

# NEBRASKA

You Drink & Drive....  
Your Next Ride is



Either way...You Lose.



## FY2012

## HIGHWAY SAFETY

## ANNUAL REPORT

(October 1, 2011 - September 30, 2012)



Nebraska Office of Highway Safety  
P.O. Box 94612, 5001 South 14th  
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# **NEBRASKA'S**

Section 402, 405, 408, 410,  
1906, 2010, HSIP (148)  
Highway Safety Program

## **ANNUAL EVALUATION REPORT**

October 1, 2012 – September 30, 2013

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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 shall designate 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) 2012, a total of \$5,640,637 was expended from federal highway safety funding allocations Sections 402, 405, 408, 410, 1906, 2010 and HSIP (148) funds to a total of 555 individual projects and 60 project grants. Sixty percent of the funds were awarded for or to directly benefit local, county, municipal government agencies, and local non-profit organizations. The remainder was awarded to state agencies for traffic safety projects.
- The purpose of the 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.

## **Methods**

- Utilizing Nebraska data for fatal and injury (\*A and ^B type) crashes, four-priority emphasis areas have been identified: 1) Alcohol-Related crashes; 2) Occupant Restraint Use; 3) Speed-Related crashes, and 4) Youth-Involved (ages 16 to 20) crashes. A fifth emphasis area ("All Other Factors") is utilized to address other issues when appropriate.
- A total of twenty-one counties have been identified as priority counties. These counties are given first consideration for grant awards and project activity. Remaining counties are considered for special programs and for assistance.
- Measurable goals and objectives are determined using at least three years of historical data. The annual goals are selected using expected trends.
- Individual grants are awarded based upon the quality of problem identification and the outcome performance expected while implementing strategies and activities.

\* A = Disabling Injury

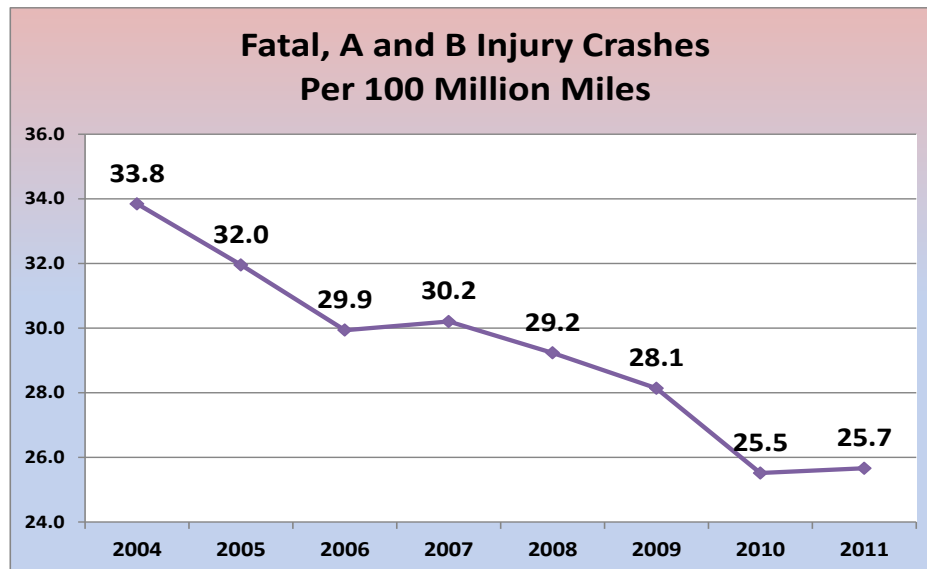
^ B = Visible, but not disabling injury

## Results

### Overall Goal: Fatal, A and B injury crashes

- The overall goal was to reduce **Fatal, A and B injury crashes** by 5% (4,978) in 2012. The number of crashes declined by 20.7% from 6,305 in 2004 to 4,998 in 2011.

	2004	2005	2006	2007	2008	2009	2010	2011
<b>All Crashes (Fatal, A and B)</b>	6,305	6,051	5,706	5,830	5,514	5,387	5,025	4,998
<b>Crash Rate</b>	33.8	32.0	29.9	30.2	29.2	28.1	25.5	25.7



NOHS contracted with Screenvision to create a 15 second PSA with the "You Drink and Drive You Lose." message for cinema advertising. Screenvision created the PSA for \$700.00 with the message "YOU DRINK AND DRIVE, YOU LOSE –DRIVE SOBER OR GET PULLED OVER". The ad played in 13 locations with the



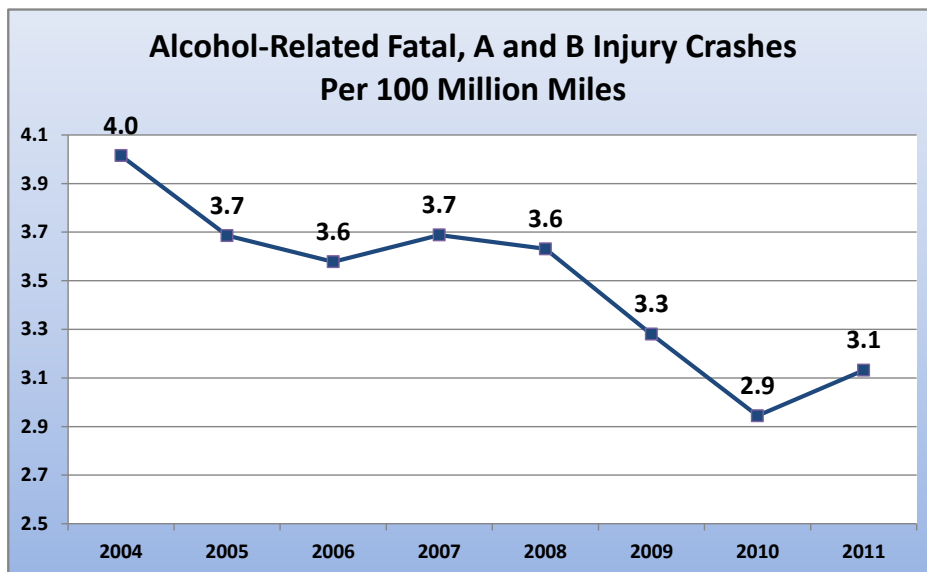
number of screens listed in (), Marcus Midtown Crossing-Omaha (6), Marcus Twin Creek-Omaha (16), Marcus Village Pointe-Omaha (16), Marcus Twenty Grand-Omaha (19), Race Westroads-Omaha (14), Marcus South Pointe-Lincoln (6), Marcus Lincoln Grand-Lincoln (14), Marcus Edgewood-Lincoln (6), Marcus East Park-Lincoln (6), Carmike-North Platte (6), Carmike-Scottsbluff (6), Cinema Entertainment-Norfolk (7), and Cinema Entertainment Center-Columbus (7). The ads started on

August 14, 2012 and ran for a total of eight weeks at each location. The average attendance for all locations (13 total locations – 129 screens) was 110,000 per week. The 15 second graphics showed 1,290 times per day at all locations for a total of 72,240 times during the 8 week run. The cost of this agreement was \$22,656.00.

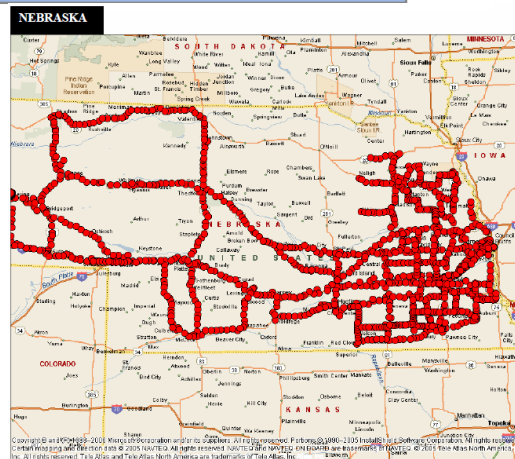
## Alcohol-Related Fatal, A and B injury crashes:

- The goal was to reduce **Alcohol-Related Fatal, A and B injury crashes** by 6% (576). The number of crashes declined by 18.4% from 748 in 2004 to 610 in 2011.

	2004	2005	2006	2007	2008	2009	2010	2011
<b>Alcohol-Related Crashes (Fatal, A and B)</b>	748	698	682	712	685	628	580	610
<b>Alcohol-Related Crash Rate</b>	4.0	3.7	3.6	3.7	3.6	3.3	2.9	3.1



Entered into an Agreement with Intran Media, LLC for truckside holiday impaired driving campaign with the sign wrap message "You Drink & Drive and These May Be Your New Rides – You Drink & Drive, You Lose" on 10 statewide delivery trucks from November 14, 2011 through January 13, 2012. The wraps were placed on the following company trucks: (3) Schwartz Paper, (2) Griff's Delivery, (2) Mills Transfer, (1) Peck Distributing, and (2) Southern Valley Freight. The map on the right shows truck coverage across the state. The total cost of the agreement was \$24,000.00.



**YOU DRINK & DRIVE AND THESE MAY BE YOUR NEW RIDES**

**YOU DRINK & DRIVE, YOU LOSE.**

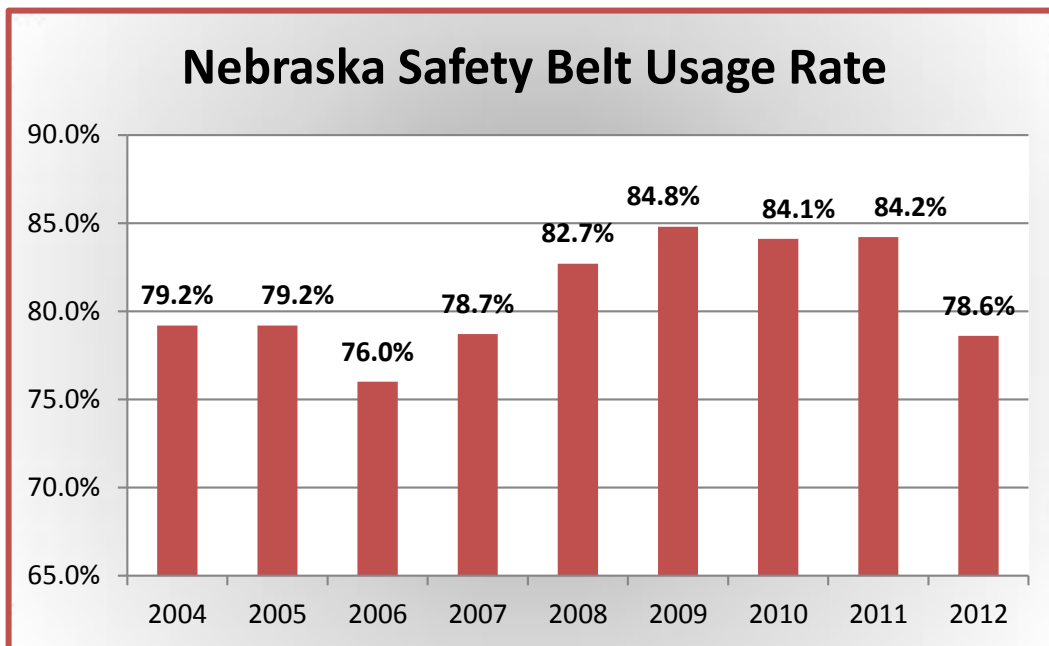
**AMBULANCE**

LUCKY OR UNLUCKY DAY & NIGHT

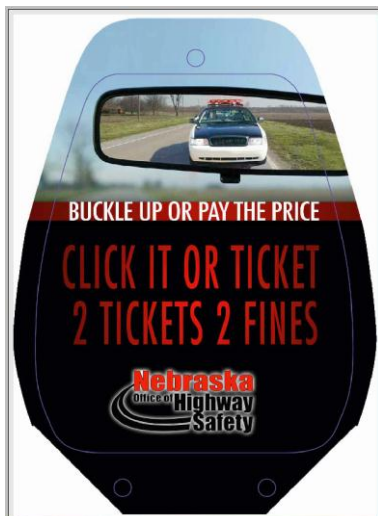
Nebraska Office of Highway Safety

## Occupant Restraint Use:

- The goal was to increase safety belt usage to 87.6%. The observed **Safety Belt Use Rate** in 2012 decreased from 2011 rate of 84.2% by 6.7% to 78.6%.



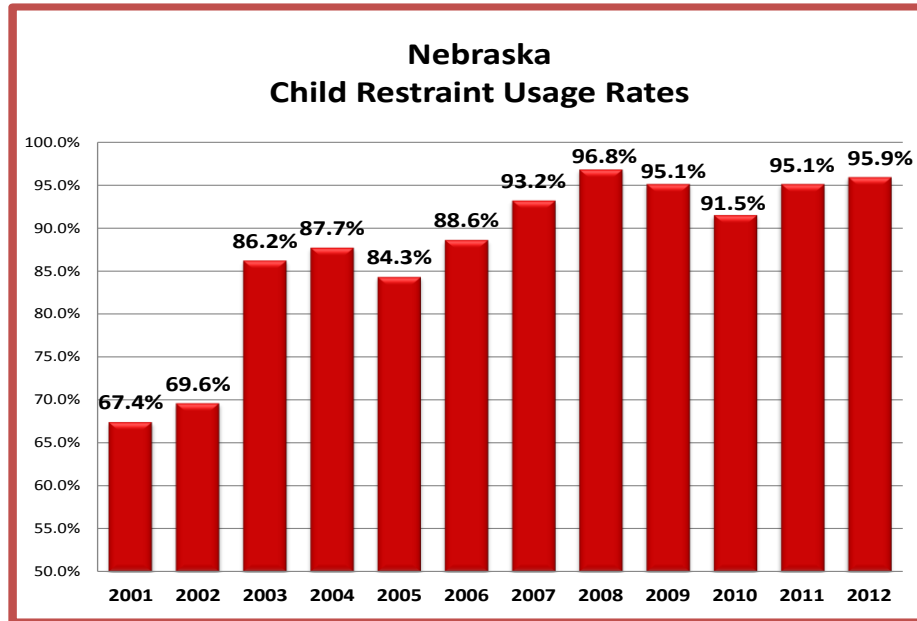
The NOHS entered into a Pump Topper and Fillboard Gas Pump Advertising Agreement with AllOver Media in the amount of \$19,500.00. The campaign ran from May 1, 2012 through June 30, 2012 with the safety message "BUCKLE UP OR PAY THE PRICE – Click It or Ticket – 2 TICKETS/2 FINES – SAVING LIVES." The cost of the campaign was \$16,500.00 for custom gross space amount and \$3,000 for the production. The design also included the NOHS logo. The pump toppers and fillboards were placed at stations in the following communities; Ainsworth, Albion, Alliance, Alma, Aurora (2), Beatrice (2), Broken Bow, Bridgeport, Cambridge, Central City, Chadron, Cozad (2), Creighton, Fairbury, Franklin, Geneva, Gothenburg, Grant, Holdrege, Lexington (3), McCook, O'Neill, Ord, Plainview, Schuyler, Superior, Wayne, West Point (2), and York.





## Child Restraint Use:

- **Child Restraint Use** for children under age six increased from 95.1% in 2011 to 95.9% in 2012.



## Child Passenger Safety (CPS) Technician Training and Child Safety Seats Activity

NOHS provided funding to train 67 CPS Technicians and two Instructors. Classes were held in Lincoln (1), Ogallala (1) and Omaha (2).

Nebraska held a CPS Technician Update in Kearney, Nebraska on March 20-21, 2012. Approximately 200 CPS Technicians from across the state attended the update. The keynote speaker for this event was Mike James, CPS Statewide Coordinator of Alabama.

Mini-grant contracts were provided to Inspection Stations in Chadron, Hastings, Kearney, Lincoln, Omaha, O'Neill and Papillion. A total of 667 child safety seats were provided for distribution to low income families.



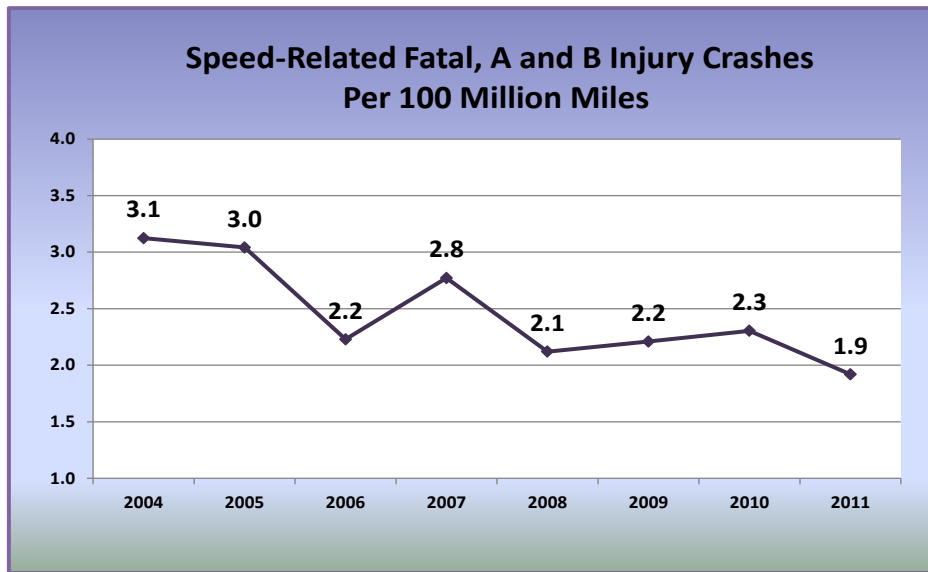
NOHS also provided 100 LATCH manuals for CPS technician training, printed 10,000 "Occupant Protection Law" cards and funded a 1-year subscription to the Safe Ride News newsletter to 400 CPS Technicians.



## Speed-Related Fatal, A and B injury crashes:

- The goal was to reduce **Speed-Related Fatal, A and B injury crashes** by 7% (396). The number of crashes declined by 35.6% from 581 in 2004 to 374 in 2011.

	2004	2005	2006	2007	2008	2009	2010	2011
<b>Speed-Related Crashes (Fatal, A and B)</b>	581	576	425	535	400	423	454	374
<b>Speed-Related Crash Rate</b>	3.1	3.0	2.2	2.8	2.1	2.2	2.3	1.9



## Speed Monitoring Trailers

The NOHS provided loaner speed monitoring trailers to seventeen agencies: Callaway Police Department (PD), Central City PD, David City PD, Falls City PD, Friend PD, Firth Village Office – Lancaster County, Garfield (CSO), Hickman City Office – Lancaster County, Humphrey PD; Malcolm Village Office – Lancaster County, Pawnee City PD, Ravenna (PD), Seward City Office – Seward County; Sherman CSO, St. Edward Village Office – Boone County, Thayer (CSO) and Wilber PD.

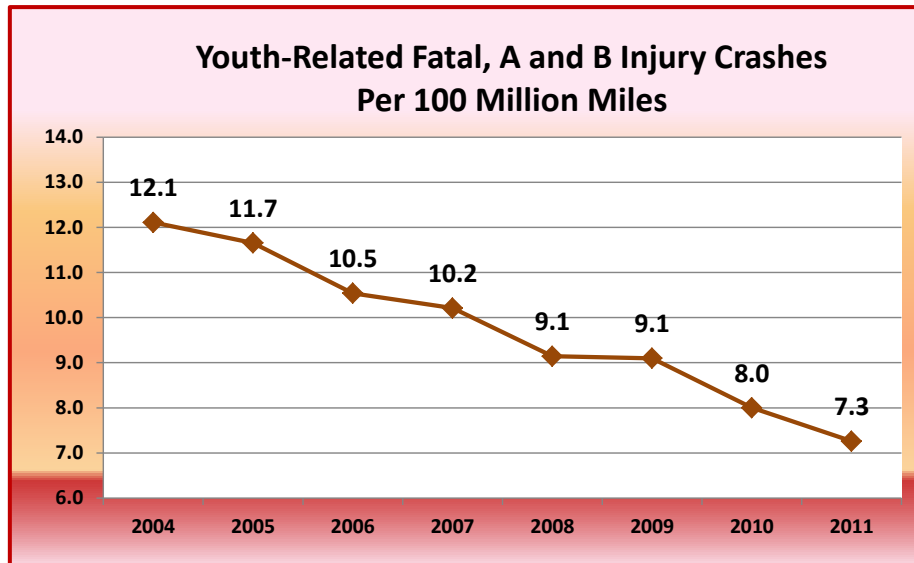
Mini-grant contracts were awarded to 4 agencies to acquire speed monitoring trailers for use in their areas. The Cornhusker Motor Club Foundation partnered with the NOHS by providing contributions (\$3,821.00) towards the Lincoln PD speed trailer (\$3,821.00). The Lincoln County Sheriff's Office partnered with Lincoln County splitting the cost of their speed trailer (\$8,714.00). The other agencies receiving speed trailers were Emerson PD (\$8,000.00) and the City of Neligh (\$8,520.00)



## Youth-Involved Fatal, A and B injury crashes:

- The goal was to reduce **Youth-Involved Fatal, A and B injury crashes** for young people ages 16 through 20 by 7% (1,550). The number of crashes declined by 37.2% from 2,253 in 2004 to 1,414 in 2011.

	2004	2005	2006	2007	2008	2009	2010	2011
<b>Youth-Involved Crashes (Fatal, A and B)</b>	2,253	2,207	2,009	1,971	1,725	1,742	1,576	1,414
<b>Youth-Involved Crash Rate</b>	12.1	11.7	10.5	10.2	9.1	9.1	8.0	7.3



### Toll-Free TIP Line

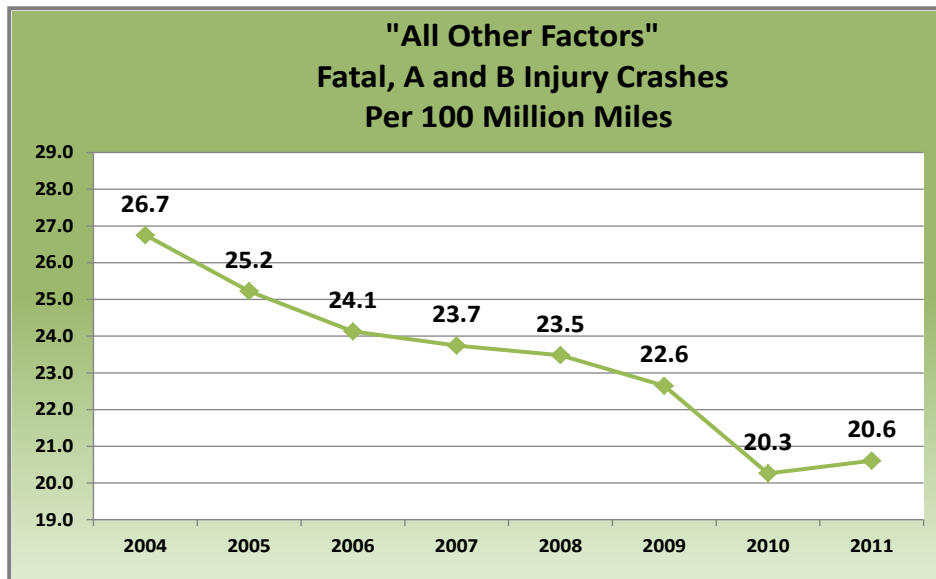
In January of 2009, Nebraska Office of Highway Safety established a toll-free TIP Line (1-866-MUST-BE-21). The purpose of the tip-line is to prevent underage drinking and the problems caused by such behavior. This toll-free line is operational 24 hours a day, seven days a week.

A website was created ([www.reportunderagedrinking.com](http://www.reportunderagedrinking.com)) and a Facebook cause was established, with over 1,000 members joining the cause. Wallet cards were printed and distributed to law enforcement throughout the state with the phone number and applicable law citing.

**“All Other Factors” Fatal, A and B injury crashes:**

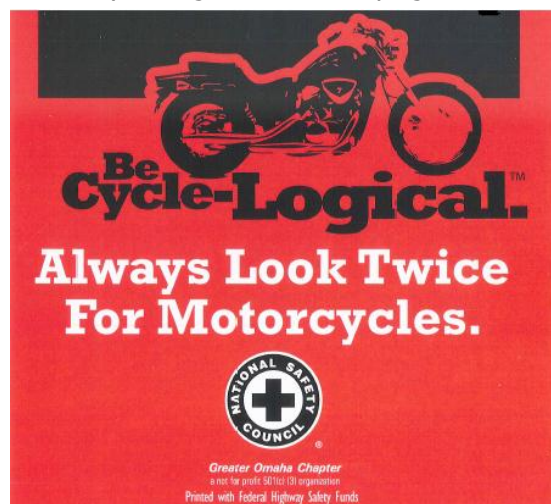
- The goal was to reduce **“All Other Factors” Fatal, A and B injury crashes** (minus Alcohol and Speed) by 6% (3,941). The number of crashes declined by 19.3% from 4,976 in 2004 to 4,014 in 2011.

	2004	2005	2006	2007	2008	2009	2010	2011
<b>“All Other Factors” Crashes (Fatal, A and B)</b>	4,976	4,777	4,599	4,583	4,429	4,336	3,991	4,014
<b>“All Other Factors” Crash Rate</b>	26.7	25.2	24.1	23.7	23.5	22.6	20.3	20.6



**“Be Cycle-Logical” Motorcycle Awareness Campaign**

A mini-grant contract was awarded to the National Safety Council, Nebraska who conducted a six-week motorcycle public information and education campaign entitled “Be Cycle-Logical.” The campaign ran from May 1 - July 9, 2012 encompassing the Memorial Day and the July 4<sup>th</sup> weekends. The campaign was designed to accomplish two goals: educate motor vehicle drivers to be aware of motorcycles on the road, educate motorcycle drivers about how to drive safely, wear the proper gear and be aware of motor vehicles and to reduce motorcycle crashes. Placed Gas Pump Toppers with tear off pads at 15 gas stations in both May and June which read “Win \$250.00, Test Your Cycle-Logical IQ Rules and entries at [www.safenebraska.org](http://www.safenebraska.org). Mailed out approximately 2,000 Be Cycle-Logical letters / motorcycle safety tip sheets, printed and distributed 4,000 table tents. The media campaign development, production and media buy (April 30 – July 4) included 959 :30 second radio spots from seven radio stations, 771 television spots from six television stations, and 7 billboards from two outdoor billboard companies were placed which included 274,506 or a 60% plus reach of metro residents who saw the billboards. Overall the television, radio stations and billboards had an estimated 3,487,665 total campaign media gross impressions. Two full page ads were placed in the Midlands Business Journal (May 11 and May 25) promoting the Be Cycle-Logical Motorcycle Awareness Campaign.



## Conclusions

While the 2012 crash data was unavailable at the time the annual report was completed, progress is determined by comparing actual 2011 crash data with 2010 because initial program activity begins in 2011.

Between 2010 and 2011: Fatal, A and B injury crashes, Speed-Related and Youth-Involved fatal and injury crashes had a decrease of 0.5%, 17.6%, and 10.3% consecutively. Of the five areas targeted, Alcohol-Related and "All Other Factors" (minus alcohol and speed) Fatal, A and B injury crashes increased from the previous year of 5.2% and 0.6%. The number of people killed in 2010 (190) compared to 2011 (181) showed an decrease of 4.7%.

The observed driver and front seat passenger safety belt usage rate increased by .1 percent from 84.1% in 2010 to 84.2% in 2011.

- In Nebraska's Performance-Based Strategic Traffic Safety Plan FY2011, a more aggressive approach of goal setting was taken in several areas, including the overall goal.
- Observed occupant restraint use survey results in 2011: Children under age six usage rate (95.1%) and safety belt use for drivers and front seat passengers (84.2%).
- Fatal, A and B injury crashes decreased in number from (5,025) in 2010 to (4,998) 0.5% in 2011.
- Alcohol-Related fatal, A and B injury crashes increased by 5.2% from the previous year (580 to 610).
- Speed-Related fatal, A and B injury crashes decreased by 17.6%, from 454 to 374 in 2011.
- Youth-Related fatal, A and B injury crashes decreased by 10.3%, from 1,576 to 1,414.
- "All Other Factors" fatal, A and B injury crashes increased by 0.6%, from 3,991 to 4,014.
- While the total miles driven decreased by 1.1 percent in Nebraska during 2011, the number of fatal crashes increased by 3.8 percent. The total number of reported injury crashes decreased by 3.3 percent from 11,562 in 2010 to 11,185 in 2011. The number of persons injured also decreased from 16,712 in 2010 to 16,108 in 2011.
- Nebraska continues to experience success in reducing the total number of reported fatal, A and B injury crashes as the number of miles driven decreased 1.1% from the previous year. Traffic deaths decreased by 4.7% (190 in 2010 to 181 in 2011) while the traffic fatality rate reached .947 per 100 million vehicle miles traveled. The number of people injured decreased by 3.6 percent from the previous year.


Percent Comparison for Annual Report 2012	2010	2011	2010/2011 Difference
Fatal, A & B Injury Crashes (FAB)	5,025	4,998	-0.5%
Alcohol-Related FAB	580	610	5.2%
Speed-Related FAB	454	374	-17.6%
Youth-Involved FAB	1,576	1,414	-10.3%
All Other Factors FAB	3,991	4,014	0.6%
	2010	2011	2010/2011 Difference
Occupant Restraint Use	84.1	84.2	0.1%
Child Restraint Use	91.5	95.1	3.9%
	2010	2011	2010/2011 Difference
Million Miles Driven	19,698	19,478	-1.1%
Fatal Crashes	160	166	3.8%
Injury Crashes	11,562	11,185	-3.3%
*Total Fatal & Injury Crashes	11,722	11,351	-3.2%
People Injured	16,712	16,108	-3.6%
People Killed	190	181	-4.7%
Red Shows Decrease Blue Shows Increase	*Does not include Property Damage Only (PDO's)		

## Fiscal Year 2012 Highlights

In Fiscal Year 2012:

- 298 mini-grant contracts were awarded to law enforcement agencies for selective overtime enforcement activities, logging 35,907 hours, 3,178 seat belt citations, 2,611 DWI arrests, 19,097 speeding citations and 38,760 total citations.
- 136 mini-grant contracts were awarded to law enforcement agencies to purchase traffic safety equipment, four speed trailers, 76 radars, 108 in-car cameras, and 172 preliminary breath testers.
- The 76 radar units that were awarded resulted in a total of 5,136 speeding citations and 15,580 speeding warnings being issued. Additionally, the 45 radars units that were awarded in FY11 resulted in a total of 2,903 speeding citations and 1,584 speeding warnings being issued in FY11 and in FY12 resulted in a total of 4,469 speeding citations and 4,562 speeding warnings being issued.
- The 172 preliminary breath testing units resulted in 3,545 preliminary breath tests being conducted. The 204 preliminary breath testing units awarded in FY11 resulted in 3,570 preliminary breath tests being conducted in FY11 and 5,531 preliminary breath tests being conducted in FY12.
- The 108 in-car cameras awarded were utilized in recording 8,534 traffic stops. The 106 in-car cameras awarded FY11 were utilized in recording 11,038 traffic stops in FY11 and were utilized in recording 18,635 traffic stops in FY12.
- Seven agencies were provided funding to purchase 667 child safety seats for qualifying low income families.
- Eleven sobriety checkpoints were held by law enforcement agencies for selective overtime enforcement activities.
- 110 grants were provided for training, surveys, public information and education activities.
- 125,075 alcohol testing instrument mouthpieces were provided to law enforcement, probation agencies, correctional facilities, schools, etc.
- 97,919 highway safety public information and educational material items were distributed.

## Nebraska Priority Counties for Fiscal Year 2012

		<b>NEBRASKA PRIORITY COUNTIES FOR FY2012</b> COUNTY CRASH RATE compared to STATE CRASH RATE PER 100 MILLION MILES							
Congressional District	County	FAB Crashes	FAB Crash Rate	Alcohol Rate	Speed Rate	Youth 16-20 Rate	All Other Factors Rate	Low Occ/Prot Percentage	2010 Population*
Three	Adams	77	32.9	6.0	4.7	12.0	22.2	63.1%	31,364
Three	Buffalo	143	24.1	2.5	1.0	7.9	16.0	71.9%	46,102
One	Cass	79	19.6	3.2	2.0	5.5	20.6	73.5%	25,241
One	Dakota	39	20.3	1.6	1.6	6.8	14.4	78.5%	21,006
Three	Dawson	62	14.8	2.4	1.7	4.0	10.7	62.7%	24,326
One	Dodge	134	38.8	6.1	3.8	15.9	28.9	71.7%	36,691
One	Douglas	1,241	28.0	2.9	1.5	7.7	23.6	71.9%	517,110
One	Gage	71	29.9	3.8	3.8	8.4	22.3	72.5%	22,311
Three	Hall	203	32.6	3.9	3.1	11.7	25.7	74.9%	58,607
Three	Holt	36	23.8	2.0	4.0	4.6	17.9	46.8%	10,435
One	Lancaster	912	38.6	3.2	2.2	13.8	33.3	85.6%	285,407
Three	Lincoln	132	22.5	2.4	3.9	4.6	16.2	76.0%	36,288
One	Madison	89	30.4	4.8	3.8	13.0	21.9	71.9%	34,876
One	Otoe	35	14.2	1.6	1.2	4.1	11.4	56.8%	15,740
Three	Platte	90	30.1	4.7	2.7	10.7	22.7	68.4%	32,237
One/Two	Sarpy	310	25.2	2.4	1.6	10.3	21.2	84.1%	158,840
One	Saunders	61	28.6	2.8	2.3	7.0	23.5	56.4%	20,780
Three	Scotts Bluff	108	35.0	5.2	1.9	11.3	27.9	68.5%	36,970
One	Seward	80	21.2	1.9	5.3	6.6	14.0	72.1%	16,750
One	Washington	52	27.0	1.0	3.6	8.8	22.3	74.1%	20,234
Three	York	57	16.2	1.4	2.3	4.6	12.5	66.4%	13,665
<b>21 County Population</b>									1,464,980
<b>Statewide</b>		<b>5,025</b>	<b>25.5</b>	<b>2.9</b>	<b>2.3</b>	<b>8.8</b>	<b>20.3</b>	<b>72.9%</b>	<b>1,826,341</b>
Blue indicates High Crash Rates for Alcohol, Speed and Youth and Red indicates Low Occupant Protection Usage									80.2%
Data taken off 2010 Standard Summaries, Fatal, A / B Injuries, Statewide and County									of Population
*U.S. Census Bureau					Revised 5/18/2011				



# Nebraska Annual Evaluation Report Summary

<b>Nebraska Annual Comparative Data</b>										
					Progress Report Data CY2007-2010				Projection	
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
<b>Fatalities (F)</b>	293	254	276	269	256	208	223	190	188	186
<b>Rural Fatalities</b>	227	199	207	204	194	176	170	153	148	142
<b>Urban Fatalities</b>	66	55	69	65	62	32	53	37	36	34
<b>Serious Injuries (A)</b>	2,232	2,107	2,053	1,965	1,976	1,854	1,945	1,750	1,702	1,700
<b>Fatalities and Serious Injuries Combined (F/A)</b>	2,525	2,361	2,329	2,234	2,232	2,062	2,168	1,940	1,890	1,886
<b>Vehicles Miles (Millions)</b>	18,592	18,811	18,938	19,223	19,202	18,864	19,147	19,698	20,115	20,599
<b>Rural Vehicle Miles (Millions)</b>	11,258	11,172	11,172	11,021	11,129	10,714	10,874	11,123	11,328	11,555
<b>Urban Vehicle Miles (Millions)</b>	7,334	7,639	7,766	8,202	8,073	8,149	8,272	8,396	8,520	8,644
<b>Fatalities Per 100 Million VMT</b>	1.58	1.35	1.46	1.40	1.33	1.10	1.16	0.96	0.94	0.93
<b>Rural Fatalities Per 100 Million VMT</b>	2.02	1.78	1.85	1.85	1.74	1.64	1.56	1.38	1.30	1.27
<b>Urban Fatalities Per 100 Million VMT</b>	0.90	0.72	0.89	0.79	0.77	0.39	0.64	0.44	0.40	0.39
<b>Fatality and Serious Injury Rate / (100 Million VMT)</b>	13.6	12.6	12.3	11.6	11.6	10.9	11.3	9.8	9.6	9.5
<b>Population</b>	1,732,873	1,741,450	1,751,069	1,759,779	1,769,473	1,783,432	1,796,619	1,826,341	1,862,963	1,896,135
<b>Fatality Rate /100K Population</b>	16.9	14.6	15.8	15.3	14.5	11.7	12.4	10.4	10.1	9.5
<b>Fatality and Serious Injury Rate /100K Population</b>	145.7	135.6	133.0	126.9	126.1	115.6	120.7	106.2	105.0	104.6
<b>Alcohol-Related Fatalities</b>	115	89	81	86	91	67	79	53	53	51
<b>Alcohol-Related Fatalities as a % of All Fatalities</b>	39.2%	35.0%	29.3%	32.0%	35.5%	32.2%	35.4%	27.9%	28.0%	26.8%
<b>Alcohol-Related Fatality Rate / (100 Million VMT)</b>	0.62	0.47	0.43	0.45	0.47	0.36	0.41	0.27	0.26	0.25
<b>Fatal, A and B Injury Crashes</b>	6,682	6,305	6,051	5,706	5,830	5,514	5,387	5,025	5,043	4,978
<b>Alcohol-Related Fatal, A and B Injury Crashes</b>	781	748	698	682	712	685	628	580	593	576
<b>Percent of Population Observed Using Safety Belts</b>	76.1%	79.2%	79.2%	76.0%	78.7%	82.7%	84.8%	84.1%	87.2%	87.6%
<b>Speed-Related Fatal, A and B Injury Crashes</b>	622	581	576	425	535	400	423	454	413	396
<b>Youth-Involved Fatal, A and B Injury Crashes</b>	2,486	2,253	2,207	2,009	1,971	1,725	1,742	1,576	1,563	1,550
<b>All Other Factors - Fatal, A and B Injury Crashes</b>	5,279	4,976	4,777	4,599	4,583	4,429	4,336	3,991	3,997	3,941
<b>Percent of unbelted drivers and occupants seriously injured or killed in a crash</b>	45.7%	54.0%	52.1%	48.1%	47.7%	45.8%	35.4%	48.0%	41.4%	40.5%
<b>Unrestrained Passenger Vehicle Occupant Fatalities</b>	151	118	145	136	122	114	128	108	105	99
<b>Speed-Related Fatalities</b>	38	42	51	64	44	42	22	26	26	23
<b>Motorcycle Fatalities</b>	13	21	17	18	15	20	15	14	13	12
<b>Unhelmeted Motorcycle Fatalities</b>	3	4	3	4	4	4	5	1	0	0
<b>Drivers Age 20 or Younger Involved in Fatal Crashes</b>	57	62	54	68	71	47	46	37	33	32
<b>Pedestrian Fatalities</b>	12	9	8	9	8	5	9	7	5	4
<b>Distracted Driver - Fatal, A and B Injury Crashes</b>	886	833	874	819	749	732	783	696	656	649
<b>Safety Belt Citations Grant Funded</b>							3,605	3,622	3,767	3,918
<b>Impaired Driving Arrests Grant Funded</b>							2,424	2,807	2,919	3,036
<b>Speeding Citations Grant Funded</b>							25,350	18,395	19,131	19,896

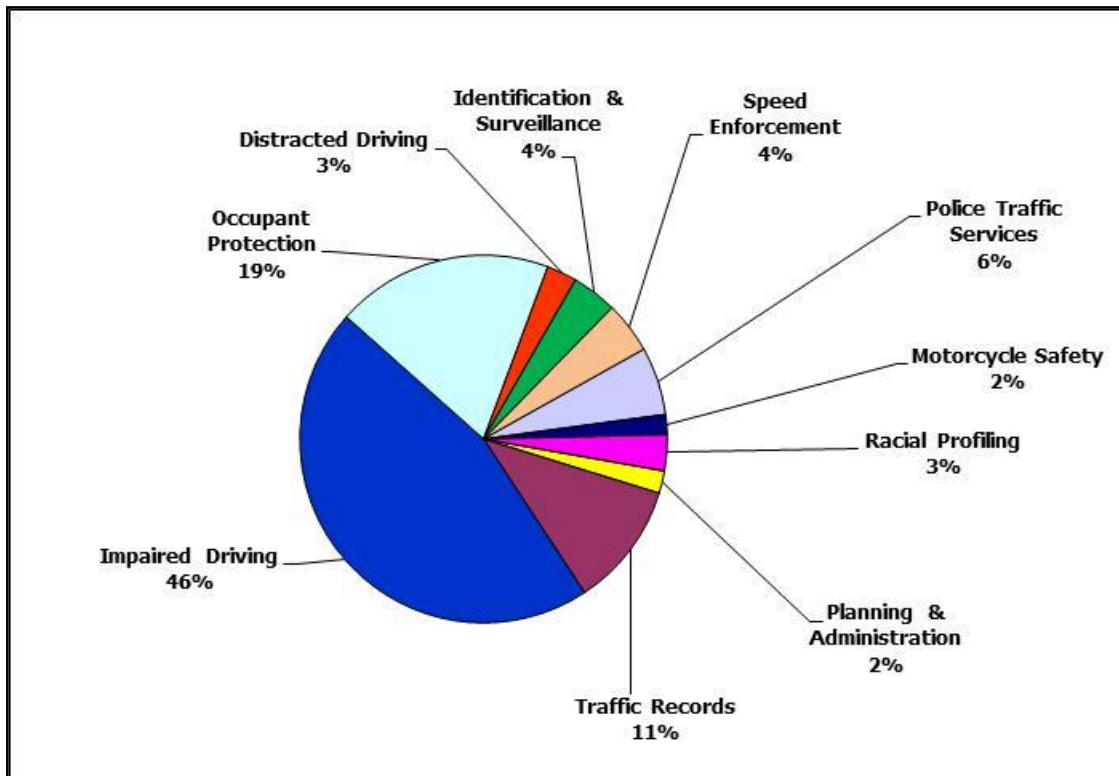
\*Safety belt percentages from "The Buffalo Beach Company" statewide observation Safety Belt Use Surveys

Population Source - U.S. Census Bureau - <http://factfinder.census.gov/sevlet/> Distract Driving Numbers - Follow To Closely, Inattention, Mobile Phone, Distracted-Other

# Financial Summary

## Summary of Fiscal Year 2012 Countermeasure Programs

SECTION 402 / HIGHWAY SAFETY PROGRAMS	\$2,512,771.55
SECTION 405 / OCCUPANT PROTECTION PROGRAMS	\$179,738.02
SECTION 408 / STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENT GRANT	\$593,218.25
SECTION 410 / ALCOHOL IMPAIRED DRIVING PREVENTION PROGRAMS	\$1,107,462.72
SECTION 1906 / PROHIBIT RACIAL PROFILING	\$178,186.36
SECTION 2010 / MOTORCYCLIST SAFETY PROGRAM	\$99,712.79
SECTION 148 / HIGHWAY SAFETY IMPROVEMENT PROGRAMS	\$969,547.62
<b>TOTAL EXPENDED FEDERAL HIGHWAY SAFETY FUNDS</b>	<b>\$5,640,637.31</b>





## Annual Report of Individual Project Activity Index

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**Planning and Administration  
Nebraska Office of Highway Safety**
**402-12-01**

Program Areas	Planning and Administration
Project Characteristics:	Program Support and Coordination
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	General Population

**Problem Identification:**

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

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

**Goal and Objective:**

The overall goal is to decrease fatal, A and B injury crashes by 5% from the 2008-2010 calendar base year average of 5,309 to 4,978 in CY2012.

