

NEBRASKA



2013 HIGHWAY SAFETY Annual Evaluation Report





◆ A Section of Nebraska Dept. of Roads

2013

Annual Evaluation Report

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Executive Summary

INTRODUCTION

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

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

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

MISSION STATEMENT

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

METHODS

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

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

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

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

CRASH DATA SUMMARY

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


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

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

FISCAL YEAR 2013 HIGHLIGHTS

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

NEBRASKA PRIORITY COUNTIES FOR FISCAL YEAR 2013

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

RESULTS – TRAFFIC SAFETY PERFORMANCE (CORE OUTCOME) MEASURES

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

Traffic Safety Performance (Core Outcome) Measures* For Nebraska

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

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

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

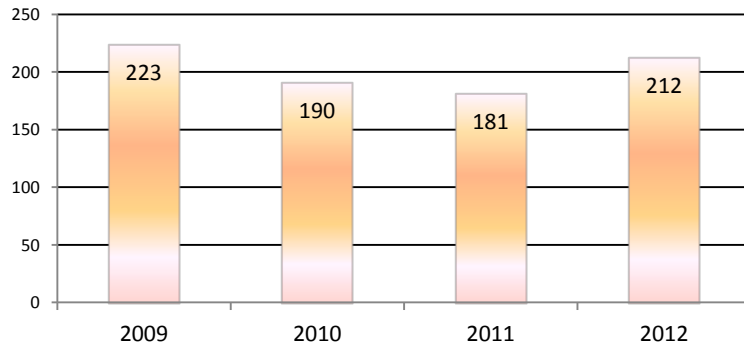
*** Based on the BAC of All Involved Drivers and Motorcycle Riders (Operators) Only

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

TRAFFIC FATALITIES (STATE DATA/FARS)

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

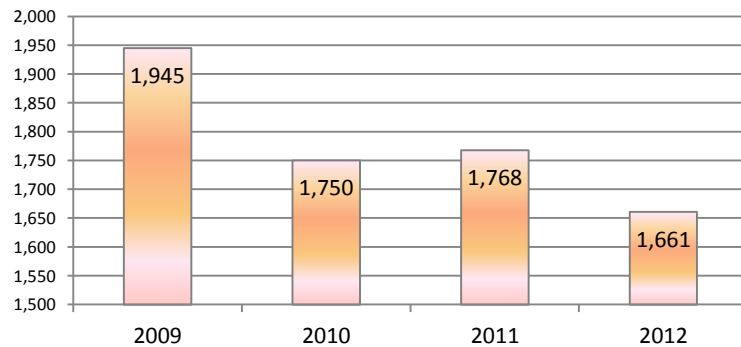
Result: Traffic fatalities increased 7.1 percent from the 2009-2011 calendar base year average of 198 to 212 in 2012.



SERIOUS INJURIES (STATE DATA 2012)

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

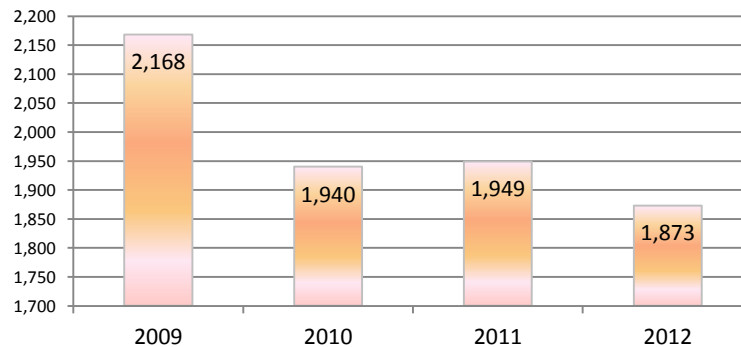
Result: Serious injuries decreased by 8.8 percent from the 2009-2011 calendar base year average of 1,821 to 1,661 in 2012.



TRAFFIC FATALITIES AND SERIOUS INJURIES (STATE DATA 2012)

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

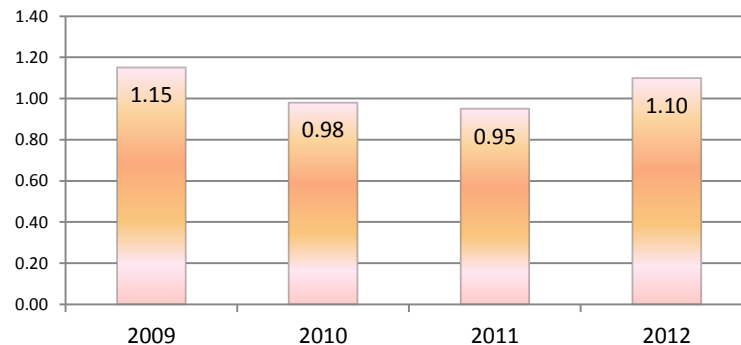
Result: Traffic fatalities and serious injuries were decreased by 7.2 percent from the 2009-2011 calendar base year average of 2,019 to 1,873 in 2012.



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

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

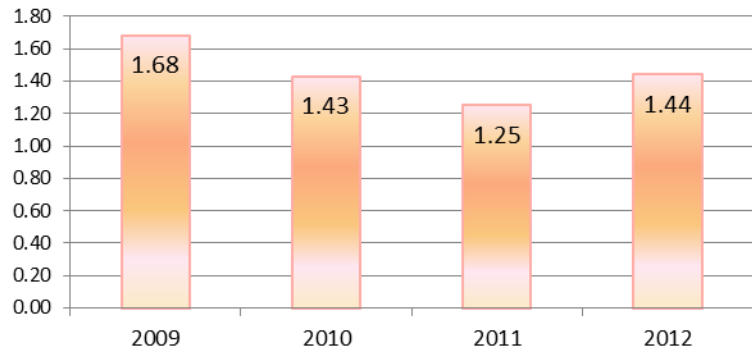
Result: Fatalities/VMT increased .07 points from the 2009-2011 calendar base year average of 1.03 to 1.10 in 2012.



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

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

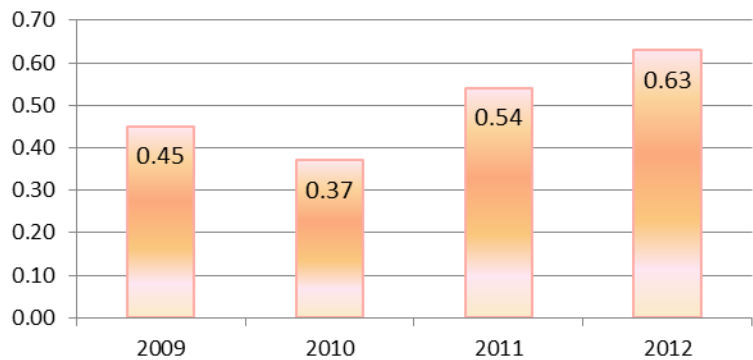
Result: Rural fatalities/VMT decreased .01 points from the 2009-2011 calendar base year average of 1.45 to 1.44 in 2012.



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

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

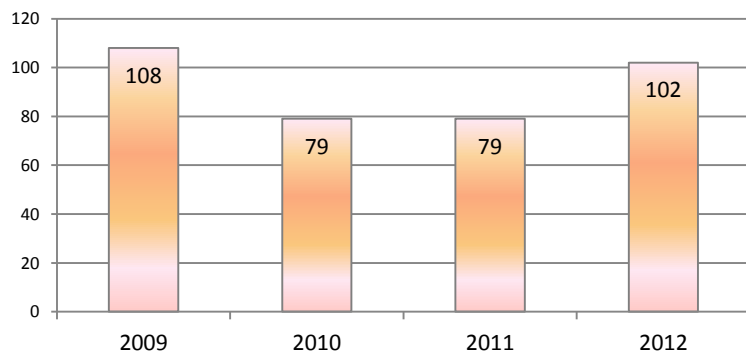
Result: Urban fatalities/VMT increased .18 points from the 2009-2011 calendar base year average of 0.45 to 0.63 in 2012.



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

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

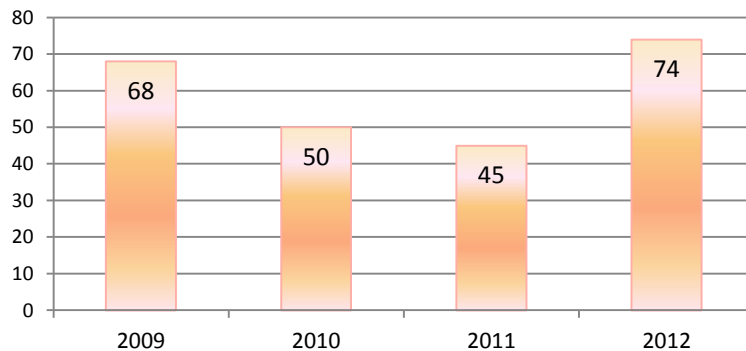
Result: Unrestrained passenger vehicle occupant fatalities in all seating positions increased by 15 percent from the 2009-2011 calendar base year average of 89 to 102 in 2012.



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

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

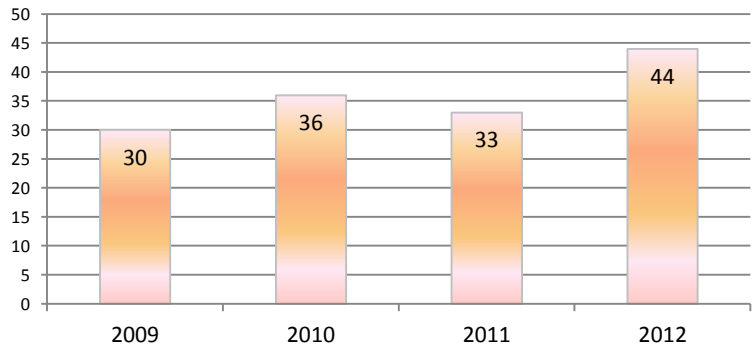
Result: Alcohol-impaired driving fatalities (BAC=.08+) increase by 36.2 percent from the 2009-2011 calendar base year average of 54 to 74.



SPEED-RELATED FATALITIES (FARS)

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

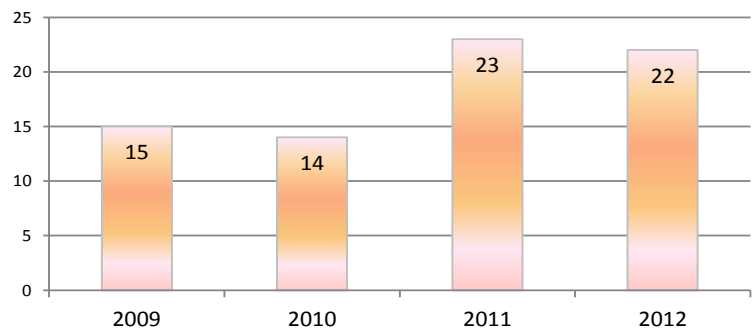
Result: Speeding-related fatalities increased by 33.3 percent from the 2009-2011 calendar base year average of 33 to 44 in 2012.



MOTORCYCLIST FATALITIES (FARS)

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

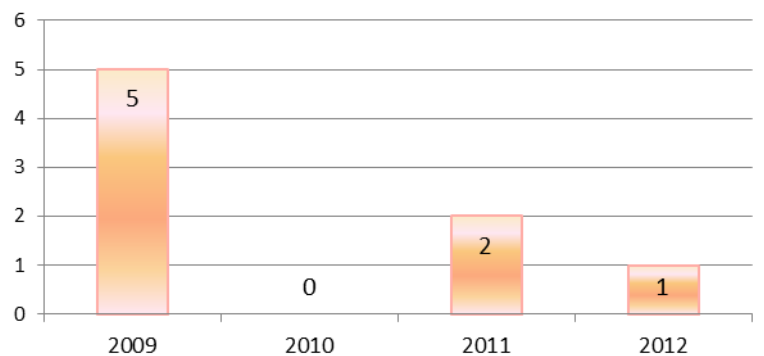
Result: Motorcyclist fatalities increased by 26.9 percent from the 2009-2011 calendar base year average of 17 to 22 in 2012.



