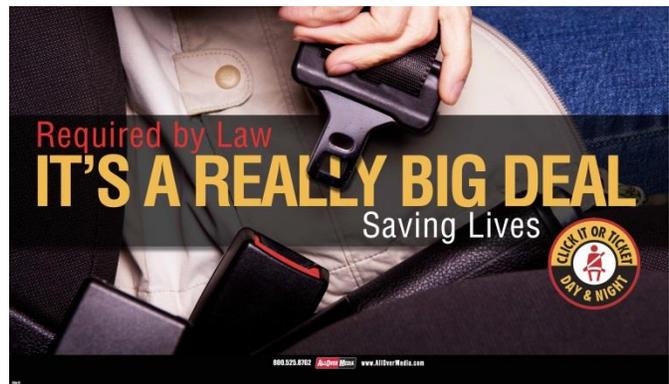
The NOHS continues to update and offer free to the general public an audio-visual lending library of all of the previously mentioned safety issues. An audio-visual catalogue is available on the NOHS website to assist in identifying specific safety information needs.

A traffic safety materials order form is available on the NOHS website. 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 FY2015, 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 recognized state source for traffic safety information by all news media (print and electronic). The NOHS is recognized as the best source for traffic safety-related data and information. The NOHS continues to collect, present, and deliver traffic safety-related information to maintain its position as the “go to” source for traffic safety news.

SOCIAL MEDIA

For the past five 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 the media buy professionals. Using their strategy has allowed us to generate interest and activity by teens and young adults in the areas of seat belts and impaired driving. The NOHS continues to expand the use of social media marketing. The NDOR 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 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 2015 “Click It or Ticket” (CIOT) mobilization and the national impaired driving crackdown August/September “You Drink & Drive, You Lose.” (YDDYL). The other two other enforcement mobilizations were held November 2014, Thanksgiving week CIOT mobilization, and December 2014/January 2015, 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.



NEBRASKA ANNUAL TRAFFIC SAFETY STUDY, MAY 2015 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 driving (14%), drunk/impaired driving (4%) and traffic and road conditions (16%).

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

2015

Roads, streets, traffic, speeding, etc.	16%
Distracted driving (texting, cell phone use)	14%
Taxes, spending, budget, school funding, etc.	27%
Economy, drought, water, jobs, wages, etc.	9%
Crime, drugs, gangs, vandalism, etc.	11%
Drunk drivers	4%
Others (government/politicians; social issues like immigration, health care; and various other issues)	19%

Respondents were next asked to rate three specified problems on a 1 to 5 scale, with 5 as very important and 1 as not at all important. Both distracted driving (with a mean score of 4.40) and drunk driving (mean score of 4.32) were named as bigger problems than the fuel tax situation (3.48) 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:

2015

How important is the problem of distraction caused by drivers using cell phones or other electronic devices?	4.40
How important is the problem of driving while intoxicated or drunk driving?	4.32
How important is the fuel tax situation?	3.48

IMPAIRED DRIVING

Respondents were then 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 29% plurality, followed by stricter law enforcement (19%) and education (17%).

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

2015

More severe penalties	29%
Stricter law enforcement	19%
Education	17%
High visibility law enforcement	6%
Mandatory sentences for convictions	4%
Others (bar responsibility, designated driver, etc.)	26%

A majority of respondents (55%) indicated Nebraska penalties for drunk driving are not tough enough, while 40% indicated they are about right and 5% indicated they are too tough.

Do you think the Nebraska penalties for drunk driving are:

2015

Too tough	5%
About right	40%
Not tough enough	55%

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 (81%), followed by mandatory treatment for offenders (75%); then mandatory interlock ignition for all first-time offenders (72%); mandatory sentencing for offenders (67%); eliminating plea bargaining for drunk driving offenses (61%); and losing license for first offense (52%).

Would you favor or oppose each of the following penalties for drunk driving:	2015
<i>Jail terms for previous offenses</i>	
Favor	81%
Don't know	5%
Oppose	14%
<i>Mandatory treatment for drunk driving offenders</i>	
Favor	75%
Don't know	4%
Oppose	20%
<i>Mandatory interlock ignition for all first-time offenders</i>	
Favor	72%
Don't know	3%
Oppose	25%
<i>Mandatory sentencing for drunk driving offenses</i>	
Favor	67%
Don't know	7%
Oppose	26%
<i>Eliminating plea bargaining for drunk driving offenses</i>	
Favor	61%
Don't know	6%
Oppose	33%
<i>Lose license for first offense</i>	
Favor	52%
Don't know	3%
Oppose	45%

Eleven percent (11%) 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?	2015
Yes	11%
No	89%

CORE QUESTION: About one-fourth of the respondents (23%) 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?	2015
Never	76%
Once	11%
2-5 times	10%
More than 5 times	2%

CORE QUESTION: About a third of the respondents (34%) indicated the chances of getting arrested if they drive after drinking are somewhat likely, while another 30% indicated chances of that are somewhat unlikely.

What do you think the chances are of someone getting arrested if they drive after drinking?	2015
Very likely	10%
Somewhat likely	34%
Likely	16%
Somewhat unlikely	30%
Very unlikely	10%

CORE QUESTION: Less than half of the respondents (48%) indicated they had seen or heard something about drunk driving enforcement by police in the last 30 days.

In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

	2015
Yes	48%
No	52%

Over half of the respondents (53%) indicated they had read, seen or heard drunk driving-related message in the past 60 days.

In the past 60 days, have you read, seen or heard any drunk driving-related messages?

	2015
Yes	53%
No	47%

SAFETY BELTS

CORE QUESTION: About three-fourths of the respondents (76%) 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?

	2015
Always	76%
Nearly always	15%
Sometimes	5%
Seldom	2%
Never	2%

For the sixth straight year, a majority of respondents (54%) 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?

	2015
Yes	54%
Don't know	2%
No	44%

CORE QUESTION: A majority (60%) of respondents thought the chances of getting a ticket for not wearing a seat belt were unlikely (32% 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?

	2015
Very likely	9%
Somewhat likely	20%
Likely	12%
Somewhat unlikely	32%
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 (35%) indicated \$25-50, 28% indicated \$51-100, 19% indicated more than \$200, 13% indicated \$101-150, and 5% 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?

	2015
\$25 - \$50	35%
\$51 - \$100	28%
\$101 - \$150	13%
\$151 - \$200	5%
Over \$200	19%

Nearly a fourth of the respondents (24%) indicated they have children weighing between 40 and 80 pounds, and of those 76% indicated they use a booster seat for their child in the car.

Do you have children weighing between 40 and 80 pounds? 2015

Yes	24%
No	76%

(If Yes) Do you use a booster seat for your child in the car? 2015

Yes	71%
No	29%

CORE QUESTION: About a fourth of respondents (27%) 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? 2015

Yes	27%
No	73%

About half of the respondents (52%) indicated they had read, seen or heard Click It or Ticket seat belt messages in the past 60 days. In an open ended question, a plurality of respondents (45%) indicated they had seen the Click It or Ticket ads on TV, while 21% indicated billboards and 17% indicated they had heard the radio ads.

In the past 60 days, have you read, seen or heard any Click It or Ticket seat belt messages? 2015

Yes	52%
No	48%

(IF YES) Do you remember where that was? 2015

TV	45%
Radio	17%
Billboards/roadside signs	21%
Others (newspaper, internet, posters)	11%
Don't know	7%

SPEED

CORE QUESTION: A plurality of respondents (48%) indicated they rarely drive faster than 35 mph on a road posted at 30 mph, while 21% indicated never, 17% indicated half the time and 14% 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: 2015

Most of the time	14%
Half the time	17%
Rarely	48%
Never	21%

CORE QUESTION: A plurality of respondents (42%) indicated they never driver faster than 70 mph on a road posted at 65 mph while another 42% indicated they rarely drive faster than 70 on those roads, while 10% 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: 2015

Most of the time	6%
Half the time	10%
Rarely	42%
Never	42%

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?	2015
Yes	37%
No	63%

CORE QUESTION: A plurality of respondents (36%) indicated the chances of getting a ticket if you drive over the speed limit are somewhat likely, with 25% indicating likely, 19% somewhat unlikely, 16% very likely, and 5% very unlikely.

What do you think the chances are of getting a ticket if you drive over the speed limit?	2015
Very likely	16%
Somewhat likely	36%
Likely	25%
Somewhat unlikely	19%
Very unlikely	5%

DISTRACTED DRIVING

About two-thirds of the respondents (65%) indicated they would support a law banning drivers from talking on a cell phone while driving. About one-third (32%) 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?	2015
Support	65%
Oppose	32%
Don't know	3%

A majority of respondents (61%) also supported a law allowing law enforcement to stop a driver and ticket them solely for talking on a cell phone while driving, while 37% opposed that and 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?	2015
Support	61%
Oppose	37%
Don't know	2%

Nine out of ten (90%) indicated support for a law that would allow law enforcement to stop a driver and ticket them solely for texting while driving, while 9% 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?	2015
Support	90%
Oppose	9%
Don't know	1%

MISCELLANEOUS

Most respondents (74%) indicated that Nebraska's law requiring motorcycle helmets should be continued, while 22% said it should be repealed and 4% had no opinion.

Should the Nebraska law requiring motorcycle helmets be repealed or continued?	2015
Continued	74%
Repealed	22%
Don't know	4%

A majority of respondents (64%) 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 34% opposed such a requirement and 3% had no opinion.

Should drivers over age 70 be required to drive as part of their test every time they renew their license?	2015
Yes	64%
Don't know	3%
No	34%

DEMOGRAPHICS

Respondents indicated distribution in the following age categories (controlled variable): 16-20, 3%; 21-34, 8%; 35-49, 33%; 50-64, 40%; 65 up, 16%.

Which of these age groups are you in:	2015
16-20	3%
21-34	8%
35-49	33%
50-64	40%
65 and Up	16%

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

Do you have a driver's license?	2015
Yes	98%
No	2%

Respondents indicated distribution in the following annual household income categories: under \$40,000, 19%; \$40,000-80,000, 36%; over \$80,000, 45%.

Which of these annual household income groups are you in?*	2015
Under \$40,000	19%
\$40,000-\$80,000	36%
Over \$80,000	45%

Respondents were distributed among Nebraska's three congressional districts as follows (controlled variable): District One, 33%; District Two, 33%; District Three, 34%.

Congressional District	2015
One	33%
Two	33%
Three	34%

Cell phone numbers were included in the sample; 78% of the respondents were interviewed on their traditional landlines and 22% on their cell phones.

Phone Type	2015
Landline	78%
Cell Phone	22%

By control, respondents were 48% male and 52% female (controlled variable).

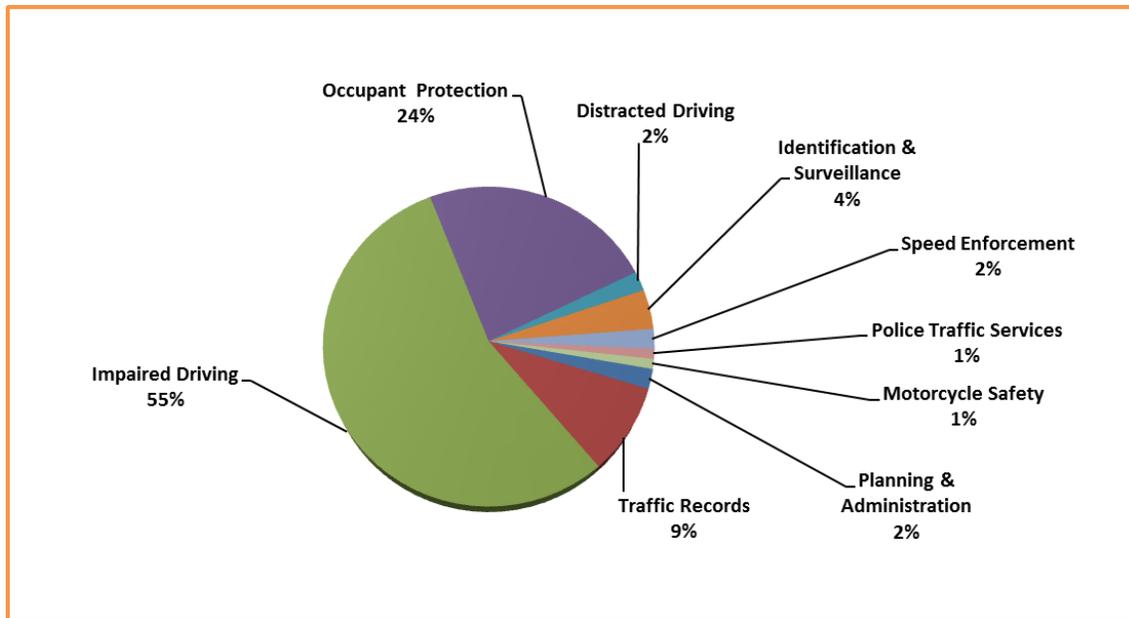
Gender	2015
Male	48%
Female	52%

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

FINANCIAL SUMMARY

SUMMARY OF FISCAL YEAR 2015 COUNTERMEASURE PROGRAMS

SECTION 402 / HIGHWAY SAFETY PROGRAMS	\$1,664,332.42
SECTION 405b / OCCUPANT PROTECTION PROGRAMS	\$658,748.98
SECTION 405c / STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENT GRANT	\$572,778.28
SECTION 405d / ALCOHOL IMPAIRED DRIVING PREVENTION PROGRAMS	\$2,007,259.40
SECTION 405f / MOTORCYCLIST SAFETY PROGRAM	\$26,437.23
SECTION 148 / HIGHWAY SAFETY IMPROVEMENT PROGRAMS	\$1,158,490.90
GOVERNOR'S HIGHWAY SAFETY ASSOCIATION / FORD MOTOR COMPANY	\$10,667.24
TOTAL EXPENDED FEDERAL HIGHWAY SAFETY FUNDS	\$6,098,714.45



PROJECT DESCRIPTION/SUMMARIES BY PROGRAM AREAS

Section 402 State and Community Highway Safety Projects by Program Area

PLANNING AND ADMINISTRATION PROGRAM AREA

Annual Report	Nebraska
Planning and Administration Nebraska Office of Highway Safety	402-15-01
Program Areas	Planning and Administration
Project Characteristics:	Program Support and Coordination
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
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.

Target and Objective:

The overall target is to decrease fatal, A and B injury crashes by 4% from the 2008-2012 calendar base year average of 5,168 to 4,961 by December 31, 2015.

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 FY2016.
- Prepared problem identification, performance goal selection, and program, project and activity selection process for the FY2016 *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 FY2016 *Nebraska "Performance-Based" Strategic Highway Traffic Safety Plan*. Completed prior to submitting the FY2016 *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
 - Grant Management Webinar – January 26, 2015
 - Executive Board Meeting – Charlotte, NC – March 4 -6, 2015
 - Jim Hedland - Drugged Driving Project for GHSA – April 3, 2015
 - Super Circular Webinar – April 29, 2015
 - GHSA Annual Meeting – August 29, September 2, 2015
 - Nebraska Safety Center Advisory Committee Meeting – October 29, 2014, August 27, 2015
 - Traffic Committee Meeting – October 7, 2014
 - Nebraska Safety Center Driving Programs Committee Meeting – November 13, 2014, February 13, June 3, August 14, 2015
 - NDOR – Highway Safety Issues Meeting
 - NDOR Review Records Retention Meeting – January 28, 2015
 - Interagency Safety Committee Meeting – January 29, 2015
 - Strategic Highway Safety Plan Webinar – February 13, 2015
 - 2014 Annual Report Planning – March 2, 2015
 - DR40 PAR Rewrite MMUCC Meeting – March 11, April 20, 2015
 - FHWA Bicycle and Pedestrian Safety Assessment – April 10, 2015
 - Predictive Analytics Software Demo – April 21, 2015
 - Investigator Omaha Crash Reporting – August 20, 2015
 - Independence Center Advisory Committee Meeting – November 6, 2014, February 11, March 20, May 13, August 12, 2015
 - Intoximeter Meeting – June 24, 2015
 - Nebraska Safety Council (NSC) Traffic Committee Meeting – February 11, 2015
 - NSC Driving Programs Committee Meeting – September 11, 2014
 - NHTSA Region 7
 - Conference Call – October 28, 2014, March 24, 2015, April 30, 2015, May 26, 2015
 - NHTSA Criminal Justice Regional Meeting – November 18 - 19, 2015
 - NHTSA State Conference Call – October 28, 2014, January 27, March 24, April 30, May 26, June 30, July 28, September 22, 2015
 - NHTSA Performance Goal Setting Webinar – February 18, 2015
 - Regional NHTSA visit – February 19, 2015
 - Traffic Records Training Webinar – March 10, 2015
 - Introduction at Traffic Records Data Driven Workshop – March 10, 2015
 - SHRP 2 NDS database TRB Webinar – July 27, 2015
 - NHTSA Management Review – August 3 to 7, 2015
 - Nebraska Office of Highway Safety
 - Nebraska Sheriff's and POAN Law Enforcement Luncheon – October 6, 2014
 - Nebraska Law Enforcement Training Center Meeting, Grand Island, NE – April 16, 2015
 - Nebraska Traffic Safety Advocates Meeting – January 14, May 7, September 30, 2015
 - Traffic Records Coordinating Committee Meeting – January 22, April 22, September 14, 2015
 - Traffic Records Assessment – September 17, 2015
 - Alliance Sports Marketing Meeting – January 29, 2015
 - CPS Technician Training – March 31, 2015
 - SADD Discussion Meeting – December 31, 2015
 - Hail Varsity Meeting – June 2, 2015
 - Heartland Marketing Meeting – May 11, 2015
 - Husker Sports Meeting – November 12, 2014, January 5, February 25, March 18, April 28, May 18, July 9, July 22, July 28, August 18, 2015
 - Pavelka & Associates Meeting - December 16, 2014, March 30, 2015
 - The Ticket meeting – September 21, 2015
 - Traffic Records Assessment Kick Off Conference Call – August 18, 2015

- YDDYL News Conference in Grand Island – August 25, 2015
- Pedestrian and Bicycle Safety Assessment Meeting – November 24, 2015
- Omaha Police Department Special Leadership Project – November 7, 2015
- Preventive Health Advisory Committee Meeting – June 22, 2015
- UNL Prevention Advisory Council Meeting – April 29, 2015
- Motor Vehicle Crash Mapping from Omaha Police Department – April 13, 2015
- Nebraska State Epidemiological Outcomes Workgroup Meeting – November 3, 2014, February 26, June 15, 2015
- New Conference at “The Bridge” – May 19, 2015
- Department of Health and Human Services
 - Codes Advisory Committee Meeting – January 6, 2015
 - DHHS – Parent Campaign Meeting – June 1, 2015
 - DHHS – Injury Community Planning Group Meeting – July 21, 2015
 - DHHS – Drive Smart NE Coalition Meeting – August 13, 2015
- MADD – Mothers Against Drunk Driving
 - MADD State Advisory Board Meeting – January 23, February 12, July 30, 2015
 - MADD NE Advisory Board Meeting - March 4, 2015
- NET-TV -NET TV Meeting – June 17, 2015
- Project Extra Mile – Awards Dinner – May 21, 2015
 - Project Extra Mile Legislative Day – March 26, 2015
 - Project Extra Mile Policy Workgroup – December 3, 2015
 - Safety Presentation at local Kiwanis Meeting – May 8, 2015
- Sarpy County Wet Lab – December 12, 2015
- SMSA Western Region Conference Call – September 17, 2015
- Underage Drinking Media Meeting – January 8, July 22, 2015
- Distracted Driving Webinar – March 10, 2015
- Dominic Walker Event (BMX Track) – November 2, 2015
- DWI Courts Discussion – November 12, 2015
- FHWA Bicycle and Pedestrian Safety – April 10, 2015
- Ford DSFL Meeting – December 23, 2014, January 29, February 26, March 19, April 2, April 8, April 29, June 4, June 18, June 10 (Lincoln), June 11 (Kearney), June 12, 2015 (Omaha), June 18, 2015
- Research Associates Assessment Meeting – December 1, 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, KODY, KNCY and KNTK
 - Television Stations: NTV, KNOP-TV, KHAS-TV, KMTV, KOLN/KGIN-TV, WOWT, KETV, NET-TV, KPTM, and NBC Nebraska
 - On-Line: Watchdog.com, AAMVA Reports
 - 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, Omaha Beef Football, 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 Grant Tracking System, Progress Vouchers, Internal and External Claims, Change Orders, FFATA, Audits, etc.
- The Nebraska Performance-Based Strategic Traffic Safety Plan FY2016 was completed and submitted to National Highway Traffic Safety Association (NHTSA) Region 7 Office on June 26, 2015.
- Completed the 2014 *Nebraska Highway Safety Annual Report* on December 30, 2014.
 - The Statewide Traffic Safety Public Opinion Survey of Nebraska Drivers was conducted and completed in

- May 2015. The survey was included in the FY2016 Highway Safety Plan.
- The annual observation Nebraska Safety Belt Survey was completed in August 2015 and the Nebraska Child Safety Seat Survey was finalized in October 2015. As required, a copy of the “Nebraska Safety Belt Use 2015 Report Survey” was submitted to NHTSA on September 15, 2015 for certification.
- 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.

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. The 2014 fatal, A and B injury crash total had dropped 1.4 percent from 4,713 in 2013 to 4,648.

Funding:	Section 402:	\$108,780.85
	State:	\$128,172.78
	Total Cost:	\$236,953.63

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 PROGRAM AREA

Annual Report	Nebraska
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**Nebraska Collegiate Consortium to Reduce High Risk Drinking
University of Nebraska/Nebraska Prevention Center for Alcohol and Drug Abuse**

402-15-06

Program Area:	Alcohol
Project Characteristics:	Model campus alcohol program
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	18-24 year olds in Nebraska universities, colleges, community colleges and technical schools

Problem Identification:

College-age drivers (19-24) are overrepresented in alcohol involved crashes: In 2014, age 18-24 drivers accounted for 20.9% of all crashes and 31.8% of alcohol-involved and 24.3% of fatal alcohol-involved crashes. Research has shown that college students have riskier drinking patterns than young people not in college.

Target and Objective(s):

Primary target is 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)

The secondary 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 2014/2015 by reducing the percent of student high-risk drinking by 3% from 22.4%, driving after drinking by 3% from 26.0%, and drunk driving (driving after binge drinking) by 3% from 5.1% with the 2013 Nebraska Young Adult Alcohol Opinion Survey as the baseline.

The objectives were to (1) Ensure that the Nebraska Collegiate Consortium (NCC) to Reduce High Risk Drinking continues to mature as an organization by providing continued technical support for NCC schools for planning, developing, and implementing effective campus and campus-community individual and environmental interventions to reduce high risk drinking, drinking and driving, and drunk driving; (2) 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. College Consortium members met via conference calls/webinars 4 times in the project year (May 8, February 20, June 19 and July 30) to share topical information. NCC presented a workshop titled "Best Practices in Addressing Underage Drinking" at Lifesavers Conference (March, 2015).
- Evaluation/Data Analysis
Completed Nebraska Methodist College Y1Campus Alcohol Program (Y1CAP) analysis and report, completed Bellevue University Y1CAP analysis and report, completed Metro Community College Y1CAP analysis and report, completed Doane College Y1CAP analysis and report, completed UNO (University of Nebraska – Omaha) Y1CAP analysis and report, completed NECC (Northeast Community College) Y1CAP analysis and report, (October, 2014). Provided survey examples and met with OCC (Omaha College Consortium) members to discuss development of campus alcohol climate survey (November 2015). Completed data analysis for Chadron State College 2014 Y1CAP report (January 2015). Data analysis of UNL (University of Nebraska – Lincoln) Y1CAP data prepared for presentation at the College of Education and Human Sciences faculty meeting (February 2015). Met with eight OCC schools to discuss Campus Alcohol Climate Surveys: Kaplan University; UNO and Clarkson; College of St. Mary, Creighton, and Metro Community College (MCC); Bellevue and Nebraska Methodist College

(February & March 2015). Completed update norms for Y1CAP for Creighton, UNO, and MCC and completed update norms for combined OCC schools (April 2015). Provided data for Clarkson College Y1CAP update (May 2015). Reviewed Doane College Y1CAP and CAP data and completed UNL Y1CAP update norms (June 2015). Sent final draft of OCC schools Campus Climate Survey to OCC coordinator and schools for review (September 2015).

- Skill Building

The Collegiate Alcohol Forum: 38 individuals attended the workshop from 9 NCC institutions (November 2014). “Getting Wasted: Risky Drinking, Social Support and Harm Reduction: Informal Support in the World of College Drinking” webinar presented by Thomas Vander Ven (February 2015). “Recovery as an Essential Component of an Alcohol & Other Drug Program on Campus: The WHAT, WHY and HOW of Collegiate Recovery” webinar presented by Breanna Cook (June 2015). “Prevention of College Student Drinking Problems: An update on research since the NIAAA (National Institute on Alcohol Abuse and Alcoholism) Task Force Report” webinar by Bob Saltz (July 2015). The webinars averaged approximately 10 attendees each session.

- Website Expansion and Maintenance

Website was maintained throughout project year and updated with skill building workshop materials and information; *You Make the Call* campaign materials, links to national resources on prevention for the college-age population, including reports of projects, activities and resources for members. During the grant period the NCC Power of Parenting website was updated in order to serve members more efficiently.

- Mini-Grants

Two mini-grants to two member institutions were awarded in this project year:

- Creighton University, invited Dr. Lori Hart in for a presentation “A Few Too Many” to 574 students and faculty (February 2015).
- University of Nebraska-Kearney, Yik Yak campaign, “Fact or Yak” developed and disseminated, through peer-to-peer education, utilizing: social norms messaging, students working on prevention projects and continued development of “The Safe Ride” program. The “Fact or Yak” campaign reached over 5,000 users in the first month it was launched (September 2015).



- Collegiate Consortium and Community Coalitions Cooperative Initiative

Overall, NCC activities this year were significantly more coordinated with the state’s prevention activities; twelve of our NCC institutions (Bellevue University, Clarkson College, College of Saint Mary, Creighton University, Kaplan University, Metro Community College, Nebraska Methodist College, University of Nebraska Omaha, Nebraska Wesleyan University, Southeast Community College, Union College and the University of Nebraska Lincoln) currently receive additional funding through the Partnership for Success Grants and continue to collaborate with a variety of community partners.

- Parent Web site Expansion

The eight Omaha Collegiate Consortium (OCC) institutions: Bellevue University, Clarkson College, College of Saint Mary, Creighton University, Kaplan University, Metro Community College, Nebraska Methodist College and University of Nebraska - Omaha, increased the use and promotion of their Power of Parenting web sites (September 2015). UNL moved Power of Parenting website into the university’s web template to be more widely used across the campus.

- Year One College Alcohol Profile (Y1CAP) Expansion and Evaluation

Completion rates for the Y1CAPs in fall 2014 are as follows: Bellevue University - 60%, College of Saint Mary - 75%, Clarkson College - 58%, Creighton University - 83%, Doane College - 87%, Metro Community College - 32%, Nebraska Methodist College - 57%, Nebraska Wesleyan - 94%, Northeast Community College - 100%, University Nebraska - Kearney - 67%, University of Nebraska - Lincoln - 69% and University of Nebraska - Omaha - 88%. Analysis of the Y1CAP results were evaluated and submitted to each institution. There are

currently 14 members of the NCC that utilize the Y1CAP with incoming first year students. This fall all Y1CAPs, with the exception of Kaplan University and the University of Kearney, were administered in August, 2015.

- Continue and Expand POP Analysis

The poster “Latent Types of Teen Drivers and the Influence of Driver’s Education” was presented by Ana Lucia Cordova-Cazar at the 2015 Lifesavers Conference (March 2015). The paper “Driver Education and Teen Crashes and Traffic Violations in the First Two Years of Driving in a Graduated Licensing System” published in Accident Analysis and Prevention (AAP) (June 2015). AAP article featured in UNL Press Release, UNL website, two interviews were conducted and there were 1,606 downloads of the published article (September 2015).

- University of Nebraska Initiative

Completed analysis of enrollment, sanction, and off-campus arrest data for UNL 2011 and 2012 Y1CAP cohorts and summary report of results for internal administrative White Paper (October 2014).

- Omaha Collegiate Consortium (OCC)

The OCC had numerous successes this year, including receiving their second year of funding from the Partnership for Success Grant for \$110,833 (October 2014). The OCC implemented Brief Motivational Intervention programs at four institutions, expanded their work on Bystander Intervention Programming, continue to utilize their Y1CAPs and Power of Parenting websites at all eight institutions, implemented a social norms media campaign at three institutions, assisted with the implementation of the *You Make the Call* Campaign.



Results:

There was no new administration of the Nebraska Young Adult Alcohol Opinion Survey (NYAAOPS) in 2014-2015. As a result, we cannot specifically test for our benchmark reductions against the 2013 NYAAOPS.

University of Nebraska Lincoln

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

Northeast Community College

NECC Year 1 CAP % data	2011	2012	2013	2014
Binge Drinking	19.4	11.5	13.1	10.8
Drinking and Driving	26.0	11.7	11.4	7.4
Riding with Drunk Driver	20.0	13.5	12.2	12.8

Chadron State College

Chadron State Year 1 CAP % data	2011	2012	2013	2014
Binge Drinking		13.3		14.7
Drinking and Driving		9.8		7.4
Riding with Drunk Driver		11.8		9.9

Doane College

Doane College Year 1 CAP % data	2011	2012	2013	2014
Binge Drinking			15.8	14.7
Drinking and Driving			8.7	7.1
Riding with Drunk Driver			8.5	8.0

University of Nebraska Omaha

UNO Year 1 CAP % data	2011	2012	2013	2014
Binge Drinking			9.5	13.2
Drinking and Driving			6.0	5.6
Riding with Drunk Driver			6.3	7.2

Wayne State College

Wayne State CORE survey data	2011	2012	2013	2014
Binge Drinking	51.5	50.2	49.5	44.8
Drinking and Driving	37.3	37.1	31.6	28.8
Riding with Drunk Driver				

Funding: Section 402: \$222,023.00

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

402-15-09

Program Area:	Alcohol
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

Alcohol was known to be involved in 65 (34%) of the 190 fatal crashes that occurred in Nebraska in 2013. Alcohol was involved in 485 (11%) of the 4,523 A and B injury crashes. Alcohol was known to be involved in 79, 53, 51, 87 and 70 fatalities from 2009-2013 out of 223, 190, 181, 212 and 211 total fatalities in 2009-2013. (68 per year fatality average and 33% baseline)

Arrest and conviction totals for Driving Under the Influence are decreasing (13,399, 12,399, 12,034, 10,605 and 9,234 arrests and 11,520, 10,724, 10,549, 9,528 and 8,703 convictions) from 2009 to 2013.

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.

Target and Objective:

The target is to reduce alcohol-related fatal, A and B injury crashes by 4 percent from the 2008-2012 calendar base year average of 531 to 509 by December 31, 2015.

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, 2014 through September 30, 2015.

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; Nebraska College Consortium to Reduce High Risk Drinking – University of Nebraska – Lincoln, Judicial/Prosecution Training, 405d/In Car Cameras, 405d/Breath Testing Equipment, 405d/Drug Recognition Expert (DRE) Training and Re-Certification, 405d/Alcohol/Selective Overtime, 405d/Alcohol/Public Information & Education, 405d/Special Alcohol Enforcement Initiatives/Equipment – Sarpy County Sheriff's Office, 405d/Felony Motor Vehicle Prosecution Unit – Douglas County Attorney's Office, and 405d/24/7 Sobriety Program – Douglas County Corrections.
 - Site visits were completed on:
 - Felony Motor Vehicle Prosecution Unit – Douglas County Attorney's Office – May 18, 2015
 - Special Alcohol Enforcement Initiatives/Equipment – Sarpy County Sheriff's Office – February 11, 2015

- 24/7 Sobriety Program – Douglas County Corrections – May 18, 2015
- MADD Court Monitoring-Public Education and Awareness -MADD Organization – September 16, 2015
- Nebraska Attorney General’s Prosecutorial Response to DUI Crimes – Nebraska Department of Justice – September 1, 2015
- 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.:
 - Attended meeting at Nebraska State Patrol on Title 177 regarding changes on drugs – July 8, 2015
 - Attended TRSP/County Attorney Training – October 9, 2015
 - Attended Law Enforcement Luncheon – October 6, 2014
 - Attended DRE School – October 7, 2014
 - Attended NHTSA Region VII Partners Meeting – November 19 - 20, 2014
 - Attended “You Drink & Drive. You Lose.” Mobilization Media Conference– December 12, 2014
 - Attended meeting for SFST – April 16, 2015
- 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 405d federal funding.
 - Completed applications as required.
- Performed daily all routine NOHS activities and assignments in regards to alcohol-related/impaired driving requests, surveys, reports, etc.
 - Serviced and scheduled BAT Mobile at the request from law enforcement agencies, etc.
 - Processed alcohol supply orders, mailed simulators and Preliminary Breath Test mouthpieces.
 - Picked up and delivered alcohol supplies as needed.
 - Awarded mini-contract requests for alcohol projects, training, enforcement, equipment, mobilizations and processed invoices.
 - Reviewed, edited, and mailed the “You Drink & Drive. You Lose.” Crackdown packets. Updated website with impaired driving statistics.
 - The Nebraska Performance-Based Strategic Traffic Safety Plan FY2016 was completed and submitted to National Highway Traffic Safety Association (NHTSA) Region VII Office on June 26, 2015.
 - Completed the 2014 *Nebraska Highway Safety Annual Report* on December 30, 2014.

Results:

The alcohol-related fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. Alcohol-related fatal, A and B injury crashes increase by 4.5% from 550 in 2013 to 576 in 2014.

In 2014, alcohol was known to be involved in 75 (34.2%) of the 203 fatal crashes that occurred in Nebraska. During the same period alcohol was involved in 576 (13%) of the 4,445 A and B type injury crashes.

Funding:	Section 402:	\$99,183.24
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**

402-15-10

Program Area:	Alcohol
Program Characteristic:	Educational Effort
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

Alcohol was known to be involved in 65 (34%) of the 190 fatal crashes that occurred in Nebraska in 2013. Alcohol was involved in 485 (11%) of the 4,523 A and B injury crashes. Alcohol was known to be involved in 79, 53, 51, 87 and 70 fatalities from 2009-2013 out of 223, 190, 181, 212 and 211 total fatalities in 2009-2013. (68 per year fatality average and 33% baseline)

Arrest and conviction totals for Driving Under the Influence are decreasing (13,399, 12,399, 12,034, 10,605 and 9,234 arrests and 11,520, 10,724, 10,549, 9,528 and 8,703 convictions) from 2009 to 2013.

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.

Target and Objective:

The target is to reduce alcohol-related fatal, A and B injury crashes by 4 percent from the 2008-2012 calendar base year average of 531 to 509 by December 31, 2015.

