

# NEBRASKA OFFICE OF HIGHWAY SAFETY



## 2014 HIGHWAY SAFETY PLAN Annual Evaluation Report



# NEBRASKA OFFICE OF HIGHWAY SAFETY

## 2014 HIGHWAY SAFETY PLAN Annual Evaluation Report

October 1, 2013 – September 30, 2014

Dave Heineman  
Governor  
State of Nebraska

Randall D. Peters  
P.E., Director  
Nebraska Department of Roads  
Governor's Highway Safety Representative

Fred E Zwonechek  
Nebraska Highway Safety Administrator

Nebraska Office of Highway Safety  
P.O. Box 94612  
5001 South 14th  
Lincoln, Nebraska 68509  
402/471-2515  
Fax: 402/471-3865  
[www.transportation.nebraska.gov/nohs](http://www.transportation.nebraska.gov/nohs)

## Table of Contents

Executive Summary.....	1
Introduction.....	1
Mission Statement .....	1
Traffic Safety Core Performance Measures .....	1
Additional Outcome Performance Measures.....	1
Crash Data Summary.....	2
Nebraska Priority Counties for Fiscal Year 2014.....	3
Results – Traffic Safety Performance (Core Outcome) Measures .....	5
Results – Activity Performance Measures .....	11
Results – Additional Outcome Performance Measures (State Data).....	12
Highway Safety Communication/Media Plan .....	15
Enforcement Mobilizations.....	17
Nebraska Annual Traffic Safety Study, May 2014 Results .....	19
Financial Summary.....	25
Project Description/Summaries By Program Areas .....	22

# Executive Summary

## INTRODUCTION

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

During Fiscal Year (FY) 2014, a total of \$6,386,519.17 was expended from federal highway safety funding allocations Sections 402, 405/405b, 408/405c, 410/405d, 2010/405f, Highway Safety Improvement Program (148), and Office of Juvenile Justice and Delinquency Prevention funds to a total of 487 individual projects and 77 project grants. Sixty percent of the funds were awarded to or to directly benefit local cities, counties, municipal government agencies, and non-profit organizations. The remainder was awarded to state agencies for traffic safety projects.

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

## MISSION STATEMENT

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

## TRAFFIC SAFETY CORE PERFORMANCE MEASURES

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

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

## ADDITIONAL OUTCOME PERFORMANCE MEASURES

Utilizing Nebraska data for fatal and injury (\*A and ^B type) crashes, four-priority emphasis areas have been identified: 1) alcohol-impaired crashes; 2) occupant restraint use; 3) speed-related crashes, and 4)

youth-involved (ages 16 to 20) crashes. A fifth emphasis area (“all other factors”) is utilized to address other issues when appropriate. (\* A = Disabling Injury; ^ B = Visible, but not disabling injury)

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

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

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

## CRASH DATA SUMMARY

While 2014 crash data was not yet available at the time the annual report was being compiled, progress is determined by comparing actual 2008-2012 crash data with 2013 because initial program activity begins in 2013. The 2012 and 2013 Crash Data was projected at the time of the Highway Safety Plan submission and have been revised in this report with actual 2012 and 2013 numbers.

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

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

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

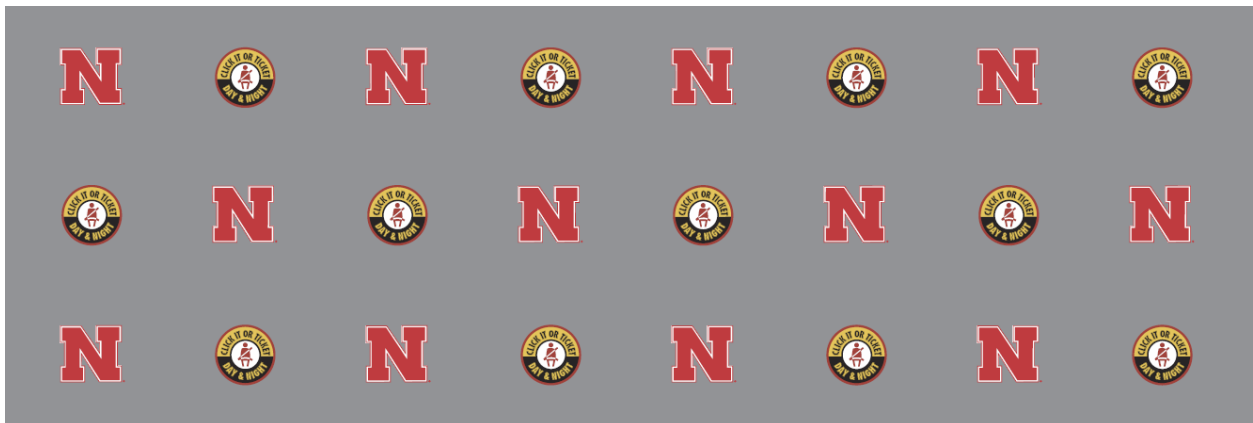
- The number of persons injured also decreased from the 2008-2012 calendar base average of 16,853 to 16,083 in 2013.
- Nebraska continues to experience success in reducing the total number of reported fatal, A and B injury crashes as the number of miles driven decreased 0.8 percent from the previous year.
- Traffic deaths decreased by .05 percent (212 in 2012 to 211 in 2013) and the traffic fatality rate remained the same for both years per 100 million vehicle miles traveled.

### NEBRASKA PRIORITY COUNTIES FOR FISCAL YEAR 2014

<b>NEBRASKA PRIORITY COUNTIES FOR FY2014</b>									
COUNTY CRASH RATE compared to STATE CRASH RATE									
PER 100 MILLION MILES									
<b>Congressional District</b>	<b>County</b>	<b>2011 FAB Crashes</b>	<b>FAB Crash Rate</b>	<b>Alcohol Rate</b>	<b>Speed Rate</b>	<b>Youth 16-20 Rate</b>	<b>All Other Factors Rate</b>	<b>Low Occ/Prot Percentage</b>	<b>2010 Population*</b>
Three	<b>Adams</b>	84	<b>35.9</b>	<b>4.7</b>	1.7	<b>10.7</b>	<b>29.5</b>	74.9%	31,364
Three	<b>Buffalo</b>	124	20.9	2.0	0.8	4.9	16.0	74.1%	46,102
One	<b>Cass</b>	67	16.7	3.0	<b>2.2</b>	2.5	18.0	74.4%	25,241
Three	<b>Custer</b>	41	25.0	<b>3.7</b>	<b>4.3</b>	5.5	11.4	<b>50.0%</b>	10,939
One	<b>Dakota</b>	47	24.5	<b>3.6</b>	1.6	4.2	17.1	75.2%	21,006
Three	<b>Dawson</b>	69	16.4	2.9	<b>2.6</b>	3.8	10.9	<b>58.1%</b>	24,326
One	<b>Dodge</b>	115	<b>33.3</b>	<b>3.2</b>	1.7	<b>7.5</b>	<b>28.3</b>	77.1%	36,691
One	<b>Douglas</b>	1,201	<b>27.1</b>	3.0	1.0	<b>7.1</b>	<b>23.1</b>	74.2%	517,110
One	<b>Gage</b>	69	<b>29.1</b>	<b>5.5</b>	<b>2.5</b>	<b>8.4</b>	<b>21.1</b>	<b>69.1%</b>	22,311
Three	<b>Hall</b>	201	<b>32.3</b>	<b>4.3</b>	<b>3.1</b>	<b>10.4</b>	<b>24.9</b>	<b>71.2%</b>	58,607
Three	<b>Hamilton</b>	40	13.7	1.0	1.4	2.7	11.3	<b>51.3%</b>	9,124
One	<b>Lancaster</b>	939	<b>39.8</b>	<b>3.9</b>	1.8	<b>12.8</b>	<b>34.1</b>	86.5%	285,407
Three	<b>Lincoln</b>	128	21.8	<b>3.1</b>	<b>3.6</b>	<b>8.0</b>	15.2	<b>66.8%</b>	36,288
One	<b>Madison</b>	89	<b>30.4</b>	<b>3.1</b>	<b>2.4</b>	<b>9.9</b>	<b>24.9</b>	<b>69.9%</b>	34,876
One	<b>Otoe</b>	47	19.1	2.8	<b>2.0</b>	5.3	14.2	<b>57.8%</b>	15,740
Three	<b>Platte</b>	120	<b>40.1</b>	2.7	<b>2.0</b>	<b>13.0</b>	<b>35.4</b>	<b>68.8%</b>	32,237
Three	<b>Saline</b>	47	<b>39.1</b>	<b>11.6</b>	<b>3.3</b>	<b>11.6</b>	<b>24.1</b>	<b>54.4%</b>	14,200
One/Two	<b>Sarpy</b>	303	24.7	1.6	1.8	<b>9.9</b>	<b>21.2</b>	84.4%	158,840
One	<b>Saunders</b>	56	<b>26.3</b>	2.3	<b>3.3</b>	5.6	<b>20.7</b>	<b>71.4%</b>	20,780
Three	<b>Scotts Bluff</b>	109	<b>35.3</b>	<b>5.5</b>	<b>3.6</b>	<b>11.3</b>	<b>26.2</b>	<b>69.6%</b>	36,970
One	<b>Seward</b>	55	14.6	0.8	1.3	5.3	12.5	<b>70.0%</b>	16,750
One	<b>Washington</b>	53	<b>27.5</b>	<b>3.6</b>	1.6	<b>10.9</b>	<b>22.3</b>	83.0%	20,234
Three	<b>York</b>	57	16.2	<b>3.1</b>	1.7	3.4	11.4	<b>72.3%</b>	13,665
<b>23 County Population</b>									1,488,808
<b>Statewide</b>		<b>4,998</b>	<b>25.7</b>	<b>3.1</b>	<b>1.9</b>	<b>7.3</b>	<b>20.6</b>	<b>73.9%</b>	<b>1,826,341</b>
Blue indicates High Crash Rates for Alcohol, Speed and Youth and Red indicates Low Occupant Protection Usage									81.5%
Data taken off 2011 Standard Summaries, Fatal, A / B Injuries, Statewide and County									of Population
*U.S. Census Bureau									Revised 3/1/2013
Nebraska 2011 data will continue to be the most current data for the FY2014 Plan									

## FISCAL YEAR 2014 HIGHLIGHTS

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



## RESULTS – TRAFFIC SAFETY PERFORMANCE (CORE OUTCOME) MEASURES

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

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

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

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

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

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

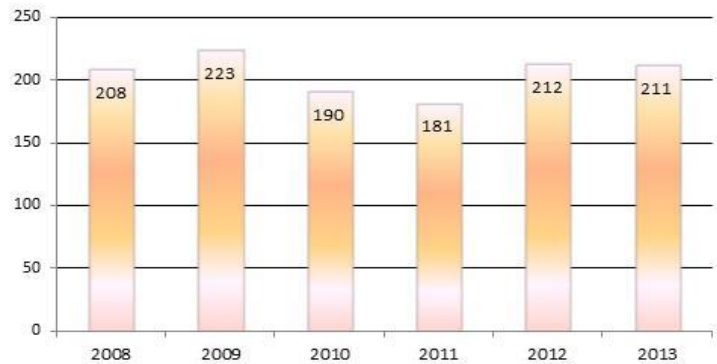


**Note:** 2012 Crash Data in the Goals were projected at the time of the Highway Safety Plan submission. The **Result** of the Goal reflects actual 2012 and 2013 Crash Data. Nebraska Traffic Data for 2014 is unavailable at this time.

**C-1) TRAFFIC FATALITIES (FARS)**

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

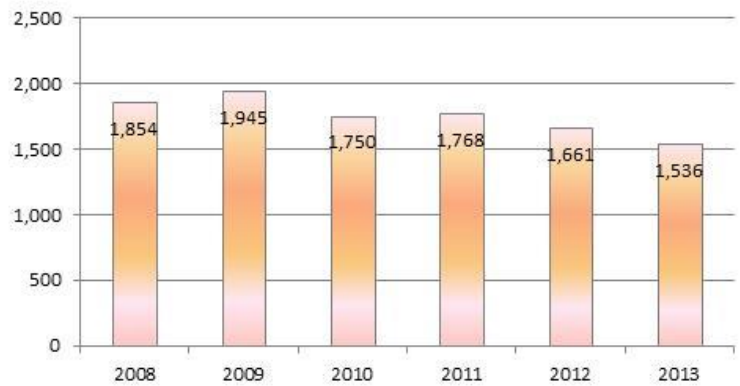
**Result:** Traffic fatalities increased 3.9 percent from the 2008-2012 calendar base year average of 203 to 211 in 2013.