UNHELMETED MOTORCYCLIST FATALITIES (FARS)

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

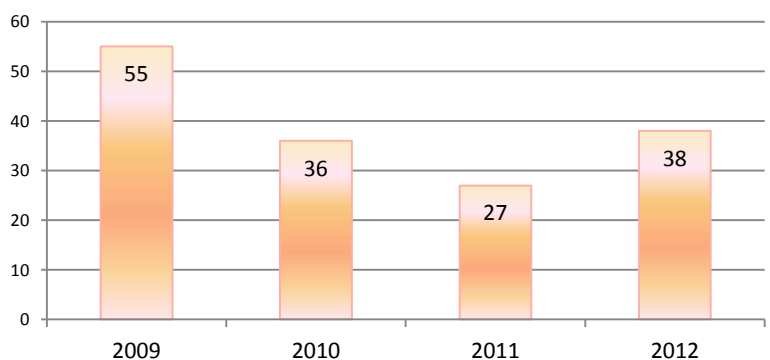
Result: Unhelmeted motorcyclist fatalities decreased by 57.1 percent from the 2009-2011 calendar base year average of 2 to 1 in 2012.



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

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

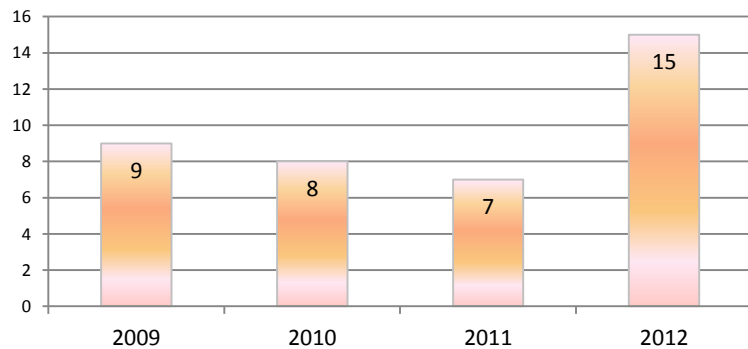
Result: Young drivers age 20 or younger involved in fatal crashes decrease by 3.4 percent from the 2009-2011 base year average of 39 to 38 in 2012.



PEDESTRIAN FATALITIES (FARS)

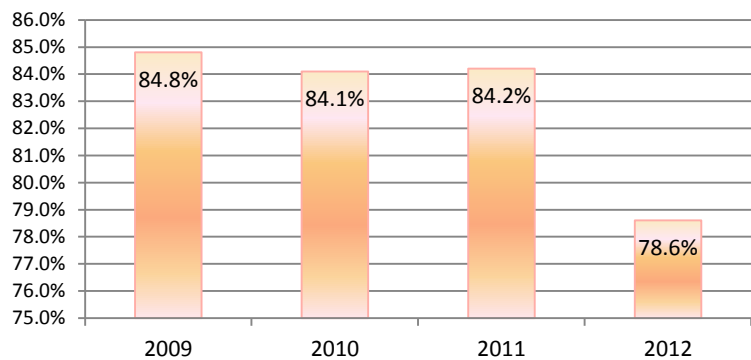
Goal: To reduce pedestrian fatalities by 40 percent from the 2009-2011 calendar base year average of 6 to 4 by December 31, 2013.

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



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

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

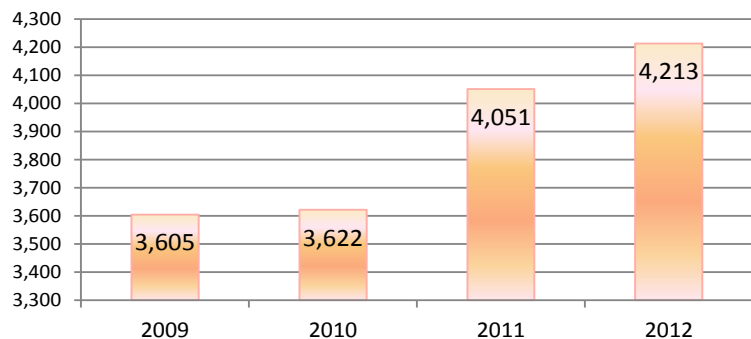


ACTIVITY PERFORMANCE MEASURES

SAFETY BELT CITATIONS GRANT FUNDED (STATE DATA)

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

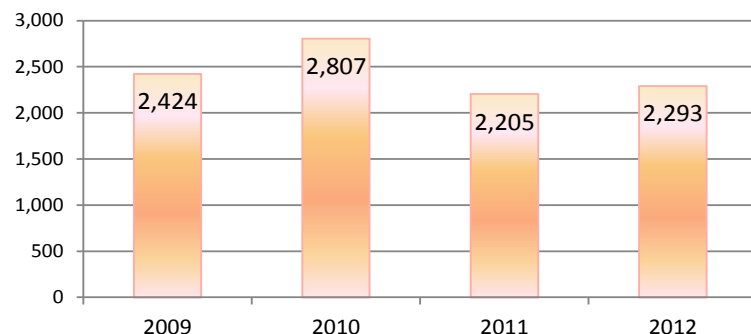
Result: In 2012, an increase of 3.8 percent in safety belt citations from the 2011 calendar base year of 4,051 to 4,213.



IMPAIRED DRIVING ARREST CITATIONS GRANT FUNDED (STATE DATA)

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

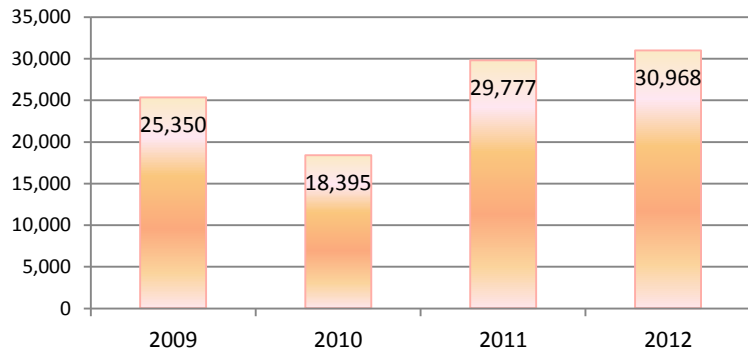
Result: There was a 3.8 percent increase in impaired driving arrests from the 2011 calendar base year of 2,205 to 2,293.



SPEEDING CITATIONS GRANT FUNDED (STATE DATA)

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

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



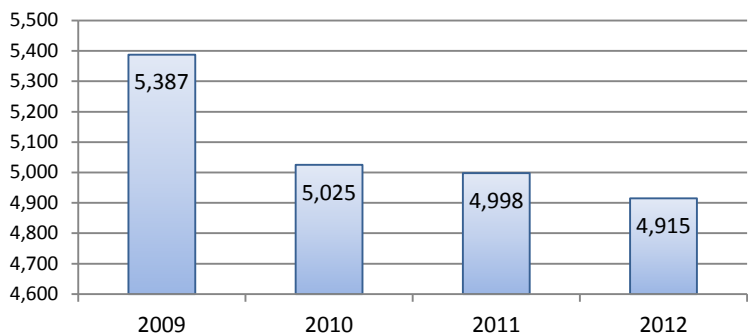
RESULTS – ADDITIONAL OUTCOME MEASURES (STATE DATA)

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

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

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

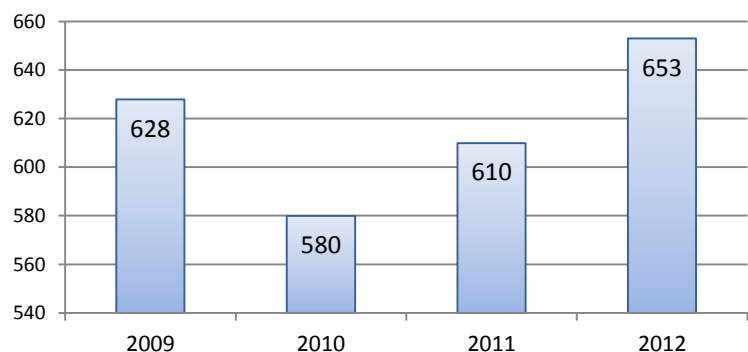
Result: Fatal, A and B injury crashes decreased by 4.3 percent from the 2009-2011 calendar base year average of 5,137 to 4,915 in 2012.



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

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

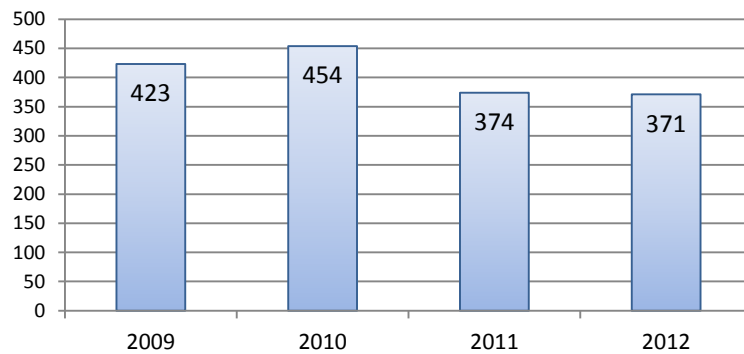
Result: Alcohol-related fatal, A and B injury crashes increased by 7.8 percent from the 2009-2011 calendar base year average of 606 to 653 in 2012.



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

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

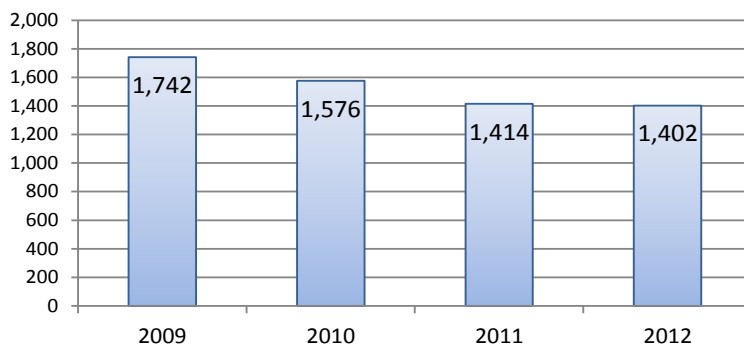
Result: Speed-related fatal, A and B injury crashes decreased by 11 percent from the 2009-2011 calendar base year average of 417 to 371 in 2012.



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

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

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

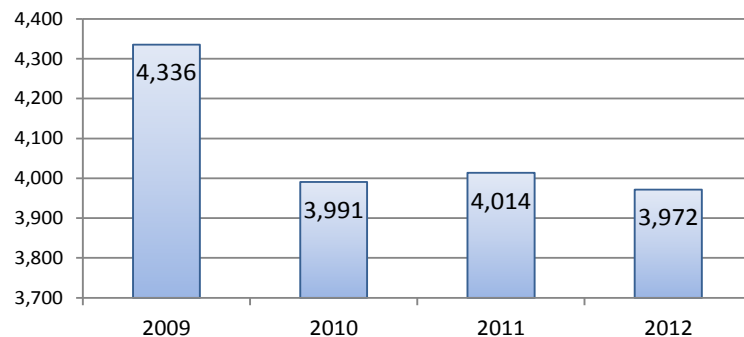


ALL OTHER FACTORS* - FATAL, A AND B INJURY CRASHES (STATE DATA)

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

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

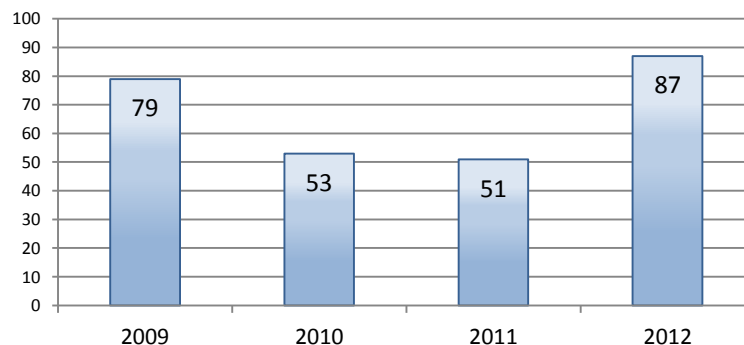
Result: All other factors - fatal, A and B injury crashes decreased by 3.4 percent from the 2009-2011 calendar base year average of 4,114 to 3,972 in 2012.



