

NEBRASKA 2016 HIGHWAY SAFETY PLAN Annual Report



NEBRASKA
DEPARTMENT OF ROADS
HIGHWAY SAFETY OFFICE

FY2016 HIGHWAY SAFETY PLAN
Annual Report

October 1, 2015 – September 30, 2016

Pete Ricketts
Governor
State of Nebraska

Kyle Schneweis
P.E., Director
Nebraska Department of Roads
Governor's Highway Safety Representative

Fred E Zwonechek
Nebraska Highway Safety Administrator

NDOR - Highway Safety Office
P.O. Box 94612
5001 South 14th
Lincoln, Nebraska 68509
402/471-2515
Fax: 402/471-3865
www.roads.nebraska.gov/safety/hso/

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Executive Summary

INTRODUCTION

The Nebraska Department of Roads Highway Safety Office, formerly known as the Nebraska Office of Highway Safety, was established in 1967 to coordinate, develop, and implement Nebraska's annual National Highway Traffic Safety Administration (NHTSA) funded highway safety plan (HSP) in accordance with the Federal Highway Safety Act. 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 FY2016, a total of \$5,889,116.24 was expended from NHTSA federal highway safety funding allocations Sections 402, 405b, 405c, 405d, 405f, and FHWA federal Highway Safety Improvement Program (HSIP) Section 148 funds for a total of 530 grants. Sixty percent of the funds were awarded to or for the local benefit of cities, counties, municipal government agencies, and non-profit organizations. The remainder was awarded to state agencies for traffic safety projects.

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

MISSION STATEMENT

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

TRAFFIC SAFETY CORE PERFORMANCE MEASURES

The NHTSA and the Governor's Highway Safety Association (GHSA) have agreed to a minimum set of performance measures to be used by state and federal agencies in the development and implementation of behavioral highway safety plans and programs. An expert panel from NHTSA, State Highway Safety Offices, academic and research organization, and other key groups assisted in developing the measures. The minimum set contains 15 measures: eleven core outcome measures, one core behavior measure, and three activity measures. The measures cover the major areas common to highway safety plans and use existing data systems.

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

ADDITIONAL OUTCOME PERFORMANCE MEASURES

Utilizing state crash data for fatal and injury (*A and ^B type) crashes, five-priority emphasis areas have been identified: 1) fatal, A and B injury crashes; 2) alcohol-impaired crashes; 3) occupant restraint use; 4) speed-related crashes, and 5) youth-involved (ages 16 to 20) crashes. A sixth emphasis area ("all other

factors”) is utilized to address other issues when appropriate. (* A = Disabling Injury; ^ B = Visible, but not disabling injury)

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

Measurable targets and objectives are determined using at least five years of historical data. The annual targets are selected based upon expected trends.

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

STATE CRASH DATA SUMMARY

While 2016 state crash data was not yet available at the time the annual report was being compiled, progress is determined by comparing actual 2009 - 2013 crash data with 2015 because initial program activity begins in 2015. The 2014 and 2015 crash data was projected at the time of the FY2016 HSP submission and have been revised in this report with actual 2014 and 2015 numbers.

In comparing the 2009 – 2013 calendar base year average with 2015, the following areas of fatal, A and B injury crashes, alcohol-impaired, speed-related, youth-involved showed a decrease of 1.2 percent, 6.5 percent, 50.0 percent, and 10.7 percent consecutively. All other factors (minus alcohol and speed) fatal, A and B injury crashes showed an increase of 2.5 percent. While the occupant restraint use increase by 3.7 percentage points to 83.3 percent in 2015 from 2014 (79.6%).

In the FY2016 HSP, a more aggressive approach of target setting was taken in several areas, including the overall target.

- Fatal, A and B injury crashes decreased by 1.2 percent from the 2009 - 2013 calendar base year average of 5,008 to 4,948 in 2015. (The 2016 target of 4,532 is yet to be determined).
- Alcohol-Impaired fatal, A and B injury crashes decreased by 6.5 percent from the 2009 - 2013 calendar base year average of 604 to 567 in 2015. (The 2016 target of 560 is yet to be determined).
- Observed occupant restraint use/child restraint use survey results in 2016:
 - The 2016 seat belt survey on observed drivers and front seat passenger’s safety belt usage rate increased by 3.7 percentage points from 79.6 percent in 2015 to 83.3 percent in 2016. (The seat belt 2016 target of 81.1 percent was reached)
 - The child restraint use for children under age six increased by 1.5 percentage points from 96.9 percent in 2015 to 98.4 percent in 2016.
- Speed-Related fatal, A and B injury crashes decreased by 50.0 percent, from the 2009 - 2013 calendar base year average of 375 to 250 in 2015. (The 2016 target of 305 is yet to be determined).
- Youth-Involved (age 16 to 20) fatal, A and B injury crashes decreased by 10.7 percent, from the 2009 - 2013 calendar base year average of 1,487 to 1,343 in 2015. (The 2016 target of 1,174 is yet to be determined).
- “All Other Factors” (minus alcohol and speed) fatal, A and B injury crashes increased by 2.5 percent, from the 2009 - 2013 calendar base year average of 4,028 to 4,131 in 2015. (The 2016 target of 3,627 was reached in 2015 while the 2016 data is yet to be determined).

- The total number of fatal crashes increased by 16.06 percent from the 2009 - 2013 calendar base year average of 183 to 218 in 2015.
- The total number of reported injury crashes increased by 2.06 percent from the 2009 - 2013 calendar base average of 11,409 to 11,649 in 2015.
- The number of persons injured also increased by 1.13 percent from the 2009 - 2013 calendar base average of 16,617 to 16,806 in 2015.
- Nebraska continues to experience success in reducing the total number of reported fatal, A and B injury crashes as the number of miles driven increased by 2.18 percent from the previous year.
- Traffic fatalities increased by 8.54 percent (225 in 2014 to 246 in 2015) and the traffic fatality rate also increased from 1.05 in 2014 to 1.15 in 2015 per 100 million vehicle miles traveled.

NEBRASKA PRIORITY COUNTIES FOR FISCAL YEAR 2016



| NEBRASKA PRIORITY COUNTIES FOR FY2016 | | | | | | | | | | |
|--|--------------|------------------|----------------|--------------|-------------|------------------|------------------------|-------------------------|------------------|-----------|
| COUNTY CRASH RATE compared to STATE CRASH RATE | | | | | | | | | | |
| PER 100 MILLION MILES | | | | | | | | | | |
| Congressional District | County | 2013 FAB Crashes | FAB Crash Rate | Alcohol Rate | Speed Rate | Youth 16-20 Rate | All Other Factors Rate | Low Occ/Prot Percentage | 2013 Population* | |
| Three | Adams | 71 | 28.94 | 4.08 | 1.63 | 9.78 | 23.23 | 67.7% | 31,610 | |
| Three | Buffalo | 132 | 22.38 | 2.37 | 0.51 | 5.59 | 19.49 | 73.7% | 47,893 | |
| One | Cass | 60 | 14.88 | 3.72 | 0.74 | 2.98 | 10.42 | 59.1% | 25,357 | |
| Three | Dakota | 27 | 14.03 | 0.52 | 0.00 | 4.16 | 13.51 | 79.4% | 20,947 | |
| Three | Dawson | 55 | 12.90 | 1.17 | 1.17 | 3.28 | 10.55 | 62.7% | 24,207 | |
| One | Dodge | 102 | 28.85 | 2.83 | 2.55 | 7.64 | 23.48 | 76.0% | 36,515 | |
| Two | Douglas | 1,260 | 30.34 | 3.49 | 1.23 | 7.34 | 25.62 | 75.6% | 537,256 | |
| Three | Gage | 67 | 29.80 | 5.78 | 1.33 | 6.23 | 22.68 | 64.9% | 21,864 | |
| Three | Hall | 159 | 25.82 | 2.92 | 1.79 | 8.61 | 21.11 | 75.8% | 60,720 | |
| Three | Hamilton | 36 | 12.50 | 1.39 | 3.47 | 2.43 | 7.64 | 76.8% | 9,112 | |
| Three | Keith | 38 | 13.10 | 2.07 | 2.07 | 5.86 | 8.96 | 65.4% | 8,130 | |
| One | Lancaster | 970 | 40.92 | 3.59 | 1.69 | 12.87 | 35.64 | 85.6% | 297,036 | |
| Three | Lincoln | 136 | 23.85 | 3.68 | 4.73 | 6.14 | 15.43 | 70.9% | 36,051 | |
| One | Madison | 93 | 32.13 | 4.15 | 2.07 | 8.98 | 25.91 | 65.1% | 35,278 | |
| One | Otoe | 37 | 15.81 | 0.85 | 1.28 | 4.70 | 13.68 | 53.4% | 15,752 | |
| One | Platte | 73 | 24.47 | 4.36 | 1.34 | 7.04 | 18.77 | 70.5% | 32,505 | |
| One/Two | Sarpy | 312 | 25.75 | 1.90 | 1.32 | 8.33 | 22.53 | 83.4% | 169,331 | |
| One | Saunders | 38 | 17.26 | 1.36 | 2.27 | 4.09 | 13.62 | 68.9% | 20,929 | |
| Three | Scotts Bluff | 114 | 36.43 | 6.39 | 3.20 | 11.83 | 26.85 | 65.5% | 36,848 | |
| One | Seward | 69 | 18.71 | 1.63 | 2.44 | 4.88 | 14.64 | 74.2% | 17,089 | |
| One | Washington | 30 | 14.91 | 2.98 | 1.49 | 3.98 | 10.44 | 69.8% | 5,251 | |
| Three | York | 42 | 12.08 | 1.44 | 0.86 | 2.30 | 9.78 | 60.3% | 13,883 | |
| 22 County Population | | | | | | | | | | 1,503,564 |
| Statewide | | 4,713 | 24.34 | 2.84 | 1.72 | 6.71 | 20.52 | 74.2% | 1,868,516 | |

Blue indicates High Crash Rates for Alcohol, Speed and Youth and Red indicates Low Occupant Protection Usage

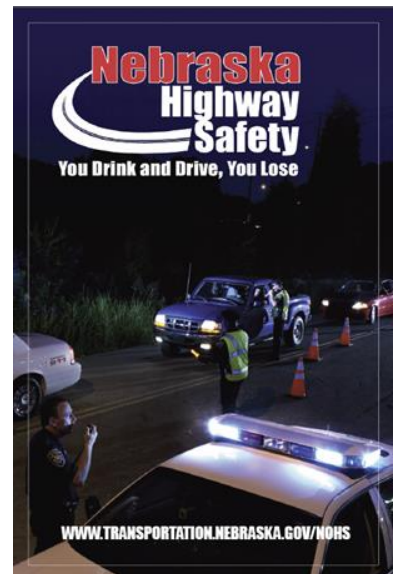
Data taken off 2013 Standard Summaries, Fatal, A / B Injuries, Statewide and County

*U.S. Census Bureau Revised 2/12/2015

Nebraska 2013 data is the most current data for the FY2016 Plan

FISCAL YEAR 2016 HIGHLIGHTS

- A total of 251 mini-grant contracts were awarded to law enforcement agencies for selective overtime enforcement activities, logging 37,443.25 additional hours, 1,837 seat belt citations, 1,183 impaired driving arrests, 22,788 speeding citations and issuing 39,420 total citations.
- Mini-grant contracts were awarded to 123 law enforcement agencies to purchase traffic safety equipment, 66 radars, 75 in-car cameras, 106 preliminary breath testers and 6 evidentiary breath testing units.
- The 66 radar units awarded resulted in a total of 3,460 speeding citations and 4,605 speeding warnings being issued.
- The 106 preliminary breath testing units resulted in 8,015 preliminary breath tests.
- The 75 in-car cameras awarded were used to record 10,916 traffic stops.
- The 6 evidentiary breath testing units awarded resulted in 478 evidentiary breath tests being conducted.
- Eight agencies were provided funding to purchase 430 child safety seats for qualifying low income families.
- Seventy-nine sobriety checkpoints were held by law enforcement agencies during selective overtime enforcement activities.
- There were 50 mini-grants awarded for training, surveys, and public information and education activities.
- A total of 101,550 alcohol testing instrument mouthpieces were provided to law enforcement, probation agencies, correctional facilities, schools, etc.
- Over 30,997 highway safety public information and educational material items were distributed.
- The Nebraska DUI conviction rate decreased by 0.9 percentage points from 87.9% in 2014 to 87.0% in 2015.