**C-2) SERIOUS INJURIES (STATE DATA 2013)**

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

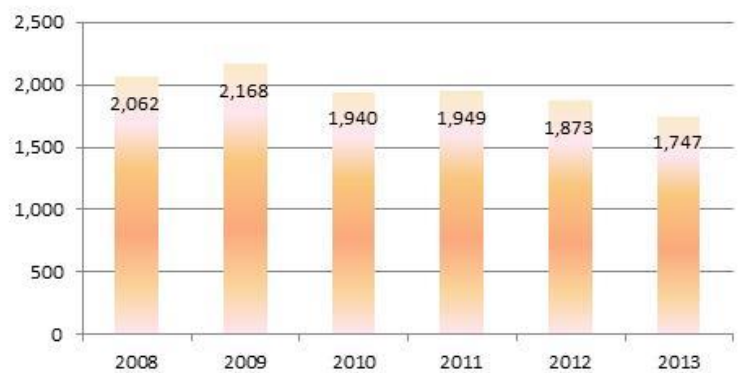
**Result:** Serious injuries decreased by 16.9 percent from the 2008-2012 calendar base year average of 1,796 to 1,536 in 2013.



**FATALITIES AND SERIOUS INJURIES (STATE DATA 2013)**

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

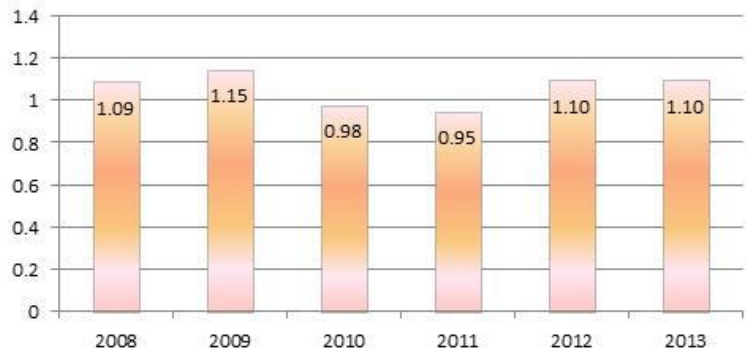
**Result:** Traffic fatalities and serious injuries were decreased by 14.4 percent from the 2008-2012 calendar base year average of 1,998 to 1,747 in 2013.



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

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

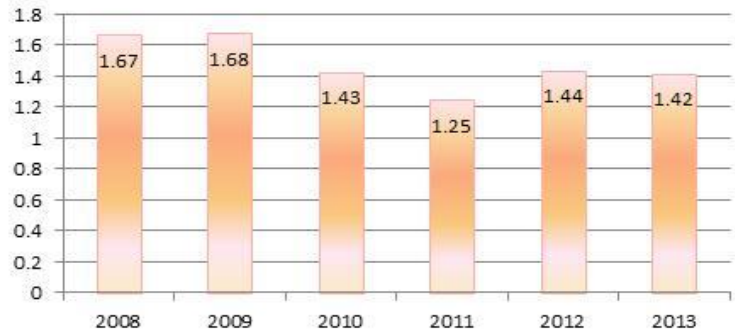
**Result:** Fatalities/VMT increased 0.05 points from the 2008-2012 calendar base year average of 1.05 to 1.10 in 2013.



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

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

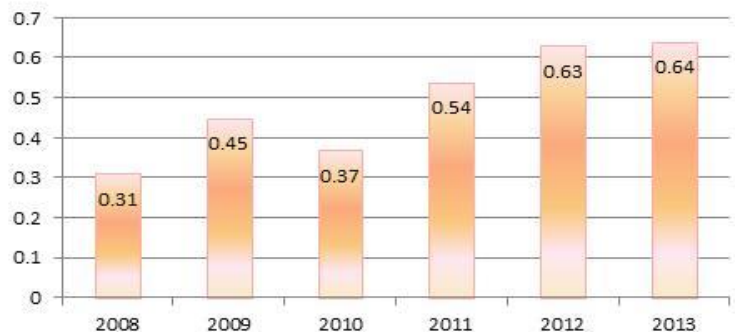
**Result:** The rural fatalities/VMT data decreased .07 points from the 2008-2012 calendar base year average of 1.49 to 1.42 was reached in 2013.



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

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

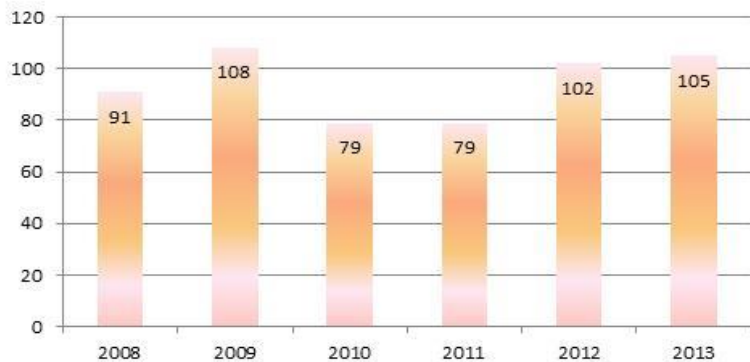
**Result:** The urban fatalities/VMT increased by .18 points from the 2008-2012 calendar base year average of 0.46 to 0.64 was reached in 2013.



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

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

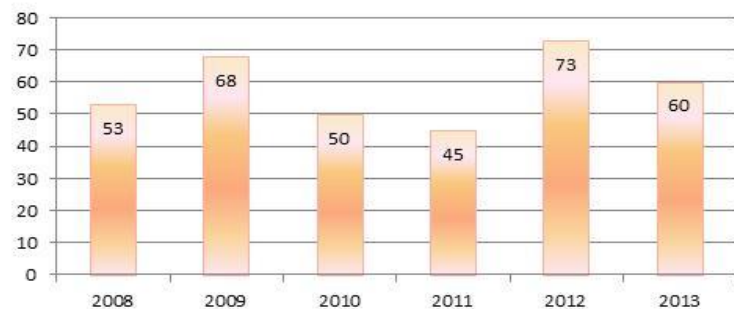
**Result:** Unrestrained passenger vehicle occupant fatalities in all seating positions increased by 12.6 percent from the 2008-2012 calendar base year average of 92 to 105 in 2013.



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

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

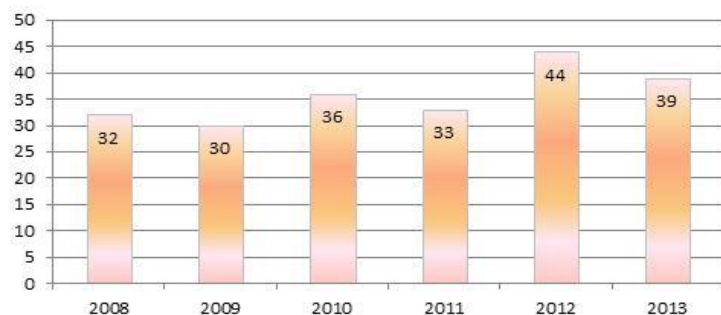
**Result:** Alcohol-impaired driving fatalities (BAC=.08+) increase by 3.7 percent from the 2008-2012 calendar base year average of 58 to 60 in 2013.



#### C-6) SPEED-RELATED FATALITIES (FARS)

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

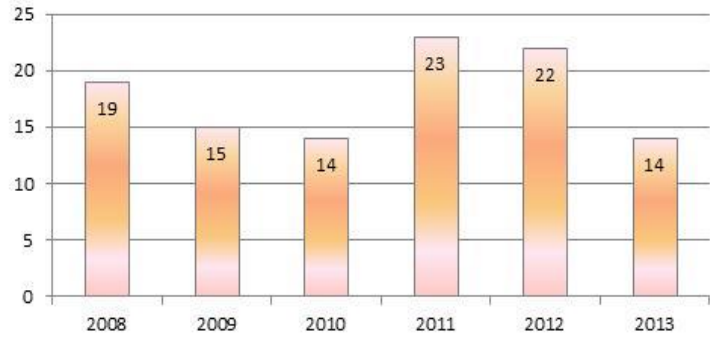
**Result:** Speed-related fatalities increased by 10.3 percent from the 2008-2012 calendar base year average of 35 to 39 in 2013.



### C-7) MOTORCYCLIST FATALITIES (FARS)

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

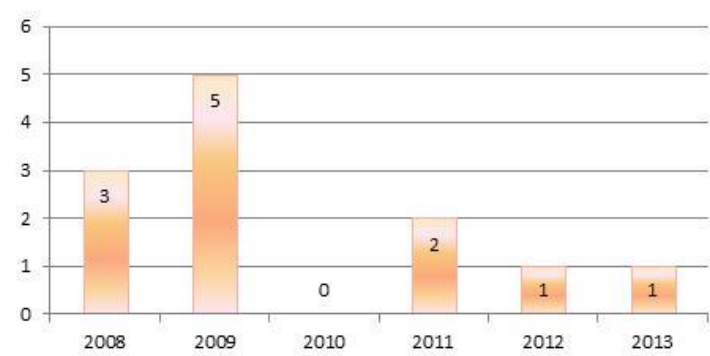
**Result:** Motorcyclist fatalities decreased by 32.9 percent from the 2008-2012 calendar base year average of 19 to 14 in 2013.



### C-8) UNHELMETED MOTORCYCLIST FATALITIES (FARS)

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

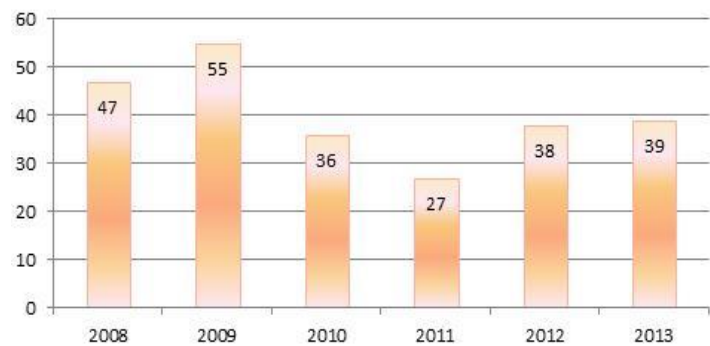
**Result:** Unhelmeted motorcyclist fatalities decreased by 120.0 percent from the 2008-2012 calendar base year average of 2 to 1 in 2013.



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

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

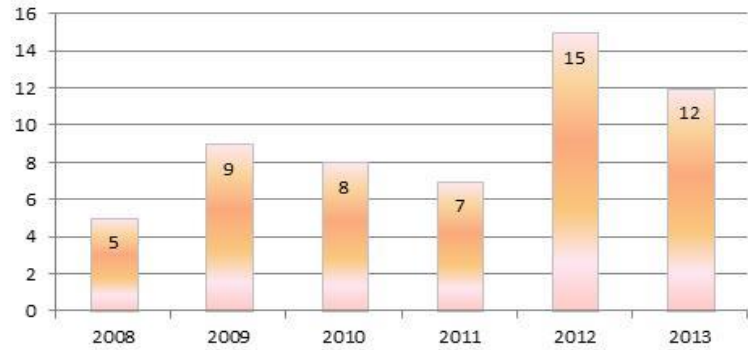
**Result:** Young drivers age 20 or younger involved in fatal crashes decreased by 4.1 percent from the 2008-2012 base year average of 41 to 39 in 2013.



**C-10) PEDESTRIAN FATALITIES (FARS)**

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

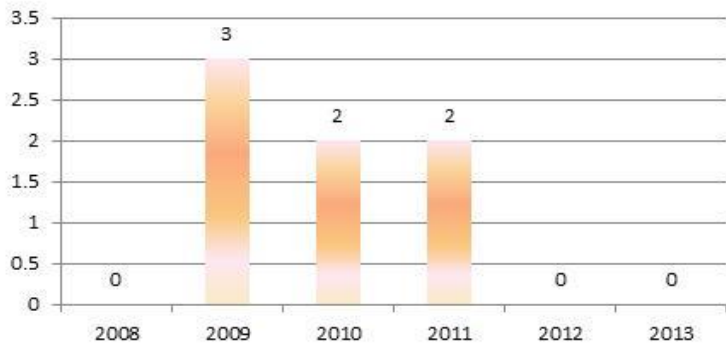
**Result:** Pedestrian fatalities decreased by 26.7 percent from the 2008-2012 base year average of 9 to 12 in 2013.



**C-11) BICYCLIST FATALITIES (FARS)**

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

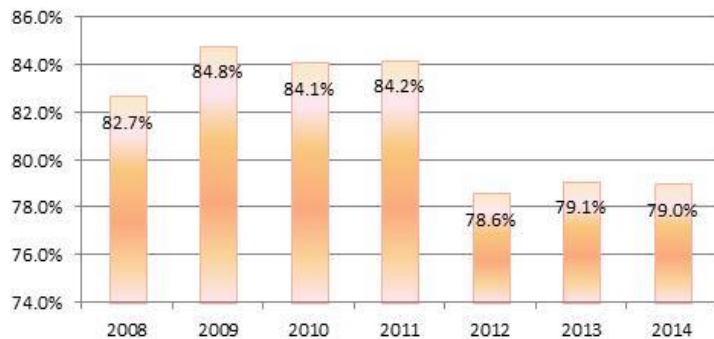
**Result:** Bicyclist fatalities decreased by 100 percent from the 2008-2012 base year average on 1 to 0 in 2013. NOTE: Bicyclist fatalities was not a required performance target in 2014.