ALCOHOL-IMPAIRED DRIVING FATALITIES (STATE DATA)

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

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

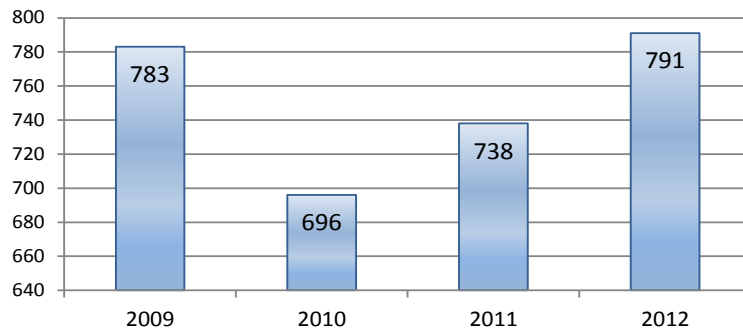


DISTRACTED DRIVER* - FATAL, A AND B INJURY CRASHES (STATE DATA)

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

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

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

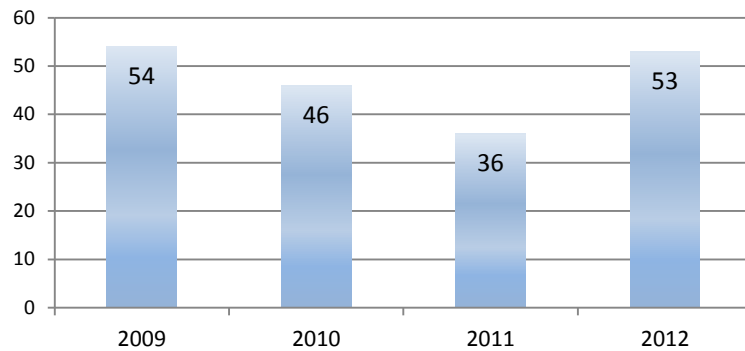


NIGHTTIME (6 P.M. – 6 A.M.) UNRESTRAINED FATALITIES IN FATAL, A AND B INJURY CRASHES* (STATE DATA)

*Includes Not Used and Unknown

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

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



HIGHWAY SAFETY COMMUNICATION/MEDIA PLAN

PAID MEDIA

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

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



PUBLIC INFORMATION & EDUCATION (PI&E) MATERIALS

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

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

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



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

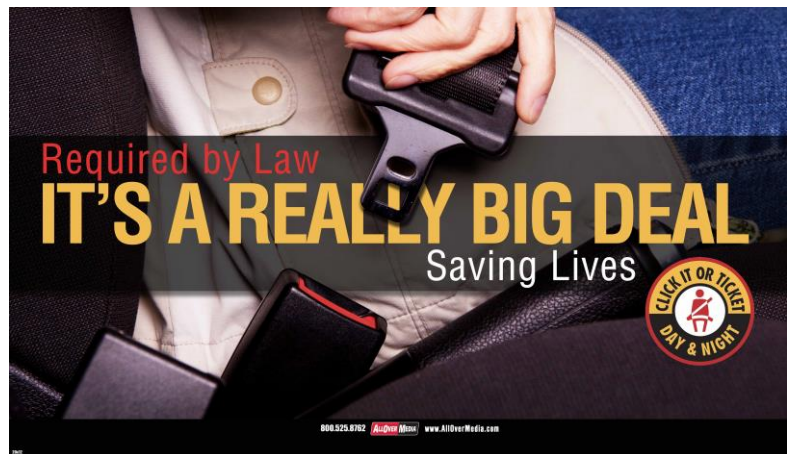
The NOHS continues to update and offer free to the general public an audio-visual lending library of all of the previously mentioned safety issues. An audio-visual catalogue is available on the NOHS website to assist in identifying specific safety information needs.

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

EARNED MEDIA

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

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



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

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

SOCIAL MEDIA

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

ENFORCEMENT MOBILIZATIONS

BACKGROUND

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

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

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



RESULTS

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

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

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

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

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

NEBRASKA ANNUAL TRAFFIC SAFETY STUDY, MAY 2013 RESULTS

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

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

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

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

IMPAIRED DRIVING

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

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

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

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

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

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

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

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

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

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

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

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

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

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

SAFETY BELTS

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

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

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

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

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

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

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

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

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

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

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

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

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

SPEED

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

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

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

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

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

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

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

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

DISTRACTED DRIVING

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

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

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

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

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

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

MISCELLANEOUS

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

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

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

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

DEMOGRAPHICS

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

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

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

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

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

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

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

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

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

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

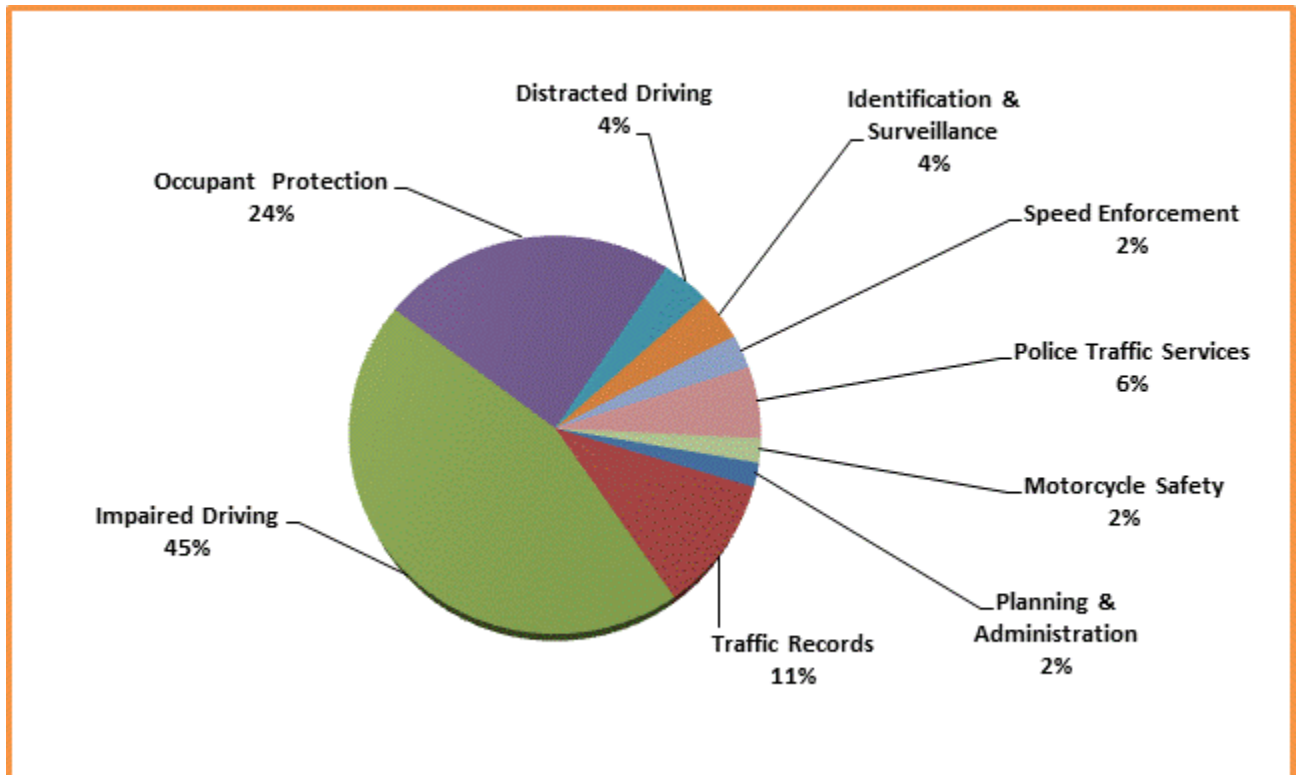
By control, respondents were 49% male and 51% female.

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

FINANCIAL SUMMARY

SUMMARY OF FISCAL YEAR 2013 COUNTERMEASURE PROGRAMS

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



PROJECT DESCRIPTION/SUMMARIES BY PROGRAM AREAS

Section 402 State and Community Highway Safety Projects by Program Area

PLANNING AND ADMINISTRATION PROGRAM AREA

402-13-01 Planning and Administration/NOHS \$110,210.28

This project contains staff and facility resources for administering and planning functions required to meet the program goals and objectives. These costs include, but are not limited to office supplies, membership, travel, training, and personal services for the administrator, accountant, and staff assistant. Required 50% hard matching funds for administration are provided by the Nebraska Department of Roads Cash Fund. This project is responsible for collaborating and coordinating with partners in transportation, public, and other safety interested organizations and individuals. The performance measures for this project include: quality and timeliness of annual programs, plans and evaluation reports, to actively participate in statewide, multidisciplinary transportation safety, public safety and injury control programs.

NOHS assistance and support was provided to develop the Nebraska Performance-Based Strategic Traffic Safety Plan. The Nebraska Performance-Based Strategic Traffic Safety Plan FY2014 was completed and submitted to National Highway Traffic Safety Association (NHTSA) Region 7 Office on June 26, 2013.

The Director of the Department of Motor Vehicles (DMV) has authorized the use of state funds of the DMV Vehicle Services Division and the Driver Licensing Division for soft matching the federal highway safety funding. NOHS maintains documentation from the DMV to meet the requirements of NHTSA Order 452-6C. This documentation is on file for each fiscal year.

402-13-02 Auditing/NOHS \$0.00

No audit costs were charged to Nebraska Office of Highway Safety during this grant year.

ALCOHOL PROGRAM AREA

402-13-06 Nebraska Collegiate Consortium to Reduce High Risk Drinking \$209,723.00
University of Nebraska at Lincoln –
Nebraska Prevention Center for Alcohol and Drug Abuse

This grant funding provides technical assistance to develop specific strategic plans, develop campus/community initiatives to reduce high-risk drinking, develop and support brief intervention programs designed to reduce high-risk drinking, liaison with national meetings and organizations, provide skill building opportunities, maintain an effective educational website and list serve, provide technical assistance on the analysis of existing databases and the development of new surveys. This project has developed the CAP (College Alcohol Profile) web-based interactive brief intervention that provides students with immediate personalized and localized comparison for their drinking practices with those of their college peers. This year the NCC expanded program initiatives directed to soliciting increased parental involvement and support to reduce high-risk drinking through Parent CAP development with a parent website. This website will target parents of entering 18-20 year old students. The NCC also worked with member schools to identify their resources and develop individualized media plans. It is also the only program with a customized brief intervention available to all participating colleges. Bellevue University formally joined NCC bringing the total membership to 26 of the state’s largest institutions of higher education.

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

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

Also, from Year 1-CAP data, Northeast Community College reported a drop in binge drinking from 19.4% in 2011 to 11.5% in 2012 stabilizing at 13.1% in 2013, a drop in drinking and driving from 26.0% in 2011 to 11.7% in 2012 to 11.4% in 2013, and a drop in riding with an impaired driver from 20.0% in 2011 to 13.5% in 2012 to 12.2% in 2013 for entering first year students residing on campus. From Wayne State College campus-wide CORE survey data, there was a drop in binge drinking from 51.5% in 2011 to 50.2% in 2012 to 49.5 in 2013 and a drop in drinking and driving from 37.3% in 2011 to 37.1% in 2012 to 31.6% in 2013. These results confirm trends in reductions for binge drinking, especially for drinking and driving, and riding with a drunk or impaired driver at NCC schools found in the first two Nebraska Young Adult Alcohol Opinion Surveys.