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 | | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| C-1) Traffic Fatalities | Total | 223 | 190 | 181 | 212 | 211 | 225 | 246 |
| | Rural | 185 | 159 | 138 | 161 | 170 | 177 | 173 |
| | Urban | 38 | 31 | 43 | 51 | 41 | 48 | 73 |
| | Unknown | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| C-2) Serious Injuries (State Data) | Total | 1,945 | 1,750 | 1,768 | 1,661 | 1,536 | 1,620 | 1,520 |
| C-3) Fatalities Per 100 Million Vehicle Miles Driven** | Total | 1.15 | 0.98 | 0.95 | 1.10 | 1.09 | 1.15 | 1.15 |
| | Rural | 1.68 | 1.43 | 1.25 | 1.44 | 1.51 | 1.55 | |
| | Urban | 0.45 | 0.37 | 0.54 | 0.63 | 0.51 | 0.59 | |
| C-4) Passenger Vehicle Occupant Fatalities (All Seat Positions) | Total | 187 | 148 | 141 | 161 | 169 | 183 | 186 |
| | Restrained | 59 | 46 | 43 | 43 | 44 | 57 | 47 |
| | Unrestrained | 108 | 79 | 79 | 102 | 105 | 95 | 118 |
| | Unknown | 20 | 23 | 19 | 16 | 20 | 31 | 21 |
| C-5) Alcohol-Impaired Driving Fatalities (BAC=.08+)** | | 68 | 50 | 45 | 73 | 60 | 60 | 65 |
| C-6) Speed-Related Fatalities | | 30 | 36 | 33 | 44 | 39 | 49 | 37 |
| C-7) Motorcyclist Fatalities | Total | 15 | 14 | 23 | 22 | 14 | 20 | 25 |
| | Helmeted | 9 | 13 | 21 | 20 | 12 | 18 | 18 |
| C-8) Unhelmeted Motorcyclist Fatalities | Unhelmeted | 5 | 0 | 2 | 1 | 1 | 1 | 4 |
| | Unknown | 1 | 1 | 0 | 1 | 1 | 1 | 3 |
| Drivers Involved in Fatal Crashes | Total | 327 | 249 | 257 | 284 | 275 | 305 | 328 |
| | Aged Under 15 | 4 | 3 | 0 | 2 | 0 | 2 | 0 |
| | Aged 15-20 | 51 | 33 | 27 | 36 | 39 | 32 | 39 |
| | Aged 21 and Over | 269 | 213 | 228 | 245 | 233 | 270 | 287 |
| C-9) Drivers Age 20 or Younger-Involved in Fatal Crashes | Aged Under 21 | 55 | 36 | 27 | 38 | 39 | 34 | 39 |
| | Unknown Age | 3 | 0 | 2 | 1 | 3 | 1 | 2 |
| C-10) Pedestrian Fatalities | | 9 | 8 | 7 | 15 | 12 | 9 | 19 |
| C-11) Bicyclist and Other Cyclist Fatalities | | 3 | 2 | 2 | 0 | 0 | 2 | 4 |
| Core Outcome Measure | | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| B-1) Statewide Observed Seat Belt Use for Passenger Vehicles Front Seat Outboard Occupants (Health Education Inc.)*** | | 85% | 84% | 84% | 79% | 79% | 79% | 80% |
| Activity Measure | | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
| A-1) Safety Belt Citations Grant Funded | | 3,605 | 3,622 | 4,051 | 4,213 | 3,178 | 2,790 | 1,914 |
| A-2) Impaired Driving Arrests Grant Funded | | 2,424 | 2,807 | 2,205 | 2,293 | 2,611 | 1,301 | 775 |
| A-3) Speeding Citations Grant Funded | | 25,350 | 18,395 | 29,777 | 30,968 | 19,097 | 17,415 | 15,513 |

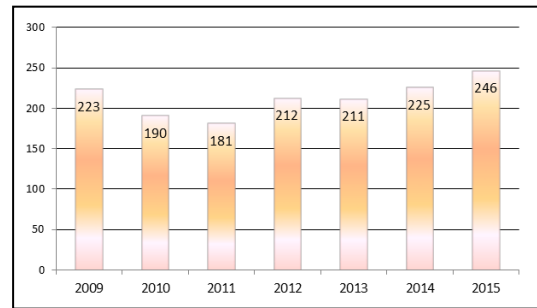
* These Performance Measures Were Developed By The National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) (See Publication: DOT HS 811025)
**2014 State Vehicle Miles Traveled (VMT) Data is Not Yet Available
***Based on the Highest BAC of a Driver or Motorcycle Rider Involved in the Crash
****Nebraska Data State Survey

Note: The 2014 Nebraska crash data in the targets were projected at the time of the *Nebraska Performance-Based Strategic Traffic Safety Plan* submission. The result of the targets reflects actual 2015 crash data. Nebraska traffic crash data for 2016 is unavailable at this time.

C-1) TRAFFIC FATALITIES (FARS)

Target: To reduce traffic fatalities by 7.9 percent from 203 (2009 - 2013 moving average) to 187 by December 31, 2016.

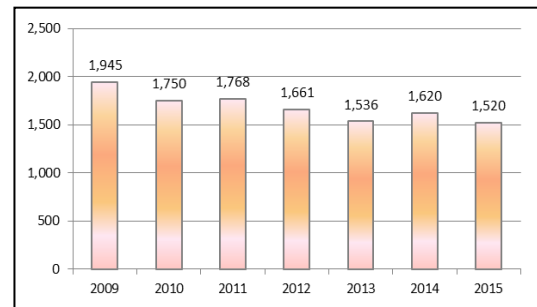
Result: Traffic fatalities increased 17.5 percent from the 2009 - 2013 calendar base year average of 203 to 246 in 2015.



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

Target: To reduce serious traffic injuries by 10.2 percent from 1,732 (2009 - 2013 moving average) to 1,555 by December 31, 2016.

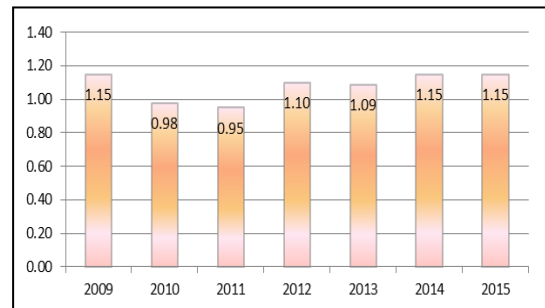
Result: Serious injuries decreased by 13.9 percent from the 2009 - 2013 calendar base year average of 1,732 to 1,520 in 2015.



C-3) FATALITIES PER 100 MILLION VEHICLE MILES TRAVELED (VMT) (FARS/STATE CRASH DATA 2015)

Target: To reduce fatalities per 100 million vehicle miles (VMT) by 8.5 percent from 1.06 (2009 - 2013 moving average) to 0.97 by December 31, 2016.

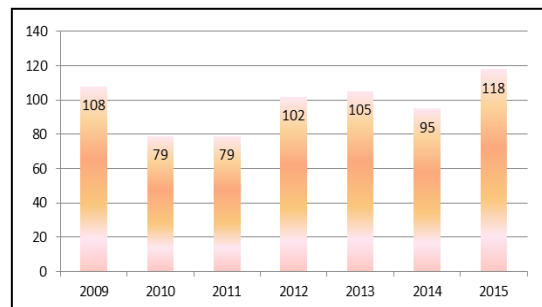
Result: Fatalities/VMT increased 7.83 percent from the 2009 - 2013 calendar base year average of 1.06 to 1.15 in 2015.



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

Target: To reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 28.4 percent from 95 (2009 - 2013 moving average) to 68 by December 31, 2016.

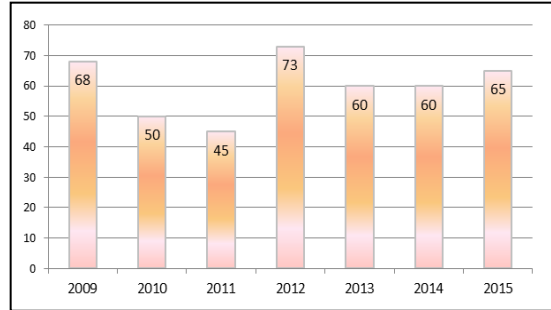
Result: Unrestrained passenger vehicle occupant fatalities in all seating positions increased by 19.5 percent from the 2009 - 2013 calendar base year average of 95 to 118 in 2015.



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

Target: To reduce alcohol-impaired driving fatalities by 16.9 percent from 59 (2009 - 2013 moving average) to 49 by December 31, 2016.

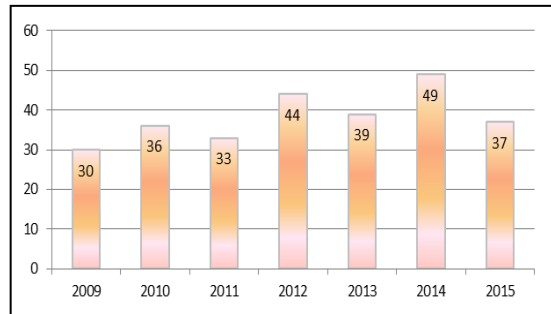
Result: Alcohol-impaired driving fatalities (BAC=.08+) increased by 9.2 percent from the 2009 - 2013 calendar base year average of 59 to 65 in 2015.



C-6) SPEED-RELATED FATALITIES (FARS)

Target: To reduce speeding-related fatalities by 25 percent from 36 (2009 - 2013 moving average) to 27 by December 31, 2016.

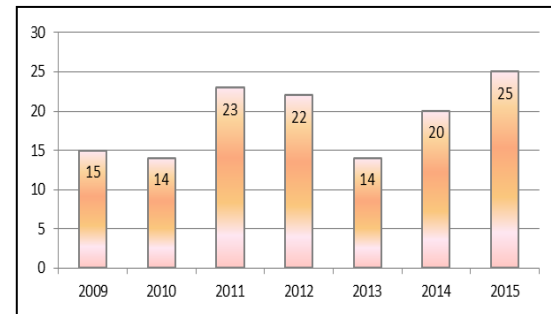
Result: Speed-related fatalities increased by 2.7 percent from the 2009 - 2013 calendar base year average of 36 to 37 in 2015.



C-7) MOTORCYCLIST FATALITIES (FARS)

Target: To reduce motorcyclist fatalities by 27.8 percent from 18 (2009 - 2013 moving average) to 13 by December 31, 2016.

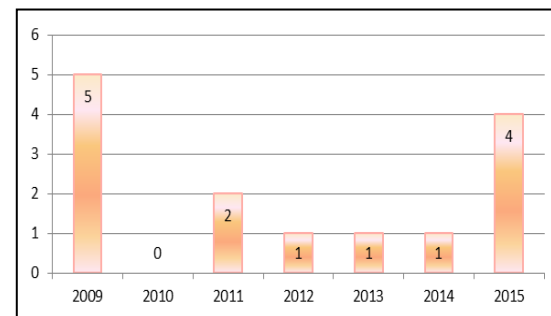
Result: Motorcyclist fatalities increased by 28.0 percent from the 2009 - 2013 calendar base year average of 18 to 25 in 2015.



C-8) UNHELMETED MOTORCYCLIST FATALITIES (FARS)

Target: To reduce unhelmeted motorcyclist fatalities by 83.3 percent from 1.8 (2009 - 2013 moving average) to 0.3 by December 31, 2016.

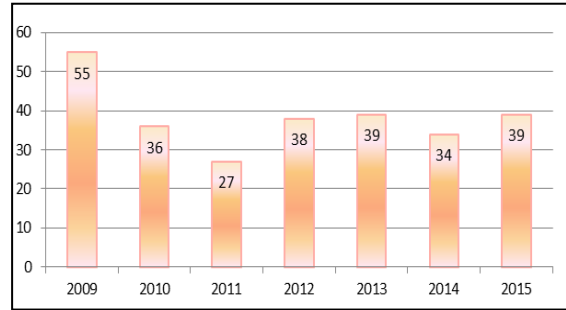
Result: Unhelmeted motorcyclist fatalities increased by 55 percent from the 2009 - 2013 calendar base year average of 1.8 to 4 in 2015.



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

Target: To reduce drivers age 20 and younger involved in fatal crashes by 46.2 percent from 39 (2009 - 2013 moving average) to 21 by December 31, 2016.

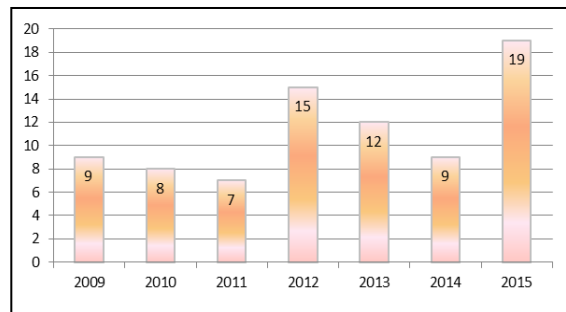
Result: Young drivers age 20 or younger involved in fatal crashes held steady at 0.0 percent increase from the 2009 - 2013 base year average of 39 to 39 in 2015.



C-10) PEDESTRIAN FATALITIES (FARS)

Target: To reduce pedestrian fatalities by 30 percent from 10 (2009 - 2013 moving average) to 7 by December 31, 2016.