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

Strategies and Activities:

- Produced/purchased and distributed 3,054 alcohol-related materials (brochures and other educational items). Approximately 82% (2,508) were distributed to organizations within the Target Counties. In addition:
 - Loaned 16 alcohol-related DVD/videos to schools, community groups, and other organizations, 9 (56%) were used in the Target Counties.
 - The fatal vision goggles were used by Bison, Inc., Soar Pediatric Therapy, Crete Police Department, Antelope County, Law Enforcement Center, Pathfinder Traffic Safety and AAA.
 - LOCATE (Lincoln-Omaha-Council Bluffs Association of Transportation Engineers) Drive Smart Program used the fatal vision goggles in presentations to 2,763 students at 8 area high schools. The local high schools included Lincoln High, Lincoln Southwest, Lincoln East, Millard West, Ralston, Millard South, Millard North, and Duchesne high schools. This is an educational outreach initiative aimed at informing high schools students about the importance of seat belt use, as well as the risks associated with distracted and impaired driving.
 - Provided copying, postage, and shipping boxes for alcohol-related materials. (\$87.72)
 - The NOHS website was maintained and updated throughout the period with impaired driving related facts, statistics, resources, and related links.
 - Acquired the DVD “Totally Disgusting Alcohol Gross Out” for inclusion into NOHS library. (\$131.96)

- “You Drink & Drive. You Lose. Crackdown.” Mailed planning packets to law enforcement agencies for the fall and holiday crackdowns. (\$392.48)
- Placed impaired driving ad in “The Nebraska Sheriff’s” magazine to coincide with major holiday activities. (\$225.00)
- Awarded mini-grant to Central Community College – Grand Island Campus to bring the Distracted Driving/DUI Simulator to campus on February 10, 2015. A total 50 students and staff members signed in to drive in either the DUI or the Texting Simulator. \$1,000.00 (Award was split with Distracted Driving PI & E - \$1,000.00)
- Educate and motivate law enforcement about the importance of strict enforcement of the DUI laws in an effort to decrease alcohol-related fatalities.
 - Law enforcement appreciation luncheon invitations were sent in September 2014 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 2014 convention was held in October with a total attendance of 109. Invitations were sent in September 2015 for the convention to be held in October of 2015, subsequent to the end of the fiscal year. (\$3,173.20)

Results:

The alcohol-related fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. Alcohol-related fatal, A and B injury crashes increase by 4.5% from 550 in 2013 to 576 in 2014.

In 2014, alcohol was known to be involved in 75 (34.2%) of the 203 fatal crashes that occurred in Nebraska. During the same period alcohol was involved in 576 (13%) of the 4,445 A and B type injury crashes.

Funding:	Section 402:	\$5,010.36
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	

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

402-15-11

Program Area:	Alcohol
Project Characteristic:	Alcohol Testing Equipment
Type of Jurisdiction:	Statewide
Jurisdiction Size:	Over 250 Law Enforcement Agencies
Target Population:	1,855,350

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulted in 4,713 fatal, A and B injury crashes resulting in 211 people killed.

Alcohol was known to be involved in 65 (34%) of the 190 fatal crashes that occurred in Nebraska in 2013. Alcohol was involved in 485 (11%) of the 4,523 A and B injury crashes. Alcohol was known to be involved in 79, 53, 51, 87 and 70 fatalities from 2009-2013 out of 223, 190, 181, 212 and 211 total fatalities in 2009-2013. (68 per year fatality average and 33% baseline)

Arrest and conviction totals for Driving Under the Influence are decreasing (13,399, 12,399, 12,034, 10,605 and 9,234 arrests and 11,520, 10,724, 10,549, 9,528 and 8,703 convictions) from 2009 to 2013.

This project will provide funds to maintain an inventory of alcohol supplies at the lowest cost available and to assist local agencies in DWI enforcement efforts.

Target and Objective:

The target is to decrease alcohol-related fatal, A and B injury crashes by 4% from the 2008-2012 calendar base year average of 531 to 509 by December 31, 2015.

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 15,000 Alco Sensor III and 60,000 Alco-FST's mouthpieces and 4 simulators.
- Provide alcohol mouthpieces, cylinder gas bottles and regulators, simulators, and refurbished DataMaster Instruments to local enforcement agencies.
 - Provided 18,850 Alco Sensor III, 63,500 Alco Sensor-FST's and 7,600 evidentiary mouthpieces for a total of 89,950 mouthpieces to Nebraska law enforcement agencies, adult and juvenile correctional facilities, detox facilities, county attorneys, schools, and state probation agencies. Provided 52 cylinder gas bottles and 21 regulators to law enforcement agencies for PBT calibrations. Simulators were provided to Omaha Police Department.
 - Maintenance and repairs were completed on three DataMaster instruments and re-issued to law enforcement agencies.
- Scheduled the BAT Mobile to law enforcement agencies in conjunction with Selective Overtime Enforcement mini-grant contracts, roadside sobriety checkpoints, and special weekend enforcement.
 - The BAT Mobile was used one time for vehicle check/Sobriety Check by law enforcement. 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.
- Mini-grant was awarded to the Omaha Police Department; the mini-grant contract is to provide assistance to

law enforcement agencies to acquire Alcohol Wet Bath Simulator equipment.

Result:

The alcohol-related fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. Alcohol-related fatal, A and B injury crashes increase by 4.5% from 550 in 2013 to 576 in 2014.

In 2014, alcohol was known to be involved in 75 (34.2%) of the 203 fatal crashes that occurred in Nebraska. During the same period alcohol was involved in 576 (13%) of the 4,445 A and B type injury crashes.

Funding:	Section 402:	\$28,523.31
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**

402-15-12

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 people.

Alcohol was known to be involved in 65 (34.2 percent) of the 190 fatal crashes that occurred in CY2013. Alcohol was involved in 550 (11.6 percent) of the 4,713 fatal, A and B injury crashes in CY 2013. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 384 (35.1 percent) of the 1,272 involved alcohol.

Target and Objective:

Reduce alcohol-impaired fatal, A and B injury crashes by 21% from 631.2 (2008 – 2012 average) to 499 in 2015.

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 20 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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**MADD Court Monitoring Program/Statewide Initiative
MADD Nebraska, State Office**

402-15-17

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 10,724, 10,549 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.

Target and Objectives:

The target of this project is achieve a 6% (37) reduction in alcohol-related fatal, A and B injury crashes from a three year base line (2010-2012) with an average of 614 to 577.

- Increase public knowledge of the MADD Court Monitoring Program by reaching 5% of the residents in the 15 high crash counties (66,610 citizens) in a 12 month period.
- Increase the number of Law Enforcement Agencies (LEA) participating in High Visibility Enforcement by 7% from 48 to 51 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% over 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 6 volunteers.
- The Court Monitoring Project Manager, Program Specialist and Program Coordinator spoke to over 1,400 individuals, conducted 15 radio and/or television interviews that aired statewide, sent out 4 press releases and disseminated MADD information at 9 health and wellness fairs throughout the state.
- 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 targets of the program.
- MADD Nebraska engaged over 38 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 VIPs 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 826 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 available on NOHS website – publications:
http://www.transportation.nebraska.gov/nohs/pdf/MADDNeCourtMonitoringBriefing_2013.pdf
 - MADD staff and volunteers assisted in numerous high-visibility activities with local law enforcement agencies in the state.

Results:

Alcohol was known to be involved in 75 of the 203 fatal crashes that occurred in Nebraska in 2014. This is an increase from 2013 when 65 (34%) of the 190 crashes involved alcohol. Driving Under the Influence arrests decreased from 9,263 in 2013 to 8,514 in 2014.

Funding:	Section 402:	\$134,705.58
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**

402-15-18

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 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in approximately 16,000 injured persons annually. In 2013, 4,713 fatal, A and B injury crashes occurred, killing 211 people and injuring another 5,823 people.

There were 108,471 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2013. These drivers account for 7.7% of the total licensed drivers in the state. However, this age group is highly over represented in crash involvement.

Target and Objective:

The overall target is to reduce youth-involved (Age 16 to 20) fatal, A and B injury crashes by 4% from the 2008-2012 calendar base year average of 1,572 to 1,509 by December 31, 2015.

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

Strategies and Activities:

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

Result:

No funds expended and no activity.

Funding:	Section 402:	\$0.00
Contact:	Bill Kovarik, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2516 Fax: 402/471-3865 Email: william.kovarik@nebraska.gov	

Traffic Training Nebraska Office of Highway Safety	402-15-25
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Program Areas:	Alcohol and Other Drugs/Police Traffic Services
Project Characteristics:	Training
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

Target and Objective:

The target is to reduce fatal, A and B injury crashes by 4% from the 2008-2012 base year average of 5,168 to 4,961 by December 31, 2015.

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 Safety Council	Safety & Wellness and Environmental Conference	October 7-8, 2014	Lincoln, NE	\$831.74	Guy Todd Clement
Nebraska Safety Council	Driving School Association of America	November 5-8, 2014	Las Vegas, NV	\$1,504.13	Tracy Webb
Saline County Sheriff's Office	National Interdiction Conference	March 9-13, 2015	Virginia Beach, VA	\$2,400.00	Zach Cavalier Ben Valder
Butler County Sheriff's Office	National Interdiction Conference	March 9-13, 2015	Virginia Beach, VA	\$2,350.00	Marcus Siebken Anthony Whitmore
Grand Island Police Department	Lifesavers Annual Conference	March 15-17, 2015	Chicago, IL	\$2,676.28	Trent Hill Timothy Champion
Hall County Sheriff's Office	Lifesavers Annual Conference	March 15-17, 2015	Chicago, IL	\$3,003.28	Marc Vieth Jason Smith

Nebraska Safety Center	Lifesavers Annual Conference	March 15-17, 2015	Chicago, IL	\$3,615.85	Darla Morris Mick Anderson
Plattsmouth Police Department	Lifesavers Annual Conference	March 15-17, 2015	Chicago, IL	\$1,326.64	Todd Hammond
Fairbury Police Department	International Association of Police Chiefs	May 18-20, 2015	San Diego, CA	\$989.40	Chad Sprunk
Omaha Police Department	MATAI (Midwest Association of Technical Accident Investigators) Annual Conference	May 18-20, 2015	Lincoln, NE	\$590.00	David Bowes Rudy Vlcek
Lincoln Police Department	Symposium of Alcohol 7 Drug Impaired Driving Enforcement	July 13-15, 2015	Clearwater Beach, FL	\$1,637.30	John Hudec
Nebraska State Patrol	C.A.R.E. International Annual Conference	September 14-16, 2015	Cincinnati, OH	\$1,039.00	Kevin Bridges
Lincoln Police Department	Advanced Precision Driving Training	September 28 – October 2, 2015	Lansing, MI	\$2,520.61	Ryan Witzel Thomas Stumbo

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. In 2014, there was 4,713 fatal, A and B injury crashes, a 1.4 percent reduction was achieved from the previous year of 4,648.

Funding:	Section 402:	\$24,484.23
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**

402-15-39

Program Areas:	Alcohol
Project Characteristics:	Education Efforts
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles.

In forty-six states, plus the District of Columbia and the Northern Mariana 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.

Target and Objective:

Reduce alcohol-impaired fatal, A and B injury crashes by 21% from 631.2 (2008 – 2012 average) to 499 in 2015.

- 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 89.6% in 2012 to 91.5% in 2015.
- 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 four (4) DUI cases.
 - Lead Prosecutor in six (6) DUI motor vehicle homicide cases.
 - Lead Prosecutor in one (1) motor vehicle serious bodily injury assault case.
 - Prosecution Consultant in one (1) DUI case involving suppression issues.
- Provided technical assistance and legal research to Prosecutors:
 - Advised County Attorneys on 38 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:
 - Trained 20 commercial motor vehicle enforcement officers on testifying in court as post-crash inspectors.
 - Presented DUI legal updates and DRE Program to the Fall Nebraska County Attorney Association Conference.
 - Presented "Cops in Court-DUI Cases" at NLETC in November 2014 and August 2015.

- Presented training at the Nebraska State Patrol Academy on “Advanced Courtroom Performance”.
- Training and technical assistance in methods of evidence gathering and preservation in impaired driving cases for prosecutors and law enforcement:
 - Presented “Post-Crash Inspector” training at NLETC.
- Liaison between Governor’s Highway Safety Office and County Attorneys:
 - Attended Traffic Records Coordinating meeting; attended a Title 177 NAC 7 Analysis meeting; attended Nebraska Highway Safety Advocates meeting and attended Accident Report Revision meeting.
- Interactions with law enforcement agencies:
 - Advised the Nebraska State Patrol, County Sheriff’s Offices, NLETC and Police Departments regarding alcohol issues on 6 occasions.
 - Assisted development of a search warrant checklist form for blood draws in DUI cases.
- Interactions with the National Highway Traffic Safety Administration (NHTSA), National Association of Prosecutor Coordinators (NAPC), National Traffic Law Center (NTLC), and other TSRP:
 - Attended NHTSA Bi-regional Law Enforcement conference in St. Louis.
 - Attended annual Traffic Safety Resource Prosecutor National Conference in Oklahoma City, Oklahoma.
 - Attended the NTLC TSRP “Cross Examination Project” in Portland, Oregon.
 - Advised TSRPs & NAPCs from other states on 257 occasions on a variety of issues.
- Updating data for the “Nebraska Manual for Driving Under the Influence Prosecution”:
 - Reviewed the 2011 manual for revisions in the future.
- Other relevant activities:
 - Participated in DUI webinars regarding “The Myth of the DUI Defense: Rising BAC”; Extrapolation of Blood Test Results”.
 - Attended the Spring Nebraska County Attorney Association Conference.
 - Attended the MADD Officer of the Year Awards.
 - Attended the Nebraska Criminal Defense Attorney Association DUI Seminar.
 - Attended the IACP DRE Conference in Cincinnati, Ohio.
 - Attended the 24/7 Sobriety Program Summit in Big Sky, Montana.
 - Presented at Kansas Impaired Driving Seminar regarding scientific evidence in DUI cases.
 - Worked on revising parts of Nebraska’s Administrative Code regarding testing of DUI chemical tests.

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. In addition, the TSRP responded to requests for technical assistance by both local and national prosecutors and law enforcement. Requests for technical assistance from the TSRP continue to grow. The TSRP has provided much needed expert assistance and training throughout Nebraska. Assistance and training provided by the TSRP during FY2015 proved critical to prosecutors and members of city, county and state law enforcement. Overall, the number of DUI prosecutions has increased across the state while the DUI conviction rate continues to climb from a very successful 87.7% in 2012 to 89.8% in 2013.

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

Significant Direct Action

The TSRP took a lead role in prosecuting several complex cases, including those involving DUI and motor vehicular homicide. In a noteworthy case, TSRP handled a serious bodily injury motor vehicle collision involving a county sheriff’s son. The TSRP also handled another motor vehicle collision caused by an impaired driver which tragically killed his best friend and seriously injured two others. TSRP handled a complex scientific challenge to the use of toxicology to prove a driver’s blood alcohol concentration at the time of a collision that killed a passenger. Further, TSRP responded to a motion to suppress evidence of a blood draw and the appeal that followed. TSRP worked to improve DUI prosecutions by initiation revisions of the Nebraska Administrative Code to change its definition of a drug to include more substances than just illegal narcotics.

Significant Assistance

During this grant period, TSRP presented a legal update at the Nebraska County Attorney Seminar and provided an hour long update of Nebraska court decisions related to traffic-related cases. In addition, TSRP did a presentation at the State of Kansas Impaired Driving seminar on responding to legal objections to DRE testimony and HGN results. Further, TSRP participated in the Cross Examination Project where they completed cross examination scripts for expert witnesses who frequently testify in DUI cases with faulty scientific opinions. These scripts are made available to prosecutors across the country.

Funding:	Section 402:	\$102,201.14
Contact:	Greg M. Ariza, Traffic Safety Resource Prosecutor, Assistant Attorney General Nebraska Department of Justice, Office of the Attorney General 2115 State Capitol Bldg., Lincoln, NE 68509 Telephone: 402/471-2682 Fax: 402/471-3591 Email: greg.ariza@nebraska.gov	

**Project Night Life Expansion
Nebraska Office of Highway Safety**

402-15-40

Program Area:	Police Traffic Services, Young Driver Population, High Visibility Enforcement, Public Information, Creative and Innovative Approach
Project Characteristic:	Program Support
Type of Jurisdiction:	Omaha
Jurisdiction Size:	543,244
Target Population:	Driver Population (15-20)

Problem Identification:

Drivers between the ages of 15-19 are responsible for a disproportional number of vehicle crashes. Recognizing this, the State of Nebraska has a provisional operator’s permit (POP) statute (60-4,120.01) that provides for a graduated increase in driving responsibility and privileges. A POP holder is restricted from driving after midnight and before 6 a.m. unless for school or employment. Since the inception of Project Night Life (PNL) in 2005, fatalities for drivers in this age group have decreased and injury type A and B collisions have also been reduced significantly (8% average annually).

Drivers under the age of twenty-one (21) are also a target of under-age drinking and driving. The zero tolerance law Section 60-6,211.01, which prohibits persons under 21 years of age to be in possession of alcohol, 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 phones were a factor.

Target and Objectives:

To reduce the number of youth-involved (drivers ages 15 to 19) involved in fatal, A and B injury crashes by eight percent from the 2010-2012 calendar base year average of 216 to 199 by December 31, 2015.

- Target the 10 intersections with the highest crash involvement in the city that involves drivers under the age of 20 resulting in increased police presence and enforcement. Resulting in a reduction of fatal, A and B injury crashes.
- Increase enforcement of safety-related violations between 12:00 a.m. and 6:00 a.m. as well as, 3:00 p.m. and 6:00 p.m. by a minimum of 150 hours.
- Expand Project Night Life training and awareness of Omaha Police Recruits and to 100 officers of surrounding local law enforcement agencies.
- Increase knowledge about the Provisional Operators Permit (POP) restrictions and use for new drivers. This will be accomplished by doing presentations to teens, parents and citizens reaching 3,000 minimum.

Strategies and Activities:

- Conduct training sessions with Omaha Police Officers, new recruits, and outside law enforcement agencies on the POP statute, restrictions, and high-crash locations during 3:00 p.m. and 6:00 p.m. (other than schools).
 - Conducted 6 roll-call presentations to Uniform Patrol crews about POP restrictions, enforcement and PNL efforts to reduce fatal, A and B injury crashes, reaching 60 officers and 6 sergeants.
 - Taught and/or attended update for Standardized Field Sobriety Test. Participated in SFST training in Dodge County and participated in the Wet Lab/ You Drink & Drive. You Lose. Campaign kick-off.

- Expand public information and educational campaigns through surrounding local law enforcement agencies, Project Extra Mile, community stakeholders, teens and parents.
 - Attended Project Extra Mile’s monthly meetings (7).
 - Participated in 8 unique community events to increase awareness and education about PNL. These events were often teen based and include: CAR Walk for Safer Teen Driving, Metro Area Law Enforcement Underage Drinking Work Group, Safety Expo Day, Keep Kids Alive Drive 25, MADD State Awards, CAR Golf Scramble and Gretna High School Parent Night. Reaching over 1,000 individuals.
 - Outreach activity to area schools, clubs and organizations: 130 presentations reaching over 4,106 teens, parents, and faculty and community members.
 - Utilized social media, including PNL Facebook and Twitter accounts, to disseminate information about teen driving safety, enforcement, seat belt use, texting, high-visibility enforcement activity and safety messaging.
 - Able to conduct several interviews with area media regarding underage drinking and distracted driving.
- Conduct monthly selective overtime enforcement activities (70) that will be utilized by a variety of precincts. This will occur as ongoing strategy. PNL will concentrate on high crash locations involving young drivers. These enforcements will also focus on distracted driving including texting.
 - PNL carried out 78 selective enforcements, over a twelve month period, approximately 7 a month.
 - Participated in regular enforcement operations during high profile teen driving situations (i.e., homecoming, prom, College World Series, and athletic events).
 - Participated in monthly city-wide selective enforcement operations.

Result:

Project Night Life selective overtime citations for this grant period were:

- 4,198 total citations issued
- 78 overtime selective enforcement operations with more than 288 hours logged for activities recorded
- 105 Provisional Operators Permit offenses
- 62 driving under the influence (DUI) arrests, 7 DUI second offense arrests, and 3 felony DUI arrests
- 111 minor in possession (MIP)

The target to reduce the number of youth-involved (drivers ages 15 to 19) involved in fatal, A and B injury crashes by 8 percent from the 2010-2012 calendar base year average of 216 to 199 by December 31, 2015 was not reached. The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. Omaha drivers, ages 15 to 19, involved in fatal, A and B injury crashes increased by 19% from 188 in 2013 to 232 in 2014. However, there was a significant decrease of 46.5% from the 434 in 2005 (start of project) to 232 in 2014.

Funding:	Section 402:	\$124,579.79
Contact:	Sergeant Jason Menning, Omaha Police Department, Traffic Unit, 505 S. 15 th Street, Omaha, NE 68102 Telephone: 402-444-5627; FAX: 402-444-5860; Email: Jason.Menning@cityofomaha.org	

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

402-15-41

Program Areas:	Alcohol and Other Drugs
Project Characteristics:	Training
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A and B injury crashes, killing 211 people and injuring another 5,843 people.

NHTSA has recognized that training is a key element for accomplishing project objectives. NHTSA has developed, via research and evaluation, a number of excellent traffic safety courses. Additionally, NHTSA curriculums are available for use in Nebraska.

Training is one of the most important activities to any agency and is essential to support the special requirements involved in traffic training.

Target and Objective:

The overall target is to decrease the fatal, A and B type injury crashes by 4% from the 2008-2012 base year average of 5,168 to 4,961 by December 31, 2015.

The objective of this project is to provide funding assistance through the “Mini-Grant Application and Award” process to Nebraska’s judicial branch for training opportunities that allow prosecutors and/or judges to attend traffic safety trainings.

Strategies and Activities:

Provide for mini-grant contracts with the Nebraska Supreme Court, Office of Judicial Branch Education and/or other judicial entities to provide funding assistance for training to prosecutors and/or judges. The following requirements will apply to the mini-grant contracts.

- o A description and the location of the training/conference must be submitted.
- o An itemized breakdown of expenses associated with the training/conference must be submitted.
- o A justification of why the training/conference is needed.
- o The names of the individuals attending the training must be provided.
- o After the training has been attended, an evaluation of the training must be submitted with the reimbursement request.
- o 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 contract awarded to the Nebraska Supreme Court Office Judicial Branch Education. (\$25,754.16)

- o The National Judicial College (NJC) presented at a conference on “DUI Basics” on October 8-9, 2015, held at Embassy Suites in Sarpy County. There were 48 county court judges in attendance for the 2-day program.
- o There was a post survey among attendees with 41.6% participation and all aspects of the survey feel mainly in the Agree or Strongly Agree category.

Result:

The fatal, A and B injury crash data for 2015 is unavailable from the Nebraska Department of Roads. In 2014, there were 4,713 fatal, A and B injury crashes, 1.4 percent reduction was achieved from the previous year of 4,648.

Funding:	Section 402:	\$25,754.16
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 AREA

Annual Report	Nebraska
Occupant Protection/Program Coordination Nebraska Office of Highway Safety	402-15-03
Program Area:	Occupant Protection
Project Characteristics:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulted in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2011-2013 was observed at 84.2%, 78.6% and 79.1%. Child safety seat usage surveys conducted in 2011-2013 observed 91.1%, 95.9% and 95.9%.

Violations for "No Occupant Protection" (no safety belt) resulted in 9,813, 9,267 and 8,845 convictions in 2011-2013. In addition, violations for "No Child Restraint" resulted in 1,444, 1,431 and 1,240 convictions in 2011-2013.

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.

Target and Objective:

The overall target is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4 percentage points from the 2012 calendar year usage rate of 78.6 percent to 82.6 percent in 2015.

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, 2014 through September 30, 2015.

Strategies and Activities:

- Provided coordination support and assistance to occupant protection projects involving funds from federal Section 402 and 405b funds. Funding was provided for salaries/benefits, travel expenses, etc.
- Conduct desk monitoring and on-site visits to occupant protection projects. 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, Child Passenger Safety Training (405b), Occupant Protection/Public Education (405b), Child Passenger Safety/Child Safety Seats Purchase Distribution (405b), Occupant Protection/Special Initiatives (405b), and Occupant Protection/High Visibility Enforcement (405b).
 - Site visits were conducted on Custer County Campaign Buckle Up – Central Nebraska Community Services, Loup City – August 29, 2015 and Click It Don't Risk It (CIDRI) Coalition – National Safety Council – August 26, 2015.
- Assisted and provided technical occupant protection data, reports, and information to contractors, law enforcement agencies, 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:
 - Nebraska Safety Council Safety Conference - October 7, 2014

- Attended Madonna for Child Safety Seat Special Needs Class – October 9, 2014
- Attended Life Changing Experiences Presentation – November 6, 2014
- Attended Drive Smart Nebraska Meetings – November 13, 2014, February 12, 2015, May 14, 2015
- Attended Child Passenger Safety Advisory Committee Meeting – November 17, 2014
- Transferred car seats from National Safety Council, Nebraska to the Fremont Health Department – March 4, 2015
- Coordinated and attended Child Passenger Safety Update in Kearney – March 30 – April 1, 2015
- Observed and addressed Child Passenger Safety Classes in Kearney, Omaha and Lincoln.
- 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 2015 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.
 - The Nebraska Performance-Based Strategic Traffic Safety Plan FY2016 was completed and submitted to National Highway Traffic Safety Association (NHTSA) Region VII Office on June 26, 2015.
 - Completed the 2014 *Nebraska Highway Safety Annual Report* on December 30, 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.
 - Compiled listing for LATCH Manual and distributed to CPS technicians.
 - Deliver and pick up car seats for CPS Technician training.

Result:

The target to increase the occupant protection usage rate to 82.6% was not achieved. However, the observed safety belt usage rate has held steady since 2012 with a usage rate of 78.6% to 79.6% in 2015.

Funding:	Section 402:	\$30,024.45
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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**Occupant Protection/Public Information and Education
Nebraska Office of Highway Safety**

402-15-04

Program Area:	Occupant Protection
Project Characteristic:	Educational Effort
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2011-2013 was observed at 84.2%, 78.6% and 79.1%. Child safety seat usage surveys conducted in 2011-2013 observed 91.1%, 95.9% and 95.9%.

Violations for "No Occupant Protection" (no safety belt) resulted in 9,813, 9,267 and 8,845 convictions in 2011-2013. In addition, violations for "No Child Restraint" resulted in 1,444, 1,431 and 1,240 convictions in 2011-2013.

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

Target and Objective:

The overall target is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4 percentage points from the 2012 calendar year usage rate of 78.6 percent to 82.6 percent in 2015.

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 18.3% from the 2008-2012 calendar base year average of 91.8 to 75 in 2015.

Strategies and Activities:

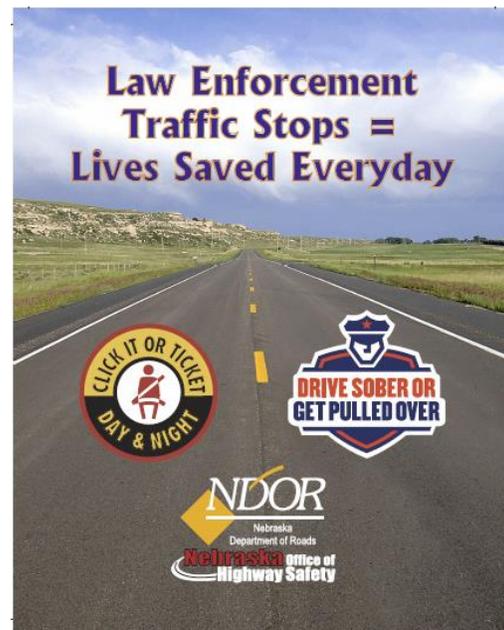
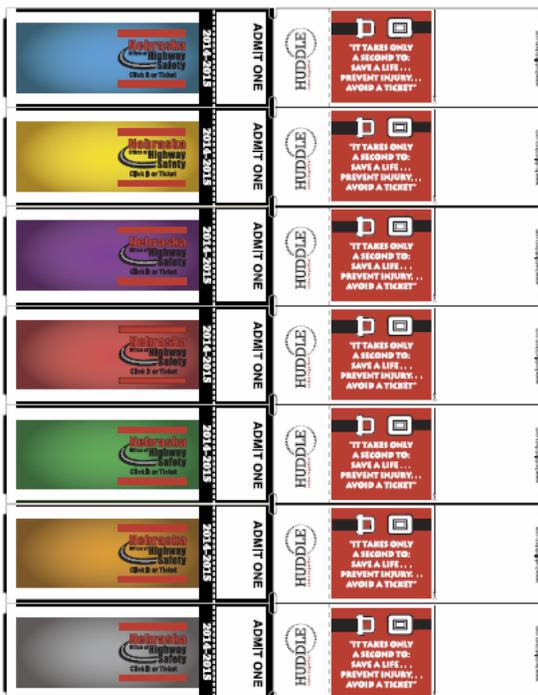
- Produced/purchased and distributed 32,397 occupant restraint related materials (brochures, newsletters, signs, and other educational items). Approximately 79% (25,470) were distributed to organizations within the Target Counties.
 - Loaned two occupant-restraint related DVD/videos to schools, law enforcement, 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.
- Provided funding for mini-grant contracts specific to occupant restraint-related problems.
 - Awarded a mini-grant to the Nebraska Safety Council for funding assistance to participate in the "Click It or Ticket" /KOLN-KGIN media campaign for October and November not to exceed \$5,120.00 cost split with grant 15-13. The media campaign provided three platform types: television, internet (web banner), and mobile app. A total of 119 :30 second commercials, 2 banners, and 2 apps. (\$2,537.50)
 - Awarded a mini-grant to the Nebraska Safety Council for funding assistance to participate in the "Click It or Ticket"/KOLN-KGIN media campaign for December thru September 2015 not to exceed \$28,690.00 cost

- split with grant 15-13. The media campaign provided three platform types: television, internet (web banner), and mobile app. A total of 627 :30 second commercials, 10 banners, and ten apps. (\$13,320.00)
- Produced/provided media messages during occupant restraint mobilizations and other media networks.
 - Contracted with The Ticket – KNTK-FM - to provide sponsorship of 5:00 hour on “Drop the Mike” a :20 LIVE mention of the “Click It or Ticket” ad, :15 ad before each Podcast (3 per day – 15 per week – 60 per month) and (25) :30 PSA’s between (7 am – 6 pm, Monday through Friday), and additional (10) :30 commercials on the weekend. The costs associated with this grant will be \$1,875.00 for July, August, and September.
 - Placed impaired driving ads in Want Ads of America to coincide with major holiday activities. (\$150.00)
 - Contract with “The Bottomline” – The Omaha World Herald and Mike’l Severe to receive the CIOT logo and sponsorship mentions in TBL house ads, minimum of 40 mentions per month, banner ad on The Bottomline Website, 30 :30 second commercials that will run on the TBL, Big Apple Radio 1600 and KHUB, daily updates on the current number of fatalities, and CIOT logo backdrop. The cost associated with this contract will be \$9,000.00 for the months of July, August, and September. The age demographics are 25 to 54 with 70,000 per month website views.
 - Entered into a Huddle Ticket Program Agreement on February 2015, for 2015-2016 school years for \$62,000.00. 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.
 - Entered into an advertising agreement with The Nebraska Sheriffs' Association magazine for a full page color ad (7.25" x 9.25"). The ad placement ran in the Spring/Summer 2015.

Results:

The target to increase the occupant protection usage rate to 82.6% was not achieved. However, the observed safety belt usage rate has held steady since 2012 with a usage rate of 78.6% to 79.6% in 2015.

Funding:	Section 402:	\$93,072.50
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	



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

402-15-05

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 1.5. 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, 41 in 2011, and 31 in 2012. The current occupant restraint use in Custer County is 50.0%, much lower than the state’s percentage of 72.7%.

Goals and Objectives:

The goal is to decrease fatal, A and B injury crashes by 4% from the 2010-2012 calendar base year of 4979, increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 6.4% from the 2013 calendar year usage rate, and reduce by 5% the number of fatal, and A and B injury crashes in Custer County from the three-year baseline average of 32 crashes (2010-2012) to 30 crashes in CY2015.

The objectives are to increase the percentage of drivers and passengers using restraints by 5 percentage points from the percentages observed in the September 2014 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 200 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, 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 2012 to measure change in usage.

Results:

- Submitted news releases and promoted PSA’s made by local youth during the funding period (October, November, December, and September 2015).
- The fatal, A and B injury crash data for FY2015 for Custer County is unavailable from the Nebraska Department of Roads.
- The goal to increase the occupant protection usage rate to 85.4% was not achieved. The observation rate was 79% in 2014.
- Fatal, A and B injury crashes in Custer County went down from 31 crashes in 2012, to 22 crashes in 2013 and to 28 crashes in 2014 (NOHS). This goal was achieved.
- CNCS observation showed percentage of drivers and front seat passengers using restraints rose from the September 2012 observation of 58.2% to 81.7% in August 2015.
- Custer County Campaign Buckle-Up partnered with Nebraska State Patrol, 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, The Salvation Army, local media, Youth Offering Alternatives to Drugs and Alcohol (YOADA) students, National Association on Mental Illness (NAMI), University of Nebraska at Lincoln Extension Educator, Broken Bow Fire & Rescue, and others. Ten partners were projected and over 15 partner organizations supported the campaign.
- Over 700 residents, students and parents received education and/or presentations on: occupant protection, distracted driving, safe driving and riding habits. Approximately 194 community members took part in community education and awareness at 12 monthly meetings. Meeting project goals.
- The in-kind non-federal funds were generated through partners’ volunteer time: school staff, UNL Extension, Safe Communities for Custer County members, and the Nebraska State Patrol. Also, donations for supplies and waived registration fees accounted for in-kind funding.

Custer Co Restraint Use Observational Survey Locations	11/19/2012 Driver Seat Belt Yes (373 cars total)	08/28/2015 Driver Seat Belt Yes (295 cars total)	11/2012 Front Seat Passengers - Yes (65 total)	08/2015 Front Seat Passengers - Yes (90 total)	11/2012 All Co. Locations Drivers & Front Seat Passengers	08/2015 All Co. Locations Drivers & Front Seat Passengers
Hwy 2 & 8 th St. westbound	42%	53%				
Hwy 2 & 8 th St. eastbound	32%	43%				
N. 5 th Ave. & Memorial Dr.	40%	Under Construction—unable to observe				
Ansley Hwys 92 & 183	73%	95%				
All Locations – Front Passengers			46.2%	55.6%		
Total Drivers & Front Passengers					58.2%	81.7%

Funding:	Section 402:	\$13,015.00
	Other – In-Kind:	\$4,550.00
	Total:	\$17,565.00

Contact: Emily Ripp, Director of Health & Nutrition, Central Nebraska Community Services, P.O. Box 509, Loup City, NE 68853, Telephone: 308/745-0780 Ext. 122, Fax: 308/745-0446
Email: eripp@cennecs.org

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

402-15-38

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2011-2013 was observed at 84.2%, 78.6% and 79.1%. Child safety seat usage surveys conducted in 2011-2013 observed 91.1%, 95.9% and 95.9%.

Violations for "No Occupant Protection" (no safety belt) resulted in 9,813, 9,267 and 8,845 convictions in 2011-2013. In addition, violations for "No Child Restraint" resulted in 1,444, 1,431 and 1,240 convictions in 2011-2013.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address occupant restraint 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 occupant restraint laws.

Target and Objective:

The overall target is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4 percentage points from the 2012 calendar year usage rate of 78.6 percent to 82.6 percent in 2015.