402-13-09 Alcohol Program Coordination/NOHS \$93,558.66

This project funds the NOHS for identified staffing costs, including personal services, travel and office expenses to coordinate, monitor, and audit alcohol program area grants and activities. The coordination and assistance provide an essential element in a successful alcohol/impaired driving awareness program. NOHS staff attended seminars, conferences, workshops, meetings, training, etc. to impact attitudes regarding alcohol and impaired driving among Nebraska’s motoring public. As examples, NOHS staff personnel attended the following conferences, meetings: Nebraska Law Enforcement Luncheon; National Collegiate Alcohol Awareness Week UNL – Life Skills activity; NOHS 2-Day DRE Pre-School; NOHS DRE Update; NOHS 7-Day DRE Training School; NOHS DRE/SFST Instructor School; and the NDOR Operations and Maintenance Conference. The processing time of mini-grant contracts for alcohol projects, training, enforcement, equipment, and travel associated with issue of impaired driving are funded through this project.

402-13-10 Alcohol Public Information and Education/NOHS \$323,807.80

This project provides funding to the NOHS for the development/creation/production/implementation of alcohol/impaired driving educational messaging. This includes print, electronic, and web based media messaging, multimedia campaigns (including paid media), local agency/organization mini-grants, and special educational related equipment purchases.

- Produced/purchased and distributed alcohol/impaired driving-related materials (brochures and other educational items). Approximately 54% were distributed to agencies/organizations within the Target Counties.
- Added alcohol/impaired driving DVDs to NOHS free lending library
- “You Drink & Drive. You Lose.” Impaired driving Crackdowns promotional material and paid media in support of the enforcement operations.
- Placed impaired driving print ads in multiple selected publications.
- Paid to post indoor advertising with impaired driving messages in Lincoln and Omaha bars, fitness centers, and eating establishments throughout the year.
- Paid radio ads targeting sports radio to reach 18 – 34 year old male population
- Contracts for University of Nebraska-Lincoln, University of Nebraska-Omaha, and Lincoln Haymakers Arena Football sports marketing to reach a significant Nebraska audience with alcohol/impaired driving messaging.
- Hosted annual NOHS law enforcement appreciation luncheon for police chiefs and sheriffs that is held concurrently with the joint annual meeting of the Police Officers Association of Nebraska and Nebraska Sheriff’s Association. The NOHS provides a report of alcohol/impaired driving activity update and recognition.
- Award mini-grants to partners for alcohol/impaired driving enforcement mobilization paid media messaging.

402-13-11 Alcohol Equipment Support/NOHS \$34,957.25

This project provided funding for the NOHS to assist local law enforcement agencies in obtaining mouthpieces, dry gas and regulators and completing repairs for preliminary and evidentiary alcohol testing equipment supplied by NOHS. NOHS provided 25,200 pre-test, 61,625 Alco-FST's and 9,250 evidentiary mouthpieces for a total of 96,075 mouthpieces to 206 law enforcement agencies, adult and juvenile correctional facilities, detox facilities, county attorneys, schools, and state probation agencies. Law enforcement agencies were also provided with 37 cylinder gas bottles and 20 regulators for Preliminary Breath Testing (PBT) calibrations. Three law enforcement agencies were provided simulators/container for their testing equipment and another three agencies were re-issued refurbished alcohol testing equipment. Funding was also used to maintain the state's Breath Alcohol Testing Mobile Vehicle (BAT mobile). The BAT mobile vehicle is loaned to law enforcement agencies at no cost to them to assist in impaired driving enforcement and education efforts.

402-13-12 Alcohol Selective Overtime Enforcement/NOHS \$0.00

This project was established to provide funding to the NOHS to award mini-grants for daytime and nighttime selective overtime alcohol enforcement (compliance checks, saturation patrols, sobriety checkpoints, shoulder taps) to state and local law enforcement agencies. No funding was used because other funding sources were utilized.

402-13-17 MADD Court Monitoring Program Statewide Initiatives/MADD \$52,313.46

MADD (Mothers Against Drunk Driving) Nebraska was funded to continue to focus on all counties with specific attention to the 23 priority counties identified by NOHS. This project, engaging four identified community resource stakeholders (prosecutor, commissioners, city council, and community coalitions) in each county to raise awareness and public trust in the justice system. This project implemented a statewide court monitoring initiative, educated and trained six local volunteers to collect data, provided written documents, and observed court case outcomes in the targeted counties. MADD recorded over 664 volunteer hours of court observations and collected data from additional counties to ascertain whether or not consistent sentencing occurs across the state. Data was collected for a Court Monitoring Annual Briefing Report. The information gathered through the court-monitoring program is made available to advocate for change and raise public awareness about alcohol/impaired driving cost to communities. This project met one on one with prosecutors, judges, law enforcement officers and probation staff regarding the court monitoring results. MADD utilized a variety of mediums such as the MADD website, monthly e-newsletters, an online blog and volunteer recognition activities to build capacity. An electronic survey was administered to all MADD Nebraska volunteers to help in developing plans for volunteer growth. MADD Nebraska engaged over 55 new volunteers (both episodic and static) to assist in programs such as court monitoring, victim services and underage drinking prevention.

402-13-18 Underage Alcohol Enforcement Initiatives/NOHS \$0.00

This project was set up to provide mini-grant funding supporting community-based coalitions in Nebraska who are committed to reducing youth-involved motor vehicle crashes, as well as preventing youth access to alcohol and tragic consequences that result from underage drinking that will include enforcement and adjudication strategies and policy and media advocacy efforts. No funds were expended because other funding resources were utilized.

402-13-25 Traffic Training/NOHS \$21,543.10

Funding assistance was provided through Mini-Grant Contracts to agencies and/or organizations to attend traffic safety-related training/education. This project provides assistance to improve and expand the knowledge of law enforcement and traffic safety interested professionals. This project helps to enhance skills to increase local resources and assist in addressing identified highway safety problems in Nebraska. Through this project nine mini-grant awards were issued to: Omaha Police Department (2); Nebraska Department of Roads: Grand Island Police Department; Nebraska Department of Health and Human Services; Hall County Sheriff's Office; Nebraska Safety Center(2); and the Washington County Sheriff's Office.

402-13-39 Prosecutorial Response to DUI Crimes \$99,300.65
Nebraska Department of Justice

This project provides funding to continue to staff a statewide “Traffic Safety Resource Prosecutor” (TSRP) position to aid local prosecution and law enforcement personnel in improving their effectiveness and efficiency in the handling of traffic related cases with a significant majority of those being impaired driving related. The TSRP provides critical support and training to local prosecutors, judges, and law enforcement officials. The TSRP served as the lead prosecutor in ten DUI cases, six DUI motor vehicle homicide cases, and a prosecution consultant in three DUI cases involving suppression issues. Technical assistance and legal research was provided to sixteen county prosecutors. The TSRP updated and presented “Cops in Court” training and DUI training at the Nebraska Law Enforcement Training Center (NLETC), presented to prosecutors and law enforcement at “Drug Recognition Expert” (DRE) training. The Nebraska DUI conviction rate has climbed to an all-time high of 89.8 percent across the state.

402-13-40 Project Night Life Expansion/Omaha Police Department \$113,467.18

This project expands the Omaha Police Department Project Night Life grant. The project focuses on teen drivers with emphasis on reinforcing awareness and education of area police officers regarding the Nebraska’s graduated licensing provisions with special emphasis on teen impaired driving. Efforts include involving surrounding local law enforcement agencies to create more awareness, education, and enforcement efforts surrounding the Omaha area. Using school assembly presentations to teens and their parents, Omaha PD officers have successfully engaged the community. Grant funding includes monthly selective enforcement efforts concentrating on high crash locations involving young drivers. Project Night Life selective enforcement operations logged 1,398 hours of selective enforcement and related activity. A total of 3,491 citations were issued. Since the inception of the project in 2005 the fatal, A and B injury crashes have declined from 434 (Driver Ages 15-19) to 214 in 2012 for 102.8 percent reduction. Likewise the alcohol-related fatal, A and B injury crashes for the drivers age 15-19 have declined from 18 in 2005 to 9 in 2012 for a 100 percent reduction.

402-13-41 Judicial/Prosecution Training/NOHS \$13,205.45

One mini-grant was awarded to the Nebraska Court Administrator of the Nebraska Supreme Court, for judicial education to attend an “Impaired Driving Case Essentials” course by the National Judicial College. Over half (39) of the Nebraska judges attended the course.

OCCUPANT PROTECTION PROGRAM AREA

402-13-03 Occupant Protection Program Coordination/NOHS \$33,165.03

This project funds the NOHS for identified staffing costs, including personal services, travel and office expenses to coordinate, monitor, and audit occupant protection program area grants and activities. The coordination and assistance provide an essential element in a successful occupant restraint/protection awareness program. Project assistance is provided with ongoing public information/education activities and supporting national campaigns. NOHS staff attended seminars, conferences, workshops, meetings, training, etc. to impact attitudes regarding occupant restraint/protection use among Nebraska’s motoring public and to increase use rates. As examples, Highway safety staff personnel attended the following: Injury Community Planning Group Policy Meetings; Child Passenger Safety (CPS) Midwest Regional CPS conference; CPS Technician Classes; CPS Advisory Team Committee Meetings; CPS Technician Update; Drive Smart Meetings; and the Drive Smart Nebraska Workshop.

402-13-04 Occupant Protection Public Information and Education/NOHS \$427,835.94

This project provides funding to the NOHS for the development/creation/production/implementation of occupant restraint/protection educational messaging. This includes print, electronic, and web based media messaging, multimedia campaigns (including paid media), local agency/organization mini-grants, and special educational related equipment purchases.

- Produced/purchased and distributed occupant restraint/protection-related materials (brochures and other educational items). Approximately 71 percent were distributed to agencies/organizations within the Target Counties.
- Occupant restraint/protection DVDs available through NOHS free lending library.
- “Click It or Ticket” enforcement mobilization promotional materials and paid media in support of the enforcement operations.
- Placed occupant restraint/protection print ads in multiple selected publications.
- Paid to post indoor advertising with occupant restraint/protection messages in Lincoln and Omaha bars, fitness centers, and eating establishments throughout the year.
- Paid radio/television/movie screen ads, including targeting sports radio to reach 18 – 34 year old male population.
- Contracts for University of Nebraska-Lincoln, University of Nebraska-Omaha, Omaha Storm Chasers (AAA baseball), Lincoln Haymakers Arena Football, and the Nebraska Educational Television network sports marketing to reach a significant Nebraska audience with occupant restraint/protection messaging.
- Awarded mini-grants to partners for occupant restraint/protection enforcement related paid media messaging.

402-13-05 Custer County Campaign Buckle-Up \$27,630.00
Central Nebraska Community Services, Inc.

The Central Nebraska Community Services, Inc. (CNCS) collaborated with law enforcement, high schools, the community, and parents in addressing traffic safety issues in Custer County. The objective of this project is to increase safety belt usage in Custer County. Custer County Campaign Buckle-Up partnered with Nebraska State Patrol, Callaway Police Department, Custer County Sheriff’s Dept., Safe Communities for Custer County, Custer County Health Coalition, Broken Bow Public Schools, Callaway Public Schools, Broken Bow Head Start, Runza Restaurant, Custer County Fair Board, Broken Bow radio stations, Broken Bow student volunteers, Good Samaritan Hospital’s Safe Kids Coalition, and others. Over 1,750 residents, students and parents received education on safe driving and riding habits. Three hundred residents were projected to be reached through this program. This was accomplished through educational materials, surveys, the media, public information and law enforcement efforts. The percentage of drivers and passengers using restraints rose from 46.4 percent (October 2012) at the first CNCS observational assessment to 53.9 percent (October 2013) at the end of the project year.