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

**Goal:** To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4 percent from the 2008-2012 calendar base year average usage rate of 82.9 percent to 86.2 percent in 2014.

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

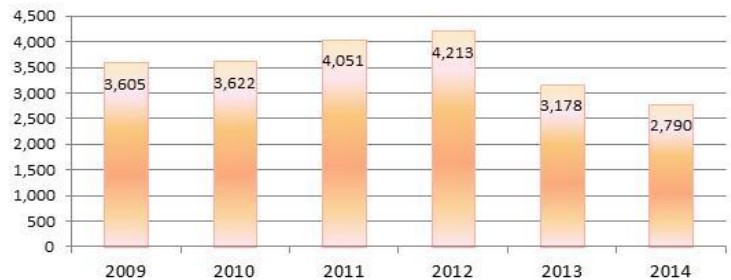


## RESULTS - ACTIVITY PERFORMANCE MEASURES

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

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

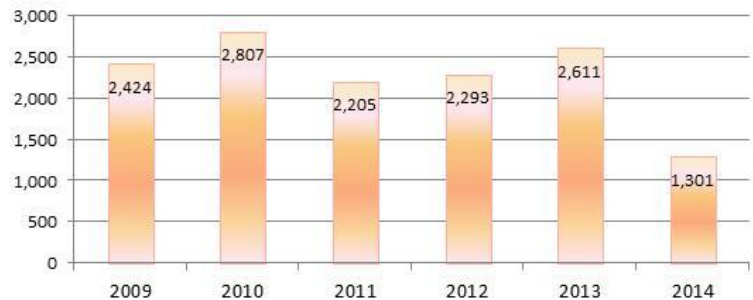
**Result:** In 2014, there was a decrease of 13.9 percent in safety belt citations from the 2013 calendar base year of 3,178 to 2,790.



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

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

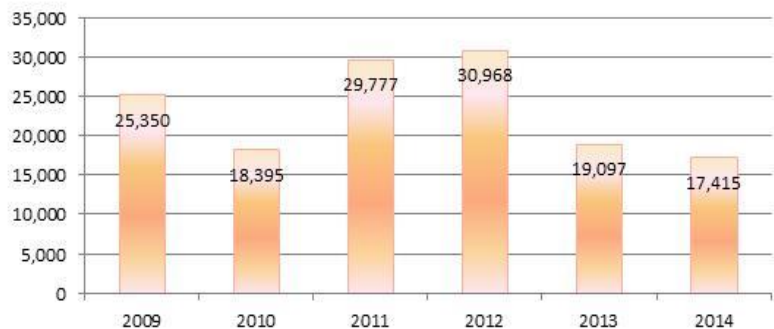
**Result:** There was a 50.2 percent decrease in alcohol-impaired driving arrests from the 2013 calendar base year of 2,611 to 1,301 in 2014.



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

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

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





## RESULTS – ADDITIONAL OUTCOME PERFORMANCE MEASURES (STATE DATA)

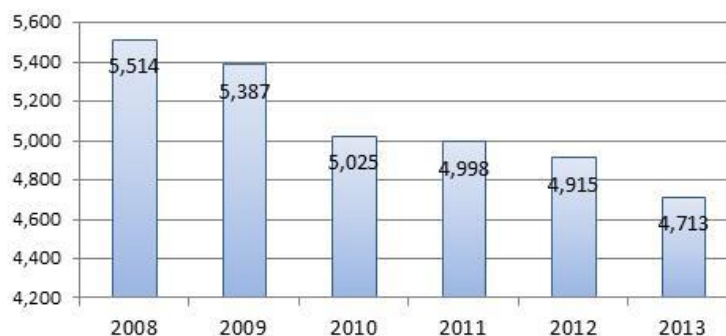
	2008	2009	2010	2011	2012	2013
Fatal, A and B Injury Crashes	5,514	5,387	5,025	4,998	4,915	4,713
Alcohol-Impaired Fatal, A and B Crashes	685	628	580	610	653	550
Speed-Related Fatal, A and B Injury Crashes	400	423	454	374	371	334
Youth-Involved Fatal, A and B Injury Crashes	1,725	1,742	1,576	1,414	1,402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

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

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

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

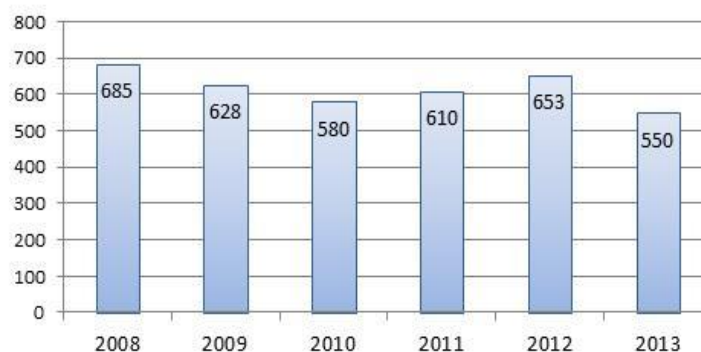
**Result:** Fatal, A and B injury crashes decreased by 9.65 percent from the 2008-2012 calendar base year average of 5,168 to 4,713 in 2013.



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

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

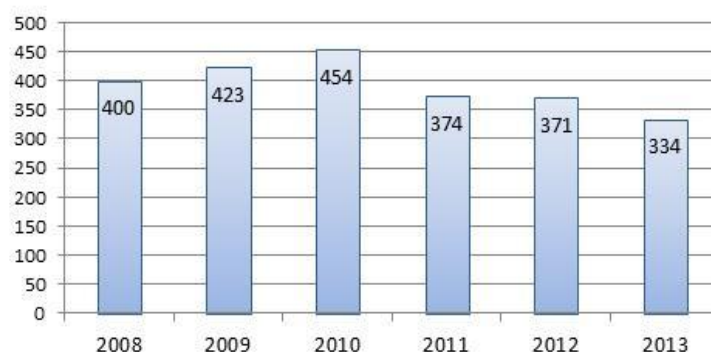
**Result:** Alcohol-impaired fatal, A and B injury crashes decreased by 14.76 percent from the 2008-2012 calendar base year average of 631 to 550 in 2013.



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

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

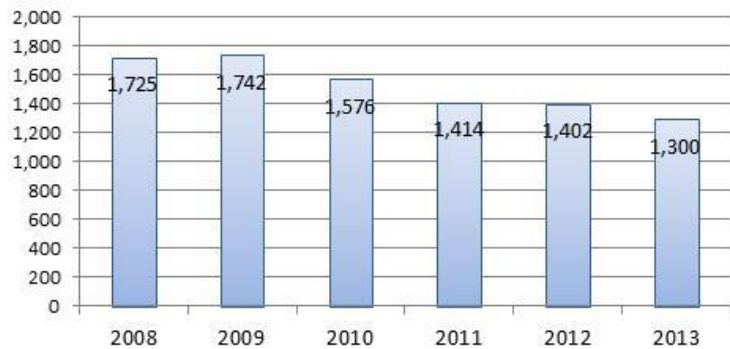
**Result:** Speed-related fatal, A and B injury crashes decreased by 21.08 percent from the 2008-2012 calendar base year average of 404 to 334 in 2013.



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

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

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

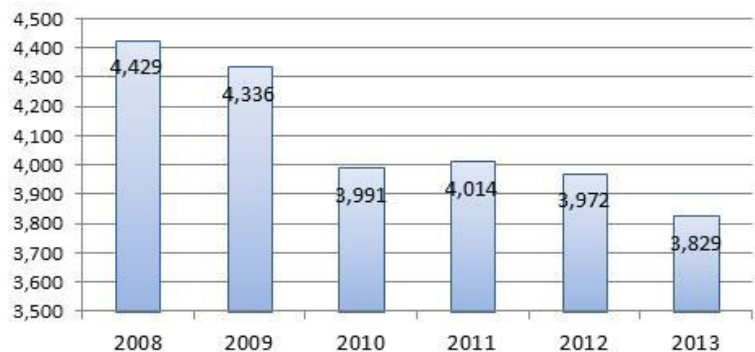


### ALL OTHER FACTORS\* - FATAL, A AND B INJURY CRASHES (STATE DATA)

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

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

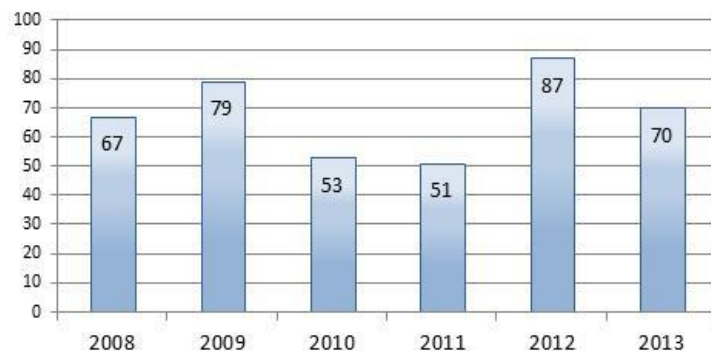
**Result:** All other factors - fatal, A and B injury crashes decreased by 8.34 percent from the 2008-2012 calendar base year average of 4,148 to 3,829 in 2013.



### ALCOHOL-IMPAIRED DRIVING FATALITIES (STATE DATA)

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

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



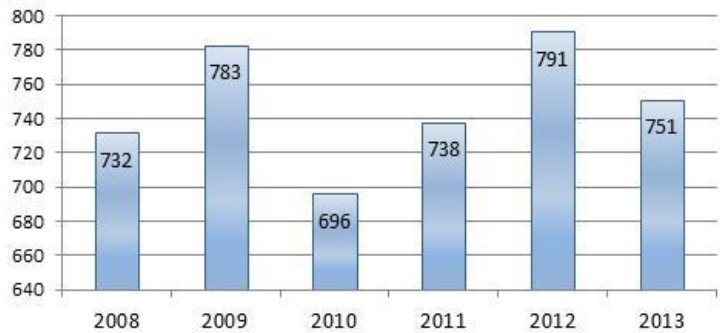


**DISTRACTED DRIVER\* - FATAL, A AND B INJURY CRASHES (STATE DATA)**

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

**Goal:** To decrease distracted driver - fatal, A and B injury crashes by 10 percent from the 2008-2012 calendar base year average of 736 to 662 by December 31, 2014.

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

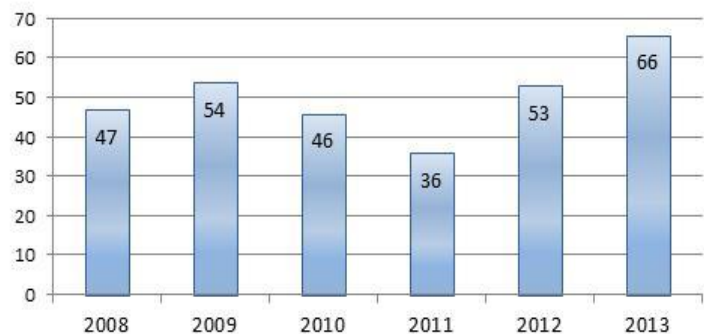


**NIGHTTIME (6 P.M. – 6 A.M.) UNRESTRAINED FATALITIES IN FATAL, A AND B INJURY CRASHES\* (STATE DATA)**

\*Includes Not Used and Unknown

**Goal:** To decrease nighttime (6 p.m. – 6 a.m.) unrestrained fatalities in fatal, A and B injury crashes by 10 percent from the 2008-2012 calendar base year average of 47 to 42 by December 31, 2014.

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



## HIGHWAY SAFETY COMMUNICATION/MEDIA PLAN

### PAID MEDIA

In FY2014, the Nebraska Office of Highway Safety (NOHS) used National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA)/Highway Safety Improvement Plan (HSIP) funding to support paid media marketing/advertising activities for several identified priorities of traffic safety subjects. The NOHS identifies and utilizes those marketing/advertising strategies that will be most effective in communicating those critical messages to the appropriate targeted demographic groups in the appropriate geographic locations at the appropriate times.