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 the 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 a variety of strategies, to reach the target audience.
 - The "2.54" Campaign was designed to remind Nebraskans that a seat belt is a small device that can save a life. Multiple mediums were used throughout the campaign that included: radio ads, Screen/Vision ads, Pandora ads, social media (Twitter, Facebook and LinkedIn), window clings and sidewalk stickers. The 750 window clings and 250 stickers were placed throughout the state at schools, businesses, and high traffic venues. Some of the items were distributed across Omaha, Lincoln, and Columbus, Health Departments, member companies, and North Platte.
 - Managed CIDRI2015 public service announcement contest for high school students. There were 80 team applications from schools across the state, reaching over 300,000 users and over 500,000 impressions were recorded. Paid social media #CIDRI2015 ended up reaching approximately 5.2 million users, 65% male, at the end of the fiscal year. Additional, reach for this campaign included earned media from interviews with KETV, Columbus News, KFAB and NTV along with press releases published by approximately 100 publications across the state.
 - Governor's Seat Belt Honor Roll activity included: 13 businesses receiving an award for their participation at a 90% or higher usage rate with employees, 72 companies and/or schools received materials for the

Governor’s Seat Belt Honor Roll participation, and NSCN developed a new marketing campaign aimed at 200 Nebraska companies (100 whom have been awarded *Nebraska Safest Companies*).

- There were partnership activities that CIDRI team members used to convey the message about the importance of seat belt usage. Those activities included: E-news to 2,600 individuals monthly, advocating Child Safety Seat Inspection Stations (in and around the Omaha area) several times a year, distributed 2,000 CIDRI air fresheners at health fairs, Healthy Kids Friday, and other events, attending both the Drive Smart Nebraska Coalition meetings and the Nebraska Office of Highway Safety Advocates meetings (quarterly throughout the year).
- All of the work accomplished by the Click It – Don’t Risk It Coalition strives to educate, motivate and increase occupant protection usage for both adults and youth of all ages. There are currently 35 active members in the coalition.

Results:

The target to increase the occupant protection usage rate to 82.6% was not achieved. However, the observed safety belt usage rate has held steady since 2012 with a usage rate of 78.6% to 79.6% in 2015.

Funding:	Section 405b:	\$65,771.76
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	

POLICE TRAFFIC SERVICES PROGRAM AREA

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

402-15-27

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 people.

Target and Objective:

Reduce fatal, A and B injury crashes by 9.9% from 5,167.8 (2008 – 2012 average) to 4,658 in 2015.

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-two 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-two 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-two 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-two priority counties. The applicants will identify the dates, locations and times from their baseline data.
 - During the project period 12 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 5 contracts; Sheriffs Offices – 2 contracts; and, Nebraska State Patrol – 5 contracts.

Contract Awards

Agency	Reimbursed
Columbus Police Department	\$3,982.16
Lincoln Police Department	\$1,125.00
Lincoln Police Department	\$1,183.71
Lincoln Police Department	\$1,332.75
Omaha Police Department	\$13,711.95
Seward County Sheriff’s Office	\$568.47
Washington County Sheriff’s Office	\$2,003.23
Nebraska State Patrol	\$1,622.91

Nebraska State Patrol	\$666.60
Nebraska State Patrol	\$6,324.12
Nebraska State Patrol	\$11,928.00
Nebraska State Patrol	\$3,061.81
Total	\$47,510.71

These 12 mini-grant contracts resulted in a total of 872 hours of selective traffic overtime enforcement, 80 seat belt citations, 16 impaired driving arrests, 737 speeding citations, 1 Minor in Possession citations and 7 open container citations. The total number of citations issued – 1,330. Total number of contacts made – 2,479.

- 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 12 mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$47,510.71
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	

TRAFFIC RECORDS PROGRAM AREA

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

402-15-30

Program Area:	Traffic Record Support
Project Characteristic:	Traffic Record Decision Makers
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,512,448
Target Population:	Statewide Traffic Records Custodians and Users

Problem Identification:

In order to meet the overall target of the reductions in fatal and injury crashes in 2015, policy decision makers need ready access to accurate and factual traffic safety 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 Traffic Records System.

Target and Objective:

The overall target of this system support grant is to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of Nebraska's traffic records 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.

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 9.9% from the 2008 – 2012 calendar base year average of 5,168 to 4,658 by December 31, 2015 and to assist in collecting the most accurate crash data possible.

Strategies and Activities:

- To provide overall general support to improve traffic record information and to insure that a mechanism is available to provide information for special traffic record requests (both internal and external).
- To provide a conduit for linkage of support information to the traffic record information (i.e. - CODES).
- To provide 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.
- To complete the new Nebraska Traffic Records Strategic Plan.

Results:

- The Nebraska Traffic Records Strategic Plan has been finalized and has been published on the website as of June 1, 2015.
- Registered Traffic Records Coordinator for 2015 Traffic Records Forum.
- A mini-grant contract was approved for Omaha Police Department to purchase Bosch CDR software and cables for \$4,376.00.
- A mini-grant contract was approved for the Nebraska Department of Health and Human Services – EMS/Trauma Program for three employees to attend the Annual Image Trend EDS Conference for \$2,660.17.

Funding:	Section 402:	\$7,848.87
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Contact: Bill Kovarik, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509
Telephone: 402/471-2516 Fax: 402/471-3865 Email: william.kovarik@nebraska.gov

Annual Report	Nebraska
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Computer System **402-15-31**
Nebraska Office of Highway Safety

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.

Target:

The target 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 ten (10) toner cartridges for printer. (\$1,842.52)
 - Maintenance and repairs were completed on Ricoh SPC830DN printer. (\$745.46)

Funding:	Section 402:	\$2,587.95
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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

DISTRACTED DRIVING PROGRAM AREA

Annual Report	Nebraska
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**Distracted Driving/Public Information and Education
Nebraska Office of Highway Safety**

402-15-13

Program Area:	Distracted Driving
Program Characteristic:	Educational Effort
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.87 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, 4,713 fatal, A, and B injury crashes occurred, killing 211 people and injuring another 5,823 people.

Fatal, A, and B crash totals of 751 crashes occurred in 2013 that were contributed to "Distracted Driving." This is below the five-year FARS average of 746 (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.

Target and Objective:

The target is to reduce distracted driving-related fatal, A and B injury crashes, however it is projected that due to improved reporting, the crashes will increase by 5.6% from the 2008-2012 base year average of 746 to 791 in 2015. Additional target is to reduce drivers age 20 or younger involved in fatal crashes by 35% from 40.6 (2008-2012 average) to 25 in 2015.

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 119 ad spots aired plus two banner ads on websites during the campaign. (\$5,075.00 split with Occupant Protection Public Information & Education.)
- Awarded a mini-grant to the Nebraska Safety Council for funding assistance to participate in a radio public information campaign about the dangers of distracted driving. Placed 255 ad spots and three internet banner ads. (\$6,675.00)
- Awarded a mini-grant to the Nebraska Safety Center for funding assistance to participate in a Mobile Simulator Outreach program about the dangers of distracted driving. Conducted two separate events in Kearney. (\$4,830.53)
- Awarded a mini-grant to the Nebraska Safety Council for funding assistance to participate in the Click It or Ticket/KOLN-KGIN media campaign for December through September 2015. Placed 613 ad spots and 23 internet banner ads. (\$27,620.00 split with Occupant Protection PI&E.)
- Awarded a mini-grant to Central Community College-Grand Island to conduct a public information and education program using driving simulators for impaired and distracted driving. Conducted one distracted driving/DUI event on the campus in Grand Island and another event on the Columbus campus. (\$2,000.00 split with Alcohol Public Information & Education.)

- Awarded a mini-grant to Nebraska Safety Council to conduct a public information and education campaign by using videos at selected movie theaters targeting young drivers regarding the dangers of distracted driving. Three different :30 spots were rotated during the 14 week cycle. The spots were shown in 19 theaters on 167 screens in Bellevue, Broken Bow, Columbus, Fremont, Kearney, Lincoln, Nebraska City, Norfolk, North Platte, Omaha, and Scottsbluff. (\$47,275.00)
- “Distract-A-Match” games were previously added to NOHS library. These games were used by four organizations to create awareness of the dangers of distracted driving.
- Contracted with Alliance Sports Marketing to produce 282 banners with the distracted driving message and their local high school 2015 football schedule. A banner is produced for each high school in Nebraska that is operating a football team. (\$15,000.00)

"One Text or Call Could Wreck It All" Nebraska High School Campaign

Prior to the start of the Nebraska High School football season, Alliance Sport Marketing designed, produced and distributed a promotional kit to 282 high schools. Included in each kit were custom vinyl banners with the high school’s football schedule, several distracted driving posters, informational cards to be distributed to the students, and a binders with suggested public address announcements to be read in the schools and at sporting events.

Schedule Banner



This is layout for one of the 282 schedule banners that were produced and distributed to the high schools. Each 3’ x 6’ vinyl banner personalized with the schools name and football schedule for the season. The banners were branded with the “One Text or Call Could Wreck It All” distracted driving message. The banners also included a QR code that would direct people to <http://www.transportation.nebraska.gov/nohs/>. The banners were prominently displayed in the schools in high traffic areas to help promote the upcoming season.

Results:

The distracted driving-related fatal, A, and B injury crash data for 2015 are unavailable from the Nebraska Department of Roads. Distracted driving was involved in 798 (17%) of the 4,648 fatal, A and B injury crashes in 2014. The 5.6% expected increase was exceeded.

Funding:	Section 402:	\$92,750.00
Contact:	Bill Kovarik, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2516 FAX: 402/471-3865 Email: william.kovarik@nebraska.gov	

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

402-15-22

Program Area:	Distracted Driving
Project Characteristic:	Preventing Distracted Driving Among Teenage Drivers
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	Teenage drivers 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.

Targets:

The target is to reduce fatal, A and B injury crashes by 4% from the 2008-2012 calendar base year average 5,168 to 4,961 by December 31, 2015.

To decrease distracted driver – fatal, A and B injury crashes by 10% from the 2008-2012 calendar base year average of 736 to 662 by December 31, 2015.

Strategies and Activities:

- DHHS Injury Prevention and Control Program will hire a Marketing/Journalism Major student from UNL to research and develop the parent teen driver safety message with guidance from the Motor Vehicle Policy Grant coordinator. Prior approval from NOHS is a requirement before mini-grant is approved.
- DHHS will conduct focus groups of the message with Schmeckle Research prior to release.
- A survey of parents will be conducted through the Teens in the Driver Seat schools to determine parent knowledge, attitude and behavior around teen driver safety.
- Educational teen driver safety media materials will be released to local papers, television stations for use. The use of billboards and PSA's will be used.
- A final brief year end or summary report outlining the accomplishments, the number of media hits and parent change in awareness will be provided to NOHS.

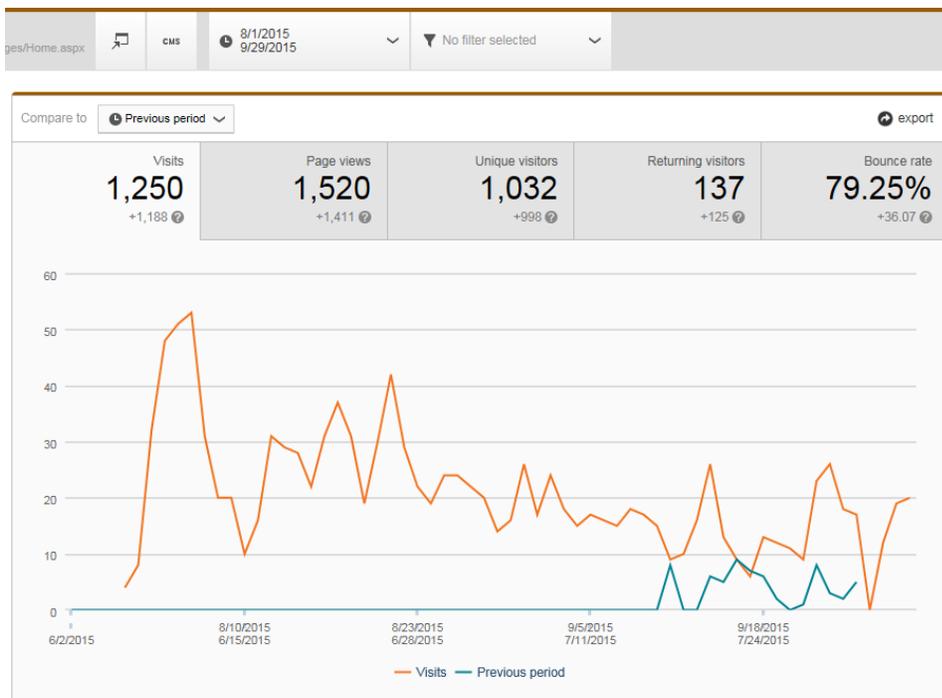
Result:

- The youth-involved fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads.
- The "Driving the Right Message" campaign logo, message and website created.
- Campaign launched through gas pump toppers at 20 different gas stations with locations in Kearney, Lincoln and Omaha. According to AllOver Media, the campaign received approximately 5,338,800 impressions.
- Theater ads ran in select Omaha, Lincoln, Bellevue, Fremont, Norfolk, Scottsbluff and North Platte movie theaters. According to Screenvision, the movie ad played 5,151 times and estimated attendance of 940,000.
- The Driving the Right Message" website received 1,250 visits from August to the end of September with 1,520 page views.
- A total of 924 materials including posters and cards were mailed to schools and physician offices across the state for promotion of the parentsdrivethemessage.ne.gov website.

Funding:	Section 402:	\$25,760.58
Contact:	Jeanne Bietz, Nebraska Department of Health and Human Services, Injury Prevention Program, 301 Centennial Mall South, P.O. Box 95026, Lincoln, NE 68509 Telephone: 402/471-0361 FAX: 402/471-6446 Email: Jeanne.bietz@nebraska.gov	



The DHHS communications department ran web site statistics on visits to the web site showing visits from launch to end of September. The Injury Program continues to mail posters and post cards to physicians who request them.



IDENTIFICATION AND SURVEILLANCE PROGRAM AREA

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

402-15-19

Program Areas:	Identification & Surveillance
Project Characteristic:	Educational Effort
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	Teenage Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in approximately 16,000 injured persons annually. In 2013, 4,713 fatal, A and B injury crashes occurred, killing 211 people and injuring another 5,823 people.

There were 108,471 licensed young drivers (ages 16 through 20) in Nebraska in 2013. These drivers account for 7.7% of the total licensed drivers in the state. However, this age group is highly over represented in crash involvement at 17.1% of all fatal, A and B injury crashes in 2013.

Young drivers are also overrepresented in traffic violations. Convictions in 2013 for traffic violations for this age group comprised approximately 6.60% of DUI convictions, 17.51% of safety belt convictions, and 13.52% 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 2013, there were 28 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.

Target:

The target is to reduce youth-involved (ages 16 through 20), fatal, A and B injury crashes by 4% from the 2008-2012 calendar base year average of 1,572 to 1,509 by December 31, 2015.

Objective:

The objective is to provide and inform young licensed drivers (age 16 through 20) in the target counties with information to address youth issues.

Strategies and Activities:

- Produced/purchased and distributed 1,634 youth-related traffic safety materials (brochures and other educational items). Approximately 41% (678) were distributed to organizations within the NOHS target counties. In addition:
- The NOHS website was maintained and updated throughout the period with current youth related traffic safety facts, statistics, resources, and related links.
- Maintained and provided the Fatal Vision® impairment simulation goggle kits to organizations for 8 events, 88% (7) held in target counties, to discourage impaired driving.
- Maintained the toll-free TIP line (1-866-MUST-BE-21) to report underage drinking in the state that will refer callers to the Nebraska State Patrol switchboard. 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 created a website. (www.reportunderagedrinking.com)

- Mini-grant contracts awarded during the fiscal year:

Name	Award Costs	Activity Funded
Creating Captains	\$2,500.00	5 events, 650 attendees
Nebraska Department of Health & Human Services	\$30,094.76	Teens in the Driver Seat safety program
Four Corners Health Department	\$17,936.00	Focus on the Road...Drive Smart Campaign
Total Mini-Grants Award Costs	\$50,530.76	650 attendees

Result:

The youth-involved fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. The youth-involved fatal, A, and B injury crashes decreased by 21.56 percent from the 2008-2012 calendar base year average of 1,572 to 1,233 in 2014.

Funding:	Section 402:	\$50,530.76
Contact:	Bill Kovarik, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2516 Fax: 402/471-3865 Email: william.kovarik@nebraska.gov	

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

402-15-21

Program Areas:	Identification & Surveillance
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Youth Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

There were 108,471 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2013. These drivers account for 7.7% of the total licensed drivers in the state.

Young drivers are overrepresented in traffic violations. Convictions in 2013 for traffic violations for this age group comprised approximately 7.02% of DUI convictions, 17.51% of safety belt convictions, and 13.52% 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.

Target and Objective:

The target is to reduce youth-involved (age 16 - 20) fatal, A and B injury crashes by 4% from the 2008-2012 calendar base year average of 1,572 to 1,509 by December 31, 2015.

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, 2014 through September 30, 2015.

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, 405d/Support of Evidence-Based Environmental Strategies – Project Extra Mile, and Preventing Distracted Driving – Teenage Drivers.
 - Site visits were conducted with:
 - Support of Evidence-Based Environmental Strategies – Project Extra Mile on August 28, 2015
 - Nebraska Collegiate Consortium to Reduce High-Risk Drinking – University of Nebraska on August 29, 2015
 - Preventing Distracted Driving Among Teenage Drivers – Department of Health and Human Services on August 14, 2015
 - Project Night Life Expansion – Omaha Police Department on August 13, 2015

- 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 Coalition Meeting – November 12, December 9, 2014, January 13, February 10, April 8, May 13, August 12, and September 9, 2015
 - Ford Driving Skills for Life activates in Lincoln, Omaha, Kearney – June 10, 11, and 12, 2015
 - Project Extra Mile Training – September 15, 2015
 - Drive Smart Coalition Meeting – August 13, 2015
 - 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. Updated website with teen driver stats.
 - 402/405f 2016 Nebraska's "Performance-Based" Strategic Traffic-Safety Plan submitted to NHTSA on June 26, 2015
 - Completed the 2014 Nebraska Highway Safety Annual Report on December 30, 2014.

Result:

The youth-involved fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. In 2014, there were 1,246 youth-involved fatal, A and B injury crashes, a 4.2 percent reduction was achieved from the previous year of 1,300.

Funding:	Section 402:	\$18,112.26
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/Program Coordination
Nebraska Office of Highway Safety

402-15-23

Program Areas:	Identification & Surveillance
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

After subtracting the "Alcohol" and "Speed" crash totals from the fatal, A and B injury crash total, 3,829 crashes occurred in 2013 that were contributed to "all other factors." This is below the three-year average of 4,148 (Baseline 2008-2013).

In 2013, pedal cyclists were involved in 274 crashes, in which 0 people were killed and 191 incurred type A or B injuries. Pedestrians were involved in 382 crashes, in which 14 people were killed and 227 incurred type A or B injuries. Twenty-five train/motor vehicle crashes occurred, in which 2 people were killed and 16 received type A or B injuries. Motorcyclists were involved in 550 crashes, in which 14 people were killed and 446 incurred type A or B injuries. Helmets were used in 462 (81%) of the 571 drivers and passengers involved in the 550 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.

Target and Objective:

To reduce all other factors (minus alcohol and speed) in fatal, A and B injury crashes by 6.8% from the 2008-2012 calendar base year average of 4,148 to 3,868 by December 31, 2015.

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, 2014 through September 30, 2015.

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, Traffic Safety/Program Coordination, Traffic Safety/Public Information and Education, Traffic/Selective Overtime, Computer System, 405c Traffic Records/System Support, Nebraska Law Enforcement Training Center - Traffic Law Enforcement, and 405f motorcycle safety education projects.
 - Site visits were completed:
 - Nebraska Law Enforcement Training Center - Traffic Law Enforcement – September 1, 2015
- 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 activities:
 - Nebraska Operation Lifesaver Board Meeting – October 22, November 13, 2014, January 8, May 14, September 10, 2015
 - Safety Expo Distracted Driving Session – October 8, 2015

- NHTSA Region 7 Meeting – November 18-19, 2014
- NHTSA Data Driven Workshop – March 10 – 12, 2015
- NDOR New Employee Orientation – January 6, 2015
- Nebraska Advocates for Highway Safety – January 14, September 30, 2015
- NHTSA State Conference Call – March 24, July 28, September 25, 2015
- 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 2014 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.
 - 402/405f 2016 Nebraska's "Performance-Based" Strategic Traffic-Safety Plan submitted to NHTSA on June 26, 2015.
 - Reviewed the FY2015 grant applications on May 26, 2015.
 - Completed the 2014 *Nebraska Highway Safety Annual Report* on December 30, 2014.
 - Typed and emailed minutes and provided brochures for Nebraska Operation Lifesaver.
 - Updated audiovisual catalog and *Nebraska Highway Safety Annual Report, Policies, Procedures and Grant Contract Application*.
 - Completed physical inventory check of NOHS purchases over \$5,000.00 on master inventory list.

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. In 2014, there was 4,713 fatal, A and B injury crashes, a 1.4 percent reduction was achieved from the previous year of 4,648.

Funding:	Section 402:	\$116,692.58
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**

402-15-24

Program Areas:	Identification & Surveillance
Project Characteristic:	Educational Effort
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

After subtracting the "Alcohol" and "Speed" crash totals from the fatal, A and B injury crash total, 3,829 crashes occurred in 2013 that were contributed to "all other factors." This is below the three-year average of 4,148 (Baseline 2008-2013).

In 2013, pedal cyclists were involved in 274 crashes, in which 0 people were killed and 191 incurred type A or B injuries. Pedestrians were involved in 382 crashes, in which 14 people were killed and 227 incurred type A or B injuries. Twenty-five train/motor vehicle crashes occurred, in which 2 people were killed and 16 received type A or B injuries. Motorcyclists were involved in 550 crashes, in which 14 people were killed and 446 incurred type A or B injuries. Helmets were used in 462 (81%) of the 571 drivers and passengers involved in the 550 crashes.

Target and Objective:

To reduce all other factors (minus alcohol and speed) in fatal, A and B injury crashes by 6.8% from the 2008-2012 calendar base year average of 4,148 to 3,868 by December 31, 2015.

Strategies and Activities:

- Produced/purchased and distributed 5,013 traffic safety-related materials (brochures and other educational items). Approximately 67% (3,354) were distributed to organizations within the NOHS Target Counties. In addition:
 - Loaned 25 DVD/videos to schools, community groups, and other organizations, 5 (20%) 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. (\$16.00)
 - Purchased 1-year subscription to access the Associated Press Wire Service through the Internet. (\$750.00)
 - Utilized 5,013 newspaper clippings from Universal Information Service as references for media, fatality files, and project files. (\$3,456.00)
- 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." (1,000) (\$167.72)
- Contracted with KOLN/KGIN TV to display traffic safety messages and updates on website and station's Twitter feed. (\$12,000.00)
- 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. (\$3,529.46)
- Awarded a mini-grant to Lincoln Children's Museum to conduct a public information and education event called "Safe Kids, Smart Kids". (\$110.00)
- 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 CY2015 is unavailable from the Nebraska Department of Roads. In 2014, there were 4,713 fatal, A and B injury crashes, a 1.4 percent reduction was achieved from the previous year of 4,648.

Funding:	Section 402:	\$57,029.18
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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 CONTROL PROGRAM AREA

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

402-15-32

Program Area:	Speed Control
Project Characteristics:	Program Support and Coordination
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

Speed was known to be involved in 334 (7.1%) of the 4,713 fatal, A and B injury crashes that occurred in Nebraska in 2013. Speed was involved in 22 (11.6%) of the 190 fatal crashes.

During 2013, a total of 64,654 convictions for speed related offenses occurred in Nebraska. On average 78,814 convictions occur (Baseline 2008-2012).

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.

Target and Objective:

To reduce speed-related fatal, A and B injury crashes by 4% from the 2008-2012 calendar base year average of 404 to 388 by December 31, 2015.

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, 2014 through September 30, 2015.

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

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. In 2014, speed was known to be involved in 339 (7.3%) of the 4,648 fatal, A and B injury crashes that occurred in Nebraska. Speed was involved in 28 (13.8%) of the 203 fatal crashes.

Funding:	Section 402:	\$8,235.01
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	

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

402-15-35

Program Areas:	Speed Control, Speed Enforcement
Program Characteristic:	Educational Effort
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in approximately 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 people.

In CY2013, “Speed Too Fast For Conditions” and “Exceeding Speed Limit” were determined to be the major contributing human factors in 22 (11.6%) of the 190 fatal crashes that occurred in Nebraska. Those two speed-related factors also accounted for 312 (6.6%) of the 4,713 fatal, A and B type injury crashes.

Speed-related activities will be coordinated through the NOHS to insure continuity, uniformity, and comprehensiveness in this area and will focus in the twenty-two 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 the NOHS office in this concentrated area.

Target and Objective:

The target is to decrease speed-related fatal, A and B injury crashes by 25% from 388 (2008-2012 average) to 291 in December 31, 2015 and to reduce speed-related fatalities from the 2008-2012 base year average by 14% from 35 to 30 in 2015.

Strategies and Activities:

- Produce/purchase and distribute speed related materials (including brochures, newsletters, press releases, videos, and PSAs).
- Maintain/update NOHS website with current speed related facts, statistics, resources and related links.
- Provide speed monitoring trailers to at least seventeen (75%) of the target counties. Provide maintenance and insurance for the trailers.
- Provide funding for mini-grant contracts specific to speed related problems as need is demonstrated.
- The NOHS speed trailers were provided to 23 agencies, 8 (35%) within the target counties, and 15 (65%) in non-target counties. Routine maintenance and repairs were also provided.

Total Agencies:	County:
Central City Police Department	Merrick
Dodge County Sheriff's Office	Dodge
Callaway Police Department	Custer
Sidney Police Department	Cheyenne
Custer County Sheriff's Office	Custer
Alliance Police Department	Box Butte
Lancaster County Sheriff's Office	Lancaster
Otoe County Sheriff's Office	Otoe
Plattsmouth Police Department	Cass
Fremont Police Department	Dodge

Johnson County Sheriff's Office	Johnson
Franklin Police Department	Franklin
Sherman County Sheriff's Office	Sherman
Boyd County Sheriff's Office	Boyd
Howard County Sheriff's Office	Howard
Grand Island Police Department	Hall
Lancaster County Sheriff's Office	Lancaster
Garfield County Sheriff's Office	Garfield
Pawnee County Sheriff's Office	Pawnee
Franklin County Sheriff's Office	Franklin
Knox County Sheriff's Office	Knox
Broken Bow Police Department	Custer
Decatur Police Department	Burt

Results:

The fatal, A and B injury crash data for 2015 is unavailable from the Nebraska Department of Roads. There were 339 speed-related fatal, A, and B injury crashes in 2014; the 12% reduction goal was achieved.

Funding:	Section 402:	\$258.99
Contact:	Bill Kovarik, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2516 Fax: 402/471-3865 Email: william.kovarik@nebraska.gov	

SPEED ENFORCEMENT PROGRAM AREA

Annual Report	Nebraska
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**Traffic Law Enforcement
Nebraska Law Enforcement Training Center**

402-15-26

Program Areas:	Police Traffic Services
Project Characteristics:	Training
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 people.

Target and Objective:

Reduce fatal, A and B injury crashes by 9.9% from 5,167.8 (2008 – 2012 average) to 4,658 in 2015.

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.
 - Four Standardized Field Sobriety Testing classes were conducted training 132 students.
- To conduct two (2) Standardized Field Sobriety Testing update classes.
 - Four classes were scheduled, three were cancelled due to low enrollment and one trained 9 students.
- To train a minimum of sixty (60) law enforcement personnel in Radar Certification.
 - Three Radar Certification courses were conducted training 118 students.
- To conduct two (2) Laser Certification courses and train 60 law enforcement personnel.
 - Three Laser Certification courses were conducted training 118 students.
- To train a minimum of sixty (60) law enforcement personnel in In-Car Camera Operations.
 - Three In-Car Camera Operation courses were conducted training 117 students.
- To train a minimum of ten (10) law enforcement personnel in Intermediate Crash Investigation.
 - One Intermediate Crash Investigation course was conducted training 19 students.
- To train a minimum of ten (10) law enforcement personnel in Technical Crash Investigation.
 - The Technical Crash Investigation course has been rescheduled for FY16.
- 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 14 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.
 - Four ARIDE classes were scheduled, two were cancelled due to low enrollment and two classes were held training 22 students.
- To provide training for preliminary and evidentiary breath testing instruments in accordance with Title 177.
 - Preliminary breath testing training was provided to 317 students; and, evidentiary breath testing training was provided to 296 students.

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$44,874.63
	State:	\$ 6,097.33
	Total Cost:	\$50,971.96

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 – Speed
Nebraska Office of Highway Safety**

402-15-33

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Speed Enforcement
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 people.

In CY2013, “Speed Too Fast For Conditions” and “Exceeding Speed Limit” were determined to be the major contributing human factors in 22 (11.5 percent) of the 190 fatal crashes that occurred in Nebraska. Those two speed-related factors also accounted for 334 (7 percent) of the 4,713 fatal, A and B injury crashes.

Target and Objective:

Reduce speed-related fatal, A and B injury crashes by 25% from 388.2 (2008 – 2012 average) to 291 in 2015.

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-two 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-two 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-two 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-two priority counties. The applicants will identify the dates, locations and times from their baseline data.
 - During the project period 8 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 6 contracts; and Nebraska State Patrol – 2 contracts.

Contract Awards

Agency	Reimbursed
Blair Police Department	\$774.23
Kearney Police Department	\$2,360.76
Lincoln Police Department	\$8,167.53
Lincoln Police Department	\$9,000.00
Oakland Police Department	\$450.00
Papillion Police Department	\$6,000.00
Nebraska State Patrol	\$7,373.85
Nebraska State Patrol	\$9,293.42
Total	\$43,419.79

- These 8 mini grant contracts resulted in a total of 978 hours of selective speed overtime enforcement, 348 seat belt citations and 1,495 speeding citations. The total number of citations issued – 3,598 and the total number of contacts – 4,623.
- 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 CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$43,419.79
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**

402-15-34

Program Areas:	Police Traffic Services
Project Characteristics:	Speed Enforcement
Type of Jurisdiction:	22 Priority Counties
Jurisdiction Size:	1,512,448
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in approximately 16,000 injured persons annually. In 2013, 4,713 fatal, A and B injury crashes occurred, killing 211 people and injuring another 5,823 people.

In CY2013, “Speed Too Fast For Conditions” and “Exceeding Speed Limit” were determined to be the major contributing human factors in 22 (11.6 percent) of the 190 fatal crashes that occurred in Nebraska. Those two speed-related factors also accounted for 312 (6.6 percent) of the 4,713 fatal, A and B injury crashes.

Target and Objective:

The target is to decrease speed-related fatal, A and B injury crashes by 4% from 404 (2008-2012 average) to 388 by December 31, 2015.

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-two 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 41 mini-grant contracts were awarded providing 69 radar units as follows: Police Departments – 20 contracts; and Sheriff’s Offices – 21 contracts.

Contract Awards

Adams County Sheriff's Office	1 Golden Eagle	\$900.00
Alliance Police Department	2 Kustom	\$1,800.00
Bellevue Police Department	2 Python	\$1,800.00
Blair Police Department	1 Raptor	\$900.00
Broken Bow Police Department	1MPH	\$900.00
Buffalo County Sheriff's Office	1 Python	\$1,725.00
Butler County Sheriff's Office	1 Stalker	\$900.00
Butler County Sheriff's Office	1 Stalker	\$900.00
Chadron Police Department	1 Python	\$900.00
Chase County Sheriff's Office	1 Stalker	\$900.00
Columbus Police Department	2 MPH	\$1,800.00
Crofton Police Department	1 Eagle II	\$900.00

Custer County Sheriff's Office	2 MPH	\$1,800.00
Dodge County Sheriff's Office	2 Stalker	\$1,800.00
Douglas County Sheriff's Office	2 Raptor	\$1,800.00
Fillmore County Sheriff's Office	1 Stalker	\$900.00
Franklin County Sheriff's Office	2 Genesis II	\$1,800.00
Franklin Police Department	2 Genesis II	\$1,800.00
Fremont Police Department	2 Python	\$1,800.00
Gordon Police Department	1 Stalker	\$900.00
Grand Island Police Department	2 Stalker	\$1,800.00
Hall County Sheriff's Office	2 Stalker	\$1,900.00
Harvard Police Department	2 Raptor	\$1,800.00
Holdrege Police Department	2 Python	\$1,690.50
Hooker County Sheriff's Office	1 Python	\$862.50
Keith County Sheriff's Office	2 Stalker	\$1,800.00
LaVista Police Department	1 Kustom & 1 MPH	\$1,800.00
Lexington Police Department	1 Python	\$618.75
Lincoln County Sheriff's Office	2 Stalker	\$1,800.00
McCook Police Department	1 Python	\$900.00
Merrick County Sheriff's Office	2 Python	\$1,800.00
Nebraska City Police Department	2 Stalker	\$1,800.00
Nemaha County Sheriff's Office	1 Bee	\$900.00
O'Neill Police Department	1 Stalker	\$900.00
O'Neill Police Department	1 Stalker	\$900.00
Papillion Police Department	2 Stalker	\$1,800.00
Phelps County Sheriff's Office	2 LTI	\$1,800.00
Scotts Bluff County Sheriff's Office	2 Stalker	\$1,800.00
Seward County Sheriff's Office	2 Stalker	\$1,800.00
Shelton Police Department	2 Stalker	\$1,800.00
Thomas County Sheriff's Office	1 Stalker	\$900.00
UNK Public Safety	1 Stalker	\$900.00
UNK Public Safety	1 Stalker Lidar	\$900.00
Washington County Sheriff's Office	2 MPH	\$1,800.00

- To review and process the invoices for the awarded speed detection equipment.
 - All invoices were reviewed and processed.
- FY15 Activity:
 - The 69 radar units that were awarded in FY15 resulted in a total of 1,754 speeding citations and 3,238 speeding warnings.
 - The 57 radar units that were awarded in FY14 resulted in a total of 3,222 speeding citations and 6,519 speeding warnings.
 - The 55 radar units that were awarded in FY13 resulted in a total of 3,508 speeding citations and 7,496 speeding warnings.

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$61,591.74
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Contact: Bill Kovarik, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509
Telephone: 402/471-2516 FAX: 402/471-3865 Email: william.kovarik@nebraska.gov

SECTION 405b – OCCUPANT PROTECTION INCENTIVE GRANT

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

405b-15-09

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2011-2013 was observed at 84.2%, 78.6% and 79.1%. Child safety seat usage surveys conducted in 2011-2013 observed 91.1%, 95.9% and 95.9%.

Violations for “No Occupant Protection” (no safety belt) resulted in 9,813, 9,267 and 8,845 convictions in 2011-2013. In addition, violations for “No Child Restraint” resulted in 1,444, 1,431 and 1,240 convictions in 2011-2013.

Unrestrained passenger vehicle occupant fatalities in all seating positions were 79, 102, and 105, 2011-2013. (FARS data)

Child safety seat usage surveys conducted in 2011-2013 observed 95.1%, 95.9%, and 95.9% usage.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address occupant restraint 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 occupant restraint laws.

Target and Objectives:

The overall target is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4 percentage points from the 2012 calendar year usage rate of 78.6 percent to 82.6 percent and to increase the observed child restraint usage rate from 95.9 to 100% in 2015.