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. Office of Juvenile Justice and Delinquency Programs (OJJDP) funds (October-September) were provided for a Project Manager's time spent on OJJDP. Project Managers who spend time spent on processing and monitoring the Highway Safety Improvement Program (HSIP) Flex Funding is provided by the State.
- Determined Nebraska's traffic problems, goals, and project/activity/program emphasis in the planning process of the *Nebraska "Performance-Based" Strategic Traffic Safety Plan*. Completed prior to submitting *Nebraska "Performance-Based" Strategic Traffic Safety Plan* for FY2013.
- Prepared problem identification, performance goal selection, and program, project and activity selection process for the FY2013 *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 FY2013 *Nebraska "Performance-Based" Strategic Highway Traffic Safety Plan*. Completed prior to submitting the FY2013 *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:
  - 2012 Northeast Nebraska Day at the Capitol and South Sioux City 33<sup>rd</sup> Annual Governor's Lunch – February 6, 2012;
  - AASHTO – Standing Community on Highway Traffic Safety Meeting – May 2-4, 2012;
  - MAP-21 Safety Meeting – August 17, 2012;
  - BryanLGH Independence Center Recognition Awards – March 23, 2012;
  - Cornhusker Place – A Community Compass Meeting – September 18, 2012; Research Project Results Meeting – June 21, 2012;
  - Governor's Highway Safety Association (GHSA) Annual Meeting – 2012 – Cincinnati, OH –

- August 25 - 29, 2012; Annual Meeting – January 31, 2012;
- Webinar on the "Highway Safety Communications Update" – July 16, 2012;
- Webinar on the "Fraud" – August 1, 2012;
- Board Meeting Conference Call – September 24, 2012;
- Health Education Inc. Meeting – April 12, 2012;
- Independence Center Advisory Committee Meetings – November 9, 2011, January 28, February 8, 2012;
- Laser Tech Company Representatives Meeting – December 13, 2011;
- Lincoln City Council Public Hearing – Testimony Supporting Server/Seller Training Initiative – April 16, 2012;
- Lincoln Police Department Meeting – Evidentiary Breath Testing Equipment/Training Meeting – October 27, 2011;
- MADD - 13<sup>th</sup> Annual Outstanding Law Enforcement Awards & Recognition – May 22, 2012
- MADD - State Operations Council Meeting – January 26, April 25, July 26, 2012;
- MADD - Walk Like MADD/SAC Meeting Agenda – September 13, 2012;
- National Safety Council, Greater Omaha Chapter
  - Board of Director's Meeting – June 27, 2012;
  - Court Services Committee Meeting – February 21, June 14, August 23, 2012;
  - Click It Don't Risk It – Leadership Symposium on Safer Driving in Nebraska – August 16, 2012;
- NOHS - Click It or Ticket News Conference – May 24, 2012;
- NOHS - Douglas County Attorney Grant Award Meeting – November 30, 2011;
- NOHS - Grant Review Meeting – June 25, 2012;
- NOHS - Nebraska Advocates for Highway Safety Meetings – November 2, 2011, February 1, August 1, 2012;
- NOHS - Sarpy County Sheriff's Office Meeting – May 8, 2012;
- NOHS - Sarpy County Sheriff's Office and Bellevue Police Department Grant Meeting – September 21, 2012;
- NOHS - SFST Meeting – December 28, 2011;
- NOHS - Traffic Records Coordinating Committee Meeting – January 26, 2012;
- NDOR - Interagency Safety Committee Meetings – October 26, December 1, 2011, January 6, February 3, February 29, March 9, April 23, August 20, 2012;
- NDOR - Interagency Safety Committee Safety Goal Setting Meeting – October 7, 2011;
- NDOR - Safety Summit Preparation Meeting – April 3, 2012;
- NDOR - Strategic Highway Safety Plan Draft Meeting – December 13, 2011;
- NDOR - 408 Grant Accounting Meeting – November 3, 2011;
- Nebraska Highway Safety Summit 2012 – April 5, 2012;
- DHHS - Nebraska CODES Staff Meeting, January 4, 2012;
- DHHS - Impaired Driving/Underage Drinking Media Campaign – January 12, 2012;
- DHHS - Media Committee Work Group – November 16, 2011;
- DHHS - Nebraska State Public Health System Assessment – October 4, 2011;
- DHHS - Public Health Advisory Committee Meeting – June 19, 2012;
- DHHS - Nebraska Substance Abuse Epidemiology Workgroup Meeting – January 30, June 7, 2012;
- State Media Campaign Committee Conference Call – February 27, 2012;
- Nebraska Department of Motor Vehicles – Ignition Interlock Rules and Regulations Hearing – October 18, 2011; and Reexamination Report Form Revision Meeting – January 27, 2012;
- Nebraska Sheriffs and Police Officers' Association of Nebraska Highway Safety Luncheon in Kearney - October 3, 2011;
- Nebraska Partners in Prevention Meeting – September 11, December 7, 2011, May 9, September 7, 2012;
- Nebraska Safety Council – Traffic Meeting – June 21, July 14, 2012;
  - You Drink and Drive. You Lose. Campaign Meeting – October 17, 2011,
  - Spring Traffic Safety Advisory Committee Meeting – April 26, 2012;
- Nebraska Underage Drinking Advisory Task Force Meetings – December 21, 2011, June 20, 2012;
- National Highway Transportation Safety Administration (NHTSA) Region VII State Conference Calls – October 25, November 22, 2011, January 9, January 24, March 27, April 24, May 22, July 24, September 25, 2012;

- NHTSA Region 7 Unrestrained Fatalities and Nighttime Seat Belt Enforcement – Lincoln, NE – June 6 & 7, 2012;
  - "Police Traffic Services" Working Group Meeting – November 17, 2011;
  - Webinar on "2012 Communications Planning" – January 25, 2012;
  - "Focus on Critical Issues" Meeting – Financial and Program Issues – Kansas City, MO December 19, 2011;
- Nebraska Education Television - Perry Stoner Interview – December 8, 2011; Roger Larson KLIN Meeting – October 18, 2011, January 11, 2012
- OJJDP Conference Call – July 7, 2012; Leadership Conference Orlando, FL, August 9-12, 2012;
- Project Extra Mile (PEM) Coalition Meeting – February 15, April 25, August 15, September 7, 2012;
- Summer Institute – Mid-America Transportation Center – Transportation Presentation – June 12, 2012;
- University of Nebraska-Lincoln – Freshman Athletes Life Skills Seminar – October 2, 2011;
  - Binge Drinking Issue Meeting – July 16, 2012;
  - Fatigue Commercial Motor Vehicle Driver Research Meeting– November 15, 2011;
  - Highway Safety Game Day Sponsorship NU Football Game Day – September 1, 2012; and
  - Journalism Class Presentation on Safety Belts – September 5, 2012.
- Media Contacts:
 

Newspapers: Omaha World Herald, Lincoln Journal Star, Daily Nebraskan, Norfolk Daily News, Grand Island Independent, AAA News Notes, Des Moines Register, Scottsbluff Star Herald, Chadron Record, Nebraska City Press, UNL Journalism News, The Reporter, Prairie Fire, Wall Street Journal, USA Today, Beatrice Daily Sun, Fremont Tribune, Columbus Telegram, North Platte Telegraph, and the Blair Enterprise.

Radio Stations: KRVN, KFOR, KRVN, KNEB, KRGJ, KWBE, KKAR, KHAS, KFAB, WJAG

Television Stations: NTV, KNOP-TV, KHAS-TV, KMTV, KOLN/KGIN-TV, KPTM, WOWT, KETV, NET, KMEG (Sioux City), NET, and KLKN

On-Line: Watchdog.com

Sponsors: Husker Sports Marketing, Husker Illustrated Nebraska Educational Television, Pavelka & Associates/TIP Line, Pulse, Alliance Sports Marketing, InTran Media, AllOver Media, Screen Vision, Urban Finch, Omaha Storm Chasers, Hail Varsity, and Heartland Marketing.
- Reviewed and kept updated of NHTSA Rules and Regulations regarding Section 402 funds involving traffic safety. A review of the NHTSA Rules and Regulations were completed as necessary.
- The accountant provided information to the State and Federal budget officers regarding all federal funding activity. This includes activity on the Office of Juvenile Justice Programs system, Grant Tracking System, Progress Vouchers, Internal and External Claims, Change Orders, Audits, etc.
- The necessary staff assistant's duties (typing, mailing, etc. as requested) to allocated 100% of time of which 50% is Section 402 funded. All of the staff assistant's duties were completed along with additional activities involving mass mailings for "Click It or Ticket" and "You Drink & Drive. You Lose." mobilizations, Nebraska Advocates for Highway Safety meetings, process press release mailings for equipment, enforcement and education information, etc. Clip daily the newspaper articles regarding highway safety. Processed mail, newspaper clippings, office supplies, etc. Mailed Fatal Vision goggles, brochures, Vince and Larry costumes and audiovisual requests. Filled orders and sent out requests for brochures, supplies and videotapes.
- Provided assistance and support in the development of the *Nebraska "Performance-Based" Strategic Traffic Safety Plan*. The *Nebraska "Performance-Based" Strategic Traffic Safety Plan* was completed and sent to National Highway Traffic Safety Association (NHTSA) Central Region office on August 24, 2012.

**Result:**

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

<b>Funding:</b>	Section 402:	\$105,400.60
	State:	\$115,830.13
	Total Cost:	\$221,230.73

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

**Auditing  
Nebraska Office of Highway Safety****402-12-02**

Program Areas:	Planning and Administration
Project Characteristics:	Program Support/Auditing
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	General Population

**Problem Identification:**

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

**Goal and Objective:**

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

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

**Strategy and Activity:**

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

**Result:**

No funds expended and no activity.

<b>Funding:</b>	Sections 402:	\$0.00
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<b>Contact:</b>	John Ways, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3912      FAX: 402/471-3865      Email: john.ways@nebraska.gov
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**Occupant Protection / Program Coordination  
Nebraska Office of Highway Safety**
**402-12-03**

Program Area:	Occupant Protection
Project Characteristics:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Driver Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.2 million registered vehicles. In 2010, traffic crashes resulting in 33,212 crashes occurred killing 190 people and injuring another 16,712 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2008-2010 was observed at 82.7%, 84.8%, and 84.1%. Child safety seat usage surveys conducted in 2008-2010 observed 96.8%, 95.4%, and 91.5% usage. Although usage has steadied, child safety seat check-up events show the average misuse rate of child safety seats at 89%.

Violations for No Occupant Protection (no safety belt) resulted in 9,325, 10,118, and 9,869 convictions in 2008-2010. In addition, violations for No Child Restraint resulted in 1,742, 1,628, and 1,530 convictions in 2008-2010.

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

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

**Goal and Objective:**

The overall goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2008-2010 calendar base year average of 84.1% to 87.6% in CY2012.

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, 2011 through September 30, 2012.

**Strategies and Activities:**

- Provided coordination support and assistance to occupant protection projects involving funds from federal Section 402 and 405 funds. Funding was provided for salaries/benefits, travel expenses, etc.
- Conduct desk monitoring and on-site visits to occupant protection project. The following occupant protection projects were targeted: Occupant Protection/Program Coordination; Occupant Protection/Public Information & Education, Hall County STARS, Click It Don't Risk It (CIDRI) Coalition, Occupant Restraint Information Support (405), Occupant Protection/Special Initiatives (405), and Occupant Protection/Selective Overtime (405).
  - A site visit was conducted on Hall County Safe Travel at Rural Schools (STARS) – July 10, 2012.
- Assisted and provided technical occupant protection data, reports, and information to contractors, law enforcement agencies, and NOHS staff, the public, legislature, etc. as needed.
  - Completed data for Pre-Safety Belt Survey in Platte County and conducted survey September 26-29, 2012. Pre-survey results show 56% usage in Platte County.

- Completed Post-Safety Belt Survey in Platte County, April 30 – May 3, 2012. Post survey results showed 76% belted, an increase of 20% after a special enforcement effort was conducted.
- Attend highway safety seminars, conferences, workshops, meetings, training, etc. to promote occupant protection update information. Highway Safety personnel attended the following activities:
  - Injury Community Planning Group Policy Meetings – November 1, December 13, 2011, January 24, February 2, March 15, April 3, April 24, June 19, 2012;
  - Occupant Protection Coordinator’s Conference Calls;
  - NHTSA Region 7 - Child Passenger Safety (CPS) Meeting Conference Call - April 12, 2012;
  - NHTSA Region 7 - Unrestrained Fatalities and Nighttime Seat Belt Enforcement – June 6-7, 2012;
  - CPS Technician Training Classes in Omaha (2), Ogallala, and Lincoln;
  - CPS Advisory Team Committee Meetings and Conference Calls, November 4, 2011;
  - CPS Technician Update on March 20-21, 2012 in Kearney, Nebraska;
  - Drive Smart Meeting – August 23, September 20, 2012; and
  - GHSA Annual Conference – Baltimore, MD – August 25-29, 2012; attended by Fred Zwonechek and Linda Kearns
- Constructed tables, graphs, charts and other tabular and/or illustrative materials to present visual summary of analyzed specific data (occupant protection-related statistics) as needed and installed on the website.
- Reviewed and kept updated on NHTSA Rules and Regulations regarding 402 and 405 federal funding.
  - Completed applications for each specific federal fund along with annual reports.
- Perform all routine NOHS activities and assignments in regards to occupant protection requests, surveys, reports, etc.
  - Completed mini-grant contracts regarding occupant restraint requested by law enforcement agencies, organizations, and schools.
  - Mailed “Click It or Ticket” (CIOT) Mobilization packets and press releases and provided mailing to CPS technicians.
  - Processed mini-grant contracts for the 2012 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.
  - 405 Application was completed and submitted to NHTSA on February 14, 2012.
  - Processed mini-grant contracts for media, seat belt and child safety seat observation surveys.
  - Prepared and provided the technicians list for the “Safe Ride News” subscription. Sent out CPS Technician mailings.
  - Compile listing for LATCH Manual and distributed to CPS technicians.
  - Participated in Traffic Safety Day using the seat belt convincer at University of Nebraska Football Game – August 31, 2012.

**Results:**

The goal to increase the occupant protection usage rate to 87.6% was not achieved. However, the observed safety belt usage rate remained steady at 84.1% in 2010 and at 84.2% in 2011, but dropped in 2012 to 78.6%.

<b>Funding:</b>	Section 402:	\$39,389.62
<b>Contact:</b>	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	



**Occupant Protection / Public Information and Education  
Nebraska Office of Highway Safety**
**402-12-04**

Program Area:	Occupant Protection
Project Characteristic:	Educational Effort
Type of Jurisdiction:	21 Target Counties
Jurisdiction Size:	1,464,980
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting in 5,025 fatal, A and B injury crashes, killing 190 people and injuring another 6,368 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2008-2010 was observed at 82.7%, 84.8%, and 84.1%. Child safety seat usage surveys conducted in 2008-2010 observed 96.8%, 95.4%, and 91.5% usage. Although usage has steadied, child safety seat check-up events show the average misuse rate of child safety seats at 89%.

Violations for "No Occupant Protection" (no safety belt) resulted in 9,325, 10,118, and 9,869 convictions in 2008-2010. In addition, violations for "No Child Restraint" resulted in 1,742, 1,628, and 1,530 convictions in 2008-2010.

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

**Goal and Objectives:**

The overall goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% to 87.6% in 2012.

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 15% from the 2008-2010 calendar base year average of 117 to 99 in 2012.

**Strategies and Activities:**

- Produced/purchased and distributed 51,408 occupant restraint related materials (brochures, newsletters, signs, and other educational items). Approximately 82% (41,950) were distributed to organizations within the Target Counties.
  - Loaned three occupant-restraint related DVD/videos to schools, law enforcement, and other organizations, of which one was used in Target Counties.
  - The NOHS website was maintained and updated throughout the period with current occupant restraint related facts, statistics, resources, and related links.
  - Provided copying, postage, and shipping boxes for occupant restraint related materials.
  - Acquired 6,667 "Click does the Trick" brochures (\$1,320.00). Printed 10,000 CPS law cards, in English. (\$465.74) Acquired 300 "Buckle Up. It's the Law." parking lot signs. (\$1,200.00)
  - "Click It or Ticket" Mobilization: May/June 2012, mailed planning packets to law enforcement agencies statewide. Television and radio ads were produced to heighten awareness of the mobilizations.
  - Placed five occupant restraint ads in Want Ads of America to coincide with major holiday activities. (\$175.00)
  - Placed occupant restraint ads in the Husker Illustrated magazine and related website. (\$2,424.50)

- Contracted with KOLN/KGIN-TV to air occupant restraint message during the broadcast of School Closing Announcements, (also on website) 180 ad spots were aired. (\$10,000.00)
- Contracted with NET-TV to air occupant restraint messages on Big Red Wrap-Up for the 2012 football season. (\$2,250.00)
- Contracted with KMTV 3 to air "Click It or Ticket" messages during December 2011, 2 ad spots aired. (\$2,400.00)
- Contracted with Urban Finch Advertising to conduct an indoor advertising campaign with 3 different occupant restraint messages in Lincoln and Omaha throughout the year. The Lincoln ads were placed in 3 locations (# of customers per week), 12th Street Pub (3,000), Bison Witches (3,500-4,000), and Anytime Fitness (2,500-3,000). The Omaha ads were placed at 9 locations, On The Rocks (2,800), Varsity - Q street (3,500), Varsity F street (4,000), Moylan Iceplex (3,200), Bene Pizza (1,000), Cunningham's (3,200), Aspen Athletics (2,800), Anytime Fitness (1,500), and Kosama (2,500). (\$6,630.00)
- Contracted with Prairie Fire Newspaper to run occupant restraint ads in two different months of the year. (\$858.00)
- Contracted with Brite Media Group to conduct a public information and education campaign using pump toppers at selected gasoline vendors throughout the state displaying a "Click It or Ticket" message. (\$9,250.00)
- Awarded two mini-grant contracts to the Nebraska Safety Council to conduct TV media campaigns for "Click It or Ticket", there were 633 advertising spots aired on one campaign (\$11,550.00), and 121 ad spots for the other campaign (\$2,190.00).
- Awarded two mini-grant contracts to the Nebraska State Patrol to conduct Safety Education programs throughout the state, one in the fall of 2011 (\$4,180.26), and the spring of 2012. (\$3,101.52)
- "2012 Annual Nebraska Safety Belt Survey" usage was 78.6%. Motorcycle helmet usage was 85.7% legal, 14.3% deemed illegal, and 0.0% not wearing helmets.
- "2012 Observational Survey of Nebraska Child Safety Seat Use" usage of child safety seats/boosters was 95.9%.
- Contracted with IMG Communications for public service announcements for occupant restraint and impaired driving initiatives, funding is shared with grant 402-12-10 (\$295,063.00).
  - Announcements were made during Nebraska Cornhusker football, basketball, and baseball games, and Sports Nightly talk show, there were 859 spots aired.
  - One full-page color ad was placed in each of the 80,000 Official Nebraska Football Game Day Programs for each of the seven home games in 2012, the programs for basketball games, and the 2012 Spring & Fall Sports Guides.
  - A safety message logo was strategically placed on the media backdrop for all Cornhusker athletic press events, for coaches and players, both home and away games, and also on the rotational signage and basket stanchions at the basketball arena.
  - A safety message was aired on the "What's Clicking" features on the ribbon board display during each of the seven home football games.
  - Game Day sponsorship for one home football game, one home basketball game, safety displays at the football pregame, and halftime demonstrations at the basketball games.

**Results:**

The goal to increase the occupant protection usage rate to 87.6% was not achieved. However, the observed safety belt usage rate remained steady at 84.1% in 2010 and at 84.2% in 2011, but dropped in 2012 to 78.6%.

The objective to educate and motivate law enforcement about the importance of strict enforcement of occupant restraint laws in an effort to decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 15% from the 2008-2010 calendar base year average of 117 to 99 in 2012. This objective was not achieved.

<b>Funding:</b>	Section 402:	\$351,858.02
<b>Contact:</b>	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

**Hall County STARS (Safe Travel At Rural Schools)  
Central Nebraska Community Services, Inc.**

402-12-05

Program Area:	Occupant Protection
Program Characteristic:	Intervention and education through schools with teachers, students, and parents.
Type of Jurisdiction:	County
Jurisdiction Size:	56,824
Target Population:	16 to 20 year olds

**Problem Identification:**

According to Nebraska Office of Highway Safety (NOHS), Hall County's fatal, A and B crash rate is higher than the state's rate. Hall County's rate is 32.6/100 million miles. Nebraska's rate is 25.5 per 100 million miles. The crash rate due to alcohol consumption is 3.9 per 100 million miles compared to the State's rate of 2.9. The speed-related crash rate is 3.1. Nebraska's is 2.3. NOHS cites the youth-related crash rate of 11.7 per 100 million miles for Hall County also higher than the State rate of 8.8. This project is needed because according to Nebraska Department of Health and Human Services, motor vehicle crashes are the second leading cause of injury in Hall County. Hall County's rate is 72.0/100,000 population compared with Nebraska's rate of 62.0/100,000. The number of fatal, A and B injury crashes in the county for the past three years has been 212 in 2008, 208 in 2009, and 203 in 2010. Hall County's current occupant restraint use at 62.5% is lower than the state's percentage, 84.1%.

**Goal and Objectives:**

The goal is to reduce by 5% the number of 16-20 year old fatal, A and B injury crashes in Hall County from the three-year baseline average of 71 (2008-2010) to 67 crashes in 2012.

The objectives are to increase the percentage of drivers and passengers using restraints by 5 percentage points from the percentages observed in the November 2011 Central Nebraska Community Services (CNCS) observational assessment, partner with a minimum of fifteen (15) schools to provide educational messages and intervention activities on the importance of safe riding and driving practices, and engage and increase awareness of motor vehicle safety with a minimum of 150 students and parents.

**Strategies and Activities:**

- Submit news releases to area media.
  - Hall County STARS events were covered by NTV in October and KHAS TV in January, through school newsletters in November, the Grand Island Independent and other towns' newspapers in January, April, and October. CNCS's newsletter featured the project in September.
- Contact Hall County schools to solicit participation.
  - Schools were contacted by phone, email, and mailings to solicit participation and provide a project description. Contacts included: October – six schools; November – five schools; December – nine schools and public library; January – three schools and public library; and February – two schools.
- Gather educational materials and resources targeting youth and young drivers.
  - Educational materials were gathered six months of the year, October – March from various sources.
- Meet with partner schools' administration, teachers, counselors, and students for orientation and planning strategies.
  - Meetings were held with principals at Westridge Middle School, Northwest High School's 3 feeder schools, Shoemaker, Knickrehm, and District 1-R Elementary Schools in September and October. In November meetings were held with Lincoln, Wasmer, Stolley Park, Cedar Hollow, Newell, and Gates Elementary School principals. St. Libory and Chapman Schools and Peace Lutheran preschool meetings were held in December. Discussions continued in January, with the public library, St. Libory, Chapman, Lincoln Elementary, Wasmer, and Stolley Park Elementary Schools; Seedling Mile School in February and Gates Elementary in May. In addition the staff met with the Hall County 4-H Junior Leaders and the Nebraska State Patrol.

- Conduct the first visual seat belt surveys at all schools establishing a baseline to measure change in usage.
  - First seat belt surveys were conducted in October at Shoemaker Elementary, in November at 1-R, Knickrehm, and Lincoln Elementary Schools, in January at Wasmer and Stolley Park Elementary Schools, Cedar Hollow and Newell in February, Seedling Mile in March, and Gates Elementary in May. The results are reported below.
- Suggest, initiate and facilitate teacher/student led intervention activities at preschools, Head Start, elementary and middle schools.
  - One preschool, 12 elementary schools and the Edith Abbott Memorial Library were visited this fiscal year for a total of 3,538 children preschool through 5<sup>th</sup> grade educated on riding safely. Of these, 500 were parents and their preschool children at the public library's Bear Fair. All children received written educational materials.
- Suggest, initiate, and facilitate teacher/student led intervention activities at the middle and high schools.
  - Hall County STARS educated 213 middle school students at the rural elementary schools. Staff partnered with the State Patrol to educate 130 8<sup>th</sup> graders at Westridge Middle School using the roll-over simulator. The Hall County 4-H Junior Leaders completed public education and peer-to-peer education about distracted and impaired driving to over 180 people. Six hundred and forty Grand Island Senior High Freshman and shop class students observed the roll-over simulator demonstration on February 8, 2012.
- Conduct second visual seat belt survey at schools to measure change in usage.
  - Second seat belt surveys were conducted at Shoemaker in October, District 1-R and Knickrehm Elementary Schools in November, in January at Lincoln, Wasmer, and Stolley Park Schools, in February observations were conducted at Cedar Hollow and Newell, Seedling Mile in March, and Gates Elementary in May. The results are reported below.
- Meet with participating school administration, teachers and students to evaluate project and plan next school year's intervention activities.
  - Evaluation results and thank you notes were written and sent to all of the elementary schools after the second visual seat belt survey was completed.
- Solicit and meet with new school administrator partners.
  - Walnut and Barr Middle Schools and Central Catholic Middle and High School were contacted and offered the roll-over demonstration. In August, Dr. Winter, Grand Island Public School Superintendent was sent a letter thanking him for participation in the project and congratulating him on the increase in seat belt use seen in the past three years.
- Begin education and intervention activities with new school partners and partners from the previous school year.
  - All participating schools, the public library, Third City Christian Church, Hall County 4-H Junior Leaders, and Nebraska State Trooper Vince Hernandez received thank you/congratulation letters, star trophy awards and/or engraved water bottles, and certificates. The schools' letters encouraged them to continue the traffic safety education that was begun providing resource for the teachers, students, and parents.
- Other Hall County Intervention.
  - Approximately 150 were educated increasing safe driving and riding practices at the Community Health Fair held at the Grand Island YWCA, with 90% attending being Spanish speaking or Hispanic. It was sponsored by the Multicultural Coalition.

### **Results:**

- The goal to reduce by 5% the number of 16-20 year old fatal, A and B injury crashes in Hall County from the three-year baseline average of 71 to 67 crashes was not met. NOHS' most current data shows a three-year average of fatal, A and B injury crashes for 16-20 year-olds in Hall County of 68.7. (2009 - 77; 2010 - 73; 2011 - 56). Hall County youth-related crash rate lowered from 11.7 to 10.4 per 100 million miles in the past year.
- Increase the percentage of drivers and passengers using restraints by 5 percent from the percentages observed in the November 2011 CNCS observational assessment at the targeted schools was met. Observation results include all seating positions combined; driver, front seat passengers, and back seat passengers. NOHS cited 16-20 year olds restraint use rose from 42.9% in 2010 to 51.1% in 2011.

Seat Belt Used - Schools	1 <sup>st</sup> Observation	2 <sup>nd</sup> Observation
Shoemaker	58.1%	75.0%
District 1-R	42.9%	78.0%
Knickrehm	30.7%	51.5%
Lincoln	27.0%	31.5%
Wasmer	39.3%	43.4%
Stolley Park	63.2%	76.0%
Cedar Hollow	74.2%	84.0%
Newell	45.9%	60.9%
Seedling Mile	51.2%	67.4%
Gates	66.8%	83.3%

- Partner with a minimum of 15 schools, churches, and other community partners to provide educational messages and intervention activities on the importance of safe riding and driving practices was met. Hall County STARS partnered with 13 schools, Edith Abbott Memorial Library, the Nebraska State Patrol, the Hall County 4-H Leaders, and the Multicultural Coalition.
- Engage teachers and students in preschool, elementary and secondary schools to complete educational activities within their own peer groups and with their young parents increasing public awareness regarding contributing factors to fatal, A and B injury crashes. A minimum of 150 students and parents will participate. This objective was met. The number of students and parents educated was over 4,850.
- The in-kind non-federal funds were generated through partners' volunteer time: school staff, UNL Extension, 4-H members, and the Nebraska State Patrol.

<b>Funding:</b>	Section 402:	\$12,947.00
	Other – In-Kind:	\$ 3,900.00
	Total:	\$16,847.00

**Contact:** Susan Bochart, Health Promotion Section Coordinator  
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**Nebraska Collegiate Consortium to Reduce High Risk Drinking  
University of Nebraska-Lincoln / Nebraska Prevention Center for Alcohol & Drug Abuse**

402-12-06

Program Area:	Alcohol
Program Characteristic:	Model Campus Alcohol Program
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	18-24 year olds in Nebraska universities, colleges, community colleges and technical schools

**Problem Identification:**

In Nebraska, drunk driving is the principal cause of death and disability among young people ages 19–24. While this age group (2008) is involved in 18.1% of all vehicle crashes, these drivers are involved in 32.1% of *all* alcohol-involved crashes, 31.2% of all alcohol-involved fatal crashes, and 29.8% of all alcohol-involved injury crashes.

**Goal and Objectives:**

The goal was to reduce alcohol-related motor vehicle injuries and deaths and the associated financial and social costs among students at colleges and universities in Nebraska for the academic year of 2011/2012 by reducing the percent of student high-risk drinking by 3% from 36.3%, driving after drinking by 3% from 30.4%, and drunk driving (driving after binge drinking) by 3% from 7.2% based on the Nebraska Young Adult Alcohol Opinion Survey baseline from 2010.

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) For Nebraska Collegiate Consortium schools that are in communities with SPF/SIGs that have objectives aimed at 19-25 year olds, solidify and expand cooperative Strategic Prevention Framework State Incentive Grant (SPF/SIG) NCC school activities and facilitate combined NCC – SPF/SIG sustainability efforts beyond the SPF/SIG grant period; (3) Increase parental resources available online and by other means; (4) Build prevention planning resources for college alcohol prevention in Behavioral Health Regions, SPF/SIG communities, and local health departments; (5) Increase visibility of college drinking issues and NCC activities through enhanced media dissemination in communities with NCC schools.

**Strategies and Activities:**

- Provided technical assistance as requested by member institutions by email, phone, list-serve and in-person meetings. NCC members met via conference calls/webinars 3 times in the project year to share topical information. Three institutes of higher education joined the NCC: Doane College, College of Saint Mary, and Union College, bringing the total membership to 25.
- Data analysis and evaluation efforts are ongoing, completed for UNL Year 1 CAP data (2011), Wayne State College CORE survey data (2011 and 2012), Chadron State ACHA data for Y1 and regular CAP. NCC collaborated with Nebraska Department of Health & Human Services on the Nebraska Young Adult Alcohol Opinion survey data. This data was reported to NCC members and SPF/SIG coalitions for their city and/or region.
- Skill building workshops were either organized locally or “captured” by getting NCC members to attend workshops organized by others. The 4 on-site workshops were Geographical Information Systems Mapping workshop, Ogallala, Nebraska, March 28 — 7 attendees. Geographical Information Systems Mapping workshop, Mahoney State Park, March 29 — 25 attendees. Generating Positive Media Coverage of College Alcohol Prevention: Strategies and Steps, Lincoln, Nebraska, June 22-29, 2012 attendees on-site, many viewed via web broadcasts, no count obtained. Applying Media Advocacy to the Reduction of College Alcohol Problems, Lincoln, Nebraska, September 4 — 42 attendees on-site, 41 views via web broadcasts.

In addition, representatives from 5 Nebraska institutions of higher education were given support to attend the 2012 Substance Abuse Action Coalition Conference in Lincoln, Nebraska, May 10-11, 2012.