- The NOHS utilizes these paid marketing/advertising opportunities messaging primarily targeting 18 to 34 year old males: 1) television; 2) radio; 3) movie screens; 4) pump top/handle; 5) truck side billboards/banners; 6) high school, collegiate and professional sports marketing; 7) social media/digital electronic; and 8) print (newspapers/magazines).
- The NOHS used these various paid media methods for:
  - 1) Occupant Restraints (**Click It or Ticket/It Only Takes a Second to Save a Life**);
  - 2) Impaired Driving (**Drive Sober or Get Pulled Over/You Drink & Drive. You Lose./Report Every Drunk Driver Immediately Dial \*55 or 911**);
  - 3) Underage Drinking (**Tip Line 1-866-MUST-BE-21**);
  - 4) Distracted Driving (**Just Put It Down**);
  - 5) Motorcycle Safety (**Ride Aware. Drive Aware**); and
  - 6) Railroad Grade Crossing Safety (**Operation Lifesaver**).
- The NOHS also increases the number of paid media marketing/advertising during the national **Click It or Ticket** Mobilizations and **Impaired Driving** Crackdowns. Special **Underage Drinking** campaigns are also conducted around the prom/graduation, vacation break, and start of school periods.



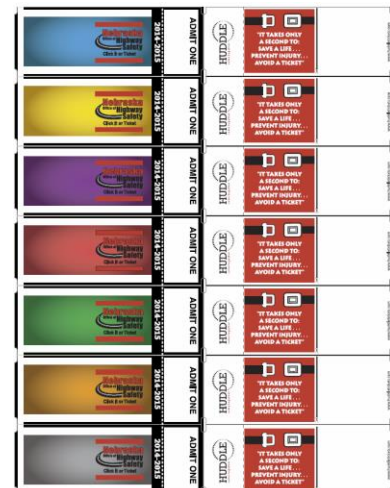
The largest portion of annual paid media expenditures are directed to impaired driving and seat belt use.

### PUBLIC INFORMATION & EDUCATION (PI&E) MATERIALS

In FY2014, the NOHS continued to support the traffic safety program with printed public information and education materials that are available for free to the general public. These brochures, posters, manuals, wallet cards, enforcement law visor cards, metal signs, and other items provide information on all traffic safety-related issues, including but not limited to, seat belts, air bags, child passenger safety, rail grade crossing safety, DUI prevention, bicycle/pedestrian safety, motorcycle safety, aggressive/distracted driving and weather-related driving issues.

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

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



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

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

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

## EARNED MEDIA

In FY2014, the NOHS continued to utilize the Governor's Office, Nebraska State Patrol, Department of Health and Human Services, Department of Motor Vehicles, Department of Roads and other highway safety partners to assist with kick off news conferences/events for the national and state enforcement mobilizations and other traffic safety issues.

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



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

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

## SOCIAL MEDIA

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

## ENFORCEMENT MOBILIZATIONS

### BACKGROUND

Nebraska participated in the three national traffic enforcement efforts plus one additional statewide enforcement campaign. This includes the national May 2014 “Click It or Ticket” (CIOT) mobilization and the national impaired driving crackdown August/September “You Drink & Drive, You Lose.” (YDDYL). Two other enforcement mobilizations were held. In November 2013, Nebraska held its Thanksgiving week CIOT mobilization. In December 2013/January 2014, the NOHS participated in the national impaired driving crackdown with the state’s YDDYL Crackdown.



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

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

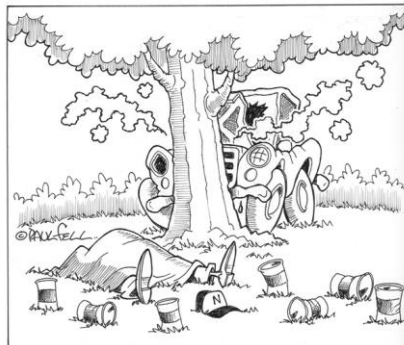


**DON'T DRINK  
AND DRIVE.**

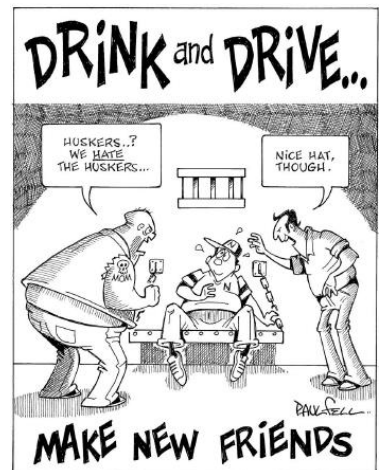


**THE VIEW IS MUCH BETTER  
AT MEMORIAL STADIUM.**

**DON'T DRINK  
AND DRIVE.**



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





## RESULTS

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

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

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

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

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



## NEBRASKA ANNUAL TRAFFIC SAFETY STUDY, MAY 2014 RESULTS

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

The first question was open-ended and asked respondents to name the biggest problem in Nebraska today. Roads and safety-related responses included distracted drivers (19%), drunk/impaired driving (5%) and traffic and road conditions (26%).

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

2014

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

Respondents were asked to rate three specified problems on a 1 to 5 scale, with 5 as very important and 1 as not at all important. Both distracted driving (with a mean score of 4.47) and drunk driving (mean score of 4.43) were named as bigger problems than the fuel tax situation (3.62) by a significant margin.

### On a 1-5 scale, with 5 as very important and 1 as not at all important, how would you rate the following problems in Nebraska:

2014

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

## IMPAIRED DRIVING

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

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

2014

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

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

### Do you think the Nebraska penalties for drunk driving are:

2014

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

Respondents were next asked whether they favor or oppose each of six specific penalties for drunk driving. All six were favored by a majority of respondents. Leading the list of those favoring was jail terms for previous offenses (83%), followed by mandatory treatment for offenders (78%); then mandatory interlock ignition for all first-time offenders (70%); mandatory

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

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

Eight percent (8%) of respondents indicated they had driven while impaired by alcohol but still under the legal limit in the last 60 days.

<b>In the last 60 days, have you ever driven while impaired by alcohol, but still under the legal limit?</b>	<b>2014</b>
Yes	8%
No	92%

**CORE QUESTION:** About one in five respondents (21%) indicated they had driven within two hours after drinking alcoholic beverages at least once in the last 60 days.

<b>In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?</b>	<b>2014</b>
Never	79%
Once	10%
2-5 times	9%
More than 5 times	2%

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

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

**CORE QUESTION:** Less than half of the respondents (46%) indicated that had seen or heard something about drunk driving enforcement by police in the last 30 days.

**In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?** **2014**

Yes	46%
No	54%

## SAFETY BELTS

**CORE QUESTION:** Four out of five respondents (80%) indicated they always wear safety belts when they drive or ride.

**How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pickup?** **2014**

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

For the fifth straight year, a majority of respondents (58%) indicated that law enforcement officers should be allowed to stop drivers and ticket them for not wearing a seat belt.

**Should law enforcement officers be allowed to stop drivers and ticket them for not wearing a seat belt?** **2014**

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

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

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

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

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

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

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

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

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

Yes	18%
No	82%

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

Yes	71%
No	29%



**CORE QUESTION:** Less than a fourth of respondents (24%) indicated they had seen or heard something about seat belt law enforcement by police in the last 60 days.

In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?	2014
Yes	24%
No	76%

**SPEED**

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

On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph:	2014
Most of the time	11%
Half the time	16%
Rarely	49%
Never	25%

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

On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph:	2014
Most of the time	6%
Half the time	9%
Rarely	35%
Never	50%

**CORE QUESTION:** Just over a third of respondents (37%) indicated they had heard something about speed enforcement by police in the past 30 days.

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?	2014
Yes	37%
No	63%

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

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

---

**DISTRACTED DRIVING**

---

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

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

---

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

<b>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?</b>	<b>2014</b>
Support	66%
Oppose	32%
Don't know	2%

---

More than 9 out of 10 (92%) indicated support for a law that would allow law enforcement to stop a driver and ticket them solely for texting while driving, while 7% opposed that and 1% had no opinion.

<b>Would you support or oppose a law that allows law enforcement to stop a driver and ticket them solely for texting while driving?</b>	<b>2014</b>
Support	92%
Oppose	7%
Don't know	1%

---

**MISCELLANEOUS**

---

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

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

---

A majority of respondents (56%) indicated that drivers over the age of 70 should be required to drive as part of their test every time they renew their license, while 40% opposed such a requirement and 4% had no opinion.

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

---

**DEMOGRAPHICS**

---

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

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

---

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

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

---

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

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

---

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

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

---

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

Phone Type	2014
Landline	81%
Cell Phone	19%

---

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

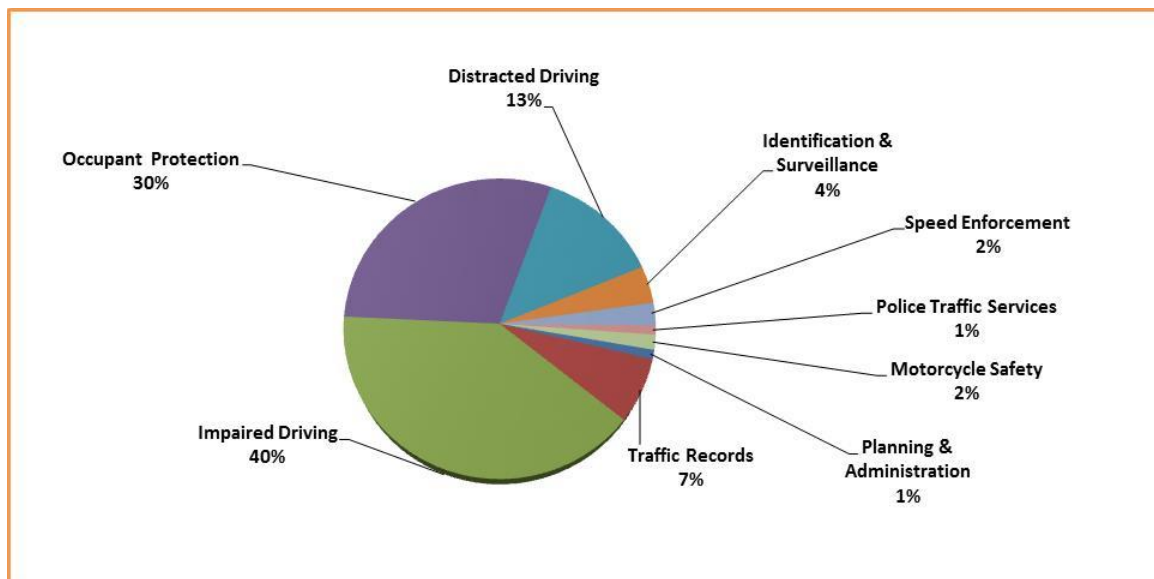
Gender	2014
Male	50%
Female	50%

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

## FINANCIAL SUMMARY

### SUMMARY OF FISCAL YEAR 2014 COUNTERMEASURE PROGRAMS

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



## PROJECT DESCRIPTION/SUMMARIES BY PROGRAM AREAS

### Section 402 State and Community Highway Safety Projects by Program Area

#### PLANNING AND ADMINISTRATION PROGRAM AREA

**402-14-01      Planning and Administration/NOHS      \$105,881.20**

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

NOHS assistance and support was provided to develop the Nebraska Performance-Based Strategic Traffic Safety Plan. The Nebraska Performance-Based Strategic Traffic Safety Plan FY2015 was completed and submitted to National Highway Traffic Safety Association (NHTSA) Region 7 Office on June 30, 2014.

The Statewide Traffic Safety Public Opinion Survey of Nebraska Drivers was conducted and completed in May 2014. The survey was included in the FY2015 Highway Safety Plan.

The annual observation Nebraska Safety Belt Survey was completed in August 2014 and the Nebraska Child Safety Seat Survey was finalized in October 2014. As required, a copy of the "Nebraska Safety Belt Use 2014 Report Survey" was submitted to NHTSA on August 27, 2014 for certification.

The Nebraska Occupant Protection Assessment was conducted on June 16-20, 2014.

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

**402-14-02      Auditing/NOHS      \$0.00**

No project was engaged because no audit was scheduled for the Nebraska Office of Highway Safety during this grant year.

#### ALCOHOL PROGRAM AREA

**402-14-06      Nebraska Collegiate Consortium (NCC) to Reduce High Risk Drinking      \$214,431.19**  
**University of Nebraska at Lincoln – Nebraska Prevention Center for Alcohol and Drug Abuse**

This grant funding provides technical assistance to develop specific strategic plans, develop campus/community initiatives to reduce high-risk drinking, develop and support brief intervention programs designed to reduce high-risk drinking, liaison with national meetings and organizations, provide skill building opportunities, maintain an effective educational website and list serve, provide technical assistance on the analysis of existing databases and the development of new surveys. This project has developed the CAP (College Alcohol Profile) web-based interactive brief intervention that provides students with immediate personalized and localized comparison for their drinking practices with those of their college peers. Five mini-grants to four member institutions and one NCC collaborative were made in this project year. The NCC continues expanded program initiatives directed to soliciting





**402-14-25 Traffic Training/NOHS \$28,955.24**

Funding assistance was provided through mini-grants to agencies and/or organizations to attend traffic safety-related training/conferences. This project provides assistance to improve and expand the knowledge of law enforcement and traffic safety interested professionals. This project helps to enhance skills to increase local resources and assist in addressing identified highway safety problems in Nebraska. Through this project twelve mini-grant awards were issued to: Nebraska State Patrol, Jefferson County Sheriff's Office, Saline County Sheriff's Office, Central Nebraska Community Services, Good Samaritan Hospital, Grand Island Police Department; Hall County Sheriff's Office, MADD Nebraska, Nebraska Safety Center (2); Washington County Sheriff's Office, and Fairbury Police Department.