402-13-38 Click It Don’t Risk It Coalition/NOHS \$52,530.36

Three mini-grant contracts were awarded to National Safety Council, Nebraska to provide coordination support and assistance to state and community coalition organizations that identify and utilize strategies to increase occupant restraint use. The funding was used to educate and motivate at risk populations, including teen drivers, rural and urban pickup drivers, Hispanic and tribal populations, and children. The Click It Don’t Risk It (CIDRI) coalition currently has 522 members. They distributed ten Honor Roll Awards to the various businesses and organizations that increased belt use. A *Belt On/Phone Off* media campaign effort was implemented. CIDRI distributed over 44,340 printed educational material items. Presentations were made at 32 events and buckle up T-shirts were distributed at these events.

POLICE TRAFFIC SERVICES PROGRAM AREA

402-13-27 Traffic Selective Overtime/NOHS \$58,814.60

This project provided funding to the NOHS to award mini-grants for law enforcement agencies in the twenty-three priority counties to conduct selective overtime enforcement activities. Four mini-grants contracts were awarded to two police departments and two to the Nebraska State Patrol for the overtime salaries and mileage. These contracts resulted in a total of 999 hours of selective seat belt overtime enforcement, 151 seat belt citations, 286 impaired driving arrests, 1,227 speeding citations, 4 Minor in Possession, and 8 open container citations. The total number of citations issued was 4,187.

TRAFFIC RECORDS PROGRAM AREA

402-13-30 Traffic Records/NOHS \$7,063.42

This is an internal traffic records support project to assist the NOHS with the ability to support opportunities for NOHS staff and other state/local agencies to assist in improving the linkage and automation of critical record systems, such as the Crash (accident) Records File. Upgrading the traffic records system would ultimately resolve some of the inherent shortcomings with the current system: inaccessibility of certain files, duplicate sets of data, inaccuracy of some of the data elements, delays in data input, and archaic technology. This grant also provides a mechanism for local entities to apply for mini-grants to upgrade and improve their traffic records' capabilities. Mini-grants were provided to support attendance at the 2012 Traffic Records Forum. In addition, two mini-grants were awarded to the Omaha Police Department for software and hardware to enhance their electronic crash investigation/reporting system.

402-13-31 Computer System/NOHS \$5,309.99

Funding was provided to the NOHS for the purchase of three computer monitors, toner and a printer. These items are used to enhance research and analysis capabilities of traffic safety issues.

DISTRACTED DRIVING PROGRAM AREA

402-13-13 Distracted Driving Public Information and Education/NOHS \$178,446.70

This project provided funds to NOHS for the development/creation/production of distracted educational messaging. This includes print and electronic messaging, multimedia campaigns (including paid media), local agency/organization mini-grants, and special distracted driving educational related equipment purchases. Through this project five mini-grant awards were issued to: Nebraska Safety Council for media campaign airing a distracted driving message on 145 movie theatre screens; Four Corners Health Department multi-media distracted driving campaign; National Safety Council, Nebraska for a multi-media campaign promoting Distracted Driving Awareness month; and Nebraska Educational Television (NET) for production of a documentary on the distracted driving issue.

402-13-22 Preventing Distracted Driving Among Teenage Drivers \$28,067.26
Department of Health and Human Services

The Department of Health and Human Services (DHHS) project continues to implement public health education programs teen distracted driving. DHHS provided four mini-grants to the following eligible Health Departments (HD): Elkhorn Logan Valley Public HD; Three Rivers Public HD; South Heartland District HD; and Lincoln/Lancaster County HD. Using distracted driving signs posted on or near school grounds, pre/post surveys were conducted in association with an assembly about distracted driving. Observation results demonstrated reductions in distracted driving behaviors. Community assessments about distracted driving were used in two locations. Results of the assessments guided local program implementation strategies. Technical assistance was provided by DHHS to the mini-grants recipients. Mini-grants targeted distracted teenage driving using a work plan and coordinating efforts with law enforcement and county attorneys to implement their proposed program.

IDENTIFICATION AND SURVEILLANCE PROGRAM AREA

402-13-19 Youth Public Information and Education/NOHS \$25,375.90

This project provided funds to NOHS for the development/creation/production of youth-related traffic safety-related educational messaging, materials, education programs. This includes print and electronic messaging, multimedia campaigns (including paid media), local agency/organization mini-grants, and special educational related equipment purchases. Funding includes support for the toll-free TIP line (1-866-MUST-BE-21) to report underage drinking. A multi-media campaign (posters, mall displays, and radio ads) was initiated to promote the TIP line. Four youth PI&E mini-grant awards were awarded: Creating Captains (14 youth camps/1,625 attendees); Gering PD for a Multicultural Youth Conference (294 attendees); 3) Gordon/Rushville Public Schools for a distracted/impaired driving assembly (850 attendees); and Nebraska Department of Health and Human Services engages Teens in the Driver Seats safety program.

402-13-21 Youth Program Coordination/NOHS \$22,649.66

This project funds the NOHS for identified staffing costs, including personal services, travel and office expenses to coordinate, monitor, and audit youth traffic safety-related program area grants and activities. The coordination and assistance provide an essential element in a successful youth traffic safety awareness program. NOHS staff attended/participated in the following highway safety seminars, conferences, workshops, meetings, and trainings: Nebraska Underage Drinking Advisory Task Force Meetings; Project Extra Mile Youth Training; Project Extra Mile Community Coalition Meetings; and Nebraska Collegiate Consortium meetings. Mini-grants were processed in regards to youth/teen traffic safety requests by law enforcement agencies, organizations, and schools.

402-13-23 Traffic Safety Program Coordination/NOHS \$180,272.77

This project funds the NOHS for identified staffing costs, including personal services, travel and office expenses to coordinate, monitor, equipment inventory, and audit general traffic safety-related program area grants and activities (excluding the areas of alcohol, occupant restraints, youth, and speed). The coordination and assistance provide an essential element to traffic safety awareness programs. The NOHS staff attended the following conferences, workshops, meetings, trainings: National 2012 Traffic Records Forum; GHSA – Program Management Course; GHSA – Webinar(s); NOHS Nebraska Advocates for Highway Safety Meetings; NOHS Nebraska CODES Advisory Committee Meetings; Nebraska Traffic Records Coordinating Committee Meetings; Nebraska Department of Roads (NDOR) Interagency Safety Committee Meeting; Nebraska Operation Lifesaver Board and Committee Meetings; NHTSA Workshops/Region meetings; NHTSA Region 7 Conference Calls; and Department of Motor Vehicles Press Conference. This includes staff time in developing federal grant applications, annual reports, and other general traffic safety activities.

402-13-24 Traffic Safety Public Information and Education/NOHS \$9,867.40

This project provides funding to the NOHS for the development/creation/production/implementation of other general traffic safety issue educational messaging. This includes print, electronic, and web based media messaging, multimedia campaigns (including paid media), local agency/organization mini-grants, and special educational related equipment purchases. Funding was used for the Associated Press Wire Service, Universal Information Service (newspaper clippings), brochures, and law books. NOHS partnered with Nebraska Operation Lifesaver to influence driver behavior concerning railroad crossings by providing printing of the “Rail Safety Tips”, “Angler & Hunter Rail Safety Tips”, “Guard Crossing Safety” and Railroad Quiz Cards. The NOHS sets up displays for distributing information and materials at appropriate venues.

402-13-34 Speed Equipment/NOHS**\$47,227.98**

This project provides funding to the NOHS to award mini-grants to state and local law enforcement, with preference to agencies in the priority counties, to assist with the purchase of new speed detection equipment to enforce Nebraska speed limits. Additional consideration is given to those agencies in the “speed emphasis” counties to impact attitudes and driving behavior. During the project period 37 mini-grant contracts were awarded providing 76 radar units as follows: Police Departments – 11 contracts; and Sheriff’s Offices – 26 contracts. FY13 Activity: The 55 radar units that were awarded this fiscal year resulted in a total of 1,737 speeding citations and 4,364 speeding warnings.

SECTION 405 – OCCUPANT PROTECTION INCENTIVE GRANT**405-13-06 Occupant Restraint Information Support/NOHS****\$93,775.25**

This project provided funds to the NOHS to provide resources to Child Passenger Safety (CPS) instructors and technicians to provide enhanced training and parent education (i.e., mailings, brochures, videos, newsletters, subscription to Safe Ride News for 355 technicians, 300 LATCH manuals). Four mini-grants were awarded to University of Nebraska, Northeast Research and Extension Center to administer CPS technician trainings in Norfolk, Hastings, Omaha, and Lincoln, resulting in 60 technicians trained. Sport shirts with the NOHS and Nebraska Safe Kids logos were provided to all new CPS Technicians, and all instructors. The CPS Technician Update for 200 technicians was held. Travel expenses were provided for one CPS instructor to attend the Lifesavers National Conference. Fifteen CPS instructors were provided funding to attend the Midwest Regional CPS conference. Nine mini - grants were awarded to: Lincoln-Lancaster Health Department; Three Rivers District Health Department; Mary Lanning Memorial HealthCare; National Safety Council, Nebraska; Good Samaritan Hospital Foundation; Four Corners Health Department; St. Elizabeth Foundation; Webster County Community Hospital; Children’s Hospital and Medical Center to purchase a total of 745 child safety seats for low income families. The goal to increase the occupant protection usage rate to 88.2 percent was not achieved. The 2013 seat belt observation survey usage was 79.1 percent. Child safety seat usage rate remained the same as the prior year observed rate of 95.9 percent. The overall goal of 100% usage was not achieved.

405-13-07 Occupant Protection Special Initiatives/NOHS**\$45,184.32**

This project provides funds to NOHS for the development/creation/production of educational messaging. This includes print and electronic messaging, multimedia campaigns (including paid media), local agency/organization mini-grants, and special educational related equipment purchases. All state law enforcement agencies were sent a packet with information about the May/June CIOT Mobilization packets.

- A mini-grant contract with Health Education Inc. provided both the 2013 Nebraska Annual Safety Belt Survey and the 2013 Nebraska Child Safety Seat Survey. As required, a copy of the “Nebraska Safety Belt Use 2013 Report Survey” was submitted to NHTSA on October 10, 2013 for certification. The Safety Belt Usage rate for 2013 was 79.1%, up from 78.6% the previous year. The observed child restraint use was 95.9%.
- A mini-grant was awarded to the Nebraska State Patrol, Troop A – Public Safety Education (Friday Night Lights), overtime hours during October 1 to November 10, 2012. Six Troopers worked 44.50 overtime hours for activity at Norfolk Memorial Field, Oakland High School, and Fremont Archbishop Bergan High School. The T-shirt shooter was used at each event shooting t-shirts with the safety message, “Belt Up or Suffer the Pain” and “Are you putting me on?” “Don’t text & Drive Wrist bands and Music Download cards were also provided.
- A mini-contract was provided to the Cornhusker Motor Club Foundation (AAA) to provide 800 T-shirts for a seat belt education and awareness campaign with the Nebraska State Patrol. The campaign was conducted primarily in Douglas, Washington and Lancaster counties during high school football games. The Cornhusker Motor Club Foundation supported this effort by purchasing a T-shirt launcher for the Nebraska State Patrol and “R U Putting Me On” wrist bands in school colors. Over twenty-five T-shirts with buckle up message were launched at each game.
- NOHS provided mini-grant funding for paid media to the Nebraska Safety Council for 30 thirty second television ad for the November CIOT enforcement mobilization. These ads were tagged with the NOHS logo. Twenty-two

ads were run on KOLN/KGIN TV and 1 digital internet link with 150,000 Impressions through 1011now.com, 10/11 Mobil, and 10/11 Apps.

- NOHS entered into a "MyTV One Day Sale" with KOLN 10/11. The household reach is over 556,000. A total of 130 ads ran during May 27 – July 28, 2013 period.
- NOHS entered into a promotional sponsorship with KNTK – The Ticket 93.7 FM sports talk radio to promote the July "Click It or Ticket" Text Line.
- Enter into a Huddle Ticket Program Agreement to place the message "It Takes Only 2 seconds to: Avoid a Ticket...Prevent Injury...Save a Life", on school event tickets during the 2013-2014 school years. The seven selected high schools in priority counties to receive the program tickets were: Lincoln High School; Lincoln Northeast High School; Omaha South High School; Columbus High School; Millard North High School; North Platte High School; and Gretna High School.