- Web site maintained throughout project year and updated with new member institutions' logos, videos of the 2 media workshops, links to national resources on prevention with college-age population, and resources for members, including reports of projects and activities, templates for We Agree campaign (aims to reduce wild house parties) and Power of Parenting website.
- Six mini-grant contracts were awarded to member schools on the NCC:  
 Southeast Community College (3 campuses), \$525.00, intervention for students who incur alcohol violations.  
 University of Nebraska-Lincoln (UNL), \$499.00, Media Campaign "If you fail to plan, plan to fail."  
 Chadron State College (CSC), \$500.00, for licensed counselor Jerry Cassidy to attend National Association of Student Personnel Administrators (NASPA) Alcohol and Other Drug Abuse Prevention and Intervention Conference in Atlanta, GA on February 19-21, 2012.  
 Nebraska Wesleyan University (NWU), \$1,850.00, one-day "small college" workshop on effective programming to curb alcohol use and abuse.  
 Wayne State College received \$1,162.00 in funds for the Red Watch Band project.  
 Concordia University, \$500.00, Off Campus Living Guide was printed and distributed.  
 All mini-grant final reports and supporting materials have been posted on the NCC website.
- Discussions between the NCC and the coordinator of the state's SPF/SIG initiatives resulted in significantly better coordinated contacts between campus members and local coalitions. Member schools were aided by establishing a framework for participation and outcome evaluations.
- In July 2012 the NCC's Power of Parenting (Nebraska Colleges) website went live. This site had 49 visits (33 visits plus 16 return visits) during July-August-September, with an average of 5.39 pages viewed per visit. The Power of Parenting (UNL) website went live in December 2011. The site had 340 visitors (256 visits plus 84 return visits) during the project year, with an average of 5.88 pages viewed per visit.
- New CAP (College Alcohol Profile) and Year 1CAP expanded to Northeast Community Colleges, CSC and NWU for the beginning of the school year in August. Existing CAP sites were hosted, maintained and updated for the year 2012-2013. Plans being made for transitioning the cost of web hosting and maintenance to member institutes after August 2013. Analysis of CAP data below:

<b>UNL Year 1 CAP data</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Binge Drinking	26.0	22.4	22.4	19.8
Frequent Binge Drinking	10.0	12.8	13.6	12.1
Drinking and Driving	17.7	12.4	12.1	8.5
Riding with Drunk Driver	16.4	13.0	12.9	10.5

- Provisional Operators Permit (POP) analysis initial findings were reported to the Governors' Highway Safety Association, the Advocates for Highway Safety meeting, and The New York Times. Completed the latent class analysis of accidents, updated POP master file with 2010-2011 data, completed data cleaning and updating of household income data with census tract level to address concerns of manuscript reviewers. Two manuscripts were submitted: (1) paper examining crashes was submitted to Accident Analysis and Prevention and (2) paper examining citations were submitted to Journal of Safety Research. Both manuscripts were rejected. Revisions are currently in progress with the 2010-2011 updated data and updated income data based on reviewer comments, with submissions planned by year end. A manuscript by intern Ana Lucia Cordova-Cazar using latent class analysis to profile patterns of citations and accidents is in draft stage.
- University of Nebraska Initiative to address high risk drinking, more time than expected was needed to develop a process to monitor data from UNL student judicial affairs office in a way that strictly protects student privacy and allows development of a comprehensive view of alcohol risks and costs to UNL. Therefore the expected "white paper" will be delayed by one year.
- The Lincoln College Partnership (UNL, NWU, SECC) launched "If you fail to plan, plan to fail" media campaign during the August 2012 back-to-school period. NCC members had training on the topics of generating media coverage and media advocacy. A review of news clippings revealed that many papers across Nebraska are covering alcohol issues in a variety of ways (legislative policy, prevention



and treatment, alcohol related accidents, etc.). This has led to believe that NCC members have a good opportunity to gain media attention for their efforts locally.

**Results:**

- Results of the Nebraska Young Adult Alcohol Opinion Survey showed that in relation to target goals, among all Nebraska college students, student high-risk drinking (binging more than once per month) decreased from 36.3% to 33.7%, driving after drinking decreased from 30.4% to 27.9%, and drunk driving (driving after binge drinking) decreased from 7.2% to 6.9%. In all cases, the relative decrease from 2010 baseline exceeded the 3% target. In the case of high-risk drinking and driving after drinking, the change approached a 3% absolute decrease.
- Examining differences between students at NCC schools and non-NCC schools, there were minimal changes in lifetime alcohol use or past month binge drinking among post-secondary students in Nebraska. Past month alcohol use was higher in 2011. As in 2010, there were no differences between students at NCC and non-NCC schools. Importantly, driving after binge drinking and alcohol impaired driving were both lower in 2011. Alcohol impaired driving was somewhat higher among students at NCC schools relative to students at non-NCC schools in 2011, but still down from the 2010 baseline.

Nebraska Young Adult Survey	2010 Baseline		2011 Results	
	Not Attending NCC School	Attending NCC School	Not Attending NCC School	Attending NCC School
Lifetime Alcohol Use*	91.4	84.5	87.6	86.0
Past Month Alcohol Use	68.5	66.2	79.4	79.3
Past Month Binge Drink	43.1	45.6	45.1	47.1
Past Month Binge and Drive	8.1	7.2	6.5	6.9
Past Year Alcohol Impaired Drive	31.2	29.8	23.3	28.9

<b>Funding:</b>	Section 402:	\$170,535.24
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**Sarpy County Traffic Unit**  
**Sarpy County Sheriff's Office / Bellevue Police Department**

402-12-07

Program Areas:	Sarpy County and City of Bellevue
Project Characteristics:	Engage in aggressive police traffic enforcement
Type of Jurisdiction:	County and City
Jurisdiction Size:	158,840 residents and 251 square miles
Target Population:	All drivers operating motor vehicles in Sarpy County

**Problem Identification:**

In the time period of 2008-2011, Sarpy County had 1,245 fatal, A and B injury crashes. County law enforcement agencies have determined there was a lack of personnel and time to dedicate to the type of intensive traffic enforcement that would result in lower rates of crashes. Additionally, selective traffic enforcement was restricted to uniform patrol efforts which limited extensive concentrated service in areas and situations where the probability of fatal and injurious crashes were likely.

With the addition of four personnel dedicated strictly to traffic enforcement, uniform patrols have increased in those areas where the probability of fatal and injurious crashes were likely.

The target population for this project is all drivers operating motor vehicles in Sarpy County. The Traffic Unit serves a population of approximately 158,840 people and 251 square miles which includes the cities of Papillion, Bellevue, La Vista, Gretna, and the rural areas of Sarpy County.

**Goals:**

Reduce the number of fatal, A and B injury crashes in Sarpy County by 20%, from 331 to 265 during the project period. Additionally, it is the goal of the Bellevue Police Department to decrease fatal, A and B crashes by 25% from 101 to 76.

**Objectives:**

- Increase selective traffic enforcement by 20% in DDACTS (Data Driven Approaches to Crime and Traffic Safety) identified high problem crash locations to 6 hours per month.
- Increase selective traffic enforcement by 10% in school zones when school is in session to 16 hours per week. School zone enforcement will only be conducted if identified as a high problem crash location.
- Participate in selective traffic enforcement at special events and/or statewide traffic enforcement operations.
- Increase public awareness regarding contributing factors to fatal, A and B injury crashes and conduct traffic safety presentations at schools.

**Strategies and Activities:**

- Gather fatal, A and B injury crash data for Sarpy County, identify high crash locations, prioritize the high crash locations and create a priority listing for selective enforcement activities.
  - High crash locations identified for DDACTS are Highway 31 & I-80, Highway 50 & I-80, and Highway 75 & Highway 370.
- Assign the grant funded personnel to conduct selective enforcement at the identified high crash locations utilizing saturation patrols, checkpoints, speed enforcement, seat belt enforcement, etc.
  - Grant funded personnel were assigned to conduct selective enforcement at identified high crash locations. The officers worked a total of 6,801.00 hours.
- Assign the grant funded personnel to conduct selective enforcement during, but not limited to, the Click It or Ticket Mobilizations (May and November), You Drink & Drive. You Lose. Crackdowns (August-September, December-January), Sarpy County Fair (September), Papio Days, Offutt Air Show, La Vista Days, Memorial Day Ceremony, and Safe Saturdays.

- Grant funded personnel assigned to conduct traffic enforcement at the above special events and school zone traffic locations. A total of 1,056.35 hours were worked at the special events and 462.50 hours averaging 12.84 hours per week at school zones.
- Organize and conduct a minimum of 15 traffic safety presentations on the factors that contribute to fatal and serious injury crashes for schools, fairs, clubs, etc.
  - Fifty-one traffic safety presentations were conducted at area schools and twenty-two presentations were made to the community.
- Complete monthly selective enforcement activity summary, including a breakout and create an annual report for NOHS.
  - Completed monthly selective enforcement activity summaries, including a breakout of activities.
- Analyze project period statistics to determine project success, form future planning and create an annual report.
  - Statistics were analyzed and compiled for the NOHS annual report.

**Results:**

Aggressive traffic enforcement has been implemented and analyzed. The results are as follows: Based on data from 2010 to 2011 the number of fatal crashes in Sarpy County decreased 25% from eight to six and the number of A and B injury crashes has decreased from 302 in 2010 to 297 in 2011.

Based on data from 2010 to 2011 the number of fatal crashes in Bellevue increased from zero to one and the number of A and B injury crashes increased from 94 to 103 in 2011.

Since 2008, Sarpy County fatal, A and B injury crashes have been reduced by 14.4% using the number (354) and comparing the 2011 number of 303. Total crashes for Sarpy County using the 2008 number (2,141) and comparing the 2011 number of 1,827 shows a 15% decrease. Bellevue fatal, A and B injury crashes have been reduced by 8% comparing the 2008 number of 112 with the 2011 number of 103. Total crashes for Bellevue using the 2008 number of 784 shows a 19% reduction in crashes when comparing the 2011 number of 635.

Sarpy County - Standard Summary - Department of Roads					Bellevue - Standard Summary - Department of Roads				
	Crashes					Crashes			
	Fatal Crashes	A Injury Crashes	B Injury Crashes	Total Fatal, A & B Crashes		Fatal Crashes	A Injury Crashes	B Injury Crashes	Total Fatal, A & B Crashes
2008	8	91	255	354	2008	0	28	84	112
2009	4	98	206	308	2009	1	23	76	100
2010	8	86	216	310	2010	0	25	69	94
2011	6	76	221	303	2011	1	24	79	104
<b>Total</b>	18	260	643	921	<b>Total</b>	2	72	224	298
<b>3 Year Avg</b>	2009-2011			307	<b>3 Year Avg</b>	2009-2011			103

Sarpy	Total Crashes	Fatal Crashes	Injury Crashes	Killed	Injured
2008	2,141	8	846	8	1,330
2009	2,027	4	840	4	1,236
2010	2,038	8	819	9	1,213
2011	1,827	6	737	8	1,142

\*Statistics represent all of Sarpy County including the cities of Papillion and La Vista which are not covered in the grant.

Bellevue	Total Crashes	Fatal Crashes	Injury Crashes	Killed	Injured
2008	784	0	310	0	492
2009	692	1	298	1	447
2010	687	0	282	0	437
2011	635	1	278	1	451

- Four officers worked a total of 6,801.00 hours, with 1,031.75 in rush hour traffic, 645.50 at special events, 435.50 at school zones and 2,048.05 in problem areas.

- Citations, Arrests, and Warnings issued:
  - 1,544 speeding citations, six impaired driving arrests, zero minor in possession arrests, zero open container arrests, 99 seat belt citations, 23 child restraint citations, 115 safety belt warnings, and 18 child restraint warnings.

<b>Funding:</b>	Section 402:                 \$142,755.00
	Contractor Funds:         \$142,755.00

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**La Vista Police Special Motorcycle Bureau  
La Vista Police Department**
**402-12-08**

Program Areas:	Police Traffic Services
Project Characteristics:	High Visibility, Public Information, Innovative Approach
Type of Jurisdiction:	City of La Vista
Jurisdiction Size:	Approximately 18,300 Residents
Target Population:	Driving Population Sarpy/Douglas Counties (467,000 licensed drivers)

**Problem Identification:**

Traffic crashes reported and investigated in La Vista have averaged 341 over the past three years (333 in 2010, 335 in 2009 and 356 in 2008). This is a 8% increase over the previous three years (361 in 2007, 321 in 2006 and 270 in 2005). The average personal injury crashes during 2008-2010 has increased from an average of 80 to 86 over the past six years, a 7.5% increase. Without additional strategies to address the problem, the numbers will undoubtedly rise due to the traffic growth in La Vista. In reviewing the fatal, A, B and C injury crashes, the city of La Vista has an average of 85 crashes with 125 personal injuries per year, (3 year baseline average 2008–2010). Although the number of crashes is up 12.5% since 2007, the number of fatal, A, B and C injuries has dropped by 3. La Vista is in a unique situation when dealing with traffic issues. La Vista borders the city of Omaha, which is in Douglas County, and contributes to our traffic problems.

**Goal:**

Reduce fatal, A, B and C injury crashes by 10% in the city of La Vista from the three-year average of 85 to 78 in 2012.

**Objectives:**

The La Vista Police Department (LVPD) through the addition of a police motorcycle will enhance traffic enforcement with a motorcycle supervisor available to patrol and supervise/supplement current motorcycle officer activities.

- Reduce persons killed or injured in motor vehicle crashes by 10% (13) from a three-year average of 125 to 113 in 2012.
- Reduce the total number of traffic crashes in La Vista by 5% (5) from the 2010 number of 96 to 91 in 2012. (LVPD Statistics)
- Increase the number of traffic citations written in La Vista by 5% from 1,218 in 2010 to 1,279 in 2012.
- Distribute educational traffic safety messages to adults and teens on safety belts, drinking and driving, underage drinking and speeding.

**Strategies and Activities:**

- Advertise, award, select, and order police motorcycle and equipment.
  - The motorcycle was purchased along with all of the associated equipment.
- Select, coordinate and complete motorcycle training.
  - Training dates were set with the annual recertification being held April 25-26, 2012. The training was presented by certified instructors from the Bellevue Police Department. There were also in-service trainings scheduled during July, August, September and October.
- Acquire 2011 data and identify dangerous/high incident traffic crash locations and prioritize for selective traffic enforcement activities.
  - Reviewed the 2011 data from the Nebraska Department of Roads Standard Summary of Motor Vehicle Traffic Accidents in La Vista. In 2011, there were 145 reportable traffic crashes in La Vista, including property damage on crashes. The largest percentage of crashes occurred between 3:00 p.m. and 6:00 p.m. and the leading factors were due to failure to yield and following too closely. In 2011, the LVPD also implemented a COMPSTAT program that identified several intersections as having a higher rate of traffic crashes than other intersections with the City of La Vista. This information was used in directing the deployment of the motor officer in selective traffic enforcement activity.
- Contact Nebraska Office of Highway Safety (NOHS) and/or other resources to obtain teen alcohol impaired materials.

- Traffic safety materials were ordered from the NOHS, Consumer Reports, National Safety Council, Nebraska, and NDOR. The materials were received and distributed at several events throughout the year.
- Contact NOHS and/or other resources to obtain teen alcohol impaired materials.
  - The motorcycle was received on February 8, 2012. The motorcycle received graphics and radio equipment on March 23, 2012 and was immediately deployed.
- Conduct 50 selective traffic enforcement operations based on identified high incident traffic crash locations and time of day, day of week.
  - The police motorcycle has been deployed on 56 selective enforcement operations based on identified high incident traffic crash locations and time of day and day of week. These enforcement operations were conducted in the areas of speed reduction, red light running, aggressive driving, etc.
  - On September 1, 2012, a DUI/Safety Checkpoint with 12 additional officers from various departments in the area. The checkpoint resulted in 7 impaired driving arrests, 1 minor in possession arrest, six miscellaneous arrests, 29 citations and 35 total arrests.
- Traffic safety brochures will be provided at the following activities: Child Passenger Safety Week-February 2012, Law Enforcement Week Activities-May 2012, Click It or Ticket Mobilization-May 2012, La Vista Days and Carnival-May 2012, and National Night Out-August 2012.
  - LVPD also participated in the following activities: Child Passenger Safety Week-February 2012; Citizens Police Academy-March, La Vista Schools Family Safety Fair-April 2012, Omaha Safety Expo-April 2012, Law Enforcement Week-May 2012; La Vista Daze-May 2012; Papillion/La Vista Schools Summer Kids Club, Papillion/La Vista Police Department's National Night Out, Papillion/La Vista Schools Vehicle Day; Click It or Ticket Mobilization-June 2012 and You Drink & Drive. You Lose. Crackdown.

**Results:**

The 2012 statistical year has not been completed at the time of this report. However, in reviewing the statistics from 2011, the number of fatal, A, B and C injury crashes was 75, which was the lowest since 2006 (79), and a 21.8% decrease from 2010 (96). The 3-year average total crashes for 2009-2011 is 85, the same as the 3-year average for 2008-2010. The total number of injuries and killed in 2009-2011 was 343, a 3-year average of 121, which is 4 less than the 3-year average from the 2008-2010 (125 based on 376). In 2011, the number of crashes and the total number of injuries and the killed was the lowest recorded numbers since 2006. However, due to the higher number of crashes the total injuries and killed was recorded in 2010; the 3-year average remained constant at 85. See chart below:

La Vista Standard Summary - Department of Roads													
	Crashes					Persons Killed or Injured					Pedestrian Injuries	Pedestrians Killed	
	Fatal Crashes	A Injury Crashes	B Injury Crashes	C Injury Crashes	Total Crashes	Killed	A Injuries	B Injuries	C Injuries	Total Injuries & Killed			
2006	0	4	22	53	79	0	8	28	91	127	0	0	
2007	0	12	25	47	84	0	13	30	92	135	2	0	
2008	0	7	27	42	76	0	7	35	82	124	0	0	
2009	0	11	16	56	83	0	12	23	85	120	1	0	
2010	0	8	23	65	96	0	8	25	99	132	0	0	
2011	1	8	25	41	75	2	8	32	69	111	2	0	
Total	1	50	138	304	493	2	56	173	518	749	5	0	
3 Year Avg 2006-2008					80					129			
3 Year Avg 2008-2010					85					125			
3 Year Avg 2009-2011					85					121			

- In 2011, the City of La Vista recorded a total number of injuries and killed as 111, 15.9% (21) fewer than the previous year (132), and the lowest recorded number of total injuries and killed since at least 2006.
- Traffic citations written in 2011 increased by 168 citations (1,386), or increased 13.7% from the 2010.
- Officers have been very visible in the public with the police motorcycles in both enforcement and educational modes. Traffic safety material were discussed and/or distributed to at least 1,300 individuals during these events.

<b>Funding:</b>	Section 402:	\$21,000.00
	Other:	\$89,000.00

Contact: Robert S. Lausten, Chief of Police - La Vista Police Department  
 7701 South 96<sup>th</sup> Street, La Vista, NE 68128  
 402/331-1582 FAX: 402/331-7210 Email: BLausten@cityoflavista.org

**Alcohol / Program Coordination  
Nebraska Office of Highway Safety****402-12-09**

Program Area:	Alcohol
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Driver Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.2 million registered vehicles. In 2010, traffic crashes resulting in 33,212 crashes occurred killing 190 people and injuring another 16,712 people.

Alcohol was known to be involved in 46 (27.7%) of the 166 fatal crashes that occurred in Nebraska in 2010. Alcohol was involved in 580 (11.5%) of the 5,025 A and B injury crashes. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. - 5:59 a.m.), 402 (31%) of 1,282 involved alcohol.

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,660, 13,399 and 12,399 arrests and 11,504, 11,520 and 10,646 convictions) from 2008 to 2010.

Alcohol awareness activities will be coordinated through the NOHS to insure continuity, uniformity, and comprehensiveness in this area and will focus in the twenty-one 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.

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

**Goal and Objective:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2008-2010 calendar base year average of 631 to 576 in CY2012.

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, 2011 through September 30, 2012.

**Strategies and Activities:**

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

Initiatives/Equipment, and 410/Felony Motor Vehicle Prosecution Unit – Douglas County Attorney's Office.

- Site visits were completed on:
  - MADD Court Monitoring - Public Education and Awareness on July 25, 2012.
  - Nebraska Attorney General's Prosecutorial Response to DUI Crimes on August 31, 2012.
  - Nebraska College Consortium to Reduce High Risk Drinking – University of Nebraska – Lincoln on July 26, 2012.
  - Felony Motor Vehicle Prosecution Unit on July 11, 2012.
- 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.
  - Red Ribbon Week alcohol and driving presentations at Blue Hill High School - October 25-26, 2012.
- Attended/participated in highway safety seminars, conferences, workshops, meetings, trainings, etc. pertaining to impaired driving. Attended the following conferences, meetings, etc.:
  - Nebraska Law Enforcement Luncheon, Kearney, NE – October 3, 2011;
  - NOHS 2-Day DRE Pre-School – May 1-2, 2012;
  - NOHS DRE Update – December 13, 2011;
  - NOHS 7-Day DRE Training School – May 7-10 & 14-16, 2012;
  - Title 177 Group Meeting – December 7, 2011, March 13, 2012;
  - Nebraska Safety Council – SIDNE Training – July 30, 2012;
  - Douglas County Attorney Meeting – November 30, 2011; and
  - Operations and Maintenance Conference – May 2, 2012.
- Constructed tables, graphs, charts and other tabular and/or illustrative materials to present visual summary of analyzed specific data (alcohol-related traffic statistics).
  - Revised and updated information on arrest/conviction totals, fatalities, .08, Administrative License Revocation, Blood Alcohol Concentration, Driving Under the Influence/alcohol crash, interstate, motorcycle, motor vehicle homicide, etc. Provided information as requested.
- Reviewed and kept updated the NHTSA Rules and Regulations regarding section 402 and 410 federal funding.
  - Completed applications as required.
- Performed daily all routine NOHS activities and assignments in regards to alcohol-related/impaired driving requests, surveys, reports, etc.
  - Serviced and scheduled BAT Mobile at the request from law enforcement agencies, etc.
  - Processed alcohol supply orders, mailed simulators and Preliminary Breath Test mouthpieces.
  - Picked up and delivered alcohol supplies as needed.
  - Awarded mini-contract requests for alcohol projects, training, enforcement, equipment, mobilizations and processed invoices.
  - Reviewed, edited, and mailed the "You Drink & Drive. You Lose. Crackdown" packets. Updated website with impaired driving statistics.
  - Completed and submitted 410 Application to NHTSA.
  - Delivered checkpoint signs to law enforcement agencies.
  - Transported the MADD vehicle for UNL activities – October 4, 2011.

### **Results:**

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

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



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

<b>Funding:</b>	Section 402:	\$84,882.72
<b>Contact:</b>	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**

402-12-10

Program Area:	Alcohol
Program Characteristic:	Educational Effort
Type of Jurisdiction:	21 Target Counties
Jurisdiction Size:	1,464,980
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting 5,025 fatal, A and B injury crashes occurred, killing 190 people and injuring another 6,368 people.

Alcohol was known to be involved in 46 (28%) of the 166 fatal crashes that occurred in Nebraska in 2010. Alcohol was involved in 534 (11%) of the 4,859 A and B injury crashes.

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,660, 13,399, and 12,399 arrests and 11,504, 11,520, and 10,646 convictions) from 2008 to 2010.

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

**Goal and Objective:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2008-2010 calendar base year average of 631 to 576 in CY2012.

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

**Strategies and Activities:**

- Produced/purchased and distributed 3,203 alcohol-related materials (brochures and other educational items). Approximately 77% (2,474) were distributed to organizations within the Target Counties. In addition:
  - Loaned 27 alcohol-related DVD/videos to schools, community groups, and other organizations, 13 (48%) were used in the Target Counties.
  - Purchased a one-year subscription to "Impaired Driving Update" newsletter for reference by NOHS staff. (\$179.95)
  - Provided copying, postage, and shipping boxes for alcohol-related materials. (\$287.84)
  - The NOHS website was maintained and updated throughout the period with impaired driving related facts, statistics, resources, and related links.
- Acquired three DVD's "Graduation Day" for inclusion into NOHS library. (\$598.00)
- Contracted with the Omaha Storm Chaser Baseball Club to provide a public service announcement (PSA) at the top of the 7<sup>th</sup> inning of each of the 72 home games. The PSA reminded fans to drive safely when leaving the stadium in conjunction with the announcement that alcohol sales were ending in the stadium. During the PSA the NOHS logo appeared on the stadium video scoreboard. Two 30-second ads were aired on the radio broadcast of all 144 games. A color ad was also placed on the inside cover of the program for each home game. NOHS is the official sponsor of the Storm Chaser Facebook page, which has 8,582 "Likes", safe driving tips provided periodically on the status updates. The Storm Chasers attendance for 2012 was 433,408 fans. (\$17,650.00).

- "You Drink & Drive. You Lose. Crackdowns." Mailed planning packets to law enforcement agencies for the fall and holiday crackdowns. Television and radio ads were produced to heighten awareness of the crackdowns.
- Placed six impaired driving ads in Want Ads of America to coincide with major holiday activities. (\$225.00)
- Placed impaired driving ads in the Husker Illustrated magazine and related website. (\$2,424.50)
- Placed impaired driving ads in Hail Varsity magazine and related website. (No cost in 2012)
- Contracted with KOLN/KGIN-TV to conduct a media campaign for "You Drink & Drive. You Lose." in which 8 advertising spots aired plus provided website visibility. (\$960.00)
- Contracted with Prairie Fire Newspaper to run impaired driving ads, in seven different months of the year. (\$2,663.00)
- Contracted with Urban Finch Advertising to conduct an indoor advertising campaign with impaired driving messages in Lincoln and Omaha. The Lincoln ads were placed in 3 locations (# of customers per week), 12th Street Pub (3,000), Bison Witches (3,500-4,000), and Anytime Fitness (2,500-3,000). The Omaha ads were placed at 9 locations, On The Rocks (2,800), Varsity - Q street (3,500), Varsity F street (4,000), Moylan Iceplex (3,200), Bene Pizza (1,000), Cunningham's (3,200), Aspen Athletics (2,800), Anytime Fitness (1,500), and Kosama (2,500). (\$9,920.00)
- Contracted with NET-TV to air impaired driving messages on Big Red Wrap-Up for the 2012 football season. (\$2,250.00)
- Contracted with NET TV to air an impaired driving message on the production of "Nebraska Stories" documentary. (\$12,500.00)
- Contracted with IMG Communications for public service announcements for impaired driving and occupant restraint messages. Funding is shared with grant 402-12-04 (\$295,063.00). Announcements were made during Nebraska Cornhusker football, basketball, and baseball games, and Sports Nightly talk show. There were 859 spots aired. One full-page color ad was placed in each of the 80,000 Official Nebraska Football Game Day Programs for each of the seven home games in 2012, the programs for basketball games, and the 2012 Spring and Fall Sports Guide. The "Click It or Ticket" safety message logo was strategically placed on the media backdrop for all Cornhusker athletic press events, for coaches and players, both home and away games, and also on the rotational signage and basket stanchions at the basketball arena. A safety message was aired on the "What's Clicking" features on the ribbon board display during each of the seven home football games. Game Day sponsorship for one home football game, one home basketball game, safety displays at the football pregame, and halftime demonstrations at the basketball games.
- Law enforcement appreciation luncheon invitations were sent in September 2011 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 2011 convention was held in October with a total attendance of 94. Invitations were sent in September 2012 for the convention to be held in October of 2012, subsequent to the end of the fiscal year. (\$2,875.00)
- Awarded two mini-grant contracts to the Nebraska Safety Council to conduct television media campaigns for "You Drink & Drive. You Lose." in which 633 advertising spots aired on one campaign (\$11,550.00) and 130 ad spots on the other campaign (\$2,190.00).
- Awarded a mini-grant contract to Lancaster County Substance Abuse Action Coalition for the 2012 Prevention Conference. (\$5,000.00)

**Results:**

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

Alcohol was known to be involved in 49 (30%) of the 164 fatal crashes that occurred in Nebraska in 2011. Alcohol was involved in 561 (12%) of the 4,834 A and B injury crashes. The 6% reduction goal was not achieved.

<b>Funding:</b>	Section 402:	\$366,336.29
<b>Contact:</b>	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

**Alcohol Equipment Support  
Nebraska Office of Highway Safety**
**402-12-11**

Program Area:	Alcohol
Project Characteristic:	Alcohol Testing Equipment
Type of Jurisdiction:	Statewide
Jurisdiction Size:	Over 300 Law Enforcement Agencies
Target Population:	1,826,341

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.2 million registered vehicles. In 2010, traffic crashes resulting in 33,212 crashes occurred killing 190 people and injuring another 16,712 people.

Alcohol was known to be involved in 46 (27.7%) of the 166 fatal crashes that occurred in Nebraska in 2010. Alcohol was involved in 580 (11.5%) of the 5,025 A and B injury crashes. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. - 5:59 a.m.), 402 (31%) of 1,282 involved alcohol.

**Goal and Objective:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2009-2010 calendar base year average of 631 to 576 in CY2012.

The objective is to provide funds to maintain an inventory of alcohol equipment supplies to assist local law enforcement agencies in DWI enforcement efforts. Testing supplies, materials, and repairs will be issued upon request and invoiced at NOHS cost to participating agencies. Mouthpieces used in alcohol training and for use in the Breath Alcohol Testing (BAT) Mobile will be provided.

**Strategies and Activities:**

- Maintain an inventory of mouthpieces and repair components for alcohol testing equipment.
  - Purchased 30,000 pre-test, 60,000 Alco-FST's mouthpieces. About 15,000 evidentiary mouthpieces were in stock. Repaired four Datamaster units.
- Provide alcohol mouthpieces to local enforcement agencies; provide supplies for BAT mobile and alcohol training.
  - Provided 37,700 pre-test, 81,075 Alco-FST's and 6,300 evidentiary mouthpieces for a total of 125,075 mouthpieces to 106 law enforcement agencies, adult and juvenile correctional facilities, detox facilities, county attorneys, schools, and state probation agencies. Provided 49 cylinder gas bottles and 30 regulators to law enforcement agencies for PBT calibrations. Simulators were provided to Boone County Sheriff's Office (\$740.00), Central City Police Department (\$740.00), Cedar County Sheriff's Office (\$450.00), and Thayer County Sheriff's Office (\$450.00).
- Schedule and provide the BAT Mobile to law enforcement agencies on a request basis in conjunction with Selective Overtime Enforcement Mini-Grant Contracts, roadside sobriety checkpoints, and special weekend enforcement efforts.
  - The BAT Mobile was not used by the law enforcement.
- Insure the BAT Mobile breath testing equipment is properly calibrated for checkpoint and enforcement activities.
  - Maintenance and repairs were completed on four Datamaster instruments and are available for issuance to law enforcement. The instruments were removed from the BAT Mobile, repaired and calibrated for placement as needed by law enforcement agencies.
- Insure the Bat Mobile is properly maintained and cleaned.
  - Vehicle maintenance and repairs were conducted on the BAT Mobile.

**Result:**

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

<b>Funding:</b>	Section 402:	\$30,514.09
<b>Contact:</b>	John Ways, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3912 FAX: 402/471-3865 Email: john.ways@nebraska.gov	

**Selective Overtime Enforcement – Alcohol  
Nebraska Office of Highway Safety****402-12-12**

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Impaired Drivers

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

Alcohol was known to be involved in 46 (27.7 percent) of the 166 fatal crashes that occurred in CY2010. Alcohol was involved in 580 (11.5 percent) of the 5,025 fatal, A and B injury crashes in CY 2010. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 402 (31 percent) of the 1,282 involved alcohol.

**Goal and Objective:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2008-2010 calendar base year average of 631 to 576 in CY2012.

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.

<b>Funding:</b>	Section 402:	\$0.00
<b>Contact:</b>	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	

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

402-12-13

Program Area:	Distracted Driving
Program Characteristic:	Educational Effort
Type of Jurisdiction:	21 Target Counties
Jurisdiction Size:	1,464,980
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting 5,025 fatal, A and B injury crashes occurred, killing 190 people and injuring another 6,368 people.

Fatal, A and B crash totals of 696 crashes occurred in 2010 that were contributed to "Distracted Driving." This is below the three-year average of 737 (Baseline 2008-2010).

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

**Goal and Objective:**

The goal is to reduce distracted driving-related fatal, A and B injury crashes by 12% from the 2008-2010 calendar base year average of 737 to 649 in CY2012.

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 contract to the Nebraska Safety Council to conduct a media campaign using distracted driving messages aired on 114 movie theater screens in the months of December 2011 through July 2012. (\$67,732.00)
- Awarded a mini-grant contract to the Nebraska Safety Council to develop a public service announcement to raise awareness of the dangers of texting and driving for use on TV, YouTube and movie theaters. (\$2,500.00)
- Awarded a mini-grant contract to C.A.R. Alliance for Safer Teen Driving to attend Distracted Driver Speaker training course. (\$458.38)
- Awarded a mini-grant contract to Broken Bow High School to host Save a Life Tour's Distracted Driving program. (\$2,850.00)
- Awarded a mini-grant contract to National Safety Council, Nebraska to conduct a media campaign called Band 2gether Against Texting, 50,000 thumb bands were distributed and 416 ad spots aired. (\$11,000.00)
- Contracted with KOLN/KGIN to conduct a media campaign that used Mobile Loading applications. There were 410,142 views of the applications. (\$2,500.00)
- Contracted with KMTV to conduct a media campaign that sponsored traffic updates on TV, internet and mobile applications with the message "Driving and Reading this? It could kill you or others! PUT IT DOWN!" (\$4,500.00)
- Acquired three "Distract A Match" games to add to NOHS library. These games were used by eight organizations to create awareness of the dangers of distracted driving. (\$259.85)

**Results:**

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

Distracted driving was involved in 729 (15%) of the 4,998 A and B injury crashes in 2011. The goal of a 12% reduction was not achieved.

<b>Funding:</b>	Section 402:	\$91,800.23
<b>Contact:</b>	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	



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

402-12-17

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:	21 Priority Counties
Jurisdiction Size:	1,464,980
Target Population:	Community stakeholders such as criminal justice agencies, highway safety advocates, community businesses and service organizations

**Problem Identification:**

In Nebraska, 28% of the fatal crashes were alcohol-related, representing a rate lower than the national average and the lowest rate in three decades for the state. All of the twenty-one counties (Adams, Buffalo, Cass, Dakota, Dawson, Dodge, Douglas, Gage, Hall, Holt, Lancaster, Lincoln, Madison, Otoe, Platte, Sarpy, Saunders, Scotts Bluff, Seward, Washington and York) were identified by the Nebraska Office of Highway Safety (NOHS) as having either a high crash rate for alcohol, speed and/or alcohol use by youth.

**Goal and Objectives:**

To work toward achieving a 5% (46) reduction in fatal, A and B injury crashes in the twenty-one target counties.

- Increase public knowledge of the MADD Court Monitoring Program by reaching 5% of the residents in the 21 priority counties (73,249 citizens) in a 12 month period.
- Increase DUI arrests by 7% (92) from 13,153 (three-year average 2008-2010) to 13,245 statewide.
- Increase DUI convictions by 5% (56) from 11,223 (three-year average 2008-2010) to 11,279 statewide.
- Train 55 community volunteers to support the MADD Court Monitoring Program Statewide Initiative through specialized trainings.
- Increase members/volunteer base 10% from 2,860 to 3,146 with strong focus on the 21 priority counties.

**Strategies and Activities:**

- Hold three MADD Court Monitoring Program trainings for community coalitions, community organizations and MADD Volunteers: training on how to be a MADD courtroom monitor, data collection methods and volunteer application guidelines. Certificate awarded upon completion of training.
  - Determined that one-on-one trainings were more conducive to the needs of the Court Monitoring Program than large trainings. Conducted one-on-one Court Monitoring trainings throughout the year, training an additional 7 volunteers.
- Court Monitoring Manager and Volunteer Resource Coordinator will speak to 24 communities and/or civic organizations about the MADD Court Monitoring Program and Volunteer opportunities (Community Action Site and/or MADD Power of the Parent education) with MADD.
  - The Court Monitoring Project Specialist and Volunteer Resource Coordinator spoke to over 37 organizations about MADD Nebraska's initiatives.
- Court Monitoring Manager will speak directly to 30% of the county prosecutors, in the 21 counties defined by NOHS, about the MADD Court Monitoring Program/Statewide Initiative.
  - Spoke with County Prosecutors about the MADD Court Monitoring Program Statewide Initiative.
  - Met one on one with nine County Prosecutors, Judges, Law Enforcement Agencies and Probation about Court Monitoring and the goals of the program.
- Volunteer Resource Coordinator will engage 55 new volunteers that have expressed interest in MADD and our programs: Court Monitoring, Victim Service, and MADD Power of Parents.

- MADD Nebraska engaged over 55 new volunteers to assist in programs such as Court Monitoring, Victim Services and Underage Drinking Prevention.
- Utilized multiple volunteers for assisting law enforcement agencies in High Visibility Checkpoints.
- Volunteers assisted at MADD Victim Impact Panels (VIP) and also spoke at VIP's and additional speaking events.
- MADD hosted the Annual Outstanding Law Enforcement Awards and Volunteer Recognition special event.
- Volunteers assisted in data entry and attended court for the Court Monitoring Program.
- The Greater Omaha Community Action Site held monthly meetings.
- Court Monitoring Manager and/or Volunteer Resource Coordinator will maintain records on data delivered from volunteers, justice system, data collection and volunteer hours.
  - MADD recorded over 340 volunteer hours contributed by dedicated trained volunteers.
  - Volunteer hours and completed court cases were entered on a monthly basis.
- Volunteer Resource Coordinator will engage volunteers and build capacity through website, monthly e-news and quarterly volunteer recognition. Reaching 100% of membership twice a year.
  - The Volunteer Resource Coordinator utilized a variety of mediums such as the MADD website, monthly e-newsletter, online blog and volunteer recognition activities throughout the year to build capacity.
  - Data was collected for a Court Monitoring annual briefing document.
  - Administered an electronic survey to all MADD Nebraska volunteers and developed plans for volunteer growth.
- Court Monitoring Manager and Volunteer Resource Coordinator will work with local law enforcement agencies to support high-visibility enforcement activities with local MADD members and community coalitions. Special attention to high traffic periods, December, March, May, June, July, September, and October.
  - 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 49 (30%) of the 164 fatal crashes that occurred in Nebraska in 2011. This is an overall increase from 2010 when 46 (28%) of the 166 crashes involved alcohol. Driving Under the Influence arrests decreased from 12,399 in 2010 to 12,034 in 2011 statewide. Driving Under the Influence conviction rates increased slightly from 86% in 2010 to 88% in 2011 statewide.

<b>Funding:</b>	Section 402:	\$77,482.00
<b>Contact:</b>	Andrea Frazier, Court Monitoring Project Specialist Mothers Against Drunk Driving, Nebraska State Office, 808 P Street, Suite 206, Lincoln NE 68508 Telephone: 402/434-5330 FAX: 402/434-5332 Email: andrea.frazier@madd.org	

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

402-12-18

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

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting in 5,025 fatal, A and B crashes, killing 190 people and injuring another 6,368 people.

There were 112,436 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2010. These drivers account for 8.1% of the total licensed drivers in the state and accounted for 31.2% (1,539) of all drivers (5,025) involved in fatal, A and B injury crashes. This age group also represents 23.5% (149) of the 580 fatal, A and B alcohol-related crashes of all drivers.

Nebraska young drivers (age 16-19) make up seven percent (6.3%) of the driving population. The young drivers are responsible for seventeen percent (17%) of all alcohol-involved crashes in 2010. Young drivers are also over represented in traffic violations. Convictions in 2010 for traffic violations for this age group comprised approximately 8.5% of DUI convictions, 19.6% of safety belt convictions, and 15.0% of speeding convictions.