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, across the state, that serves as resources for parents/caregivers.

Strategies and Activities:

- As of September 30, 2015, Nebraska had 376 certified CPS technicians and 24 inspection stations.
- In the fiscal year ending September 30, 2015, 120 CPS technicians recertified out of 187 technicians eligible to recertify, which is 64.2% compared to the national average of 58.4%.
- Provided three CPS Technician Trainings: Kearney CPS Technician Training, April 13-16, 2015, 17 CPS technicians and 7 Instructors (24) (\$5,852.37), Omaha CPS Training, June 17-20, 2015, 25 CPS technicians and 10 Instructors (35) (\$8,817.24), Ogallala CPS Training, cancelled due to lack of interest, (\$294.92) and Lincoln CPS Training Sept. 30-Oct. 2, 2015, 25 CPS technicians and 9 Instructors (34) (\$5,632.46)

- Provided two mini-grant awards to Lifesavers Conference, March 15-17, 2015: Chadron Community Hospital, Chadron, attendee Mark Van Horn, and Children’s Hospital, Omaha, attendee Christa Thelen. (\$1,900.00 and \$1,800.00)
- Provided resources to instructors and technicians to enhance training and parent education (i.e., mailings, manuals, newsletter subscriptions).
 - Acquired 310 LATCH manuals for CPS Technician trainings. (\$9,610.00)
 - Purchased sport polo shirts for 79 new CPS Technicians with the NOHS and Safe Kids Nebraska logos. (\$2,171.92) Purchased CPS Instructor Shirts for Instructors supporting trainings. (\$1,030.56)
 - Provided 1-year subscriptions to Safe Ride News newsletter to 376 CPS technicians. (\$12,784.00) Provided copy and printing for brochures, law cards, and other printed resources. (\$4,339,40)

Result:

The target to increase the observed seat belt use rate by 4.1% was not achieved. The 2015 observation survey usage was 80% representing a slight increase. Child safety seat usage rate did not see a change from 96.9% in 2014 to 96.9% in 2015. The overall goal of 100% usage was not achieved.

Funding:	Section 405b:	\$72,904.06
Contact:	Simera Reynolds, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: simera.reynolds@nebraska.gov	

**Occupant Protection/Special Initiatives
Nebraska Office of Highway Safety**

405b-15-10

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in approximately 16,000 injured persons annually. In 2013, 4,713 fatal, A and B injury crashes occurred, killing 211 people and injuring another 5,823 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2011-2013 was observed at 84.2%, 78.6% and 80.4%. Child safety seat usage surveys conducted in 2011-2013 observed 95.1%, 95.9% 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 9,813, 9,267 and 8,845 convictions in 2011-2013. In addition, violations for "No Child Restraint" resulted in 1,444, 1,431 and 1,240 convictions in 2011-2013.

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.

Target and Objectives:

The overall target is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2012 calendar year usage rate of 78.6% to 82.6% and the child restraint usage to 100% by December 31, 2015.

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 unrestrained passenger vehicle occupant fatalities in all seating positions by 18% from the 2008-2012 calendar base year average of 91.8 to 75 in 2015.

Strategies and Activities:

- To provide local agency/organizations assistance through mini-grants for occupant protection projects.
 - Awarded a mini-grant to the Nebraska State Patrol for funding assistance to conduct a public information and education program from October 1 through December 31, 2015, for young drivers regarding using seat belts at various high school athletic events. Forty nine troopers worked of 333 overtime hours during 49 programs which were held across the state. (\$16,030.67)
- Provide funding for the development/creation/production of educational messaging. This includes print and electronic messaging, multimedia campaigns (including paid media).
 - Contracted with IMG Communications for PSA's for "Click It or Ticket" mobilizations. Announcements made during Husker Football, Basketball, Baseball and Sports Nightly from July 2014 to June 2015. Instant replay boards and ribbon boards displayed occupant restraint messages during football games. Rotational signage displays at basketball and volleyball games. In addition, a full page color display in each football, volleyball and baseball game day programs for all home games. Press conference backdrop displays with safety

messages. Cost to be shared with various grants, total contract amount. (\$759,934.00)

- Contracted with KTNK radio for sponsorship of "Drop the Mike" show that included 720 - 20 second live mentions at top of segments, 720 - 15 second ads on podcasts, 300 - 30 second ads during various times of day plus ten 30 second ads during weekend. Period October, 2014 to September, 2015. (\$5,625.00 split \$1,875.00 billed to HSIP 35))
- Contracted with Urban Finch to provide indoor occupant restraint promotion, two ads placed in three Lincoln locations (6 frames) and 10 locations in Omaha with 55 ads placed in those locations, cost shared with various grants. (\$16,380.00)
- Contracted with KOLN/KGIN to sponsor "Our Town" weather segments, for the period October 2014 to September 2015. (\$4,200.00)

- The NOHS entered into a **Pump Topper and Fillboard Gas Pump Advertising Agreement** with AllOver Media in the amount of \$25,506.00. The campaign ran from November 1 to 31, 2014, with the safety message "Buckle Up and put the odds in your favor." The pump toppers and fillboards were placed at 104 gas stations in the following twenty-three **Counties** in thirty-seven **Towns**: **Adams/Hastings** (6), **Kenesaw** (1), **Roseland** (1), **Buffalo/Kearney** (3), **Ravenna** (1), **Shelton** (1); **Cass/Eagle** (1), **Plattsmouth** (2), **Union** (1); **Custer/Ansley** (1); **Dakota/South Sioux City** (1), **Dawson/Lexington** (4), **Cozad** (3), **Gothenburg** (1), **Dodge/Fremont** (2); **Douglas/Ralston** (1), **Omaha** (30), **Valley** (1), **Gage/Beatrice** (1); **Hall/Grand Island** (4); **Hamilton/Aurora** (1), **Hampton** (1); **Lancaster/Lincoln** (19); **Lincoln/North Platte** (1), **Madison/Madison** (1); **Merrick/Chapman** (1); **Otoe/Nebraska City** (1); **Saline/Crete** (1), **Sarpy/Springfield** (1), **La Vista** (1), **Bellevue** (1); **Saunders/Cedar Bluffs** (1); **Scotts Bluff/Scottsbluff** (3), **Seward/Seward** (1); **Washington/Blair** (2), **Arlington** (1), and **York/York** (1). Gas Pump Advertising for pump toppers and fillboards: 3,415 estimated impressions / day / gas station * 104 stations * 30 days = 10,654,800 impressions.



- Contracted with Omaha Sports Properties for sponsorship of University of Omaha Sports from July 2015 to June 2016. Included: Hockey - 1 on ice message logo, 1 LED message for 2 minutes at 30 second rotations, 1 dasher board sign in community sheet of ice. Basketball and Volleyball - 1 LED message for 2 minutes at 30 second rotations, LED message at scorer's table. Soccer – 1 sideline sign. Baseball and softball – 1 outfield banner. All sporting events include 1-30 second video display and PA announcement at each game. Includes 2-30 second radio commercials for each hockey coach's show and each regular season men's basketball game radio broadcast and 2-10 second live reads during each hockey game radio broadcast. (\$34,500.00 in FY2015).

- **Materials:**

- Distributed 32,397 occupant protection related materials: 20,715 (64%) to target counties.
- Buckle Bear was furnished to Soar Pediatric Therapy for the Safe Kids Event.

Results:

The target to increase the occupant protection usage rate to 82.6% was not achieved, as the 2015 observation survey usage was 79.6%. Child safety seat usage rate remained steady at 96.9% in 2015. The overall goal of 100% was not reached.

Funding:	Section 405b:	\$423,830.67
Contact:	Bill Kovarik, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2516 Fax: 402/471-3865 Email: william.kovarik@nebraska.gov	



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

405b-15-12

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2011-2013 was observed at 84.2%, 78.6% and 79.1%. Child safety seat usage surveys conducted in 2011-2013 observed 91.1%, 95.9% and 95.9%.

Violations for “No Occupant Protection” (no safety belt) resulted in 9,813, 9,267 and 8,845 convictions in 2011-2013. In addition, violations for “No Child Restraint” resulted in 1,444, 1,431 and 1,240 convictions in 2011-2013.

Unrestrained passenger vehicle occupant fatalities in all seating positions were 79,102, and 105, in 2011-2013. (FARS data) Child safety seat usage surveys conducted in 2011-2013 observed 95.1%, 95.9%, and 95.9% usage.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address occupant restraint 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 occupant restraint laws.

Target and Objectives:

The overall target is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4 percentage points from the 2012 calendar year usage rate of 78.6 percent to 82.6 percent and to increase the observed child restraint usage rate from 95.9 to 100% in 2015.

Increasing the availability of child passenger safety resources to the inspections stations and at the checkup events, will encourage parents and/or caregivers, especially in rural or low income areas, to properly utilize child safety restraints in all positions of the motor vehicle.

Strategies and Activities:

- A total of 638 child safety seats were purchased through eight mini-contracts, supporting inspection stations (24) across the state of Nebraska.

Mini-Grants Awarded To Eight Inspection Stations:	Inspection Station Location:	Child Safety Seats Purchased:	Mini-Grant Award Costs
Good Samaritan Hospital Foundation	Kearney	102	\$4,943.81
Webster County Community Hospital	Red Cloud	12	\$868.75
Mary Lanning Memorial Healthcare	Hastings	103	\$4,981.00
One World Community Health	Omaha	102	\$4,937.12
Avera St. Anthony’s Hospital	O’Neill	92	\$4,974.14
St. Elizabeth Foundation	Lincoln	109	\$4,981.90
St. Francis Memorial Hospital	West Point	32	\$1,781.75
Three Rivers District Health Department	Fremont	86	\$4,925.27
Total Child Safety Seats Purchased:		638	\$32,393.74

Result:

- The target to increase the observed seat belt use rate by 4.1% was not achieved. The 2015 observation survey usage was 80%. Child safety seat usage rate saw a no increase from 96.9% in 2014 and 96.9% in 2015. The overall goal of 100% usage was not achieved.

Funding:	Section 405b:	\$32,393.74
Contact:	Simera Reynolds, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: simera.reynolds@nebraska.gov	

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

405b-15-13

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A, and B injury crashes, killing 211 people and injuring another 5,823 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2011-2013 was observed at 84.2%, 78.6% and 79.1%. Child safety seat usage surveys conducted in 2011-2013 observed 91.1%, 95.9% and 95.9%.

Violations for "No Occupant Protection" (no safety belt) resulted in 9,813, 9,267 and 8,845 convictions in 2011-2013. In addition, violations for "No Child Restraint" resulted in 1,444, 1,431 and 1,240 convictions in 2011-2013.

Unrestrained passenger vehicle occupant fatalities in all seating positions were 79,102, and 105 in 2011-2013. (FARS data) Child safety seat usage surveys conducted in 2011-2013 observed 95.1%, 95.9%, and 95.9% usage.

The reduction of fatal and injury traffic crashes requires the continued combined efforts of an informed public and dedicated government officials willing to address occupant restraint 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 occupant restraint laws.

Target and Objectives:

The overall target is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4 percentage points from the 2012 calendar year usage rate of 78.6 percent to 82.6 percent and to increase the observed child restraint usage rate from 95.9 to 100% in 2015.

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 2015 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 in May and June of 2015. The survey was held in ten counties: Buffalo, Custer, Dodge, Douglas, Hamilton, Lancaster, Lincoln, Platte, Sarpy, and Washington. NOHS received the report on August 2015. A copy of the survey, along with the certification statement, was sent to the NHTSA Regional Office on September 15, 2015. The safety belt usage rate for 2015 was 79.0%, a .1% decrease from the previous year. Motorcycle helmet usage was 91.7% legal (a 5.5% increase from 86.2% in 2014), 8.3% deemed illegal (representing a 5.5% decrease from 13.8% in 2014), and 0% not wearing helmets. (\$19,260.00)
 - A mini-grant contract to conduct a Nebraska Child Safety Seat Survey was awarded to Health Education, Inc. The 2015 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 23, 2015. The child restraint usage rate remained steady at 96.9% in 2015. (\$3,333.00)

- To increase public knowledge on the importance of occupant restraint usage and involve law enforcement in activities across the state, to increase awareness and education about the importance of occupant restraints, distracted driving and driving safety. This was accomplished through two mini-grants to the Nebraska State Patrol.
 - A mini-grant was awarded to provide overtime for all NSP Troop areas across the state to conduct 75 educational activities in 62 unique venues, reaching 11,462 children, 7,317, teens and 6,002 adults. These activities, conducted by 49 troopers, utilized the Seat Belt Simulator, the Rollover Simulator, Trooper Buck and the T-Shirt Shooter as methods to increase public awareness and education for the general public around young driver education and occupant protection. The mini-grant ran from January to June, 2015 and supported 426.50 hours of community service education overtime. (\$21,901.47)
 - A mini-grant was awarded to provide overtime for all NSP Troop areas across the state to conduct 63 educational activities in 66 unique venues, reaching 6,425 children, 7,816 teens and 18,149 adults. These activities, conducted by 41 troopers, utilized the Seat Belt Simulator, the Rollover Simulator, Trooper Buck and the T-shirt Shooter as methods to increase public awareness and education for the general public around young driver education and occupant protection. The mini-grant ran July through September, 2015 and supported 445 hours of community service education overtime. (\$24,035.35)

Results:

The target to increase the occupant protection usage rate to 86.3% was not achieved, as the 2015 observation survey usage was 79.0%. Child safety seat usage rate stayed consistent at 96.9% in 2015. The overall goal of 100% was not reached.

Funding:	Section 405b:	\$68,529.82
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 Fax: 402/471-3865 mail: linda.kearns@nebraska.gov	

**Occupant Protection / High Visibility Enforcement
Nebraska Office of Highway Safety**

405b-15-14

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 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 2011-2013 was observed at 84.2%, 78.6% and 79.1% respectively.

Target and Objective:

Increase observed seat belt use rate by 4.1% from 82.9% (2008 – 2012 average) to 86.3% in 2015.

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

Strategies and Activities:

- To solicit participation from all law enforcement agencies to conduct selective seat belt overtime enforcement.
 - Information regarding the availability of the funding assistance for selective seat belt overtime enforcement was made available to all Nebraska law enforcement agencies.
- To insure that all applicants comply with the contract award requirements as outlined in the application.
 - All mini-grant contract applications were reviewed to insure that all application requirements were met.
- To award approximately 25 mini-grant contracts for selective seat belt overtime enforcement activity.
 - During the project period 9 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 4 contracts; Sheriff’s Offices – 3 contracts; and, Nebraska State Patrol – 2 contracts.

Contract Awards

Agency	Reimbursed
Columbus Police Department	\$6,595.15
Cozad Police Department	\$737.36
Lincoln Police Department	\$4,681.69
Omaha Police Department	\$24,867.52
Butler County Sheriff’s Office	\$772.90
Gage County Sheriff’s Office	\$908.25
Hall County Sheriff’s Office	\$2,085.68
Nebraska State Patrol	\$6,314.41
Nebraska State Patrol	\$14,127.73
Total	\$61,090.69

- These 9 mini-grant contracts resulted in a total of 1,162 hours of selective seat belt overtime enforcement, 264 seat belt citations, 43 impaired driving arrests, 1,973 speeding citations, 4,031 total citations and 3,377 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 9 mini-grant contracts.

Result:

Increasing the observed seat belt use rate by 4.1% from 82.9% (2008 – 2012 average) to 86.3% in 2015, cannot be measured until the statewide observed usage rates are surveyed after December 31, 2015.

Funding:	Section 405:	\$61,090.69
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	

SECTION 405c – STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENT GRANT

Annual Report	Nebraska
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Electronic Citation Automation
Nebraska Commission on Law Enforcement and Criminal Justice

405c-15-01

Program Area:	Traffic Records Support
Project Characteristic:	Electronic Traffic Citation, Software Distribution and Training
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
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.

Target and Objectives:

The target 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
- Enhance the collection and exchange of traffic related data
- Modify NCJIS to improve use and availability of traffic records and related data.

Strategies and Activities:

- Enhanced Data Collection in TraCS and Sleuth
 - NOTE: Sleuth has been acquired by Caliber; this creates a number of questions for the future use of Sleuth by local law enforcement.
 - 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 the 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.
 - Workflows and forms are being modified by DMV and developers.
 - Anticipate rollout to both platforms in 2016.
 - 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 development is in process.
 - Nebraska Department of Roads (NDOR) has modified the XML submission format for the current form and development is being addressed, hopefully for early 2016.

- NDOR is in the process of developing a new form. Nebraska Crime Commission (NCC) is looking at the potential to deploy an online version of TraCS for crash report collection to eliminate the need for development of a new and another platform at NDOR.
 - Implement a form for dealing with citation errors. NSP identified cases where troopers make mistakes on eCitations (such as county). The 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 NSP, 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 target, particularly for crash records.
 - Worked with NDOR 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 NDOR 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.
 - NOTE: One example of this is the potential for using TraCS as an online solution for crash collection. This would necessitate staff to address deployment, training and ongoing support for agencies. It also opens the door for other TraCS applications to be deployed (such as citations and incidents) which would create a bigger need for staffing and support.
 - 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 that 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 (OPD) reports movement in 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. However, they are looking at internal workflows and may not participate in broader plans.
 - 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.
 - NCC has hired another analyst to work on traffic related activities. In looking at balancing skillsets, NCC will still utilize its current NCJIS analyst for traffic records and the new position will work part time on traffic support. NCC is looking at how to best balance grants.
- 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. It is largely dependent upon the flow of PDF images.
 - Looking to the future at modifying NCJIS to handle eFiling of tickets for County Attorneys that are not automated.
- EasyStreet Draw Maintenance – The 2015 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. NOTE: EasyStreet Draw was acquired by A-T Solutions but the same agreements are in place for support.

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 90 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. NCC is working to also provide local eCitations electronically.

Funding:	Section 405c:	\$155,593.57
Contact:	Michael Overton, Nebraska Commission on Law Enforcement and Criminal Justice P.O. Box 94946, Lincoln, NE 68509 Telephone: 402/471-3992 FAX: 402/471-2837 Email: michael.overton@ncc.ne.gov	

**Omaha Crash Reporting System – XML Data Mapping
Nebraska Department of Roads**

405c-15-02

Program Area:	Traffic Records Support
Project Characteristic:	Omaha Crash Reporting – XML Data Mapping
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
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 60-695 requires any peace officer who investigates any traffic accident in the performance of his or her official duties in all instances of a crash resulting in injury or death to any person or in which estimated damage exceeds one thousand dollars to the property of any one person to submit an original report of such investigation to the Accident Records Bureau of the Nebraska Department of Roads (NDOR) within ten days after each such crash. This 10 day mandate to report a vehicle crash to the NDOR is currently being completed by the investigating officer filling out a paper copy of the DR40, DR40a, and DR74 and then mailing that report into the Accident Records office. These handwritten 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.

Target:

The target is to reduce the number of days between the submittal of Omaha Investigator reports and data retrieval from the Highway Safety Information System (HSI). Currently this process is averaging 90 days. The target is 45 days or less. Two additional targets are: 1) To increase the accuracy rate of Omaha Investigator 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 Section’s imaging system automatically.

Objectives:

- Map Omaha’s vehicle crash report data to NDOR’s HSI database.
- Insert Omaha’s vehicle crash report images into NDOR’s Record Management System.

Strategies and Activities:

- Map to the Omaha SQL database view or utilize the FATPOT (Contractor hired by Omaha to create their crash reporting system) XML file in order to insert this data into the NDOR HSI database.
 - Data will ultimately need to be deposited into the HSI system.
 - Each incoming electronic file will need to have an HSI key assigned.
 - Each incoming report will need to meet minimum business report requirements.
- Map to the Omaha PDF crash image storage location and retrieve the corresponding image for each electronic Omaha accident report being inserted into the HSI system.
 - Each incoming PDF image will need to be stored in the OnBase system
 - Each incoming PDF image will need to be converted into a TIFF image and deposited into the OnBase system. (The TIFF image is the working document within OnBase. The PDF image is used to document the fact that no modifications to the original document has occurred).
 - Each PDF and TIFF image will need to have the corresponding mapped Omaha electronic files HSI key assigned to it.
 - Each converted Omaha electronic crash TIFF image will need to be auto-indexed into the OnBase system.

- Increase the number of Omaha Police Department (OPD) Investigator’s electronic accident reports from zero to 80% within a year of the going live date.
- Test and debug the new system.
 - Testing was finalized in June 2015.
- Deploy the system and work with OPD on integration into their department.
 - Code was moved into the OPD’s production environment on July 9, 2015.

Results:

- The official “Go Live Date” of the Omaha Crash Reporting System – XML Data Mapping project was July 9, 2015. As of December 9, 2015, 5,394 reports have been successfully transmitted electronically to NDOR’s database.
- NDOR now processes zero paper reports from OPD. This project successfully changes OPD from a 100% paper reporting process to a 100% electronic filing process.
- The submittal time of reports from OPD to NDOR’s database has been reduced from the previous 90 day average to now effective instantaneous data retrieval.

Funding:	Section 405c:	\$100,000.00
Contact:	Robert A. Grant, Nebraska Department of Roads, Accident Record’s Division, P.O. Box 94759, Lincoln, NE 68509-4759 Telephone: 402/479-4645 FAX: 402/479-3637 Email: bob.grant@nebraska.gov	

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

405c-15-03

Program Area:	Traffic Records Support
Project Characteristic:	Driver's E-Crash Reporting System
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
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.

Target:

The target of this project is to reduce the number of days between the submittal of driver's reports and data retrieval from the Highway Safety Information 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 and finished in March of 2014.
 - Finished with the signing of the Statement of Work on May 21, 2014.
- Develop and code the electronic DR41 system.
- Code development has stopped until delivery of the XSD file. We have been reviewing the ongoing work from the following link: <http://ecmndorsbx02.stone.ne.gov/NDOR-DR41>. The user interface is finished and work will commence once the Falcon to Project Wise conversion project is finalized (October 1, 2015).
- Test and debug the new system.
 - Testing of the User Interface has been completed, sequent testing of the data transmittal layer will commence once work resumes and code has been delivered – estimated date of delivery is first quarter of 2016.
- 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 405c:	\$80,877.09
Contact:	Robert A. Grant, Nebraska Department of Roads, Accident Record's Division P.O. Box 94759, Lincoln, NE 68509-4759 Telephone: 402/479-4645 FAX: 402/479-3637 Email: bob.grant@nebraska.gov	



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

405c-15-11

Program Area:	Traffic Records Support
Project Characteristics:	Injury Surveillance System/Emergency Medical Services
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	State Government

Problem Identification:

Emergency Medical Service (EMS) data documents patient injury status and the type of treatment provided. Crash Outcome Data Evaluation System (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. Department of Health and Human Services (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 statewide EMS working file that contained frequently used data elements for 2013 and 2014 data.

Target and Objective:

The target 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, 2014 to September 30, 2015:

- Obtain the 2013 and 2014 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 2013 and 2014 EMS data sets individually.
- Analyze each of the 2013 and 2014 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 2013 and 2014 EMS data being submitted.
- Meet with EMS data providers and discuss the problems and strategies for improvements.

Strategies and Activities:

- Obtain the 2013 EMS data sets submitted by various EMS providers.
 - As of the end of this fiscal year, all 2013 and 2014 EMS data were received.
- Examine each of the 2013 EMS data sets individually.
 - The EMS data analyst created standardized data sets which combined eNARSIS, Omaha and Lincoln data sets together for years 2013 and 2014.
 - The EMS data analyst contacted the Omaha EMS team to update the data dictionary.
- Analyze each of the 2013 EMS data sets to determine the missing, valid or invalid values.
 - The EMS data analyst analyzed 2013 and 2014 data to respond to data requests from a variety of agencies in a timely manner.

- Critical data elements from the 2013 and 2014 eNARSIS, Lincoln Fire and 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 2013 EMS data being submitted.
 - Following the new procedure established last year, the EMS data analyst produced 357 data quality assessment reports for all active EMS services from the 2013 data, as well as a statewide report and seven regional data quality assessment reports.
 - The EMS data analyst contacted the EMS Regional coordinators requesting the EMS service contact lists for each EMS region. The analyst also notified the EMS regional coordinators about the distribution of the data quality assessment reports to their services.
 - The EMS data analyst distributed the 2013 data quality reports to all the regions with an EMS service contact.
 - The EMS data analyst generated the 2014 regional EMS quality report.
 - The EMS data analyst established a procedure to standardize Omaha data and eNARSIS dataset in data quality check.
 - The EMS data analyst developed a draft of the EMS statewide annual report for 2013 data.
 - The EMS data analyst did a geographic information system research on Omaha motor vehicle crash incident location.
 - The EMS data analyst participated in the state traffic roads assessment program in September.
- 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 transitioning to the new NEMSIS v.3 standard, data issues related to the updated EMS rules and regulations, definitions of certain terms, methods of distribution report 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:

The below objectives were met:

- Obtained and examined the 2013 and 2014 EMS data sets.
- Analyzed each of the 2013 and 2014 EMS data sets to determine the missing, valid or invalid values.
- Prepared an annual EMS data report and state, regional, and service data quality reports.
- Met with EMS data providers and discussed problems and strategies for improvements.

Funding:	Section 405c:	\$25,154.04
Contact:	Ashley Newmyer, Nebraska Department of Health and Human Services 301 Centennial Mall South, Lincoln, NE 68509-5026 Telephone: 402/471-4377 Fax: 402/471-1371 Email: ashley.newmyer@nebraska.gov	

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

405c-15-14

Program Area:	Traffic Records Support
Project Characteristics:	Injury Surveillance System
Type of Jurisdiction:	State Government
Jurisdiction Size:	1,855,350
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. In 2014, according to *Traffic Crash Facts* (Nebraska Department of Roads, 2015) 31,296 crashes occurred in Nebraska resulting in 225 deaths, 15,661 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.

Target and Objectives:

The target 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. By evaluating fatal and serious motor vehicle injury crashes we aim to reduce Nebraska’s fatal and serious injury crash rates.

The objectives of this project were to: 1) Link 2013 data from the four separate databases (Crash, EMS, Hospital Discharge and Death Certificate), 2) Develop the 2013 CODES Management Reports and one state specific traffic safety application, 3) Respond to data requests from National Highway Traffic Safety Administration (NHTSA), NOHS, State legislators, injury prevention programs, local health departments and other researchers in a timely manner, and 4) Develop and implement the Nebraska Injury Surveillance System (NISS).

Strategies and Activities:

- Coordinate the CODES program, with the assistance of the CODES Advisory Committee.
- Conduct data linkage for 2013 crash, EMS, hospital discharge and death certificate data.
- Develop the CODES management report and at least one state-specific highway traffic safety application.
- Prepare and provide data analysis and technical support to NHTSA), traffic safety and injury prevention programs, and other researchers as requested.
- Continue to develop and implement the Nebraska Injury Surveillance System (NISS).

Results:

- Coordinate the CODES program, with the assistance of the CODES Advisory Committee.
 - The CODES Advisory Committee members met quarterly. Presentations were given on CODES work progress, state application studies, and relevant injury surveillance and prevention projects.
 - Attended the Traffic Records Coordinating Committee meetings (quarterly), Nebraska Highway Safety Advocates meeting, International Traffic Records and Highway Safety Forum meeting and the Safe States Alliance Meeting.
- Conduct data linkage for 2013 crash, EMS, hospital discharge and death certificate data.
 - Linked the crash data set with the death certificate data set and the hospital discharge data set.

- Worked on formatting and standardization issues with the EMS 2013 annual data set. The issue was with the patient date of birth field and the incident date field, when combining the data from both data collection systems the software encountered an error. The issue appears to be resolved.
- Received the corrected 2013 EMS data set, and began to convert data from SAS to access, format, read and standardized with *Strategic Matching* software for data linkage.
- Finished the linkage between 2013 motor vehicle crash data set and EMS data set.
- Combined the linked data set, crash to death, crash to EMS and crash to E-code together, and finished the summary of crash outcome in 2013.
- Finished the linkage between 2013 motor vehicle crash data set and E-code data set with first name and last name at Nebraska Hospital Association.
- Linkage between 2013 crash, hospital discharge, and death certificate data was completed in June 2015. After some modifications of the linkage specifications, the linkage rate between 2013 crash and hospital discharge data was about 80%.
- Develop CODES management report and at least one state-specific highway traffic safety application.
 - Proofed and edited the accepted article “Seatbelt Use to Save Face: Impact on Drivers’ body region and nature of injury in motor vehicle crashes” for final publication version in the Traffic Injury Prevention Journal.
 - Finished preliminary analysis of the large truck safety study and prepared slides to present at the CODES meeting. Began a new project on seat belt use to save money and prepare abstract for 2015 international traffic records forum.
 - Finished the meeting abstracts for 2015 International Traffic Records Forum. The two topics are “Seatbelt Use to Save Money” and “Mapping of EMS data to identify high-risk MVC areas.” Began the manuscript for the project of seat belt use to save money.
 - Finished the project “Seat Belt Use to Save Money: Impact on medical charges of occupants who are involved in Motor Vehicle Crashes”.
 - Prepared the 2013 CODES Management Report.
- Prepare and provide data analysis and technical support to NHTSA, traffic safety and injury prevention programs, and other researchers as requested. Technical support was providing to the highway safety and injury prevention programs in terms of data analysis.
 - Provided over 20 data requests from the Nebraska injury prevention program, Safe Kids Nebraska, Nebraska Safety Council, Nebraska Occupational Health program, and state legislators.
- Continue to develop and implement the Nebraska Injury Surveillance System (NISS).
 - The Nebraska state epidemiologist worked with 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 population, pedestrian injuries, traumatic brain injuries, etc.).

Funding:	Section 405c:	\$131,663.96
Contact:	Ashley Newmyer, Nebraska Department of Health and Human Services 301 Centennial Mall South, Lincoln, NE 68509 Telephone: 402/471-4377 Fax: 402/471-1371 Email: Ashley.Newmyer@nebraska.gov	

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

405c-15-15

Program Area:	Traffic Records Support
Project Characteristics:	Injury Surveillance System/Hospital Injury Data
Type of Jurisdiction:	State Government
Jurisdiction Size:	1,855,350
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.

Target:

The target of this project is to assess the data quality of the 2013 E-CODE data and provide data quality improvement feedback.

Objectives:

- This project will complete the following objectives during October 1, 2014 to September 30, 2015:
- Access 2013 E-CODE data submitted by the Nebraska Hospital Association.
- Prepare the 2013 E-CODE data for analysis.
- Analyze the 2013 E-CODE data for missing, valid or invalid values.
- Prepare a report card of 2013 E-CODE data for each reporting hospital.
- Analyze and prepare a reporting card for quarterly 2014 data including missing, valid, or invalid values.
- Develop a summary report of the E-CODE data quality and make recommendations.

Strategies and Activities:

- Access 2013 E-CODE data submitted by the Nebraska Hospital Association.
 - The 2013 E-CODE data was received in September 2014 through the office of Health Statistics.
- Prepare the 2013 E-CODE data for analysis.
 - The new data set was developed by removing duplicated data from the raw Hospital Discharge Data. The routine procedures for data cleaning and standardization were completed in November 2014.
- Analyze the 2013 E-CODE data for missing, valid or invalid values.
 - Descriptive statistical analyses were completed based on the new 2013 hospital discharge data. The SAS DDE (Dynamic Data Exchange) method is applied to the 2013 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 2013 E-CODE data for each reporting hospital.
 - Based on the feedback from the Nebraska Hospital Association, the reporting cards of 2012 E-CODE data for each hospital were modified. In February 2015, the 2013 E-CODE reporting cards were sent to 88 acute

care hospitals via email. All the tables and graphs in the 2013 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 2013 E-CODE reporting cards was used. Analysis and reporting cards were generated for the last quarter of 2014 and the first two quarter(s) of 2015. The quarterly reports were distributed to the 88 acute care hospitals via email in chronological order on the following dates: October 2014, February 2015, April 2015 and September 2015
- Develop a summary report of the E-CODE data quality and made recommendations.
 - The final state summary report was completed in February 2015.
- Other related work for this project.
 - The E-CODE data analyst gave multiple presentations at the CODES advisory committee meetings in October, January, and April.
 - The E-CODE data analyst completed multiple data requests. Examples including motorcycle involved injuries, age-adjusted rates of motorcycle fatalities for Nebraska and surrounding states, and traumatic brain injuries among Nebraskans.
 - After sending out the 2013, the last quarter of 2014, and the first 2 quarters of 2015 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.

Results:

- Annual Data Quality 2013 report produced and disseminated to 88 acute care hospitals. – Objective 1-4 met.
- Quarterly data quality reports produced and disseminated to 88 acute care hospitals: 2014 Quarter 3, 2014, Quarter 4, 2015 Quarter 1, and 2015 Quarter 2 – Objective 5 met.
- Summary report and recommendations completed and shared – February 2015 Objective 6 met.

Timeliness

	As of:								
	Apr 30st	May 31st	Jun 30st	Jul 31st	Aug 31st	Sep 30th	Oct 31st	Nov 30th	Dec 31th
Average Number of days from hospital/ED discharge until data is entered into database for 2013-2014	22.75	23.38	22.97	24.26	24.5	23.82	23.85	23.83	23.5

Accuracy

	2013-2014											
	For the month of:											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
% Correct N-codes and E-CODEs for Inpatients	67	67	67	70	70	70	70	70	70	69	69	69
% Correct N-codes and E-CODEs for Emergency Rooms	87	87	87	88	88	88	88	88	88	89	89	89

Funding:	Section 405c:	\$35,619.00
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Contact: Ashley Newmyer, Nebraska Department of Health and Human Services
 301 Centennial Mall South, Lincoln, NE 68509-5026
 Telephone: 402/471-4377 Fax: 402/471-1371 Email: Ashley.Newmyer@nebraska.gov

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

405c-15-16

Program Area:	Traffic Record Program Coordination
Project Characteristic:	Traffic Record Decision Makers
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Statewide Traffic Records Custodians and Users

Problem Identification:

In order to meet the overall target of the reduction in fatal and injury crashes in 2015, 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.