405-13-08 Occupant Protection/Selective Overtime Enforcement/NOHS \$68,307.93

This project provided funding to the NOHS to award mini-grants for law enforcement agencies statewide to conduct occupant restraint selective overtime enforcement activities. Twelve mini-grants contracts were awarded to six police departments and two sheriff's offices and four to the Nebraska State Patrol for the overtime salaries and mileage. These contracts resulted in a total of 1,485 hours of selective seat belt overtime enforcement, 411 seat belt citations, 45 impaired driving arrests, 2,138 speeding citations and 4,187 total citations.

SECTION 408/405c – STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENT GRANT

408-13-01 E-Citations Automation/Nebraska Crime Commission \$182,984.38

Provide funding to the Nebraska Crime Commission to work with other agencies (NDOR and DMV)) that deal directly with traffic records, to design an efficient collection and transmission of traffic record data. The goal was to improve the collection, access and integrate data (Administrative License Revocation forms, crash report data, citations) electronically throughout the criminal justice system to law enforcement agencies, other users and consumers who use the data. One component is expanding the use of the e-Citations to other new law enforcement agencies and persuading the Omaha Police Department to submit e-Citations.

Results:

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

408-13-11 EMS (Emergency Medical Services) Data Quality Assessment \$28,090.89
Nebraska Department of Health and Human Services

Funding was provided to the Nebraska Department of Health and Human Services (DHHS) for a reliable Emergency Medical Services (EMS) link to the Crash Outcome Data Evaluation System (CODES) database. This project links four database sources (crash, EMS, Hospital Discharge and death certificates). Currently, Nebraska EMS data comes from four major systems, Nebraska Ambulance and Rescue Service Information Systems (NARSIS) (paper form), eNARSIS (electronic form), Lincoln Fire and Rescue data base, and Omaha Fire and Rescue database. DHHS CODES program coordinates this project with the assistance of the DHHS Office of Health Statistics and the EMS program. This project accessed the 2011 and 2012 EMS data sets submitted by various EMS providers, Omaha Fire and Rescue Department, Lincoln Fire and Rescue Department, eNARSIS, and paper forms that were manually entered into eNARSIS. They examined and analyzed each of the 2011 and 2012 EMS data sets individually for missing, valid or invalid values. A summary report was prepared which documents the purpose, method, results, and recommendations to equalize the 2011 and 2012 EMS data being submitted.

Quality Control Measurements for eNARSIS Data by month:

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

The data eNARSIS and Lincoln Fire and Rescue were NEMSIS compliant. Lincoln Fire Rescue and Omaha Fire Rescue submitted their data to us in a quarterly manner. There were 432 active EMS services in Nebraska for FY2013.

408-13-14 Crash Outcome Data Evaluation System (CODES) \$111,039.69
Nebraska Department of Health and Human Services

This project continues to fund DHHS to create a database linking crash, EMS, hospital discharge and death certificate data. CODES is a collaborative approach to obtain medical and financial outcome information related to motor vehicle crashes for highway safety and injury control decision making. The linking of crash data to medical information creates a better picture of motor vehicle crash outcomes. Through this project all EMS services are encouraged to convert to the standard reporting systems – eNARSIS. DHHS was able to link the 2011 data from the four separate databases: Crash, EMS, Hospital Discharge Data (HDD) and Death Certificate after making some modifications of the linkage specification. The 2011 CODES Management Report was developed and completed along and one state specific traffic safety application on school zone crash injuries. 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. 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.).

408-13-15 E-CODE Data Quality Assessment and Improvement \$28,090.89
Nebraska Department of Health and Human Services

This project provides funds to the Nebraska Department of Health and Human Services (DHHS) to provide reliable injury related hospital discharge (E-CODE) data to link into the Nebraska Crash Outcome Data Evaluation System (CODES) database, which links four database sources, crash, EMS, Hospital Discharge and Death Certificate. The DHHS works with the Nebraska Hospital Association (NHA) in assessing data quality and the level of hospital compliance with the Nebraska E-CODE law; monitoring progress in E-code compliance; providing feedback to reporting hospitals; and making recommendations for improvement. The 2011 E-CODE data was submitted by the Nebraska Hospital Association to DHHS. New data-set was developed by removing duplicated data from the raw hospital discharge data. The routine procedures for data cleaning and standardization were completed in February 2013. Descriptive statistical analyses were completed based on the new 2011 hospital discharge data. The SAS DDE (Dynamic Data Exchange) method is applied to the 2011 E-CODE data quality reports. Statistical results were obtained for each of 88 acute care hospitals, as well as the state as a whole. All the frequency tables were generated. The final summary was completed in June of 2012.

Quality Control Measurements for the Statewide E-CODE Data:

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

Accuracy:

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

405c-13-03 Electronic Crash Reporting System Improvements/NOHS \$14,800.00

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. The City of Omaha records 29 percent of all the state traffic crashes. Currently the Omaha Police Department (PD) submits traffic crash reports in a paper format to the NDOR. This project is a first step that will allow the Omaha PD a conduit to start submitting the crash reports in an electronic format. The latest Traffic Records Assessment completed for Nebraska recommended, as a major item, a component to implement electronic crash data reporting and submission by the Omaha PD. A mini-grant was awarded to Omaha PD to purchase an electronic field-reporting system (FATPOT). FATPOT created a single PDF document file of the available printed copies of each report which will be included in the electronic submission to the Omaha PD Records Management System. The Nebraska Department of Roads (NDOR) requested the Omaha PD provide them with a PDF of their crash reports. The electronic crash project did not include the creation of a PDF document. The vendor provided a PDF of the crash report to be contained in the XML sent to NDOR.

SECTION 410/405d – ALCOHOL-IMPAIRED DRIVING COUNTERMEASURES INCENTIVE GRANT

402-13-02 In Car Cameras/NOHS \$183,065.50

This project provided funds to the NOHS for mini-grants for state and local law enforcement agencies to assist in obtaining in-car camera systems. The in-car camera system is a simple means of documenting evidence and results in fewer court appearances for law enforcement and increases conviction rates for impaired driving. The cost and efficiency benefits of the in-car camera systems include: increased conviction rates, reduction of the officer’s time spent in court providing testimony; reduction in prosecutor time with increased guilty pleas; reduces court time; and reduces jury trials. During the project period, 32 mini-grant contracts were awarded providing 59 in-car camera systems as follows: Police Departments – 21 contracts and Sheriff’s Offices – 11 contracts. The 59 in-car cameras that were awarded were used in 7,748 traffic stops.

402-13-03 Breath Testing Equipment/NOHS \$28,500.00

Provided funding to the NOHS for mini-grants to state and local law enforcement agencies to provide preliminary breath testing (PBT) instruments to apprehend impaired drivers. Participating agencies will receive PBT instruments funded 100% by the NOHS. During the project period 36 mini-grant contracts were awarded providing 155 PBT units as follows: Police Departments – 16 contracts; Sheriff’s Offices – 18 contracts; and Other Agencies – 2 contracts. The 155 PBT instruments that were awarded this fiscal year resulted in a total of 5,252 breath tests being conducted.

410-13-04 DRE Training & Recertification/NOHS \$53,439.81

Provided funding to the NOHS to administer the Drug Evaluation and Classification Program (DECP) and increase law enforcement’s ability to detect drug impaired drivers on Nebraska’s roadways and assist in reducing motor vehicle fatal and injury crashes. This project provided training for law enforcement officers to become Drug Recognition Experts (DRE), provided annual in-service training for Nebraska’s trained DREs and prosecutors and provided funding assistance for Nebraska’s DREs and prosecutors to attend the international DECP conference on impaired driving. The NOHS sponsored a 2-Day Pre-School and a 7-Day DRE training school. Thirteen DRE candidates attended the 2 day pre-school and 7 day drug recognition expert school. Twelve of the thirteen candidates completed all phases of

the training and are now certified as DREs. A combination Drug Recognition Expert (DRE)/Standardized Field Sobriety Testing (SFST) Instructor School was held training seven new DRE instructors and 17 new SFST instructors. The DRE in-service training was held with 82 DREs and 8 others. The topics included a presentation by Jermaine Galloway entitled “High and in Plain Sight”, a prosecutorial update by Nebraska’s Traffic Safety Resource Prosecutor Greg Ariza, a presentation by Nebraska DRE instructors Joe Milos and Chuck Matson on “Maryland vs. Brightful” and a DRE program update. Eight DRE Instructors and 16 DREs were provided funding assistance to attend the National IACP 19th Annual DRE Section Training Conference on Drugs, Alcohol and Impaired Driving.

410-13-05 Alcohol Selective Overtime/NOHS \$89,008.41

This project provided funds to the NOHS for mini-grants for daytime and nighttime selective overtime alcohol enforcement to state and local law enforcement agencies including the state and national impaired driving crackdowns. Participating agencies were provided funding assistance for the overtime salaries and mileage. Law enforcement agencies identified specific locations, time of day, day of week, etc. relating to alcohol fatal, A and B injury crashes. During the twelve-month project period 19 mini-grant contracts were awarded. The 19 mini-grant contracts were awarded 5 Police Departments, two Sheriff’s Offices and 12 contracts to the Nebraska State Patrol. These 19 mini-grant contracts resulted in a total of 1,933 hours of selective alcohol overtime enforcement, 94 seat belt citations, 133 impaired driving arrests, 292 speeding citations, 55 open container citations, 77 minor in possession citations and 1,332 total citations. Eight checkpoints were conducted by the following agencies: Scotts Bluff County Sheriff’s Office – 1; and, Nebraska State Patrol – 7.

410-13-06 Alcohol Public Information and Education/NOHS \$379,845.08

This project provided funding to NOHS for the development/creation/production of educational messaging for impaired driving. It included print and electronic messaging, multimedia campaigns (including paid media), local agency/organization mini-grants, and special educational related equipment purchases. Funding was also used to contract a traffic safety public opinion survey of Nebraska drivers to establish a baseline for measurements.

Provided funding for mini-grant contracts/agreements targeting alcohol-related problems:

- A mini-contract was awarded to the Responsible Hospitality Council to support the Lancaster County web-based responsible beverage service curriculum and provide manager/seller/server education.
- A mini-grant contract was awarded to the Nebraska Safety Council in support of the national mobilization and Nebraska December “You Drink & Drive, You Lose” (YDDYL) paid media campaign. Eighty-seven :30 second ads played on television stations covering 80% of the state along with internet banner ads.
- Contracted with Intran Media, LLC for truck side holiday Impaired Driving campaign with the sign wrap message “Report Drunk Drivers Immediately – Your Call Could Save a Life – Dial *55 or 911” on 12 statewide delivery trucks from November 15, 2012 through March 1, 2013. The truck side billboards: 22,150 estimated impressions / day / truck * 12 trucks * 105 days = 27,909,000 over the routes of the 12 trucks over two months, covering the state from east to west and north to south.
- The Bureau of Sociological Research, University of Nebraska – Lincoln contracted with the NOHS to conduct a Young Adult Alcohol Survey for \$38,500.00. UNL was reimbursed \$31,138.47 for personnel, copies, postage, and supplies used for the survey. NOHS paid \$1,394.11 for 19,000 envelopes and postage. Department of Health and Human Services (DHHS) entered into an agreement with NOHS to reimburse NOHS in the amount of \$30,000.00 upon receipt of the survey data.
- The NOHS and Governor’s Office of Highway (Georgia) jointly placed a “Drive Sober or Get Pulled Over” half page ad in the Capital One Bowl Official Game Program. The cost of the ad was split between highway safety offices when the University of Nebraska and the University of Georgia played in the bowl game.
- Entered into a purchase agreement with KOLN 10/11 – 1110.Now.com – MYTV-CBS for Super Bowl ads (February 1-3, 2013). Nine spots were placed on CBS Sports Special, The Super Bowl Today, Elementary, 10/11 News and Phil Simms All-Iron Team. CBS’s coverage of the Super Bowl XLVII with the Baltimore beating San Francisco earned an average overnight household rating of 48.1 and a 71 percent share. That equates to about 164.1 million viewers nationwide, making it the highest paid rated Super Bowl of measured markets in history.
- The NOHS entered into a Sponsorship of the Traffic Updates on KMTV to run ads December 24 through December 31, 2012. This sponsorship provided the Traffic Updates on KMTV which ran 40 weekly updates between 6 a.m.-9 a.m. (Reach: 200,000 persons per week (18+), and 25,000 impressions (per 2 weeks) on the KMTV Mobile App and the Traffic Page Ownership on KMTV.com from Monday through Friday in Local News.