**Goal and Objective:**

The goal is to decrease youth-involved fatal, A and B injury crashes, ages 16 through 20, by 7% from the 2008-2010 calendar base year average of 1,681 to 1,550 in CY2012.

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.

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

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

402-12-19

Program Areas:	Identification & Surveillance
Project Characteristic:	Educational Effort
Type of Jurisdiction:	21 Target Counties
Jurisdiction Size:	1,464,980
Target Population:	Teenage Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting in 5,025 fatal, A and B crashes, killing 190 people and injuring another 6,368 people.

There were 112,436 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2010. These drivers account for 8.1% of the total licensed drivers in the state. However, this age group is highly overrepresented in crash involvement as the following chart demonstrates.

Age of Driver	2010 Fatal, A and B Crashes	2010 Fatal, A and B Alcohol-Related Crashes
16 – 20 Year Old	1,539	149
All Drivers	5,025	580
Baseline 2008-2010		
Proportion of 16 – 20 Year Old Drivers	31.23%	23.48%

Young drivers are also overrepresented in traffic violations. Convictions in 2010 for traffic violations for this age group comprised approximately 8.5% of DUI convictions, 19.6% of safety belt convictions, and 15.0% of speeding convictions.

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

**Goal and Objective:**

To reduce youth-involved (ages 16 through 20), fatal, A and B injury crashes by 7% from the 2008-2010 (1,681) to 1,550 in 2012.

The objective is to provide and inform young licensed drivers (age 18 through 20) in the target counties with information to address youth issues.

**Strategies and Activities:**

- Produced/purchased and distributed 6,362 youth-related traffic safety materials (brochures and other educational items). Approximately 76% (4,848) were distributed to organizations within the NOHS target counties. In addition:
  - Loaned two youth-specific DVD/videos to schools, law enforcement, and other organizations, of which zero (0%) were within the target counties.
  - The NOHS website was maintained and updated throughout the period with current youth traffic safety related facts, statistics, resources, and related links.
- Maintained and provided the Fatal Vision® impairment simulation goggle kits to organizations for 23 events, 70% (16) held in target counties, to discourage impaired driving.
- Provided a booth at one University of Nebraska football game pre-game. Fatal Vision® goggles were used with beanbag toss games as an interactive demonstration of being impaired. The Seat Belt

Simulator from the Nebraska State Patrol was demonstrated with youth interactions. Traffic safety resources were also distributed.

- Established a toll-free TIP line (1-866-MUST-BE-21) to report underage drinking in the state that will refer callers to the nearest law enforcement agency available. In May of 2011, the routing of the calls was sent to Nebraska State Patrol switchboard, call numbers were not maintained for the initial months of this new arrangement. Wallet cards were printed, and were distributed to law enforcement throughout the state with the phone number and applicable law citing. Maintenance costs for the year for the TIP line was \$2,983.83.
- Kent Pavelka & Associates and Heartland Marketing previously conducted a public relations campaign to promote the TIP line in 2009. A website was created. ([www.reportunderagedrinking.com](http://www.reportunderagedrinking.com))
- Provided advertising costs for Underage Drinking task force public meeting requirements. (\$25.44)
- Mini-grant contracts awarded during the fiscal year:

Name	# of Mini-Grants	Award Costs	Activity Funded
Creating Captains	29	\$13,100.00	25 camps, 6,223 attendees
Gering Police Department	1	\$5,986.00	Multicultural Youth Conference, 298 attendees
Gordon/Rushville Public Schools	1	\$2,100.00	Motivational Media Assemblies, 650 attendees
<b>Totals</b>	<b>31</b>	<b>\$21,186.00</b>	<b>7,171 Total Attendees</b>

**Result:**

The fatal, A and B injury crash data for 2012 is unavailable from the Nebraska Department of Roads. In 2011, there were 1,414 fatal, A and B injury crashes, the 7% reduction goal was achieved.

<b>Funding:</b>	Section 402:	\$24,195.27
<b>Contact:</b>	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: <a href="mailto:tim.jasnoch@nebraska.gov">tim.jasnoch@nebraska.gov</a>	

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

402-12-21

Program Areas:	Identification & Surveillance
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Youth Driver Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting in 5,025 fatal, A and B crashes, killing 190 people and injuring another 6,368 people.

There were 112,436 licensed young drivers (between the ages of 16 and 20) in Nebraska in 2010. These drivers account for 8.1% of the total licensed drivers in the state.

Young drivers are also overrepresented in traffic violations. Convictions in 2010 for traffic violations for this age group comprised approximately 8.5% of DUI convictions, 19.6% of safety belt convictions, and 15.0% of speeding convictions.

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

**Goal and Objective:**

The goal is to decrease youth-involved (age 16 -20) fatal, A and B injury crashes by 7% from the 2008-2010 calendar base year average of 1,681 to 1,550 in CY2012.

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, 2011 through September 30, 2012.

**Strategies and Activities:**

- Provided coordination support and assistance for youth/teen driver projects involving funds from Section 402.
  - Funding was provided for salaries/benefits and travel expenses.
- Conducted desk monitoring and on-site visits for each youth/teen driver project. The following youth/teen driver projects were monitored:
  - Youth/Program Coordination; Youth/Public Information and Education; Project Night Expansion – Omaha Police Department, Nebraska Collegiate Consortium to Reduce High Risk Drinking - University of Nebraska at Lincoln – Prevention Center for Alcohol and Drug Abuse and Preventing Distracted Driving – Teenage Drivers.
    - Site visits were conducted with:
      - Project Night Life Expansion – Omaha Police Department on September 10, 2012.
      - Nebraska Collegiate Consortium to Reduce High-Risk Drinking on July 26, 2012.
      - Preventing Distracted Driving – Teenage Drivers on April 10, 2012.
  - Assisted and provided technical youth/teen driver data, reports, and information to contractors, law enforcement agencies, state agencies, and office staff, the public, legislature, etc. as requested.
- Attended/participated in the following highway safety seminars, conferences, workshops, meetings, trainings, etc. to promote youth/teen driver information:

- Nebraska Underage Drinking Advisory Task Force Meetings – December 21, 2011, June 20, 2012.
- Liquor Control Commission Committee hearings.
- Nebraska Collegiate Consortium to Reduce High-Risk Drinking Workshop on Applying Media Advocacy for Reduction of College Alcohol Issues – September 4, 2012.
- 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 federal funding.
  - Performed daily all routine NOHS activities and assignments in regards to youth/teen driver requests, surveys, reports, video, etc.
  - Reviewed current videos on teen drivers. Completed mini-grants regarding youth/teen traffic safety requests by law enforcement agencies, organizations, and schools. Provided mileage reimbursement for travel to Nebraska Underage Drinking Advisory Task Force Meeting. Updated website with teen driver stats.

**Result:**

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

<b>Funding:</b>	Section 402:	\$20,756.79
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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

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

402-12-22

Program Area:	Distracted Driving
Project Characteristic:	Preventing Distracted Driving Among Teenage Drivers
Type of Jurisdiction:	Box Butte, Dodge, Madison, Scotts Bluff
Jurisdiction Size:	119,560
Target Population:	Teenage drivers aged 15-19 years old

**Problem Identification:**

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

**Goal and Objectives:**

The goal is to decrease youth-involved (Age 16-20) fatal, A and B injury crashes by 7% from the 2008-2010 calendar base year average of 1,681 to 1,550 in CY2012

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

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

**Strategies and Activities:**

- DHHS Injury Prevention and Control Program (IPCP) will release a request for applications (RFA) to the eligible local health departments (LHD).
  - The following LHDs were eligible: South Heartland District Health Department (HD); Panhandle Public HD, Two Rivers Public HD, Three Rivers Public HD, Central District HD, West Central District HD, Elkhorn Logan Valley Public HD, East Central District HD, Scotts Bluff County HD and Four Corners HD. Prior approval of RFA by NOHS was a requirement.
  - RFAs were released to local health departments on October 7, 2011 and to Safe Kids Chapters on November 15, 2011.
- DHHS will award mini-grants to a maximum of four eligible LHDs in the amount of \$7,500.00. Eligible LHDs are South Heartland District Health Department (HD); Panhandle Public HD, Two Rivers Public HD, Three Rivers Public HD, Central District HD, West Central District HD, Elkhorn Logan Valley Public HD, East Central District HD, Scotts Bluff County HD and Four Corners. Prior approval from NOHS was a requirement before mini-grant is approved.
  - Mini-grant contracts were awarded to: Elkhorn Logan Valley Public HD (Madison), Panhandle Public HD (Box Butte), Scotts Bluff County HD (Scotts Bluff), and Three Rivers Public HD (Dodge).
  - A total of \$30,000 was awarded and used by the local health departments to implement educational campaigns about distracted driving.
  - Across all programs, more than 775 students and community members participated in distracted driving simulator activities.



- Three Rivers Public HD program facilitated the purchase and placement of 18 distracted driving signs that will be posted on or near school grounds.
- Elkhorn Logan Valley Public HD program implemented distracted driving observational activities with students. Students witnessed 18% of drivers being distracted.
- All programs conducted community assessments about distracted driving. These assessments which involved surveys, key informant interviews or focus group included teens, parents, community members and law enforcement. Results of the assessments guided local program activities.
- Panhandle Public HD program utilized the county fair queen activities and had distributed distracted driving as the platform of the contest.
- Across all programs, more than 3,000 students have been exposed to the distracted driving educational activities.
- Educational media campaigns were also conducted in the form of student videos, website development, and local radio air time.
- The reach of the program was community wide and includes parents, community members and other teens that are not part of the intended target audience.
- DHHS employees and injury prevention content experts provided technical assistance through bi-monthly telephone calls to the LHD health educators/mini-grant manager to the four local health department recipients.
  - Bi-monthly grantee conference calls took place on January 10, March 9, May 9, July 11 and September 12, 2012. During the duration of the grant period several technical assistance calls and emails were initiated by the grantees and addressed by DHHS injury prevention staff.
- Two staff members, IPCP Program Manager and Health Surveillance Specialist, conducted in-person site visits with each LHD grantee once during the funding period.
  - Site visits were conducted at Elkhorn Logan Valley Public HD and Three Rivers HD on August 3, 2012. Conference calls instead of site visits were conducted with Panhandle Public HD on September 5, 2012 and Scotts Bluff County HD on September 7, 2012.

**Result:**

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

<b>Funding:</b>	Section 402:	\$30,000.00
<b>Contact:</b>	Jason Kerkman, Nebraska Department of Health and Human Services, Injury Prevention Program, 301 Centennial Mall South, P.O. Box 95026, Lincoln, NE 68509 Telephone: 402/471-2379 FAX: 402/471-6446 Email: jason.kerkman@nebraska.gov www.safekidsnebraska.org	

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

402-12-23

Program Areas:	Identification & Surveillance
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Driver Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting in 5,025 fatal, A and B injury crashes, killing 190 people and injuring another 6,368 people.

After subtracting the "Alcohol" and "Speed" crash totals from the fatal, A and B injury crash total, 3,991 crashes occurred in 2010 that were contributed to "all other factors." This is below the three-year average of 4,252 (Baseline 2008-2010).

In 2010, pedal cyclists were involved in 258 crashes, in which two people were killed and 173 incurred type A or B injuries. Pedestrians were involved in 311 crashes, in which eight people were killed and 185 incurred type A or B injuries. Twenty train/motor vehicle crashes occurred, in which two people were killed and two received type A or B injuries. Motorcyclists were involved in 568 crashes, in which 14 people were killed and 504 incurred type A or B injuries. Helmets were used in 475 (79%) of the 601 drivers and passengers involved in the 568 crashes.

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

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

**Goal and Objective:**

To decrease all other factors (minus alcohol and speed) in fatal, A and B injury crashes by 4% from the 2007-2009 calendar base year average of 4,449 to 4,101 in CY2011.

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, 2011 through September 30, 2012.

**Strategies and Activities:**

- Provided coordination support and assistance to traffic safety (i.e., pedal cyclist, pedestrian, railroads, motorcycle, etc.) projects involving federal funds. Funding was provided for salaries/benefits, travel expenses and office supplies.
- Conducted desk monitoring and on-site monitoring visits for the following traffic safety-related projects: Planning and Administration, Auditing; Traffic Safety/Program Coordination; Traffic Safety/Public Information and Education; Traffic/Selective Overtime; Traffic Records; Computer System; 408 Traffic Records/System Support, 1906 Racial Profiling System Support, and 2010 Motorcycle Safety Education projects.
  - Site visits were completed:
    - Lancaster and Douglas County Traffic Court and Fines Projects with the Nebraska Supreme Court on August 21, 2012;

- Traffic Law Enforcement, Law Enforcement Training Center on August 30, 2012;
- E-Citation Automation, Nebraska Crime Commission on August 27, 2012;
- E-Crash Reports, Nebraska Department of Roads on August 7, 2012;
- Emergency Medical Services Data Quality Assessment, CODES, E-CODES, and Data Inventory project with the Department of Health and Human Services on August 21, 2012;
- Racial Profiling & Traffic Stop Data Collection project with the Nebraska Crime Commission on August 24, 2012;
- Sarpy County Traffic Unit project with the Sarpy County Sheriff's Office on September 18, 2012; and
- La Vista Police Special Enforcement Bureau Motorcycle with La Vista Police Department on August 3, 2012.
- Assisted and provided technical traffic safety data, reports, and information to contractors, law enforcement agencies, and NOHS staff, the public, legislature, etc. as requested.
- Attended traffic safety highway safety seminars, conferences, workshops, meetings, trainings, etc. activities:
  - 2012 Traffic Records Forum – Omaha, NE – July 27, 2012;
  - ASSHTO Standing Community on Highway Traffic Safety Meeting – May 2, 2012;
  - Department of Motor Vehicles – Motorcycle Rules and Regulations Meeting – October 14, 2011; Transfer motorcycle files to DMV and answer questions concerning the motorcycle program – January 18, 2012;
  - GHSA – “Viewed the 2012 Communications Planning Webinar” – January 25, 2012;
  - GHSA – Website Overview – Webinar – May 2, 2012;
  - NOHS Nebraska Advocates for Highway Safety Meetings – November 2, 2011, February 1, August 1, 2012;
  - NOHS Nebraska CODES Advisory Committee Meeting – January 27, April 20, October 21, 2012;
  - NOHS Nebraska Law Enforcement Luncheon – October 3, 2011;
  - NOHS Weekly Staff Meetings, Monday mornings;
  - NOHS Traffic Records Coordinating Committee Meetings - January 26, April 26, July 26, 2012;
  - NOHS Traffic Safety Booth at Nebraska Football Game - September 1, 2012;
  - Nebraska Department of Roads (NDOR) Interagency Safety Committee Meetings – October 26, 2011, February 3 and 29, March 9, April 23, August 20, 2012;
  - NDOR – Safety Summit Update Meeting – April 30, 2012; Safety Summit Facilitator Meeting – March 21, 2012;
  - NDOR – Nebraska Highway Safety Summit – April 5, 2012;
  - Nebraska Operation Lifesaver Board and Committee Meetings – November 10, 2011, January 12, March 8, May 10, July 5, and November 10, 2012;
  - NHTSA Region 7 Conference Calls; and
  - NHTSA Region 7 – Management Review of the Nebraska Office of Highway Safety, Fiscal Years 2009, 2010, 2011, and 2012.” – July 30 – August 3, 2012
- 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 2011 fatality statistics and other specified crash data.
- Reviewed and kept updated of NHTSA Rules and Regulations regarding federal funds involving traffic safety as information was provided.
- Performed daily all routine NOHS activities and assignments in regards to traffic safety requests, surveys, reports, etc.
  - 408 Application was completed and submitted to NHTSA. Reviewed information on the Traffic Records Improvement Program Reporting System (TRIPRS) and the draft and final version of the Traffic Records Assessment report.
  - Reviewed the FY2013 Grant Applications on July 25, 2012.
  - Completed the *Nebraska Highway Safety Annual Report 2011* on December 28, 2011.
  - Typed and emailed minutes and provided brochures for Nebraska Operation Lifesaver.

- Updated audiovisual catalog, *Nebraska Highway Safety Annual Report, Policies, Procedures and Grant Contract Application April 2012 and 2013 Nebraska's "Performance-Based" Strategic Traffic-Safety Plan* submitted on August 24, 2012.
- Completed physical inventory check of all NOHS purchases over \$5,000.00 on master inventory list.
- NOHS Staff completed the following NDOR trainings: Equal Employment Opportunity and Managers Training, Disability Accommodations Policy, Agreements and Contracts Tracking (ACT) System Training, and the Human Resource Policy on Training.

**Result:**

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

<b>Funding:</b>	Section 402:	\$194,476.20
<b>Contact:</b>	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**

402-12-24

Program Areas:	Identification & Surveillance
Project Characteristic:	Educational Effort
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting in 5,025 fatal, A and B injury crashes, killing 190 people and injuring another 6,368 people.

After subtracting the "Alcohol" and "Speed" crash totals from the fatal, A and B injury crash total, 3,991 crashes occurred in 2010 that were contributed to "all other factors." This is below the three-year average of 4,252 (Baseline 2008-2010).

In 2010, pedal cyclists were involved in 258 crashes, in which two people were killed and 173 incurred type A or B injuries. Pedestrians were involved in 311 crashes, in which eight people were killed and 185 incurred type A or B injuries. Twenty train/motor vehicle crashes occurred, in which two people were killed and two received type A or B injuries. Motorcyclists were involved in 568 crashes, in which 14 people were killed and 504 incurred type A or B injuries. Helmets were used in 475 (79%) of the 601 drivers and passengers involved in the 568 crashes.

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

**Goal and Objective:**

To decrease all other factors (minus alcohol and speed) in fatal, A and B injury crashes by 4% from the 2007-2009 calendar base year average of 4,449 to 4,101 in CY2011.

To increase knowledge of traffic safety issues by providing traffic safety-related public information and education in each of the target counties.

**Strategies and Activities:**

- Produced/purchased and distributed 13,244 traffic safety-related materials (brochures and other educational items). Approximately 51% (6,743) were distributed to organizations within the NOHS Target Counties. In addition:
  - Loaned 58 DVD/videos to schools, community groups, and other organizations, 35 (60%) were loaned to organizations within the Target Counties.
  - The NOHS website was maintained and updated throughout the period with current traffic safety-related facts, statistics, resources, and related links.
  - Purchased 1-year subscription to access the Associated Press Wire Service through the Internet. (\$750.00)
  - Utilized 4,264 newspaper clippings from Universal Information Service as references for media, fatality files, and project files. (\$3,339.56)
  - Provided copying, printing and postage for a variety of traffic safety-related materials. (\$500.00)
  - Provided 13 traffic control signs to City of Norfolk for their bicycle training course. (NDOR provided sign costs \$265.10)

- Partnered with Nebraska Operation Lifesaver to influence driver behavior concerning railroad crossings by providing printing of the "Railroad Safety booklet (100)" and "Visor Handouts, 7 Steps for Safety" (10,000), and Operation Lifesaver posters (500). (\$2,155.84)
- Awarded a mini-grant contract to Integration and Welfare for Communities, Omaha, for driver training courses for refugees and immigrants. (\$4,997.00)

**Results:**

The fatal, A and B injury crash data for 2012 is unavailable from the Nebraska Department of Roads. In 2011, there were 4,014 fatal, A and B injury crashes (All Other Factors); the 6% reduction goal was not achieved.

<b>Funding:</b>	Section 402:	\$11,742.40
<b>Contact:</b>	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

**Traffic Training  
Nebraska Office of Highway Safety**

402-12-25

Program Areas:	Alcohol and Other Drugs / Police Traffic Services
Project Characteristics:	Training
Type of Jurisdiction:	21 Priority Counties
Jurisdiction Size:	1,464,980
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. Nebraska has 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting in 5,025 fatal, A and B injury crashes, killing 190 people and injuring another 6,368 people.

**Goal and Objective:**

The overall goal is to decrease fatal, A and B injury crashes by 5% from the 2008-2010 calendar base year average of 5,309 to 4,978 in CY2012.

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

**Strategies and Activities:**

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

Agency	Conference/Training	Dates	Place	Amount	Attendees
Omaha Police Department	Institute of Police Technology and Management (IPTM) Advanced Traffic Crash Reconstruction	October 10-21, 2011	Gresham, OR	\$5,154.46	Alicia Julian Karl Koch
Papillion Police Department	Advanced Reconstruction with Crash Data Recorder (CDR) Applications	February 13-17, 2012	Seattle, WA	\$3,017.98	Ray Higgins Larry Fasnacht
Omaha Police Department	IPTM Event Data Recorder Use in Reconstruction	March 26-30, 2012	Scottsdale, AZ	\$2,881.30	Todd Reeson Michael Bossman
Papillion Police Department	Commercial Vehicle Interpretation	March 26-30, 2012	Tulsa, OK	\$2,295.00	Ray Higgins
Lincoln Police Department	International Association for Chemical Testing (IACT) National Conference	April 15-19, 2012	Nashville, TN	\$1,249.18	David Sobotka

Lincoln Police Department	Digital Photography for the Forensic Investigator	May 7-9, 2012	St. Paul, MN	\$978.91	Todd Kocian Mike Muff
Project Extra Mile	Law Enforcement Alcohol Trainings, two sessions	May 14-15, 2012	Omaha & Grand Island, NE	\$2,174.38	57 attendees total
Omaha Police Department	Midwest Association of Accident Investigators (MATAI) Conference	May 21-23, 2012	Deadwood, SD	\$981.22	David Bowes Rudy Vlcek
Lincoln Police Department	Traffic Accident Reconstruction Recertification	June 4-15, 2012	Grand Island, NE	\$360.00	Grant Powell Derek Dittman
Grand Island Police Department	Lifesavers Annual Conference	June 14-16, 2012	Orlando, FL	\$3,281.16	Kevin Sheeks Ben Arrants
Nebraska Safety Center	Lifesavers Annual Conference	June 14-16, 2012	Orlando, FL	\$1,794.49	Darla Morris
Mothers Against Drunk Driving	Lifesavers Annual Conference	June 14-16, 2012	Orlando, FL	\$5,925.01	Andrea Frazier Derek Horalek Eric Mercier Gene Cotter
Nebraska State Patrol	Northwest Alcohol Conference	July 18-20, 2012	Boise, ID	\$942.84	Jeromy McCoy
Nemaha County Sheriff's Office	Traffic Crash Reconstruction Instructor Training	August 27-31, 2012	North Las Vegas, NV	\$1,522.00	Brent Lottman

**Result:**

The fatal, A and B injury crash data for 2012 is unavailable from the Nebraska Department of Roads. There were 4,998 fatal, A and B injury crashes in 2011; the 5% reduction goal was not met.

<b>Funding:</b>	Section 402:	\$32,557.93
<b>Contact:</b>	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	



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

402-12-26

Program Areas:	Police Traffic Services
Project Characteristics:	Training
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

**Goal and Objective:**

The goal is to reduce fatal, A and B injury crashes by 5% from the 2008 – 2010 calendar base year average of 5,309 to 4,978 in CY2012.

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

**Strategies and Activities:**

- To train a minimum of one hundred (100) law enforcement personnel in Standardized Field Sobriety Testing.
  - Three Standardized Field Sobriety Testing classes were conducted training 105 students.
- To conduct four (4) Standardized Field Sobriety Testing update classes.
  - Four Standardized Field Sobriety Testing update classes were conducted training 36 students.
- To train a minimum of one hundred (100) law enforcement personnel in Radar Certification.
  - Three Radar Certification courses were conducted training 96 students.
- To conduct three (3) Laser Certification courses and train 90 law enforcement personnel.
  - Three Laser Certification courses were conducted training 107 students.
- To train a minimum of one hundred (100) law enforcement personnel in In-Car Camera Operations.
  - Three In-Car Camera Operation courses were conducted training 95 students.
- To train a minimum of ten (10) law enforcement personnel in Intermediate Crash Investigation.
  - One Intermediate Crash Investigation course was conducted training 15 students.
- To train a minimum of ten (10) law enforcement personnel in Advanced Crash Investigation.
  - One Advanced Crash Investigation course was conducted training 11 students.
- To train a minimum of thirty (30) law enforcement personnel in Traffic Crash Reconstruction.
  - One Traffic Crash Reconstruction course was conducted training 12 students.
- To conduct one (1) Level One Cad Zone class, training a maximum of twenty (20) law enforcement personnel.
  - One Basic and one Advanced Cad Zone classes were scheduled but cancelled due to low enrollment.
- Conduct one (1) Traffic Crash Investigation Symposium.
  - The Traffic Crash Investigation Symposium was not held.
- To conduct one (1) Police Traffic Radar/Laser Instructor class.
  - One Police Traffic Radar/Laser Instructor class was conducted training 21 new instructors.
- To continue to distribute the radar recertification interactive computer based training program.
  - The radar recertification CDs were distributed as requested across the state.

**Result:**

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

<b>Funding:</b>	Section 402:	\$108,844.30
	State:	\$ 8,355.00
	Total Cost:	\$117,199.30

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

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

**402-12-27**

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol
Type of Jurisdiction:	21 Priority Counties
Jurisdiction Size:	1,464,980
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

**Goal and Objective:**

The goal is to reduce fatal, A and B injury crashes by 5% from the 2008-2010 calendar year average of 5,309 to 4,978 in CY2012.

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-one 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-one 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-one 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-one priority counties. The applicants will identify the dates, locations and times from their baseline data.
  - During the project period 28 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 16 contracts; Sheriff's Offices – 6 contracts; and, Nebraska State Patrol – 6 contracts.

**Contract Awards**

<b>Agency</b>	<b>Reimbursed</b>
Auburn Police Department	\$2,775.52
Beatrice Police Department	\$1,079.39
Broken Bow Police Department	\$1,000.00
Columbus Police Department	\$4,897.27
Columbus Police Department	\$3,986.69
La Vista Police Department	\$1,500.00
North Platte Police Department	\$2,179.27
Omaha Police Department	\$9,092.26
Omaha Police Department	\$23,423.65
Omaha Police Department	\$13,777.90

Omaha Police Department	\$27,391.73
Papillion Police Department	\$2,183.64
Plattsmouth Police Department	\$1,051.35
Ralston Police Department	\$1,500.00
Scottsbluff Police Department	\$1,671.78
South Sioux City Police Department	\$2,996.19
Brown County Sheriff's Office	\$424.31
Douglas County Sheriff's Office	\$4,352.95
Gage County Sheriff's Office	\$773.80
Gosper County Sheriff's Office	\$807.37
Lancaster County Sheriff's Office	\$2,605.99
Scotts Bluff County Sheriff's Office	\$2,103.23
Nebraska State Patrol	\$14,230.19
Nebraska State Patrol	\$5,837.71
Nebraska State Patrol	\$5,000.00
Nebraska State Patrol	\$7,534.42
Nebraska State Patrol	\$3,049.89
Nebraska State Patrol	\$7,818.67
<hr/> \$155,045.17	

These 28 mini-grant contracts resulted in a total of 3,368 hours of selective traffic overtime enforcement, 532 seat belt citations, 756 impaired driving arrests, 3,100 speeding citations, 21 Minor in Possession citations and 53 open container citations. The total number of citations issued – 6,003.

- 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 28 mini-grant contracts.

**Result:**

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

<b>Funding:</b>	Section 402:	\$155,045.17
<b>Contact:</b>	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  
Nebraska Office of Highway Safety**

402-12-30

Program Area:	Traffic Record Support
Project Characteristic:	Traffic Record Decision Makers
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Statewide Traffic Records Custodians and Users

**Problem Identification:**

In order to meet the overall goal of the reduction in fatal and injury crashes in 2012, decision makers need ready access to accurate and factual traffic safety information. If state senators are to make changes to current traffic laws, current and accurate data is necessary. To improve the quality of future impact projects, Nebraska must link and automate all available traffic record information.

**Goal and Objective:**

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

**Strategies and Activities:**

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

**Results:**

- A mini-grant contract was awarded to the Nebraska Department of Roads (NDOR) – Accident Records Section for the purpose of training eligible law enforcement officers on utilizing the customized version of Open Portal's electronic crash reporting application solution which allows law enforcement officers to generate electronic crash reports using an iPad device. Budget items included mileage expense and lunch expense for the one day training session. The Nebraska Law Enforcement Training Center in Grand Island offered the use of their computer lab and training room at no cost. The scheduled training was conducted on March 27, 2012. A total of 22 officers were trained representing 12 different departments. The IPAD Data collection went live stream in May after a few minor glitches were corrected. (\$180.50)
- A mini-grant contract was awarded to the Omaha Police Department to purchase a Bosch Crash Data Recorder software update, vehicle cables, and a case. The purchase of the updates will allow the Accident Investigation Squad to continue to be able to download critical information from a vehicle involved in a crash. The information is crucial for accident reconstruction because many times there are no witnesses and the involved driver is unable to recall events of the crash objectively. (\$3,738.00)
- A mini-grant contract was awarded to the NDOR to hold a 2012 Nebraska Highway Safety Summit. On April 5, 2012 the conference was held with over 300 people in attendance. The five Critical Emphasis Areas identified in the Nebraska Strategic Highway Safety Plan were addressed. (\$7,356.64)
- A mini-grant contract was awarded to the Dodge County Sheriff's Office to purchase a Nikon 5M Total Station to approve the accuracy, the quality, and the speed of the collection of crash data to aid in the investigation of traffic crashes. (\$9,959.50)

- A travel request was approved for State Engineer Dan Waddle to attend the American Association of State Highway and Transportation Officials (AASHTO) Safety Management subcommittee meeting in Baltimore, MD from August 28–31, 2012. This request paid for the airline ticket, meals, lodging, shuttle, tips, etc. (\$1,579.36)
- A mini-grant contract was awarded to the Lancaster County Sheriff's Office for Deputy Jason M. Peterson to attend Crash Retrieval Analysis Training regarding black-box Automobile Event Data Recorder (EDR) functions and subcomponents. The information contained in the EDR is a valuable piece of evidence needed to have a complete and accurate crash reconstruction. The training was held at the Kansas Police Department in Shawnee, KS from September 17-21, 2012. (\$1,545.75)
- Travel request forms were approved for Bob Grant, Sean Owings, and Bob Corner to attend the 2012 Traffic Records Forum in Biloxi, MS from October 28 – November 1, 2012. As registration closed in September for the conference in October, registration costs for each of the participants and Bob Corner's airline ticket were ordered in late August. (\$1,593.70)
- NOHS printed 50 copies of the NOHS Traffic Records Assessment Final Report. The copies were distributed to the Traffic Records Coordinating Committee Members. (\$160.51)

<b>Funding:</b>	Section 402:	\$26,113.96
<b>Contact:</b>	Bob Corner, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2516 FAX: 402/471-3865 Email: bob.corner@nebraska.gov	

**Computer System  
Nebraska Office of Highway Safety****402-12-31**

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

**Problem Identification:**

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

**Goal:**

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

**Strategies and Activities:**

- To equip NOHS staff with an integrated PC workstation capable of producing analysis of traffic and accounting data in an efficient and reliable manner.
  - Purchased Dell Laptop and Adaptor.
- To generate charts and graphs of traffic data, presentation materials, and correspondence reports. Provided the following computer/fax supplies:
  - No items were purchased during this grant period.

**Result:**

Purchased Dell Laptop and Adaptor

<b>Funding:</b>	Section 402:	\$2,180.04
<b>Contact:</b>	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

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

402-12-32

Program Area:	Speed Control
Project Characteristics:	Program Support and Coordination
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Driver Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting in 5,025 fatal, A and B injury crashes occurred, killing 190 people and injuring another 6,368 people.

During 2010, a total of 77,538 convictions for speed-related offenses occurred in Nebraska. On average 81,559 convictions occur (Baseline 2008-2010).

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

**Goal and Objective:**

To decrease speed-related fatal, A and B injury crashes by 4% from the 2008-2010 calendar base year average of 426 to 396 in 2012.

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, 2011 through September 30, 2012.

**Strategies and Activities:**

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



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

**Result:**

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

<b>Funding:</b>	Section 402:	\$6,458.73
<b>Contact:</b>	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2515 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

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

**402-12-33**

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Speed Enforcement
Type of Jurisdiction:	21 Priority Counties
Jurisdiction Size:	1,464,980
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

In CY2010, "Speed Too Fast For Conditions" and "Exceeding Speed Limit" were determined to be the major contributing human factors in 25 (15 percent) of the 166 fatal crashes that occurred in Nebraska. Those two speed-related factors also accounted for 454 (9 percent) of the 5,025 fatal, A and B injury crashes.

**Goal and Objective:**

The goal is to decrease speed-related fatal, A and B injury crashes by 7% from the 2008-2010 calendar base year average of 426 to 396 in CY2012.

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-one 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-one 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-one 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-one priority counties. The applicants will identify the dates, locations and times from their baseline data.
  - During the project period 10 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Sheriff's Offices – 3 contracts; Police Departments – 5 contracts; and, Nebraska State Patrol – 2 contracts.

**Contract Awards**

<b>Agency</b>	<b>Reimbursed</b>
Douglas County Sheriff's Office	\$3,045.43
Nemaha County Sheriff's Office	\$3,039.84
Nemaha County Sheriff's Office	\$3,039.84
Auburn Police Department	\$2,591.26
Gering Police Department	\$5,735.50

Lincoln Police Department	\$5,867.16
Omaha Police Department	\$4,808.99
Papillion Police Department	\$6,701.56
Nebraska State Patrol	\$5,578.30
Nebraska State Patrol	\$3,951.35
<hr/>	
Total	\$44,359.23

- These 10 mini grant contracts resulted in a total of 964 hours of selective speed overtime enforcement, 278 seat belt citations, 16 impaired driving citations, 1,032 speeding citations, four minor in possession citations and 8 open container citations. The total number of citations issued – 2,489.
- 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 CY2012 is unavailable from the Nebraska Department of Roads.

<b>Funding:</b>	Section 402:	\$44,359.23
<b>Contact:</b>	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**

402-12-34

Program Areas:	Police Traffic Services
Project Characteristics:	Speed Enforcement
Type of Jurisdiction:	21 Priority Counties
Jurisdiction Size:	1,464,980
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

In CY2010, "Speed Too Fast For Conditions" and "Exceeding Speed Limit" were determined to be the major contributing human factors in 25 (15 percent) of the 166 fatal crashes that occurred in Nebraska. Those two speed-related factors also accounted for 454 (9 percent) of the 5,025 fatal, A and B injury crashes.

**Goal and Objective:**

The goal is to decrease speed-related fatal, A and B injury crashes by 7% from the 2008-2010 calendar base year average of 426 to 396 in CY2012.

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-one 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 33 mini-grant contracts were awarded providing 76 radar units as follows: Police Departments – 16 contracts; Sheriff's Offices – 15 contracts; and Nebraska State Patrol – 2 contracts.

**Contract Awards**

<b>Agency</b>	<b># of Radars</b>	<b>Amount</b>
Alliance Police Department	2	\$1,800.00
Broken Bow Police Department	2	\$1,800.00
Cedar Bluffs Police Department	1	\$900.00
Columbus Police Department	2	\$1,800.00
Ewing Police Department	1	\$900.00
Gothenburg Police Department	2	\$1,800.00
Hastings Police Department	2	\$1,800.00
Kearney Police Department	2	\$1,800.00
Kimball Police Department	2	\$1,800.00
Lincoln Police Department	2	\$1,800.00

McCook Police Department	1	\$900.00
Newman Grove Police Department	1	\$2,690.00
Pierce Police Department	1	\$862.50
Ravenna Police Department	1	\$900.00
South Sioux City Police Department	2	\$1,800.00
Valley Police Department	1	\$700.87
Butler County Sheriff's Office	2	\$1,800.00
Clay County Sheriff's Office	2	\$1,800.00
Colfax County Sheriff's Office	1	\$900.00
Dakota County Sheriff's Office	1	\$900.00
Deuel County Sheriff's Office	1	\$900.00
Dixon County Sheriff's Office	2	\$1,800.00
Dodge County Sheriff's Office	1	\$862.50
Fillmore County Sheriff's Office	1	\$900.00
Frontier County Sheriff's Office	1	\$900.00
Garfield County Sheriff's Office	2	\$1,800.00
Lancaster County Sheriff's Office	2	\$1,800.00
Polk County Sheriff's Office	2	\$1,800.00
Red Willow County Sheriff's Office	2	\$1,237.50
Seward County Sheriff's Office	2	\$1,800.00
Sherman County Sheriff's Office	2	\$2,300.00
Nebraska State Patrol	25	\$22,500.00
Nebraska State Patrol	2	\$3,000.00
	76	\$71,053.37

- To review and process the invoices for the awarded speed detection equipment.
  - All invoices were reviewed and processed.
- The 76 radar units that were awarded resulted in a total of 5,136 speeding citations and 15,580 speeding warnings being issued. Additionally, the 45 radars units that were awarded in FY11 resulted in a total of 2,903 speeding citations and 1,584 speeding warnings being issued in FY11 and in FY12 resulted in a total of 4,469 speeding citations and 4,562 speeding warnings being issued.

**Result:**

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

<b>Funding:</b>	Section 402:	\$71,053.37
	Local:	\$95,580.63
	Total Cost:	\$166,634.00

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

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

402-12-35

Program Areas:	Speed Control, Speed Enforcement
Program Characteristic:	Educational Effort
Type of Jurisdiction:	21 Target Counties
Jurisdiction Size:	1,464,980
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting in 5,025 fatal, A and B injury crashes occurred, killing 190 people and injuring another 6,368 people.

During 2010, a total of 77,538 convictions for speed-related offenses occurred in Nebraska. On average 81,559 convictions occur (Baseline 2008-2010).

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

**Goal and Objective:**

To decrease speed-related fatal, A and B injury crashes by 4% from the 2008-2010 calendar base year average of 426 to 396 in 2012.