Target and Objective:

The target 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 Nebraska Traffic Safety Information Systems 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 4% from the 2008 – 2012 calendar base year average of 5,168 to 4,961 by December 31, 2015 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. Site visits were completed:
 - Nebraska Department of Roads – Omaha E-Crash – August 12, 2015
 - Nebraska Department of Roads - Driver E-Crash – August 12, 2015
 - Department of Health and Human Services – Emergency Medical Services – August 12, 2015
 - Department of Health and Human Services – E-CODE - August 12, 2015
 - Department of Health and Human Services – CODES – August 12, 2015
 - Crime Commission – E-Citations – September 21, 2015
- 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. Meeting with Accident Records to gather information for TRCC (Traffic Records Coordinating Committee) to complete the Traffic Safety Information System Strategic Plan – November 12, 2015
- Met with DHHS, DMV, and Nebraska Crime Commission to gather information from the TRCC to complete the Traffic Records Strategic Plan.
- Developing and implementing a Strategic Plan Online Training – December 2, 2015
- Attended DHHS CODES Meeting – January 16, April 17, and August 21, 2015
- Traffic Records Coordinating Committee Meeting – January 22 and April 22, 2015
- Two mini-grants were awarded:

- Awarded a mini-grant to Sarpy County Sheriff's Office to provide the 5 Day Edge FX Diagramming (3 Day) (12 students)/Total Station Training (2 Day) (14 students) on November 10-14, 2015. The 12 law enforcement officers completing both trainings were Tori Boldt, Kyle Percifield, Adam Arko, and Earl Johnson with the Sarpy County Sheriff's Office; Chad Reed, Justin Pestel, Joe Milos, Mike Pettit with the Bellevue Police Department; Todd Hammond with Plattsmouth Police Department; Doug Moeller with Papillion Police Department; Karl Boehm, Travis Wilkinson with Cass County Sheriff's Office. David Rathjen and Caleb Kuddes with Dodge County Sheriff's Office were trained on the Total Station. (\$6,500.00)
- Awarded Bellevue Police Department funding to contract with IPTM to conduct the IPTM Traffic Crash Reconstruction Class on September 21 through October 2, 2015. The fifteen officers attending were Christopher Abbott, Carl Grubb, Bellevue Police Department; Jamie Brown and Nicholas Jeanette, LaVista Police Department; John Gross, Ralston Police Department; Matthew Kelly, Kevin O'Keefe, Kevin Potter, Christopher Ray, Luciano Rizzo, Pat Soltys and Michael Swanson, Omaha Police Department; Douglas Moeller, Papillion Police Department; Jon Rennerfelt, Lincoln Police Department and Alan Watenbee with the Douglas County Sheriff's Office. There were four out-of-state officers who also attended. (\$15,500.00)
- Construct tables, graphs, charts and other tabular and/or illustrative materials to present visual summary of analyzed specific data.
 - Update charts and graphs for website as requested. Updated 2014 fatality statistics and other specified crash data.
 - Created and updated the Traffic Records Coordinating Committee Strategic Plan. The Nebraska Traffic Safety Information System Strategic Plan was completed April 22, 2015.
- Reviewed and keep updated of NHTSA Rules and Regulations regarding federal funds involving traffic records as information is provided.
- Perform daily all routine NOHS activities and assignments in regards to traffic records requests, surveys, reports, etc.
 - Completed the Nebraska Highway Safety Annual Report 2014 on December 30, 2014.
 - Reviewed the FY2016 Grant Applications on May 26, 2015.
 - The Nebraska Performance-Based Strategic Traffic Safety Plan FY2016 was completed and submitted to National Highway Traffic Safety Association (NHTSA) Region 7 Office on June 26, 2015
 - 402/405f Application was completed and submitted to NHTSA on June 26, 2015.

Results:

The fatal, A and B injury crash data for 2015 is unavailable from the Nebraska Department of Roads. In 2014, there were 4,713 fatal, A and B injury crashes, a 1.4 percent reduction was achieved from the previous year of 4,648.

Funding:	Section 405c:	\$43,870.62
Contact:	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

SECTION 405d – ALCOHOL-IMPAIRED DRIVING COUNTERMEASURES INCENTIVE GRANT

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

405d-15-02

Program Areas:	Police Traffic Services
Project Characteristics:	Impaired Driving Enforcement/Increased Conviction Rates
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in approximately 16,000 injured persons annually. In 2013, 4,713 fatal, A and B injury crashes occurred, killing 211 people and injuring another 5,823 people.

Alcohol was known to be involved in 65 (34.2 percent) of the 190 fatal crashes that occurred in CY2013. Alcohol was involved in 547 (11.6 percent) of the 4,713 fatal, A and B injury crashes in CY2013. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 384 (30.2 percent) of 1,272 involved alcohol.

Goal and Objective:

The goal is to decrease alcohol-related fatal, A and B injury crashes by 4% from the 2008-2012 calendar base year average of 531 to 509 by December 31, 2015.

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 44 mini-grant contracts were awarded providing 70 in-car camera systems as follows: Police Departments – 24 contracts and Sheriff’s Offices – 20 contracts.

Contract Awards

Bayard PD	1 In-Car Camera - WatchGuard	\$3,500.00
Bellevue PD	2 In-Car Camera - WatchGuard	\$7,000.00
Blair PD	2 In-Car Camera - WatchGuard	\$7,000.00
Broken Bow PD	1 In-Car Camera - WatchGuard	\$3,500.00
Buffalo CSO	2 In-Car Camera - WatchGuard	\$7,000.00
Burt CSO	1 In-Car Camera - Watchguard	\$3,500.00
Butler CSO	1 In-Car Camera - Digital Ally	\$3,243.75
Cass CSO	2 In-Car Camera - Digital Ally	\$6,285.00
Colfax CSO	2 in-Car Camera - Fusion HD	\$5,992.50
Columbus PD	2 In-Car Camera - Digital Ally	\$5,992.50
Cozad PD	2 In-Car Camera - WatchGuard	\$7,000.00

Custer CSO	1 In-Car Camera - WatchGuard	\$3,240.00
Dawson CSO	2 In-Car Camera - WatchGuard	\$7,000.00
Dodge CSO	2 In-Car Camera - WatchGuard	\$7,000.00
Falls City PD	2 In-Car Camera - WatchGuard	\$7,000.00
Fillmore CSO	1 In-Car Camera - Digital Ally	\$3,315.00
Fremont PD	2 In-Car Camera - WatchGuard	\$7,000.00
Gordon PD	2 In-Car Camera - Digital Ally	\$7,000.00
Grand Island PD	2 In-Car Camera - Data 911	\$7,000.00
Hall CSO	2 In-Car Camera - Data 911	\$8,093.25
Hastings PD	2 In-Car Camera - Digital Ally	\$5,542.50
Hemingford PD	1 In-Car Camera - WatchGuard	\$3,390.00
Howard CSO	2 In-Car Camera - WatchGuard	\$7,000.00
Kearney PD	2 In-Car Camera - WatchGuard	\$7,000.00
Keith CSO	2 In-Car Camera - WatchGuard	\$6,556.50
Kimball PD	2 In-Car Camera - WatchGuard	\$7,000.00
Lancaster CSO	2 In-Car Camera - WatchGuard	\$7,000.00
Laurel PD	1 In-Car Camera - Digital Ally	\$3,468.75
McCook PD	1 In-Car Camera - WatchGuard	\$3,500.00
Merrick CSO	2 In-Car Camera - Pro-Vision	\$4,845.00
Morrill CSO	1 In-Car Camera - WatchGuard	\$3,500.00
Oakland PD	1 In-Car Camera - WatchGuard	\$3,500.00
O'Neill PD	1 In-Car Camera - Digital Ally	\$3,296.25
Papillion PD	2 In-Car Camera - Data 911	\$7,000.00
Pierce PD	2 In-Car Camera - Martel Electronics	\$4,537.50
Plainview PD	2 In-Car Camera - WatchGuard	\$6,930.00
Ralston PD	1 In-Car Camera - WatchGuard	\$3,500.00
Sarpy CSO	1 In-Car Camera - Digital Ally	\$3,296.25
Saunders CSO	1 In-Car Camera - WatchGuard	\$3,500.00
Scotts Bluff CSO	2 In-Car Camera - WatchGuard	\$7,000.00
Spalding PD	1 In-Car Camera - WatchGuard	\$4,820.00
Webster CSO	1 In-Car Camera - WatchGuard	\$3,500.00
York PD	2 In-Car Camera - WatchGuard	\$7,000.00
Yutan PD	1 In-Car Camera - Digital Ally	\$3,442.50

- To review and process the invoices for each in-car camera system purchase. All invoices were reviewed and processed.
- FY15 Activity:
 - The 70 in-car cameras that were awarded in FY15 resulted in a total of 11,828 recorded traffic stops.
 - The 57 in-car cameras that were awarded in FY14 resulted in a total of 21,421 recorded traffic stops.
 - The 59 in-car cameras that were awarded in FY13 resulted in a total of 17,077 recorded traffic stops.

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	Section 405d:	\$233,810.50
Contact:	Bill Kovarik, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2516 FAX: 402/471-3865 Email: william.kovarik@nebraska.gov	

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

405d-15-03

Program Area:	Police Traffic Services
Project Characteristic:	Impaired Driving Enforcement
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. In 2013, traffic crashes resulting in 4,713 fatal, A and B injury crashes, killing 211 people and injuring another 5,823 people.

Alcohol was known to be involved in 65 (34%) of the 190 fatal crashes that occurred in Nebraska in 2013. Alcohol was involved in 485 (11%) of the 4,523 A and B injury crashes. Alcohol was involved in 764 (7%) of the 4,523 A and B injury crashes. Of the fatal, A and B injury crashes occurring at nighttime (6:00 p.m. – 5:59 a.m.), 384 (36% of the 1,272) involved alcohol.

Target and Objective:

The target is to decrease alcohol-related fatal, A and B injury crashes by 4% from the 2008-2012 base year average of 531 to 509 by December 31, 2015.

The objective of this project is to provide funding assistance through the “Mini-Grant 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, 48 mini-grant contracts were awarded providing 183 preliminary breath testing units as follows: Police Departments – 20 contracts; Sheriff’s Offices – 28 contracts. Also, during the project period, 6 mini-grant contracts were awarded providing 8 evidentiary breath testing instruments as follows: Police Departments – 1 contract; Sheriff’s Offices – 4 contracts and the Nebraska State Patrol 1 contract.

PBT Contract Awards

Agency	# of Units	Awarded
Crete Police Department	6	\$1710.00
Morrill Police Department	2	\$570.00
Omaha Police Department	6	\$1710.00
Seward County Sheriff’s Office	3	\$855.00
Holt County Sheriff’s Office	6	\$1710.00
Buffalo County Sheriff’s Office	6	\$1710.00
Otoe County Sheriff’s Office	6	\$1710.00
Nemaha County Sheriff’s Office	2	\$570.00
Dawson County Sheriff’s Office	6	\$1710.00
Washington County Sheriff’s Office	3	\$855.00
Grand Island Police Department	6	\$1710.00
Lincoln Police Department	6	1710.00
Plainview Police Department	2	\$570.00

Wymore Police Department	2	\$570.00
Garden County Sheriff's Office	3	\$855.00
Lancaster County Sheriff's Office	6	\$1,710.00
Chase County Sheriff's Office	4	\$1,140.00
O' Neill Police Department	5	\$1,425.00
Douglas County Sheriff's Office	6	\$1,710.00
Columbus Police Department	6	\$1,710.00
Scottsbluff County Sheriff's Office	6	\$1,710.00
Thomas County Sheriff's Office	1	\$285.00
Fillmore County Sheriff's Office	5	\$1,425.00
Cherry County Sheriff's Office	3	\$855.00
Morrill County Sheriff's Office	4	\$1,140.00
Dawes County Sheriff's Office	6	\$1,710.00
Crofton Police Department	1	\$285.00
Madison County Sheriff's Office	4	\$1,140.00
Franklin County Sheriff's Office	1	\$285.00
York County Sheriff's Office	3	\$855.00
Polk County Sheriff's Office	3	\$855.00
Gering Police Department	2	\$570.00
Saunders County Sheriff's Office	4	\$1,140.00
Dodge/Snyder Police Department	1	\$285.00
Dodge County Sheriff's Office	2	\$550.00
Sarpy County Sheriff's Office	6	\$1,710.00
Gage County Sheriff's Office	3	\$855.00
La Vista Police Department	6	\$1,710.00
Adams County Sheriff's Office	4	\$1,140.00
Neligh Police Department	1	\$285.00
Sidney Police Department	3	\$855.00
Crofton Police Department	1	\$285.00
Blaine County Sheriff's Office	1	\$285.00
Kearney Police Department	6	\$1,710.00
Howard County Sheriff's Office	3	\$855.00
Dakota County Sheriff's Office	3	\$855.00
Burwell Police Department	1	\$285.00
Gosper County Sheriff's Office	1	\$285.00
Total	183	\$52,155.00

Evidentiary Breath Testing Awards

Agency	# of Units	Awarded
Nemaha County Sheriff's Office	1	\$2,500.00
Ralston Police Department	1	\$2,500.00
Omaha Police Department	3	\$7,500.00
Dakota County Sheriff's Office	1	\$2,500.00
Washington County Sheriff's Office	1	\$2,500.00
Nebraska State Patrol	1	\$6,627.00
Total	8	\$24,127.00

- To review and process the invoices for all breath testing units. All invoices were reviewed and processed.
- FY15 Activity:
 - The 183 preliminary breath testing instruments that were awarded this fiscal year resulted in 2,502 breath tests being conducted.

- The 100 preliminary breath testing instruments that were awarded in FY14 resulted in 4,856 breath tests being conducted.
- The 155 preliminary breath testing instruments that were awarded in FY13 resulted in 8,125 breath tests being conducted.
- The three (3) evidentiary breath testing instruments that were awarded FY14 resulted in 164 evidentiary breath tests being conducted.
- The eight (8) evidentiary breath testing instruments that were awarded this fiscal year resulted in 22 evidentiary breath tests being conducted.

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	Section 402:	\$28,523.32
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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**Drug Recognition Expert (DRE) Training and Re-certification
Nebraska Office of Highway Safety**

405d-15-04

Program Areas:	Police Traffic Services/Alcohol and Other Drugs
Project Characteristics:	Impaired Driving Enforcement
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 people.

Alcohol was known to be involved in 65 (34.2 percent) of the 190 fatal crashes that occurred in CY2013. Alcohol was involved in 550 (11.6 percent) of the 4,713 fatal, A and B injury crashes in CY2013. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 384 (35.1 percent) of the 1,272 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.

Target and Objective:

Reduce alcohol-impaired fatal, A and B injury crashes by 21% from 631.2 (2008 – 2012 average) to 499 in 2015.

The objective of this project is to train an additional 24 Drug Recognition Experts (DREs); to provide re-certification training for all of Nebraska’s DREs; and to provide ARIDE (Advanced Roadside Impaired Driving Enforcement) training for 200 Nebraska officers.

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 (FY14). The 7-Day DRE training school was held on October 7 – 10 & 13 – 15, 2014. Twenty-four DRE candidates went through the training and twenty-three completed all phases and have been certified as Drug Recognition Experts. The officer who dropped out of the training encountered a medical situation.
- To coordinate and sponsor a 1 day Drug Recognition Expert re-certification training session for Nebraska Drug Recognition Experts.
 - The 2015 DRE in-service training has been scheduled for December 2, 2015, with two out-of-state presenters scheduled. The training was delayed due to scheduling conflicts with the presenters.
- 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, Brad Rutledge, from the Nebraska Crime Lab, was funded to attend the “Society of Forensic Toxicologists Annual Meeting” in Grand Rapids, Michigan in October 2014; one Nebraska DRE was funded to attend the “Wyoming Governor’s Conference on Impaired Driving” in Laramie, Wyoming, in May 2015; and, four DRE Instructors and 14 DREs were provided funding assistance to attend the “21st Annual IACP DRE Conference on Drugs, Alcohol and Impaired Driving” held in Cincinnati, Ohio, on August 9 - 13, 2015. The contract awards for the IACP DRE conference are below:

Agency	Reimbursed	Attendees
Nebraska State Patrol	\$2,910.70	Trooper Jason Bauer Trooper Tyler Kroenke
Bellevue Police Department	\$6,735.50	Sergeant Joseph Milos Officer Corey Brown Officer Mike Brazda Officer Sean Vest Officer Dan German
Grand Island Police Department	\$5,543.10	Officer Tyler Noel Officer Andre O'Connor Officer Ryan Sullivan
Lincoln Police Department	\$2,982.20	Officer Sara Genoways Officer Jared Grayson
Omaha Police Department	\$2,522.10	Officer Christopher Doble Officer Matthew Kelly
Butler County Sheriff's Office	\$1,456.10	Deputy Andrew Yost
Lancaster County Sheriff's Office	\$4,185.90	Deputy John McGahan Deputy Casey Dahlke Deputy Jeremy Schwarz

- To solicit and select Drug Recognition Expert candidates for the 2- and 7- day training schools for FY2016.
 - The dates for the FY2016 DRE training are April 25 & 26, 2016; and May 4 – 6 & 9 – 12, 2016.
- To coordinate and promote ARIDE (Advanced Roadside Impaired Driving Enforcement) training in Nebraska.
 - Five ARIDE classes were held training 52 law enforcement officers.

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	Section 405d:	\$51,698.84
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-15-05

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 people.

Alcohol was known to be involved in 65 (34.2 percent) of the 190 fatal crashes that occurred in CY2013. Alcohol was involved in 550 (11.6 percent) of the 4,713 fatal, A and B injury crashes in CY2013. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 384 (35.1 percent) of the 1,272 involved alcohol.

Target and Objective:

Reduce alcohol-impaired fatal, A and B injury crashes by 21% from the 631.2 (2008 – 2012 average) to 499 in 2015.

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 52 mini-grant contracts were awarded. The 52 mini-grant contracts were awarded as follows: Police Departments – 17 contracts; Sheriff’s Offices – 12 contracts; and Nebraska State Patrol – 23 contracts.

Contract Awards

Agency	Type of Enforcement	Reimbursed
Bellevue Police Department	Compliance Checks	\$519.06
Bellevue Police Department	Compliance Checks	\$1,488.10
Cozad Police Department	MIP Enforcement	\$710.12
Gering Police Department	Compliance Checks	\$1,074.34
Grand Island Police Department	Compliance Checks	\$410.56
Grand Island Police Department	Compliance Checks	\$770.87
Kearney Police Department	Alcohol OT	\$7,019.15
La Vista Police Department	Compliance Checks	\$646.39
Lincoln Police Department	MIP Enforcement	\$4,860.00
Lincoln Police Department	MIP Enforcement	\$4,680.39
Norfolk Police Department	Compliance Checks	\$2,195.83
Omaha Police Department	Alcohol OT	\$19,357.16
Omaha Police Department	MIP Enforcement	\$16,772.26
Plattsmouth Police Department	MIP Enforcement	\$867.53
Scottsbluff Police Department	Compliance Checks	\$1,606.62
Scottsbluff Police Department	Compliance Checks	\$1,152.43

UNK Police Department	YDDYL Aug/Sept 2015	\$3,144.59
Buffalo County Sheriff's Office	Alcohol OT	\$1,799.89
Dakota County Sheriff's Office	YDDYL Aug/Sept 2015	\$4,627.24
Douglas County Sheriff's Office	Alcohol OT	\$1,937.17
Lancaster County Sheriff's Office	Alcohol OT	\$2,671.84
Lincoln County Sheriff's Office	Alcohol OT	\$7,499.71
Lincoln County Sheriff's Office	Alcohol OT	\$3,850.25
Sarpy County Sheriff's Office	Compliance Checks	\$1,476.76
Sarpy County Sheriff's Office	Compliance Checks	\$1,855.16
Saunders County Sheriff's Office	Alcohol OT/Checkpoint	\$289.93
Scotts Bluff County Sheriff's Office	Compliance Checks	\$684.70
Scotts Bluff County Sheriff's Office	Alcohol OT	\$5,000.00
Washington County Sheriff's Office	Alcohol OT	\$9,595.05
Nebraska State Patrol	Compliance Checks	\$1,800.00
Nebraska State Patrol	Alcohol OT	\$2,804.80
Nebraska State Patrol	Compliance Checks	\$1,480.05
Nebraska State Patrol	Compliance Checks	\$1,483.29
Nebraska State Patrol	Compliance Checks	\$1,375.47
Nebraska State Patrol	Alcohol OT	\$1,129.68
Nebraska State Patrol	Compliance Checks	\$1,722.60
Nebraska State Patrol	Alcohol OT	\$4,332.69
Nebraska State Patrol	Compliance Checks	\$2,663.46
Nebraska State Patrol	Alcohol OT	\$1,735.91
Nebraska State Patrol	Checkpoints/Alcohol OT	\$1,408.25
Nebraska State Patrol	Compliance Checks	\$2,290.13
Nebraska State Patrol	Checkpoints/Alcohol OT	\$8,943.25
Nebraska State Patrol	Alcohol OT	\$7,552.19
Nebraska State Patrol	Checkpoints/Alcohol OT	\$734.54
Nebraska State Patrol	Alcohol OT	\$11,925.00
Nebraska State Patrol	Compliance Checks	\$1,658.39
Nebraska State Patrol	Alcohol OT	\$2,444.35
Nebraska State Patrol	Alcohol OT	\$5,756.99
Nebraska State Patrol	Alcohol OT	\$3,682.12
Nebraska State Patrol	Checkpoints/Alcohol OT	\$1,201.76
Nebraska State Patrol	Checkpoints/Alcohol OT	\$1,507.08
Nebraska State Patrol	Compliance Checks	\$2,262.13
Total		\$180,457.23

These 52 mini-grant contracts resulted in a total of 3,883 hours of selective alcohol overtime enforcement, 74 seat belt citations, 110 impaired driving arrests, 683 speeding citations, 122 open container citations, 138 minor in possession citations and 2,695 total citations. Forty-four checkpoints were conducted by the following agencies: Saunders County Sheriff's Office – 1; and, Nebraska State Patrol – 43. The agencies conducting compliance checks visited 1,749 businesses with 120 being non-compliant and selling alcohol to underage individuals. Those 120 businesses were issued 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 52 mini-grant contracts.

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	Section 405d:	\$180,457.23
Contact:	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone 402/471-3880 FAX: 402/471-3865 becky.stinson@nebraska.gov	

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

405d-15-06

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol and Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in approximately 16,000 injured persons annually. In 2013, 4,713 fatal, A and B injury crashes occurred, killing 211 people and injuring another 5,823 people.

Alcohol was known to be involved in 65 (34.2 percent) of the 190 fatal crashes that occurred in CY2013. Alcohol was involved in 547 (11.6 percent) of the 4,713 fatal, A and B injury crashes in CY2013.

Alcohol was known to be involved in 79, 53, 51, 87 and 70 fatalities from 2009-2013 out of 223, 190, 181, 212 and 211 total fatalities in 2009-2013. (68 per year fatality average and 33% baseline)

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,399, 12,399, 12,034, 10,605 and 9,234 arrests and 11,520, 10,724, 10,549, 9,528 and 8,703 convictions) from 2009 to 2013.

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.

Target:

The target is to decrease alcohol-impaired fatal, A and B injury crashes by 4% from the 2008-2012 calendar base year average of 531 to 509 by December 31, 2015.

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.
 - NOHS contracted with **Urban Finch** to provide indoor advertising for the *You Drink & Drive. You Lose.* promotion from October to July. Ads were placed in one Lincoln location, Anytime Fitness (2,500 to 3,000 members/week) where Urban Finch had 2 frames. Two promotions in each frame total to 4 ad spots. The Omaha ads were placed at 10 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 & Drive. You Lose.* ads, 8" x 10", were placed in restrooms at the above listed facilities.

(\$10,150.00)

- 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. (\$57,506.00)
- 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 :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 two :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 games. 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 and 405d-14-06. The cost of to this project for the agreement was \$54,000.00.

UNO Hockey Dash Board

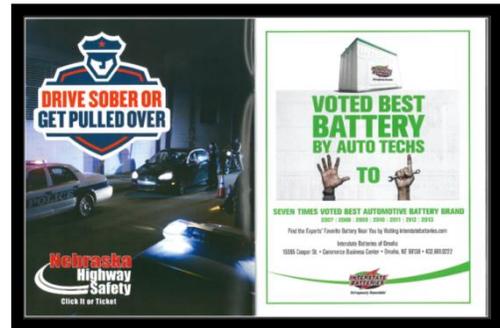
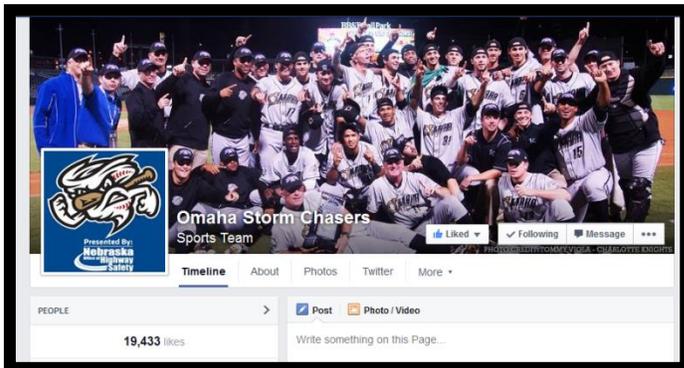


UNO Baseball Signage



- NOHS entered into a one year sponsorship agreement with the **Omaha Storm Chasers Baseball Club** for \$28,500.00. Nebraska Office of Highway Safety was the title sponsor for the Car Shade giveaway. On June 21, 2015 the first 1,500 cars at Werner Park received an Omaha Storm Chasers and Nebraska Office of Highway Safety branded Car Shade. (\$28,500.00) The NOHS also received the following:
 - Promo of game via an aggressive ad campaign (TV, radio and print schedules)
 - In-stadium promo of your game via public announcement system and video board

- Promotion of event in 125,000 pocket schedules and 10,000 Souvenir Yearbooks
- Public Announcements and Video Board announcements during the game
- 30-second video commercial played once during the June 21 game
- Message Board Scroll



- NOHS entered into a one year sponsorship agreement with the **Creighton University Athletics Department** for men's basketball courtside, highly visible display panels. Sponsor artwork is displayed in one-minute intervals throughout the game. Sponsorship also includes one :10 in-game live radio drop in. (\$36,000.00)
- NOHS purchased advertising in the 2015 **NCAA Official Tournament Program**. This is a ½ page four color ad. (\$6,500.00)
- Contracted with **IMG College, LLC** for Nebraska Cornhusker football and volleyball advertising. One full-page color ad was placed in each of the 80,000 Official Nebraska Football Game Day Programs for three home games in 2014, three :30 commercials on seven regular season broadcasts on the Husker Sports Network, one ribbon board position to rotate among other sponsors at Memorial Stadium, one 3-5 minute interview during pre-game of a Nebraska football game and one position on the courtside LED rotational signage at the Bob Devaney Sports Center during the 2014 season. (\$61,374.65)
- Contracted with **IMG College, LLC** for a sports marketing sponsorship of the Pinnacle Bank Arena Founding Partner that includes logo recognition in arena, one 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. (\$166,250.00)
- Contracted with **IMG College, LLC** for a sports marketing sponsorship for five years. This will be split with the Occupant Protection Public Information and Education project. The sponsorship will include:
 - Title sponsor of the broadcast booth for Husker Football broadcasts for home and away with one live :10 message per half and numerous references going into or coming back from commercial breaks.
 - Two :30 commercials in all 12 Husker football games.
 - Traffic report sponsorship with four pre-game :10 tags and two post-game :10 second tags.
 - Minimum of 15 tags on all five replay boards in Memorial Stadium.
 - Two ribbon board displays.
 - Sponsor of Binge Drinking Campaign with logo recognition and questions for trivia game before

each home game.

- Safety Saturday with five :30 commercials on Sports Nightly radio show, one live interview and other activities.
- Two hundred :30 messages to be aired on Sports Nightly talk show during UNL sports season.
- Men's Basketball sponsorship includes one pre-game feature, four :10 live read messages in each game and three half-time opportunities for on court awareness activities.
- Signage in Pinnacle Bank Arena include rotational score table sign and ribbon boards.
- Baseball will include two :10 second live read messages during each game and one live interview per season.
- Spot band of sixty :30 commercial announcements to target select towns.
- Full colored page ad in each of the Fall Sports Guide, Spring Sports Guide and Game day programs for football, volleyball and baseball.
- Press Conference will include the backdrop with logo to be used for all athletic department press conferences and the logo on the microphone flag to be used whenever possible. (\$370,481.00)



- NOHS approved a mini-grant for **National Safety Council** to decrease underage alcohol consumption and driving. They will educate and motivate teenagers about the dangers of underage drinking and driving, educate parents and adults about the consequences of providing access to alcohol to teenagers and provide information to educators about the effects of alcohol and how to spot potential dangers with students. (\$57,485.43)



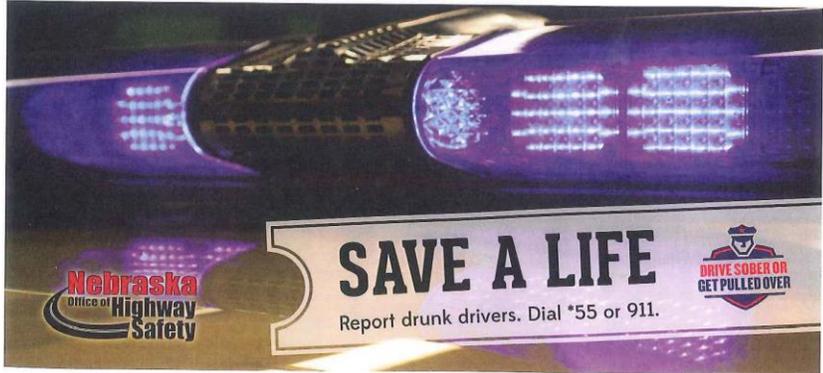
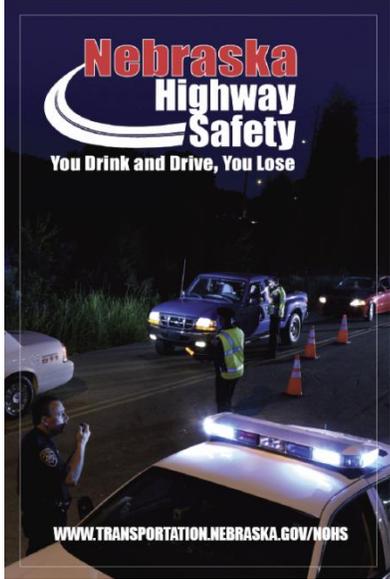
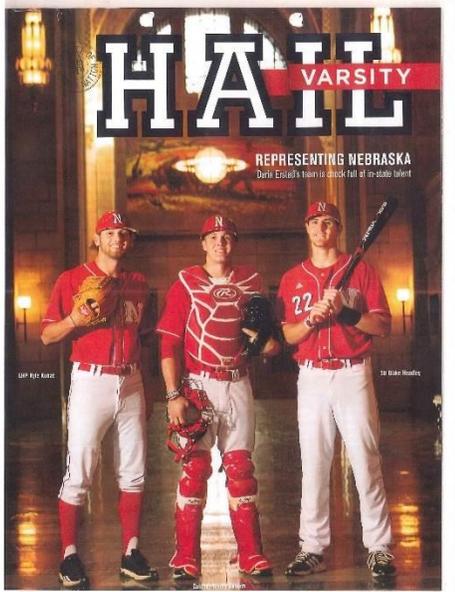
- NOHS purchased a full-page ad in **Prairie Fire Newspaper** for *You Drink & Drive. You Lose.* in the December 2014 edition. (\$1,904.00)
- NOHS contracted with **Heartland Marketing & Communications** for a radio campaign during the *You Drink & Drive. You Lose.* campaign to run during December 2014 and January 2015. 1,794 spots (\$26,698.00)
- NOHS approved a mini-grant for **Region V Youth Systems** to allow the SADD students to attend the national conference. Seventeen youth and three adults attended the conference. (\$7,500.00)
- NOHS contracted with Professional Sports Publications for a half-page, four color ad in the College World Series Program. (\$4,800.00)

Results:

The alcohol-related fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. Achieved the 7% decrease for 2014 alcohol-related fatal, A and B injury crashes to 576.

Alcohol was known to be involved in 75 (36.9%) of the 203 fatal crashes that occurred in Nebraska in 2014. Alcohol was involved in 501 (11.3%) of the 4,445 A and B type injury crashes.

Funding:	Section 405d:	\$889,149.08
Contact:	Bill Kovarik, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2516 FAX: 402/471-3865 Email: william.kovarik@nebraska.gov	



Annual Report	Nebraska
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Special Alcohol Enforcement Initiatives/Equipment **405d-15-07**
Sarpy County Traffic Unit/Sarpy County Sheriff's Office/Bellevue Police Department

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol and Checkpoints
Type of Jurisdiction:	County
Jurisdiction Size:	165,822
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.

Target:

The target is to decrease alcohol-related fatal, A and B injury crashes by 7% from the 2008-2012 base year average of 531 to 509 by December 31, 2015.

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 & Hwy 370, 15th & Cornhusker, 168th and Giles, and Highway 75 and Platteview Road.
 - Four officers worked a total of 1,993 hours, with 50.75 in DDACTS areas, 5.5 at special events, 182.5 in school zones, 647.25 in problem areas and 28 rush hours/youth driving. Also made 2 public presentations to 56 people and 15 school presentations to 410 students.
 - Citations, Arrests, and Warnings issued:
 - 729 speeding citations, 1 impaired driving arrest, 13 seat belt citations, and 4 child restraint citations. In addition, 49 other arrests were made, including drug arrests and warrant arrests.

Results:

In the time period of 2009-2013, Sarpy County had 1,542 fatal, A and B injury crashes, for a yearly average of 308 crashes. The target was to reduce the number of fatal, A and B injury crashes in Sarpy County by 15%, (2009-2013) from 308 to 262 during the project period. There were 289 fatal, A and B injury crashes in 2014, the 15% reduction goal was not met.

In the time period of 2009-2013, the City of Bellevue had 486 fatal, A and B injury crashes, for a yearly average of 97 crashes. The target of the Bellevue Police Department was to decrease fatal, A and B crashes by 15%, (2009-2013) from 97 to 83 during the project period. There were 83 fatal, A and B injury crashes in 2014, the 15% reduction goal was met.

Funding:	Section 405d:	\$75,000.00
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	

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

405d-15-08

Program Area:	Alcohol
Project Characteristics:	Investigation, prosecution, enhance community safety
Type of Jurisdiction:	Douglas County
Jurisdiction Size:	537,529 residents (2013 census estimate)
Target Population:	Driver population

Problem Identification:

As a Nebraska Office of Highway Safety FY2015 priority county, Douglas County contributes significantly to Nebraska's total motor vehicle crashes and injuries. Twenty-seven percent of the total fatal A and B injury crashes occurring in Nebraska in 2013 (the most recent statistics available from the Nebraska Office of Highway Safety) occurred 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 27% of all alcohol-related crashes in 2013. Moreover, Douglas County is disproportionately represented in statewide alcohol-related motor vehicle data. For example, while 29% of the state's population resides in Douglas County, approximately one third (32%) of Nebraska's DUI arrests took place in Douglas County in 2013.

Additionally, from 2012 through 2014, the Douglas County Attorney's Office charged the following felony motor vehicle cases: DUI's (3rd offense aggravated and above) – 635, Driving under Revocation – 577, DUIs resulting in Serious Bodily Injury – 18, Motor Vehicle Homicides – 23, Violation of Mobilization Device – 4, Manslaughter 1, totaling 1,258 cases.

Targets and Objective(s):

The targets of this project are:

- Obtain a Motor Vehicle Offense conviction rate of 80% with a DUI conviction rate of 70%-80%.
- Reduce the number of felony Motor Vehicle Offense charges that are reduced to misdemeanors

Specific project objectives include:

- Increase felony conviction in motor vehicle related crimes by 2%.
- Increase felony conviction for DUI's by 2%.
- Decrease the number of DUI-related felony charges reduced to misdemeanor charges by 2%.

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 Motor Vehicle Prosecution Unit (MVPU), cases which were allowed to be reduced to a misdemeanor through

this process were greatly limited. In 2015, the Douglas County Attorney’s Office charged the following felony motor vehicle cases: DUI’s (3rd offense aggravated and above) – 290, Driving under Revocation – 166, DUIs resulting in Serious Bodily Injury – 11, Motor Vehicle Homicides – 13, Violation of Mobilization Device – 2, Manslaughter 0, totaling 482 cases. For comparative purposes, in 2010, felony DUI convictions were 15 (19%) and misdemeanor DUI convictions were 66 (81%).