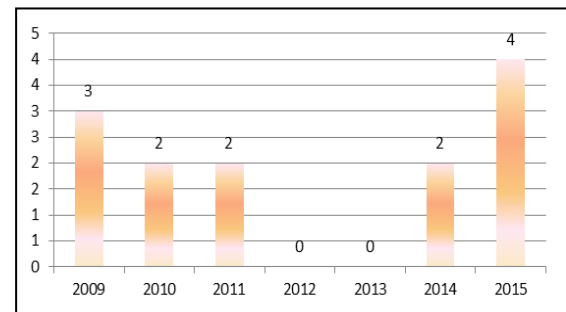
Result: Pedestrian fatalities increased by 47.4 percent from the 2009 - 2013 base year average of 10 to 19 in 2015.



C-11) BICYCLIST FATALITIES (FARS)

Target: To reduce bicyclist fatalities by 21.4 percent from 1.4 (2009 - 2013 moving average) to 1.1 by December 31, 2016.

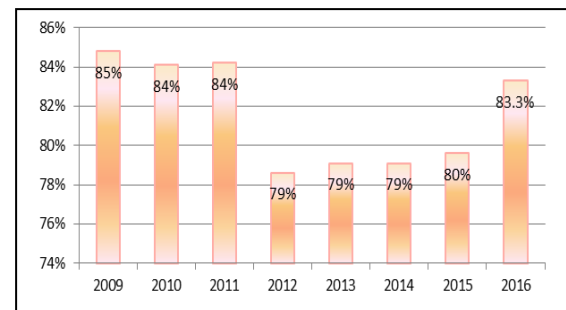
Result: Bicyclist fatalities increased by 65.0 percent from the 2009 - 2013 base year average of 1.4 to 4 in 2015. NOTE: Bicyclist fatalities are a newly required performance core measure as of March 11, 2014.



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

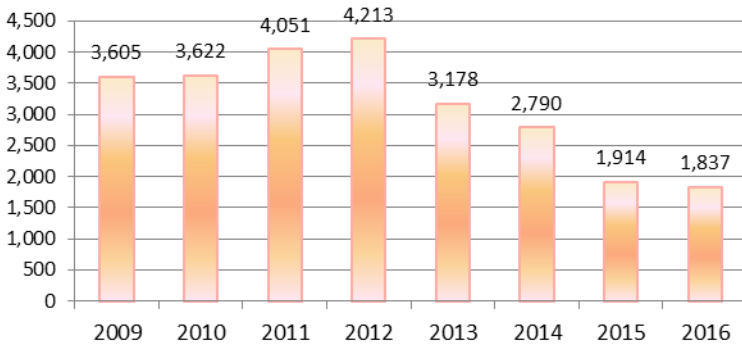
Target: To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 2.1 percentage points from the 2014 calendar base year average usage rate of 79.0 percent to 81.1 percent by December 31, 2016.

Result: Seat belt usage increased 3.7 percentage points from 2015 (79.6 percent) to 83.3 percent in 2016. The target of 81.1 percent was met in 2016.

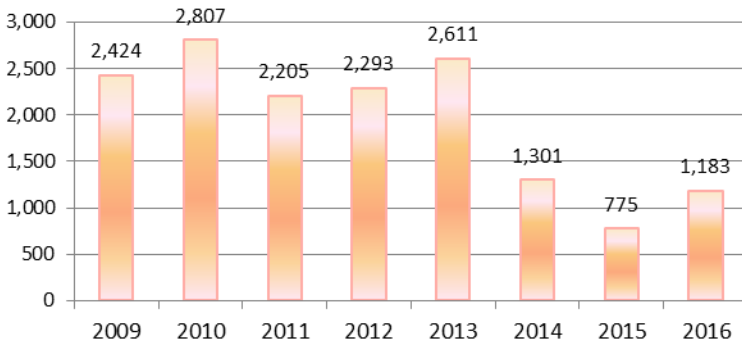


RESULTS - ACTIVITY PERFORMANCE MEASURES

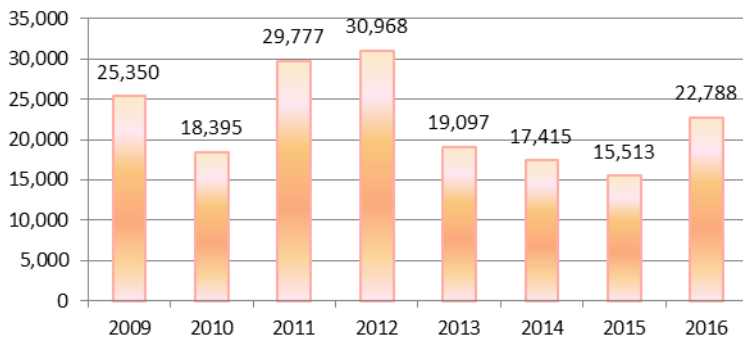
A-1) SAFETY BELT CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES (STATE GRANT FUNDED DATA)



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



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



RESULTS – ADDITIONAL OUTCOME PERFORMANCE MEASURES (STATE CRASH DATA)

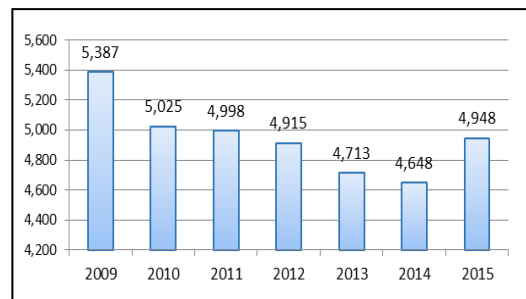
| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--|-------|-------|-------|-------|-------|-------|-------|
| Fatal, A and B Injury Crashes | 5,387 | 5,025 | 4,998 | 4,915 | 4,713 | 4,648 | 4,948 |
| Alcohol-Impaired Fatal, A and B Crashes | 628 | 580 | 610 | 653 | 550 | 576 | 567 |
| Occupant Restraint Use | 84.8% | 84.1% | 84.2% | 78.6% | 79.1% | 79.0% | 79.6% |
| Speed-Related Fatal, A and B Injury Crashes | 423 | 454 | 374 | 371 | 334 | 339 | 250 |
| Youth-Involved Fatal, A and B Injury Crashes | 1,742 | 1,576 | 1,414 | 1,402 | 1,300 | 1,246 | 1,343 |
| All Other Factors - Fatal, A and B Injury Crashes | 4,336 | 3,991 | 4,014 | 3,972 | 3,829 | 3,733 | 4,131 |
| Distracted Driving Fatal, A and B Injury Crashes | 783 | 696 | 738 | 791 | 751 | 798 | 897 |
| Nighttime (6 p.m. - 6 a.m.) Unrestrained Fatalities in Fatal Crashes | 54 | 46 | 36 | 53 | 66 | 58 | 77 |

Note: The 2014 Nebraska crash data in the targets were projected at the time of the *Nebraska Performance-Based Strategic Traffic Safety Plan* submission. The result of the targets reflects actual 2015 crash data. Nebraska traffic crash data for 2016 is unavailable at this time.

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

Target: Reduce fatal, A and B injury crashes by 9.5 percent from 5,008 (2009 - 2013 average) to 4,532 by 2016.

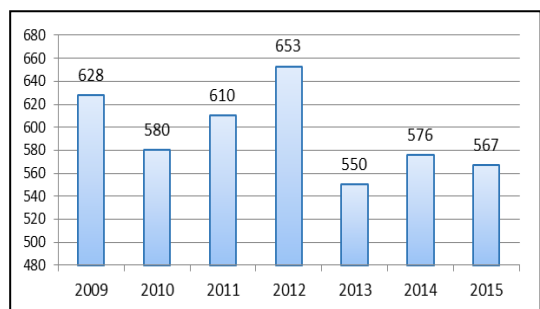
Result: Fatal, A and B injury crashes decreased by 1.2 percent from the 2009 - 2013 calendar base year average of 5,008 to 4,948 in 2015.



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

Target: Reduce alcohol-impaired fatal, A and B injury crashes by 7.3 percent from 604 (2009 - 2013 average) to 560 by 2016.

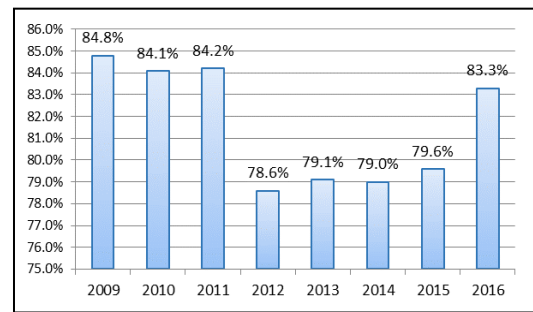
Result: Alcohol-impaired fatal, A and B injury crashes decreased by 6.5 percent from the 2009 - 2013 calendar base year average of 604 to 567 in 2015.



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

Target: To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 2.1 percentage points from the 2014 calendar base year average usage rate of 79.0 percent to 81.1 percent by December 31, 2016.

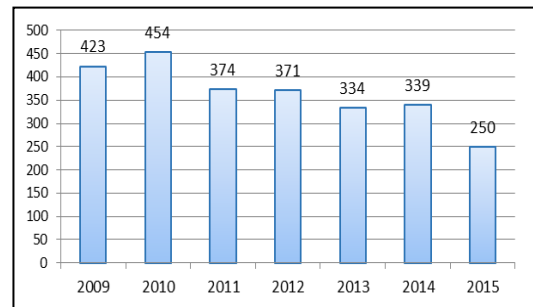
Result: Seat belt usage increased 3.7 percentage points from 2015 (79.6 percent) to 83.3 percent in 2016. The target of 81.1 percent was met in 2016.



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

Target: Reduce speed-related fatal, A and B injury crashes by 18.7 percent from 375 (2009 - 2013 average) to 305 by 2016.

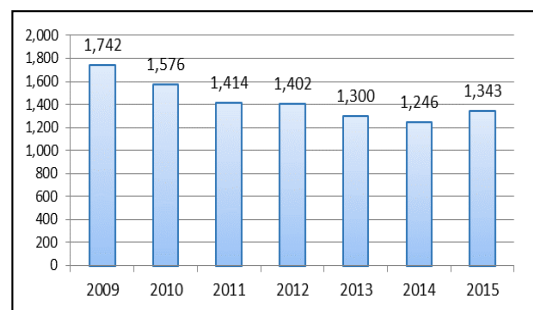
Result: Speed-related fatal, A and B injury crashes decreased by 50.0 percent from the 2009 - 2013 calendar base year average of 375 to 250 in 2015.



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

Target: Reduce youth-involved fatal, A and B injury crashes by 21.0 percent from 1,487 (2009 - 2013 average) to 1,174 by 2016.

Result: Youth-involved fatal, A and B injury crashes decreased by 10.71 percent from the 2009 - 2013 calendar base year average of 1,487 to 1,343 in 2015.

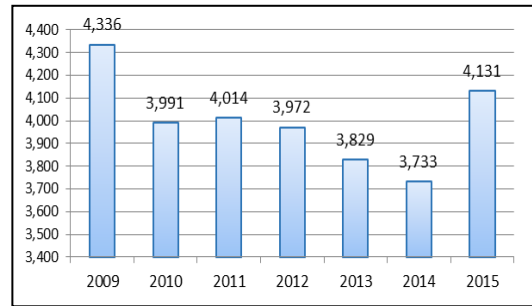


ALL OTHER FACTORS* - FATAL, A AND B INJURY CRASHES (STATE CRASH DATA)

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

Target: Reduce all other factors – fatal, A and B injury crashes by 10.0 percent from 4,028 (2009 - 2013 average) to 3,627 by 2016.

Result: “All other factors” - fatal, A and B injury crashes increased by 2.5 percent from the 2009 - 2013 calendar base year average of 4,028 to 4,131 in 2015.

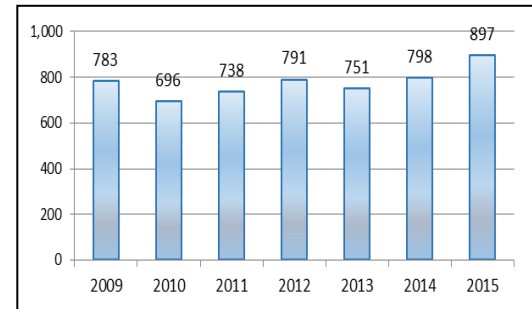


DISTRACTED DRIVER* - FATAL, A AND B INJURY CRASHES (STATE CRASH DATA)

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

Target: Reduce distracted driver – fatal, A and B crashes by 1.3 percent from 750 (2009 - 2013 average) to 740 by 2016.

Result: Distracted driver - fatal, A and B injury crashes increased by 16.4 percent from the 2009 - 2013 calendar base year average of 750 to 897 in 2015.