**402-14-39 Prosecutorial Response to DUI Crimes/Nebraska Department of Justice \$99,925.96**

This project provides funding to continue to staff a statewide "Traffic Safety Resource Prosecutor" (TSRP) position to aid local prosecution and law enforcement personnel in improving their effectiveness and efficiency in the handling of traffic-related cases with a significant majority of those being impaired driving-related. The TSRP provides critical support and training to local prosecutors, judges, and law enforcement officials. The TSRP served as the lead prosecutor in twelve DUI cases, seven DUI motor vehicle homicide cases, and a prosecution consultant in two DUI cases involving admissibility of HGN and drug impaired driving. On 43 occasions advised County Attorneys on a variety of alcohol issues which included drafting briefs and conducting legal research. Technical assistance and legal research was provided to sixteen county prosecutors. The TSRP updated and presented "Cops in Court" training and DUI training at the Nebraska Law Enforcement Training Center (NLETC), and presented DUI Legal Update at the Nebraska County Attorney Association to county attorneys. A presentation was given on how to testify as an expert witness at the Nebraska State Patrol's Post Crash Inspection for commercial motor vehicle enforcement officers.

**402-14-40 Project Night Life Expansion/Omaha Police Department \$115,123.22**

This project expands the Omaha Police Department Project Night Life grant. The project focuses on teen drivers with emphasis on reinforcing awareness and education of area police officers regarding the Nebraska's graduated licensing provisions with special emphasis on teen impaired driving. Efforts include involving surrounding local law enforcement agencies to create more awareness, education, and enforcement efforts surrounding the Omaha area. Using school assembly presentations to teens and their parents, Omaha PD officers have successfully engaged the community. Grant funding includes monthly selective enforcement efforts concentrating on high crash locations involving young drivers. Project Night Life selective enforcement operations logged 280 hours of selective enforcement and related activity. A total of 3,162 citations were issued. Since the inception of the project in 2005 the fatal, A and B injury crashes have declined from 434 (Driver Ages 15-19) to 188 in 2013 for 56.7 percent reduction. Likewise the alcohol-related fatal, A and B injury crashes for the drivers, age 15-19, have declined from 18 in 2005 to 10 in 2013 for a 44.4 percent reduction.

**402-14-41 Judicial/Prosecution Training/NOHS \$3,695.00**

One mini-grant was awarded to the Douglas County Attorney's Office for three deputy county attorneys to attend the National District Attorneys Association, Prosecuting Drug Cases Course, September 8-12, 2014, in Las Vegas, NV.

**OCCUPANT PROTECTION PROGRAM AREA**

**402-14-03 Occupant Protection Program Coordination/NOHS \$34,562.23**

This project funds the NOHS for identified staffing costs, including personal services, travel and office expenses to coordinate, monitor, and audit occupant protection program area grants and activities. The coordination and assistance provide an essential element in a successful occupant restraint/protection awareness program. Project assistance is provided with ongoing public information/education activities and supporting national campaigns. NOHS staff attended seminars, conferences, workshops, meetings, training, etc. to impact attitudes regarding occupant restraint/protection use among Nebraska's motoring public and to increase use rates. As examples,





(CIDRI) coalition currently has 827 members. A variety of activities were used to educate, engage, and motivate Nebraskan to wear their seat belts through speaking engagements, special meetings, and events which reached 8,300 individuals. Over 7,500 Nebraskans completed the Honor Roll. Fifteen Honor Roll Awards were presented by the Governor to the various businesses and organizations that increased seat belt use.

**POLICE TRAFFIC SERVICES PROGRAM AREA**

**402-14-27      Traffic Selective Overtime/NOHS      \$42,014.48**

This project provided funding to the NOHS to award mini-grants for law enforcement agencies in the twenty-three priority counties to conduct selective overtime enforcement activities. Six mini-grants contracts were awarded to one police department, two sheriff’s office and three to the Nebraska State Patrol for the overtime salaries and mileage. These contracts resulted in a total of 951.5 hours of selective seat belt overtime enforcement, 40 seat belt citations, 9 impaired driving arrests, and 331 speeding citations. The total number of citations issued was 724.

**TRAFFIC RECORDS PROGRAM AREA**

**402-14-30      Traffic Records/NOHS      \$0.00**

No funding was expended because another funding source was utilized.

**402-14-31      Computer System/NOHS      \$1,193.46**

Funding was provided to the NOHS for the purchase of toner for the printers. These items are used to enhance research and analysis capabilities of traffic safety issues.

**DISTRACTED DRIVING PROGRAM AREA**

**402-14-13      Distracted Driving Public Information and Education/NOHS      \$47,401.99**

This project provided funds to NOHS for the development/creation/production of distracted educational messaging. This includes print and electronic messaging, multimedia campaigns (including paid media), local agency/organization mini-grants, and special distracted driving educational related equipment purchases. Through this project five mini-grant awards were issued to the Nebraska Safety Council for television media campaign airing a distracted driving messages, 647 ad spots were aired plus banner ads on websites each month; Four Corners Health Department multi-media distracted driving campaign; Nebraska Department of Motor Vehicles conducted a radio media campaign to reinforce the message of the dangers of distracted driving, emphasizing texting being unlawful, for three months, there were 255 ad spots aired plus banner ad on website and the Nebraska Safety Council for a radio media campaign placing 248 ad spots promoting Distracted Driving Awareness six months. The “Distract A Match” games were used by six organizations to create awareness of the dangers of distract driving.

**402-14-22      Preventing Distracted Driving Among Teenage Drivers      \$26,799.47**  
**Department of Health and Human Services**

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

## IDENTIFICATION AND SURVEILLANCE PROGRAM AREA

### **402-14-19 Youth Public Information and Education/NOHS \$27,334.90**

This project provided funds to NOHS for the development/creation/production of youth-related traffic safety-related educational messaging, materials, and education programs. This includes print and electronic messaging, multimedia campaigns (including paid media), local agency/organization mini-grants, and special educational related equipment purchases. Funding includes support for the toll-free TIP line (1-866-MUST-BE-21) to report underage drinking. A multi-media campaign (posters, mall displays, and radio ads) was initiated to promote the TIP line. Seven youth Public Information & Education mini-grant awards were awarded: 1) Area Substance and Alcohol Prevention (Save a Life Tour/188 attendees), 2) Creating Captains (10 youth camps/1,213 attendees); 3) Gering Police Department for a Multicultural Youth Conference (294 attendees); 4) Gordon/Rushville Public Schools for a distracted/impaired driving assembly (830 attendees); 5) Logan View Public Schools (FCCLA National Convention/2 attendees); Sandhills Public Schools (Save a Life Tour/95 attendees) and to the Nebraska Department of Health and Human Services to engage the “Teens in the Driver Seat” safety program.

### **402-14-21 Youth Program Coordination/NOHS \$18,487.10**

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

### **402-14-23 Traffic Safety Program Coordination/NOHS \$120,205.36**

This project funds the NOHS for identified staffing costs, including personal services, travel and office expenses to coordinate, monitor, equipment inventory, and audit general traffic safety-related program area grants and activities (excluding the areas of alcohol, occupant restraints, youth, and speed). The coordination and assistance provide an essential element to traffic safety awareness programs. The NOHS staff attended the following conferences, workshops, meetings, trainings: NOHS Nebraska Advocates for Highway Safety Meetings; NOHS Nebraska CODES Advisory Committee Meetings; Nebraska Traffic Records Coordinating Committee Meetings; Nebraska Department of Roads (NDOR) Interagency Safety Committee 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.

### **402-14-24 Traffic Safety Public Information and Education/NOHS \$57,405.87**

This project provides funding to the NOHS for the development/creation/production/implementation of other general traffic safety issue educational messaging. This includes print, electronic, and web-based media messaging, multimedia campaigns (including paid media), local agency/organization mini-grants, and special educational related equipment purchases. Funding was used for the Associated Press Wire Service, Universal Information Service (newspaper clippings), brochures, and law books. NOHS partnered with Nebraska Operation Lifesaver to influence driver behavior concerning railroad crossings by providing printing of the “Rail Safety Tips 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: Nebraska DHHS Injury Prevention Program for a public information and education project to aid in the production of motor vehicle traffic fact sheets, create messaging as deemed necessary, and to update website with pertinent traffic safety information; Lincoln Children’s Museum to conduct a public information and education event called “Safe Kids, Smart Kids”; and to Nebraska Safety Council to conduct a Statewide Traffic Safety Public Opinion Survey of Nebraska Drivers to establish a baseline for measurements.



**402-14-34 Speed Equipment/NOHS****\$50,981.25**

This project provides funding to the NOHS to award mini-grants to state and local law enforcement, with preference to agencies in the priority counties, to assist with the purchase of new speed detection equipment to enforce Nebraska speed limits. Additional consideration is given to those agencies in the “speed emphasis” counties to impact attitudes and driving behavior. During the project period 23 mini-grant contracts were awarded providing 36 radar units as follows: Police Departments – 15 contracts and Sheriff’s Offices – 20 contracts. The 57 radar units that were awarded this fiscal year resulted in a total of 882 speeding citations and 2,297 speeding warnings.

**SECTION 405/405b – OCCUPANT PROTECTION INCENTIVE GRANT****405/405b-14-09 Child Passenger Safety/Training/NOHS****\$5,000.00/\$36,034.79**

This project funds the NOHS to provide resources to Child Passenger Safety (CPS) instructors and technicians to enhanced training and parent education (i.e., mailings, brochures, videos, newsletters, and subscriptions to Safe Ride News for 355 technicians, 60 LATCH manuals, and CPS training Vehicle Simulator seat). Nebraska had 366 certified CPS technicians and 24 inspection stations. There were 102 CPS technicians recertified out of 166 technicians eligible to recertify, which is 61.4% compared to the national average of 56.4%. Approximately 170 technicians attended the CPS Technician Update held on March 18 – 19, 2014, in Kearney, NE.

**405b-14-10 Occupant Restraint Information Support/NOHS****\$231,086.25**

The goal to increase the occupant protection usage rate to 82.9 percent was not achieved. The 2014 seat belt observation survey usage was 79.0 percent. Child safety seat usage rate increased from the prior year (95.6%) to 96.9 percent. The overall goal of 100% usage was not achieved.

- A mini-grant was awarded to the Nebraska State Patrol; Troop A, C and H, Public Safety Education Campaign for overtime at high schools from October 1 to November 30, 2013. Twenty-five troopers worked 171.50 overtime hours at 33 activities including schools, companies, open houses, fire departments, etc. They utilized the T-shirt shooter with “Belt Up or Suffer the Pain” and “Are you putting me on?” and provided “Don’t Text & Drive” wrist bands. A total of 8,560 adults, teens and children were in attendance.
- The 1011Now.com/myTV KOLN KGIN DT promoted “Click It or Ticket” in January:
  - KSNB New Year’s Resolution, January 11 – 27, 2014, 10 ads, plus one bonus :30 second commercial,
  - AFC Championship, January 1, 2014, 14 ads, plus one bonus :30 second commercial,
  - KNPL AFC Championship, January 19 – 31, 2014, 9 ads, plus one bonus :30 second commercial.
- The 1011Now.com/myTV KOLN KGIN DT for streaming video “Click It or Ticket” in February through July.
- Contracted with KNTK FM 93.7/THE TICKET “The 5:00 Hour on Drop the Mike” for a “Click It or Ticket” text line and live reads promoting CIOT from June through September.
- Paid to post indoor advertising with impaired driving messages in Lincoln and Omaha bars, fitness centers, and eating establishments throughout the year.
- Placed CIOT advertisement, “Going On Vacation” in the Prairie Fire newspaper in February, March and July.
- NOHS placed a safety message in two editions of the Nebraska Sheriff magazine. The ad read “Law Enforcement Traffic Stops = Lives Saved Everyday – Click It or Ticket/Drive Sober or Get Pulled Over.”
- Placed a CIOT message, “It Takes a Second to: Save a life...Prevent Injury...Avoid a ticket” on school program tickets across Nebraska at 225 schools (2,432,500 tickets) for the 2014/2015 school year.
- Printed May/June CIOT Mobilization packets for distribution to law enforcement.
- Placed a “Click It or Ticket” safety message logo which is strategically placed on the media backdrop for all the Cornhusker athletic press events, for coaches and players, both home and away games.
- Placed motorcycle/impaired driving/occupant protection signage at 10 Nebraska race tracks across the state. In addition, promotional key chains, stickers and T-shirts were produced and distributed at the racetracks.
- NHTSA conducted an Occupant Protection Assessment in Nebraska on June 16 - 20, 2014.