	Oct 1, 12 to Sept 30, 13	Oct 1, 13 to Sept 30, 14	Oct 1, 14 to Sept 30, 15
Felony DUI, Operating during Revocation, MVH, Ignition Interlock & misdemeanor MVH cases charged	528	384	385
Convictions	434 (82%) 277 Felony (64%) 157 Misdemeanors (36%)	345 (90%) 217 Felony (63%) 128 Misdemeanors (37%)	347 (90%) 228 Felony (66%) 119 Misdemeanors (34%)
DUI Cases Charged	271	268	277
Convictions	270 (99%) 188 Felony (70%) 82 Misdemeanors (30%)	257 (96%) 152 Felony (69%) 68 Misdemeanors (31%) 37 Other *	261 (87%) 161 Felony (67%) 80 Misdemeanors (33%) 20 Other *

*Cases that should not have been referred to the Douglas County Attorney’s Office and should have been prosecuted as misdemeanor.

- The overall conviction rate for Motor Vehicle Offenses increased from 82% during October 1, 2012 to September 30, 2013 to 90% from October 1, 2013 to September 30, 2014.
- The overall felony conviction rate fell from 64% in October 1, 2012 to September 30, 2013 to 63% from October 1, 2013 to September 30, 2014.
- In addition, the overall DUI conviction rate rose from 94% in October 1, 2012 to September 30, 2013 to 95.7% from October 1, 2013 to September 30, 2014.
- However, the DUI felony conviction rate fell 1% to 69%.
- The overall conviction rate for the Motor Vehicle Prosecution Unit was 90% and the overall DUI conviction rate remained steady at 94% for the period of October 1, 2014 of September 30, 2015.
- The DUI felony conviction rate fell by 2% to 67% during this same period.

Funding:	Section 405d:	\$185,000.00
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	

**Evidenced Based Strategies – Project Extra Mile
Nebraska Office of Highway Safety**

405d-15-09

Program Areas:	Enforcement Underage Drinking Laws
Project Characteristics:	Proactive and Selective Youth Alcohol Enforcement
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Underage Youth and Adult Providers

Problem Identification:

Teens are at far greater risk of death in an alcohol-related crash than the overall population, despite the fact that they are below the minimum drinking age in every state. Motor vehicle crashes are the leading cause of death for young people ages 15-20. In 2012, 1,875 (15- to 20-year-old) drivers died in motor vehicle crashes across the country, an decrease of 6 percent from 2011. Alcohol was involved in 28 percent of these deaths and 24 percent of these drivers had blood alcohol concentrations over the adult legal limit of .08 g/dL at the time of the crash (National Highway Traffic Safety Administration, 2014).

Underage alcohol use is a significant public health problem in Nebraska. At least six more youth under 21 die 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 (7.1%) of the driving population, yet 28% of 15- to 20-year-old drivers who were killed in motor vehicle crashes had a BAC of .01 g/dL or higher and 55% of these drivers were unrestrained (NOHS, 2014).

In Nebraska, underage drinking cost the state \$324 million in 2013, translating to a cost of \$1,779 per year for each young person in the state. Nebraska's ranking is the 38th highest among the 50 states for the estimated cost per youth. These dollars are attributed to medical costs, work loss, and pain and suffering related to underage drinking. A host of youth problems, including violence, traffic crashes, high-risk sex, property crime, injury, poisonings, Fetal Alcohol Syndrome (FAS), and alcohol treatment contribute to these costs (Pacific Institute for Research and Evaluation, 2015).

Target and Objective:

- Reduce drivers age 20 or younger involved in fatal crashes by 39% from 40.6 (2008-2012 average) to 25 in 2015.
- Reduce youth-involved fatal, A and B injury crashes by 22% from 1571.8 (2008-2012 average) to 1,226 in 2015.
- Provided three mini-grants to Project Extra Mile to target Nebraska's underage drinking laws by working with state and local law enforcement, community leaders, and youth. (\$292,411.17)

The objectives for the statewide effort include the following:

- To expand Project Extra Mile (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 six awareness activities and gaining nine earned media spots throughout the funding period.
- To expand PEM outreach to law enforcement in training strategies and increase enforcement of the state's youth alcohol laws through coordination of at least two training sites and collaboration with at least six law enforcement agencies throughout the funding period.
- To sustain efforts to prevent underage drinking by planning and conducting at least nine community-wide coalition meetings throughout the funding period by the Omaha metro area coalition.
- To engage young people in leadership initiatives to affect change on underage drinking in communities across Nebraska through the coordination and hosting of at least one annual youth leadership event.

Strategies and Activities:

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

- Convened and coordinated the Policy Work Group at least once to discuss policy issues (minimum of 2) that arise and disseminate pertinent information to community contacts and organizations.
- Developed and implemented advocacy efforts to improve youth alcohol laws, policies, and community practices.
- Developed and provided a legislative tracking sheet and talking points or action alerts for each of the two statewide advocacy issues.
- Produced a monthly newsletter which was disseminated electronically statewide.
- Continued to implement the **we want you back** and *No Free Ride if You Provide* campaigns.
- Received 46 earned media through media-related activities during funding period.
- Informed PEM coalition members and community partners about public policies and health consequences through e-mail communication and PEM’s e-newsletter monthly.
- Conducted at least six awareness activities statewide during the funding period.
- Assisted 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.
- Encouraged and/or coordinated at least 5 enforcement efforts (saturation, party patrols, compliance checks, etc.) with law enforcement with accompanying media advocacy initiative (news release, media alert, news conference, etc.) during funding period.
- Coordinated the Enforcement Work Group meetings in the Omaha metro area with area law enforcement representatives.
- Statewide law enforcement trainings were held in the LaVista and in Grand Island with 32 law enforcement representatives from 22 different agencies participating.
- Encouraged, coordinated and implemented an aggregate total of 520 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.
- Planned and conducted at least 10 meetings of community-wide coalitions to sustain the effort to prevent underage drinking statewide through meetings in the Omaha metro area.
- Continued to recruit and encourage additional community coalition membership and meeting attendance during the funding period.
- Created an effort in the Omaha metro area to encourage youth involvement through partnership with area high schools.
- PEM held a Summer 2015 Youth Leadership Training, July, 2015 and there were 16 youth from across the state that attended training.
- Disseminated 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:

The target to reduce drivers age 20 or younger involved crashes by 22% fell slightly short. Nebraska drivers (age 16-20) involved in alcohol-related motor vehicle crashes decreased from 41 to 34 in 2014, representing a 19.41 percent reduction. The work does support a continued trend showing a steady decline in drivers age 20 or younger involved in fatal crashes.

Funding:	Section 405d:	\$292,411.17
Contact:	Nicole Carritt, Project Extra Mile, 11620 M Circle, Omaha, NE 68137 Telephone: (402) 963-9047; Email: nikki@projectextramile.org	

**24/7 Sobriety Program
Douglas County Department of Corrections**

405d-15-10

Program Area:	Alcohol
Project Characteristics:	Twice Daily Breath Testing or Transdermal Alcohol Detection
Type of Jurisdiction:	Douglas County
Jurisdiction Size:	543,244 residents (2014 census estimate)
Target Population:	DUI Offenders

Problem Identification:

As a Nebraska Office of Highway Safety FY2015 priority county, Douglas County contributes significantly to Nebraska's total motor vehicle crashes and injuries. Twenty-seven percent of the total fatal, A and B injury crashes occurring in Nebraska in 2014 (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 29.43 as compared to the state crash rate of 25.4.

Target and Objective(s):

The target of this pilot program is to reduce alcohol-related traffic crashes and fatalities in Douglas County by reducing the number of repeat Driving Under the Influence (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 target of this pilot program to match this 12% decrease:

- The project includes participants who have been charged with DUI 2nd offense or above, with the 24/7 program required as a condition of bond or probation.
- Achieve and maintain a 95% degree of compliance for participants on the pilot program.

As of the date of this report, data on recidivism for DUI's among participants is premature as many graduates of the program have only completed the program within the past few months. During the grant period, Douglas County had 140 individuals complete the program. Douglas County is aware of two occurrences of DUI recidivism among those who have completed the program. Douglas County acknowledges that it is possible that others could have reoffended in other states, especially in Iowa, as Douglas County borders Iowa. The Rand Corporation will conduct an 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.

Strategies and Activities:

- Monitor and report participants' compliance for abstinence 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 Douglas County Department of Corrections (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:

- Participants on the breath testing protocol were 99.4% compliant with program expectations. SCRAM protocol participants were 99.8% compliant with program expectations.
- Program sanctions have been administered per program rules on all occasions when a participant has been in violation of program expectations.
- Douglas County hired four part-time Sobriety Technicians to conduct breath testing and conduct other routine program functions. Douglas County also provides a Corrections Officer to provide security and return any program violators to custody in accordance with program sanctions.
- Lt. Ernest Black continued to serve as the 24/7 program administrator in addition to his duties as House Arrest Administrator throughout this reporting period.
- See program statistics below:

	Oct 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	June 2015	July 2015	Aug 2015	Sept 2015	Total
Beginning of month population	34	47	56	60	71	76	76	69	66	71	69	60	
Number of new placements	16	10	8	20	19	14	16	11	19	14	13	22	182
Number completing program	2	1	4	9	14	14	23	14	14	16	22	10	143
End of month population	47	56	60	71	76	76	69	66	71	69	60	72	
# of breath test violations	6	11	7	8	7	12	12	9	11	4	14	11	112
# of SCRAM violations					2	4	1	0	1	0	0	0	8
# of test 'no shows'	9	11	4	6	2	7	8	6	5	4	8	5	75
# jailed for 12 hours	6	8	3	1	3	3	3	3	2	0	5	4	41
# jailed for 24 hours	0	3	2	1	3	2	1	0	4	0	1	2	19
Number jailed & referred to court	9	12	6	6	5	2	1	7	10	10	9	4	81

Funding:	Section 405d:	\$47,105.58
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	

SECTION 405f – MOTORCYCLIST SAFETY GRANT

Annual Report	Nebraska
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**Motorcycle Public Information and Education
Nebraska Office of Highway Safety**

405f-15-01

Program Area:	Motor Safety Awareness
Project Characteristic:	Motorcycle Riders
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
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 37.5 million dollars in 2013. There were 14 fatalities and 486 persons injured in motorcycle crashes in 2013. In 2013, there were 55,833 motorcycle registrations and 94,817 motorcycle licensed drivers.

Target and Objective:

The target is to reduce the number of motorcycle fatalities by 25% from the 2008–2012 calendar base year average of 18.6 to 14 in CY2015. A secondary target was to reduce unhelmeted motorcyclist fatalities by 54.5% from the 2008-2012 calendar base year average of 2.2 to 1 in CY2015.

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:

- The objective is to increase knowledge of motorcycle traffic issues by providing traffic safety related public information and education.
 - Renewed the National Association of State Motorcycle Safety Administrators (SMSA) membership. (\$1,200.00)
- To provide a system for mini-grants to promote and enhance driver awareness of motorcyclists.
 - No mini-grants were issued.

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	Section 405f:	\$1,200.00
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	

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

405f-15-02

Program Area:	Motorcycle Safety Awareness
Project Characteristic:	Motorcycle Riders
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
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 37.5 million dollars in 2013. There were 14 fatalities and 518 persons injured in motorcycle crashes in 2013. In 2012, there were 55,833 motorcycle registrations and 94,817 motorcycle licensed drivers.

Targets and Objective:

The target was to reduce the number of motorcycle fatalities by 25% from the 2008–2012 calendar year base year average of 18.6 to 14 in CY2015. A secondary target was to decrease unhelmeted motorcyclist fatalities by 54.5% from the 2008-2012 calendar base year average of 2.2 to 1 in CY2015.

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

Strategies and Activities:

- To support improvement and updates to motorcyclist safety-training curricula, including mini-grant applications from other agencies.
 - The Bellevue Police Department was awarded a mini-grant to provide motorcycle training for Lt. Thomas Dargy and Sgt. Larry Lampman. The Police Motorcycle Instructor Recertification class and instructor course was held December 11, 2014, in Arlington, Texas. The course is offered by the Northwestern University Center for Public Safety in conjunction with the Harley Davidson Motor Company. The training was to enhance the safety and riding ability of motorcycle officers by upgrading their riding skills. The course emphasizes braking techniques and new exercises that promotes rider safety, rider proficiency and rider confidence. (\$1,343.90)
 - The Department of Motor Vehicles (DMV) was awarded a mini-grant to provide funding for Motorcycle Trainer Update/New Curriculum Training, Quality Assurance Visits (QAV) Training Course, and QAV at each motorcycle providers location. (\$23,893.33)
 - Motorcycle instructors, Keith Valenzuela and Dave Halen, trained 67 individuals statewide using the new curriculum for motorcycle rider training. The DMV conducted six Rider Coach Trainer Prep (TRCP) motorcycle training courses implementing the new TRCP curriculum at the following locations: Central Community College in Grand Island, on October 3-5, 2014, National Safety Council in Omaha, on October 10-12, 2014, Sarpy County Safety Program in Papillion, on October 17-19, 2014, Southeast Community College in Lincoln, on October 24-26, 2014, Sarpy County Safety Program in Bellevue, on March 27-29, 2015 and the Nebraska Safety Council in Lincoln, on April 10-12, 2015. (\$19,737.51)
 - Quality Assurance Visit Training course was held in Omaha, on May 8-9, 2015. Motorcycle

Trainers/Instructors from other states also participated in this training course. Dave Halen, Keith Valenzuela, Kim Moore, Bob Lake and Lionel Johnson represented Nebraska at the QAV training. The purpose of this training was to refresh or train individuals on how to properly conduct a QAV. (\$1,740.82)

- The five QAV instructors, Robert Lake, Kimberly Moore, Keith Valenzuela, David Halen and Dr. Lionel Johnson conducted 9 QAV's statewide. The QAV's were conducted at Southeast Community College in Lincoln, Sarpy County Safety Center in Papillion, Dillion Harley Davidson in Omaha, National Safety Council in Omaha, Northeast Community College in Norfolk, Frontier Harley Davidson in Lincoln, Kearney Safety Center in Kearney, Nebraska Safety Council in Lincoln and Central Community College in Hastings. (\$2,415.00)

Results:

The fatal, A and B in jury crash data for CY2015 are unavailable from the Nebraska Department of Roads.

Funding:	Section 405f:	\$25,237.23
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	

SECTION 148 – HIGHWAY SAFETY IMPROVEMENT PROGRAMS

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

15-HSIP-(29)

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 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 2011-2013 was observed at 84.2%, 78.6% and 79.1% respectively.

Target and Objective:

Increase observed seat belt use rate by 4.1% from 82.9% (2008 – 2012 average) to 86.3% in 2015.

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 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 November 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 November “Click It or Ticket” Mobilization.
 - During the project period 46 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 19 contracts; Sheriff’s Offices – 26 contracts; and, Nebraska State Patrol – 1 contract.

Contract Awards

Agency	Reimbursed
Beatrice Police Department	\$1,478.81
Bellevue Police Department	\$2,103.84
Broken Bow Police Department	\$856.25
Columbus Police Department	\$2,491.59
Crete Police Department	\$1,102.62
Fairbury Police Department	\$971.19
Franklin Police Department	\$409.50

Grand Island Police Department	\$4,000.00
Hastings Police Department	\$2,347.47
Holdrege Police Department	\$171.34
La Vista Police Department	\$2,126.42
Omaha Police Department	\$13,210.93
Papillion Police Department	\$1,380.76
Plattsmouth Police Department	\$1,585.08
Ralston Police Department	\$2,710.33
Scottsbluff Police Department	\$3,194.43
Sidney Police Department	\$1,344.66
South Sioux City Police Department	\$2,302.67
UNL Police Department	\$581.08
Boone County Sheriff's Office	\$1,486.27
Boyd County Sheriff's Office	\$1,527.68
Brown County Sheriff's Office	\$1,352.95
Buffalo County Sheriff's Office	\$2,733.73
Colfax County Sheriff's Office	\$1,364.13
Dakota County Sheriff's Office	\$2,999.97
Dawson County Sheriff's Office	\$2,152.35
Dodge County Sheriff's Office	\$1,984.14
Douglas County Sheriff's Office	\$7,999.96
Fillmore County Sheriff's Office	\$1,500.00
Franklin County Sheriff's Office	\$ 996.20
Furnas County Sheriff's Office	\$1,497.60
Holt County Sheriff's Office	\$1,056.93
Jefferson County Sheriff's Office	\$1,449.80
Johnson County Sheriff's Office	\$1,500.00
Lancaster County Sheriff's Office	\$3,356.43
Lincoln County Sheriff's Office	\$1,999.65
Nance County Sheriff's Office	\$1,500.00
Nemaha County Sheriff's Office	\$2,999.78
Otoe County Sheriff's Office	\$1,620.68
Phelps County Sheriff's Office	\$1,499.79
Saline County Sheriff's Office	\$1,518.21
Sarpy County Sheriff's Office	\$2,567.68
Saunders County Sheriff's Office	\$2,000.00
Thayer County Sheriff's Office	\$1,365.88
Thurston County Sheriff's Office	\$2,000.00
Nebraska State Patrol	\$1,601.22
Total	\$100,000.00

These 46 mini-grant contracts resulted in a total of 2,647 hours of selective overtime enforcement, 235 seat belt citations, 1,862 speeding citations, 70 impaired driving arrests, 3,736 total citations and 5,239 total contacts.

- 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 CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Funding	\$100,000.00
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	

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

15-HSIP-(30)

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 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 2011-2013 was observed at 84.2%, 78.6% and 79.1% respectively.

From 2009 to 2013, a total of 1,017 individuals were killed in crashes. There were a total of 822 fatalities that were occupants of passenger vehicles. Of those 822 fatalities, only 253 (38.8%) were wearing restraints. The remaining 569 (69.2%) fatally injured individuals were not using restraints and 314 (38.2%) of those fatalities were ejected from the vehicle.

Target and Objective:

The Click It or Ticket (CIOT) 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 86.3% belt usage rate (127,800 additional Nebraskans) and to increase the fatally injured passenger use rates to 50%.

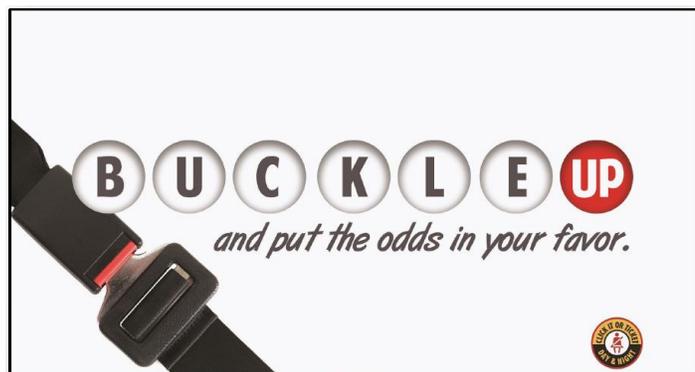
Strategies and Activities:

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

On September 23, 2015, NOHS submitted a mini-grant application to the Nebraska Department of Roads, Traffic Engineering, requesting \$50,000.00. The funding will be used for the “Click It or Ticket” Messaging Public Information and Education campaign which runs November 1-30, 2015. It combined targeted messaging on gas pumps/fillboards and truckside advertising in Nebraska. The mini-grant was approved on October 24, 2014.

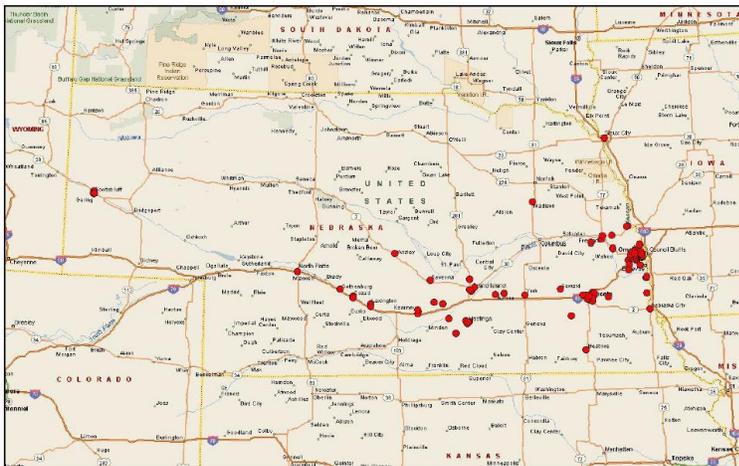
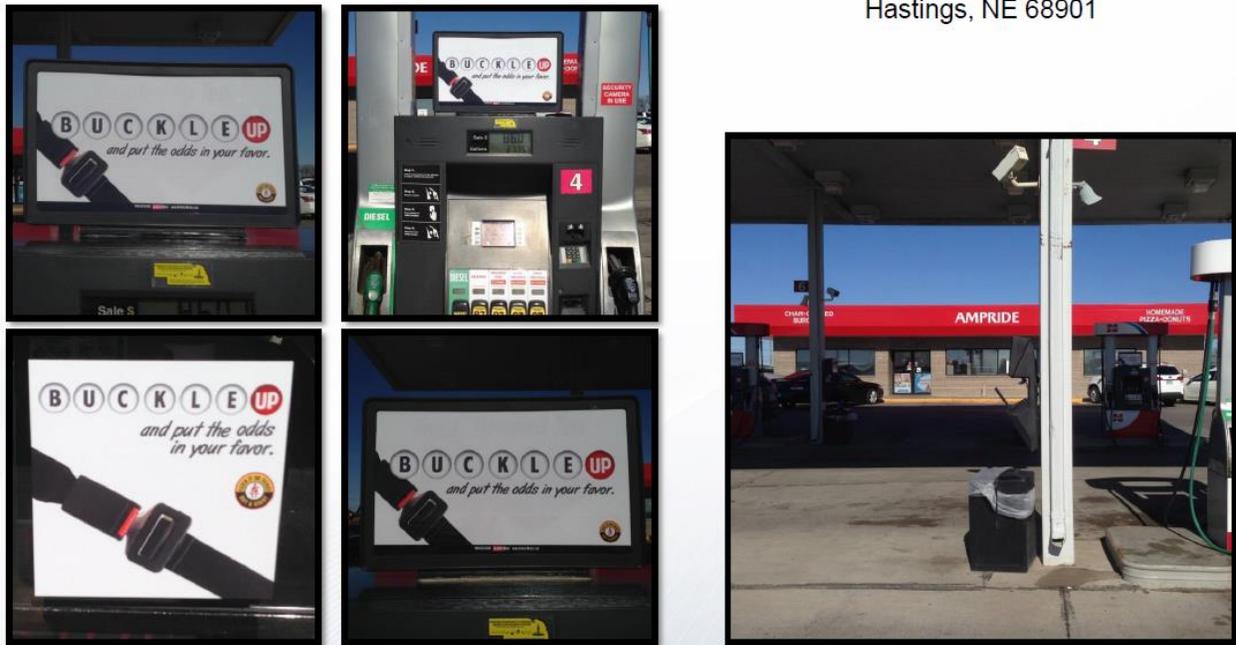
The NOHS entered into a **Pump Topper and Fillboard Gas Pump Advertising** Agreement with AllOver Media in the amount of \$25,506.00. The campaign ran from November 1 to 31, 2014, with the safety message “Buckle Up and put the odds in your favor.”

The pump toppers and fillboards were placed at 104 gas stations in the following twenty-three **Counties** in thirty-seven **Towns**: **Adams/Hastings** (6), **Kenesaw** (1), **Roseland** (1), **Buffalo/Kearney** (3), **Ravenna** (1), **Shelton** (1); **Cass/Eagle** (1), **Plattsmouth** (2), **Union** (1);

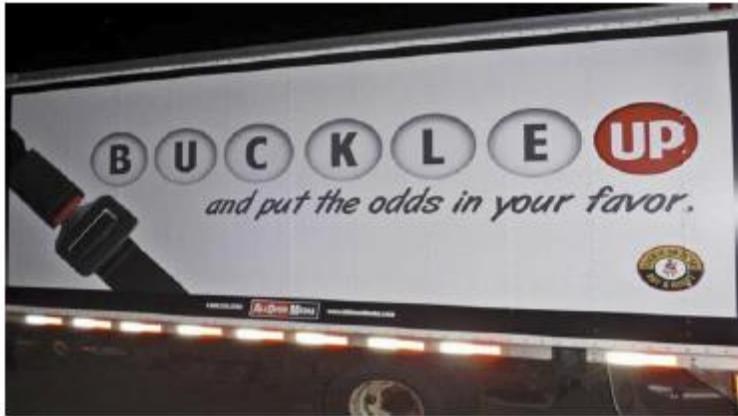


Custer/Ansley (1); Dakota/South Sioux City (1), Dawson/Lexington (4), Cozad (3), Gothenburg (1), Dodge/Fremont (2); Douglas/Ralston (1), Omaha (30), Valley (1), Gage/Beatrice (1); Hall/Grand Island (4); Hamilton/Aurora (1), Hampton (1); Lancaster/Lincoln (19); Lincoln/North Platte (1), Madison/Madison (1); Merrick/Chapman (1); Otoe/Nebraska City (1); Saline/Crete (1), Sarpy/Springfield (1), La Vista (1), Bellevue (1); Saunders/Cedar Bluffs (1); Scotts Bluff/Scottsbluff (3), Seward/Seward (1); Washington/Blair (2), Arlington (1), and York/York (1). Gas Pump Advertising for pump toppers and fillboards: 3,415 estimated impressions / day / gas station * 104 stations * 30 days = 10,654,800 impressions.

Cenex
 1410 W J St
 Hastings, NE 68901



The NOHS entered into a **Truckside Advertising** Agreement with AllOver Media in the amount of \$23,700.00. The campaign ran from November 1 -30, 2015 with the safety message “Savings Lives Every Day – Buckle Up It’s the Law.” Fifteen delivery service trucks wrapped with trucksize 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-Lincoln (2), Klabunde Delivery (5), M&S Transfer (1), Mills Transfer (3), Omaha Distributing Services (1), Artic Glacier (2), and Peck Distributing (1). The Truckside Billboard: 22,150 estimated impressions / day / truck * 15 trucks * 30 days =



Driver Panel

9,967,500 over the routes of the 15 trucks during the month, covering the state from east to west and north to south.



An 8x10 color premium insert placement advertising “Don’t get stuck with a ticket.” ran in the “Prairie Fire” newspaper during November. 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. At this time the November cost for the ad is \$794.00.

Results:

The target to increase the occupant protection usage rate to 82.6% was not achieved. However, the observed safety belt usage rate has held steady since 2012 with a usage rate of 78.6% to 79.6% in 2015.

Funding:	HSIP Funding: \$50,000.00
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**

15-HSIP-(31)

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol and Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 people.

Alcohol was known to be involved in 65 (34.2 percent) of the 190 fatal crashes that occurred in CY2013. Alcohol was involved in 550 (11.6 percent) of the 4,713 fatal, A and B injury crashes in CY2013. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 384 (35.1 percent) of the 1,272 involved alcohol.

Target and Objective:

Reduce alcohol-impaired fatal, A and B injury crashes by 21% from 631.2 (2008 – 2012 average) to 499 in 2015.

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 2014/January 2015 “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 2014/January 2015 “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 2014/January 2015 “You Drink & Drive. You Lose.” Crackdown. During the project period 47 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 21 contracts; Sheriff’s Offices – 25 contracts; and, Nebraska State Patrol – 1 contract.

Contract Awards

Agency	Reimbursed
Beatrice Police Department	\$3,069.13
Bellevue Police Department	\$3,315.96
Broken Bow Police Department	\$1,810.19
Columbus Police Department	\$3,414.56
Cozad Police Department	\$2,215.43
Crete Police Department	\$2,380.54
Fairbury Police Department	\$3,997.21
Franklin Police Department	\$801.66
Grand Island Police Department	\$7,714.96
Holdrege Police Department	\$1,388.95
Kimball Police Department/No Claim	\$0.00
La Vista Police Department	\$4,314.03
Lincoln Police Department	\$6,990.58

North Platte Police Department	\$3,662.49
Omaha Police Department	\$17,595.88
Papillion Police Department	\$2,024.93
Plattsmouth Police Department	\$2,265.68
Ralston Police Department	\$2,772.50
Scottsbluff Police Department	\$7,058.10
South Sioux City Police Department	\$3,098.92
UNL Police Department	\$591.35
Boyd County Sheriff's Office	\$3,383.80
Brown County Sheriff's Office	\$2,556.84
Butler County Sheriff's Office	\$1,684.82
Colfax County Sheriff's Office	\$4,388.80
Dakota County Sheriff's Office	\$7,038.97
Dawson County Sheriff's Office	\$6,000.00
Dodge County Sheriff's Office	\$7,479.46
Douglas County Sheriff's Office	\$5,075.02
Fillmore County Sheriff's Office	\$4,000.00
Franklin County Sheriff's Office	\$3,485.16
Holt County Sheriff's Office	\$1,358.28
Jefferson County Sheriff's Office	\$4,930.99
Johnson County Sheriff's Office	\$3,301.20
Lancaster County Sheriff's Office	\$4,764.13
Lincoln County Sheriff's Office	\$10,000.00
Nance County Sheriff's Office	\$4,439.36
Nemaha County Sheriff's Office	\$7,522.30
Otoe County Sheriff's Office	\$1,026.70
Phelps County Sheriff's Office	\$2,242.84
Saline County Sheriff's Office	\$4,179.94
Sarpy County Sheriff's Office	\$7,016.96
Saunders County Sheriff's Office	\$3,978.64
Scotts Bluff County Sheriff's Office	\$7,579.54
Thayer County Sheriff's Office	\$2,706.70
Thurston County Sheriff's Office	\$3,257.60
Nebraska State Patrol	\$14,753.76
Total	\$208,634.86

These 47 mini-grant contracts resulted in a total of 4,907 hours of selective overtime enforcement, 246 seat belt citations, 2,401 speeding citations, 260 impaired driving arrests, 4,921 total citations, and 15,485 total contacts. Four checkpoints were conducted: Nance County Sheriff's Office – 1; Fillmore County Sheriff's Office – 1; and, Dakota County Sheriff's Office – 2.

- 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 CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Funding	\$208,634.86
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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You Drink & Drive. You Lose. - Public Information & Education Media Campaign **15-HSIP-(32)**
Nebraska Office of Highway Safety

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 people.

Alcohol was known to be involved in 65 (34.2 percent) of the 190 fatal crashes that occurred in CY2013. Alcohol was involved in 550 (11.6 percent) of the 4,713 fatal, A and B injury crashes in CY2013. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 384 (35.1 percent) of the 1,272 involved alcohol.

Target and Objective:

The target is to support the "You Drink and Drive. You Lose." (YDDYL) December 2014 and January 2015 including the YDDYL crackdown (12/12/14 - 1/1/15) enforcement operation, a public information and education (PI & E) impaired driving messaging campaign with a significant enforcement theme will begin prior to the special enforcement operations to discourage drinking and driving behavior.

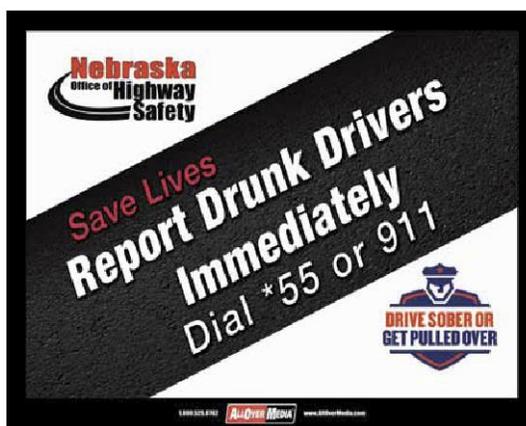
The objective is to increase messaging with combined enforcement to elevated enforcement operations to deter drinking and driving behavior therefore reducing crashes, especially at those high risk weekends, nights and holidays.

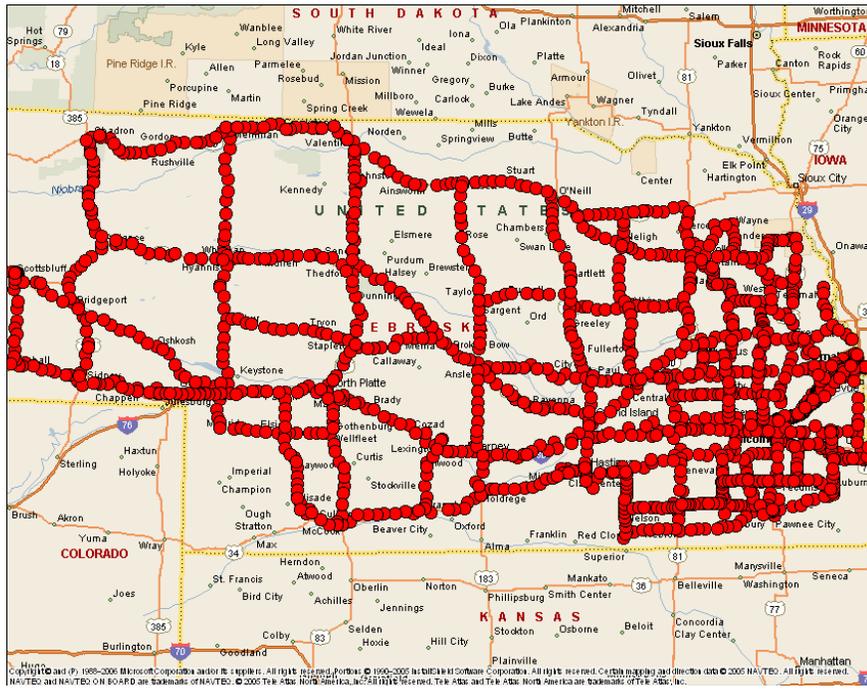
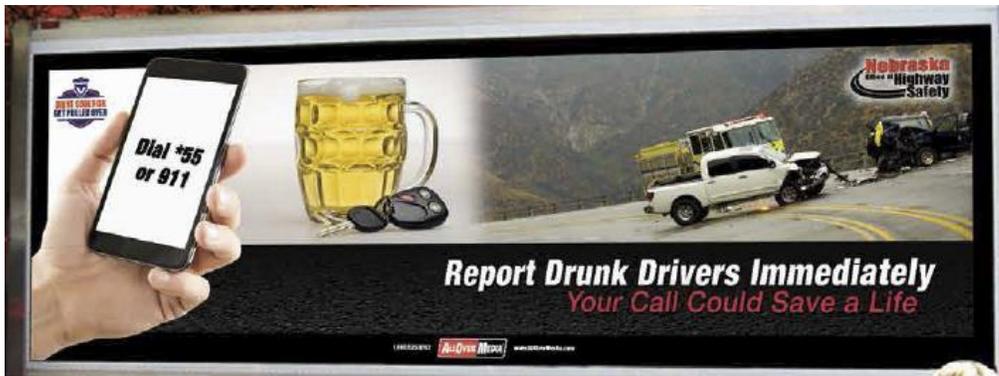
Strategies and Activities:

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

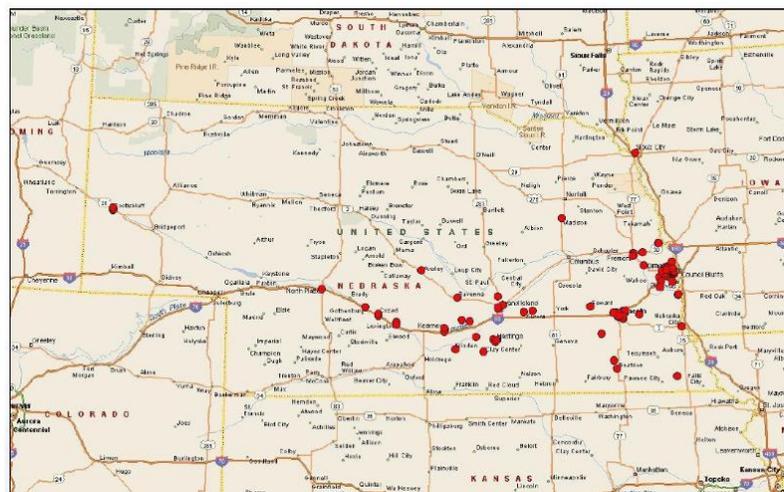
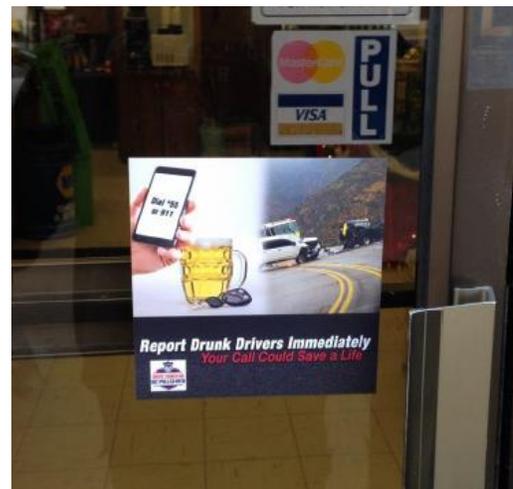
On September 23, 2014, NOHS submitted a mini-grant application to the Nebraska Department of Roads, Traffic Engineering, requesting \$100,000.00. The funding will be used for the "You Drink & Drive. You Lose." Crackdown Public Information and Education campaign which runs from December 2014 thru January 2015. It combined targeted messaging for radio ads/production costs, gas pumps/fillboards, and truckside advertising in Nebraska. The mini-grant was approved on October 24, 2014.