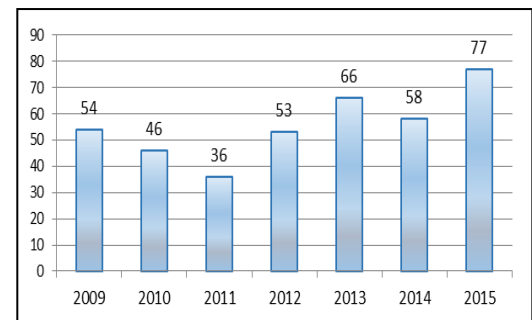


NIGHTTIME (6 P.M. – 6 A.M.) UNRESTRAINED FATALITIES IN FATAL CRASHES* (STATE CRASH DATA)

*Includes Not Used and Unknown

Target: Reduce nighttime (6 p.m. – 6 a.m.) unrestrained fatalities in fatal crashes by 7.8 percent from 51 (2009 - 2013 average) to 47 by 2016.

Result: Nighttime (6 p.m. – 6 a.m.) unrestrained fatalities in fatal crashes increased by 33.8 percent from the 2009 - 2013 calendar base year average of 51 to 77 in 2015.

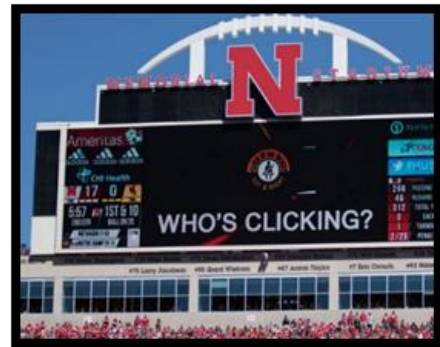


HIGHWAY SAFETY COMMUNICATION/MEDIA PLAN

PAID MEDIA

In FY2016, the Nebraska Department of Roads Highway Safety Office (HSO) was able to use NHTSA and FHWA HSIP funding to support paid media marketing and advertising activities for several identified priorities of traffic safety subjects. The HSO 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 HSO utilizes these paid marketing/advertising opportunities messaging primarily targeting 18 to 34 year old males:
 - 1) television; 2) radio; 3) movie screens;
 - 4) pump top/handle; 5) truckside billboards/banners; 6) high school, collegiate and professional sports marketing; 7) social media/digital electronic; and 8) print (newspapers/magazines).
- The HSO used these various paid media campaigns for:
 - 1) Occupant Restraints (**Saving Lives Every Day -BUCKLE UP. IT'S THE LAW./Click It or Ticket Day & Night**); and **Who's Clicking?**
 - 2) Impaired Driving (**Buzzed Driving is Drunk Driving - /Report Drunk Drivers Saves Lives Call *55 or 911**);
 - 3) Underage Drinking (**Tip Line 1-866-MUST-BE-21**);
 - 4) Distracted Driving (**Just Put It Down**);
 - 5) Motorcycle Safety (**Riding Sober**); and
 - 6) Railroad Grade Crossing Safety (**Operation Lifesaver**).
- The HSO also increases the number of paid media marketing and advertising during the national **Click It or Ticket** Mobilizations and **Impaired Driving** Crackdowns. Special **Underage Drinking** campaigns are also conducted around the prom, graduation, vacation break, and start of the school year.



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

PUBLIC INFORMATION & EDUCATION (PI&E) MATERIALS

In FY2016, the HSO continued to support the traffic safety program with printed public information and education materials that are available for free to the general public. These brochures, posters, manuals, wallet cards, graduated driver licensing law cards, metal signs, and other items provide information on all traffic safety-related issues, including but not limited to, seat belts, air bags, child passenger safety, rail grade crossing safety, DUI prevention, bicycle/pedestrian safety, motorcycle safety, aggressive/distracted driving and weather-related driving issues.

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

The HSO 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 HSO website to assist in identifying specific safety information needs.

A traffic safety materials order form is available on the HSO website. In addition, the HSO also has fatal vision goggles, speed monitoring trailers, and breath alcohol mobile testing unit that are available for loan for qualifying individuals and organizations.

EARNED MEDIA

In FY2016, the HSO 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 HSO 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 HSO 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 HSO continues to be the recognized state source for traffic safety information by all news media (print and electronic). The HSO is recognized as the best source for traffic safety-related data and information. The HSO continues to collect, present, and deliver traffic safety-related information to maintain its position as the "go to" source for traffic safety news.



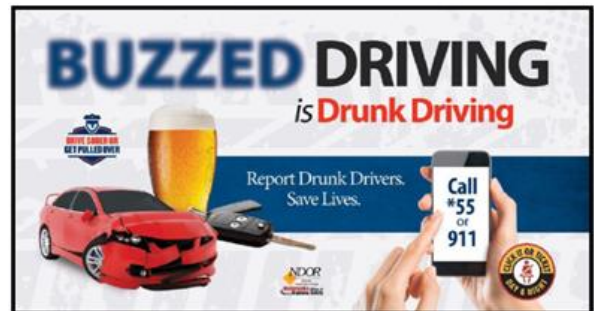
SOCIAL MEDIA

For the past six years, the HSO has continued to expand the marketing/advertising of traffic safety-related information via the social networking sites. The HSO used social marketing, through one of the media buy professionals. Using their strategy has allowed us to generate interest and activity by teens and young adults in the areas of seat belts and impaired driving. The HSO continues to expand the use of social media marketing. The NDOR included the HSO 30 second radio ad on their YouTube mobile and Vimeo. The HSO has produced web banner ads to share with the highway safety partners for use on their own websites.

ENFORCEMENT MOBILIZATIONS

BACKGROUND

Nebraska participated in the three national traffic enforcement efforts plus one additional statewide enforcement campaign. This includes the national May 2016 “Click It or Ticket” (CIOT) mobilization and the national impaired driving crackdown August/September “You Drink & Drive, You Lose.” (YDDYL). The other two other enforcement mobilizations were held November 2015, Thanksgiving week CIOT mobilization, and December 2015/January 2016, the HSO 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.



Driver Panel



NEBRASKA ANNUAL TRAFFIC SAFETY STUDY, MAY 2016 RESULTS

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

The first question was open-ended and asked respondents to name the biggest problem in Nebraska today. Roads and highway safety-related responses included distracted driving (8%), drunk/impaired driving (1%), traffic and road conditions (14%).

| What do you think is the biggest problem in Nebraska today? | 2016 |
|--|------|
| Roads, streets, traffic, speeding, etc. | 14% |
| Distracted driving (texting, cell phone use) | 8% |
| Taxes, spending, budget, school funding, etc. | 31% |
| Economy, drought, water, jobs, wages, etc. | 12% |
| Crime, drugs, gangs, vandalism, etc. | 9% |
| Drunk drivers | 1% |
| Others (government/politicians; social issues like immigration, health care; and various other issues) | 27% |

Respondents were next asked to rate three specified problems on a 1 to 5 scale, with 5 as very important and 1 as not at all important. Both distracted driving (with a mean score of 4.32) and drunk driving (mean score of 4.24) were named as bigger problems than the fuel tax situation (3.27) by a significant margin.

| On a 1-5 scale, with 5 as very important and 1 as not at all important, how would you rate the following problems in Nebraska: | 2016 |
|--|------|
| How important is the problem of distraction caused by drivers using cell phones or other electronic devices? | 4.32 |
| How important is the problem of driving while intoxicated or drunk driving? | 4.24 |
| How important is the fuel tax situation? | 3.27 |

IMPAIRED DRIVING

Respondents were asked to rate the effectiveness of three measures to prevent drunk driving. The leading measure was mandatory daily alcohol offender monitoring with a mean score of 3.63, followed by motor vehicle sobriety check points (mean score of 3.33) and mandatory offender education (mean score of 3.30).

| On a scale of 1 to 5, with 1 being very ineffective and 5 being very effective, please rate how effective each of the following is in preventing drunk driving. | 2016 |
|---|------|
| Mandatory offender education | 3.30 |
| Mandatory daily alcohol offender monitoring | 3.63 |
| Motor vehicle sobriety check points | 3.33 |

A majority of respondents (48%) indicated Nebraska penalties for drunk driving are not tough enough, while 47% indicated they are about right and 5% indicated they are too tough.

| Do you think the Nebraska penalties for drunk driving are: | 2016 |
|--|------|
| Too tough | 5% |
| About right | 47% |
| Not tough enough | 48% |

Respondents were next asked whether they favor or oppose each of three specific penalties for drunk driving. All were favored by a majority of respondents. Leading the list of penalties was mandatory treatment for drunk driving offenders (77% favoring), followed by mandatory sentencing for drunk driving offenses (68% favoring); and mandatory interlock ignition for all first-time offenders (64% favoring).

| Would you favor or oppose each of the following penalties for drunk driving: | 2016 |
|---|-------------|
| <i>Mandatory treatment for drunk driving offenders</i> | |
| Favor | 77% |
| Don't know | 21% |
| Oppose | 2% |
| <i>Mandatory interlock ignition for all first-time offenders</i> | |
| Favor | 64% |
| Don't know | 33% |
| Oppose | 3% |
| <i>Mandatory sentencing for drunk driving offenses</i> | |
| Favor | 68% |
| Don't know | 30% |
| Oppose | 2% |

Ten percent (10%) 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? | 2016 |
|--|-------------|
| Yes | 10% |
| No | 90% |

CORE QUESTION: About one-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? | 2016 |
|---|-------------|
| Never | 74% |
| Once | 11% |
| 2-5 times | 13% |
| More than 5 times | 2% |

CORE QUESTION: About a third of the respondents (35%) indicated the chances of getting arrested if they drive after drinking are somewhat likely, while another 30% indicated chances of that are somewhat unlikely.

| What do you think the chances are of someone getting arrested if they drive after drinking? | 2016 |
|--|-------------|
| Very likely | 7% |
| Somewhat likely | 35% |
| Likely | 16% |
| Somewhat unlikely | 30% |
| Very unlikely | 12% |

CORE QUESTION: Less than half of the respondents (47%) indicated they had seen or heard something about drunk driving enforcement by police in the last 30 days.

| In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police? | 2016 |
|--|-------------|
| Yes | 47% |
| No | 53% |

Over half of the respondents (52%) indicated they had read, seen or heard drunk driving-related messages in the past 60 days.

| In the past 60 days, have you read, seen or heard any drunk driving-related messages? | 2016 |
|--|-------------|
| Yes | 52% |
| No | 48% |

SAFETY BELTS

CORE QUESTION: A super majority 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? | 2016 |
|---|-------------|
| Always | 78% |
| Nearly always | 12% |
| Sometimes | 4% |
| Seldom | 3% |
| Never | 2% |

For the seventh straight year, a majority of respondents (57%) 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 a vehicle and write a ticket if the driver and passengers are not wearing a seat belt? | 2016 |
|--|-------------|
| Yes | 57% |
| No | 41% |
| Don't know | 2% |

CORE QUESTION: A majority (60%) of respondents thought the chances of getting a ticket for not wearing a seat belt were unlikely (36% somewhat unlikely plus 24% very unlikely).

| What do you think the chances are of getting a ticket if you don't wear your safety belt? | 2016 |
|--|-------------|
| Very likely | 7% |
| Somewhat likely | 21% |
| Likely | 12% |
| Somewhat unlikely | 36% |
| Very unlikely | 24% |

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 \$25-50, 26% indicated \$51-100, 23% indicated more than \$200, 15% indicated \$101-150, and 6% indicated \$151-200.

| What amount of fine do you think would get non-seat belt users to use their seat belt? | 2016 |
|---|-------------|
| \$25 - \$50 | 30% |
| \$51 - \$100 | 26% |
| \$101 - \$150 | 15% |
| \$151 - \$200 | 6% |
| Over \$200 | 23% |

CORE QUESTION: Less than a third of respondents (28%) 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? | 2016 |
|--|-------------|
| Yes | 28% |
| No | 72% |

About half of the respondents (44%) indicated they had read, seen or heard Click It or Ticket seat belt messages in the past 60 days. In an open ended question, a plurality of respondents (37%) indicated they had seen the Click It or Ticket ads on TV, while 12% didn't know where they had seen the ad.

| In the past 60 days, have you read, seen or heard any Click It or Ticket seat belt messages? | 2016 |
|---|-------------|
| Yes | 44% |
| No | 56% |

(IF YES) Do you remember where that was?**2016**

| | |
|---------------------------|-----|
| TV | 37% |
| Radio | 15% |
| Billboards/roadside signs | 37% |
| Don't know | 12% |

SPEED

CORE QUESTION: A majority of respondents (51%) indicated they rarely drive faster than 35 mph on a road posted at 30 mph, while 19% indicated never, 17% 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:**2016**

| | |
|------------------|-----|
| Most of the time | 13% |
| Half the time | 17% |
| Rarely | 51% |
| Never | 19% |

CORE QUESTION: Nearly half of respondents (49%) indicated they never drive faster than 70 mph on a road posted at 65 mph while another 37% indicated they rarely drive faster than 70 on those roads, while 8% indicated half the time and 5% 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:**2016**

| | |
|------------------|-----|
| Most of the time | 5% |
| Half the time | 8% |
| Rarely | 49% |
| Never | 37% |

CORE QUESTION: Less than a third of respondents (29%) indicated they had heard anything about speed enforcement in the past 30 days.