**405b-15-11 Child Passenger Safety/Community CPS Services/NOHS \$20,519.56**

This project provided funds to the NOHS to train Child Passenger Safety (CPS) instructors and technicians for enhanced training and parent education. Four mini-grants were awarded to University of Nebraska, Northeast Research and Extension Center, to administer CPS technician trainings in Kearney, Lincoln, Omaha, and Scottsbluff, resulting in 67 technicians trained.

**405/405b-14-12 Child Passenger Safety/CSS Purchase/Distribution/NOHS \$30,000.00/\$15,000.00**

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. Ten mini - grants were awarded to: Lincoln-Lancaster Health Department (Lincoln), Three Rivers District Health Department (Fremont), Mary Lanning Memorial HealthCare (Hastings), National Safety Council, Nebraska (Omaha), Good Samaritan Hospital Foundation (Kearney), Sarpy/Cass Department of Health (Papillion), St. Elizabeth Foundation (Lincoln), St. Francis Memorial Hospital (West Point), Great Plains Medical Center Foundation (North Platte), and Public Health Solutions District Health Department (Crete) to purchase a total of 901 child safety seats for low income families.

**405b-14-13 Occupant Protection Special Initiatives/NOHS \$378,394.00**

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

- A mini-grant contract with Health Education Inc. provided funding for both the 2014 Nebraska Observation Annual Safety Belt Survey and the 2014 Nebraska Observation Child Safety Seat Survey. As required, a copy of the “Nebraska Safety Belt Use 2014 Report Survey” was submitted to NHTSA on August 27, 2014, for certification. The Safety Belt Usage rate for 2014 was 79.0%, down from 79.1% the previous year. The observed child restraint use increased from 95.9% to 96.9% in 2014.
- The NOHS entered into a Gas Pump Advertising Agreement with AllOver Media for the months of March and April 2014. The safety message “Put the Odds in your Favor – Be a Winner – Buckle Up” was placed on pump toppers at 104 gas stations in 50 towns in 32 counties. The estimated impression for 60 days of advertising is 21,096,000.
- The NOHS entered into a Truckside Advertising Agreement with AllOver Media for the months of February, March, and April and continued the run from May 1 – June 30, 2014, with the safety message “Put the Odds in Your Favor- Be a Winner – Buckle Up.” Fifteen delivery service trucks wrapped with truck-size impactful images delivered a statewide message stressing the need for citizens to use their safety belt every day. The trucks covered Nebraska from east to west and north to south routes. The estimated impression for 90 days of advertising is 29,902,500.
- NOHS entered into an Agreement with Heartland Marketing & Communications placing 2,161 ad spots with 24 radio stations covering Omaha, Lincoln, Alliance, North Platte, Grand Island, Scottsbluff, Norfolk, and Lexington.
- NOHS entered into an agreement with Nelligan Sports Marketing Inc. for marketing and promotional sponsorship through the University of the Nebraska Omaha Athletic Department. The promotions included :30 video display board messages, two dasher board displays, live reads, ad spots, game inserts, flip cards, and social media posts at hockey, men’s basketball, women’s basketball, women’s volleyball, men’s and women’s soccer, baseball and softball.
- During August/September, a 1/2 page ad “Going On Vacation” was placed in the Prairie Fire newspaper. This newspaper is distributed to over 400 locations in Lincoln, Omaha, Greater Nebraska, as well as additional locations throughout the Great Plains.
- NOHS contracted with IMG Communications for a “Click It or Ticket” safety message logo which is strategically placed on the media backdrop for all the Cornhusker athletic press events, for coaches and players, both home and away games.

**405/405b-14-14 Occupant Protection/Selective Overtime Enforcement/NOHS \$51,907.55/\$0.00**

This project provided funding to the NOHS to award mini-grants for law enforcement agencies statewide to conduct occupant restraint selective overtime enforcement activities. Eight mini-grant contracts were awarded to two police departments and one sheriff's office and five to the Nebraska State Patrol for the overtime salaries and mileage. These contracts resulted in a total of 2,128 hours of selective seat belt overtime enforcement, 165 seat belt citations, 16 impaired driving arrests, 702 speeding citations, 1,686 total citations and 2,752 contacts.

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

**408/405c-14-01 E-Citations Automation/Nebraska Crime Commission \$134,600.00/\$15,730.00**

Provide funding to the Nebraska Crime Commission (NCC) to work on the Nebraska Criminal Justice Information System (NCJIS) with other agencies (NDOR, DMV and NSP) that deal directly with traffic records, to design an efficient collection and transmission of traffic record data. The goal was to improve the collection, access and integrate data (administrative license revocation forms, crash report data, citations) electronically throughout the criminal justice system to law enforcement agencies, other users and consumers who use the data. NCC is in the process of working with a committee involving NSP, County Attorneys, and the Supreme Court on building a form to mirror the workflow for dealing with citation errors. The DMV and NCC have developed workflows 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 and a draft has been completed. The Omaha Police Department (OPD) reports movement on their effort to deploy eCitations. They have deployed their own solution to most cars. NCC has provided a contract to OPD and they will follow the standard approach and include submission of data to NCJIS. The NCC has also deployed the latest version of TraCS to Kearney Police Department and the Buffalo County Sheriff's Office.

**Results:**

Implementing expanded data collection in TraCS and Sleuth has been underway throughout the year and the number of law enforcement agencies now electronically submitting citations is 32, including the Nebraska State Patrol. The Nebraska State Patrol and the South Sioux City Police Department are using TraCS and another six agencies are in progress of installation. Progress has been made regarding the OPD and electronic submission possibilities for FY2015. Approximately 77 County Attorneys now receive NSP citations electronically (data and images) from NCJIS, eliminating the need for troopers to hand deliver them as well as reducing court/prosecutor data entry and speeding up the process.

**408/405c-14-023 Drivers E-Crash Reporting System Improvements/NOHS \$58,948.75/\$22,702.31**

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, signing a contract for the work in May, 2014. The development and coding of the electronic DR41 system began June 2014 and is ongoing. As of August 2014, a full test site, minus the drawing tool and data migration process, was made available. At the present time, ongoing development and testing is being conducted.

**408/405c-14-11 EMS (Emergency Medical Services) Data Quality Assessment \$19,404.32/\$12,314.18  
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 2012 and 2013 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.

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

They examined and analyzed each of the 2012 and 2013 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 2012 and 2013 EMS data being submitted.

Quality Control Measurements for eNARSIS Data by month:

<b>Incident Month</b>	<b>% EMS reports sent to governing agency within 10 days of incident</b>	<b>% EMS reports sent to governing agency within 30 days of incident</b>	<b>Mean # days from incident to data availability on statewide system</b>	<b>% EMS run locations that match statewide location coding</b>	<b># of EMS agencies contributing to the statewide database</b>
June 2013	88.81	95.68	6	99.54	311
July 2013	86.87	93.32	8	99.44	301
August 2013	80.63	91.7	9	99.46	303
September 2013	83.87	93.53	7	99.46	297
October 2013	87.11	94.62	6	99.27	297
November 2013	90.65	95.82	5	99.52	292
December 2013	91.43	97.63	4	99.55	301
January 2014	92.71	99.7	3	99.32	292
February 2014	100	92.61	1	98.59	149

The eNARSIS data and Lincoln Fire and Rescue data were NEMSIS compliant. Lincoln Fire Rescue submitted their data quarterly. There were 430 active EMS services in Nebraska for FY2014.

**408/405c-14-14 Crash Outcome Data Evaluation System (CODES)**

**\$46,102.93/\$61,573.36**

**Nebraska Department of Health and Human Services**

This project continues to fund DHHS to create a database linking crash, EMS, hospital discharge and death certificate data. CODES is a collaborative approach to obtain medical and financial outcome information related to motor vehicle crashes for highway safety and injury control decision making. The linking of crash data to medical information creates a better picture of motor vehicle crash outcomes. Through this project all EMS services are encouraged to convert to the standard reporting systems – eNARSIS. DHHS was able to link the 2012 data from the four separate databases: Crash, EMS, Hospital Discharge Data (HDD) and Death Certificate after making some modifications of the linkage specification. The 2012 data tables for CODES Management Report were completed along with one State specific traffic safety application on older adult drivers and motor vehicle crashes. 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.).

**408/405c-14-15 E-CODE Data Quality Assessment and Improvement**

**\$19,562.72/\$12,614.78**

**Nebraska Department of Health and Human Services**

This project provides funds to the Nebraska Department of Health and Human Services (DHHS) to provide reliable injury-related hospital discharge (E-CODE) data to link into the Nebraska Crash Outcome Data Evaluation System (CODES) database, which links four database sources, crash, EMS, Hospital Discharge and Death Certificate. The



DHHS works with the Nebraska Hospital Association (NHA) in assessing data quality and the level of hospital compliance with the Nebraska E-CODE law; monitoring progress in E-CODE compliance; providing feedback to reporting hospitals; and making recommendations for improvement. The 2012 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 2013 and January 2014. Descriptive statistical analyses were completed based on the new 2012 hospital discharge data. The SAS DDE (Dynamic Data Exchange) method is applied to the 2012 E-CODE data quality reports. Statistical results were obtained for each of 88 acute care hospitals, as well as the State as a whole. All the frequency tables were generated. The final summary was completed in June of 2013.

Quality Control Measurements for the Statewide E-CODE Data:

Timeliness:

FY2013-2014	Oct 31	Nov 30	Dec 31	Jan 31	Feb 28	Mar 31	Apr 30	May 31	Jun 30	Jul 31	Aug 31	Sep 30
Average Number of days from Hospital/Ed discharge until data is entered into database	68	68	68	67	67	67	70	70	70	70	70	70

Accuracy:

FY2013-2014	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
% valid N-codes and E-CODEs for Inpatients	68	68	68	67	67	67	70	70	70	70	70	70
% valid N-codes and E-CODEs for Emergency Rooms	89	89	89	87	87	87	88	88	88	88	88	88

**408/405c-14-16 Traffic Records Program Coordination/NOHS**

**\$154,215.15/\$0.00**

This project funds the NOHS 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 support project to assist the NOHS with the ability to support opportunities for NOHS staff and other state/local agencies to assist in improving the linkage and automation of critical record systems, such as the crash 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 to project grants, e-Citations Automation, Driver’s E-Crash Reporting System, Emergency Medical Services Data Quality Assessment, Crash Outcome Data Evaluation System, E-CODE Data Quality Assessment and Improvement to expend remaining 408 Traffic Records funds. This grant also provides a mechanism for local entities to apply for mini-grants to upgrade and improve their traffic records capabilities. Three mini-grants were awarded, two to the Omaha Police Department for software and hardware to enhance their electronic crash investigation/reporting system and for two officers to attend a crash investigation conference and one to the Papillion Police Department to attend a crash reconstruction conference.

**408-14-17 EMS Systems Support/NOHS**

**\$15,975.00**

To provide overall general support to improve EMS systems information and to insure that a mechanism is in place to provide information for special EMS system requests (both internal and external), and to provide a mechanism for local entities to apply for mini-grants to assess, upgrade and improve their EMS systems capabilities. Three mini-grants were awarded to Department of Health and Human Services, Public Health Emergency Medical Services Program. The mini-grants created a user group from EMS providers to establish a NARSIS Version 3 data dictionary, and another to contract with a user group from EMS providers to conduct a gap analysis of NEMSIS Version 3 data dictionary versus current Nebraska EMS system standards. The third grant was to contract with a user group to analyze 2012 EMS data and provide a report focusing on data strengths and weaknesses and recommendations to improve data quality. This activity did not take place during the grant period.

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

**410-14-02 In-Car Cameras/NOHS**

**\$100,000.00**

This project provided funds to the NOHS for mini-grants for state and local law enforcement agencies to assist in obtaining in-car camera systems. The in-car camera system is a simple means of documenting evidence and results in fewer court appearances for law enforcement and increases conviction rates for impaired driving. The cost and

efficiency benefits of the in-car camera systems include: increased conviction rates, reduction of the officer's time spent in court providing testimony; reduction in prosecutor time with increased guilty pleas; reduces court time; and reduces jury trials. During the project period, 20 mini-grant contracts were awarded providing 31 in-car camera systems as follows: Police Departments – 13 contracts and Sheriff's Offices – 7 contracts. The 31 in-car cameras that were awarded were used in 4,342 traffic stops.