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

**Strategies and Activities:**

- Produced/purchased and distributed 585 speed-related materials (brochures and other educational items), approximately 66% (385) were distributed to organizations within the Target Counties. Two speed-related DVD/videos were loaned from the video library, two (100%) were in Target Counties.
- The NOHS website was maintained and updated throughout the period with current speed-related facts, statistics, resources, and related links.
- The NOHS speed trailers were provided to 17 agencies, 6 (35%) within the target counties, and 11 (65%) in non-target counties (see below). Routine maintenance and repairs were also provided.
  - Callaway Police Department – Custer County
  - Central City Police Department – Merrick County
  - David City Police Department – Butler County
  - Falls City Police Department – Richardson County
  - Friend Police Department – Saline County
  - Firth Village Office – Lancaster County
  - Garfield County Sheriff's Office – Garfield County
  - Hickman City Office – Lancaster County
  - Humphrey Police Department – Platte County
  - Malcolm Village Office – Lancaster County
  - Pawnee City Police Department – Pawnee County
  - Ravenna Police Department – Buffalo County
  - Seward City Office – Seward County
  - Sherman County Sheriff's Office – Sherman County
  - St Edward Village Office – Boone County

- Thayer County Sheriff's Office – Thayer County
- Wilber Police Department – Saline County
- Two NOHS owned trailers that were permanently placed in prior years, one in Norfolk, and the other in Dixon County, became inoperable. These trailers were returned to NOHS and were sold via state surplus auction subsequent to the year end.
- Mini-grant contracts were awarded to five agencies to acquire equipment for use in their areas:
  - Lincoln Police Department, 1 Speed Trailer (\$7,642.00) (Cornhusker Motor Club Foundation contributed \$3,821.00 towards the remaining cost of unit)
  - Lincoln County Sheriff's Office, 1 Speed Trailer (\$8,714.00) (Lincoln County contributed \$4,357.00 towards the remaining cost of unit)
  - Emerson Police Department, 1 Speed Trailer (\$8,000.00)
  - City of Neligh, 1 Speed Trailer (\$8,520.00)
  - Boyd County Sheriff's Office, 1 Light bar for cruiser (\$1,979.55)

**Result:**

The fatal, A and B injury crash data for 2012 is unavailable from the Nebraska Department of Roads. There were 374 speed-related fatal, A and B injury crashes in 2011; the 4% reduction goal was achieved.

<b>Funding:</b>	Section 402:	\$26,677.55
<b>Contact:</b>	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

**Click It Don't Risk It (CIDRI) Coalition  
Nebraska Office of Highway Safety**
**402-12-38**

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Driver Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.2 million registered vehicles. In 2010, traffic crashes resulting in 33,212 crashes occurred killing 190 people and injuring another 16,712 people.

The Nebraska Office of Highway Safety (NOHS) uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2008-2010 was observed at 82.7%, 84.8% and 84.1%.

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

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

**Goal and Objective:**

The goal is to increase statewide seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2010 calendar base year average of 84.1% to 87.6% in CY2012.

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

**Strategies and Activities:**

- To provide coordination support and assistance to occupant protection projects through four mini-grant contracts for occupant protection projects.
  - Quarterly mini-grant contracts were provided to National Safety Council, Nebraska to provide staff to support the goals of the "Click It – Don't Risk It" (CIDRI) public education campaign with the following strategies and outcomes.
  - The CIDRI coalition currently has 576 members.
  - Distributed Honor Roll Awards to the following:
    - Metropolitan Utilities District, Schering Plough Elkhorn, Schering Plough Omaha, Alegent Health Immanuel Medical Center, Alegent Health Bergan Mercy Medical Center, Cargill, Norfolk Middle School (RAOK Junior Optimist), Alegent Creighton Health Lakeside Hospital, Alegent Health Midland Medical Center, Nebraska Methodist College (Josie Harper Campus).
  - The website has transitioned the new Chronicle format using Constant Contact to improve communication and upgrade ability to use pictures. Produced 25 Click It Chronicle (newsletters).
  - Distributed 4,530 "Safety Belts required in this vehicle" Air Refreshers.
  - Distributed more than 66 "Pickup the Habit" posters.
  - Promoted "Click It or Ticket" Mobilization campaigns through the chronicles and website.
  - Provided over 69 parking lot signs to schools and organizations.



- Distributed 14 "Diana's Last Message" videos.
- Educated parents at health fairs on the importance of safety belts.
- Distributed 6,981 coloring books, 4,351 children's stickers, and 2,506 "Click It Club" membership cards to schools and organizations.
- Distributed Hispanic seat belt information entitled, "Por Amor Use El Cinturon" parking lot/yard signs (12).
- Developed and distributed 97 prom posters; "PROMise to Cross Your Heart" to high schools across Nebraska.
- Distributed "You're the Best Driver in the World" posters (94), brochures (1,256), and book covers (930).
- The Click-It Egg Crash display continues to be very effective in helping kids understand the necessity of safety belts and what they actually do in a crash to keep people safe. They understand what's going to happen the minute you load an egg into the toy car and position it to roll down the ramp. The Egg Crash Display is used to demonstrate the need for seatbelts at schools, state/county health fairs, presentations across Nebraska. Two sets of egg crash displays were loaned to Greater Nebraska locations: Chadron, York. Created a "How-To-Video" on how to do the egg crash and uploaded it to YouTube.
- Distributed 2,211 of the Street Smart "Guide to Teen Safe Driving" to coalition members.
- Distributed over 3,000 t-shirts with an applied Buckle Up decal at eleven various events. The decals allow kids to color the design with regular crayons, and then iron onto a shirt using a heat press.
- Spoke at 54 Engagements/Special Meetings or Events: Proclamation Ceremonies, High School and business events, Health Fairs, Safety Days, County Fairs, and the following activities: Nebraska Advocates for Highway Safety, Health and Safety Summit. Approximately 16,707 people were reached at these events.
- The CIDRI Facebook cause currently has 257 members.
- Loaned parking lot stencils to multiple locations: Norfolk, Bassett, York, Scottsbluff, Valentine
- The "Click It" website has been updated to incorporate Facebook with news stories, more updated information, for Coalition members to use as a reference while educating the audience.
- Hosted the "Belt On Phone Off" Leadership Symposium on Safer Driving in Nebraska on August 16, 2012 at the La Vista Conference Center. Over 125 safety professionals from across the state attended the free event to address the need to increase awareness of safety belt usage and the dangers of distracted driving. Speakers included: Allen Beermann of the Nebraska Press Association, Robin Donovan and Jerry Stoner of Bozell, Nebraska State Senator John Harms, Lowell Porter of the Governors Highway Safety Association, John Ulczycki of the National Safety Council, Nebraska, Fred Zwonechek of the NOHS and Nebraska Lieutenant Governor Rick Sheehy. Omaha Mayor Jim Suttle was in attendance to congratulate the safety professionals for their dedication and positive work within the State of Nebraska.

**Results:**

The goal to increase the occupant protection usage rate to 87.6% was not achieved. However, the observed safety belt usage rate remained steady at 84.1% in 2010 and at 84.2% in 2011, but dropped in 2012 to 78.6%.

<b>Funding:</b>	Section 402:	\$80,668.20
<b>Contact:</b>	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	

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

402-12-39

Program Areas:	Alcohol
Project Characteristics:	Education Efforts
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.39 million licensed drivers and 2.26 million registered vehicles.

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

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

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

**Goal:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% (55) from the 2008-2010 calendar base year average of 631 to 576 in CY2012.

**Objectives:**

- Provide training for Nebraska prosecutors and law enforcement personnel regarding impaired driving cases.
- Provide technical assistance and legal research for Nebraska prosecutors.
- Increase interactions and advisements for Nebraska law enforcement agencies regarding DUI/Drugged Driving prosecution and investigative issues and strategies.
- Increase the conviction rate for DWI arrests by 2% from 86% in 2009 to 88% in 2011.
- 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 seventeen (17) DUI cases;
  - Lead Prosecutor in six (6) DUI-motor vehicle homicide cases;
  - Prosecution Consultant in twenty-eight (28) DUI cases involving suppression issues; Total: 51 cases.
- Provided technical assistance and legal research to Prosecutors:
  - Advised County Attorneys on 66 occasions involving a variety of alcohol issues and which also included drafting briefs and conducting legal research.
- Training regarding trial practice, emerging DUI issues, and current developments in Nebraska and National DUI case law for prosecutors and law enforcement:
  - Updated and presented "Cops in Court" training at the Nebraska Law Enforcement Training Center (NLETC);

- Developed and presented "Standard Field Sobriety Testing (SFST) Refresher" training;
- Developed and presented "Drug Recognition Expert (DRE)" training;
- Presented "Lethal" training at the Nebraska County Attorney Meeting in Kearney;
- Prepared and presented "Cops in Court" and "SFST" training at the NLETC;
- Updated and presented "Cops in Court" training at the NLETC;
- Presented Trial Tactics training to Nebraska State Patrol recruit class; and
- Presented at "Traffic Safety Incident Seminar" in Papillion.
- Training and technical assistance in methods of evidence gathering and preservation in impaired driving cases for prosecutors and law enforcement:
  - "Presented "DUI Prosecution and Investigation" fall training in Sidney.
- Liaison between Governor's Highway Safety Office and County Attorneys:
  - Attended Nebraska Highway Safety Advocates meetings; and the Nebraska Underage Drinking Task Force meeting.
- Interactions with law enforcement agencies:
  - Advised the Nebraska State Patrol, County Sheriff's Offices and Police Departments regarding alcohol issues on 24 occasions.
- Interactions with the National Highway Traffic Safety Administration (NHTSA), National Association of Prosecutor Coordinators (NAPC), National Traffic Law Center (NTLC), and other TSRP:
  - Attended Annual TSRP Regional Meeting in Kansas City;
  - Advised NTLC regarding Nebraska blood draw laws for DUIs;
  - Attended NHTSA conference in Lincoln;
  - Advised Iowa TSRP regarding Nebraska refusal laws and choice of tests;
  - Advised Kansas TSRP regarding defense challenge to DUI refusal argument;
  - Advised NTLC regarding Nebraska automated speed control legislation;
  - Advised NTLC regarding area defense expert testimony;
  - Advised other States TSRPs regarding *Melendez-Diaz* opinion;
  - Advised Kansas TSRP regarding Nebraska *Melendez-Diaz* opinion; and
  - Advised NTLC regarding semi-truck motor vehicle homicide case.
- Development of a pool of Nebraska Prosecutors for training seminars:
  - Provided four County Attorneys with DUI training materials;
- Updating data for the "Nebraska Manual for Driving Under the Influence Prosecution":
  - Prepared SFST updated materials;
  - Prepared DRE updated materials; and
  - Reviewed federal checkpoints case opinion and updated "Checkpoint Training" materials.

### **Results:**

Throughout the grant period, the Nebraska Attorney General's Office Traffic Safety Resource Prosecutor (TSRP) was successful in prosecuting DUI and motor vehicle homicide cases. Further, the TSRP has provided much needed expert assistance and training throughout Nebraska. Assistance and training provided by the TSRP during FY2011-12 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 be a very successful 87.7%.

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, the TSRP obtained a conviction and prison sentence in Keith County for a double motor vehicle homicide. The TSRP also plays an important role in local conflict of interest cases. One example is the DUI conviction obtained in a case involving a probation officer in Colfax County.

***Significant Assistance***

To widen the scope of the TSRP's influence nationally, assistance was provided in the federal challenge to DUI breath testing in *Melendez-Diaz v. Massachusetts*. This assistance helped prevent expansion of defense oriented rulings in this area.

<b>Funding:</b>	Section 402:	\$72,299.80
<b>Contact:</b>	Edward G. Vierk, Traffic Safety Resource Prosecutor 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: ed.vierk@nebraska.gov	

**Project Night Life Expansion  
Omaha Police Department**
**402-12-40**

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

**Problem Identification:**

Younger drivers were targeted for new and special restrictions by the Unicameral for appropriate reasons. As of 2010, there were 24,500 licensed drivers age 15-19 in the Douglas County area. They have a dramatically disproportionate number of crashes for the size of their license population. Between the years of 2008-2010, Omaha teen drivers ages 15-19 were involved in 16.9% (14 of 83) of all fatal crashes. They are also involved in over 12.5% (797 of 6,387) of all A and B injury crashes. Since the enactment of Project Night Life (2005), drivers age 15-19 involved in fatal, A and B injury crashes have decreased by 54.4% from 434 to 236.

Fifteen to twenty-year old drivers are also the target of under-age drinking and driving. The zero tolerance law Section 60-6,211.01, which prohibits persons under twenty-one years of age to operate or be in actual physical control of any motor vehicle when such person has a concentration of two-hundredths of one gram or more by weight of alcohol per one hundred milliliters of his/her blood, but less than eight-hundredths, as described by 60-6,196, will be a focus of selective enforcement operations. Between the years of 2008-2010, Omaha drivers ages 15-19 were involved in 8.9% (41 of 462) of the alcohol-related fatal, A and B injury crashes. Since the enactment of Project Night Life (PNL) in 2005, drivers age 15-19 in alcohol-related fatal, A and B injury crashes have decreased by 16.7% from 18 to 15. Alcohol-related offenses involving this age group have steadily increased, showing a significant decrease in alcohol-related fatal, A and B injuries in 2010.

**Goal:**

The goal is to reduce the number of youth-involved (drivers age 15 to 19) in fatal, A and B injury crashes by 10% from the 2008 – 2010 calendar base year average of 270 to 243 in 2012.

**Objectives:**

- Provide continued in-service training to a minimum of 500 officers, including recruit officers. Continue the expansion of training and awareness of law enforcement officers, including Omaha Police Recruits, and surrounding local law enforcement agencies.
- Provide training to a minimum of 100 law enforcement officers outside the Omaha Police Department (OPD).
- Increase knowledge of Provisional Operator's Permit (POP) restrictions and recent legislation among parents and teenagers by a minimum of 5,000 students, parents, and citizens.
- Target high-crash locations to increase enforcement during high-risk drive time. Increase enforcement of traffic-related violations between 12:00 midnight and 6:00 a.m. as well as, 3:00 p.m. and 6:00 p.m. by a minimum of 150 hours.

**Strategies and Activities:**

- Schedule a minimum of ten (10) In-service training sessions for Omaha Police Officers, including new recruits, on the POP statute and restrictions.
  - Conducted 10 in-service training sessions for OPD officers, including new recruits. Also conducted a training session for the OPD School Resource officers.
- Schedule a minimum of four training sessions with outside law enforcement agencies on the POP statute and restrictions, and the efforts of the OPD to provide education and awareness to teens, parents, and citizens of the community.

- Scheduled a Social Media training which involved four outside agencies; conducted a PNL presentation for the Douglas County Attorney; and held DRE training which involved four other outside agencies.
- Re-identify high-crash locations to target drivers under age 19 driving between 3:00 p.m. and 6:00 p.m. in areas other than schools.
  - Identified high crash locations, as well as hot spot locations for selective enforcement operations.
  - High crash locations were also targeted using information from the Nebraska Department of Roads and these locations, along with problem areas around local high schools, were used during the selective enforcements.
  - Officers who participated in selective enforcements were focused on the goals and objectives of this project.
- Continue to develop and expand Public Information and Education Campaign addressing "Project Night Life" to include surrounding local law enforcement agencies and supporting programs including Project Extra Mile (PEM).
  - Worked jointly with C.A.R. Alliance Foundation in an effort to provide the most accurate and up-to-date information to schools, parents, and teens.
  - Attended five monthly meetings with Project Extra Mile.
  - Developed a Facebook page for Project Night Life.
  - Developed two Public Service Announcements with Clear Channel Radio.
  - Interviewed by a reporter with Omaha World Herald.
- Update educational materials targeting teens and parents of teen drivers, including the "Project Night Life" pamphlet. Continue to modify the Power Point Presentation that has been developed by adding videos, photos of crashes and current statistics on teen driving behaviors such as safety belt use, distracted driving and drinking while driving.
  - Worked closely with the C.A.R. Alliance to update educational material and new enacted laws.
- Distribute educational materials to teens and parents at a minimum of sixty (60) events, schools, movie theaters and other places where teens are likely to congregate.
  - Participated in numerous community safety expos, Omaha Health Expo, Civic Center, Community Safety Expo (50 students), and conferences, Omaha Public Schools Leadership Conference, (20 students), Iowa Corrections Officer Association Conference in Council Bluffs, Iowa, and Prevention Research Center Company Picnic (40 students).
  - Provided a PNL Presentation to the following high schools: Burke (350 students), Marion (15 students), Duchesne Academy (60 students), Omaha South (200 students), Millard West (580 students), Millard South (255 students), Omaha Central (425 students), Plattsmouth (125 students), Burmese Refuge NE Assembly (50 students) and Westside Alternative (40 students).
  - Participated in the Cyber Policing and MIP Training conducted by Project Extra Mile, Safety Expo Days at the Westroads Mall in Omaha, National Safety Council, Nebraska's Safety and Wellness Festival, and University of Nebraska at Omaha (45 students)
  - Gave thirteen presentations at the Cornhusker Driving School, (596 students).
  - Participated in the 3<sup>rd</sup> Annual C.A.R. Alliance Golf Scramble and set up the PNL display board and distributed information.
  - Participated in the 2012 Annual C.A.R. Alliance Walk for Safer Teen Driver and set up PNL display and distributed information (300 students).
  - Overall PNL unit gave presentations to over 3,176 students.
- Conduct seventy selective overtime enforcement and devise enforcement strategies that can be applied by the precincts on an ongoing basis. Selective enforcement efforts will continue monthly concentrating on high crash locations involving young drivers. These enforcements will also focus on distracted driving including texting.
  - DUI checkpoint with Sarpy County law enforcement agencies.
  - Drug Recognition Schools in both Seattle, WA and Lincoln, NE
  - PNL Officer Adam Turnbull worked 1,401 hours excluding leave. The OPD and NOHS each paid 50% of Officer Turnbull's salary.
  - Logged 77 special PNL enforcement operations with 1,440 hours of selective enforcement and related activity.
  - Also participated in regular enforcement operations during high profile teen driving situations such as Homecomings, Proms, College World Series and other athletic events.

**Results:**

Project Night Life Selective Enforcement Operations' Citations:

- Seventy-seven special enforcement operations were conducted with over 1,440 hours of selective enforcement.
- A total of 3,893 citations were issued, including 95 POP offenses, 142 Driving Under the Influence arrests, 198 minor in possession arrests/7 zero tolerance, totaling 629 arrests.

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

- A total of 4,526 citations issued, including 143 POP offenses, 315 Minor in Possession arrests, 427 Driving Under the Influence arrests, 73 - 2<sup>nd</sup> offenses, 24 felony offenses and 7 zero tolerance/POP offenses, 138 drug-related arrests totaling 1,272 arrests.
- Results for 2005 – 2011:

Omaha Fatal, A & B Injury Type Crashes						Omaha Alcohol-Related Fatal, A & B Injury Crashes					
Drivers Ages 15-19						Drivers Ages 15-19					
	Fatal Crashes	A & B Injury Crashes	Total	% of Change from Previous Year	% of Change from (2005 to 2011)		Fatal Crashes	A & B Injury Crashes	Total	% of Change from Previous Year	% of Change from (2005 to 2011)
2005	5	429	434			2005	1	17	18		
2006	7	409	416	-4.3%		2006	2	16	18	0.0%	
2007	5	368	373	-11.5%		2007	1	19	20	11.1%	
2008	3	289	292	-27.7%		2008	1	16	17	-15.0%	
2009	3	280	283	-3.2%		2009	0	13	13	-23.5%	
2010	8	228	236	-19.9%		2010	3	12	15	15.4%	
2011	1	197	198	-19.2%	-119.2%	2011	0	8	8	-46.7%	-125.0%

<b>Funding:</b>	Section 402:	\$110,441.80
<b>Contact:</b>	Sergeant Jason Menning, Omaha Police Department/Traffic Unit 505 South 15 <sup>th</sup> Street, Omaha, Nebraska 68102 Telephone: 402/444-5627 Fax: 408/444-5830 Email: jmenning@ci.omaha.ne.us	

**Judicial / Prosecution Training  
Nebraska Office of Highway Safety****402-12-41**

Program Areas:	Alcohol and Other Drugs
Project Characteristics:	Training
Type of Jurisdiction:	21 Priority Counties
Jurisdiction Size:	1,464,980
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. Nebraska has 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic crashes resulting in 5,025 fatal, A and B injury crashes, killing 190 people and injuring another 6,368 people.

**Goal and Objective:**

The overall goal is to decrease fatal, A and B injury crashes by 5% from the 2008-2010 calendar base year average of 5,309 to 4,978 in CY2012.

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

**Strategies and Activities:**

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

**Result:**

No funds expended and no activity.

<b>Funding:</b>	Section 402:	\$0.00
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<b>Contact:</b>	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov
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**Occupant Restraint Information Support  
Nebraska Office of Highway Safety**

405-12-06

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Driver Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.22 million registered vehicles. In 2010, traffic resulting in 5,025 fatal, A and B injury crashes occurred, killing 190 people and injuring another 6,368 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2008-2010 was observed at 82.7%, 84.8%, and 84.1%. Child safety seat usage surveys conducted in 2008-2010 observed 96.8%, 95.4%, and 91.5% usage. Although usage has steadied, child safety seat check-up events show the average misuse rate of child safety seats at 89%. This program is intended to reduce injuries and deaths by educating parents/caregivers about the importance of correctly installing and using child safety seats, booster seats, and safety belts. Nebraska currently has 23 inspection stations serving 54 of Nebraska's 93 counties and reaching 88% of Nebraska population. These inspection stations utilize trained CPS technicians, provide a minimum service once a month, and provides child passenger protection education. This project intends to assist those inspection stations in their operations.

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

**Goals and Objectives:**

The goals are to increase statewide seat belt use of front seat outboard occupants in passenger vehicles by 4% to 87.6% and the child restraint usage to 95.5% in 2012.

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

**Strategies and Activities:**

- Provided four NHTSA Certified Child Passenger Safety Technician Trainings. NOHS awarded four mini-grant contracts to Northeast Research and Extension Center to administer the following technician trainings:
  - May 2-5, 2012, Safe Kids Sandhills, Ogallala, 11 technicians trained. (\$3,124.52)
  - June 20-22, 2012, National Safety Council, Nebraska, Omaha, 18 technicians trained. (\$3,670.05)
  - August 22-25, 2012, Children's Hospital, Omaha, 17 technicians trained. 1 instructor certified. (\$6,209.52)
  - October 3-6, 2012, St. Elizabeth Foundation, Lincoln, 21 technicians trained. 1 instructor certified. (\$3,209.20)

- Provided a CPS Technician Update March 20-21, 2012, in Kearney, NE. Approximately 200 technicians attended. Mike James, CPS Statewide coordinator of Alabama, was the keynote speaker. (\$15,894.49)
- Provide resources to instructors and technicians to enhance training and parent education (i.e., mailings, manuals, newsletter subscriptions).
  - Printed 10,000 "Occupant Protection Law" cards, all in English. (\$515.49)
  - Acquired 100 LATCH manuals for CPS Technician trainings. (\$2,630.00)
  - Provided printing and preparation for two mailings sent to approximately 400 CPS Technicians.
  - Acquired sport shirts for all new CPS Technicians, and all instructors, with the NOHS and Nebraska Safe Kids logos. (\$2,992.29)
  - Provided 1-year subscriptions to Safe Ride News newsletter to 366 CPS Technicians. (\$12,608.50)
  - Provided a mini-grant contract to assist two instructors, Amy Borg, Alegent Health, (\$1,500.22) and Ann Brunzell, St. Francis Medical Center (\$1,803.82) to attend the Lifesavers National Conference held in Orlando, Florida, on June 14-16, 2012.

<b>Mini-Grants Awarded To Seven Inspection Stations:</b>	<b>Inspection Station Location:</b>	<b>Child Safety Seats Purchased:</b>	<b>Mini-Grant Award Costs</b>
Avera St. Anthony's Hospital	O'Neill	86	\$4,760.58
Three Rivers District Health Department	Papillion	108	\$5,000.00
Mary Lanning Memorial HealthCare	Hastings	82	\$5,000.00
National Safety Council, Nebraska	Omaha	126	\$6,074.46
Good Samaritan Hospital Foundation	Kearney	108	\$5,829.58
Chadron Community Hospital	Chadron	60	\$1,725.20
St. Elizabeth Foundation	Lincoln	97	\$4,967.86
<b>Total Child Safety Seats Purchased:</b>		<b>667</b>	<b>\$33,357.68</b>

- A total of 667 child safety seats were purchased through seven mini-grant contracts.

**Results:**

The goal to increase the occupant protection usage rate to 87.6% was not achieved. However, the observed safety belt usage rate remained steady at 84.1% in 2010 and at 84.2% in 2011, but dropped in 2012 to 78.6%.

Child safety seat usage rate increased from the 2011 observed rate of 95.1% to 95.9% observed in 2012. The overall goal of 95.5% usage was achieved.

<b>Funding:</b>	Section 405:	\$87,515.78
<b>Contact:</b>	Tim Jasnoch, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2017 FAX: 402/471-3865 Email: tim.jasnoch@nebraska.gov	

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

405-12-07

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Driver Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.2 million registered vehicles. In 2010, traffic crashes resulting in 33,212 crashes occurred killing 190 people and injuring another 16,712 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2008-2010 was observed at 82.7%, 84.8%, and 84.1%. Child safety seat usage surveys conducted in 2008-2010 observed 96.8%, 95.4%, and 91.5% usage. Although usage has steadied, child safety seat check-up events show the average misuse rate of child safety seats at 89%.

Violations for No Occupant Protection (no safety belt) resulted in 9,325, 10,118, and 9,869 convictions in 2008-2010. In addition, violations for No Child Restraint resulted in 1,742, 1,628, and 1,530 convictions in 2008-2010.

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.

**Goals and Objectives:**

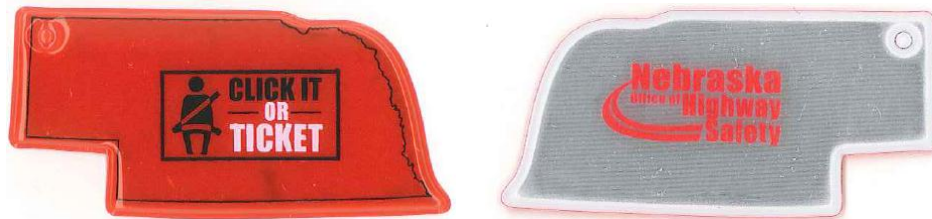
The overall goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2008-2010 calendar base year average of 84.1% to 87.6% in CY2012.

The objectives of this project are to educate and motivate law enforcement about the importance of strict enforcement of occupant restraint laws so that the number of "No Child Restraint" and "No Occupant Protection" convictions increases by 5% and to conduct observational surveys on the overall safety belt, child safety seat and motorcycle helmet usage to determine each specific usage rate in Nebraska and to provide funding to produce/provide public service announcements/ads featuring occupant restraint information.

**Strategies and Activities:**

- Provide incentive awards to law enforcement agencies who participated in the previous years' mobilization/crackdowns.
  - Incentives were provided out of another project.
- Conduct a statewide observational safety belt survey along with the motorcycle helmet usage between June and July.
  - The statewide observational safety belt survey was funded through the 12-HSIP-(4) grant.
  - A mini-grant contract for the 2012 Nebraska Annual Safety Belt Survey Sample was provided to Health Education, Inc. in the amount of \$4,495.00 to complete the following:
  - The 2012 safety belt survey sample results for the State of Nebraska, gathered according to a protocol approved on February 29, 2012 by the National Highway Traffic Safety Administration (NHTSA) in accordance with the new Uniform Criteria for State Observational Surveys of Safety Belt Use. Nebraska is composed of 93 counties; 55 which account for 85% of the passenger vehicle crash related fatalities according to Fatality Analysis System (FARS) averages for the period

- 2005 to 2009. These 55 counties were designated eligible for sampling and as a result 10 counties were selected with probability proportional to size from the 55 eligible counties.
- Conduct Child Safety Seat Survey in August and September.
  - The child safety seat survey was funded through the 12-HSIP-(4) grant.
- Provide funding for mini-grant contracts specific to occupant restraint-related problems as need is demonstrated.
  - A mini-grant contract was received from the Nebraska State Patrol, Troop A – Public Safety Education, for overtime hours during August 22 through September 30, 2012. The overtime hours were used to increase enforcement and education efforts on the use of safety restraints and the high involvement of younger drivers in crashes. Five officers worked 58.50 hours of overtime at six high school football games in Dodge, Douglas, Cass, Sarpy and Washington Counties. The “Friday Night Lights” initiative is designed to help reduce serious injury and fatality crashes involving teen drivers by providing firsthand knowledge of what can happen when you don’t buckle up. Through this activity the opportunity was provided to experience a ride in the Nebraska State Patrol Seat Belt Convincer and/or view a presentation of the Rollover Simulator.
- Produce/provide public service announcements/ads featuring occupant restraint mobilizations and occupant restraint through numerous media outlets.
  - A mini-grant contract in the amount of \$7,800.00 was granted to the Nebraska Safety Council for 30 thirty second PSA’s for the November CIOT 2011 paid media campaign. Air dates for the campaign were November-December 2011. The PSA’s were tagged with the NOHS logo and aired on Channel 10.11 and My TV, plus an internet link.
- Provide occupant restraint incentive items to motivate and educate the public.
  - Placed two orders of 10,000 each for Nebraska Shaped Reflector Zipper Tags. Received first order in November 2011 and the second order in October 2012. The cost for 20,000 zipper tags was \$9,480.00.



**Results:**

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

The goal to increase the occupant protection usage rate to 87.6% was not achieved. However, the observed safety belt usage rate remained steady at 84.1% in 2010 and at 84.2% in 2011, but dropped in 2012 to 78.6%.

Child safety seat usage rate increased from the 2011 observed rate of 95.1% to 95.9% observed in 2012. The overall goal of 95.5% usage was achieved.

<b>Funding:</b>	Section 405:	\$25,573.89
<b>Contact:</b>	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 Fax: 402/471-3865 Email: linda.kearns@nebraska.gov	

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

405-12-08

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Driver Population

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 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 2008-2010 was observed at 82.7%, 84.8% and 84.1% respectively.

**Goal:**

The goal is to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2010 calendar year usage rate of 84.1% to 87.6% in CY 2012.

**Objective:**

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

**Strategies and Activities:**

- To solicit participation from all law enforcement agencies to conduct selective seat belt overtime enforcement for the November Click It or Ticket statewide mobilization.
  - 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 40 mini-grant contracts for selective seat belt overtime enforcement activity.
  - During the project period 38 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 16 contracts; Sheriff's Offices – 22 contracts.

**Contract Awards**

<b>Agency</b>	<b>Reimbursed</b>
Ashland Police Department	\$353.85
Auburn Police Department	\$1,500.00
Bellevue Police Department	\$2,764.64
Bennington Police Department	\$423.00
Chadron Police Department	\$987.78
Columbus Police Department	\$1,896.82
Cozad Police Department	\$269.58
Crete Police Department	\$1,373.49

Decatur Police Department	\$498.30
Franklin Police Department	\$497.88
Gering Police Department	\$890.04
Grand Island Police Department	\$4,000.00
Hastings Police Department	\$1,405.06
Holdrege Police Department	\$262.04
Kearney Police Department	\$2,099.24
Lincoln Police Department	\$3,239.01
Boyd County Sheriff's Office	\$1,000.00
Buffalo County Sheriff's Office	\$1,044.16
Cass County Sheriff's Office	\$929.61
Colfax County Sheriff's Office	\$1,000.00
Dakota County Sheriff's Office	\$3,000.00
Dawson County Sheriff's Office	\$3,376.26
Dodge County Sheriff's Office	\$3,552.94
Douglas County Sheriff's Office	\$4,750.39
Fillmore County Sheriff's Office	\$1,476.40
Franklin County Sheriff's Office	\$970.74
Hall County Sheriff's Office	\$4,708.82
Johnson County Sheriff's Office	\$967.94
Lincoln County Sheriff's Office	\$3,553.41
Merrick County Sheriff's Office	\$996.11
Nance County Sheriff's Office	\$1,000.00
Nemaha County Sheriff's Office	\$2,420.82
Phelps County Sheriff's Office	\$999.75
Platte County Sheriff's Office	\$1,486.13
Saline County Sheriff's Office	\$967.89
Sarpy County Sheriff's Office	\$4,000.00
Saunders County Sheriff's Office	\$986.48
Thurston County Sheriff's Office	\$999.77
	<hr/>
	\$66,648.35

- These 38 mini-grant contracts resulted in a total of 1,785 hours of selective seat belt overtime enforcement, 247 seat belt citations, 119 impaired driving arrests, 965 speeding citations and 1,936 total citations.
- To review the selective seat belt overtime enforcement activity for each mini-grant and process the reimbursement request. Reimbursement requests were reviewed and processed for all 38 mini-grant contracts.

**Result:**

The goal to increase the occupant protection usage rate to 87.6% was not achieved. However, the observed safety belt usage rate remained steady at 84.1% in 2010 and at 84.2% in 2011, but dropped in 2012 to 78.6%.

<b>Funding:</b>	Section 405:	\$66,648.35
<b>Contact:</b>	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

**Electronic Citations Automation  
Nebraska Commission on Law Enforcement and Criminal Justice**

408-12-01

Program Area:	Traffic Records Support
Project Characteristic:	Electronic Traffic Citation, Software Distribution and Training
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Nebraska Law Enforcement Agencies

**Problem Identification:**

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

**Goal and Objectives:**

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

The objectives of this project are to provide:

- Modifications and updates to TraCS, Sleuth, and the Nebraska Criminal Justice Information System (NCJIS), as changes occur, with citations, Administrative License Revocation (ALR) forms, crash report data, and traffic records data to law enforcement agencies, other users and consumers who use the data.
- Solicit Nebraska law enforcement agencies, other users and consumers to participate in the electronic submission of citations, ALR forms, crash report data, traffic records data.

**Strategies and Activities:**

- Implement and expand data collection (including incident data) in TraCS to accompany citations and crash reports.
  - Contracted for programming of Sleuth citation export to allow data and images to be sent to NCJIS and subsequently to be routed to courts and prosecutors
  - Worked with local agencies for implementation of TraCS Version10, contracting with Affinity Global Solutions for installation and training.
  - Renewed TraCS licensing.
  - Renewed EasyStreet Draw licensing. Worked with Nebraska Department of Roads (NDOR) to allow current licensing to be used with the online accident reporting tool they developed.
- Participate in the two TraCS Steering Committee meetings to develop the specifications (including both Nebraska State Patrol (NSP) and local police/sheriff representatives) regarding the data submitted into TraCS.
  - Deb Wingrove (NSP) attended the TraCS National Steering Committee meeting in Albuquerque, NM in February 2012.
  - Deb Caha, Nebraska Crime Commission (NCC) and Jason Arensdorf (NSP) attended the TraCS 10 meeting in Buffalo, NY in August 2012.
- Implement and migrate into Sleuth an upgrade data collection to a consistent online version using Version 10 for smaller law enforcement agencies using this program.
  - Worked with Sleuth and the Office of the Chief Information Office (OCIO) to implement Sleuth Online though an NCC hosted solution. Progress was made but this must be completed after the grant period.
  - Contracted for Sleuth programming to do crash reports in multiple versions of Sleuth.
  - Worked with Sleuth agencies on installation of Version10 and testing for consistency and conformity of MFR (mobile field reporting) and eCitations.
  - Conducted training and user group meetings for Sleuth

- Implement and automate the finalized ALR form used by the Department of Motor Vehicles (DMV) to be used with TraCS and Sleuth.
  - DMV has rules and regulations in place to receive ALR forms electronically for alcohol breath and blood tests and for also for anyone who refuses an alcohol test.
  - The ALR form will go live with TraCS and Sleuth in 2013.
- Implement and develop the DMV Reexamination Report to be added to crash reporting in TraCS and Sleuth.
  - In progress, still needs some additional programming.
- Implement and expand citation images to electronic citation (eCitation) images, to include officer comments and prosecutor's copy, in TraCS, Sleuth and Accident Investigation (AI) for NCJIS. Expand the use of citations to be made available to prosecutors through the NCJIS and adding 15 TraCS and Sleuth user agencies to the system.
  - Updated NCJIS process for displaying NDOR crash report data, reflecting changes to NDOR's system.
  - Enhanced NCJIS processes for electronically delivering citation images to County Attorneys. Continued to bring County Attorney's onto the NCJIS CoAttyCit module, concurrent with NSP outreach and training.
  - Train users and consumers, law enforcement agencies, agencies, who are the target users of Sleuth, TraCS and CMS (Court Management System) to use automated online system.
  - Conducted training and user group meetings for Sleuth and CMS.
- Implement improved processing by prosecutors to provide prosecutors faster electronic access to data on offenders admitted to jail to improve bond hearings and filings. Jail data is available on NJIS so NCC will build on an upcoming change to the jail data extract format for a standardized data format and to have the CMS Interface to import jail admission (routed by NCJIS) to the CMS for prosecutors, replacing manual booking sheets and logs. This will save staff time in both jails and County Attorney offices.
  - Enhanced NCJIS processes for electronically delivering citation images to County Attorneys.
  - Contracted for programming of Sleuth citation export to allow data and images to be sent to NCJIS and subsequently to be routed to courts and prosecutors.
  - Worked with the DMV to include jail admission photos in the DMV facial recognition system. NOTE: although this was not funded through this 408 grant it is being mentioned as it builds upon earlier 408 funded initiatives and is seen to be a good, but somewhat unique, enhancement and use of traffic records.
  - Developed CMS interface to import citation data, routed from NCJIS, to eliminate duplicate data entry and parallel the timeliness of image availability on NCJIS.
- Provide travel for two individuals to attend the Sleuth National Users Conference.
  - The Nebraska Crime Commission held the NJCIS and CMS Users Conference in Kearney in September. Criminal justice individuals were trained in Sleuth, TraCS and CMS operations at the conference.

**Results:**

- 94 law enforcement agencies are using Sleuth.
- 7 law enforcement agencies are using TraCS.
- 74 County Attorneys have access to the eCitation component on NCJIS.
- 19 County Attorneys are using the Case Management System (CMS) component on NCJIS.
- NSP has completed Version 10 of TraCS.
- The Omaha Police Department has been contacted regarding eCitation and other benefits of NCJIS.