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?**2016**

| | |
|-----|-----|
| Yes | 29% |
| No | 71% |

CORE QUESTION: A plurality of respondents (38%) indicated the chances of getting a ticket if you drive over the speed limit are somewhat likely, with 24% indicating likely, 18% somewhat unlikely, 15% very likely, and 6% very unlikely.

What do you think the chances are of getting a ticket if you drive over the speed limit?**2016**

| | |
|-------------------|-----|
| Very likely | 15% |
| Somewhat likely | 38% |
| Likely | 24% |
| Somewhat unlikely | 18% |
| Very unlikely | 6% |

DISTRACTED DRIVING

A majority of respondents (58%) indicated support for a law allowing law enforcement to stop a driver and ticket them solely for talking on a cell phone while driving, while 41% opposed that idea and 2% had no opinion.

Would you support or oppose a law that allows law enforcement to stop a driver and ticket them solely for talking on a cell phone while driving?**2016**

| | |
|------------|-----|
| Support | 58% |
| Oppose | 41% |
| Don't know | 2% |

Nearly nine out of ten respondents (89%) 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.

Would you support or oppose a law that allows law enforcement to stop a driver and ticket them solely for texting while driving?

| | 2016 |
|---------|------|
| Support | 89% |
| Oppose | 11% |

MISCELLANEOUS

A super majority of respondents (73%) again indicated that Nebraska’s law requiring motorcycle helmets should be continued, while 23% said it should be repealed and 4% had no opinion.

Should the Nebraska law requiring motorcycle helmets be repealed or continued?

| | 2016 |
|------------|------|
| Continued | 73% |
| Repealed | 23% |
| Don’t know | 4% |

DEMOGRAPHICS

Respondents indicated distribution in the following age categories (controlled variable): 16-20, 1%; 21-34, 14%; 35-49, 38%; 50-64, 28%; 65 up, 20%.

Which of these age groups are you in:

| | 2016 |
|-----------|------|
| 16-20 | 1% |
| 21-34 | 14% |
| 35-49 | 38% |
| 50-64 | 28% |
| 65 and Up | 20% |

Nearly all respondents (99%) indicated they have a driver’s license.

Do you have a driver's license?

| | 2016 |
|-----|------|
| Yes | 99% |
| No | 1% |

Respondents indicated distribution in the following annual household income categories: under \$40,000, 22%; \$40,000-80,000, 37%; over \$80,000, 42%.

Which of these annual household income groups are you in?*

| | 2016 |
|-------------------|------|
| Under \$40,000 | 22% |
| \$40,000-\$80,000 | 37% |
| Over \$80,000 | 42% |

Respondents were distributed among Nebraska’s three congressional districts as follows (controlled variable): District One, 34%; District Two, 32%; District Three, 34%.

Congressional District

| | 2016 |
|-------|------|
| One | 34% |
| Two | 32% |
| Three | 34% |

Cell phone numbers were included in the sample; 60% of the respondents were interviewed on their traditional landlines and 40% on their cell phones.

| Phone Type | 2016 |
|-------------------|-------------|
| Landline | 60% |
| Cell Phone | 40% |

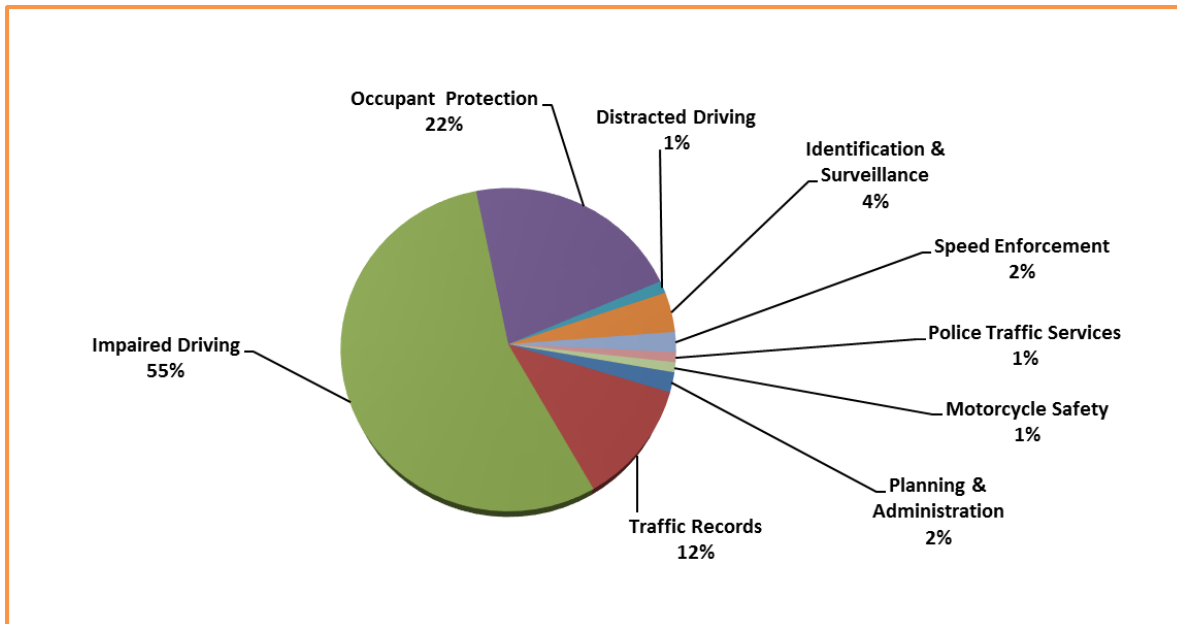
By control, respondents were 48% male and 52% female (controlled variable).

| Gender | 2016 |
|---------------|-------------|
| Male | 48% |
| Female | 52% |

FINANCIAL SUMMARY

SUMMARY OF FISCAL YEAR 2016 COUNTERMEASURE PROGRAMS

| | |
|--|-----------------------|
| SECTION 402 / HIGHWAY SAFETY PROGRAMS | \$2,228,951.27 |
| SECTION 405b / OCCUPANT PROTECTION PROGRAMS | \$655,995.36 |
| SECTION 405c / STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENT GRANT | \$696,820.82 |
| SECTION 405d / ALCOHOL IMPAIRED DRIVING PREVENTION PROGRAMS | \$1,792,138.40 |
| SECTION 405f / MOTORCYCLIST SAFETY PROGRAM | \$15,210.39 |
| SECTION 148 / HIGHWAY SAFETY IMPROVEMENT PROGRAMS | \$500,000.00 |
| TOTAL EXPENDED FEDERAL HIGHWAY SAFETY FUNDS | \$5,889,116.24 |



seven Omaha Collegiate Consortium (OCC) institutions: Bellevue University, Clarkson College, College of Saint Mary, Creighton University, Metro Community College, Nebraska Methodist College and University of Nebraska - Omaha, increased the use and promotion of their Power of Parenting web sites. Five schools in the OCC are working to move the website into their institution’s template. Analysis of the Y1CAP results were evaluated and submitted to each institution. There are currently 11 members of the NCC that utilize the Y1CAP with incoming first year students. Presented the invited presentation “*Impact of Driver Education on Teen Crashes and Citations*” as part of the Workshop “*How We Train & Assess Young Novice Drivers*”, at the 2016 Lifesavers Conference, Long Beach, CA. The paper “*Driver Education and Teen Crashes and Traffic Violations in the First Two Years of Driving in a Graduated Licensing System*” published in *Accident Analysis and Prevention* was featured for a second time in a UNL news release and on UNL Today Website (April 2016). During funding period, Elsevier reported that the article was one of the 20 most downloaded articles from *Accident Analysis and Prevention*. Institutional Review Board (IRB) for continuing Provisional Operators Permit (POP) analysis approved by UNL IRB (September 2016). There was no new administration of the Nebraska Young Adult Alcohol Opinion Survey (NYAAOS) in 2015-2016. As a result, we cannot specifically test for our benchmark reductions against the 2013 NYAAOPS.

| UNL Year 1 CAP data | 2012 | 2013 | 2014 | 2015 | 2016 |
|---------------------------------|-------------|------------|------------|-------------|------------|
| Binge Drinking | 19.8 | 20.3 | 20.2 | 19.0 | 19.3 |
| Drinking and Driving | 8.5 | 8.2 | 8.3 | 7.9 | 6.5 |
| Riding with Drunk Driver | 10.2 | 8.9 | 9.2 | 10.6 | 8.6 |

Also, from Year 1-College Alcohol Profile (Y1-CAP) data was collected Doane College, University of Nebraska-Omaha, University of Nebraska-Kearney, Creighton University, Metro Community College, Nebraska Wesleyan University, and Wayne State College. Overall, from NCC schools with large enough samples to stabilize the results, there is a general trend of lower binge drinking, drinking and driving, and riding with a drunk driver in their Y1-CAP.

402-16-09 Alcohol Program Coordination/NDOR-HSO \$114,530.33

This project funded the HSO 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. The HSO staff attended seminars, conferences, workshops, meetings, training, etc. to impact attitudes regarding alcohol and impaired driving among Nebraska’s motoring public. As examples, the HSO staff attended the following conferences, meetings: Nebraska Law Enforcement luncheon; NHTSA Regional Meeting, and HSO Drug Recognition Expert Training/Updates. The processing time of mini-grant contracts for alcohol projects, training, enforcement, equipment, and travel associated with the issue of impaired driving are funded through this project. It also includes project site visits and monitoring.

402-16-10 Alcohol Public Information and Education/NDOR-HSO \$120,696.69

This project provided funding to the HSO 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 69% were distributed to agencies/organizations within the Target Counties.
- Purchased seven fatal vision goggle for presentations across the state.
- “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 selected publications and maintain the website with updated charts.
- Hosted annual HSO 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 HSO provides a report of alcohol/impaired driving activity updates, information, and recognition.

DISTRACTED DRIVING PROGRAM AREA

402-16-13 Distracted Driving Public Information and Education/NDOR-HSO \$72,519.33

This project funded the HSO 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. Three mini-grant awards issued in the project to the Nebraska Safety Council, Nebraska Safety Center Kearney, and Department Health and Human Services (DHHS). The HSO provided funding for the Nebraska Safety Council for television/radio media campaigns airing a distracted driving message, 750 television commercials, reaching 2,837,832 viewers over 12 months; internet and mobile banner ads reaching 600,000 impressions over 12 months. The Nebraska Safety Center Kearney conducted a public information and educational activities (3) for distracted driving and safe driving using the driving simulator, education and information to teens, parents and the general public. The DHHS, Injury Prevention, used funding for "Drive the Right Message" to educate parents, teens, high school staff and general public. They implemented a variety of media platforms including: gas pump toppers, web banners, television spots, movie theater screen ads, radio and used the Nebraska Television Network. From October through April, 2016 there were 55 television ads, four web banner ads with Rushmore Media, NET and KOLN/KGIN, 39 radio spots in January, ad placement on 11 theater screens in four cities (101 units) in October, and messaging by AllOver Media at 20 gas stations, three towns (Omaha, Lincoln, Kearney) in October, 14 gas stations, five towns (Lincoln, Loup City, North Platte, Scottsbluff, Norfolk) in March and April. Various media avenues used included Learfield News & Ag, 107 ads, February and March, and NET Television Network, coverage of University of Nebraska Omaha hockey with eight ads and through Nebraska stories another 13 ads were placed. Broadcast House Media placed 136 ads on three radio stations, reaching over 29,000 women ages 18-54, and Gray METV, 54 television ads, reaching approximately 300,000 households, during Distracted Driving Week in April. The Weather Channel, online branding internet, mobile phone and tablet, in the priority counties Lancaster, Hall and Lincoln ran ads from June through August, with the approximate total number of mobile impressions 126,825 along with desktop impressions 31,725. Nebraska Department of Roads implemented "Friday Traffic Safety Messages" on digital boards across the road system to remind the motoring public of traffic safety precautions (i.e., seat belts, distracted driving, traffic death toll, etc.).