**405d-14-02      In-Car Cameras/NOHS      \$181,955.76**

This project provided funds to the NOHS for mini-grants for state and local law enforcement agencies to assist in obtaining in-car camera systems. The in-car camera system is a simple means of documenting evidence and results in fewer court appearances for law enforcement and increases conviction rates for impaired driving. The cost and efficiency benefits of the in-car camera systems include: increased conviction rates, reduction of the officer's time spent in court providing testimony; reduction in prosecutor time with increased guilty pleas; reduces court time; and reduces jury trials. During the project period, 31 mini-grant contracts were awarded providing 59 in-car camera systems as follows: Police Departments – 16 contracts and Sheriff's Offices – 15 contracts. The 59 in-car cameras that were awarded were used in 9,257 traffic stops.

**405d-14-03      Breath Testing Equipment/NOHS      \$64,500.00**

Provided funds to the NOHS for mini-grants to state and local law enforcement agencies to provide preliminary breath testing (PBT) instruments to apprehend impaired drivers. Participating agencies will receive PBT instruments funded 100% by the NOHS. During the project period 30 mini-grant contracts were awarded providing 100 PBT units as follows: Police Departments – 16 contracts; Sheriff's Offices – 13 contracts; and Other Agencies – 1 contract. The 100 PBT instruments that were awarded this fiscal year resulted in a total of 2,314 breath tests being conducted.

**405d-14-04      DRE/ARIDE Training & Recertification/NOHS      \$52,337.62**

Provided funding to the NOHS to administer the Drug Evaluation and Classification Program (DECP) and increase law enforcement's ability to detect drug impaired drivers on Nebraska's roadways and assist in reducing motor vehicle fatal and injury crashes. This project provided training for law enforcement officers to become Drug Recognition Experts (DRE), 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 NOHS sponsored a 2-Day Pre-School in September 2014 and the 7-Day DRE School will occur in October FY15. Twenty-four DRE candidates attended the 2 day pre-school and moved on to the 7-day DRE School. The 2013 DRE in-service training was held on October 16, 2013, with seventy DREs attending. The main presentation was "Street Development" with Travis Herbert, California Highway Patrol and Joe Allen, Glendale Police Department. Other topics included curriculum updates and a Nebraska DRE program update. The 2013 DRE Instructor in-service training was held on October 15, 2013. The instructor training was four hours in length with fifteen Nebraska DRE instructors attending. All instructors took the final written examination administered during the 7-day school and presentation topics included new and improved teaching techniques. Seven DRE Instructors and 19 DREs were provided funding assistance to attend the IACP 20<sup>th</sup> Annual DRE Section Training Conference on Drugs, Alcohol and Impaired Driving in Phoenix, Arizona on July 28 – 30, 2014. Advanced Roadside Impaired Driving Enforcement (ARIDE) Training continued to be implemented in Nebraska. Two ARIDE course were conducted training 24 officers, with no costs incurred by the NOHS. Additional courses are scheduled for FY15.

**405d-14-05      Alcohol Selective Overtime/NOHS      \$129,599.40**

This project provided funds to the NOHS for mini-grants for daytime and nighttime selective overtime alcohol enforcement to state and local law enforcement agencies including the state and national impaired driving crackdowns. Participating agencies were provided funding assistance for the overtime salaries and mileage. Law enforcement agencies identified specific locations, time of day, day of week, etc. relating to alcohol fatal, A and B injury crashes. There were 30 mini-grant contracts awarded to 6 Police Departments, 6 Sheriff's Offices and 18 contracts to the Nebraska State Patrol. These 30 mini-grant contracts resulted in a total of 2,581 hours of selective alcohol overtime enforcement, 103 seat belt citations, 119 impaired driving arrests, 533 speeding citations, 90 open container citations, 86 minor in possession citations and 1,491 total citations. Twenty-six checkpoints were conducted by the following agencies: Platte County Sheriff's Office – 1; and, Nebraska State Patrol – 25.

This project provided funding to NOHS for the development/creation/production of educational messaging for impaired driving. It included print and electronic messaging, multimedia campaigns (including paid media), local agency/organization mini-grants, and special educational related equipment purchases. Provided funding for mini-grant contracts/agreements targeting alcohol-related problems:

- Purchased impaired driving messaging/advertising with Screenvision for showings in sixteen movie theaters on 147 screens across Nebraska.
- Contracted with KNTK FM / The Ticket for Text Line sponsorship during October through June for radio ad spots.
- Entered into a sponsorship with Lincoln/Omaha Haymakers to promote impaired driving messaging at the indoor arena football game through signs, public service announcements, website banner, program ads, and magnet schedules.
- A mini-grant contract was awarded to Nebraska Safety Council TV Media campaign in October and November 2013 to decrease impaired driving/distracted driving messages with paid media and a banner ad rotation on the 10/11 web channel during this time.
- Entered into an Agreement with Alliance Sport Marketing for impaired driving/motorcycle safety/occupant protection signage, PSA's, promotional items, etc. at 10 motorsports venues across the state. NOHS received signage "DRIVE SOBER OR GET PULLED OVER" logo with NOHS logo placed in high traffic areas. The target audience is motorsports fans especially males between ages 18 to 44.
- NOHS entered into a one year sponsorship agreement with the Omaha Storm Chasers AAA Baseball team. NOHS was the title sponsor for a special Saturday evening game where car shades carrying the "YDDYL" message were given away to arriving fans. The use of television, radio, print, video board with an impaired driving message was also provided.
- 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.
- NOHS contracted with Urban Finch Advertising to provide indoor (bars, restaurants, fitness centers) restroom advertising for the "You Drink & Drive, You Lose." promotion during the month of July, August, and September. Ads were placed in Lincoln and Omaha locations.
- NOHS continued a nine month agreement with KOLN 10/11 – 1110.Now.com – MyTV-CBS (coverage 80% of the state) for a news internet live streaming, 15 second broadcast ads, partnership promoting the report underage drinking tip line.
- Contracted with NET-TV to air impaired driving messages on Big Red Wrap-Up broadcasts for the 2014 football season.
- Contracted with NET-TV to air an impaired driving message on the broadcast of "Nebraska Stories" programs.
- Provided funding through a mini-grant contract to MADD for the MADD Nebraska Law Enforcement Awards and Recognition event where the outstanding work by law enforcement agencies was recognized at a ceremony conducted by Nebraska's first lady Sally Ganem.
- A mini-contract was awarded to the Sarpy County Sheriff's Office "I Care Cab Fare" program which provided advertising on gas pump toppers throughout the metro Omaha area from November 2013 through January 2014. The NOHS/YDDYL logo was also on the debit cards used for this program. The program offered the debit cards to pay for taxi cab rides home as an alternative to driving impaired.
- Contracted with IMG College, LLC for public service announcements for impaired driving restraint messages. Announcements were made during Nebraska Cornhusker football, basketball, baseball games, and the weekday two hour broadcast Nebraska Sports Nightly radio talk show. One full-page color ad was placed in each of the 91,000 football game day programs for the seven home games, the programs of all baseball/basketball home games, and the NU Fall and Spring All Sports Guide.
- NOHS entered into a contract with new Lincoln Pinnacle Bank Arena/Event Center (sporting, conventions, and concerts) for advertising in the new arena with impaired driving messages in parking garages, the main concourse with visibility signage on video screen, digital and social media.
- Contracted with IMG College, LLC for the purchase of a slide presentation at each UNL Football game in reference to binge drinking and alcohol awareness during pre-game on the large video screens in the stadium.

- Placed impaired driving ads in Nebraska Sheriff's Association magazine, American Classifieds, and Prairie Fire newspaper.
- Placed impaired driving ads in Hail Varsity magazine and on the daily Hail Varsity radio program.

**405d-14-07      Special Alcohol Enforcement Initiatives and Equipment/NOHS      \$183,578.31**

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

- A mini-grant contract was issued to the Sarpy County Sheriff's Office/Bellevue Police Department for enforcement under the Sarpy County Traffic Unit project.
- High crash locations identified for Data-Driven Approaches to Crime and Traffic Safety (DDACTS) are Highway 31 & I-80, Highway 50 & I-80, and Highway 75 & Highway 370.
- Four officers worked a total of 5,476.25 hours, with 151.50 in DDACTS areas, 619.50 at special events, 219.0 in school zones, 1,901.25 in problem areas and 119.0 rush hours/youth driving. Also worked 42 hours in public presentations and 47 hours in school presentations.
- Citations, Arrests, and Warnings issued: 1,416 speeding citations, 6 impaired driving arrests, 3 driving under suspension arrests, 66 seat belt citations, 22 child restraint citations, 98 safety belt warnings, and 25 child restraint warnings. In addition, 52 other arrests were made, including drug arrests and warrant arrests.

From 2008-2012, Sarpy County had 898 fatal, A and B injury crashes. During the 2009-2013 time period there were 1,057 fatal, A and B injury crashes, a 15.04 percent increase. From 2008-2012, the City of Bellevue had 511 fatal, A and B injury crashes. During the 2009-2013 time period there were 486 fatal, A and B injury crashes for a 5.14% decrease. The 15% reduction goal was not met.

**405d-14-08      Felony Motor Vehicle Prosecution Unit/Douglas County Attorney's Office      \$163,125.00**

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

Results:

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

The MVPU was established on October 1, 2011, and two experienced Deputy County Attorneys were transferred to the unit. In October of 2012, an additional attorney was added to the unit. Regarding the 2014 grant period DUI cases charged, 37 cases had prior convictions that were too old, or could not be introduced into evidence, or other evidentiary issues, which necessitated reducing the charges to misdemeanors. If those specific cases are not included in the convictions, the effective rate of DUI felony convictions is 69% which is 1% less than the 2013 grant period rate of 70%. The MVPU attorneys attended the National District Attorney Association training in Las Vegas in September 2014.

**405d-14-09      Support of Evidence Based Environmental Strategies/NOHS      \$242,139.91**

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.

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

**405d-14-10      24/7 Sobriety Program/Douglas County Corrections**

**\$54,260.48**

The 24/7 Sobriety Program is a pilot program with a goal is to reduce alcohol-related traffic crashes and fatalities in Douglas County by reducing the number of repeat DUI arrests. The project is similar to South Dakota's 24/7 Sobriety Project. The initial pilot project includes participants who have been charged with a felony DUI (3rd offense or above and 2nd offense-aggravated or above) offense, with the 24/7 program required as a condition of bond. Just prior to the closure of FY2014 24/7 was made available as a condition of Probation for felony DUI probationers. At the close of FY2014 there were no probationers introduced to the program.

After five full months of operation the data on recidivism for DUI's among participants is not yet available because of the limited number of program graduates. No current or former participants have new violations for DUI. However, Douglas County officials met with the representatives of the RAND Corporation who have agreed to conduct an independent ongoing evaluation of program data. As that data becomes available, it will be shared with the Nebraska Office of Highway Safety. Staff working in the 24/7 program have been trained on use of the breath testing and SCRAM bracelets as well as the software accompanying both products. Participant breath tests are over 99% compliant with program expectations. There were no alcohol violations by a SCRAM user to date. Program sanctions have been administered per program rules on all occasions when a participant has been in violation of program expectations. Staffing for the 24/7 program has been provided by existing Douglas County Department of Corrections personnel. Staff dedicated exclusively to the 24/7 program will be hired during the first few months of the next grant period.

Program statistics below

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

## SECTION 2010/405f – MOTORCYCLIST SAFETY GRANT

**2010-14-02      Motorcycle Coordination/NOHS      \$29,368.18**

This project funds the NOHS for identified staffing costs, including personal services, travel and office expenses to coordinate, monitor, and audit motorcycle program area grants and activities. The coordination and assistance provide an essential element in a successful motorcycle safety awareness program. Funding was provided for personal services and partial funding of the mini-grant provided to the National Safety Council, Nebraska for the “Ride Aware, Drive Aware” motorcycle safety campaign activity listed in the project 405f-14-01.

**405f-14-01      Motorcycle Public Information and Education/NOHS      \$58,211.23**

This project provided funds to NOHS for the development/creation/production of educational messaging. This included print and electronic messaging, multimedia campaigns (Including paid media), local agency/organization mini-grants, and special educational related equipment purchases. The funds were used to provide mini-grants to produce public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclists, such as the “share-the-road” safety messages.