The sponsorship read “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!” messages. A total of 62 air spots were run during eight day period.

- Entered into a Sponsorship Agreement with Alliance Sport Marketing for impaired driving/motorcycle safety signage, PSA’s, promotional items, etc. at 10 motorsports venues. NOHS received signage “DRIVE SOBER OR GET PULLED OVER” logo with NOHS logo placed in a high visible area. The target audience is motorsports fans who are predominately males, between ages 18 to 44.
- A mini-grant contract was awarded to the Nebraska Safety Council to complete the traffic safety public opinion survey. The Nebraska Annual Traffic Safety Study, 2013 was May 2013.
- NOHS entered into a one year sponsorship agreement with the Omaha Storm Chasers AAA Baseball team. NOHS was the title sponsor for a special Saturday evening game where fan car flags carrying the “YDDYL” message were given away.
- Entered into an agreement with Nelligan Sports Marketing for In-Game Promotions at the University of Nebraska-Omaha. Promotions include a sport game day video board display, hockey and soccer dasher board signs, banners, public address announcer copy, game inserts for regular hockey, soccer, basketball, and volleyball season.
- NOHS contracted with Urban Finch Advertising to provide indoor (bars, restaurants, fitness centers) advertising for the “You Drink, You Drive, You Lose” promotion during the month of July, August, and September. Ads were placed in Lincoln and Omaha locations.
- NOHS entered into a six month agreement with KOLN 10/11 – 1110.Now.com – MyTV-CBS (coverage 80% of the state) for a news internet live streaming, 15 second broadcast ads, partnership promoting the report underage tip line.
- Contracted with NET-TV to air impaired driving messages on Big Red Wrap-Up broadcasts for the 2013 football season.
- Contracted with NET TV to air an impaired driving message on the broadcast of “Nebraska Stories” programs.
- Contracted with IMG College, LLC for public service announcements for impaired driving restraint messages. Announcements were made during Nebraska Cornhusker football, basketball, baseball games, and the weekday two hour broadcast Nebraska Sports Nightly radio talk show. One full-page color ad was placed in each of the 80,000 football game day programs for the seven home games, the programs of all baseball/basketball home games, and the NU Fall and Spring All Sports Guide.
- Contracted with IMG College, LLC for the purchase of 70,000 fan rally towels for special night football home game which were imprinted with an impaired driving message.
- NOHS entered into a contract with new Lincoln Pinnacle Bank Arena/Event Center (sporting and concerts) for advertising in the new arena with impaired driving messages in parking garage, the main concourse with visibility signage on video screen, digital and social media.
- Contracted with IMG College, LLC for radio ads during the Bowl Game/Big 10 Championship.
- Placed impaired driving ads in Hail Varsity magazine and on the daily Hail Varsity radio program.

410-13-07 Special Alcohol Enforcement Initiatives & Equipment/NOHS \$190,390.64

This project provided mini-grants that support specialized daytime/nighttime alcohol enforcement operations, including but not limited to, special sobriety checkpoint operations, special underage drinking enforcement compliance checks, shoulder taps, and alcohol source investigations.

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

From 2008-2011, Sarpy County had 1,275 fatal, A and B injury crashes, during the 2009-2012 time period there were 1,230 fatal, A and B injury crashes, a 3.5% decrease. From 2008-2011, the City of Bellevue had 410 fatal, A and B injury crashes, during the 2009-2012 time period there were 399 fatal, A and B injury crashes for a 2.7% decrease.

**410-13-08 Felony Motor Vehicle Prosecution Unit
Douglas County Attorney's Office**

\$227,500.00

Funding assistance was provided to the Douglas County Attorney's Office to create a Motor Vehicle Prosecution Unit (MVPU) to consolidate felony motor vehicle cases for prosecution by specialized experienced attorneys. In addition to maintaining a full case load, the MVPU attorneys also provided training to law enforcement officers in evidence collection and court case preparation to improve conviction numbers.

Results:

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

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

410-13-09 Support of Evidence Based Environmental Strategies/NOHS

\$276,085.94

Provided funds to support community based programs that employ environmental strategies to reduce underage drinking, over service to intoxicated persons, and impaired driving in counties throughout Nebraska.

- Three mini-grants were provided to Project Extra Mile (PEM), Inc. to develop and systematically work within the community to provide continual assistance and guidelines in environmental strategies and a sound base of operation and personnel. These grants were provided as a means of central contact for community based ideas and structure to affect community change and a voice to reduce illegal access and consumption of alcoholic beverages to underage people, thereby reducing underage drinking and driving.
 - Retained professional staffing to complete the goals to this project.
 - Monthly PEM newsletters provided to over 2,000 subscribers.
 - Provided 1,800 "We Want You Back," "Must-B-21" cards, "TRAC" cards, "No Free Ride materials, and "Thanks for Saving My Friend's Life" bookmarks were provided to community constituents.
 - PEM participated in 104 meetings with community members and partnering organizations.
 - Participated in over 34 audio conference calls with local community, national experts, regarding underage drinking and alcohol outlet density.
 - Participated in two community events providing technical assistance to community groups alcohol policy efforts, conducted one community outreach presentation.
 - Participated in five webinars regarding social host laws, the role of public health in reducing excessive alcohol consumption.
 - Provided five trainings to groups regarding community underage drinking.
 - Generated 50+ earned media and two TV interviews.
 - Attended the National Alcohol Policy Conference in Arlington, Virginia.
 - Participated in the CADA National Leadership Conference in National Harbor, MD.
 - PEM provided education on several pieces of legislation where the initiation of the bill would support the underage drinking prevention efforts of the community and on those that seemed harmful or not beneficial to the cause of the community coalition's efforts.
 - Conducted or participated in 104 Community Coalition meetings regarding monitoring progress in preventing underage drinking.

- Organized two law enforcement training sessions with 30 attendees representing 19 agencies. Nancy McGee, Special agent with Missouri Division of Alcohol Tobacco Enforcement, Sgt. Robert Elliot, Nebraska State Patrol and retired City Prosecutor Marty Conboy III conducted training.
- Conducted youth leadership training opportunity with 11 high school students.
- Created and disseminated Community Frames, a community based environmental strategy format for communities to utilize for prevention of underage drinking.
- PEM reviewed or attended twelve Nebraska Liquor Control Commission hearings to ascertain current enforcement and judicial proceedings, trends and outcomes.
- PEM has a close working relationship with an Omaha Police Department project entitled Project Night Life Expansion. This project allows local police officers to be represented in the community coalition and patrol schools and school events as well as traffic patrol during hours of peak teenage driving. They also made presentations in schools and community forums and trained other local officers in the art of reducing underage drinking and driving offenses.

410-13-10 Underage Alcohol Enforcement/NOHS \$61,668.34

The Underage Alcohol Enforcement grant solicited participation from law enforcement agencies to conduct selective youth alcohol overtime enforcement. Information regarding the availability of the “Mini-Grant Contracts” for selective youth alcohol overtime enforcement was made available to law enforcement agencies and the Nebraska State Patrol. All applicants complied 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. During the twelve-month project period 20 mini-grant contracts were awarded to seven Police Departments, three Sheriff’s Offices and ten contracts to the Nebraska State Patrol. These 20 mini-grant contracts resulted in a total of 1,005 hours of selective youth alcohol overtime enforcement, 1 impaired driving arrest, 1 speeding citation, 47 open container citations, 37 minor in possession citations. Compliance Checks resulted in 72 businesses being cited for selling alcohol to a minor.

405d-13-10 Special Enforcement Training/NOHS \$3,953.05

A mini-grant contract was funded through this project to expand outreach to law enforcement in training strategies and increase enforcement of the state’s youth alcohol laws. The mini-grant was awarded to Project Extra Mile, Inc. to provide training to law enforcement officers, community members and prosecutors from across the state of Nebraska to provide them additional knowledge and skills related to enforcing underage drinking laws and conducting alcohol compliance checks in their communities. There were two one-day law enforcement trainings. The trainings took place at the La Vista Police Department for the Omaha Metro Area and at the Nebraska Law Enforcement Training Center in Grand Island.

The trainings focused on enforcing underage drinking laws and coordinating and conducting alcohol compliance checks in Nebraska. Nancy McGee, Special Agent with the Missouri Division of Alcohol and Tobacco Enforcement presented the materials, with a section on compliance checks conducted by Sgt. Robert Elliott of the Nebraska State Patrol and a section on the legal aspects of enforcing underage drinking laws that was conducted by former Omaha City Prosecutor, Marty Conboy. There were over 30 law enforcement representatives from 18 different agencies from across the state that participated.

SECTION 2010 – MOTORCYCLIST SAFETY GRANT

2010-13-01 Motorcycle Public Information and Education/NOHS \$111,286.44

This project provided funds to NOHS for the development/creation/production of educational messaging. This included print and electronic messaging, multimedia campaigns (Including paid media), local agency/organization mini-grants, and special educational related equipment purchases. The funds were used to provide mini-grants 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.

- The NOHS contracted with Alliance Sports Marketing for motorcycle signage which included two public address announcements at each racetrack for each race date; for 100 (one-hundred) 11" x 17" schedule posters to be distributed throughout the community in high traffic locations; and for a "Watch for Motorcycles" safety campaign centered at 10 (ten) Nebraska racetracks. In addition promotional key chains and T-shirts will be produced and distributed at the racetracks.
- A mini-grant contract was awarded to the National Safety Council, Nebraska for motorcycle public information and education campaign entitled "Be Cycle-Logical". The campaign 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.
 - Contracted with All-Over Media to place Gas Pump Toppers and Window Clings at 21 gas stations for a nine week cycle which read: "Asphalt, World's Fastest Tattoo Remover"; "Cars Have Bumpers, Bikers Have Bones", and "To Cars and Trucks, You're the Bug" campaigns. This resulted in over three million impressions during the campaign period.
 - Sleight Advertising conducted a television campaign consisting of a previously produced a :30 "Be Cycle-Logical" message on all major networks; ABC, CBS, NBC and Fox during highly rated day-time and late-night talk shows. This included 50 bonus spots on the NBC weather station, 30 overnight rotators, and a "Two Minute Moms Everyday" show interview.
 - Clear-Channel 5 station radio 10 week campaign consisting of 400 mentions and 400 :15 commercials during AM and PM drive time hours. This included personal endorsement of the campaign by local radio celebrity and motorcyclist, Gina Melton.
 - In-house creative and Safe Community Director designed billboards and purchased eight vinyl and digital boards from LAMAR with the same messages as the pump toppers including the taglines; "Ride Aware." and "Drive Aware." The billboards were placed in Omaha, Norfolk and Columbus.
 - The National Safety Council, Nebraska conducted a pre, during, and post survey of community members before, during, and after the ten week media campaign through attendees at classes of the National Safety Council, Nebraska, Storm Chasers games, and various community safety events. Ten of these quizzes were randomly selected to receive a \$20 gift AMC theatre gift card for completing the quiz. A congratulatory letter reiterating the concern of motorcycle safety was sent with the gift card to each winner.