IDENTIFICATION AND SURVEILLANCE PROGRAM AREA

402-16-19 Youth Public Information and Education/NDOR-HSO \$53,731.58

This project funded the HSO for the development/creation/production of youth-related traffic safety-related educational messaging, materials, and education programs. Produced/purchased and distributed 2,481 youth-related traffic safety materials (brochures, posters, and there educational items). Approximately 57% (1,727) were distributed to organizations with in the priority county service area, representing a substantial increase from 2015 (41%). TIP Line Calls, reporting underage drinking, adult buying for minors, and minors being served, 34 calls from 12 counties and 80 percent reporting were priority counties. Graduated Drivers Licensing Cards for schools, parents, teens, law enforcement. The HSO provided seven mini-grant funding to schools to carry out educational activities for youth (ages 20 and under) around teen driving, safe driving, seat belts and good decision making when driving and/or riding in a motor vehicle. The seven events reached over 1,568 teen students, parents, faculty and staff at area schools.

Nebraska Department of Health and Human Services (DHHS), Injury Prevention received an mini-grant contract award to reduce injuries and injury related cost through education and awareness implementing "Teens in the Driver Seat" (TDS) safety campaign in 17 high schools, to address teen driving behaviors; increase education and awareness around the laws and graduated licensing; increase occupant restraint use. Drive Smart Nebraska (DSN) Coalition, implemented through a mini-grant to DHHS, data fact sheets, reports, Twitter and Facebook posts, PSA's, and print ads for partner use to educate the general public and decision makers on motor vehicle safety issues. The Drive Smart Nebraska Coalition, consisting of 34 (+3) public and private partners, used various communication strategies to reduce motor vehicle related deaths and injuries (youth ages 20 and under).

A mini-grant was awarded to Four Corners Health Department to support education and awareness to target teen drivers, passengers and the general public about safe driving, speeding, occupant protection and school bus safety/pedestrian safety. Billboards were placed in four counties rotating through the summer months addressing speeding in both English and Spanish. There were 21 social media post from Drive Smart Nebraska posted. Theater

ads were placed in York County and the ads ran 156 times over the month of August. Newspaper ads were placed in 6 local papers (reaching 35,373 subscribers), followed by bill boards and theater ads focusing on safety around the school bus. Also, there were mobile billboards placed in the four counties during county fairs. Television ads were placed on KOLN/KGIN in August, back to school, to inform and raise awareness around school bus safety. In September there were 50 radio ads placed on five AM/FM stations to raise awareness around school bus safety.

402-16-21 Youth Program Coordination/NDOR-HSO \$24,041.22

This project funded the HSO 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. The HSO staff attended/participated in the following highway safety seminars, conferences, workshops, meetings, and trainings: Project Extra Mile Youth training; Project Extra Mile Community Coalition meetings; Drive Smart Coalition meetings; and Nebraska Collegiate Consortium meetings. This includes staff time in developing federal grant applications, annual reports, on-site monitoring and other general traffic safety activities. Mini-grants were processed in regards to youth/teen traffic safety requests by law enforcement agencies, organizations, and schools. Includes project monitoring and site visits.

402-16-23 Traffic Safety Program Coordination/NDOR-HSO \$125,647.24

This project funded the HSO 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 HSO staff attended the following conferences, workshops, meetings, trainings: HSO Nebraska Advocates for Highway Safety Meetings; NDOR Interagency Safety Committee meetings; Nebraska Operation Lifesaver Board and Committee meetings; NHTSA Workshops/Region meetings; and NHTSA Region 7 conference calls. This includes staff time in developing federal grant applications, annual reports, on-site monitoring and other general traffic safety activities. Mini-grants related to traffic safety-related requests by law enforcement agencies, organizations, and schools were processed. Includes project monitoring and site visits.

402-16-24 Traffic Safety Public Information and Education/NDOR-HSO \$49,928.84

This project allocated funding to the HSO 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), and brochures. The HSO partnered with Nebraska Operation Lifesaver to influence driver behavior concerning railroad crossings by providing printing of the "Rail Safety Tips for Hunters & Fishermen." A contract with KOLN/KGIN TV displayed traffic safety messages and updates on website and station's Twitter feed. Awarded three mini-grants: (1) Nebraska DHHS Injury Prevention Program for a public information and education project to aid in the production of motor vehicle traffic fact sheets, social media messaging as deemed necessary, and to update website with pertinent traffic safety information; and (2) Nebraska Safety Council to conduct a statewide traffic safety public opinion survey of Nebraska drivers to for performance and baseline measures, and (3) provided funding for a speaker at the Road Ready Conference.

SPEED CONTROL PROGRAM AREA

402-16-32 Speed Program Coordination/NDOR-HSO \$3,963.22

This project allocated funding to the HSO for identified staffing costs, including personal services, travel and office expenses to coordinate, monitor, and audit speed program area grants and activities. The coordination and assistance provide an essential element in a successful speed awareness program. Assistance was provided to law enforcement agencies and organizations with scheduling, maintenance, delivery and return of the HSO's Speed Monitoring Trailer loaner units. Trailers were scheduled and delivery made to nine different law enforcement agencies across the State. Mini-grant contracts were reviewed for speeding enforcement, speed monitoring trailers, and speed detection equipment. Includes project monitoring and site visits.

402-16-35 Speed Public Information and Education/NDOR-HSO \$15.00

This project provided funding to the HSO for the development/creation/production/implementation of speeding educational messaging. No activity or funding was provided for education awareness. The HSO's loaner speed trailer was provided to nine agencies to slow traffic and raise speed awareness. During FY2016, the trailer was used in 23 percent of the HSP target counties.

SPEED ENFORCEMENT PROGRAM AREA

402-16-26 Traffic Law Enforcement/Nebraska Crime Commission \$63,604.22

This project grant was awarded to the Nebraska Law Enforcement Training Center for specialized/additional highway safety-related training available to all Nebraska law enforcement officers. The following courses were offered; three Standard Field Sobriety Testing (SFST) classes (155 students); two SFST Update were scheduled but cancelled due to lack of enrollment; two Radar Certification courses (109 students); two Laser Certification courses (109 students); three In-Car Camera Operation courses (165 students); one Intermediate Crash Investigation (11 students); one Technical Crash Investigation (15 students); Level One CAD Zone (cancelled); Traffic Crash Reconstruction Class (15 students) and three Advanced Roadside Impaired Driving Enforcement (ARIDE) (40 students). The radar recertification interactive CD training was distributed to law enforcement agencies. While the majority of the supported training involves, directly or indirectly, speeding activity, statewide training for preliminary and evidentiary breath testing instruments is also supported by this project, in part, because over 50% of the suspected drunk driving offenders are contacted for speed-related violations. Preliminary breath testing training was provided to 500 students; and, evidentiary breath testing training was provided to 625 students.

402-16-33 Speed Selective Overtime Enforcement/NDOR-HSO \$26,610.61

This project allocated funding to the HSO to award mini-grants for daytime and nighttime selective overtime speed enforcement to state and local law enforcement agencies with preference to the priority counties. Participating agencies were eligible for funding assistance for the additional overtime salaries and mileage. Law enforcement agencies were required to identify specific locations, time of day, day of week, etc. relating to reducing speed-related fatal, A and B injury crashes. During the project period the following five mini-grant contracts were awarded: Lincoln Police Department (3), Sarpy County Sheriff's Office (2) and Nebraska State Patrol (1). These grants resulted in a total of 544.5 hours of selective speed overtime enforcement with, 307 seat belt citations and 1,305 speeding citations for a total of 2,777 official citations and 1,509 contacts.

402-16-34 Speed Equipment/NDOR-HSO \$58,782.25

This project allocated funding to the HSO 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 posted speed limits. Additional consideration is given to those agencies in the "speed emphasis" counties to impact attitudes and driving behavior. During the project period 40 mini-grant contracts were awarded providing 66 radar units as follows: Police Departments – 19 contracts and Sheriff's Offices – 21 contracts. The 69 radar units that were awarded this fiscal year resulted in a total of 3,460 speeding citations and 4,605 speeding warnings.

SECTION 405b – OCCUPANT PROTECTION INCENTIVE GRANT

405b-16-09 Child Passenger Safety/Training/NDOR-HSO \$51,417.32

This project funded support for training and resources to Child Passenger Safety (CPS) instructors and technicians (i.e., mailings, brochures, videos, newsletters, and subscriptions to Safe Ride News for 18 instructors, and 140 LATCH manuals). Nebraska had 396 certified CPS technicians, and 20 inspection stations, covering 56 of the 93 counties in the state. There were 113 technicians that recertified out of 191 eligible to recertify, representing 59.2% compared to the national average of 56.3%. There were 166 technicians and 13 instructors at the annual Update, on March 22 and 23, 2016, in Kearney, NE. Technician trainings were held in Scottsbluff, Omaha (2), Hastings, and Lincoln (100 new technicians) and a special needs training, in Kearney, Safe Travel for All Children, trained eight.

Two mini-grants, three attendees, were awarded for the Lifesavers Conference, held in Long Beach, CA, April 2-4, 2016. Two mini-grant to CHI Good Samaritan, "Safe Travel for All Children" and Mary Lanning Hospital for CPS technician training.

405b-16-10 Occupant Restraint Information Support/NDOR-HSO \$256,339.00

The target to increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 2.1 percentage points from the calendar year usage from 79 percent to 81.1 percent was achieved. In 2016, 83.3 percent was reported in the 2016 observation survey for safety belt usage rates. This is an increase of 3.7 percentage points. Child restraint usage rate saw an increase from 96.9 percent to 98.4 percent in 2016.

- Contracted with IMG Communications for PSA's for "Click It or Ticket" mobilizations. Announcements made during Husker Football, Basketball, Baseball and Sports Nightly from July 2015 to June 2016. Instant replay boards and ribbon boards displayed occupant restraint messages during football games. Rotational signage displays at basketball and volleyball games. In addition, a full page color display in each football, volleyball and baseball game day programs for all home games. Press conference backdrop displays with CIOT safety messages.
- Contracted with Creighton University for courtside panels/ high visibility display panels with full color graphics, displayed at one-minute intervals during games. In-game live 10 sec. radio drop, exhibition, regular season and post-season game broadcasts on 1620 AM/KOZN. Contracted with University of Nebraska-Omaha Athletics/Omaha Sports Properties for 34 regular season hockey broadcast and 30 regular season Men's Basketball broadcasts.
- Two mini-grants awarded to: Nebraska Safety Council conducted a media campaign to inform and educate about occupant protection, focusing on teens, parents and the general public. There were television ads run, internet banner and internet ads, October – December 2016, and Department of Health and Human Services, Injury Prevention, Drive the Right Message, Parent Education Campaign to include media campaign and evaluation of media campaign and target reached.

405b-16-12 Child Passenger Safety/CSS Purchase/Distribution/NDOR-HSO \$21,554.01

Funding was provided to increase the availability of child safety seats for rural, low income, and minority communities where lack of child passenger protection is especially severe. This funding also provides up-to-date information to inspection stations that serve as resources for parents/caregivers. Eight mini-grants were awarded to: Four Corners Health District (York), Three Rivers District Health Department (Fremont), Mary Lanning Memorial HealthCare/Safe Kids South Central (Hastings), Western Community Health Resources (Chadron), Lincoln/Lancaster County Safe Kids (Lincoln), CHI Good Samaritan Hospital Foundation (Kearney), CHI Saint Elizabeth Foundation (Lincoln), and Brodstone Memorial Hospital/Good Beginnings (Superior) covering 24 counties. A total of 430 child safety seats were purchased for distribution to low income families and diverse populations.

405b-16-13 Occupant Protection Special Initiatives/NDOR-HSO \$104,804.31

This project allocated funds to HSO 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 funding for both the Nebraska annual safety belt and child safety seat observation surveys. As required, a copy of the “Nebraska Safety Belt Use 2016 Report Survey” was submitted to NHTSA in October 2016 for certification. The safety belt use rate for 2016 was 83.3%, up from 79.6% the previous year. The child restraint usage rate was the highest rate since the surveys began in 1999 at 98.4%, a 1.5% increase from 2015.
- Provided four mini-grants to provide overtime for all Nebraska State Patrol (NSP) Troop areas across the state to conduct 270 educational activities, reaching 148,635 individuals and disseminated over 25 press releases. These activities, conducted by NSP troopers, utilized the Seat Belt Simulator, the Rollover Simulator, Trooper Buck and the T-shirt shooter as methods to increase public awareness and education for the general public around young driver education and occupant protection. The mini-grant supported 1,545 hours of community service education overtime.

405b-16-14 Occupant Protection/Selective Overtime Enforcement/NDOR-HSO \$221,880.72

This project allocated funding for the HSO to award mini-grants to law enforcement agencies throughout the state to conduct occupant restraint selective overtime enforcement activities. Mini-grant contracts were awarded to police departments (22) and sheriff’s offices (35) and the Nebraska State Patrol (4) for the overtime salaries and mileage. These 61 contracts resulted in a total of 5,825 hours of selective seat belt overtime enforcement, 753 seat belt citations, 177 impaired driving arrests, 5,036 speeding citations, 8,556 total citations and 17,107 contacts.