The NOHS entered into a Truckside Advertising Agreement with AllOver Media in the amount of \$33,825.00. The campaign ran from December 1, 2014 thru January 31, 2015 with the safety message "Report Drunk Drivers Immediately – Your Call Could Save A Life." Fifteen delivery service trucks wrapped with trucksize impactful images stress the need for citizens to report drunk drivers immediately by dialing 911 or *55 on their cell phone. The carrier's name and number of vehicles were Cowley Distributing (2), Klabunde Delivery (5), M&S Transfer (3), Mills Transfer (1), Omaha Distributing Services (1), Arctic Glacier (2), and Peck Distributing (1). The Truckside Billboard: 42,900 estimated impressions / day / truck * 15 trucks * 60 days = 38,610,000 over the routes of the 15 trucks over two months, covering the state from east to west and north to south.





The NOHS entered into a Pump Topper, Door Clings and Gas Pump Advertising Agreement with AllOver Media in the amount of \$49,250.00. The campaign ran from December 1, 2014 to January 31, 2015, with the safety message “Report Drunk Drivers Immediately – Your Call Could Save a Life/Dial *55 or 911.” The pump toppers and fillboards were placed at 100 gas stations in the following twenty-three **Counties**, in thirty-six **Towns**: **Adams/Hastings** (6), Kenesaw (1), Roseland (1), **Buffalo/Kearney** (3); Shelton (1), Ravenna (1), **Cass/Eagle** (1), Plattsmouth (2), Union (1), **Custer/Ansley** (1), **Dakota/South Sioux City** (1), **Dawson/Lexington** (4), Gothenburg (1), **Dodge/Fremont** (3); **Douglas/Ralston** (1), Omaha (29), Valley (1), **Gage/Beatrice** (1); **Hall/Grand Island** (4); **Hamilton/Aurora** (1), Hampton (1), **Lancaster/Lincoln** (19); **Lincoln/North Platte** (1); **Madison/Madison** (1); **Merrick/Chapman** (1), **Otoe/Nebraska City** (1); **Saline/Crete** (1), **Sarpy/Springfield** (1), La Vista (1), Bellevue (1); **Saunders/Cedar Bluffs** (1), **Scotts Bluff/Scottsbluff** (3), **Seward/Seward** (1), **Washington/Blair** (2), Arlington (1), and **York/York** (1). Gas Pump Advertising for pump toppers and fillboards: 3,415 estimated impressions / day / gas station * 100 stations * 62 days = 21,173,300 impressions.



NOHS contracted with Kent Pavelka & Associates (KPA) and Heartland Marketing & Communications, Inc. (HMC) to provide marketing guidance, planning, budgeting and implementation of “You Drink & Drive. You Lose.” produced radio ads. They provided media negotiations and placement as needed for “Just a Matter of Time” produced :30 second radio ads. The Campaign Spot Production Development for “Just a Matter of Time” radio ads and placement contract for \$45,000. The talent/production/editing costs totaled \$2,805.00. A total of 29 radio stations placed 1,281 ads. This HSIP grant paid for the production costs plus 692 radio ads in the amount of \$16,925.00. The balance of the contract, \$26,698.00 paid for 1,469 radio ads out of 405d-15-06 - Alcohol Public Information and Education. Total cost of the campaign at this time is \$43,623.00. The radio spots were ran in Lincoln, Omaha, Alliance, North Platte, Grand Island, Scottsbluff, Norfolk and Lexington.

Results:

The alcohol-related fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. Alcohol-related fatal, A and B injury crashes increase by 4.5% from 550 in 2013 to 576 in 2014.

In 2014, alcohol was known to be involved in 75 (34.2%) of the 203 fatal crashes that occurred in Nebraska. During the same period alcohol was involved in 576 (13%) of the 4,445 A and B type injury crashes.

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	

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

15-HSIP-(34)

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol and Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	General Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 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 2011-2013 was observed at 84.2%, 78.6% and 79.1% respectively.

Target and Objective:

Increase observed seat belt use rate by 4.1% from 82.9% (2008 – 2012 average) to 86.3% in 2015.

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 2015 (May 18 – 31, 2015) “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 2015 “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 2015 “Click It or Ticket” Mobilization.
 - During the project period 50 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 19 contracts; Sheriff’s Offices – 30 contracts; and, Nebraska State Patrol – 1 contract.

Contract Awards

Agency	Reimbursed
Beatrice Police Department	\$2,029.05
Bellevue Police Department	\$2,293.99
Columbus Police Department	\$3,021.02
Cozad Police Department	\$921.21
Crete Police Department	\$2,464.64
Fairbury Police Department	\$3,165.74
Franklin Police Department	\$408.00
Grand Island Police Department	\$13,589.20
Holdrege Police Department	\$1,318.76

La Vista Police Department	\$2,306.34
Lincoln Police Department	\$9,000.00
Omaha Police Department	\$17,811.75
Papillion Police Department	\$3,500.00
Plattsmouth Police Department	\$2,684.46
Ralston Police Department	\$3,604.83
Scottsbluff Police Department	\$6,164.10
Sidney Police Department	\$2,927.53
South Sioux City Police Department	\$3,698.22
UNL Police Department	\$2,251.69
Boyd County Sheriff's Office	\$2,000.00
Brown County Sheriff's Office	\$1,565.71
Cass County Sheriff's Office	\$1,880.40
Colfax County Sheriff's Office	\$3,500.00
Dakota County Sheriff's Office	\$10,000.00
Dawson County Sheriff's Office	\$3,072.16
Dodge County Sheriff's Office	\$6,473.64
Douglas County Sheriff's Office	\$12,441.25
Fillmore County Sheriff's Office	\$3,500.00
Franklin County Sheriff's Office	\$2,497.44
Furnas County Sheriff's Office	\$2,496.27
Gage County Sheriff's Office	\$318.89
Hall County Sheriff's Office	\$4,197.20
Holt County Sheriff's Office	\$1,820.04
Jefferson County Sheriff's Office	\$4,394.71
Johnson County Sheriff's Office	\$2,449.68
Lancaster County Sheriff's Office	\$7,652.23
Nance County Sheriff's Office	\$4,480.94
Nemaha County Sheriff's Office	\$6,500.00
Otoe County Sheriff's Office	\$3,350.22
Phelps County Sheriff's Office	\$1,599.55
Richardson County Sheriff's Office	\$3,065.38
Saline County Sheriff's Office	\$4,266.99
Sarpy County Sheriff's Office	\$4,477.85
Saunders County Sheriff's Office	\$3,776.87
Scotts Bluff County Sheriff's Office	\$8,083.56
Thayer County Sheriff's Office	\$2,811.73
Thurston County Sheriff's Office	\$3,500.00
Washington County Sheriff's Office	\$6,646.14
Webster County Sheriff's Office	\$3,305.95
Nebraska State Patrol	\$24,100.00
Total	\$233,385.33

These 50 mini-grant contracts resulted in a total of 5,529 hours of selective overtime enforcement, 542 seat belt citations, 3,816 speeding citations, 126 impaired driving arrests, 6,894 total citations and 16,869 total contacts.

- 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 CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Funding	\$233,385.33
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	

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

15-HSIP-(35)

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 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 2011-2013 was observed at 84.2%, 78.6% and 79.1% respectively.

From 2009 to 2013, a total of 1,017 individuals were killed in crashes. There were a total of 822 fatalities that were occupants of passenger vehicles. Of those 822 fatalities, only 253 (38.8%) were wearing restraints. The remaining 569 (69.2%) fatally injured individuals were not using restraints and 314 (38.2%) of those fatalities were ejected from the vehicle.

Target and Objective:

The Click It or Ticket (CIOT) 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 86.3% belt usage rate (127,800 additional Nebraskans) 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 January 26, 2015, NOHS submitted a mini-grant application to the Nebraska Department of Roads, Traffic Engineering, requesting \$222,222.00 with \$200,000.00 (90%) of federal HSIP funding with \$22,222 (10%) of the required match. The funding will be used for the “Click It or Ticket” Messaging Public Information and Education campaign during the months of May and June. The law enforcement mobilization runs May 18 – May 31, 2015. It combined targeted messaging on gas pumps/fillboards and truckside advertising along with radio and television ad spots and social media and print advertising, magazines, and material advertising items, etc. in Nebraska. The mini-grant was approved on January 29, 2015.

Funding was provided for 245 copies of the CIOT packets sent out to law enforcement agencies in April at a cost of \$156.80.

An 8x10 color premium insert placement advertising “Do the right thing to SAVE LIVES” was ran in the “Prairie Fire” newspaper during April, May and 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. At this time the April/May and June cost for the ad is \$1,440.00.

Entered into an agreement with Gray Television Group/KOLNKGIN to run two :30 second spots within the “Severe Weather Special” opening and closing billboards around the broadcast. The “Stuck with the ticket” ad ran on April 3, 2015 at a cost of \$295.00.

Contracted with Heartland Marketing & Communications, Inc. for the production consultation coordination & creative campaign development and scripting of four :30 second radio spots – “Click It or Ticket – “Ding” & “Sound”, “Drinking & Driving”, “Consequences 1”, and “Consequences 2” voice over talent with Kent Pavelka. Total cost of project is \$3,886.00.

Contracted with NRG Media LLC, Broadcast Media, to run 183 radio ads during the four week campaign, May 11 through June 7, 2015. A total of 286 ad spots using the above produced spots by Heartland Marketing & Communications, Inc. ran on the following radio stations:

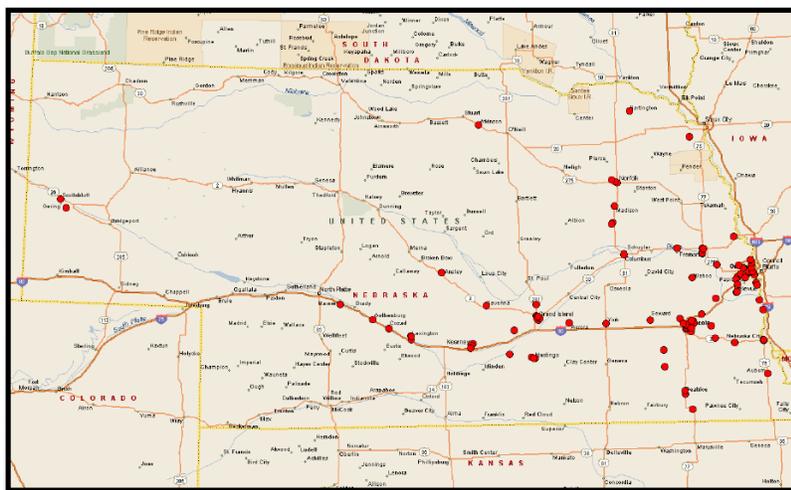
Station Call Letters	Station Tag Lines	Contracted Ad Spots	Days	Times	Total Spots Played	Cost
KBBK-FM HD2	Red 94/5	25 - :30'x each week	Monday-Sunday	6 a.m. to 12:00 midnight	174	\$785.00
KBBK-FM	B107.3	103 - :30's each week	Monday-Sunday	6 a.m. to 12:00 midnight	35	\$785.00
KLIN-AM	KLIN News	5 - :30's each week	Monday-Friday	6 a.m. to 12:00 midnight	7	\$165.00
KLNC-FM	105.3 WOW FM	25 - :30'x each week	Monday-Friday	6 a.m. to 12:00 midnight & Saturday/Sunday 6 a.m. to 10:00 p.m.	35	\$340.00
KFGE	Froggy 98	25 -:30's each week	Monday-Sunday	6 a.m. to 12:00 midnight	35	\$925.00
Total					286	\$3,000.00

There was a 2.6 Frequency Adults 18+ and 2.3 Males 18 to 49, 80,500 Net Reach Adults 18+ and 23,700 Male 18 to 49. Total investment was \$12,000. Total cost to NOHS was \$3,000.00

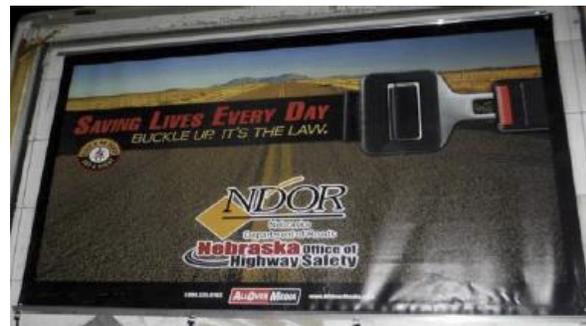
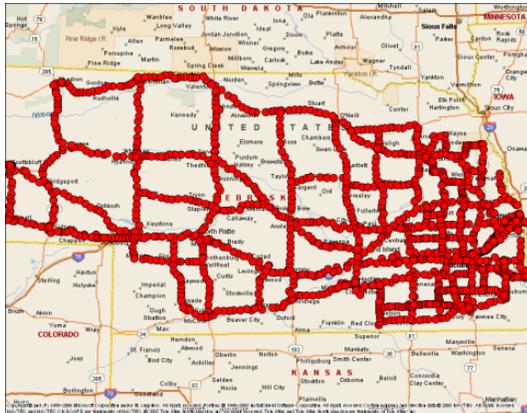
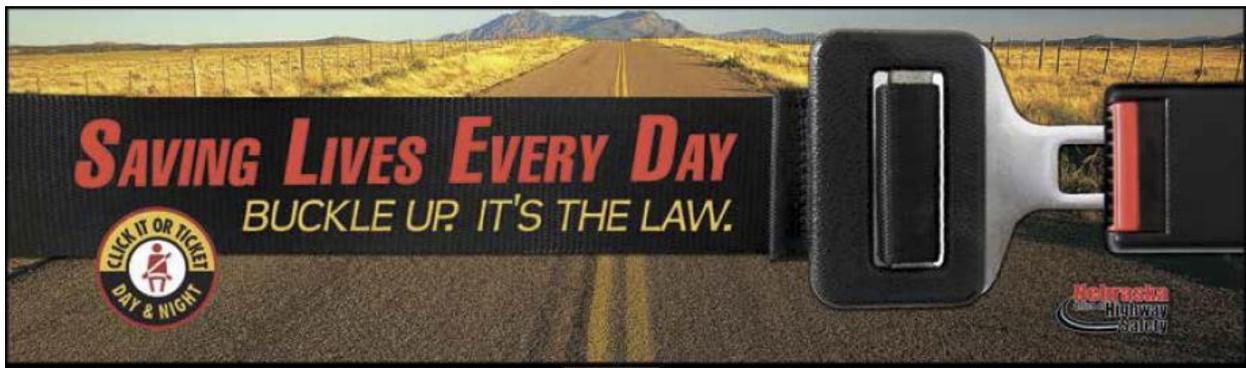
Contract with “The Bottom Line” (TBL)– The Omaha World Herald and Mike'l Severe to receive the CIOT logo and sponsorship mentions in TBL house ads, minimum of 40 mentions per month, banner ad on The Bottom Line website, 30 :30 second commercials, “The Little White Crosses” that will run on the TBL, Big Apple Radio 1600 and KHUB, daily updates on the current number of fatalities, and CIOT logo backdrop. The cost associated with this contract was \$9,000.00.



The NOHS entered into a Gas Pump Advertising Agreement with AllOver Media in the amount of \$57,500.00. The safety message read “Buckle Up It’s a Really Big Deal. Required by Law. Saving Lives.” on the pump tops and door clings during May and June. Two pump toppers plus one window cling was placed at 101 gas stations in the following twenty-three **Counties** in forty-three **Towns**: **Adams/Hastings** (3), **Kenesaw** (1), **Buffalo/Kearney** (3), **Ravenna** (1), **Cass/Eagle** (1), **Plattsmouth** (2), **Custer/Broken Bow** (1), **Ansley** (1), **Dakota/Hubbard** (1), **Dawson/Lexington** (3), **Cozad** (1), **Gothenburg** (1), **Dodge/Fremont** (4); **North Bend** (1), **Douglas/Omaha** (17), **Valley** (2), **Ralston** (1), **Gage/Wymore** (1), **Beatrice** (3), **Hall/Wood River** (1), **Grand Island** (8), **Hamilton/Aurora** (1), **Lancaster/Lincoln** (16), **Waverly** (1), **Lincoln/Maxwell** (1), **Madison/Norfolk** (3), **Madison** (1), **Otoe/Syracuse** (1), **Palmyra** (1), **Nebraska City** (2), **Platte/Columbus** (1), **Humphrey** (2), **Lindsay** (1), **Saline/Crete** (1), **Wilber** (1), **Sarpy/Springfield** (2), **Bellevue** (2), **Saunders/Ashland** (1), **Wahoo** (1), **Scotts Bluff/Scottsbluff** (2), **Seward/Seward** (1), **Washington/Blair** (1), and **York/York** (1). Gas Pump Advertising for pump toppers and fillboards: 3,415 estimated impressions / day / gas station * 101 stations * 60 days = 20,694,900 impressions.



The NOHS entered into a Truckside Advertising Agreement with AllOver Media in the amount of \$44,475.00. This campaign was carried over from the February to April campaign and continued running from May 1 – June 30, 2015 with the safety message “Savings Lives Every Day – Buckle Up It’s the Law.” Fifteen delivery service trucks wrapped with trucksized impactful images stress the need for citizens to use their safety belt every day. The carriers’ and number of participating vehicles were: **Cowley Distributing** (1), **M & S Transfer** (1), **Doble Enterprises** (1), **Griff’s Delivery** (2), **Eiler Distributing** (1), **Southern Valley Freight** (2), **Mills Transfer** (5), **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 months, covering the state from east to west and north to south.



Purchased 200 portfolios with "Click or Ticket – Day & Night" embossed print on the front at a cost of \$2,049.96.
 Purchased 10,000 mints with "Click It or Ticket – Day & Night" message printed on the top at a cost of \$9,769.50.
 Purchased 10,000 pens with the "It's the law – Click It or Ticket" message printed on the side at a cost of \$3,117.28.
 Purchased 10,000 zipper tags with Click It or Ticket" message printed on the front at a cost of \$5,636.00.



Purchased three custom banners for the “Click It or Ticket” message at a cost of \$486.00.



Contracted with The Ticket – KNTK-FM - to provide sponsorship of 5:00 hour on “Drop the Mike” a :20 LIVE mention of the “Click It or Ticket” ad, :15 ad before each Podcast (3 per day – 15 per week – 60 per month) and (25) :30 PSA’s between (7 am – 6 pm, Monday through Friday), and additional (10) :30 commercials on the weekend. The cost for this grant was \$1,875.00. During April/May 157 ads with the message “Only a Matter of Time” were played.

NOHS contracted with Urban Finch (\$2,065.00) to provide indoor advertising for the “Click It or Ticket” campaign during the month of May. Ads were placed at three Lincoln locations, Anytime Fitness (2,500 to 3,000 members/week), where Urban Finch has 12 frames/ad spots. In Omaha, two promotions in each frame totaled 55 ad spots. The Omaha ads were placed at 10 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), Aspen Athletics (3,000), Anytime Fitness (2,000), Kosama (2,500), and Snap Fitness (1,500) with 23 frames. A total of 27 “Seat Belts: Myth vs Fact” safety belt ads, 8” x 10”, were placed in restrooms at the above listed facilities.



An 11”x17” color premium insert placement advertisement was put in the American Classifieds with Click It or Ticket Message and a Nebraska Office of Highway Safety ad with website address. The cost for the ad was \$250.00.

A mini-grant contract in the amount of \$40,000.00 was awarded to the Nebraska Safety Council for public service announcements for the May/June 2015 paid media campaign. A total of 1,263 ad spots (\$15.81 for each ad) were played at a cost of \$19,967.00. A total of \$20,000.00 was spent on social media. See Post-Buy Report and social media report listed at the right.

Click It or Ticket 2015 Online Communications/Social Media Marketing Research Associates Final Report

Executive Summary

Research Associates ran an online advertising and social media campaign in Nebraska to compliment the radio campaign from May 18-31, 2015.

This year we updated the campaign and converted video files available from the National Marketing Materials to refresh the campaign and to leverage the investment that Facebook is gaining ground with video advertising on their social media platform. Research Associates also continued to update and use the Tumblr website: clickitorticketnebraska.tumblr.com, to reinforce the messages on Facebook and increase online reach through search engines.

The CIOT 2015 online campaign earned even more new members following the Click It or Ticket Nebraska Facebook page as compared to 2014. We increased by 1,892 people in 2015 vs. 1,348 in 2014. We continued to use national campaign materials where appropriate and possible. This year we also increased the amount of video editing to import more of the national TV spots and shorts onto Facebook for preferential placement. In 2015 Facebook increased their investment in video ads and encouraged users to upload their videos/TV spots to Facebook. In the past this placement had been done with links to YouTube videos.

The ad placement preference and the ad management tools changed on Facebook significantly several times throughout the year. The number of local and national advertisers has also increased significantly since the 2014 campaign.

Challenges:

As per previous years, Facebook has dramatically altered the interface, ad sizes, placement method, and target method of their online advertising tools. This has resulted in a significantly more complex placement process and increased the amount of management time, graphic design layout, and video editing. Facebook increased their advertising pricing by x10 at the end of April 2015, focusing on increasing the number of different ads and decreasing the ability to place ads targeted for large numbers of impressions and high repetition of views by Facebook users. YouTube also has set new limits on the amount of space that text can take up on an ad image, eliminating the ability to post some of the national materials, or a large call to action.

Outcomes:

The number of Facebook page engagements with users increased significantly, resulting in an increased number of "Likes" over the 2014 campaign. We increased the total number of page likes to 7,994 in the 2015 campaign. The change of focus away from reach and frequency (number of people seeing an ad and the number of times they saw it) to creating more engagement in users was successful for the CIOT 2015 online campaign. We also shifted and mitigated loss of impressions by using what tools they continued to offer to increase reach and frequency.

POST-BUY REPORT				
<i>Click It Or Ticket</i>				
Nebraska Station Summary				
aired May 18-31, 2015				
Market: Lincoln/Hastings/Kearney				
Medium	Vendor	GRP's	# of Spots	Total Cost
Radio	KFRX (contemporary hits)		48	\$1,420.00
Radio	KIBZ The Blaze (rock)		74	\$1,552.00
Radio	96KX (country)		64	\$1,540.00
Total Lincoln/Hastings/Kearney			186	\$4,512.00
Market: SuperZone				
Medium	Vendor	GRP's**	# of Spots	Total Cost
Radio	Nebraska Radio Network*		702	\$5,500.00
Radio	KRVN (news/country)		105	\$2,499.00
Total SuperZone			807	\$7,999.00
Nebraska Radio Network: 39 stations statewide				
**SuperZone not rated for GRP				
Market: Omaha				
Medium	Vendor	GRP's	# of Spots	Total Cost
Radio	KQCH-FM (top 40)		52	\$2,000.00
Radio	KEZO-Fm (Z-92, rock)		46	\$2,000.00
Radio	Radio Lobo (Hispanic)		43	\$1,510.00
Radio	KXKT (country)		129	\$1,946.00
Total Omaha			270	\$7,456.00
TOTAL TRADITIONAL MEDIA, ALL MARKETS:			1,263	\$19,967.00
ONLINE/SOCIAL MEDIA MARKETING:				\$20,000.00
GRAND TOTAL				\$39,967.00

Video ads have become a much more significant focus for Facebook and YouTube the last 2 years. It is anticipated that this will continue to grow. The number of people that are seeing the ads from their mobile devices and cellular phones has also increased dramatically with the improvements in cellular data plans and smart phone technologies. It is anticipated that dynamic short video ads will be a significant part of the interest of social media companies like Facebook, looking to increase their ad sales.

Recommendations:

Research Associates continues to recommend having year round management of social network platforms like Facebook, YouTube, and Tumblr. Some social media platforms such as Instagram and Twitter rely on daily content to keep users engaged and participating with messages from advertisers.

The year 2015 is a benchmark year for the most significant change in demographics in the last 50 years. The year 2015 marks the first time in 50 years that the largest generation in the workforce is no longer the Baby Boomers; it is now the Millennials. The year 2015 is also projected to be the year that the Millennials become the largest living generation in the United States. The last time there was such a significant shift in demographics was when the Boomer's became the largest generation in 1969.

The effect of the shifting generations cannot be overstated.

Breakdown of Social Media Costs - \$20,000.00

Management and Production: \$ 8,000.00

Kick Off Date:

May 7th Pre Announcement

Campaign:

May 17-31, 2015

Online Advertising and Social Media: \$12,000.00

Facebook Production Costs:

CIOT Video Views 1:	\$ 1,000.00
CIOT Video Views 2:	\$ 1,000.00
Website Clicks:	\$ 500.00
Page Likes	\$ 500.00
Facebook Website Click Ads (Impressions):	\$ 500.00
Facebook Page Likes (Actions):	\$ 500.00
Facebook Video Ads Group 1:	\$ 1,000.00
Facebook Video Ads Group 2 (Ages 16+):	\$ 1,000.00
Google Adwords:	\$ 2,000.00
Search Google Adwords	\$ 1,000.00
Display Ads (through affiliate networks):	\$ 1,000.00
YouTube:	\$ 2,100.00
Bing/Yahoo:	\$ 900.00

Results:

Facebook Total Impressions:	1,874,102
Facebook Total "Likes":	7,994 (net increase of 1,892)

Facebook Video Ads Group 1: \$ 1,000.00

Impressions:	280,661	Reach:	184,189
Clicks:	19,579	Click Through Rate (CTR):	6.98%
Impressions 16-35:	177,526	Reach 16-35:	108,653
Impressions 36+:	103,135	Reach 36+:	75,906
Video Views Women:	48,163	Reach Women:	83,072
Video Views Men:	65,912	Reach Men:	100,048

Facebook Video Ads Group 2 (Ages 16+): \$1,000.00

Impressions 16+:	261,325
Clicks:	7,518
Video Views Women:	36,122
Video Views Men:	30,151

Reach:	134,982
Click Through Rate (CTR):	2.88%
Reach Women:	71,822
Reach Men:	62,369

Facebook Website Click Ads (Impressions): \$ 500.00

Impressions:	1,250,719
Clicks:	179
Impressions Women:	759,415
Impressions Men:	473,431

Reach:	84,885
Click Through Rate (CTR):	0.01%
Reach Women:	51,113
Reach Men:	32,742

Facebook Page Likes (Actions): \$ 500.00

Impressions:	81,397
Clicks:	2,424
Impressions Women:	41,509
Impressions Men:	39,640

Reach:	53,514
Click Through Rate (CTR):	2.98%
Reach Women:	27,670
Reach Men:	25,626

Google Adwords \$2,000.00

Search Ads: \$1,000.00

Search Ad Impressions:	893,564
Search Ad CTR Click through Rate):	0.39%

Search Ad Click:	2,002
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Display Ads (through affiliate network): \$1,000.00

Display Ad Impressions:	176,446
Display Ad Click through Rate:	0.31%

Display Ad Clicks:	688
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YouTube: \$2,100.00

Impressions:	149,260
Clicks:	357

Views:	7,926
Click Through Rate (CTR):	0.24%

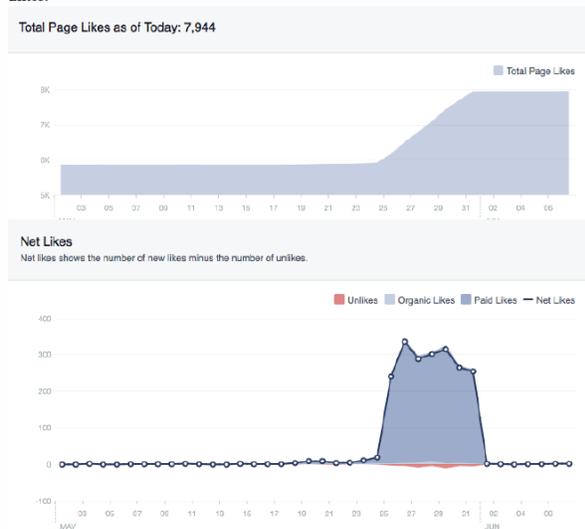
Bing/Yahoo: \$900.00

Impressions:	401,197
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Clicks:	3,560
Click Through Rate (CTR):	0.01%

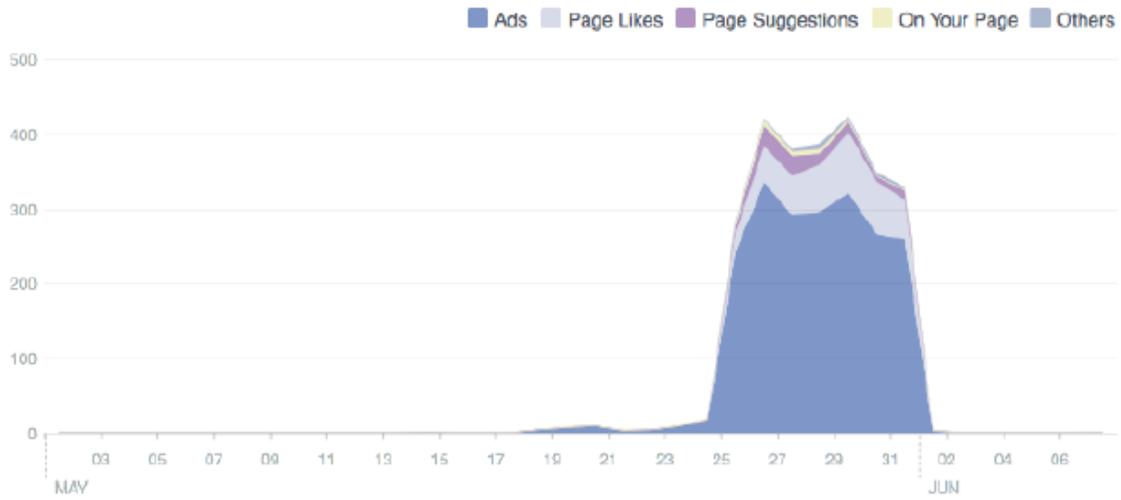
The Data Visualization

Likes:



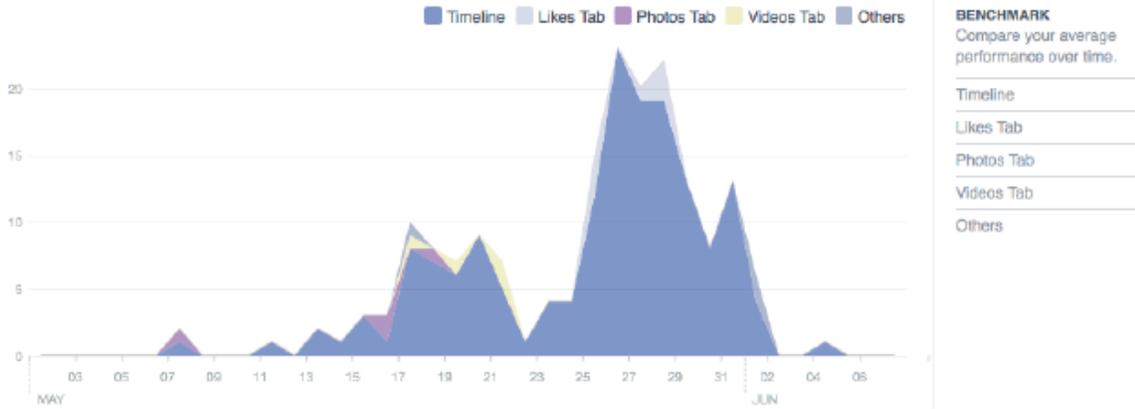
Where Your Page Likes Happened

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



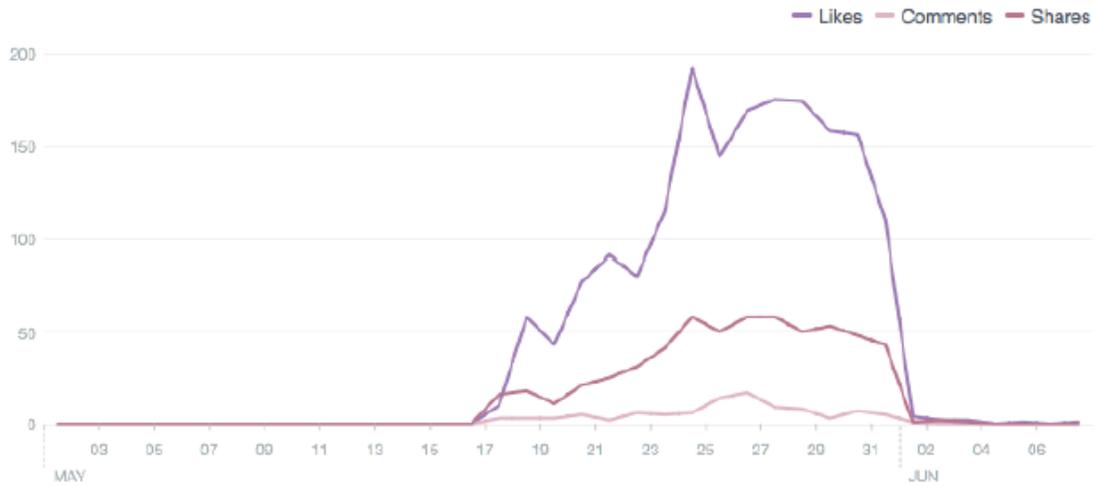
Page and Tab Visits

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



Likes, Comments, and Shares

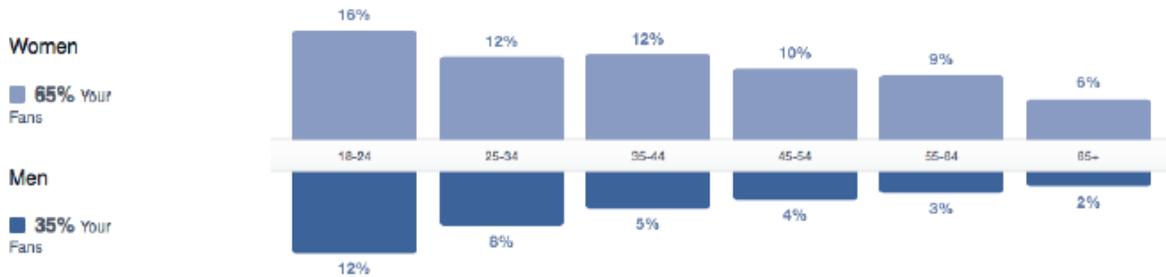
These actions will help you reach more people.