- Placed motorcycle/impaired driving/occupant protection signage at 10 Nebraska motorsports tracks across the state. In addition, a promotional event was held at each motorsports track during scheduled racing events where key chains, stickers and T-shirts with awareness messaging were distributed.
  - A mini-grant contract award to the National Safety Council, Nebraska for motorcycle public information and education campaign entitled “Ride Aware, Drive Aware” held May 1 and through July 25, 2014. The goal of the campaign was designed to educate motor vehicle drivers to be aware of motorcycles on the road, educate motorcycle drivers about how to drive safely, wear the proper gear and be aware of motor vehicles, and to reduce motorcycle crashes. The campaign included:
    - An 8-week campaign with Gas Pump Toppers and Window Clings placed at 14 gas stations in Omaha metro area, Fremont, Gretna, Springfield, Ralston, Bellevue and Plattsmouth. Bus signage was placed on 14 buses across Omaha and Lincoln for 10 weeks. The motorcycle billboard message “Train for Life” was placed at 16 locations across Nebraska in Omaha, Lincoln, Chadron, Scottsbluff, Bellevue, Fremont and Elkhorn.
    - The radio campaign was strategically placed across the state with a net reach of 282,000. Special emphasis was placed on the Omaha, Lincoln, Kearney and Hastings/Grand Island communities.
    - Overall advertising estimated over 12 million total campaign media gross impressions.
    - Mailed out approximately 2,000 Ride Aware Drive Aware letters/motorcycle safety tip sheets, printed and distributed 4,000 table tents.
    - A poster was designed with motorcycle safety tips and was distributed to locations at motorcycle retailers, National Safety Council business members, and at the Department of Motor Vehicles Exam Stations.
    - Pre, during and post surveys of community members, attendees at classes of the National Safety Council, were given before and after the ten week media campaign (May 1 – July 25, 2014).

- Motorcycle training was also promoted through local television stations interviews on FOX, WOWT and KMTV.
- National Safety Council, Nebraska Facebook page had over 7,700 video plays. Twitter was also used to promote motorcycle training and safety tips.

**405f-14-02          Motorcycle Training Assistance/NOHS          \$15,560.44**

This project provided NOHS motorcycle safety funding and mini-grants for motorcycle training assistance. The National Association of State Motorcycle Safety Administrators (SMSA) membership was renewed for one year. A mini-grant contract was awarded to the Nebraska Department of Motor Vehicles (DMV) to provide funding for individuals to attend the Rider Coach Trainer Transitional Prep Course, to conduct Quality Assurance Visits (QAV) at seven motorcycle training sites across the state, and to provide the RiderCoach Preparation Course training to 11 new instructors.

**SECTION 148 – HIGHWAY SAFETY IMPROVEMENT PROGRAMS**

**HSIP (5)          Distracted Driving Public Information and Education Campaign          \$7,125.86**  
**Nebraska Safety Center, Kearney**

This project grant from the Nebraska Department of Roads (NDOR) was awarded to NOHS to award Public Information and Education mini-grants. The Nebraska Safety Center (NSC) at the University of Nebraska – Kearney was awarded a mini-grant on May 10, 2012. Through this grant the NSC purchased a hands-on driving simulator and trailer to educate people of all ages about the dangers involved in inattentive and/or distracted driving. During the past year, six events were held in Kearney (4), Norfolk (1), and Papillion (1). This funding was used for supplies and repairs to the simulator and trailer. Four staff members attended American Driver and Traffic Safety Education Association conference.

**HSIP (14)          Traffic Safety Public Information and Education Campaign          \$53,838.34**  
**Nebraska Safety Center, Kearney**

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

- During the campaign NTV (Kearney) ran a total of 70 thirty second ad spots entitled “Car Crash Texting” 46 ad spots) and “Zombie Texting” 24 ad spots.
- NRG Media radio stations KGFW-AM, KRNY-FM, and KQKY-FM, ran a total of 370 thirty (30) second ad spots, 190 ad spots on involving parents with young drivers and 180 ad spots on distracted driving.
- The Kearney Hub Newspaper ran a total of 33 ads; 14 on distracted driving, six on alcohol and driving, 13 on young driving, two Safety Center banner ads, and also conducted three EMAIL Blasts – one each on distracted driving, alcohol and driving and young drivers to its email customers.
- The Nebraska Broadcasters Association ran a total of 16,312 ads, with various messages including teen drivers, ATV safety, distracted driving, motorcycle awareness, dangers of drinking and driving, and using seat belts.

**HSIP (17)          Click It or Ticket – Selective Overtime Enforcement – Occupant Protection          \$111,600.00**  
**NOHS**

This project grant from the NDOR provided funding to the NOHS to award mini-grants to law enforcement agencies to conduct statewide occupant restraint selective overtime enforcement for the November 2013 “Click It or Ticket” Mobilization activities. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 45 mini-grant contracts were awarded to 21 Police Departments and 23 Sheriff’s



Offices; and the Nebraska State Patrol. These 45 mini-grant contracts resulted in a total of 2,684 hours of selective overtime enforcement, 327 seat belt citations, 2,360 speeding citations, and 109 impaired driving arrests. A total of 4,052 citations were issued.

**HSIP (18) Click It or Ticket – Public Information and Education – Occupant Protection \$100,000.00  
NOHS**

This grant from the NDOR provided funding to the NOHS for public information and education support. It provides funding to the NOHS for the development/creation/production/implementation of occupant protection messages during the “Click It or Ticket” (CIOT) Mobilization. The CIOT public information and education campaign was conducted November 1 - 30, 2013. The campaign combined targeted messaging for gas station pump toppers and truckside advertising, along with the CIOT media backdrop for all of the Cornhusker athletic press events.

- The NOHS entered into a Gas Pump Agreement with AllOver Media for the month of November 2013. The safety message “Required By Law – It’s A Really Big Deal – Saving Lives – Click It Or Ticket – Day & Night” was placed on pump toppers and fillboards at 105 gas stations in 44 towns in 23 counties. The estimated impression for 30 days of advertising is 10,757,250.
- The NOHS entered into a Truckside Agreement with AllOver Media for the month of November 2013 with the safety message “Saving Lives Every Day – Buckle Up It’s the Law.” Fifteen delivery service trucks wrapped with truck size impactful images delivered a statewide message stressing the need for citizens 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.
- NOHS contracted with IMG Communications for a “Click It or Ticket” safety message logo which is strategically placed on the media backdrop for all the Cornhusker athletic press events, for coaches and players, both home and away games.

**HSIP (19) You Drink & Drive. You Lose. – Selective Overtime Enforcement – Alcohol \$182,672.75  
NOHS**

This project grant from the NDOR provided funding to the NOHS to award enforcement mini-grants. This project provided funding to award mini-grants to law enforcement agencies to conduct statewide impaired driving selective overtime enforcement for the December 2013/January 2014 “You Drink & Drive. You Lose.” Crackdown. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 45 mini-grant contracts were awarded 23 Police Departments, 21 Sheriff’s Offices and one to the Nebraska State Patrol. These 45 mini-grant contracts resulted in a total of 4,347 hours of selective overtime enforcement, 536 seat belt citations, 3,041 speeding citations, and 406 impaired driving arrests. A total of 9,915 citations were issued. One checkpoint was conducted by the Nebraska State Patrol.

**HSIP (20) You Drink & Drive. You Lose. – Public Information and Education – Alcohol \$100,000.00  
NOHS**

This grant from the NDOR provided funding to the NOHS for public information and education support. It provides funding to the NOHS 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 2013/January 2014. The campaign combined targeted messaging for gas station pump toppers, truck side advertising, and movie theatres using an impaired driving message.

- The NOHS continued the Gas Pump Advertisement with AllOver Media for the month of December 2013/January 2014. The artwork was not changed to an impaired driving message from the November campaign saving in production costs. The safety message “Required By Law – It’s A Really Big Deal – Saving Lives – Click It Or Ticket – Day & Night” was placed on pump toppers and fillboards at 105 gas stations in 44 towns in 23 counties. The estimated impression for 62 days of advertising was 22,231,650.
- The NOHS entered into a Truckside Agreement with AllOver Media for the month of December 2013/January 2014 placing the impaired driving safety message “Save Lives – Report Drunk Drivers Immediately – Dial \*55 or 911” on trucks. Fifteen delivery service trucks wrapped with truck size impactful images delivered a statewide impaired driving message stressing the need for citizens report drunk drivers. The trucks covered Nebraska routes from east to west and north to south. The estimated impression for 62 days of advertising is 20,599,500.

- NOHS contracted with **Screenvision** to create a :15 second PSA with the YDDYL message for cinema advertising. Screenvision used the impaired driving message “YOU DRINK AND DRIVE, YOU LOSE –DRIVE SOBER OR GET PULLED OVER”. The ad played in 16 locations across the state starting on November 15, 2013, through February 6, 2014, for a total of 12 weeks. The attendance average for all locations (16 total locations – 148 screens) averaging to 110,000 per week. The 15 second graphics showed 1,290 times per day at the 16 locations for a total of 72,240 times during the 12 week run. The cost of this agreement was split between two projects.

**HSIP (21) Click It or Ticket – Selective Overtime Enforcement – Occupant Protection \$263,313.67**  
**NOHS**

This project grant from NDOR provided funding to the NOHS to award enforcement mini-grants. The NOHS was able to provide funding assistance through mini-grant contracts to law enforcement agencies to conduct statewide occupant restraint selective overtime enforcement for the May/June 2014 “Click It or Ticket” Mobilization. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 57 mini-grant contracts were awarded to 27 Police Departments, 29 Sheriff’s Offices and the Nebraska State Patrol. These 57 mini-grant contracts resulted in a total of 6,563 hours of selective overtime enforcement, 702 seat belt citations, 4,608 speeding citations, and 183 impaired driving arrests. A total of 10,169 citations were issued.

**HSIP (22) Click It or Ticket – Public Information and Education – Occupant Protection \$199,239.00**  
**NOHS**

This project grant from the NDOR provided funding to the NOHS for enforcement public information and education support. It provided funding to the NOHS for the development/creation/production/implementation of occupant protection messages during the “Click It or Ticket” Mobilization. The CIOT public information and education campaign was conducted from May 1, 2014 through June 30, 2014. The campaign combined targeted messaging for both radio and television paid advertising; gas station pump toppers combined with pump handle fillboards, and print advertising via Nebraska newspapers.

- A half page ad, “Going On Vacation” was placed in the Prairie Fire newspaper publication. This free publication distributes 65,000 issues to over 400 locations in Lincoln, Omaha, and Greater Nebraska area.
- NOHS entered into an agreement with Heartland Marketing & Communications to target males, ages 16-35. The campaign included creative campaign development production, talent and coordination, and media placement of 2,251 “Little White Crosses” radio ads during May and June during the CIOT enforcement campaign.
- Awarded a mini-grant to the Nebraska Safety Council for the May/June 2014 paid media campaign. A total of 4,912 ad spots were run and a social media marketing effort was added to include ads on a Facebook page and website.
- NOHS entered into a Pump Topper and Fillboard Gas Pump Agreement with AllOver Media. The campaign ran from May 1 - June 30, 2014, with the safety message “Put The Odds In Your Favor. – Be a Winner – Buckle Up.” The pump toppers and fillboards were placed at 103 gas stations in 24 counties in 44 towns across the state. Gas Pump Advertising for pump toppers and fillboards: 3,415 estimated impressions / day / gas station \* 103 stations \* 60 days = 21,104,700 impressions.
- A truck side agreement with AllOver Media ran from May 1 - June 30, 2014, with the safety message “Saving Lives Every Day – Buckle Up. It’s The Law.” Fifteen delivery service trucks wrapped with truck size images stress the need for citizens to buckle up because it is the law. The truck side billboards resulted in 22,150 estimated impression / day / truck \* 15 trucks \* 60 days = 19,935,000 over the routes of the 15 trucks over two months, covering the state from east to west and north to south.

**HSIP (24) Community Service Education Campaign/Nebraska State Patrol \$18,989.02**

This project grant from the NDOR provided funding to the NOHS to provide public information and education support to the NSP. The Nebraska State Patrol was awarded a mini-grant to devoted overtime hours to facilitate educational presentations with an emphasis on young drivers and/or the importance of using safety belts. Community Service officers and other troopers engaged the public by demonstrating the rollover units/seatbelt convincers. During April 1 to September 30, 2014, thirty five troopers participated in 81 events incurring over 384



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

**OFFICE OF JUVENILE JUSTICE AND DELINQUENCY PREVENTION**

**OJJD(2014)      OJJDP Enforcement      \$58,829.77**

OJJDP grant funding was provided to the NOHS to award enforcement mini-grants to conduct selective youth overtime enforcement. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 29 mini-grant contracts were awarded 11 Police Departments, five Sheriff’s Offices and 13 to the Nebraska State Patrol. These 29 mini-grant contracts resulted in a total of 1,241 hours of selective overtime enforcement, two open container citations, 104 minor in possession citations and 550 total citations.

**OJPR(2014)      OJJDP Program/Coordination      \$809.23**

This project provides funds for the coordination, technical assistance, and monitoring to the Office of Juvenile Justice and Delinquency Prevention (OJJDP) funds. The NOHS works within the appropriate federal and state guidelines concentrating on the priority traffic safety areas established by the OJJDP. The OJJDP funds targets the prevention of underage drinking through environmental prevention strategies, ultimately addressing community policies, practices, and norms.

Nebraska Office of Highway Safety  
P.O. Box 94612  
5001 South 14th  
Lincoln, Nebraska 68509  
402/471-2515  
Fax: 402/471-3865  
[www.transportation.nebraska.gov/nohs](http://www.transportation.nebraska.gov/nohs)