SECTION 405c – STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENT GRANT

405c-16-01 E-Citations Automation \$361,276.90
Nebraska Commission on Law Enforcement and Criminal Justice

Provide funding to the Nebraska Crime Commission (NCC) to work on the Nebraska Criminal Justice Information System (NCJIS) with other agencies (Nebraska Department of Roads, Department of Motor Vehicles (DMV), Department of Health and Human Services, Courts, and Nebraska State Patrol (NSP) that deal directly with traffic records, to design an efficient collection and transmission of traffic record data. The target 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. A committee involving NSP, County Attorneys, NCC, and the Supreme Court met and developed a form and workflow to contact county attorneys, NCJIS and others on citation errors and reroute corrected data and images. In conjunction with the DMV the workflows were developed for non-commercial and commercial drivers, covering what forms will need to be generated in those instances involving different driver types. The forms and workflows have been provided to both Sleuth and TraCS developers (Affinity). Affinity provided draft forms and workflow. Workflows and forms are being modified by DMV and developers. The anticipate rollout to both platforms will be in 2016. The Omaha Police Department (OPD) has completed their own E-Citations system. NCC worked with the State Court Administrator to pursue the incorporation of e-Filing of tickets and criminal cases from users of CMS. This has been funded by the court but should greatly enhance the operation and processing of filing but development is ongoing. It is largely dependent upon the flow of PDF images.

Results:

Implementing expanded data collection in TraCS and Sleuth has been underway throughout the year and the number of law enforcement agencies now electronically generating citations is 40 and that includes the Nebraska State Patrol. Approximately 91 County Attorneys now receive NSP citations electronically (data and images) from NCJIS, eliminating the need for troopers to hand deliver them as well as reducing court/prosecutor data entry and speeding up the process. NCC is working to also provide local E-Citations electronically.

405c-16-03 Drivers E-Crash Reporting System Improvements \$25,000.00
Nebraska Department of Roads

This internal support project is to improve the accuracy, accessibility, and simplicity of Nebraska’s traffic data. The project provides a mechanism for linkage to other support data and automation. The latest Traffic Records Assessment completed for Nebraska recommended, as a major item, a component to implement electronic crash data reporting. The Department of Roads – Accident Records Section is working to provide drivers with an electronic means to enter and submit to the State the required vehicle crash report. This project gathered data beginning November 2013 and finished in March of 2014. Development and testing was completed in 2016. A limited functioning Driver’s Motor Vehicle Accident Report (DR41) site is available for testing and the scheduled release to the public is scheduled the first quarter of 2017.

405c-16-04 Investigator’s E-Crash Reporting System Improvements \$65,180.49
Nebraska Department of Roads

This internal support project is to improve the accuracy, accessibility, and timeliness of Nebraska’s traffic data. The project provides a mechanism for linkage to other support data and automation. The latest Traffic Records Assessment completed for Nebraska recommended, as a major item, a component to implement electronic crash data reporting. The Department of Roads – Accident Records Section is working to provide law enforcement with an improved electronic means to enter and submit vehicle crash reports. This project gathered data beginning January 2016 and development and testing was started in July 2016. Research options have led to a new input option for law enforcement and an updated database will also be designed starting in 2017.

405c-16-05 PAR XSD Reporting System Update \$26,997.63
Nebraska Department of Roads

This internal support project is to improve the accuracy, accessibility, and completeness of Nebraska’s traffic data. The project provides an electronic process for the crash data to be transmitted to the NDOR database. The latest Traffic Records Assessment completed for Nebraska recommended, as a major item, a component to implement electronic crash data reporting. The Department of Roads – Accident Records Section is working to provide accurate and timely crash data to law enforcement and Highway Safety Advocates. The project began in 2016 and developed code for the new MMUCC 4 standard. The scheduled release of the new XSD format is planned for the first quarter of 2019.

405c-16-11 Nebraska Emergency Medical Services Data Quality Assessment \$33,000.55
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 2014 and 2015 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.

This year DHHS staff compiled a statewide EMS working file that contained frequently used data elements for 2014 and 2015 data. They examined and analyzed each of the 2014 and 2015 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 2014 and 2015 EMS data being submitted. The eNARSIS data and Lincoln Fire and Rescue data were National Emergency Management System Information System (NEMSIS) compliant. Lincoln Fire and Rescue submitted their data quarterly. There were 373 active EMS services in Nebraska for FY2016.

405c-16-14 Crash Outcome Data Evaluation System (CODES) \$126,191.12
Nebraska Department of Health and Human Services

This project continued 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 2014 data from the four separate databases: Crash, EMS, Hospital Discharge Data (HDD) and Death Certificate after making some modifications of the linkage specifications. The data tables for the CODES Management Report were completed along with three State specific traffic safety applications on seatbelt use and alcohol impaired driving outcomes. Data requests from the Nebraska injury prevention program, Safe Kids Nebraska, Nebraska Safety Council, Nebraska Occupational Health program, local health departments and state legislators were fulfilled. DHHS worked closely with Nebraska state epidemiologists, the Injury Community Planning Group, and the Drive Smart Nebraska Coalition in the efforts to the 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, pedestrian injuries, traumatic brain injuries etc.).

405c-16-15 E-CODE Data Quality Assessment and Improvement \$26,779.07
Nebraska Department of Health and Human Services

This project provided 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 2014 E-CODE data was submitted by the Nebraska Hospital Association to DHHS. A 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 December 2015 and June 2016. Descriptive statistical analyses were completed based on the new 2014 hospital discharge data. The SAS DDE (Dynamic Data Exchange) method is applied to the 2014 E-CODE data quality reports. Statistical results were obtained for each of 88 acute care hospitals, as well as the State as a whole. The average number of days from hospital/ED discharge until data is entered into database for 2014 -2015 is 22.45 for a nine month period.

405c-16-16 Traffic Records Program Coordination/NDOR-HSO \$32,395.06

This project allocated funds to the HSO for identified staffing costs, including personal services, travel and office expenses to coordinate monitor, and audit traffic records program area grants and activities. This is an internal traffic records system support project to assist the HSO with the ability to support opportunities for HSO staff and other state/local agencies to assist in improving the linkage and automation of critical record systems, such as the crash 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. Funding was provided for time spent on project grants, e-Citations Automation, Driver’s E-Crash Reporting System, Investigator’s E-Crash Reporting System, PAR XSD Reporting System Upgrade Project, Emergency Medical Services Data Quality Assessment, Crash Outcome Data Evaluation System, E-CODE Data Quality Assessment and Improvement. This grant also provides a mechanism for local entities to apply for mini-grants to upgrade and improve their traffic records capabilities. Two mini-grants were awarded DHHS, one to bring in a trainer from Image Trend to provide Report Writer training to four employees, and the mini-grant provided funds to send three individuals to attend the Image Trend Emergency Data Systems Conference in St. Paul, MN.

The HSO staff attended the following conferences, workshops, meetings, trainings: HSO Nebraska CODES Advisory Committee meetings; Nebraska Traffic Records Coordinating Committee (TRCC) meetings. Includes project monitoring and site visits.

SECTION 405d – ALCOHOL-IMPAIRED DRIVING COUNTERMEASURES INCENTIVE GRANT

405d-16-02 In-Car Cameras/NDOR-HSO \$251,731.25

This project allocated funds to the HSO to award 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 the number of jury trials. During the project period, 46 mini-grant contracts were awarded providing 75 in-car camera systems as follows: Police Departments – 21 contracts and Sheriff's Offices – 25 contracts. The 76 in-car cameras that were awarded were used in 10,916 traffic stops.

405d-16-03 Breath Testing Equipment/NDOR-HSO \$61,250.00

This project allocated funding for the HSO to award 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 HSO. During the project period, 32 mini-grant contracts were awarded providing 106 preliminary breath testing units as follows: Police Departments – 15 contracts; Sheriff's Offices – 16 contracts and Other Agencies – 1 contract. The 183 preliminary breath testing instruments that were awarded this fiscal year resulted in 2,502 breath tests being conducted. Also, during the project period, 6 mini-grant contracts were awarded providing six evidentiary breath testing instruments as follows: Police Departments – 1 contract; and Sheriff's Offices – 5 contracts. These six evidentiary breath testing instruments that were awarded in FY2016 result in a total of 478 evidentiary breath test being conducted.

405d-16-04 DRE/ARIDE Training and Recertification/NDOR-HSO \$89,911.57

Allocated funding for the HSO to provide the administration of Nebraska's 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), annual in-service training for Nebraska's DREs and prosecutors and funding assistance for Nebraska's DREs and prosecutors to attend the IACP conference on impaired driving. The HSO sponsored a 2-Day Pre-School on April 25 & 26, 2016 and the 7-Day DRE training school was held on May 4 – 6 & 9 – 12, 2016. Twenty DRE candidates went through the training and nineteen completed all phases and have been certified as Drug Recognition Experts. The 2015 DRE in-service training was held on December 2, 2015, with two out-of-state presenters scheduled. Attendees included 78 Nebraska DREs, six deputy county attorneys and two toxicologists from the Nebraska State Patrol Crime Lab.

DRE related newsletters and articles were forwarded to all Nebraska DREs. Additionally, seven mini-grants were awarded to 4 Police Departments, 2 Sheriff's Office and 1 contract to the Nebraska State Patrol. Ten DRE Instructors and 22 DREs which provided funding assistance to attend the "22st Annual IACP DRE Conference on Drugs, Alcohol and Impaired Driving" held in Denver, Colorado, on August 13 – 15, 2016. While in Denver, Colorado six DRE Instructors and 15 DREs attended the "Understanding 420" which included a "green lab". Advanced Roadside Impaired Driving Enforcement (ARIDE) Training continued to be implemented in Nebraska. Six ARIDE classes were held training 102 officers.

405d-16-05 Alcohol Selective Overtime/NDOR-HSO \$202,844.23

This project allocated funding for the HSO to award 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. There were 65 mini-grant contracts awarded to 20 Police Departments, 19 Sheriff's Office Nebraska Game and Parks Commission 1 contract and 25 contracts to the Nebraska State Patrol. These 65 mini-grant contracts resulted in a total of 4,423.75 hours of selective alcohol overtime enforcement, 129 seat belt citations, 177 impaired driving arrests, 732 speeding citations, 153 open container citations, 143 minor in possession citations

and 2,823 total citations. The agencies conducting compliance checks visited 1,232 businesses with 69 being non-compliant and selling alcohol to underage individuals. Those 69 businesses were issued citations. Sixty-seven checkpoints were conducted by the following agencies: Nebraska Game & Parks Commission – 3, and, Nebraska State Patrol – 64.

405d-16-06 Alcohol Public Information and Education/NDOR-HSO

\$654,198.62

This project provided funding to the HSO 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. Provided funding for mini-grant contracts/agreements targeting alcohol-related problems:

- A mini-grant was awarded to National Safety Council to decrease underage alcohol consumption and driving. They educated and motivated teenagers about the dangers of underage drinking and driving, educated parents and adults about the consequences of providing access to alcohol to teenagers and provided information to educators about the effects of alcohol and how to spot potential dangers with students.
- A mini-grant was awarded to Nebraska Wesleyan University to decrease over-consumption of alcohol. They educated and motivated college students about the dangers of over-consumption and the effects on the body.
- A mini-grant was awarded to Nebraska Department of Health and Human Services to complete the Young Adult Alcohol Opinion Survey. The survey was completed in September 2016.
- The HSO entered into a one year sponsorship agreement with the Omaha Storm Chasers AAA Baseball team. The use of television, radio, print, video board with an impaired driving message was provided.
- The HSO 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 ad, hockey and soccer dasher board signs, banners, public address announcer copy, game inserts for regular hockey, soccer, basketball, softball and volleyball season.
- Contracted with IMG College, LLC for public service announcements for impaired driving restraint messages. Announcements were made during Nebraska Cornhusker football and volleyball 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 University of Nebraska Fall and Spring All Sports Guide.
- Contracted with IMG College, LLC for a sports marketing sponsorship of the Pinnacle Bank Arena Founding Partner that includes logo recognition in arena, one sponsor event each year, premium vendor space at the arena and banners, 24 main concourse signs, video board recognition, LED board signage, public address announcements and signage in the garages at the arena.
- Placed impaired driving ads in Hail Varsity magazine, the Spring and Fall Sports Guides and on the daily Hail Varsity radio program.
- The HSO secured a 12-month advertising package with MeTV. It included thirty-five :30 premium commercials and nineteen :30 bonus commercials.
- The HSO entered into a one year sponsorship agreement with the **Creighton University Athletics Department** for men's basketball courtside, highly visible display panels. Sponsor artwork is displayed in one-minute intervals throughout the game. Sponsorship also includes 1 :10 in-game live radio drop in.

405d-16-07 Special Alcohol Enforcement Initiatives and Equipment/NDOR-HSO

\$19,604.70

This project allowed the HSO to provide 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 to the Nebraska State Patrol to provide funding assistance to the Nebraska State Patrol Crime Laboratory to fund an additional scientist to assist with the urine testing associated with drug impaired driving cases.