Fans of the “Click It or Ticket Nebraska” Facebook Page

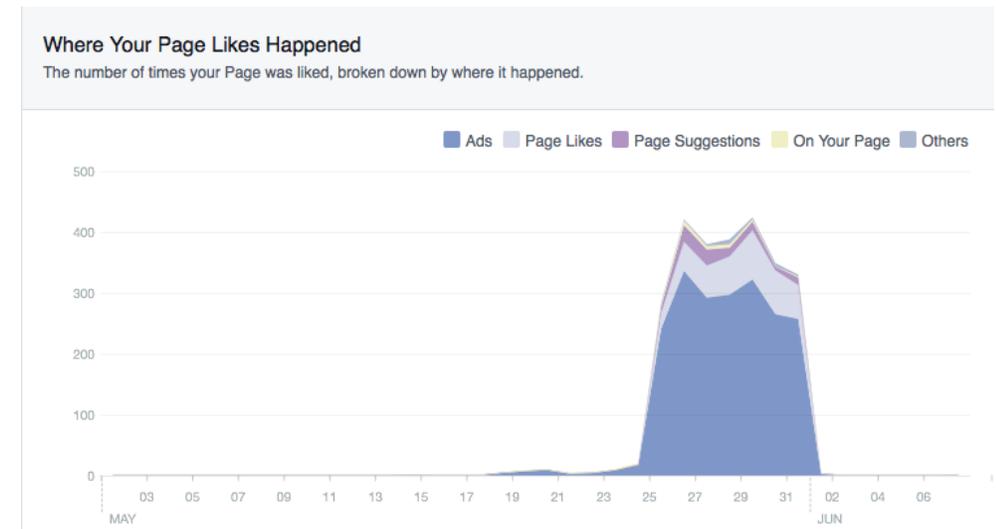
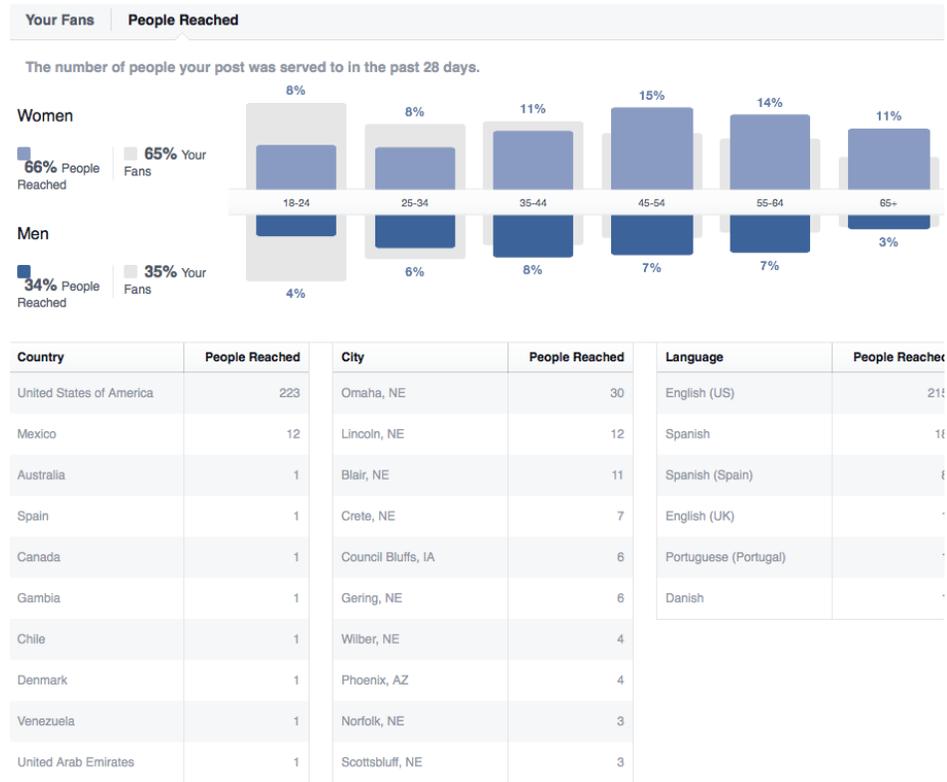
Your Fans | People Reached

The people who like your Page



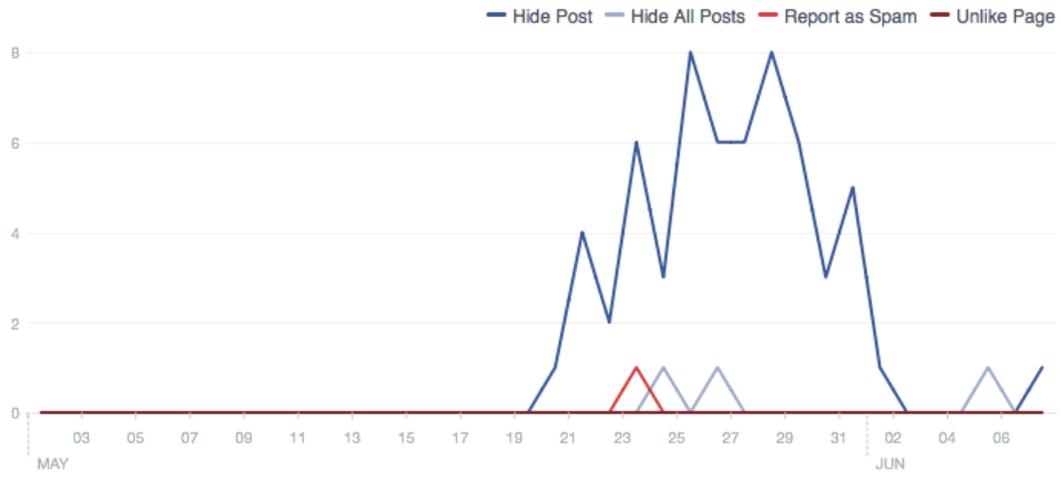
Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	7,878	Omaha, NE	1,797	English (US)	7,439
Mexico	17	Lincoln, NE	888	Spanish	322
United Kingdom	7	Grand Island, NE	290	English (UK)	99
Peru	6	Bellevue, NE	185	Spanish (Spain)	53
Indonesia	3	Kearney, NE	179	Arabic	7
Colombia	2	North Platte, NE	178	English (Pirate)	6
Canada	2	Columbus, NE	166	Indonesian	3
United Arab Emirates	2	Fremont, NE	164	Vietnamese	2
Thailand	2	Hastings, NE	161	Italian	1
Vietnam	1	Norfolk, NE	155	Cebuano	1

People Reached by the Click It or Ticket Nebraska Facebook Page



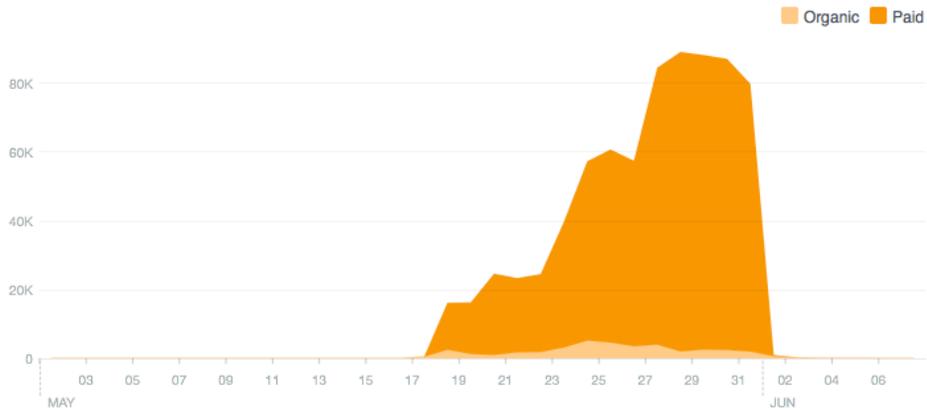
Hide, Report as Spam, and Unlikes

These actions will decrease the number of people you reach.



Post Reach

The number of people your post was served to.



Total Reach

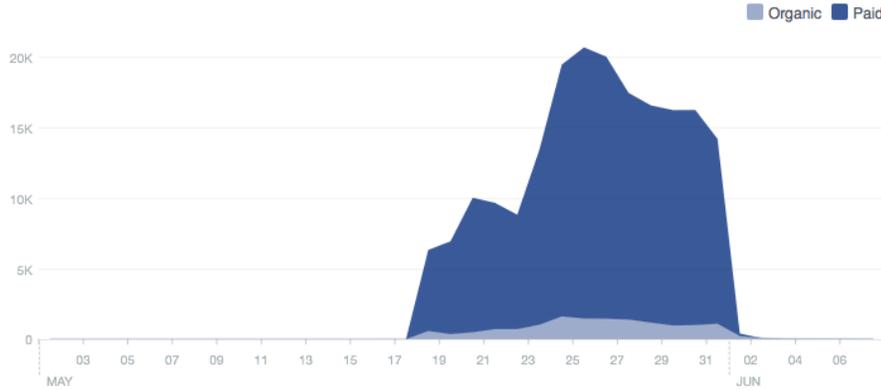
The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



Video Views: 196,605

Number of times your Page's videos were viewed for 3 seconds or more (from May 1, 2015 to Jun 7, 2015).

Organic vs. Paid ▾



BENCHMARK
Compare your average performance over time.

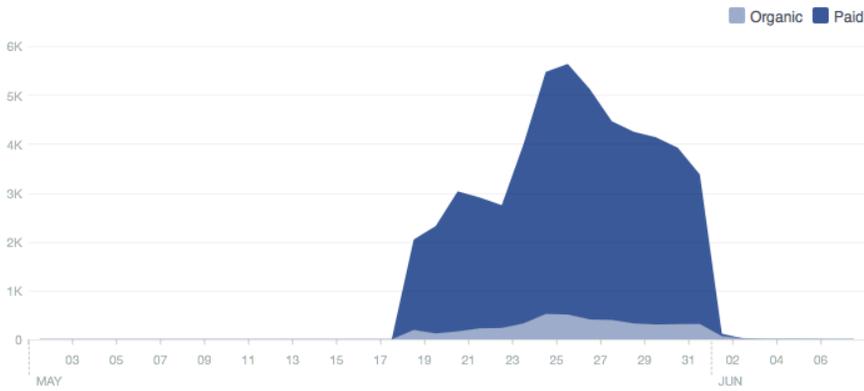
Organic

Paid

30-Second Views: 53,555

Number of times your Page's videos were viewed for 30 seconds or more (from May 1, 2015 to Jun 7, 2015). If a video is less than 30 seconds, this counts when people view 97 percent of it.

Organic vs. Paid ▾



BENCHMARK
Compare your average performance over time.

Organic

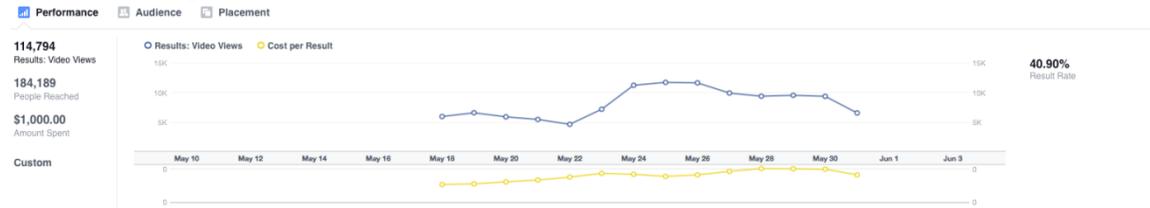
Paid

Top Videos

Most viewed videos on your Page watched for 3 seconds or more, for videos posted between May 1, 2015 and Jun 7, 2015.

Published	Video	Targeting	Reach	Views	Avg Completion
05/18/2015 6:00 am	Remember to buckle up. We don't get a second chance. Click It Or Ticket 2015 is happening, but be safe everyday.		1.9K	505	69% 0:20 / 0:30
05/25/2015 10:51 am	MYTH: I'd rather be thrown clear in a crash. FACT: Being thrown safely clear in a crash is almost impossible. When		1.4K	339	100% 0:13 / 0:13
05/24/2015 12:04 pm	You don't get a second chance. Make good choices. Buckle up, Nebraska. Remind your friends and family to buckle up.		1.4K	293	66% 0:20 / 0:30
05/21/2015 8:02 am	Kid and Adult Make Seat belt Excuses		718	115	50% 0:14 / 0:30

Video Ads Group 1

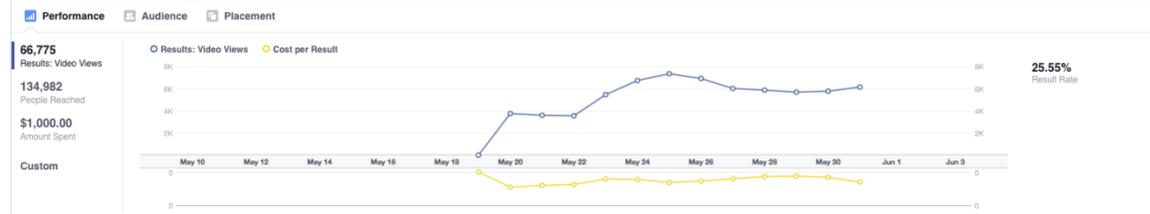


Performance Audience Placement

All Placements Results: Video Views Reach

Placement	Results: Video Views	Reach	Amount Spent	Cost per Result
Desktop News Feed	7% 8%	8,603 15,155	\$99.37	\$0.01
Desktop Right Column	0% 0%	0 0	\$0.00	—
Mobile News Feed	93% 92%	106,191 169,034	\$900.63	\$0.01
Audience Network (i)	0% 0%	0 0	\$0.00	—

Video Ads Group 2



Performance Audience Placement

All Placements Results: Video Views Reach

Placement	Results: Video Views	Reach	Amount Spent	Cost per Result
Desktop News Feed	5% 6%	3,092 7,546	\$35.88	\$0.01
Desktop Right Column	0% 0%	0 0	\$0.00	—
Mobile News Feed	95% 94%	63,683 127,436	\$964.12	\$0.02
Audience Network (i)	0% 0%	0 0	\$0.00	—

The Ads

Representative Sample

Facebook:

Newsfeed



Click It Or Ticket Nebraska

Sponsored · 🌐

👍 Like Page

We don't get a second chance in a car crash. Remind friends and family to wear a seatbelt.



Buckle Up, Nebraska!

CLICKITORTICKETNEBRASKA.TUMBLR.COM

Like · Comment · Share

Suggested Page



Click It Or Ticket Nebraska

Sponsored

You don't get a second chance. Buckle up, Nebraska. Remind your friends and family.



Click It Or Ticket Nebraska

Community

7,944 people like this.

👍 Like Page

Suggested Page



Click It Or Ticket Nebraska

Sponsored

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.



Click It Or Ticket Nebraska

Community

7,944 people like this.

Like Page

Suggested Page



Click It Or Ticket Nebraska

Sponsored

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.



Click It Or Ticket Nebraska

Community

7,944 people like this.

Like Page

Suggested Page



Click It Or Ticket Nebraska

Sponsored

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.



Click It Or Ticket Nebraska

Community

7,944 people like this.

Like Page

Suggested Page



Click It Or Ticket Nebraska

Sponsored

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.



Click It Or Ticket Nebraska

Community

7,944 people like this.

Like Page

Suggested Page



Click It Or Ticket Nebraska

Sponsored

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.



Click It Or Ticket Nebraska

Community

7,944 people like this.

Like Page

Suggested Page



Click It Or Ticket Nebraska

Sponsored

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.



Click It Or Ticket Nebraska

Community

7,944 people like this.



Mobile

Suggested Page



Click It Or Ticket Nebraska

Sponsored

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.



Click It Or Ticket Nebraska

Community

7,944 people like this.



Click It Or Ticket Nebraska

Sponsored ·



We don't get a second chance in a car crash. Remind friends and family to wear a seatbelt.



Buckle Up, Nebraska!

clickitorticketnebraska.tumblr.com



Like



Comment



Share



Buckle Up, Nebraska!
 clickitorticketnebraska.tumblr.com
 We don't get a second chance in a car crash. Remind friends and family to wear a seatbelt.



Click It Or Ticket Nebraska
 Buckle up, Nebraska
 You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.

Like Page · 7,944 people like this page



Click It Or Ticket Nebraska
 Buckle up, Nebraska
 You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.

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You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.



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 Community
 7,944 people like this.



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You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.



Click It Or Ticket Nebraska
 Community
 7,944 people like this.



Suggested Page



Click It Or Ticket Nebraska
 Sponsored

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.



Click It Or Ticket Nebraska
 Community
 7,944 people like this.





Click It Or Ticket Nebraska

Buckle up, Nebraska

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.

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Click It Or Ticket Nebraska

Buckle up, Nebraska

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.

Like Page · 7,944 people like this page



Click It Or Ticket Nebraska

Buckle up, Nebraska

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.

Like Page · 7,944 people like this page

Suggested Page



Click It Or Ticket Nebraska

Sponsored

You don't get a second chance. Buckle Up, Nebraska. Travel safe, and remind your friends.



Click It Or Ticket Nebraska

Community

7,944 people like this.



Google Ads

Search Ads

There are no 2nd chances
Click It Or Ticket Nebraska
Buckle up. Be safe. Think
clickitorticketnebraska.tumblr.com

Buckle Up Nebraska
clickitorticketnebraska.tumblr.com
Seat belts save lives. Increased
enforcement. Click It Or Ticket.

Click It Or Ticket
clickitorticketnebraska.tumblr.com
You don't get a second chance.
Remind your friends to buckle up.

Click It Or Ticket 2015
clickitorticketnebraska.tumblr.com
Take 3 seconds to buckle up. Click It
Or Ticket May 18 - 31

Display Ads (on Google and many other websites)

Ad preview



Ad preview



Buckle Up, Nebraska!

Bing/Yahoo:

Ad preview



Ad preview



YouTube:

Each of the ads played in multiple formats on YouTube and YouTube partner sites. The YouTube preview for each of the ads is provided, and the multiple version samples are provided for the first ad.

On YouTube

Second Chance

<https://youtu.be/RovHC6VwoNA>

Preview in-stream ad View live on YouTube ? ×



In-stream

- On YouTube

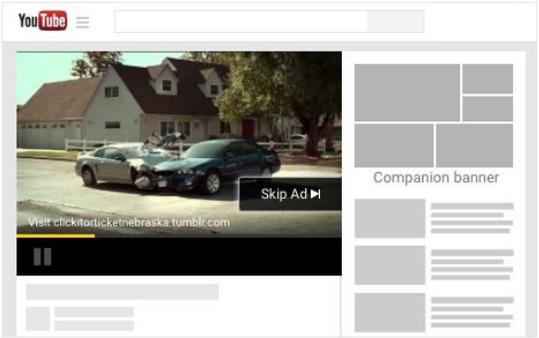
In-display

- On YouTube search results
- On YouTube related videos
- As a YouTube overlay
- On partner websites

Second Chance 15

<https://youtu.be/aiy0K7qmb4k>

Preview in-stream ad View live on YouTube ? ×



In-stream

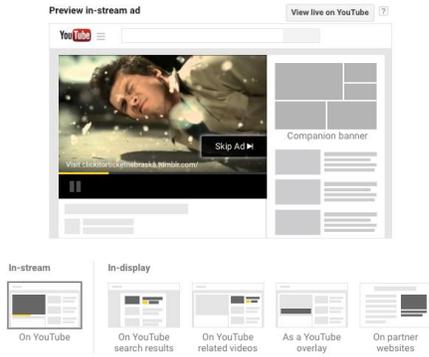
- On YouTube

In-display

- On YouTube search results
- On YouTube related videos
- As a YouTube overlay
- On partner websites

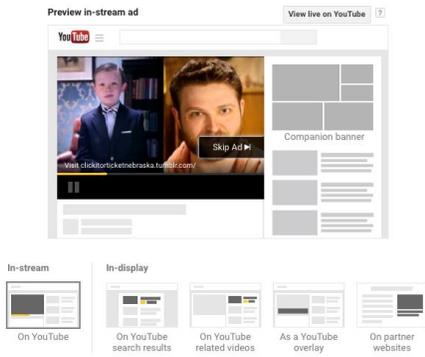
Second Chance Truck

<https://youtu.be/-M7OmmT6aMc>



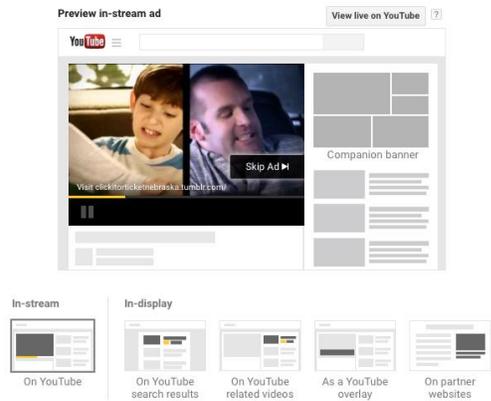
Kid and Adult Make Seat Belt Excuses

<https://youtu.be/52ZRADOja7s>



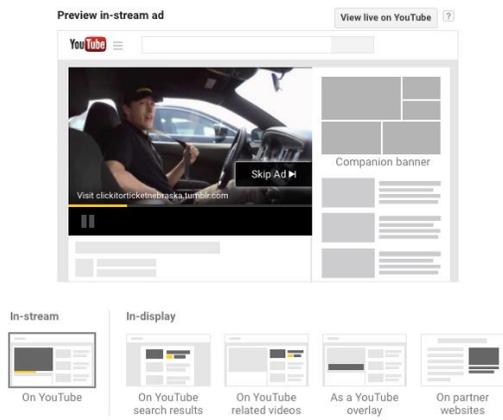
Man and Child Whine About Wearing Seat Belt

<https://youtu.be/SMczLtzTtCQ>



John Buckle 30

<https://youtu.be/6So-xKngZQs>



John Buckle 15

<https://youtu.be/9qGprGPokjU>



Sample of other YouTube formats
YouTube Search Results

YouTube Related Videos

Life's 3 Second Moments 15

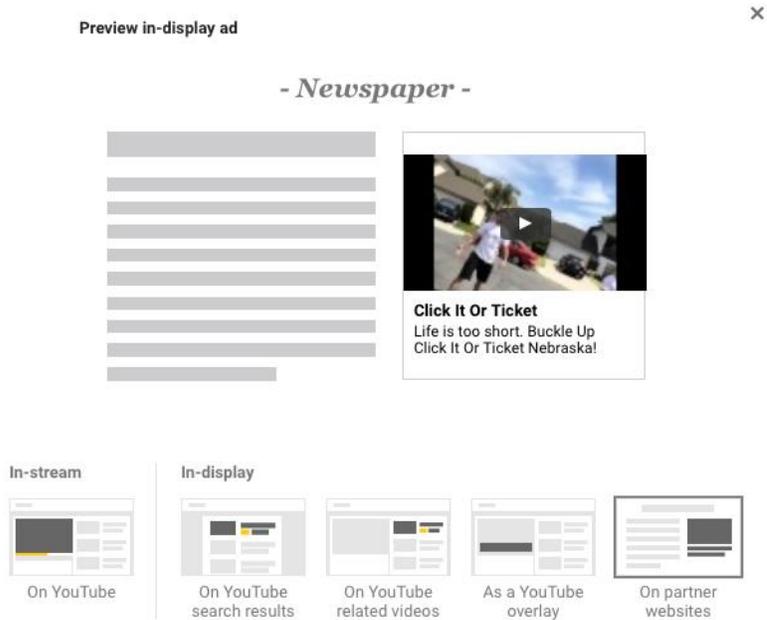
<https://youtu.be/8mpLVPOzTN4>



YouTube Overlay



On Partner Websites



Results:

The target to increase the occupant protection usage rate to 82.6% was not achieved. However, the observed safety belt usage rate has held steady since 2012 with a usage rate of 78.6% to 79.6% in 2015.

Funding:	HSIP Funding:	\$194,063.06
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/NOHS

15-HSIP-(36)

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Impaired Drivers

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 people.

Alcohol was known to be involved in 65 (34.2 percent) of the 190 fatal crashes that occurred in CY2013. Alcohol was involved in 550 (11.6 percent) of the 4,713 fatal, A and B injury crashes in CY2013. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 384 (35.1 percent) of the 1,272 involved alcohol.

Target and Objective:

Reduce alcohol-impaired fatal, A and B injury crashes by 21% from 631.2 (2008 – 2012 average) to 499 in 2015.

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 2015 “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 2015 “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 2015 “You Drink & Drive. You Lose.” Crackdown. During the project period 47 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 16 contracts; Sheriff’s Offices – 30 contracts; and, Nebraska State Patrol – 1 contract.

Contract Awards

Agency	Reimbursed
Bellevue Police Department	\$2,316.91
Columbus Police Department	\$2,330.47
Crete Police Department	\$2,702.92
Fairbury Police Department	\$1,979.32
Franklin Police Department	\$408.00
Grand Island Police Department	\$7,462.04
Holdrege Police Department	\$144.10
La Vista Police Department	\$4,138.36
Lincoln Police Department	\$7,949.53
Minatare Police Department	\$500.00
Omaha Police Department	\$18,012.46
Papillion Police Department	\$3,000.00

Plattsmouth Police Department	\$2,916.14
South Sioux City Police Department	\$3,850.10
Scottsbluff Police Department	\$6,424.99
UNL Police Department	\$729.21
Boyd County Sheriff's Office	\$1,093.50
Brown County Sheriff's Office	\$2,939.06
Butler County Sheriff's Office	\$2,005.55
Cass County Sheriff's Office	\$4,518.79
Colfax County Sheriff's Office	\$4,500.00
Dawson County Sheriff's Office	\$4,717.75
Dodge County Sheriff's Office	\$7,897.08
Douglas County Sheriff's Office	\$7,609.49
Fillmore County Sheriff's Office	\$4,000.00
Franklin County Sheriff's Office	\$2,497.44
Furnas County Sheriff's Office	\$1,692.40
Gage County Sheriff's Office	\$529.71
Hall County Sheriff's Office	\$9,008.42
Holt County Sheriff's Office	\$1,637.88
Jefferson County Sheriff's Office	\$3,499.29
Johnson County Sheriff's Office	\$1,463.14
Knox County Sheriff's Office	\$540.25
Lancaster County Sheriff's Office	\$4,071.41
Lincoln County Sheriff's Office	\$6,977.09
Nance County Sheriff's Office	\$3,876.12
Nemaha County Sheriff's Office	\$5,000.00
Otoe County Sheriff's Office	\$2,041.63
Phelps County Sheriff's Office	\$1,499.83
Richardson County Sheriff's Office	\$2,500.00
Saline County Sheriff's Office	\$5,566.56
Sarpy County Sheriff's Office	\$4,112.31
Saunders County Sheriff's Office	\$4,090.00
Scotts Bluff County Sheriff's Office	\$9,292.57
Thurston County Sheriff's Office	\$2,500.00
Washington County Sheriff's Office	\$11,175.59
Nebraska State Patrol	\$19,230.24
Total	\$206,947.65

These 47 mini-grant contracts resulted in a total of 4,762 hours of selective overtime enforcement, 199 seat belt citations, 3,229 speeding citations, 260 impaired driving arrests, 6,162 total citations and 17,174 total contacts. Three checkpoints were conducted as follows: Dodge County Sheriff's Office – 1; Furnas County Sheriff's Office – 1; and, Lancaster County Sheriff's Office – 1.

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

Result:

The fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	HSIP Funding	\$206,947.65
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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You Drink & Drive. You Lose. - Public Information & Education Media Campaign **15-HSIP-(37)**
Nebraska Office of Highway Safety

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Driver Population

Problem Identification:

Nebraska is predominantly rural with a population of 1.855 million people. Nebraska has 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2013, 31,377 crashes occurred, killing 211 people and injuring another 16,083 people.

Alcohol was known to be involved in 65 (34.2 percent) of the 190 fatal crashes that occurred in CY2013. Alcohol was involved in 550 (11.6 percent) of the 4,713 fatal, A and B injury crashes in CY 2013. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 384 (35.1 percent) of the 1,272 involved alcohol.

Target and Objective:

The target is to support the "You Drink and Drive, You Lose." (YDDYL) August and September 2015 including the YDDYL crackdown (8/21/15 – 9/7/15) enforcement operation, a public information and education (PI & E) impaired driving messaging campaign with a significant enforcement theme will begin prior to the special enforcement operations to discourage drinking and driving behavior.

The objective is to increase messaging with combined enforcement to elevated enforcement operations to deter drinking and driving behavior therefore reducing crashes, especially at those high risk weekends, nights and holidays.

Strategies and Activities:

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

On June 22, 2015, NOHS submitted a mini-grant application to the Nebraska Department of Roads, Traffic Engineering, requesting \$72,000.00. The funding will be used for the "You Drink & Drive. You Lose." messaging public information and education campaign which runs August 21 through September 7, 2015. It combined targeted messaging on gas pumps/fillboards and truckside advertising in Nebraska. The mini-grant was approved on July 23, 2015.

The NOHS entered into a Pump Topper and Fillboard Gas Pump Advertising Agreement with AllOver Media in the amount of \$27,600.00. The campaign will run from August 17, 2015 to October 17, 2015, with the safety message "You Drink & Drive and These May be Your New Rides." The pump toppers and fillboards will be placed at 40 gas stations in nineteen **Counties**, in forty-three Towns: **Adams/Hastings** (3), **Kenesaw** (1), **Buffalo/Kearney** (3), **Ravenna** (1), **Cass/Eagle** (1), **Plattsmouth** (2), **Custer/Broken Bow** (1), **Ansley** (1), **Dakota/Hubbard** (1), **Dawson/Lexington** (3), **Cozad** (1), **Gothenburg** (1), **Dodge/Fremont** (4); **North Bend** (1), **Valley** (2), **Ralston** (1), **Gage/Wymore** (1), **Beatrice** (3), **Hall/Wood River** (1), **Grand Island** (8), **Hamilton/Aurora** (1), **Waverly** (1), **Lincoln/Maxwell** (1), **Madison/Norfolk** (3), **Madison** (1), **Otoe/Syracuse** (1), **Palmyra** (1), **Nebraska City** (2), **Platte/Columbus** (1), **Humphrey** (2), **Lindsay** (1), **Saline/Crete** (1), **Wilber** (1), **Saunders/Ashland** (1), **Wahoo** (1), **Scotts Bluff/Scottsbluff** (2), **Seward/Seward** (1), **Washington/Blair** (1), and **York/York** (1). Gas Pump Advertising for pump toppers and fillboards: 3,415 estimated impressions / day / gas station * 101 stations * 60 days = 20,694,900 impressions



The NOHS entered into a Truckside Advertising Agreement with AllOver Media in the amount of \$36,900.00. The campaign will run from August 17 - October 17, 2015, with the safety message “You Drink and Drive And These May Be Your New Rides.” Twelve delivery service trucks wrapped with trucksize impactful images stress the need for citizens to not drink and drive. The carriers’ and number of participating vehicles were: Cowley Distributing (1), Doble Enterprises (1), Eiler Distributing (1), Southern Valley Freight (2), Mills Transfer (3), Artic Glacier (3), and JG (1). The truckside billboard: 22,150 estimated impressions / day / truck * 12 trucks * 60 days = 15,948,000 over the routes of the 12 trucks for two months, covering the state from east to west and north to south.



An 8x10 color premium insert placement advertising “Do the right thing to SAVE LIVES” was placed in the “Prairie Fire” newspaper September edition. 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. (\$960.00).



Results:

The alcohol-related fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads. Alcohol-related fatal, A and B injury crashes increase by 4.5% from 550 in 2013 to 576 in 2014.

In 2014, alcohol was known to be involved in 75 (34.2%) of the 203 fatal crashes that occurred in Nebraska. During the same period alcohol was involved in 576 (13%) of the 4,445 A and B type injury crashes.

Funding:	HSIP Funding:	\$65,460.00
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	

FORD DRIVING SKILLS

Annual Report	Nebraska
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Ford Driving Skills for Life
Governor's Highway Safety Association/Nebraska Office of Highway Safety

Ford DSFL

Program Area:	Driver Education
Project Characteristic:	Advanced Driving Skills for Teenage Drivers
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,855,350
Target Population:	Teenage drivers 15-19 years old

Problem Identification:

Nebraska is predominantly rural with a population of 1.85 million people. There are 1.40 million licensed drivers and 2.32 million registered vehicles. Traffic crashes are a daily occurrence resulting in approximately 16,000 injured persons annually. In 2013, 4,713 fatal, A and B injury crashes occurred, killing 211 people and injuring another 5,823 people.

There were 108,471 licensed young drivers (ages 16 through 20) in Nebraska in 2013. These drivers account for 7.7% of the total licensed drivers in the state. However, this age group is highly over represented in crash involvement at 17.1% of all fatal, A and B injury crashes in 2013.

Young drivers are also overrepresented in traffic violations. Convictions in 2013 for traffic violations for this age group comprised approximately 6.60% of DUI convictions, 17.51% of safety belt convictions, and 13.52% 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.

Target:

To reduce youth-involved (ages 16 through 20), fatal, A and B injury crashes by 4% from the 2008-2012 calendar base year average of 1,572 to 1,509 by December 31, 2015.

Objective:

- The objective of this program is to teach newly licensed teens (age 16 through 20) the necessary skills for safe driving beyond what they learn in standard driver education programs. Ford DSFL's mission is to provide resources and education in an effort to supplement teen driver training programs nationwide.
- To provide the public and citizens throughout Nebraska information regarding teen driving issues.

Strategies and Activities:

- In June, the NOHS, through a grant awarded from the Governor's Highway Safety Association, administered and organized three "Ford Driving Skills For Life" events in Nebraska. This event was funded by Ford Motor Company Foundation.
- Three separate events were held providing teens the opportunity to participate in multiple traffic safety activities. (Lincoln (June 10) - Kearney (June 11) - Omaha (June 12))
- There were 94 teens across Nebraska who participated in the three events about safe driving. The participants drove courses, operated simulators to demonstrate impaired and distracted driving, and visited with experts about seat belts and other safe driving practices.
- Over 15 partners provided outstanding support and participation during the events.
- During the three events, six - \$250.00 scholarships were awarded to students.
- The events did attract several media groups at each event including television and newspaper.

Result:

The youth-involved fatal, A and B injury crash data for CY2015 is unavailable from the Nebraska Department of Roads.

Funding:	Ford Motor Company Funds	\$10,667.24
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