<b>Funding:</b>	Section 408:	\$145,513.27
<b>Contact:</b>	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	



**E-Crash Reports  
Nebraska Department of Roads**

408-12-03

Program Area:	Traffic Records Support
Project Characteristic:	Rewrite ARS System/Upgrade G360/Streamline image process
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Nebraska Law Enforcement Agencies

**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. Prior to the 2006 Traffic Records Assessment, where it was recommended that Nebraska move to an electronic accident reporting system, the Nebraska Department of Roads (NDOR) had already started the development of an electronic system for law enforcement agencies to report crashes. This new electronic reporting method has highlighted the need for rewriting the Accident Records System (ARS). The current system was created eleven years ago. The problem exists with the speed that Data Entry personnel can process reports, due to duplication during the manual entry process. The rewrite will streamline the data entry process by eliminating this duplication, while taking advantage of the newest technology available.

**Goal:**

To create an Accident Records System (ARS) that interfaces with the Electronic Accident Form (EAF) to be utilized by law enforcement statewide. This data will be utilized to evaluate Nebraska's fatal and serious motor vehicle injury crashes and implement Nebraska's Performance Based Strategic Traffic Safety Plan.

**Objectives:**

- Increase the percentage of electronically submitted reports from 21.88% in 2010 to 40% or greater.
- Reduce the number of days between crash report submittal and data retrieval from the Highway Safety Information (HIS) system from 90 days to 45 days.
- Increase the number of law enforcement agencies using EAF from 134 to 150.
- Solicit Nebraska law enforcement agencies to participate in the electronic submission of investigator crash reports.

**Strategies and Activities:**

- Complete the removal of the current G360 Image migration system (WorkDesk) and changing over to the less costly state purchased OnBase system.
  - The NDOR Business Technology Support Office made the decision to change the NDOR accident reporting system from WorkDesk to an OnBase system.
  - OnBase went live on May 18, 2012.
- Complete the rewrite of the Accident Records System (ARS), addressing the problems with the existing system, ranging from complete system lockup, incorrect query results, and duplication of data into two separate databases.
  - Continuing the rewrite of EAF 2.0.
- Complete the rewrite of the EAF system to streamline the reporting process for the accident investigators. Once entered electronically, crash data will be interfaced with the HSI database without human intervention, increasing speed and accuracy.
  - Continuing the rewrite of the ARS.
- Train two staff members on the OnBase image migration system.
  - Two NDOR Highway Safety/Accident Records Bureau staff members were trained on OnBase.
  - Initially there were five contractors (two from the Office of the Chief Information Office, 2 from OnBase in Fargo, North Dakota and one from in-house.

**Results:**

- A business deployment plan has been completed.
- EAF 2.0 rewrite is currently on iteration 54.
- The NDOR has released a limited version EAF 2.0 for use by law enforcement test users.
- The ARS rewrite has been completed.
- The number of law enforcement agencies reporting electronically has increased from 134 to 152.
- The number of users of the EAF system has increased from 1,863 to 2,003.
- The report time from the accident to database time has increased from 90 days to 120 days. This increase is due to the change over to the new system. The learning curve was greater than expected. As more law enforcement agencies start using electronic transmission of accident reports the time period from crash to the NDOR database will again decrease to less than 90 days.
- The total number of EAF reports received has increased from 21.88% to 36.32% of NDOR's total reports received.

<b>Funding:</b>	Section 408:	\$200,000.00
<b>Contact:</b>	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 Health and Human Services**

408-12-11

Program Area:	Traffic Records Support
Project Characteristics:	Injury Surveillance System/Emergency Medical Services
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	State Government

**Problem Identification:**

Emergency Medical Service (EMS) data documents patient injury status and what type of treatment is given. 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. Nebraska Department of Health and Human Services (DHHS) has been working on developing a statewide uniform EMS information system.

Because EMS providers use various information systems, the data DHHS receives varies by providers in terms of format and 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. Currently DHHS staff is compiling a state wide EMS working file that contains frequently used data elements starting from the data in 2009.

**Goal and Objectives:**

The goal of this project is to create reliable EMS data to link into the CODES database which links four data sources, crash, EMS, Hospital Discharge and death certificate. 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.

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

- Access the 2010 and 2011 EMS data sets submitted by various EMS providers.
- Analyze each of the 2010 and 2011 EMS data sets for missing, valid or invalid values.
- Develop a summary report of the 2011 EMS data sets and make recommendations.
- Implement the recommendations to the EMS providers to equalize the data submitted.
- Other related work for this project.

**Strategies and Activities:**

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

	Last updated data period	No. of records
eNARSIS*	1/1/2012 - 11/30/2012	76,461
Omaha	1/1/2012 - 9/30/2012	23,099
Lincoln	1/1/2012 - 9/30/2012	26,274

\* electronic Nebraska Ambulance and Rescue Service

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

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

**Results:**

- Quality Control Measurements for the Statewide EMS Data:

<b>For 2012 data</b>	<b>As of 9/30:</b>
% EMS reports sent to governing agency within 10 days of incident	57.25
% EMS reports sent to governing agency within 30 days of incident	70.91
Mean # days from incident to data availability on statewide system	22
% EMS run locations that match statewide location coding	99.40
% of EMS agencies contributing to the statewide database	73.15
% of records on EMS database that are NEMSIS* compliant	80.56

\*National Emergency Management Information System (NEMSIS)

<b>Funding:</b>	Section 408:	\$25,309.58
<b>Contact:</b>	Ying Zhang, Nebraska Department of Health and Human Services 301 Centennial Mall South, Lincoln, NE 68509 Telephone: 402/471-4377 FAX: 402/471-1371 Email: ying.zhang@nebraska.gov	

**Lancaster County Court Moving Traffic Court Fines and Costs  
Collection Project**

408-12-12

**Nebraska State Court Administrator's Office – Nebraska Supreme Court**

Program Area:	Traffic Records Support
Project Characteristic:	Traffic Court
Type of Jurisdiction:	Lancaster County
Jurisdiction Size:	285,407 residents
Target Population:	Nebraska County Court System with emphasis on Lancaster County

**Problem Identification:**

Low rates of collection of court-ordered fines and costs where defendants are allowed time to pay on moving traffic violations in Lancaster County, results in high numbers of referrals to the Nebraska Department of Motor Vehicles (DMV) for license suspensions and low percentages of the collections of court-ordered time-pay fines.

**Goal:**

The goal is to increase collection of court-ordered time-pay fines/costs through effective monitoring and communication with county judges and clerk magistrates, and by implementing the recommended collection practices.

**Objectives:**

- Decrease the number of cases in Lancaster County Court indicating failure to pay fines and costs for moving traffic violations by 25% per year, from 2,963 in 2010 to 1,475 in 2012.
- Reduce court-referrals from Lancaster County Court to the DMV for license suspension, due to defendants failing to pay fines/costs for moving traffic violations, by 25% per year, from 2,276 in 2010 to 605 in 2012.
- Expand effective collection practices to courts across Nebraska by providing training to all new judges, and clerk magistrates. (Numbers will be determined by appointments made to the bench.)

**Strategies and Activities:**

- Continue to track, process, and collect time-pay fines assessed against defendants with moving traffic violations in Lancaster County.
  - A full time court clerk tracked all moving traffic violation and the type of payment.
- The collection process will continue to be used for non-traffic offenses and this or a comparable collection process will be used to ensure prompt collection of fines and costs owed by probationers.
  - Because of the success with the traffic violators, the court has also begun the collection process for non-traffic violators and by probationers.
- Share information regarding the recommended collection process developed in the Lancaster County Court with other courts through consultation and education. Provide ongoing information to courts and judges regarding the amount of fines and costs outstanding and the impact these unpaid fines and costs may have on the system and other entities (schools, roads, etc.) which depend upon these funds for support.
  - The Court Administrator's Office held meetings around the state regarding the success of the collection efforts in Lancaster and Douglas County.
  - Education for judges and court staff to expand and make collection efforts more uniform across the state are planned for 2013.

**Results:**

Results of court-ordered time-pay fines:

Of the 8,283 types of payment/no payment the Lancaster County Court had Time Pays Granted 43.6% of the time; Paid in Full 29.5%; Paid after Receiving Postcard 12.7%; Partial Payment 4.6%; and for those who made No Payment 9.6%.

**Payment Type:**

Time Pays Granted	Paid in Full	Paid after Receiving Postcard	Partial Payment	No Payment
3,615	2,445	1,053	377	793

- Because of the success of the initial pilot established under this grant, the Lancaster County Court has expanded its use of the collection process to include criminal non-probation cases as well. Through this program an additional 12,417 cases were paid within the parameters of the time pay order, and hundreds of possible warrants and the resulting stress upon the court law enforcement systems were avoided.
- Enforcement of Lancaster County Court's court-ordered time-pay fines and costs has resulted in payment instead of suspension for 1,053 Nebraska drivers.
- Expanding on the collection process begun under this grant and companion grant 408-12-13, courts across Nebraska are now using electronic time pay forms. In 2012, updates to the program allow courts to remind defendants of their fines and costs due by e-mail or text (an extension of the postcard notices developed under this grant.).
- The collection person funded under this grant has been made a permanent position funded by the Nebraska Supreme Court beginning October 1, 2012.
- The 11<sup>th</sup> Judicial District is in the midst of a pilot collection program focusing on collection of fines and costs for defendants placed on probation. The 11<sup>th</sup> Judicial District includes 17 rural counties. The pilot is scheduled to end in April, 2012, but has already been declared a success. Education for judges and court staff to expand and make collection efforts more uniform across the state are planned for 2013.

<b>Funding:</b>	Section 408:	\$32,231.82
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**Contact:** Sheryl Connolly, Trial Court Services Director  
 Administrative Office of the Courts, P.O. Box 98910, Lincoln, NE 68509-8910  
 Telephone: 402/471-2671 FAX: 402/471-2197 Email: sheryl.connolly@nebraska.gov

**Douglas County Court Moving Traffic Court Fines and Costs  
Collection Project  
Nebraska State Court Administrator's Office – Nebraska Supreme Court**

408-12-13

Program Area:	Traffic Records Support
Project Characteristic:	Traffic Court
Type of Jurisdiction:	Douglas County Court
Jurisdiction Size:	Douglas County Population 517,110 (2010 Census)
Target Population:	Nebraska County Court System with emphasis on Douglas County Drivers

**Problem Identification:**

Low rates of collection of court-ordered fines and costs where defendants are allowed time to pay on moving traffic violations in Douglas County, resulted in high numbers of referrals to the Nebraska Department of Motor Vehicles (DMV) for license suspensions and in a low percentage of the collections of court-ordered time-pay fines.

**Goal:**

The goal is to increase collection of court-ordered time-pay fines/costs through effective monitoring and communication with county judges and clerk magistrates, and by implementing the recommended collection practices.

**Objectives:**

- Decrease the number of cases in Douglas County Court indicating failure to pay fines and costs for moving traffic violations by 25% per year, from 1,859 in 2011 to 1,395 in 2012.
- Reduce court-referrals from Douglas County Court to the DMV for license suspension, due to defendants failing to pay fines/costs for moving traffic violations, by 25% per year, from 1,311 in 2011 to 984 in 2012.
- Expand effective collection practices to courts across Nebraska by providing training to 12 additional judges, increasing the trained county judges from 51 to 63.

**Strategies and Activities:**

- Continue to track, process, and collect time-pay fines assessed against defendants with moving traffic violations in Douglas County.
  - A full time court clerk tracked all moving traffic violation and the type of payment.
- The collection process will continue to be used for non-traffic offenses and this or a comparable collection process will be used to ensure prompt collection of fines and costs owed by probationers.
  - Because of the success with the traffic violators, the court has also begun the collection process for non-traffic violators and by probationers.
- Share information regarding the recommended collection process developed in the Douglas County Court with other courts through consultation and education. Provide ongoing information to courts and judges regarding the amount of fines and costs outstanding and the impact these unpaid fines and costs may have on the system and other entities (schools, roads, etc.) which depend upon these funds for support.
  - The Court Administrator's Office held meetings around the state regarding the success of the collection efforts in Lancaster and Douglas County.
  - Education for judges and court staff to expand and make collection efforts more uniform across the state are planned for 2013.
- Expand the use of collection forms and procedures to 10 District Courts and 20 County Courts.
  - The 11<sup>th</sup> Judicial District which includes 17 rural counties will implement the collection process for all types of cases in a rural setting. If success can be demonstrated in the rural setting also, the Supreme Court will implement the process to all district and county courts.

- Add language to time-pay forms to encourage payment on-line through use of credit and debit cards. Monitor use of electronic payments for collection of time-pay applications throughout 2011 -2012 grant year to determine overall impact of electronic payments upon the court's overall ability to collect payments.
  - Douglas County has begun receiving electronic payments.

**Results:**

Results of court-ordered time-pay fines:

Of the 13,029 types of payment/no payment, the Douglas County Court had Time Pays Granted 38.8% of the time; Paid in Full 27.1%; Paid after Receiving Postcard 22.7%; Partial Payment 5.2%; and for those who made No Payment 6.2%.

**Payment Type:**

Time Pays Granted	Paid in Full	Paid after Receiving Postcard	Partial Payment	No Payment
5,050	3,535	2,962	674	808

- Enforcement of Douglas County Court's court-ordered time pays fines and costs during the 2011-2012 grant period has resulted in payment instead of suspension for 2,962 Nebraska drivers.
- Douglas County Court collected \$719,652 in traffic fines and costs through the efforts of the collection person and process funded through this grant for the 2011-2012 grant period.
- The collection person funded under this grant has been made a permanent position funded by the Nebraska Supreme Court beginning October 1, 2012.
- Expanding on the collection process begun under this grant, courts across Nebraska are now using electronic time pay forms. In 2012, updates to the program allow courts to remind defendants of their fines and costs due by e-mail or text (an extension of the postcard notices developed under this grant.)
- The 11<sup>th</sup> Judicial District is in the midst of a pilot collection program focusing on collection of fines and costs for defendants placed on probation. The 11<sup>th</sup> Judicial District includes 17 rural counties. The pilot is scheduled to end in April, 2012, but has already been declared a success. Education for judges and court staff to expand and make collection efforts more uniform across the state are planned for 2013.

<b>Funding:</b>	Section 408:	\$43,126.98
<b>Contact:</b>	Sheryl Connolly, Trial Court Services Director Administrative Office of the Courts, P.O. Box 98910, Lincoln, NE 68509-8910 Telephone: 402/471-2671 FAX: 402/471-2197 Email: sheryl.connolly@nebraska.gov	



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

408-12-14

Program Area:	Traffic Records Support
Project Characteristics:	Injury Surveillance System
Type of Jurisdiction:	State Government
Jurisdiction Size:	1,826,341
Target Population	General Population

**Problem Identification:**

Motor vehicle crashes continue to be a leading public health concern in the United States and in Nebraska. According to the Department of Health and Human Services (DHHS) Injury in Nebraska report, overall, motor vehicle crashes are the leading cause of injury death. According to *Traffic Crash Facts* (Nebraska Department of Roads, 2009), 33,212 crashes occurred in Nebraska in 2010 resulting in 190 deaths, 16,712 injured persons and economic cost of almost 2 billion dollars, including wage and productivity losses, medical expenses, administrative expenses, motor vehicle damage, and employer costs.

However, injuries can be prevented or reduced only when their causes and consequences are fully understood. The linked crash data to medical information allows us to create a better picture of Nebraska's motor vehicle crash outcomes. By relating medical costs to accidents, the extent of the problem can be better determined, leading to proper emphasis on reducing the problem through increased funding of countermeasures. CODES are one of the priority areas National Highway Traffic Safety Administration (NHTSA) focuses on. NHTSA is committed to providing the most accurate and complete information available to the American traveling public.

**Goal and Objective:**

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

The objectives are to:

- Link the 2010 data from the four separate databases: Crash, EMS, Hospital Discharge Data (HDD) and Death Certificate.
- Develop the 2007-2009 CODES Management Report and one state specific traffic safety application.
- Respond to CODES data requests from NHTSA, Nebraska Office of Highway Safety (NOHS), State legislators, injury prevention programs, local health department and other researchers.
- Develop and implement the NISS.

**Strategies and Activities:**

- Coordinate the CODES program, with the assistance of the CODES Advisory Committee.
  - The CODES Advisory Committee members meet quarterly. Presentations were given on CODES work progress, state application studies, and relevant injury surveillance and prevention projects. Completion Dates: October 21, 2011, January 20, April 20, and July 20, 2012.
  - The Traffic Records Coordinating Committee meetings attended were (quarterly), NHTSA CODES state network meetings (quarterly), NHTSA CODES grand rounds webinars, NHTSA CODES brownbag webinars, NHTSA CODES annual training meeting, Nebraska Highway Safety Advocates meeting, Nebraska Highway Safety Summit, and the Council of State and Territorial Epidemiologists Annual Meeting.
- Conduct data linkage for 2010 crash, EMS, hospital discharge and death certificate data.
  - An agreement was entered into with Nebraska Hospital Association (NHA) that CODES staff can have access to complete E-CODE data sets including patients' names at NHA facility. New linkage

- was tested in October 2011, and found that adding first name and last name as linkage variables increased the number of linked pairs for about 10%.
- Linkage between 2010 crash, hospital discharge, and death certificate data was completed in February 2011. After some modifications of the linkage specifications, linkage rate between 2010 crash and hospital discharge data is about 77%.
  - Develop CODES management report and at least one state-specific highway traffic safety application.
    - The 2009 and 2010 data tables for CODES Management Report were completed in May 2012.
    - In February of 2012, the CODES website, [http://dhhs.ne.gov/publichealth/Pages/codes\\_index.aspx](http://dhhs.ne.gov/publichealth/Pages/codes_index.aspx) was re-organized. All the Vehicle Crash and Safety Reports fact sheets are grouped into seven categories, traffic safety in general, alcohol, seat belt and occupant protection, speeding, distracted driving, motorcycle safety, and other. Over the year, new fact sheets were added, updated some existing ones, and included fact sheets on driving safety during snow days, distracted driving, and restraint use and crash outcomes.
    - One study was conducted on seat belt use and crash outcomes (mainly injury severity and medical costs). This study was done in collaboration with the injury prevention program and the Drive Smart Nebraska group, for their activities to raise seat belt use rate and reduce motor vehicle crash injuries and fatalities. Another study was on racial disparity among non-fatal motor vehicle crash injuries. This study has been submitted to the Traffic Injury Prevention as a journal article. A few other small projects were conducted, including comparison between daytime and nighttime crashes, and characteristics of teen drivers and elderly drivers involved crashes.
  - Prepare and provide data analysis and technical support to NHTSA, traffic safety and injury prevention programs, and other researchers as requested. Technical support was provided to the highway safety and injury prevention programs in terms of data analysis.
    - Data requests from NHTSA, National Transportation Safety Board (NTSB), Nebraska injury prevention program, Safe Kids Nebraska, Nebraska Safety Council, and the University of Nebraska-Lincoln were fulfilled.
  - Continue to develop and implement the Nebraska Injury Surveillance System (NISS).
    - DHHS worked closely with Nebraska state epidemiologist, the Injury Community Planning Group, and Drive Smart Nebraska, in the efforts to raise seat belt use rate and reduce motor vehicle crash injuries and deaths. A series of fact sheets have been produced focusing on different aspects of the issue (injury severity, costs, high risk population, etc.).

**Results:**

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

<b>Funding:</b>	Section 408:	\$100,192.74
<b>Contact:</b>	Ying Zhang, Nebraska Department of Health and Human Services 301 Centennial Mall South, Lincoln, NE 68509 Telephone: 402/471-4377      Fax: 402/471-1371      Email: <a href="mailto:ying.zhang@nebraska.gov">ying.zhang@nebraska.gov</a>	

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

408-12-15

Program Area:	Traffic Records Support
Project Characteristics:	Injury Surveillance System/Hospital Injury Data
Type of Jurisdiction:	State Government
Jurisdiction Size:	1,826,341
Target Population	General Population

**Problem Identification:**

As one of two minimum data-sets that the Center of Disease Control 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 (law) to Nebraska Department of Health and Human Services (DHHS). The Nebraska Hospital Association receives hospital discharge records submitted by Nebraska hospitals and furnishes it to the DHHS. E-CODE compliance among hospitals showed a decline trend since 2004, which creates a great concern due to incomplete data submission. It is very challenging to assess injury status and make decisions based on incomplete or inconsistent data.

The data quality of E-CODE is very important since it has a huge influence on public health. DHHS has been closely working with the Nebraska Hospital Association (NHA) to assess data quality and the level of hospital compliance with the Nebraska E-CODE law, monitor progress in E-CODE compliance, and provide feedback and recommendations to reporting hospitals for improvement.

**Goal:**

The goal of this project is to create reliable E-CODE data to link into the CODES database which links four data sources: crash, EMS, Hospital Discharge and death certificate. 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.

**Objectives:**

This project will complete the following objectives:

- Access 2010 E-CODE data submitted by the Nebraska Hospital Association.
- Prepare the 2010 E-CODE data for analysis.
- Analyze the 2010 E-CODE data for missing, valid or invalid values.
- Prepare a report card of 2010 E-CODE data for each reporting hospital.
- Develop a summary report of the E-CODE data quality and make recommendations.
- Other related work for this project.

**Strategies and Activities:**

- Access 2010 E-CODE data submitted by the Nebraska Hospital Association.
  - The 2010 E-CODE data was received in September 2011 through the Office of Health Statistics.
- Prepare the 2010 E-CODE data for routine procedures before analysis.
  - New data-set was developed by removing duplicated data from the raw hospital discharge data. The routine procedures for data cleaning and standardization are done in October 2011.
- Analyze the 2010 E-CODE data for missing, valid or invalid values.
  - Descriptive statistical analyses were completed based on the new 2010 hospital discharge data. The SAS DDE (Dynamic Data Exchange) method is applied to the 2010 E-CODE data quality reports. Statistical results were obtained for each of 21 local health departments, as well as the state as a whole. All the frequency tables were generated.
- Prepare a report card of 2010 E-CODE data for each reporting hospital.
  - Based on the feedbacks from NHA, the reporting cards of 2009 E-CODE data for each hospital were modified. On June 7<sup>th</sup>, the 2010 E-CODE reporting cards were sent to 88 hospitals via mail.

- All the tables and graphs in the 2010 data quality assessment reports for each 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 2010 E-CODE reporting cards was used. Analysis and reporting cards were generated for the first 3 quarters of 2011. On June 7<sup>th</sup>, the first three quarters of 2011 E-CODE reporting cards were sent to 88 hospitals via mail.
  - Develop a summary report of the E-CODE data quality and made recommendations.
    - The final state summary report was completed in June 2011.
  - Other related work for this project.
    - After sending out the 2010 and first three quarters of 2011 reporting cards, some feedbacks were received from hospitals.
    - The reporting card template was simplified to still include the same amount of information but exclude most of the length of the report. This new template will be used for monthly E-CODE quality reporting to each of the 88 hospitals. It will also be the future template for the 2011 annual E-CODE data quality report.
    - A list of medical coders for all 88 hospitals is being created to help the E-CODE report cards find the correct people within the hospital. This will help maximize the effectiveness of the report cards.
    - Injury Profiles for the state and 21 local health departments by SAS DDE (Dynamic Data Exchange) method were created for the year 2010 and the combined years 2006-2010. The Injury Profiles were divided by suicides, hospitalizations, and emergency room. The age adjusted rates were calculated for each type of injury.

**Results:**

Quality Control Measurements for the Statewide E-CODE Data:

Timeless:

Average Number of days from hospital/emergency room discharge until data is entered into database for 2012 as of September 30, 2012 is 36.

Accuracy:

2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
% valid N-codes and E-CODEs for Inpatients	63	66	63	63	64	63	65	65	65
% valid N-codes and E-CODEs for Emergency Rooms	91	90	90	90	89	90	90	90	88

<b>Funding:</b>	Section 408:	\$26,082.76
<b>Contact:</b>	Ying Zhang, Nebraska Department of Health and Human Services 301 Centennial Mall South, Lincoln, NE 68509-5026 Telephone: 402/471-4377 Fax: 402/471-1371 Email: ying.zhang@nebraska.gov	

**Nebraska Highway Safety Data Inventory**  
**Nebraska Department of Health and Human Services**

408-12-16

Program Area:	Traffic Records Support
Project Characteristics:	Safety Data Inventory
Type of Jurisdiction:	State Government
Jurisdiction Size:	1,826,341
Target Population	State Government

**Problem Identification:**

In Nebraska's Performance-Based Strategic Traffic Safety Plan issued by Nebraska Office of Highway Safety, several data sources were identified to evaluate progress towards reaching performance goals, including motor vehicle crash data, citation data, vehicle miles traveled, and census data. Additional data sources exist that could be possibly integrated into the performance evaluation, for example, hospital discharge data, trauma registry, Emergency Medical System (EMS) data, Behavioral Risk Factor Surveillance System (BRFSS), Youth Risk Behavior Surveillance System (YRBS), sales of alcohol, and observed seat belt use.

Besides the above mentioned data-sets, some data sources that are not traditionally used by public health professionals are often overlooked. However, at times, they are critical to understanding traffic safety related public health problems. Some examples of these data sources are law enforcement activities such as sobriety checkpoints, community programs and campaigns funded by highway safety grants such as Mothers Against Drunk Driving (MADD) and Project Extra Mile, road construction profile, improvements in vehicle design, and other environmental data such as weather records.

Although all the data sources provide valuable pieces of information, they are owned and operated by different agencies. The Nebraska Crash Outcome Data Evaluation System (CODES) has taken efforts to put some data sets together. The motor vehicle crash data, hospital discharge data, and death certificate data, and part of trauma registry data have been integrated into CODES. There is a need to unify all traffic safety related data sources together and put them into one safety data document.

**Goal:**

The goal is to create a complete, accurate, and up-to-date list of data sources related to traffic safety in the state of Nebraska.

**Objectives:**

This project will complete the following objectives:

- Formulate a questionnaire to survey each data source.
- Have all data owners complete the survey.
- Provide feedback to data owners and clarify unclear questions.
- Establish the data inventory documents.

**Strategies and Activities:**

- Formulate a questionnaire to survey each data source.
  - An interview protocol was initially developed to conduct face to face interviews of data owners and program coordinators.
  - Subsequently, a questionnaire was formulated adapting a template previously used by the office of Health statistics to survey data owners and program coordinators.
- Have all data owners complete the survey.
  - Data owners, program coordinators, researchers and law enforcement were contacted.
  - A total of 24 questionnaires were completed and filled: Face to face interviews (18), Phone interviews (2) and individually filled out questionnaire (4). Note, some organizations and programs had more than one data-sets (i.e. DMV, Death Certificate).

- Provide feedback to data owners and clarify unclear questions.
  - A total of 17 data owners, program coordinators and researchers reviewed filled questionnaires and returned them by end of September, 2012.
- Establish the data inventory documents.
  - An Excel inventory list of data owners, program coordinators with their contact information and overview of their databases and programs was established.
  - The inventory list further contains a detailed attachment of their respective filled questionnaires.
  - A word file with an overview and description of the databases and program activities was created.
- Other related work for this project.
  - Research Analyst presented at CODES quarterly meeting and at the CODES advisory meeting.

**Results:**

Database File:

A word file with an overview and description of the databases and program activities was created at the end of September 2012. DHHS plans to have a website completed by the end of January 2013 with the data inventory information.

<b>Funding:</b>	Section 408:	\$20,761.10
<b>Contact:</b>	Ying Zhang, Nebraska Department of Health and Human Services 301 Centennial Mall South, Lincoln, NE 68509-5026 Telephone: 402/471-4377 Fax: 402/471-1371 Email: ying.zhang@nebraska.gov	

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

410-12-02

Program Areas:	Police Traffic Services
Project Characteristics:	Impaired Driving Enforcement/Increased Conviction Rates
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Impaired Drivers

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

Alcohol was known to be involved in 46 (27.7 percent) of the 166 fatal crashes that occurred in CY2010. Alcohol was involved in 580 (11.5 percent) of the 5,025 fatal, A and B injury crashes in CY2010. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 402 (31 percent) of 1,282 involved alcohol.

**Goal and Objective:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2008-2010 calendar base year average of 631 to 576 in CY2012.

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 58 mini-grant contracts were awarded providing 108 in-car camera systems as follows: Police Departments – 25 contracts and Sheriff's Offices – 33 contracts.

**Contract Awards**

<b>Agency</b>	<b># of Units</b>	<b>Awarded</b>
Alliance Police Department	1	\$3,500.00
Bellevue Police Department	3	\$10,500.00
Bellevue Police Department	2	\$6,715.80
Blair Police Department	1	\$3,500.00
Central City Police Department	2	\$5,992.50
Chadron Police Department	1	\$3,371.25
Columbus Police Department	3	\$10,500.00
Ewing Police Department	1	\$3,318.75
Gering Police Department	3	\$10,500.00
Gordon Police Department	1	\$3,500.00
Hastings Police Department	3	\$10,500.00
Imperial Police Department	1	\$3,296.25
Lexington Police Department	3	\$9,956.25
McCook Police Department	1	\$3,318.75

Milford Police Department	2	\$6,712.50
Morrill Police Department	1	\$3,500.00
Nebraska City Police Department	2	\$4,603.50
Nebraska Community Foundation/O'Neill P.D.	1	\$3,500.00
Papillion Police Department	1	\$3,500.00
Scottsbluff Police Department	2	\$5,242.50
South Sioux City Police Department	2	\$7,000.00
Sutton Police Department	2	\$5,850.00
Tekamah Police Department	1	\$3,500.00
University of NE at Kearney Police Department	1	\$3,015.00
Wymore Police Department	1	\$3,438.00
Antelope County Sheriff's Office	1	\$3,318.75
Boone County Sheriff's Office	1	\$2,995.00
Buffalo County Sheriff's Office	3	\$9,888.75
Burt County Sheriff's Office	1	\$3,500.00
Cedar County Sheriff's Office	2	\$6,853.50
Chase County Sheriff's Office	2	\$6,592.50
Colfax County Sheriff's Office	1	\$3,500.00
Custer County Sheriff's Office	1	\$3,500.00
Dakota County Sheriff's Office	3	\$10,005.75
Deuel County Sheriff's Office	2	\$6,592.50
Dixon County Sheriff's Office	2	\$7,000.00
Dundy County Sheriff's Office	3	\$9,956.25
Furnas County Sheriff's Office	6	\$18,112.50
Hall County Sheriff's Office	3	\$10,500.00
Hall County Sheriff's Office	2	\$7,000.00
Hitchcock County Sheriff's Office	2	\$6,742.50
Holt County Sheriff's Office	2	\$6,592.50
Hooker County Sheriff's Office	1	\$3,500.00
Johnson County Sheriff's Office	1	\$3,018.75
Keith County Sheriff's Office	1	\$3,018.75
Lancaster County Sheriff's Office	3	\$9,888.75
Merrick County Sheriff's Office	2	\$2,842.50
Nemaha County Sheriff's Office	3	\$10,500.00
Perkins County Sheriff's Office	3	\$10,500.00
Pierce County Sheriff's Office	1	\$2,545.50
Platte County Sheriff's Office	1	\$2,996.25
Platte County Sheriff's Office	2	\$5,992.50
Polk County Sheriff's Office	1	\$3,018.75
Sarpy County Sheriff's Office	3	\$10,500.00
Scotts Bluff County Sheriff's Office	2	\$7,000.00
Scotts Bluff County Sheriff's Office	1	\$3,500.00
York County Sheriff's Office	1	\$3,412.50
Wayne County Sheriff's Office	3	\$10,226.25
	108	\$353,442.05

- To review and process the invoices for each in-car camera system purchase. All invoices were reviewed and processed.
- The 108 in-car cameras awarded were utilized in recording 8,534 traffic stops. The 106 in-car cameras awarded FY11 were utilized in recording 11,038 traffic stops in FY11 and were utilized in recording 18,635 traffic stops in FY12.

**Result:**

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

<b>Funding:</b>	Section 410:	\$353,442.05
	Local:	\$141,596.19
	Total Cost:	\$495,038.24

**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



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

410-12-03

Program Areas:	Police Traffic Services
Project Characteristics:	Impaired Driving Enforcement
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Impaired Drivers

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

Alcohol was known to be involved in 46 (27.7 percent) of the 166 fatal crashes that occurred in CY2010. Alcohol was involved in 580 (11.5 percent) of the 5,025 fatal, A and B injury crashes in CY2010. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 402 (31 percent) of the 1,282 involved alcohol.

**Goal and Objective:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2008-2010 calendar base year average of 631 to 576 in CY2012.

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

**Strategies and Activities:**

- To insure that all applicants comply with the contract award requirements as outlined in the application. All mini-grant contract applications were reviewed to insure that all application requirements were met.
- To enter into mini-grant contracts with law enforcement agencies to provide approximately 250 preliminary breath testing units. During the project period 40 mini-grant contracts were awarded providing 172 preliminary breath testing units as follows: Police Departments – 22 contracts; Sheriff's Offices – 17 contracts; and Other Agencies – 1 contract.

**Contract Awards**

<b>Agency</b>	<b># of Units</b>	<b>Awarded</b>
Bancroft Police Department	2	\$570.00
Bellevue Police Department	6	\$2,100.00
Broken Bow Police Department	6	\$2,100.00
Callaway Police Department	1	\$285.00
Columbus Police Department	6	\$2,100.00
Cozad Police Department	4	\$1,140.00
Dodge/Snyder Police Department	1	\$285.00
Ewing Police Department	2	\$700.00
Fremont Police Department	6	\$1,710.00
Gordon Police Department	2	\$570.00
Gothenburg Police Department	2	\$570.00
Hastings Police Department	6	\$1,710.00
La Vista Police Department	6	\$1,710.00
Lincoln Police Department	6	\$2,100.00
Milford Police Department	5	\$1,425.00
Omaha Police Department	6	\$2,100.00
Norfolk Police Division	6	\$2,100.00

Plattsmouth Police Department	6	\$1,710.00
Sutton Police Department	2	\$570.00
UNL Police Department	6	\$2,100.00
Valentine Police Department	5	\$1,425.00
Winnebago Police Department	6	\$1,710.00
Adams County Sheriff's Office	1	\$285.00
Adams County Sheriff's Office	1	\$350.00
Buffalo County Sheriff's Office	4	\$1,140.00
Cass County Sheriff's Office	6	\$1,710.00
Custer County Sheriff's Office	6	\$1,710.00
Dodge County Sheriff's Office	2	\$700.00
Hall County Sheriff's Office	6	\$1,710.00
Hooker County Sheriff's Office	2	\$570.00
Kearney County Sheriff's Office	6	\$1,710.00
Lincoln County Sheriff's Office	6	\$1,710.00
Logan County Sheriff's Office	2	\$700.00
Red Willow County Sheriff's Office	4	\$1,400.00
Sarpy County Sheriff's Office	6	\$1,710.00
Sheridan County Sheriff's Office	3	\$855.00
Stanton County Sheriff's Office	4	\$1,140.00
Valley County Sheriff's Office	4	\$1,140.00
Wayne County Sheriff's Office	5	\$1,425.00
Nebraska Game and Parks Commission	6	\$1,710.00
	172	\$52,465.00*

- To review and process the invoices for all breath testing units. All invoices were reviewed and processed.
- The 172 preliminary breath testing units resulted in 3,545 preliminary breath tests being conducted. The 204 preliminary breath testing units awarded in FY11 resulted in 3,570 preliminary breath tests being conducted in FY11 and 5,531 preliminary breath tests being conducted in FY12.

**Result:**

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

\*One Hundred and Seventy-Five (175) preliminary breath testing instruments were purchased during FY2012. The remaining instruments will be carried forward for award in FY2013.

<b>Funding:</b>	Section 410:	\$49,875.00
<b>Contact:</b>	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

**Drug Recognition Expert (DRE) Training and Re-certification  
Nebraska Office of Highway Safety**
**410-12-04**

Program Areas:	Police Traffic Services/Alcohol and Other Drugs
Project Characteristics:	Impaired Driving Enforcement
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Impaired Drivers

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

Alcohol was known to be involved in 46 (27.7 percent) of the 166 fatal crashes that occurred in CY2010. Alcohol was involved in 580 (11.5 percent) of the 5,025 fatal, A and B injury crashes in CY2010. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 402 (31 percent) of the 1,282 involved alcohol. Additionally, studies have found that a large percentage of alcohol impaired drivers also had other drugs in their systems and a percentage of those impaired drivers who are stopped are released because the officers do not have the necessary training to identify the driver as drug impaired.

**Goal and Objective:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2008-2010 calendar base year of average of 631 to 576 in CY2012.

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

**Strategies and Activities:**

- To coordinate and sponsor a 2-Day Pre-School and a 7-Day Drug Recognition School to train approximately twenty-four new Nebraska Drug Recognition Experts.
  - The Nebraska Office of Highway Safety sponsored a 2-Day Pre-School on May 1 & 2, 2012 and a 7-Day DRE training school on May 7 – 10 & 14 – 16, 2012. Nine DRE candidates attended the 2 day pre-school and 7 day drug recognition expert school. The nine candidates completed all phases of the training and are now certified as DREs.
- To coordinate and sponsor a 1 day Drug Recognition Expert re-certification training session for Nebraska Drug Recognition Experts.
  - The 2011 DRE in-service training was held on December 13, 2011, with ninety-three DREs attending. The topics included a presentation by Dr. Karl Citek entitled "Robustness of the Horizontal Gaze Nystagmus (HGN) Test", a prosecutorial update and DRE program update.
- To submit certification and re-certification documentation to International Association of Chiefs of Police (IACP) for Nebraska Drug Recognition Experts.
  - 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 as necessary.
  - DRE related newsletters and articles were forwarded to all Nebraska DREs. Additionally, 7 DRE Instructors and 15 DREs were provided funding assistance to attend the National IACP 18<sup>th</sup> Annual DRE Section Training Conference on Drugs, Alcohol and Impaired Driving held in Seattle, Washington, on August 16 – 18, 2012. The contract awards for the IACP DRE conference are below:

<b>Agency</b>	<b>Reimbursed</b>	<b>Attendees</b>
Nebraska State Patrol	\$4,391.50	Trooper Jason Bauer Trooper Jason Petty Trooper Michael Grummert
Bellevue Police Department	\$8,563.61	Sergeant Joseph Milos Officer Mike Pilmaier Officer Corey Brown Officer Mike Brazda Officer Sean Vest Officer Dan German
Columbus Police Department	\$1,432.00	Officer Corey Sylvester
Grand Island Police Department	\$4,296.24	Sergeant Dale Hilderbrand Officer Justin Slizoski Officer Brandon Kirkley
Lincoln Police Department	\$5,433.23	Officer Sara Genoways Officer Greg Cody Officer Chris Monico Officer John McGahan
Omaha Police Department	\$5,209.74	Officer Christopher Doble Officer Angela Richards Officer Matthew Kelly Officer Justin Knapp

- To solicit and select Drug Recognition Expert candidates for the 2- and 7- day training schools for FY2012. The dates for the FY2013 DRE training are April 15 & 16, 2013, and May 1 – 3 & 6 – 9, 2013.