405d-16-08 Felony Motor Vehicle Prosecution Unit \$186,318.00
Douglas County Attorney's Office

Funding assistance was provided to the Douglas County Attorney's Office to support a Felony Motor Vehicle Prosecution Unit (FMVPU) to consolidate felony motor vehicle cases for prosecution by specialized experienced attorneys. In addition to maintaining a full case load, the FMVPU attorneys held informational and collaborative meetings with law enforcement, federal and local agencies (Omaha Police Department, Immigration and Customs Enforcement, Douglas County Sheriff's Office and 24/7 program) to outreach on cases, build consensus on Felony Motor Vehicle Homicide Unit activities and address the change in law stemming from a Supreme Court decision, mid-summer, 2016. From October 1, 2015 through September 1, 2016 the Douglas County Attorney's Office charged the following felony motor vehicle charges: DUI's (3rd offense aggravated and above) – 318, Driving under Revocation – 163, DUIs resulting in Serious Bodily Injury – 10, Motor Vehicle Homicides – 18, Violation of Mobilization Device – 1, Manslaughter 0. For a total of 425 active cases.

- The overall conviction rate for Motor Vehicle Offenses increased from 90% during October 1, 2014 to September 30, 2015 to 91.3% from October 1, 2015 to September 30, 2016.
- The overall felony conviction rate rose to 74% from October 1, 2015 to September 30, 2016.
- The overall DUI conviction rate rose to 98% from October 1, 2015 to September 30, 2016.
- The DUI felony conviction rate rose to 78% from October 1, 2015 to September 30, 2016.

405d-15-09 Support of Evidence Based Environmental Strategies/NDOR-HSO \$302,086.72

Provided funds to support community based programs that employ environmental strategies to reduce underage drinking, over service to intoxicated persons, binge drinking, 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.

- Work group meet to discuss youth alcohol laws and inform the board of directors.
- Attended two conferences on substance abuse and youth: Coalition of Anti-Drug Communities of America (CADCA) and Alcohol Policy Conference.
- Provide an opportunity to host three meetings with the Nebraska Alcohol Policy Alliance and state coalitions.
- Disseminated a monthly newsletter, 17,000 were distributed over the funding period.
- Provided educational materials, approximately 5,450, that included: we want you back campaign materials, No Free Ride campaign materials and It's Just This Simple.
- Sent letters and youth alcohol law information to retail liquor license holders across the state, approximately 4,707 retailers were reached.
- Worked with the Nebraska Broadcasters Association to produce public service announcements supporting the No Free Ride campaign.
- PEM worked to coordinate a statewide law enforcement training and a date was set for October 2016.
- Held quarterly compliance checks with law enforcement officials reaching over 1,071 retail establishments.
- PEM held three work groups with law enforcement in November, May, and August. Meetings provided a platform for building collaboration and partnerships with law enforcement and the community.
- PEM held ten coalition meetings in the Omaha/Metro area with a range of topics. These coalition meetings are used to inform and educate about youth alcohol laws, build relationships in the community and local city/county officials.
- A focus group to review documents and gather suggestions to the existing "Community Frames" for adults working with youth in schools.
- The annual leadership conference was cancelled due to the student's schedules and a change in PEM staff.

**405d-16-10 24/7 Sobriety Program
Douglas County Corrections**

\$24,193.31

The 24/7 Sobriety Program is a pilot program with a target is to reduce alcohol-related traffic crashes and fatalities in Douglas County by reducing the number of repeat DUI arrests. The program includes participants who have been charged with a DUI 2nd offense or above, with the 24/7 program required as a condition of bond or probation. This project is set up to ensure compliance with sanctions for those participants who test positive for alcohol at twice daily breath testing or the use of a SCRAM bracelet. Immediately detain program violators in accordance with the court order for participation in the 24/7 program. First-time violators will be detained for 12 hours at the Douglas County Department of Corrections (DCDC). Second-time violators will be detained for 24 hours at the DCDC. Third-time and subsequent violators will have their bond revoked, and will be detained at the DCDC until such time as they can appear before a judge. During the grant period, Douglas County had 143 individuals complete the program. Douglas County is aware of eight occurrences of DUI recidivism among those who have completed the program during the first 14 months. Douglas County acknowledges that it is possible that others could have reoffended in other states, especially in Iowa, as Douglas County borders Iowa. The Rand Corporation will conduct an independent evaluation of program data on an ongoing basis. Participants on the breath testing protocol were 99.7% compliant with program expectations. SCRAM protocol participants were 99.6% compliant with program expectations. Program sanctions have been administered per program rules on all occasions when a participant has been in violation of program expectations. Douglas County has maintained 2 part-time Sobriety Technicians to conduct breath testing and conduct other routine program functions and 1 part-time Program Administrator to coordinate staff and administrative duties. Douglas County also provides a Corrections Officer to provide security and return any program violators to custody in accordance with program sanctions.

Program statistics below:

| FY2016 | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Total |
|-----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|------|-------|
| Beginning of month population | 72 | 74 | 76 | 82 | 91 | 90 | 91 | 94 | 97 | 97 | 87 | 84 | |
| Number of new placements | 17 | 16 | 21 | 26 | 14 | 24 | 20 | 19 | 16 | 14 | 16 | 17 | 220 |
| Number completing program | 15 | 14 | 15 | 17 | 15 | 23 | 17 | 16 | 16 | 24 | 19 | 19 | 210 |
| End of month population | 74 | 76 | 82 | 91 | 90 | 91 | 94 | 97 | 97 | 87 | 84 | 82 | |
| # of breath test violations | 11 | 8 | 11 | 11 | 11 | 11 | 1 | 13 | 12 | 5 | 15 | 3 | 112 |
| # of SCRAM violations | 1 | 2 | 1 | 3 | 3 | 1 | 1 | 2 | 7 | 3 | 2 | 3 | 29 |
| # of test 'no shows' | 3 | 2 | 7 | 0 | 9 | 6 | 10 | 5 | 3 | 7 | 5 | 4 | 61 |
| # jailed for 12 hours | 4 | 4 | 6 | 4 | 4 | 5 | 1 | 10 | 7 | 4 | 9 | 3 | 61 |
| # jailed for 24 hours | 1 | 3 | 4 | 2 | 4 | 3 | 0 | 2 | 2 | 1 | 4 | 0 | 26 |
| Number jailed & referred to court | 2 | 1 | 1 | 5 | 2 | 3 | 0 | 1 | 3 | 0 | 2 | 0 | 20 |

SECTION 405f – MOTORCYCLIST SAFETY GRANT

405f-16-01 Motorcycle Public Information and Education/NDOR-HSO

\$1,200.00

This project provided funds to the HSO for the State’s membership fee for the National Association of State Motorcycle Safety Administrators (SMSA). Only the one year renewal of the SMSA membership was expended.

405f-16-02 Motorcycle Training Assistance/NDOR-HSO

\$14,010.39

This project provided the HSO with motorcycle safety funding and mini-grants for motorcycle training assistance. A mini-grant contract was awarded to the Nebraska Department of Motor Vehicles (DMV) who conducted two motorcycle update training course to 50 training instructors. The DMV held one new Motorcycle Instructor Training adding seven new instructors and four motorcycle instructors who conducted Quality Assurance Visits (QAV) at eight motorcycle training sites across the state.

SECTION 148 – HIGHWAY SAFETY IMPROVEMENT PROGRAMS

HSIP (38) Click It or Ticket – Selective Overtime Enforcement – Occupant Protection \$125,000.00 NDOR-HSO

This project grant from the NDOR HSIP funding to the HSO to award mini-grants to law enforcement agencies to conduct statewide occupant restraint selective overtime enforcement for the November 2015 “Click It or Ticket” Mobilization activities. Participating agencies were provided funding assistance for the overtime salaries. During the project period 58 mini-grant contracts were awarded to 23 Police Departments and 34 Sheriff’s Offices; and the Nebraska State Patrol. These 58 mini-grant contracts resulted in a total of 3,009 hours of selective overtime enforcement, 253 seat belt citations, 2,086 speeding citations, and 67 impaired driving arrests. A total of 3,717 citations and 8,806 total contracts.

HSIP (39) Click It or Ticket – Public Information and Education – Occupant Protection \$50,000.00 NDOR-HSO

This grant from the NDOR HSIP funding was awarded to the HSO for public information and education support. These funds were used by the HSO for the development/creation/production/implementation of occupant protection messages during the “Click It or Ticket” (CIOT) Mobilization. The CIOT public information and education campaign was conducted November 1 - 30, 2015. The campaign combined targeted messaging for gas station pump toppers, truckside advertising, and social media and radio ads across the state.

- The HSO entered into a Gas Pump Agreement with AllOver Media for the months of November 2015 – February 2016. The safety message “Buzzed Driving is Drunk Driving – Report Drunk Drivers. Saves Lives. Call *55 or 911” along with the Click It or Ticket Day & Night logo. The safety message was placed on pump toppers and fill boards at 80 gas stations in 47 towns in 22 counties. The estimated impression for 30 days of advertising is 8,196,000. (\$14,100.00)
- The HSO entered into a Truckside Agreement with AllOver Media for the months of November 2015 – February 2016 with the safety message “Buzzed Driving is Drunk Driving – Report Drunk Drivers. Saves Lives. Call *55 or 911” along with the Click It or Ticket Day & Night logo. Twelve delivery service trucks wrapped with trucksize impactful images stress the need for citizens to report drunk drivers immediately by dialing 911 or *55 on their cell phone and to use their safety belt every day. The trucks covered Nebraska routes from east to west and north to south. The estimated impression for 30 days of advertising is 9,967,500. (\$21,000.00)
- A mini-grant contract was awarded to the Nebraska Safety Council for Public Service Announcements for the CIOT/YDDYL paid media campaign for the months of November and December. The social media campaign along with 289 radio ad spots were placed with the CIOT/YDDYL message across the state. (\$14,900.00)

HSIP (40) You Drink & Drive. You Lose. – Selective Overtime Enforcement – Alcohol \$225,000.00 NDOR-HSO

This project grant from the NDOR HSIP funding was awarded to the HSO for enforcement mini-grants. These mini-grants were awarded to law enforcement agencies to conduct impaired driving selective overtime enforcement for the December 2015/January 2016 “You Drink & Drive. You Lose.” Crackdown. Participating agencies were provided funding assistance for the overtime salaries. During the project period 54 mini-grant contracts were awarded 22 Police Departments, 31 Sheriff’s Offices and one to the Nebraska State Patrol. These 54 mini-grant contracts resulted in a total of 4,746 hours of selective overtime enforcement, 388 seat belt citations, 3,481 speeding citations, and 385 impaired driving arrests. A total of 11,061 citations were issued and 13,694 contacts were made. Two checkpoints were conducted by the Scotts Bluff County Sheriff’s Office.

HSIP (41) You Drink & Drive. You Lose. – Public Information and Education – Alcohol \$100,000.00 NDOR-HSO

This grant from the NDOR HSIP funding was awarded to the HSO for public information and education support. It provides funding for the development/creation/production/implementation of impaired driving messages during the “You Drink & Drive. You Lose.”(YDDYL) Crackdown. The YDDYL public information and education campaign was

conducted December 2015/January 2016. The campaign combined targeted messaging for gas station pump toppers, truckside advertising, and social media and radio ads across the state.

- The HSO entered into a Gas Pump Agreement with AllOver Media for the months of November 2015 through February 2016. The safety message “Buzzed Driving is Drunk Driving – Report Drunk Drivers. Saves Lives. Call *55 or 911” along with the Click It or Ticket Day & Night logo. The safety message was placed on pump toppers and fill boards at 80 gas stations in 47 towns in 22 counties. The estimated impression for 30 days of advertising is 16,392,000. (\$48,000.00)
- The HSO entered into a Truckside Agreement with AllOver Media for the month of November 2015 through February 2016 with the safety message “Buzzed Driving is Drunk Driving – Report Drunk Drivers. Saves Lives. Call *55 or 911” along with the Click It or Ticket Day & Night logo. Twelve delivery service trucks wrapped with trucksize impactful images stress the need for citizens to report drunk drivers immediately by dialing 911 or *55 on their cell phone and to use their safety belt every day. The trucks covered Nebraska routes from east to west and north to south. The estimated impression for 30 days of advertising is 19,935,000. (\$28,200.00)
- A mini-grant contract was awarded to the Nebraska Safety Council for Public Service Announcements for the CIOT/YDDYL paid media campaign during the months of November and December. The social media campaign along with 578 radio ad spots were placed with the CIOT/YDDYL message across the state. (\$23,800.00)

Nebraska Department of Roads Highway Safety Office
P.O. Box 94612
5001 South 14th
Lincoln, Nebraska 68509
402/471-2515
Fax: 402/471-3865
<http://www.roads.nebraska.gov/safety/hso/>