2010-13-02 Motorcycle Training Assistance/NOHS \$2,294.02

This project provided NOHS motorcycle safety funding and mini-grants for motorcycle training assistance. The National Association of State Motorcycle Safety Administrators (SMSA) membership was renewed for one year. One mini-grant was awarded to the Nebraska Department of Motor Vehicles (DMV) to provide funding for one employee to attend the 2013 SMSA National Summit on Comprehensive Motorcycle Safety Programs from August 23-25, 2013 in Kansas City, MO.

SECTION 148 – HIGHWAY SAFETY IMPROVEMENT PROGRAMS

HSIP (5) Distracted Driving Public Information and Education Campaign \$4,965.32
Nebraska Safety Center, Kearney

This project grant from the Nebraska Department of Road (NDOR) was awarded to NOHS to award Public Information and Education mini-grants. The Nebraska Safety Center (NSC) at the University of Nebraska – Kearney was awarded mini-grant on May 10, 2012. Through this grant the NSC purchased a hands-on driving simulator and trailer to educate people of all ages about the dangers involved in inattentive and/or distracted driving. During the past year, twelve events were held in Grand Island, Kearney, Omaha, Papillion and Central City. A total of 610 people participated in hands-on driving simulator events. Funding was also used for supplies and repairs to the simulator and trailer.

**HSIP (8) Click It or Ticket – Selective Overtime Enforcement – Occupant Protection \$111,600.00
NOHS**

This project grant from the NDOR provided funding to the NOHS to award mini-grants to law enforcement agencies to conduct statewide occupant restraint selective overtime enforcement for the November 2012 “Click It or Ticket” Mobilization activities. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 48 mini-grant contracts were awarded to 21 Police Departments and 27 Sheriff’s Offices. These 48 mini-grant contracts resulted in a total of 2,768 hours of selective overtime enforcement, 278 seat belt citations, 1,339 speeding citations, and 98 impaired driving arrests. A total of 2,984 citations were issued.

**HSIP (9) You Drink & Drive. You Lose. – Selective Overtime Enforcement – Alcohol \$179,006.37
NOHS**

This project grant from the NDOR provided funding to the NOHS to award enforcement mini-grants. This project grant provided funding to the NOHS to award mini-grants to law enforcement agencies to conduct statewide impaired driving selective overtime enforcement for the December 2012/January 2013 “You Drink & Drive. You Lose.” Crackdown. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 47 mini-grant contracts were awarded 24 Police Departments, 22 Sheriff’s Offices and one to the Nebraska State Patrol. These 47 mini-grant contracts resulted in a total of 4,307 hours of selective overtime enforcement, 452 seat belt citations, 2,661 speeding citations, and 540 impaired driving arrests. A total of 7,785 citations were issued. One checkpoint was conducted by the Scotts Bluff County Sheriff’s Office.

**HSIP (11) Click It or Ticket – Selective Overtime Enforcement – Occupant Protection \$270,170.96
NOHS**

This project grant from NDOR provided funding to the NOHS to award enforcement mini-grants. The NOHS was able to provide funding assistance through mini-grant contracts to law enforcement agencies to conduct statewide occupant restraint selective overtime enforcement for the May/June 2013 “Click It or Ticket” Mobilization. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 56 mini-grant contracts were awarded to 25 Police Departments, 30 Sheriff’s Offices and the Nebraska State Patrol. These 56 mini-grant contracts resulted in a total of 6,463 hours of selective overtime enforcement, 882 seat belt citations, 4,400 speeding citations, and 189 impaired driving arrests. A total of 8,899 citations were issued.

**HSIP (12) Click It or Ticket – Public Information and Education – Occupant Protection \$249,643.00
NOHS**

This project grant from the NDOR provided funding to the NOHS for enforcement public information and education support. It provides funding to the NOHS for the development/creation/production/implementation of occupant protection messages during the “Click It or Ticket” Mobilization. The “Click It or Ticket” public information and education campaign was conducted from May 1, 2013 through June 30, 2013. The campaign combined targeted messaging for both radio and television paid advertising; gas station pump toppers combined with pump handle fillboards, and print advertising via Nebraska newspapers.

- Paid to post indoor advertising with occupant restraint/protection-related in Lincoln and Omaha bars, fitness centers, and restaurants throughout the campaign period.
- Placed occupant restraint/protection-related print ads in multiple selected publications. The safety belt message “Saving Lives! Click It or Ticket/Day & Night” newspaper ad placed through the Nebraska Press Advertising Service ran in 165 newspapers statewide with a circulation of 320,524 offering a readership of over 730,000. Also two ads were placed in the Prairie Fire newspaper publication, “All It Takes Is A Second” and “Going On Vacation.” This free publication distributes 65,000 issues to over 400 locations in Lincoln, Omaha, and Greater Nebraska area.
- Contracts with the University of Nebraska-Lincoln sports marketing to reach a significant Nebraska audience with occupant restraint/protection messaging through the media backdrop for all Cornhusker athletic press events and 1,500 ads ran on 25 stations during the weekday evenings on “Husker Sports Nightly” program.

- Paid radio and television ads, including targeting sports radio to reach 18 – 34 year old male population. Through the “My TV One Day Sale” with KOLN 10/11, sixty-five ads were run with a household reach of 278,000. “The Ticket” KNTK, 93.7 FM ran another 109 ad spots to an audience overview of 1,500 people visiting the website of which 65.3% of those are returning as a visitor.
- Awarded a mini-grant to the Nebraska Safety Council for the May/June 2013 paid media campaign. A total of 7,149 ad spots were run and a social media marketing effort was added to include ads on a Facebook page and website.
- NOHS entered into a Pump Topper and Fillboard Gas Pump Advertising Agreement with AllOver Media. The campaign ran from May 1 - June 30, 2013, with the safety message “Required By Law - It’s A Really Big Deal – Saving Lives - Click It or Ticket – Day & Night.” The pump toppers and fillboards were placed at 60 gas stations in eighteen counties across the state. Gas Pump Advertising for pump toppers and fillboards: 5,107 estimated impressions / day / gas station * 60 stations * 60 days = 18,385,200 impressions.
- A truckside advertising agreement with AllOver Media ran from May 1, 2013 thru June 30, 2013, with the safety message “Saving Lives Every Day – Buckle Up. It’s The Law.” Fifteen delivery service trucks wrapped with trucksized images stress the need for citizens to buckle up because it is the law. The truckside billboard resulted in 22,150 estimated impressions / day / truck * 15 trucks * 60 days = 19,935,000 over the routes of the 15 trucks over two months, covering the state from east to west and north to south.

HSIP (13)	Community Service Education Campaign Nebraska State Patrol	\$20,913.35
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This project grant from the NDOR provided funding to the NOHS to provide public information and education support to the NSP. The Nebraska State Patrol was awarded a mini-grant to devoted overtime hours to facilitate educational presentations with an emphasis on young drivers and/or the importance of using safety belts. Community Service officers and other troopers engaged the public by demonstrating the rollover units/seatbelt convincers. Through this grant 73 events were held, with 91 troopers participating, incurring 358 overtime hours. Estimated attendance at the events was 7,740 adults, 6,035 teens, and 4,019 children. The rollover unit was used at 24 of the events, seat belt simulator used at 31 events, and the T-Shirt shooter was used at four events. The wrecked survivor vehicle was present at two events, and a SIDNE(distracted driving simulator) was used at one event. Provided promotional and educational materials at most events and pre/post event seat belt surveys were conducted when feasible.

HSIP (14)	Traffic Safety Public Information and Education Campaign Nebraska Safety Center, Kearney	\$14,993.36
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This project grant from the NDOR provided funding to the NOHS to provide public information and education support to the Nebraska Safety Center. The Nebraska Safety Center (NSC) at the University of Nebraska – Kearney was awarded mini-grant to fund the Community Service Education campaign. This funding continued an ongoing public information campaign targeting occupant protection use, alcohol use, young drivers, distracted driving, and motorcycle safety. The month, campaign theme and campaign targets were: April – National Distracted Driving Awareness Month (distracted drivers); June – National Safety Month (motorcycle, alcohol use, distracted drivers); August – Back to Schools (Young Drivers); October – ATV Safety (Young Drivers); December – “3D Month” –Drunk and Drugged Driving Prevention (Alcohol Use); February – Buckle Up For Love (Occupant Protection).

- During the campaign NTV (Kearney) ran a total of 70 thirty (30) second ad spots entitled “Car Crash Texting” (46 ad spots) and “Zombie Texting” (24) ad spots.
- NRG Media radio stations KGFW-AM, KRNY-FM, and KQKY-FM, ran a total of 370 thirty (30) second ad spots, 190 ad spots on involving parents with young drivers and 180 ad spots on distracted driving.
- The Kearney Hub Newspaper ran a total of 33 ads; 14 on distracted driving, six on alcohol and driving, 13 on young driving, two Safety Center banner ads, and also conducted three EMAIL Blasts – one each on distracted driving, alcohol and driving and young drivers to its email customers.

HSIP (15) You Drink & Drive. You Lose. – Selective Overtime Enforcement – Alcohol \$204,113.65
NOHS

This project grant from the NDOR provided funding to the NOHS to award mini-grants to law enforcement agencies to conduct statewide impaired driving selective overtime enforcement for the August/September 2013 “You Drink & Drive. You Lose.” Crackdown. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 43 mini-grant contracts were awarded to 19 Police Departments, 23 Sheriff’s Offices and one to the Nebraska State Patrol. These 43 mini-grant contracts resulted in a total of 4,735 hours of selective overtime enforcement, 421 seat belt citations, 4,243 speeding citations, and 407 impaired driving arrests. A total of 9,535 citations were issued.

HSIP (16) You Drink & Drive. You Lose. – Public Information & Education Media Campaign \$96,698.46
NOHS

This project grant from the NDOR providing funds to the NOHS to support public information and education activity in support of enforcement grants. The funding was used for the “You Drink & Drive. You Lose.” Crackdown Public Information and Education campaign which ran from August 1, 2013 thru September 30, 2013. The campaign combined targeted messaging for radio, television, mobile phone, internet, and truckside advertising in Nebraska.

- 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.). The ads were played 504 times.
- A mini-grant was awarded to the Nebraska Safety Council for media (tv, radio, social) for the August/September Alcohol Impaired Crackdown (You Drink & Drive. You Lose.) 2013 paid media campaign. The paid media broadcast and radio spots developed for Nebraska were tagged with the NOHS logo. The social media targeted the same demographic launched through outlets such as Facebook, YouTube & Tumblr and linked to Nebraska’s Facebook page and website.
- NOHS entered into a “MyTV One Day Sale” Agreement with KOLN 10/11 which ran a total of 130 spots during August and September. The household reach was over 278,000.
- NOHS entered into a sponsorship agreement with KNTK – The Ticket 93.7 FM Radio to promote the August and September: Drive Sober Text Line. This sponsorship included a minimum of 12 mentions of a traffic safety message and twenty-five :30 YDDYL highway safety ads per month.
- NOHS contracted with Hail Varsity magazine for impaired driving ad placement in the magazine during the months of August/September and a 45 second live read ad on the daily Hail Varsity sports radio program.
- NOHS entered into a sponsorship with 2013 Cox Classic Golf Tournament which was held in Omaha, Nebraska on August 19-25, 2013. The “Save Lives – Report Drunk Drivers Immediately” poster was displayed in the public shuttle sponsored buses (placards on exterior and interiors) which transported 108,000 spectators to and from the venue.
- The NOHS entered into an Truckside Advertising Agreement with AllOver Media. The campaign ran from July 1, 2013 thru August 31, 2013 with the safety message “Report Drunk Drivers Immediately – Your Call Could Save A Life.” The design included the NOHS logo. Fifteen delivery service trucks wrapped with trucksize impactful images stress the need for citizens to report drunk drivers immediately by dialing 911 or *55 on their cell phone. The truckside billboard: 22,150 estimated impressions / day / truck * 15 trucks * 60 days = 19,935,000 over the routes of the 15 trucks over two months, covering the state from east to west and north and south.



◆ A Section of Nebraska Dept. of Roads

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