**Result:**

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

<b>Funding:</b>	Section 410:	\$55,801.83
<b>Contact:</b>	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

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

410-12-05

<b>Program Areas:</b>	Police Traffic Services
<b>Project Characteristics:</b>	Saturation Patrol & Checkpoints
<b>Type of Jurisdiction:</b>	Statewide
<b>Jurisdiction Size:</b>	1,826,341
<b>Target Population:</b>	Impaired Drivers

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

Alcohol was known to be involved in 46 (27.7 percent) of the 166 fatal crashes that occurred in CY2010. Alcohol was involved in 580 (11.5 percent) of the 5,025 fatal, A and B injury crashes in CY2010. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 402 (31 percent) of the 1,282 involved alcohol.

**Goal and Objective:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2008-2010 calendar base year average of 631 to 576 in CY2012.

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 60 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 59 mini-grant contracts were awarded. The 59 mini-grant contracts were awarded as follows: Police Departments – 21 contracts; Sheriff's Offices – 13 contracts; and Nebraska State Patrol – 25 contracts.

**Contract Awards**

<b>Agency</b>	<b>Type of Enforcement</b>	<b>Reimbursed</b>
Bellevue Police Department	Compliance Checks	\$344.40
Columbus Police Department	Alcohol OT	\$4,452.24
Cozad Police Department	MIP Enforcement	\$1,147.46
Gering Police Department	Compliance Checks	\$3,132.35
Gering Police Department	MIP Enforcement	\$2,163.85
Grand Island Police Department	Compliance Checks	\$492.46
Grand Island Police Department	Compliance Checks	\$630.83
Hastings Police Department	Alcohol OT	\$1,688.62
Hastings Police Department	Alcohol OT	\$2,312.20
Kearney Police Department	Alcohol OT	\$8,000.00
La Vista Police Department	Sobriety Checkpoint	\$4,478.65
Lincoln Police Department	MIP Enforcement	\$1,098.45
Lincoln Police Department	ALR Hearings	\$16,073.66
Lincoln Police Department	MIP Enforcement	\$1,992.88

Omaha Police Department	Alcohol OT	\$16,183.72
Omaha Police Department	MIP Enforcement	\$13,330.51
Ralston Police Department	Compliance Checks	\$287.70
Ravenna Police Department	Alcohol OT	\$2,128.12
Scottsbluff Police Department	Compliance Checks	\$1,197.43
Scottsbluff Police Department	Compliance Checks	\$1,510.48
University of Nebraska at Kearney Police Department	MIP Enforcement	\$1,529.79
Buffalo County Sheriff's Office	Alcohol OT	\$1,534.69
Douglas County Sheriff's Office	Alcohol OT	\$1,547.85
Douglas County Sheriff's Office	Alcohol OT	\$7,499.58
Douglas County Sheriff's Office	MIP Enforcement	\$3,704.95
Hall County Sheriff's Office	MIP Enforcement	\$1,730.54
Hall County Sheriff's Office	Compliance Checks	\$863.10
Hall County Sheriff's Office	Compliance Checks	\$1,058.91
Nemaha County Sheriff's Office	Alcohol OT	\$679.10
Nemaha County Sheriff's Office	MIP Enforcement	\$787.32
Sarpy County Sheriff's Office	Sobriety Checkpoint	\$1,401.21
Scotts Bluff County Sheriff's Office	Compliance Checks	\$749.01
Scotts Bluff County Sheriff's Office	Alcohol OT	\$3,285.00
Washington County Sheriff's Office	Alcohol OT	\$10,363.51
Nebraska State Patrol	Compliance Checks	\$3,242.84
Nebraska State Patrol	Compliance Checks	\$1,655.81
Nebraska State Patrol	Alcohol OT	\$1,163.67
Nebraska State Patrol	Compliance Checks	\$1,117.86
Nebraska State Patrol	Compliance Checks	\$11,460.11
Nebraska State Patrol	Alcohol OT	\$9,852.09
Nebraska State Patrol	Sobriety Checkpoints	\$6,509.23
Nebraska State Patrol	Compliance Checks	\$1,887.32
Nebraska State Patrol	Compliance Checks	\$2,256.53
Nebraska State Patrol	Alcohol OT	\$1,768.46
Nebraska State Patrol	Alcohol OT	\$1,404.34
Nebraska State Patrol	Sobriety Checkpoints	\$1,364.47
Nebraska State Patrol	Alcohol OT	\$5,985.23
Nebraska State Patrol	Alcohol OT	\$1,526.28
Nebraska State Patrol	Alcohol OT	\$8,336.06
Nebraska State Patrol	Alcohol OT	\$1,256.09
Nebraska State Patrol	Alcohol OT	\$1,551.49
Nebraska State Patrol	Sobriety Checkpoints	\$5,172.84
Nebraska State Patrol	Alcohol OT	\$23,678.38
Nebraska State Patrol	Sobriety Checkpoints	\$2,011.44
Nebraska State Patrol	Compliance Checks	\$4,334.79
Nebraska State Patrol	Alcohol OT	\$5,749.94
Nebraska State Patrol	Sobriety Checkpoints	\$1,403.86
Nebraska State Patrol	Compliance Checks	\$5,316.55
Nebraska State Patrol	Compliance Checks	\$1,264.58

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\$230,650.83

These 59 mini-grant contracts resulted in a total of 5,065 hours of selective alcohol overtime enforcement, 152 seat belt citations, 190 impaired driving arrests, 939 speeding citations, 161 open container citations, 207 minor in possession citations and 2,541 total citations. Eleven checkpoints were held by the following agencies: La Vista Police Department – 1; Sarpy County Sheriff's Office – 1; and, Nebraska State Patrol – 9.

- To review the selective alcohol overtime enforcement activity for each mini-grant and process the reimbursement request. Reimbursement requests were reviewed and processed for all 59 mini-grant contracts.

**Result:**

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

<b>Funding:</b>	Section 410:	\$230,650.83
<b>Contact:</b>	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**

410-12-06

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol and Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Impaired Drivers

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.2 million registered vehicles. In 2010, traffic crashes resulting in 33,212 crashes occurred killing 190 people and injuring another 16, 712 people.

Alcohol was known to be involved in 46 (27.7%) of the 166 fatal crashes that occurred in Nebraska in 2010. Alcohol was involved in 580 (11.5%) of the 5,025 A and B injury crashes. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. - 5:59 a.m.), 402 (31%) of 1,282 involved alcohol.

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,660, 13,399 and 12,399 arrests and 11,504, 11,520 and 10,646 convictions) from 2008 to 2010.

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

**Goal:**

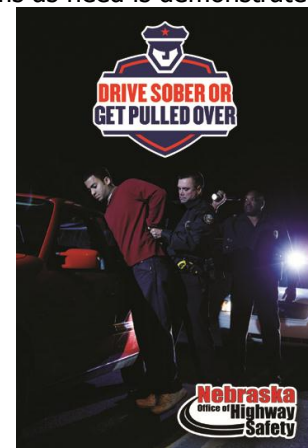
The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2008-2010 calendar base year average of 631 to 576 in CY2012.

**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 specific to alcohol-related problems as need is demonstrated.
  - Produce/provide public service announcements/ads featuring impaired driving during the mobilizations through numerous media outlets. Entered into an Insertion Order (contract) on October 28, 2011 with Lighted Promotions to provide 10 trucks running through the Omaha DMA's (Downtown Metro Area) carrying the creative message "Drive Sober or Get Pulled Over" to discourage impaired driving. The objective of this campaign was to target 21-54 year olds on the dangers and consequences of drinking and driving. The message was placed on United States Postal Service (USPS) truck dedicated routes (Point-to-Point Routes) and Common Freight Carrier routes (Saturation Routes). The 10 USPS trucks run Monday thru Friday, 12-14 hours on highways and major thoroughfares throughout the day in the Omaha area. The Illuminated Sign

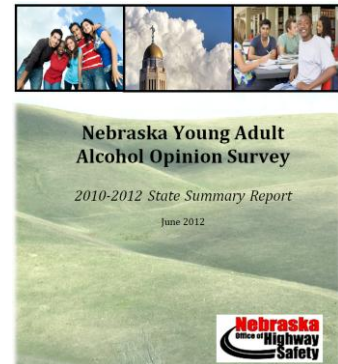


Specifications are on the Rear Roll-up Door – 72” x 23” Full Color. The estimated DEC (count) in the Omaha area is 42,045. The campaign ran from December 5, 2011 through January 4, 2012 at a cost of \$6,000 for the signs and \$2,500 for the 10 Film Production totaling \$8,500.

- o Entered into an Agreement on October 16, 2011 with Intran Media, LLC for truckside holiday Impaired Driving campaign with the sign wrap message “You Drink & Drive and These May Be Your New Rides – You Drink & Drive, You Lose” on 10 statewide delivery trucks from November 14, 2011 through January 13, 2012. The wraps were placed on the following company trucks: (3) Schwartz Paper, (2) Griff’s Delivery, (2) Mills Transfer, (1) Peck Distributing, and (2) Southern Valley Freight. (\$24,000.00)



- o The Bureau of Sociological Research, University of Nebraska – Lincoln, Board of Regents submitted a mini-grant contract to conduct a Young Adult Alcohol Survey. The contract was approved for \$38,645. UNL provided personnel services, copies, postage and supplies. NOHS provided \$8,691.60 in envelopes, postcards and postage. UNL received a total of \$32,207.83 for their portion of this project. Total cost of project is \$40,899.43. The Department of Health and Human Services reimbursed the NOHS for \$20,000 for a portion of the survey. The “Nebraska Young Adult Opinion Survey – 2010-2012 State Summary Report – June 2012” also includes Sub-State Report Stratified by Region. Those regions include Buffalo County Community Partners (covers Buffalo County), Elkhorn Logan Valley SPF SIC Coalition (covers Burt, Cuming, Madison, and Stanton Counties), Lancaster Alcohol Abuse Partnership (covers Lancaster County), Community Connections of Lincoln County (covers Lincoln County), LiveWise Coalition (covers Douglas and Sarpy Counties), Panhandle Prevention Coalition (covers Banner, Box Butte, Cheyenne, Dawes, Deuel, Garden, Kimball, Morrill, Scotts Bluff, Sheridan, and Sioux Counties), Area Substance and Alcohol Abuse Prevention Coalition (ASAAP) (covers Adams, Clay, Nuckolls, and Webster Counties, and Southeast Nebraska Coalition covers Gage, Fillmore, Jefferson, Polk, Seward, Thayer and York Counties.) (NOHS Cost \$20,889.43) (DHHS Cost \$20,000.00)
- o Nebraska Safety Council submitted a mini-grant contract for the “You Drink & Drive. You Lose.” media campaign in the amount of \$19,750. Air dates December 2011 – January 2012. Ninety-five 30 second commercials to air on Channel 10/11 and My TV, plus an internet link. PSAs will be tagged with Nebraska Safety Council and the Nebraska Office of Highway Safety logos. Mini-grant contract was approved on November 4, 2011. A total of 96 ad spots were viewed at a cost of \$19,750.00.
- o A mini-grant was submitted by Responsible Hospitality Council (RHC) to support the Lancaster County web-based responsible beverage service curriculum and to provide seller/server education. RHC contracted with University of Nebraska – Lincoln (UNL) to provide the original program development, design, production, and implementation of the web-base/online product for the Responsible Beverage Service Training. The initial launching of the website took place in September. (\$29,476.00)







- Entered into an Gas Pump Advertising Agreement on March 12, 2012 with AllOver Media for pump toppers with tear pads “1-866-MUST-B-21” initiative with a postdate of April 16 through June 15, 2012. Placement of 32 Pump Toppers: Dobney’s Sinclair-Omaha (1), Young’s Sinclair- Omaha (1), Griff’s Sinclair Service-Omaha (1), Omaha 66 (1), Casey’s General Store- Auburn (1), Beatrice (2), Fairbury (1), Grand Island (2), Hastings (2), Holdrege (2), Kearney (2), LaVista (1), Lincoln (5), McCook (1), Nebraska City (1), Norfolk (1), North Platte (2), Omaha (1), Papillion (1), Tecumseh (1), Plaza Cenex-Scottsbluff (1), and Northgate Ampride – Scottsbluff (1). (\$18,750.00)



- Entered into a Sponsorship Agreement with Alliance Sport Marketing on March 1, 2012 for \$45,000. Through the agreement Alliance will coordinate all production and artwork costs associated with the elements of the sponsorship which will be run through 10 motorsports venues. The 10 motorsports venues are: Beatrice Motor Speedway, Beatrice (Gage), Boone County Raceway, Albion (Boone), Dawson County Raceway, Lexington (Dawson), Eagle Raceway, Lincoln (Lancaster), I-80 Speedway, Greenwood (Cass), Junction Motor Speedway, McCool Junction (York), Kam Raceway, Hastings (Adams), Mid-Nebraska Speedway, Doniphan (Hall), McCook Speedway, McCook (Red Willow), and Lincoln County Speedway, North Platte (Lincoln). NOHS received signage “DRIVE SOBER OR GET PULLED OVER” logo



with NOHS logo placed in a high visible area. NOHS also received a minimum of two (2) public address announcements nightly. Also received logo inclusion at the bottom of each schedule poster

produced for each race track. Posters were 11” x 17”, printed in full color on 100# stock gloss paper. They were distributed throughout the community, placed in high traffic locations. (\$45,000.00)

- Ordered 75 sets of SOS TurboFlares, set of 4, from TurboFlare USA. The turboflares were used as an incentive to give to those law enforcement agencies participating in the “Click It or Ticket” May Mobilization and the August/September “You Drink & Drive. You Lose.” Crackdown who send in the activity summaries by the designated date. Received Turboflare order on August 7 2012.
  - **August 2012** – Sent 50 turboflares to law enforcement agencies for completing the Activity Summary report by the deadline date of June 29, 2012 for the CIOT Mobilization May/June

2012. The Nebraska State Patrol and the following 23 police departments and 26 sheriff's offices received a turboflare:

- Police Departments – Auburn, Beatrice, Broken Bow, Chadron, Cozad, Crete, Decatur, Franklin, Grand Island, Hastings, Holdrege, Kearney, La Vista, Lexington, Lincoln, Ogallala, Papillion, Plattsmouth, Ralston, Scottsbluff, South Sioux City, University of Nebraska – Lincoln PD, and Walthill.
- Sheriff's Offices – Antelope, Boyd, Brown, Buffalo, Cass, Colfax, Dawson, Douglas, Fillmore, Gage, Howard, Johnson, Keith, Knox, Merrick, Nance, Nemaha, Perkins, Phelps, Platte, Saline, Sarpy, Saunders, Sheridan, Thurston, Webster.
- **November 2012** – Sent 42 turboflares to law enforcement agencies for completing the Activity Summary report by the deadline date of September 28, 2012 for the YDDYL Crackdown August/September 2012. The Nebraska State Patrol and the following 19 police departments and 23 sheriff's offices received a turboflare:
  - Police Departments – Auburn, Beatrice, Bellevue, Broken Bow, Columbus, Cozad, Hastings, Kearney, La Vista, Lexington, Lincoln, Milford, Papillion, Plattsmouth, Ralston, Scottsbluff, South Sioux City, University of Nebraska – Lincoln PD, and Walthill.
  - Sheriff's Offices – Antelope, Box Butte, Brown, Cass, Colfax, Dakota, Dawson, Fillmore, Gage, Hall, Johnson, Keith, Lancaster, Merrick, Nance, Nemaha, Phelps, Saline, Sarpy, Saunders, Sheridan, Thurston, Washington.
- Project Extra Mile was provided a mini-grant contract in the amount of \$7,650.35 for the Project Extra Mile's Summer Youth Leadership Training held in Omaha, June 4 – 6, 2012 at the Lutheran Church of the Master's West campus. (\$7,650.35)
- The Nebraska Safety Council was provided a mini-grant in the amount of \$9,000. This grant provided funding to train instructors to give go-cart presentations on SIDNE (Simulate Impair Driving Experience) and provide a curriculum. They will be scheduling SIDNE presentations in high schools in counties with high alcohol and youth crash rates. (\$4,449.20)
- The Nebraska Safety Council requested \$35,000.00 in a mini-grant application to complete a traffic safety public opinion survey with an experienced research contractor. The amount budgeted is for developing, implementing, and completing the statewide survey by August 30, 2012. The Nebraska Annual Traffic Safety Study, 2013 annual opinion poll was completed and provided to the NOHS. (\$35,000.00)
- The NOHS entered into a quote with Urban Finch of Omaha to distribute 10,000 souvenir "Safe At Home" cups with a "You Drink & Drive. You Lose. – Get Home Safe" safety message for the College World Series 2012 (Omaha). The cups were distributed to four places of businesses which included: The Slowdown, 729 North 14<sup>th</sup> St., Blatt, 12 Street & Mike Fahey Street, The Matt, 501 North 13<sup>th</sup> St., and DJ's Dugout at 1003 Capital Avenue in Omaha. (\$19,700.00)
- Sarpy County Sheriff's Department submitted a mini-grant contract for \$15,000 for the "I Care Cab Fare" Program. Through this grant 5,000 prepaid debit cards were produced to pay for cab fares for people who have consumed too much alcohol. The cards will be sold in \$25, \$50, and \$100 denominations and will be valid from November 1, 2012 through January 31, 2013. Four local cab companies, Happy Cab, Yellow Cab, Checker Cab and Cornhusker Cab agreed to participate in this project. The total cost for the printing for 2 action signs, 5,000 cards for Customer Loyalty Program and billboard advertising was \$7,849.00.
- Mothers Against Drunk Driving submitted a mini-grant contract requesting funding to attend "2012 MADD National Conference" on September 26 - 29, 2012 in Washington, D.C. The conference featured such topics as Campaign to Eliminate Drunk Driving, Victim/Survivor Assistance, Environmental Prevention and Underage Drinking, Ignition Interlocks and Media/Marketing Promotion. (\$4,208.72)



**I Care Cab Fare**

**TAXI DISPATCH**  
**402-292-2222**  
**402-331-5558**

www.happycab.com/icare

**Results:**

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

Alcohol was known to be involved in 49 (30%) of the 164 fatal crashes that occurred in Nebraska in 2011. Alcohol was involved in 561 (11%) of the 4,834 A and B type injury crashes. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. - 5:59 a.m.), 427 (35%) of 1,221 involved alcohol.

<b>Funding:</b>	Section 410:	\$261,699.17
<b>Contact:</b>	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567 FAX: 402/471-3865 Email: linda.kearns@nebraska.gov	

**Special Alcohol Enforcement Initiatives / Equipment  
Nebraska Office of Highway Safety**

**410-12-07**

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol and Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Impaired Drivers

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.2 million registered vehicles. In 2010, traffic crashes resulting in 33,212 crashes occurred killing 190 people and injuring another 16,712 people.

Alcohol was known to be involved in 46 (27.7%) of the 166 fatal crashes that occurred in Nebraska in 2010. Alcohol was involved in 580 (11.5%) of the 5,025 A and B injury crashes. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. - 5:59 a.m.), 402 (31%) of 1,282 involved alcohol.

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,660, 13,399 and 12,399 arrests and 11,504, 11,520 and 10,646 convictions) from 2008 to 2010.

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

**Goal:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2008-2010 calendar base year average of 631 to 576 in CY2012.

**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 incentive awards to law enforcement agencies who participated in the previous year's mobilization/crackdowns.
- Provide funding for mini-grant contracts specific to alcohol-related problems as need is demonstrated.
- Produce/provide public service announcements/ads featuring impaired driving during the mobilizations through numerous media outlets.

**Results**

No funds expended and no activity.

<b>Funding:</b>	Section 410:	\$0.00
<b>Contact:</b>	Linda Kearns, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2567      FAX: 402/471-3865      Email: linda.kearns@nebraska.gov	

**Felony Motor Vehicle Prosecution Unit  
Douglas County Attorney's Office**
**410-12-08**

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

**Problem Identification:**

As a Nebraska Office of Highway Safety 2012 priority county, Douglas County contributes significantly to Nebraska's total motor vehicle crashes and injuries. In 2010, one quarter of the total fatal, A and B injury crashes that occurred in the state of Nebraska took place in Douglas County. At 28 times the state crash rate, Douglas County's crash rate is high.

In particular, alcohol plays a significant role in motor vehicle offenses in Douglas County. Data from 2008-2010 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 a rate of 2.9 times the state rate in 2010. Moreover, Douglas County is disproportionately represented in statewide alcohol-related motor vehicle data. For example, while 28% of the state's population resides in Douglas County, approximately one third (32%) of Nebraska's DUI arrests took place in Douglas County in 2008-2010.

Additionally, from 2008 through 2010, the Douglas County Attorney's Office charged the following felony motor vehicle cases: DUIs (3<sup>rd</sup> Offense Aggravated and above) – 955, Driving Under Revocation – 315, DUIs resulting in Serious Bodily Injury – 11, Refusals -9, Motor Vehicle Homicides -8, Driving Under Suspension – 6, Violation of Mobilization Device – 1, Manslaughter – 1, totaling 1,306 cases.

**Goals and Objectives:**

The goals of this project are:

- To obtain a Motor Vehicle Offense conviction rate of 90%.
- To decrease the number of felony DUI Fourth or more Offense arrests by 10%.
- To increase the average sentencing for felony Motor Vehicle Offense cases throughout the project period to those in 2010 and 2011 by 10%.
- To reduce the number felony Motor Vehicle Offense charges reduced to misdemeanors.
- To reduce the number of fatal, A and B injury crashes in Douglas County by 5% (26) from 542 (2008 – 2010 three year baseline average) to 516 in 2012.

The objectives of this project include:

- To increase felony conviction in motor vehicle related crimes by 3-5%.
- To increase felony conviction for DUI's by 3-5%.
- To decrease the number of DUI-related felony charges reduced to misdemeanor charges by 3-5%.
- The Unit Attorneys will conduct twelve monthly community and education events in order to provide public safety information in relation to felony Motor Vehicle Offenses.

**Strategies and Activities:**

- Select 2 Deputy County Attorneys; and 1 paralegal/administrative assistant.
  - On October 1, 2011 Deputy Douglas County Attorney Ryan M. Lindberg moved from the Juvenile Division to the Criminal Division to the DUI Unit. Deputy County Attorney Matthew M. Kuhse was designated as the Supervisor and to handle the grant related felony cases. The paralegal/administrative assistant position was not filled.
- Conduct weekly Unit meetings to review objectives, plan aggressive prosecution strategies, etc.
  - Kuhse and Lindberg meet daily about new and pending grant related felony offenses.

- The Motor Vehicle Prosecution Unit (MVPU) not only funneled DUI and motor vehicle related cases to specialized prosecutors, but a policy change in the way DUI cases are dealt with was also implemented. Previous to the MVPU being established, it was common for a DUI 3rd Aggravated (Felony) to be pled down to a misdemeanor. First, there was no specialization for DUI prosecutions within the 20 plus prosecutors who were handling all felony cases. Second, if the case met certain criteria, a prosecutor could use their prosecutorial discretion and reduce a felony DUI 3rd Aggravated to a misdemeanor. Generally, all of the following criteria would have to be met for a reduction to occur:
  - DUI 3rd Aggravated was the Defendant's true 3rd offense DUI;
  - DUI incident did not generate any bodily injury to anyone else or any property damage to anyone else; and
  - Defendant voluntarily was evaluated and entered the recommended treatment for their drinking problem.
  - If these three criteria were met, and upon successful completion of the treatment program, a reduction from a felony DUI 3rd Aggravated to a misdemeanor DUI 3rd offense was offered by the prosecution. After the creation of the MVPU, cases which were allowed to be reduced to a misdemeanor through this process were greatly limited.
- There were some limitations when comparing available DUI prosecution statistics from year to year. The 2010 statistics come from a previous computer system which has now shut down.
- Conduct monthly informational, collaborative meetings with law enforcement (Police Departments, Sheriff, and Nebraska State Patrol) to outline strategies.
  - Kuhse maintains contact on a daily, if not weekly, basis with law enforcement to discuss grant related matters. He is on a twenty-four hour call basis for law enforcement to contact him when necessary, especially regarding motor vehicle homicide cases.
- Schedule one presentation per month during the academic year at various Douglas County middle and high schools throughout the grant contract period.
  - Deputy County Attorney, Ryan Lindberg, attended a Project Night Life seminar which the Omaha Police Department was presenting at Millard West High School on April 12, 2012. During this presentation, Deputy County Attorney Lindberg supplemented the Omaha Police Department's presentation with a discussion of Nebraska DUI laws, the different kinds of penalties an individual can get if convicted, and examples of recent and current DUI cases which were being prosecuted by the Motor Vehicle Prosecution Unit. It is difficult to give presentations to students during the day because it conflicts with the court schedule for prosecuting motor vehicle cases.
- Unit attorneys attend at least one local and one national training event.
  - No local or national training events were attended.

### **Results:**

- The MVPU was established on October 1, 2011.
- Statistics for this report cover October 1, 2011, to September 30, 2012. During this time period, 257 felony DUI, Operating a Motor Vehicle During Revocation, Motor Vehicle Homicide, Ignition Interlock, and misdemeanor Motor Vehicle Homicide cases were charged in court. Of these 257 cases, convictions were obtained in 216 of them. A conviction rate of 84% was reached for Motor Vehicle Offenses Of those cases in which a conviction was obtained, 162 were felony convictions (75%) and 53 were misdemeanor convictions (25%).
- Specifically for DUI cases from the same time period, the MVPU closed 162 DUI cases: 148 cases where a conviction was obtained; 14 cases which were dismissed (91% conviction rate). Of the 148 DUI cases where a conviction was obtained, 116 cases had felony DUI convictions (78%) and 32 cases had misdemeanor DUI convictions (22%).
- Statistics covering the grant period, of 162 felony DUI cases, 45 cases were originally charged as a DUI 4th Offense or above (it can be assumed they were arrested for a DUI 4th offense or above). As such, 28% of cases through grant period were originally charged as a DUI 4th Offense or above (as such it can be assumed they were arrested for a DUI 4th offense or above).
- The goal to reduce the number of fatal, A and B injury crashes in Douglas County by 5% (26) from 542 (2008 – 2010 three year baseline average) to 516 in 2012. The 2011 statistics for Douglas County are 21 fatal crashes; 340 A injury crashes; and 840 B injury crashes. Fatal crashes from 2009 were 26 and from 2010 were 26. The 2011 fatal crash number was reduced from 26 to 21 or 1.3%. The

alcohol-related fatal, A and B injury crash data for CY2012 is unavailable from the Nebraska Office of Highway Safety.

<b>Funding:</b>	Section 402:	\$155,993.84
<b>Contact:</b>	Don Kleine, Douglas County Attorney, 1701 Farnam Street, Ste. 100, Omaha, NE 68183 Telephone: 402/444-7040 Fax: 402/444-6787 donald.kleine@douglascounty-ne.gov Catherine Hall, Douglas County, 1819 Farnam Street, Room 907, Omaha, NE 68183 Telephone: 402/444-1782 Fax: 402/444-6817 catherine.hall@dc4dc.com	

**Racial Profiling and Traffic Stop Data Collection  
Nebraska Crime Commission**

1906-12-01

Program Areas:	Police Traffic Services, Racial Profiling
Project Characteristic:	Innovative Approach
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	General Population

**Problem Identification:**

State and local law enforcement agencies are required to report to the Nebraska Crime Commission (NCC) all allegations of racial profiling received and notification of the review and disposition of such allegations. The data to be reported includes: the number of motor vehicle stops, the race or ethnicity of the person stopped, if the stop was for a law violation, the nature of the alleged law violations that resulted in the motor vehicle stop, and whether a warning or citation was issued, an arrest was made, or a search was conducted as a result of the motor vehicle stop.

By implementing electronic methods to capture, collect, tally, submit and maintain the data the NCC anticipate a more efficient, accurate and timely system. These methods will not allow for complete automation of every traffic stop, and due to the size of many agencies it will probably never be feasible, but it will also implement steps to decrease redundant data entry.

**Goal and Objectives:**

The goal is to improve the collection, access, and integrate traffic stop data electronically throughout the criminal justice system that is relevant to the issue of racial profiling.

The objectives are:

Provide equipment, modifications and updates to TraCS (Traffic and Criminal Software), Sleuth, and the NCJIS (Nebraska Criminal Justice Information System), as changes occur, with citations, ALR (Administrative License Revocation) forms, crash report data, and traffic records data to law enforcement agencies, other users and consumers who use the data, which will facilitate the implementation of processes to electronically submit data to NCC.

Solicit Nebraska law enforcement agencies, other users and consumers to participate in the electronic submission of citations, ALR forms, crash report data, traffic records data which will facilitate the implementation of processes to electronically submit data to NCC.

**Strategies and Activities:**

- Mobile data terminals (MDT's) and software will be made available to a variety of agencies.
  - Provided seven agencies with terminals and software to capture, collect, tally, submit and maintain data in a more efficient, accurate and timely manner.
- Implement and expand data collection (including incident data) in TraCS to accompany citations and crash reports.
  - Contracted with Affinity Global Solutions to deploy TraCS version 10 to numerous agencies.
- Implement and migrate into Sleuth an upgrade data collection to a consistent online version using Version 10 for smaller law enforcement agencies using this program.
  - Sleuth implemented upgrades for online hosting, and installations for agencies for data migration was done.
- Implement and expand citation images to electronic citation (eCitation) images, to include officer comments and prosecutor's copy, in TraCS, Sleuth and the NCJIS.
  - Assisted numerous local agencies in implementation of eCitations and automated collection of traffic stop data for use in racial profiling reporting to NCC via TraCS/Sleuth and MFR's.



- Trained users and consumers, law enforcement agencies, who are the target users of Sleuth, TraCS and CMS (Court Management System) to use automated online system.
- Enhanced online reporting of traffic stop data through NCJIS, allowing agency entry of quarterly data along with validation checks as well as reminders for reporting.

**Results:**

- Agencies funded:

<b>Agency</b>	<b>Activity</b>	<b>Award Costs</b>
Cass County Sheriff's Office	7 MFRs, 16 signature pads, & 1 processor	\$38,334.57
Colfax County Sheriff's Office	6 scanners, printers, & installation	\$7,887.90
Grand Island Police Department	27 scanners, printers, & installation	\$31,914.00
Madison County Sheriff's Office	Sleuth conversion & workstation licensing	\$12,485.57
McCook Police Department	4 MFRs, scanners & printers	\$27,691.60
Plattsmouth Police Department	7 MFRs, docking kits & servers	\$51,121.00
Sherman County Sheriff's Office	Sleuth conversion & upgrade	\$3,082.50
Fillmore County Sheriff's Office	5 signature pads & installation equipment returned (paid in FY 2011)	(\$7,450.00)
Affinity Global Solutions	TraCS version 10 deployment programming	\$13,119.22
		<b>\$178,186.36</b>

<b>Funding:</b>	Section 1906:	\$178,186.36
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**Contact:** Michael Overton, Nebraska Crime Commission, P.O. Box 94946, Lincoln NE 68509  
 Telephone: 402/471-3992 Fax: 402/471-2837 Email: michael.overton@nebraska.gov

**Motorcycle / Public Information and Education  
Nebraska Office of Highway Safety**
**2010-12-01**

Program Area:	Motorcycle Safety Awareness
Project Characteristics:	Motorcycle Riders
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population	Driver Population

**Problem Identification:**

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

Motorcycle fatal, injury and property damage only (PDO) crashes cost Nebraskans a projected 35 million dollars in 2010. There were also 14 fatalities and 521 persons injured in 2010. In 2010 there were 54,349 motorcycle registrations and 78,625 motorcycle licensed drivers.

**Goal and Objective:**

The goal is to reduce the number of motorcycle fatalities by 20% from the 2008–2010 calendar year base year average of 16 to 12 in CY2012.

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

**Strategies and Activities:**

- To produce public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclists, such as the "share-the-road" safety messages.
  - A Purchase Agreement was signed with KOLNKGIN Television, Inc. for a digital media mobile loading motorcycle safety message. This motorcycle safety promotion/campaign started June 1 and ran through June 30, 2012. (\$2,500.00)
  - A Truckside Advertising Agreement was signed with AllOver Media to have up to 12 trucks display "Turning left. Look for Motorcycles" safety message. This truckside advertising campaign started on May 1 and ended September 15, 2012. (\$25,800.00)
- To provide a mechanism for local entities to apply for mini-grant contracts to promote and enhance driver awareness of motorcyclists.
  - A mini-grant contract was awarded to the National Safety Council, Nebraska (former Greater Omaha Chapter) for motorcycle public information and education campaign entitled "Be Cycle-Logical". The campaign began May 1 and ended July 9, 2012. The campaign was designed to accomplish two goals; educate motor vehicle drivers to be aware of motorcycles on the road, educate motorcycle drivers about how to drive safely, wear the proper gear and be aware of motor vehicles and to reduce motorcycle crashes. (\$69,058.45)
    - Placed Gas Pump Toppers with tear off pads at 15 gas stations in both May and June which read "Win \$250.00, Test Your Cycle-Logical IQ Rules and entries at [www.safenebraska.org](http://www.safenebraska.org)."
    - Mailed out approximately 2,000 Be Cycle-Logical letters/motorcycle safety tip sheets, printed and distributed 4,000 table tents.
    - The campaign had Sleight Advertising conduct a radio commercial edit and radio talent search; did creative-design and layout for billboards; did a TV commercial edit for motorcycle safety; and designed a 2011/Waite.Lamar/Motorcycle Vinyl sign for billboards.

- The campaign development, production and media buy (April 30 – July 4) included 959 :30 second and streaming radio spots from seven radio stations, 771 television spots from six television stations, and seven billboards from two outdoor billboard companies were placed which included 274,506 or a 60% plus reach of metro residents who saw the billboards. Overall the television, radio stations and billboards had an estimated 3,487,665 total campaign media gross impressions.
- A Be Cycle-Logical Safety Poker Run took place on June 2, 2012.
- The National Safety Council, Nebraska conducted a pre, during and post survey of community members before and after the ten week media campaign (May 1 – July 9) through attendees at classes of the National Safety Council, Nebraska.
- Two full page ads were placed in the “Midlands Business Journal” (May 11 and May 25) promoting the Be Cycle-Logical Motorcycle Awareness Campaign.
- Other activities:
  - Printed twenty (20) copies of the motorcycle booklet entitled “Motorcycle Safety – How to Save Lives and Save Money”. (\$99.60)
  - Bob Corner, NOHS Traffic Safety Specialist, gave a motorcycle presentation to beginning motorcycle riders at the Lincoln Frontier Harley-Davidson dealership on the night of May 23, 2012.
  - On June 16, 2012 a motorcycle safety presentation was made to the Prairie Red Riders at their 2012 safety meeting.

**Results:**

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

<b>Funding:</b>	Section 2010:	\$97,470.26
Contact:	Bob Corner, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2516 Fax: 402/471-3865 Email: bob.corner@nebraska.gov	

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

2010-12-02

Program Area:	Motorcycle Safety Awareness
Project Characteristics:	Motorcycle Riders
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
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 over 35 million dollars in 2010. There were also 14 fatalities and 521 persons injured in 2010. In 2010 there were 54,349 motorcycle registrations and 85,515 motorcycle licensed drivers.

**Goals and Objective:**

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

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

**Strategies and Activities:**

- To provide improvements to motorcyclist safety-training curricula.
  - Renewed the National Association of State Motorcycle Safety Administrators (SMSA) membership. (\$500.00)
- To provide improvements in program delivery of motorcycle training to both urban and rural areas.
  - No activity.
- To implement measures designed to increase the recruitment or retention of motorcyclist safety training instructors.
  - A mini-grant contract award was signed with the Nebraska Department of Motor Vehicles (DMV) to conduct two (2) motorcycle instructors update classes. The first RiderCoach Update was held in Hastings on 3/3/12 with 15 RiderCoaches in attendance. The second RiderCoach Update was held in Lincoln on 3/24/12 with 45 RiderCoaches in attendance. (\$1,742.53)

**Results:**

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

<b>Funding:</b>	Section 2010:	\$2,242.53
Contact:	Bob Corner, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2516 Fax: 402/471-3865 Email: bob.corner@nebraska.gov	

**Selective Overtime Enforcement – Alcohol  
Nebraska Office of Highway Safety**
**12-HSIP-(2)**

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

Alcohol was known to be involved in 46 (27.7 percent) of the 166 fatal crashes that occurred in CY2010. Alcohol was involved in 580 (11.5 percent) of the 5,025 fatal, A and B injury crashes in CY2010. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 402 (31 percent) of the 1,282 involved alcohol.

**Goal and Objective:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2008-2010 calendar base year average of 631 to 576 in CY2012.

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 2011 "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 2011 "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 "You Drink & Drive. You Lose." Crackdown.
  - During the project period 55 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 26 contracts; Sheriff's Offices – 28 contracts; and, Nebraska State Patrol – 1 contract.

**Contract Awards**

<b>Agency</b>	<b>Reimbursed</b>
Auburn Police Department	\$2,500.00
Beatrice Police Department	\$1,239.62
Bellevue Police Department	\$4,038.69
Bennington Police Department	\$581.80
Broken Bow Police Department	\$1,466.23
Chadron Police Department	\$1,975.56
Columbus Police Department	\$3,096.70
Cozad Police Department	\$759.68

Crete Police Department	\$2,141.53
Franklin Police Department	\$1,000.00
Gering Police Department	\$1,486.57
Grand Island Police Department	\$6,754.67
Hastings Police Department	\$1,278.91
Holdrege Police Department	\$897.18
Kearney Police Department	\$3,659.94
La Vista Police Department	\$3,577.27
Lincoln Police Department	\$6,980.30
Papillion Police Department	\$4,000.00
Nebraska City Police Department	\$931.08
North Platte Police Department	\$1,934.10
Omaha Police Department	\$24,186.77
Plattsmouth Police Department	\$1,907.57
Ralston Police Department	\$3,499.15
Scottsbluff Police Department	\$3,374.40
South Sioux City Police Department	\$4,430.69
Valentine Police Department	\$1,654.00
Boyd County Sheriff's Office	\$2,602.88
Brown County Sheriff's Office	\$1,248.77
Buffalo County Sheriff's Office	\$1,653.10
Cass County Sheriff's Office	\$2,808.70
Colfax County Sheriff's Office	\$2,999.13
Dakota County Sheriff's Office	\$4,503.02
Dawson County Sheriff's Office	\$3,341.85
Dodge County Sheriff's Office	\$3,016.78
Douglas County Sheriff's Office	\$11,933.62
Fillmore County Sheriff's Office	\$2,994.95
Franklin County Sheriff's Office	\$2,951.90
Gage County Sheriff's Office	\$1,205.57
Gosper County Sheriff's Office	\$428.17
Hall County Sheriff's Office	\$5,974.09
Johnson County Sheriff's Office	\$3,000.00
Lancaster County Sheriff's Office	\$4,251.90
Lincoln County Sheriff's Office	\$4,704.75
Merrick County Sheriff's Office	\$3,979.48
Nance County Sheriff's Office	\$3,500.00
Nemaha County Sheriff's Office	\$3,977.49
Phelps County Sheriff's Office	\$1,977.57
Platte County Sheriff's Office	\$2,989.03
Saline County Sheriff's Office	\$2,979.28
Sarpy County Sheriff's Office	\$8,799.54
Saunders County Sheriff's Office	\$2,657.61
Scotts Bluff County Sheriff's Office	\$3,425.80
Seward County Sheriff's Office	\$1,848.17
Thurston County Sheriff's Office	\$3,798.27
Nebraska State Patrol	\$15,384.69
	<b>\$204,288.52</b>

These 55 mini-grant contracts resulted in a total of 5,020 hours of selective overtime enforcement, 293 seat belt citations, 2,994 speeding citations, 714 impaired driving arrests and a total of 6,963 total citations. No sobriety checkpoints were held.

- 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 CY2012 is unavailable from the Nebraska Department of Roads.

<b>Funding:</b>	HSIP Flex Funding	\$204,288.52
<b>Contact:</b>	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 – Occupant Protection  
Nebraska Office of Highway Safety**

**12-HSIP-(3)**

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol and Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	General Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

The NOHS uses statewide observation surveys to determine safety belt usage for driver and front seat passengers. Usage during the years 2008–2010 was observed at 82.7%, 84.8% and 84.1% respectively.

**Goal and Objective:**

The goal is to increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4% from the 2010 calendar year usage rate of 84.1% to 87.6% in CY2012.

The objective of this project is to provide funding assistance through the “Mini-Grant Contract Application and Award” process to law enforcement agencies statewide during the May/June 2012 “Click It or Ticket” Mobilization for overtime 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 overtime enforcement during the National “Click It or Ticket” Mobilization May 21 – June 3, 2012
  - 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 “Click It or Ticket” Mobilization.
  - During the project period 56 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 26 contracts; Sheriff’s Office – 29 contracts; and Nebraska State Patrol – 1 contract.

**Contract Awards**

<b>Agency</b>	<b>Reimbursed</b>
Auburn Police Department	\$4,319.11
Beatrice Police Department	\$1,537.05
Bellevue Police Department	\$6,826.23
Broken Bow Police Department	\$927.87
Chadron Police Department	\$1,345.14
Columbus Police Department	\$3,826.97
Cozad Police Department	\$2,939.36
Crete Police Department	\$1,977.57
Decatur Police Department	\$490.60
Franklin Police Department	\$500.00
Grand Island Police Department	\$13,705.45
Hastings Police Department	\$2,407.41

Holdrege Police Department	\$943.18
Kearney Police Department	\$3,114.91
La Vista Police Department	\$2,592.05
Lincoln Police Department	\$8,000.95
Nebraska City Police Department	\$3,196.68
Ogallala Police Department	\$2,679.10
Omaha Police Department	\$18,292.45
Papillion Police Department	\$4,650.00
Plattsmouth Police Department	\$3,846.94
Ralston Police Department	\$6,278.46
Scottsbluff Police Department	\$6,177.37
South Sioux City Police Department	\$4,345.63
UNL Police Department	\$2,392.37
Walthill Police Department	\$483.24
Boyd County Sheriff's Office	\$3,000.00
Brown County Sheriff's Office	\$867.57
Buffalo County Sheriff's Office	\$2,449.09
Cass County Sheriff's Office	\$2,912.10
Colfax County Sheriff's Office	\$2,525.50
Dawson County Sheriff's Office	\$2,769.49
Douglas County Sheriff's Office	\$17,918.82
Fillmore County Sheriff's Office	\$2,794.70
Franklin County Sheriff's Office	\$2,982.72
Gage County Sheriff's Office	\$697.14
Hall County Sheriff's Office	\$13,409.37
Howard County Sheriff's Office	\$730.65
Jefferson County Sheriff's Office	\$1,243.52
Johnson County Sheriff's Office	\$3,892.34
Knox County Sheriff's Office	1,160.06
Lincoln County Sheriff's Office	\$4,523.30
Merrick County Sheriff's Office	\$4,000.00
Nance County Sheriff's Office	\$3,000.00
Nemaha County Sheriff's Office	\$4,151.40
Otoe County Sheriff's Office	\$3,579.36
Phelps County Sheriff's Office	\$1,644.50
Platte County Sheriff's Office	\$4,159.94
Saline County Sheriff's Office	\$4,000.00
Sarpy County Sheriff's Office	\$5,255.68
Saunders County Sheriff's Office	\$3,287.92
Scotts Bluff County Sheriff's Office	\$6,295.95
Seward County Sheriff's Office	\$3,164.64
Thurston County Sheriff's Office	\$3,000.00
Webster County Sheriff's Office	\$2,719.39
Nebraska State Patrol	\$23,493.17
	\$243,424.41

These 56 mini-grant contracts resulted in a total of 6,018 hours of selective overtime enforcement, 1,064 seat belt citations, 4,581 speeding citations, 190 impaired driving arrests and 8,105 total citations. Six checkpoints were held by the following agencies: Johnson County Sheriff's Office, Ogallala Police Department, South Sioux City Police Department, Thurston County Sheriff's Office, UNL Police Department and the Nebraska State Patrol.

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

**Result:**

The goal to increase the occupant protection usage rate to 87.6% was not achieved. However, the observed safety belt usage rate remained steady at 84.1% in 2010 and at 84.2% in 2011, but dropped in 2012 to 78.6%.

<b>Funding:</b>	HSIP Flex Funding	\$243,424.41
<b>Contact:</b>	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	



**Click It or Ticket - Public Information and Education Media Campaign  
Nebraska Office of Highway Safety**
**12-HSIP-(4)**

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Driver Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.2 million registered vehicles. In 2010, traffic crashes resulting in 33,212 crashes occurred killing 190 people and injuring another 16,712 people.

The NOHS uses statewide observation surveys to determine safety belt usage for drivers and front seat passengers. Usage during the years 2008-2010 was observed at 82.7%, 84.8%, and 84.1%. Child safety seat usage surveys conducted in 2008-2010 observed 96.8%, 95.4%, and 91.5% usage. Although usage has steadied, child safety seat check-up events show the average misuse rate of child safety seats at 89%.

Violations for No Occupant Protection (no safety belt) resulted in 9,325, 10,118, and 9,869 convictions in 2008-2010. In addition, violations for No Child Restraint resulted in 1,742, 1,628, and 1,530 convictions in 2009-2010.

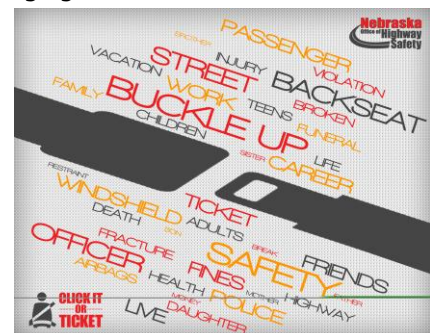
Occupant protection activities will be coordinated through the NOHS to insure continuity, uniformity, and comprehensiveness in this area and will focus in the twenty-one counties which have been identified as "target" or "priority" counties. The reduction of fatal and injury traffic crashes requires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

**Goal and Objective:**

To decrease fatalities by 10% from the three base year average (2009-2011) of 198 to 178 and to decrease serious injuries by 4% from the three base year average (2009-2011) of 1,821 to 1,748.

**Strategies and Activities:**

- Produce/provide public service announcements/ads featuring occupant restraint mobilizations through numerous media outlets.
- A mini grant contract in the amount of \$220,911.00 was awarded to the Nebraska Office of Highway Safety from the Nebraska Department of Roads, Highway Safety Improvement Program. The budget for the "Click It or Ticket" Public Information & Education campaign is \$220,911.00 with \$198,820.00 (90%) of federal HSIP funding and \$22,901.00 (10%) of the required soft match. The funding was used for the "Click It or Ticket" Mobilization Public Information and Education campaign which ran from May 1, 2012 thru June 30, 2012. It will combine targeted messaging for both radio and television paid advertising; gas station pump top fill boards combined with pump handle fill boards; and print advertising via Nebraska newspapers. The mini-grant was approved on March 26, 2012.
- NOHS contracted with Urban Finch to provide indoor advertising for the "Click It or Ticket" promotion during the months of April, May, and June. The Lincoln ads were placed in 3 locations (# of customers per week), 12<sup>th</sup> Street Pub (3,000), Bison Witches (3,500-4,000), and Anytime Fitness (2,500-3,000), filling eight ad spots. The Omaha ads were placed at 7 locations, On The Rocks (2,800), Varsity - Q (3,500), Varsity - F (4,000), Moylan Iceplex



(3,200), Bene Pizza (1,000), Cunninghams (3,200), Aspen Athletics (2,800), Anytime Fitness (1,500), and Kosama (2,500) with 19 ad spots. A total of 83 "Words" safety belt ads, 8" x 10", were placed in restrooms at the above listed facilities. (\$2,480.00)

- The May ad, "Saving Lives! Click It or Ticket / Day & Night" was placed in the "Prairie Fire" newspaper. This newspaper is a free publication with distribution at over 400 locations in Lincoln, Omaha, Greater Nebraska, as well as additional locations throughout the Great Plains. The cost of this 3.9x4 color ad was \$143.00.
- NOHS contracted with Screenvision to create a :15 PSA with the CIOT message for cinema advertising. Screenvision created the PSA for \$600.00 with the message "BUCKLE UP or PAY THE PRICE – 2 TICKETS, 2 FINES – Click It or Ticket – SAVING LIVES". The ad played in 13 locations with the number of screens listed in (), Marcus Midtown Crossing-Omaha (6), Marcus Twin Creek-Omaha (16), Marcus Village Pointe-Omaha (16), Marcus Twenty Grand-Omaha (19), Race Westroads-Omaha (14), Marcus South Pointe-Lincoln (6), Marcus Lincoln Grand-Lincoln (14), Marcus Edgewood-Lincoln (6), Marcus East Park-Lincoln (6), Carmike-North Platte (6), Carmike-Scottsbluff (6), Cinema Entertainment-Norfolk (7), and Cinema Entertainment Center-Columbus (7). The ads started on May 4, 2012 and ran for a total of eight weeks at each location. The attendance average for all locations (13 total locations – 129 screens) averaging out to 110,000 per week. The 15 second graphics showed 1,290 times per day at all locations for a total of 72,240 times during the 8 week run. (\$20,616.00)



- A mini-grant contract for the 2012 Nebraska Annual Safety Belt Survey was provided to Health Education, Inc. in the amount of \$21,677.00 for the following:
  - Provided Detailed Work Plans for the 2012 Annual Safety Belt Survey at a cost of \$6,000.00 and \$2,000.00 for the 2012 Child Safety Seat Use Survey Work Plan.
  - Completion of the 2012 Nebraska Annual Safety Belt Survey in the following ten counties: Buffalo, Custer, Dodge, Douglas, Hamilton, Lancaster, Lincoln, Platte, Sarpy, and Washington. A copy of the "Nebraska Safety Belt Use 2012 Report Survey" was submitted to NOHS on August 28, 2012. NOHS submitted the report to NHTSA with the new Uniform Criteria Observational Surveys of Safety Belt Use. A copy of the survey, along with the certification statement, was sent to the NHTSA Regional Office on September 5, 2012. The Safety Belt Usage rate for 2012 was 78.6%, a 5.6% decrease from the previous year. Motorcycle helmet usage was 85.7% legal, 14.3% deemed illegal, and 0.0% not wearing helmets. (\$9,777.00)
  - Completion of the 2012 Child Restraint Survey Report in 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 28, 2012. The Child Restraint Usage rate was 95.9% in 2012. (\$3,900.00)

- A mini-grant contract was awarded to the Nebraska Safety Council for Public Service Announcements for the May/June 2012 paid media campaign. Through the media buy NOHS received 7,149 ad spots for \$94,150.00 for an average of \$13.17 per ad spot. An additional cost of \$175.00 for changes to the logo and tags and \$6,000.00 to address the social media aspect consisting of ads, Facebook page and website. (\$100,000.00)

2012 Media Buy HSIP4	CIOT PRE/POST-BUY REPORT - May/June	Final Results			
		Projection	Actual		
		Cost	GRP's*	Spots	Cost
Omaha	KPTM-TV (Ch 9/42) Fox	\$14,500.00	83.8	54	\$10,600.00
Lincoln	KOLN KGIN My TV	\$6,800.00	76.9	55	\$6,800.00
Omaha	Cox Media	\$23,000.00	379.2	822	\$23,000.00
Lincoln	Time Warner Cable	\$13,200.00	231	307	\$12,903.00
Super Zone*	Charter Media	\$14,000.00	n/a	4,055	\$13,975.00
Norfolk	CableOne	\$3,000.00	n/a	210	\$3,000.00
Omaha/Council Bluffs	KQCH-FM (104.1)/94.1	\$3,000.00	85.2	64	\$3,250.00
	Radio Lobo (Hispanic)	\$2,000.00	n/a	68	\$2,000.00
	KEZO-FM (Z-92)	\$3,000.00	62	59	\$2,740.00
	KXVO - Omaha		33.2	64	\$3,900.00
Lincoln	KIBZ-FM	\$2,000.00	118	88	\$2,000.00
	Brownfield/Wiatt NE Agri	\$6,000.00		1,092	\$5,056.00
	KRVN-AM/FM	\$4,000.00		208	\$3,978.00
Statewide	Learfield Communications		n/a	3	\$948.00
<b>Total Results</b>				<b>7,149</b>	<b>\$94,150.00</b>
		Cost to change logo and tags			\$175.00
Brownfield Network: 39 Stations statewide carrying farm news reports				\$13.17	\$ 94,325.00
* SuperZone not rated for GRP's			Social Media		<b>\$6,000.00</b>
* SuperZone includes Alliance, Beatrice, Chadron, Cozad, Grand Island, Hastings, Holdrege, Kearney, Lexington, North Platte, Scottsbluff, and Sidney					\$100,325.00
				<b>Research Associates Paid Difference</b>	\$325.00

For the Click It or Ticket Memorial Day ad schedule RA and Wamstad+Evans ran a short social media campaign to increase the reach in the target demographic through Facebook, YouTube, and Tumblr. Facebook ads were initially setup and a Facebook Page was created for Nebraska Click It or Ticket to leverage greater reach to the targeted demographic. The website was located at <http://clickitorticketnebraska.tumblr.com/>

The Facebook page placement was more effective than anticipated as it not only bolstered reach in the target demographic on Facebook but also engaged the people who "Liked" the page to the point that they requested materials for their schools and neighborhoods. Additionally the click through rate (how many people click on the ads) was 7.5 times more effective than most campaigns. A gain of nearly 3,000 "Likes" on Facebook which gives a potential reach on Facebook to 683,341 Friends of Fans. The cost for this social media campaign was \$6,000.00.

Round 1-partially targeted for click through (CTR)      Round 2- Facebook "billboard"

	Campaign Reach	Frequency	Social Reach	Actions	Clicks	CTR - Click Through Rate	Spent	Impressions
Round 1	270,967	12.0	123,844	3,241	2,925	0.91%	\$1,000.00	3,247,604
Round 2	213,360	13.8	76,408	973	1,216	0.041%	\$3,000.00	2,948,329



**Click It Or Ticket Nebraska**



HELP SAVE your friends and family! Lead by example and remind others to BUCKLE UP!

You like this.

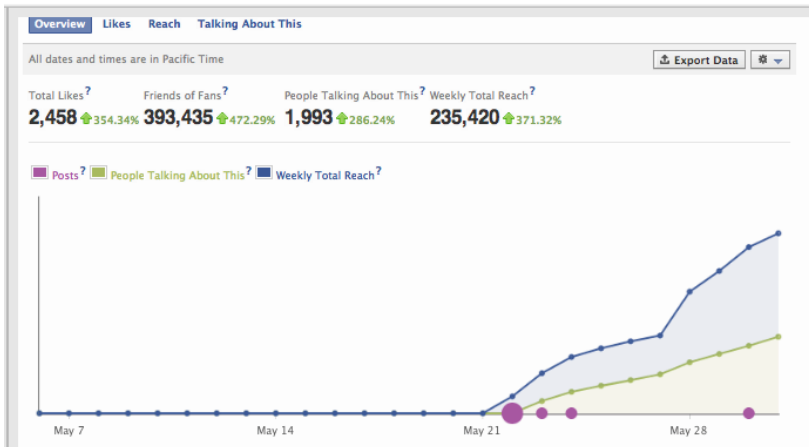
**Click It Or Ticket Nebraska**



SEAT BELTS SAVE LIVES! They keep you from flying out our your car and being severely hurt.

You like this.

Below are views of how many people were being reached through the Facebook page which was set up vs. the ads. It also shows a list of where those people are and how many in each place was directly touched by the page by seeing the ad and then clicking onto Facebook Click It or Ticket page or through seeing updates in the status feed showing that a friend had "Liked" the Click It or Ticket Facebook page.



Cities?

68,966	Omaha, NE
43,279	Lincoln, NE
6,830	Kearney, NE
6,616	Bellevue, NE
6,305	Grand Island, NE
3,963	Norfolk, NE
3,752	North Platte, NE
3,675	Hastings, NE
3,651	Columbus, NE
3,536	Fremont, NE
3,423	Papillion, NE
2,263	Beatrice, NE
2,104	Scottsbluff, NE
1,448	South Sioux City, NE
1,382	Plattsmouth, NE
1,314	Blair, NE
1,271	La Vista, NE
1,198	York, NE
1,181	Seward, NE
1,181	Alliance, NE

Less -

Other samples of ad designed for the Facebook social media campaign.

**Click It Or Ticket Nebraska**



Don't let down your best friend! Buckle UP! Seat belts save lives. Click It Or Ticket!

You like this.

**Click It Or Ticket Nebraska**



Have you had a friend or family saved by a seat belt? Like us and help get the word out!

You like this.

**Click It Or Ticket Nebraska**



You never know who is asleep at the wheel. Seat belts save lives! Click IT or TICKET!

You like this.

**Click It Or Ticket Nebraska**



Don't make friends and family pickup the pieces of shattered lives. Buckle up!

You like this.

**Click It Or Ticket Nebraska**



All signs point to...BUCKLE UP! Seat belts save lives! Click It Or Ticket!

You like this.

**Click It Or Ticket Nebraska**



No one expects the accident, buckle up and be prepared. Seat belts SAVE lives!

You like this.



- During the week of May 21 (left) and May 28 (right) the NOHS ran the "Saving Lives! Click It or Ticket / Day & Night" 2 x 4 ad through the Nebraska Press Advertising Service. This ad was placed in 169 newspapers statewide with a circulation of 327,914, offering a readership over 760,000. (3,580.00)



During the week of May 21 (left) and May 28 (right) the NOHS ran the "Saving Lives! Click It or Ticket / Day & Night" 2 x 4 ad through the Nebraska Press Advertising Service. This ad was placed in 169 newspapers statewide with a circulation of 327,914, offering a readership over 760,000. (3,580.00)



- The NOHS entered into a Purchase Agreement with KOLN/KGIN-TV/kolnkgin.com/My TV for a Click It or Ticket Mobile Loading / Headline Sponsor ad, which ran May 1 - 31, 2012. The message was "Buckle Up Every Time, Every Trip Click It or Ticket – Saving Lives." The Android and iPhone Loading / Headline on the website, [www.1011now.com](http://www.1011now.com) received 462,781 views, 707 clicks at a cost of \$0.005 per view. This advertisement was featured exclusively between every 3<sup>rd</sup> story listed on the iPhone and Android applications. (\$2,500.00)



- The NOHS entered into a Pump Topper and Fillboard Gas Pump Advertising Agreement with AllOver Media in the amount of \$19,500.00. The campaign ran from May 1, 2012 thru June 30, 2012 with the safety message "BUCKLE UP OR PAY THE PRICE – Click It or Ticket – 2 TICKETS/2 FINES – SAVING LIVES." The cost of the campaign was \$16,500.00 for custom gross space amount and \$3,000 for the production. The design also included the NOHS logo. The pump toppers and fill boards were placed at the following communities at one station each; Ainsworth, Albion, Alliance, Alma, Aurora (2), Beatrice (2), Broken Bow, Bridgeport, Cambridge, Central City, Chadron, Cozad (2), Creighton, Fairbury, Franklin, Geneva, Gothenburg, Grant, Holdrege, Lexington (3), McCook, O'Neill, Ord, Plainview, Schuyler, Superior, Wayne, West Point (2), and York.



**Results:**

The goal to increase the occupant protection usage rate to 87.6% was not achieved. However, the observed safety belt usage rate remained steady at 84.1% in 2010 and at 84.2% in 2011, but dropped in 2012 to 78.6%.

<b>Funding:</b>	HSIP Flex Funding:	\$172,764.00
<b>Contact:</b>	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	

**Distracted Driving Public Information and Education Campaign  
Nebraska Office of Highway Safety**

**12-HSIP-(5)**

Program Areas:	Distracted Driving
Project Characteristics:	Educational Effort
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Drivers (General Population)

**Problem Identification:**

Drivers are all affected by distracted driving. Although teen drivers are more likely than other age groups to be involved in a fatal crash where distraction is reported, adults are just as guilty of thinking they can drive safely while using cell phones and/or other distractions. This educational program is designed to reach drivers of all ages. Distracted driving crashes in Nebraska are a serious cause for concern. In the last three years (2008-2010) a total of 10,648 crashes involved driver distractions causation (inattention, mobile-phone distraction, and distracted-other / Standard Summary of NE Motor Vehicle Traffic Accidents). Of this total, twenty-eight (28) were fatality crashes.

**Goal and Objective:**

The goal is to decrease the number of the distracted fatal, A and B injury crashes by 10% (106) from the 2008-2010 calendar base year average of 10,648 to 10,542 in CY2012.

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

**Strategies:**

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

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

**Activities:**

- The Nebraska Safety Center (NSC) at the University of Nebraska – Kearney submitted a HSIP Mini-grant that was approved on May 10, 2012. The purpose of grant is for NSC to purchase a hands-on driving simulator and trailer that will educate people of all ages about the dangers involved in inattentive and/or distracted driving.
  - The driving simulator was purchased on August 16, 2012. The simulator was used at the Nebraska State Fair in Grand Island, NE. The fair was held from August 24 through September 3, 2012. The number of individuals who went through the simulator distracted driving program totaled 307. (\$19,275.00).
  - The trailer was purchased on September 15, 2012. (\$6,673.00)
  - At this time the training portion of the grant has not been completed. The training and travel costs expended for this project as this time is \$2,377.22. Additional training will continue throughout fiscal year 2013.

**Result:**

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

<b>Funding:</b>	HSIP Flex Funding	\$28,625.22
<b>Contact:</b>	Bob Corner, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-2516 FAX: 402/471-3865 Email: bob.corner@nebraska.gov	

**Selective Overtime Enforcement – Alcohol  
Nebraska Office of Highway Safety**
**12-HSIP-(6)**

Program Areas:	Police Traffic Services
Project Characteristics:	Saturation Patrol & Checkpoints
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Impaired Drivers

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.82 million people. Nebraska has 1.38 million licensed drivers and 2.2 million registered vehicles. Traffic crashes are a daily occurrence resulting in over 16,000 injured persons annually. In CY2010, 33,212 crashes occurred, killing 190 people and injuring another 16,712 people.

Alcohol was known to be involved in 46 (27.7 percent) of the 166 fatal crashes that occurred in CY2010. Alcohol was involved in 580 (11.5 percent) of the 5,025 fatal, A and B injury crashes in CY2010. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. – 5:59 a.m.), 402 (31 percent) of the 1,282 involved alcohol.

**Goal and Objective:**

The goal is to decrease alcohol-related fatal, A and B injury crashes by 6% from the 2008-2010 calendar base year average of 631 to 576 in CY2012.

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 2012 "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 2012 "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 "You Drink & Drive. You Lose." Crackdown. During the project period 52 mini-grant contracts were awarded. The mini-grant contracts were awarded as follows: Police Departments – 24 contracts; Sheriff's Offices – 27 contracts; and, Nebraska State Patrol – 1 contract.

**Contract Awards**

<b>Agency</b>	<b>Reimbursed</b>
Auburn Police Department	\$3,500.00
Beatrice Police Department	\$2,725.25
Bellevue Police Department	\$9,030.15
Bellevue Police Department	\$659.00
Broken Bow Police Department	\$1,858.50
Columbus Police Department	\$3,772.98
Cozad Police Department	\$1,386.22
Crete Police Department	\$2,020.87
Franklin Police Department	\$497.88
Gering Police Department	\$1,295.51
Grand Island Police Department	\$10,835.31



Hastings Police Department	\$2,187.85
Kearney Police Department	\$1,356.52
La Vista Police Department	\$5,666.56
Lincoln Police Department	\$4,273.33
Nebraska City Police Department	\$3,381.95
Omaha Police Department	\$23,368.18
Papillion Police Department	\$1,149.42
Plattsmouth Police Department	\$3,565.42
Ralston Police Department	\$2,988.68
Scottsbluff Police Department	\$6,624.29
South Sioux City Police Department	\$3,219.28
UNL Police Department	\$865.74
Walthill Police Department	\$453.46
Boyd County Sheriff's Office	\$3,486.45
Brown County Sheriff's Office	\$1,345.14
Cass County Sheriff's Office	\$3,737.99
Clay County Sheriff's Office	\$3,227.42
Colfax County Sheriff's Office	\$3,328.79
Dakota County Sheriff's Office	\$4,947.89
Dawson County Sheriff's Office	\$4,994.35
Douglas County Sheriff's Office	\$9,887.58
Fillmore County Sheriff's Office	\$4,198.40
Franklin County Sheriff's Office	\$2,455.05
Gage County Sheriff's Office	\$830.29
Gosper County Sheriff's Office	\$1,579.40
Hall County Sheriff's Office	\$3,803.62
Johnson County Sheriff's Office	\$3,500.00
Lancaster County Sheriff's Office	\$5,541.06
Lincoln County Sheriff's Office	\$3,551.22
Nance County Sheriff's Office	\$3,500.00
Nemaha County Sheriff's Office	\$4,999.89
Phelps County Sheriff's Office	\$1,695.93
Platte County Sheriff's Office	\$628.13
Saline County Sheriff's Office	\$4,000.00
Sarpy County Sheriff's Office	\$5,604.50
Sarpy County Sheriff's Office	\$1,137.09
Saunders County Sheriff's Office	\$4,548.91
Scotts Bluff County Sheriff's Office	\$9,853.24
Thurston County Sheriff's Office	\$4,028.00
Washington County Sheriff's Office	\$8,924.82
Nebraska State Patrol	\$17,729.50
	<b>\$223,747.01</b>

These 52 mini-grant contracts resulted in a total of 5,473 hours of selective overtime enforcement, 513 seat belt citations, 3,941 speeding citations, 478 impaired driving arrests and a total of 6,830 total citations. Six checkpoints were held by the following agencies: Bellevue Police Department, La Vista Police Department, Dakota County Sheriff's Office, Lancaster County Sheriff's Office, Sarpy County Sheriff's Office and the Nebraska State Patrol.

- 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 CY2012 is unavailable from the Nebraska Department of Roads.

<b>Funding:</b>	HSIP Flex Funding	\$223,747.01
<b>Contact:</b>	Becky Stinson, Nebraska Office of Highway Safety, P.O. Box 94612, Lincoln, NE 68509 Telephone: 402/471-3880 FAX: 402/471-3865 Email: becky.stinson@nebraska.gov	

**You Drink & Drive. You Lose. - Public Information & Education Media Campaign 12-HSIP-(7)  
Nebraska Office of Highway Safety**

Program Area:	Occupant Protection
Project Characteristic:	Program Support
Type of Jurisdiction:	Statewide
Jurisdiction Size:	1,826,341
Target Population:	Driver Population

**Problem Identification:**

Nebraska is predominantly rural with a population of 1.83 million people. There are 1.38 million licensed drivers and 2.2 million registered vehicles. In 2010, traffic crashes resulting in 33,212 crashes occurred killing 190 people and injuring another 16,712 people.

Alcohol was known to be involved in 46 (27.7%) of the 166 fatal crashes that occurred in Nebraska in 2010. Alcohol was involved in 580 (11.5%) of the 5,025 A and B injury crashes. Of the fatal, A and B injury crashes occurring in the nighttime (6:00 p.m. - 5:59 a.m.), 402 (31%) of 1,282 involved alcohol.

Arrest and conviction totals for Driving Under the Influence are starting to level off (13,660, 13,399 and 12,399 arrests and 11,504, 11,520 and 10,646 convictions) from 2008 to 2010.

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

**Goal and Objective:**

To decrease alcohol-related fatalities by 10% from the three base year average (2009-2011) of 192 to 173 and to decrease alcohol-related serious injuries by 4% from the three base year average (2009-2011) of 1,201 to 1,153.

**Strategies and Activities:**

- Produce/provide public service announcements/ads featuring impaired driving mobilizations through numerous media outlets.
  - On June 5, 2012, NOHS submitted a mini-grant application to the Nebraska Department of Roads, Traffic Engineering, requesting \$110,000.00 with \$99,000.00 (90%) federal share and \$11,000.00 (10%) of the required soft match. The funding will be used for the You Drink & Drive. You Lose. Crackdown Public Information and Education campaign which runs from August 1, 2012 thru September 30, 2012. It will combine targeted messaging for both radio, television, mobile phone and internet paid advertising; truckside advertising, and movie screens in Nebraska. The mini-grant was approved on June 19, 2012.
    - The NOHS entered into a Sponsorship of the Traffic Updates on KMTV from August 20, 2012 to September 9, 2012 for \$4,500. This sponsorship provided three different format types: the Traffic Now safety message which ran 5am-9am (\$2,475.00), the KMTV – WX Page website (internet) (\$525.00) and the KMTV Mobile App (\$1,500.00). The sponsorship included 40 weekly update sponsorship mentions on-air between the hours of 5am – 9am, Monday through Friday in Local News. It also included the Traffic portion of the KMTV.com website which gets 50,000 impressions per month on the KMTV Mobile App and NOHS has the Traffic Page ownership on KMTV.com for three weeks. The sponsorship reads "Traffic Updates brought to you in part by... Nebraska Office of Highway Safety who reminds you to "Drive Sober or Get Pulled Over, You Drink & Drive, You Lose!" message.
    - NOHS entered into a Purchase Agreement with KOLN/KGIN Television to promote the August/September: Drive Sober or Get Pulled Over (You Drink & Drive. You Lose). Through

the media buy the 293 ads ran from August 17, 2012 through September 3, 2012. (\$19,968.00)

- The NOHS entered into a Truckside Advertising Agreement with AllOver Media in the amount of \$25,800.00. The campaign ran from July 1, 2012 thru August 31, 2012 with the safety message "Report Drunk Drivers Immediately – Your Call Could Save A Life." The cost for the production of the truckside creative was \$10,200.00 and the cost of the advertising space was \$15,600.00. The design included the NOHS logo. Twelve 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. Eight of the vehicles used were Artic Glacier trucks, one belonging to Kent News, and three Spirit Lines. These trucks will accumulate an estimated 18 million-plus impressions over the routes of the 12 trucks over two months, covering the state from east to west and north to south. (\$25,800.00)



- A mini-grant contract was awarded to the Nebraska Safety Council for Public Service Announcements for the August/September Alcohol Impaired Crackdown (You Drink & Drive. You Lose.) 2012 paid media campaign. The media buy purchased 802 radio ad spots for \$18,074.46 averaging of \$22.54 per spot plus \$5,000.00 for social media. See chart and social media report below for details.

2012 Media Buy	August	September	Media Report 8/19 - 9/3		
HSIP7			Projection	Actual	
			Cost	GRP's*	Spots
<b>Omaha/ Council Bluffs</b>					
	KQCH-FM (104.1)/94.1		\$2,500.00		80 \$1,800.00
	Radio Lobo (Hispanic)		\$2,000.00		68 \$2,000.00
	KEZO-FM (Z-92)		\$2,500.00		68 \$1,500.00
	KXSP ESPN Omaha		\$700.00		112 \$700.00
	<b>Total</b>		<b>\$7,700.00</b>		<b>328 \$6,000.00</b>
<b>Lincoln</b>					
	KIBZ-FM (The Blaze, 95 Rock, Three Eagles)		\$1,500.00		60 \$1,500.00
	Froggy (Country, Broadcast House) KFGE-FM		\$1,500.00		58 \$1,500.00
	<b>Total</b>		<b>\$3,000.00</b>		<b>118 \$3,000.00</b>
<b>SuperZone</b>					
	KRVN-AM/FM		\$4,000.00		208 \$3,978.00
	US92 (Norfolk, country, Mike's Food Station)		\$1,000.00		124 \$1,176.46
	<b>Total</b>		<b>\$5,000.00</b>		<b>332 \$5,154.46</b>
<b>Statewide</b>					
	Learfield Communications/Brownfield Network (39 station, farm news)		\$4,000.00		24 \$3,920.00
<b>Total Results</b>			<b>\$19,700.00</b>		<b>802 \$18,074.46</b>
	Average per Radio Ad Spot		\$22.54	<b>Social Media</b>	<b>\$5,000.00</b>
* SuperZone not rated for GRP's			<b>Total Expenditures \$23,074.46</b>		

For the Drive Sober or Get Pulled Over Labor Day ad schedule RA and Wamstad+Evans used ran a short social media campaign to increase reach in the target demographic through Facebook, YouTube, and Tumblr. Facebook ads were initially setup and a Facebook Page was created for Drive Sober Nebraska Facebook page to leverage greater reach through the set of rules that Facebook uses to determine frequency, reach, and quality of ad placement. The website was located at <http://drivesobernebraska.tumblr.com/>

The Facebook page placement was amazing effective. The response was stronger than expected and stronger than that of the Click It or Ticket Campaign, (3,500+ 'likes' vs. 2,900 'likes' for Click It). While there was a significant higher number of 'likes' on Facebook than the Click It campaign, the interaction and request for materials was lower. The reach to the target demographic was exceptional with a substantially higher 'click through rate (CTR)' than the most campaigns at a rate of approximately 7 times greater frequency. A gain of nearly 3,500 "likes" on Facebook which gives a potential reach on Facebook to 866,174 'Friends of Fans'. (\$5,000.00)

Round 1-partially targeted for click

Campaign Reach	Frequency	Social Reach	Actions	Clicks	CTR – Click Through Rate	Spent	Impressions
350,075	15.8	147,289	3,868	4,853	0.088%	\$2,500.00	5,540,1524

Drive Sober Nebraska



Don't screw up a perfectly good time. They are out there and you will get pulled over.

You like this.

Drive Sober Nebraska



If you ain't sober, don't drive this rover. Drive SOBER, or get PULLED OVER.

You like this.

Drive Sober Nebraska



Don't drink and ride. Don't drink and drive! Results may vary, for the worse. Drive SOBER!

You like this.

Drive Sober Nebraska



In 2010, 10,228 people died in traffic crashes with a drive with a BAC of .08 or higher.

You like this.

Drive Sober Nebraska



Drive Sober Or Get Pulled Over. Nearly 11,000 people die each year from drunk drivers.

You like this.

Drive Sober Nebraska



Don't be a puttie-tat! Drinking and driving ruins lives! Drive sober or get a cab!

You like this.



Brendan Evans likes Drive Sober Nebraska.



Drive Sober Nebraska  
Like

Drive Sober Nebraska



Drive SOBER or get PULLED OVER. Have a safe Labor Day weekend. Be Smart. Don't risk it.

You like this.

Drive Sober Nebraska



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- NOHS contracted with Screenvision to create a PSA for cinema advertising. Screenvision created the PSA for \$700.00 with the message "YOU DRINK AND DRIVE, YOU LOSE –DRIVE SOBER OR GET PULLED OVER". The ad played in 13 locations with the number of screens listed in ( ), Marcus Midtown Crossing-Omaha (6), Marcus Twin Creek-Omaha (16), Marcus Village Pointe-Omaha (16), Marcus Twenty Grand-Omaha (19), Race Westroads-Omaha (14), Marcus South Pointe-Lincoln (6), Marcus Lincoln Grand-Lincoln (14), Marcus Edgewood-Lincoln (6), Marcus East Park-Lincoln (6), Carmike-North Platte (6), Carmike-Scottsbluff (6), Cinema Entertainment-Norfolk (7), and Cinema Entertainment Center-Columbus (7). The ads started on August 14, 2012 and ran for a total of eight weeks at each location. The average attendance for all locations (13 total locations – 129 screens) was 110,000 per week. The 15 second graphics showed 1,290 times per day at all locations for a total of 72,240 times during the 8 week run. (\$22,656.00)



**Results:**

The fatal, A and B injury crash data for 2012 is unavailable from the Nebraska Department of Roads.

<b>Funding:</b>	HSIP Flex Funding:	\$96,698.46
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