

# NEBRASKA OFFICE OF HIGHWAY SAFETY



## 2015 HIGHWAY SAFETY PLAN Annual Evaluation Report



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Pete Ricketts  
Governor  
State of Nebraska

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

Fred E Zwonechek  
Nebraska Highway Safety Administrator

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 2015.....	3
Fiscal Year 2015 Highlights.....	4
Results – Traffic Safety Performance (Core Outcome) Measures .....	5
Results – Activity Performance Measures .....	9
Results – Additional Outcome Performance Measures (State Crash Data).....	10
Highway Safety Communication/Media Plan .....	13
Enforcement Mobilizations.....	15
Nebraska Annual Traffic Safety Study, May 2015 Results .....	16
Financial Summary.....	22
Project Description/Summaries By Program Areas .....	23

# Executive Summary

## INTRODUCTION

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

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

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

## MISSION STATEMENT

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

## TRAFFIC SAFETY CORE PERFORMANCE MEASURES

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

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

## ADDITIONAL OUTCOME PERFORMANCE MEASURES

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

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

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

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

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

## STATE CRASH DATA SUMMARY

While 2015 state crash data was not yet available at the time the annual report was being compiled, progress is determined by comparing actual 2008-2012 crash data with 2014 because initial program activity begins in 2014. The 2013 and 2014 crash data was projected at the time of the Nebraska Performance-Based Strategic Traffic Safety Plan submission and have been revised in this report with actual 2013 and 2014 numbers.


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

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

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

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

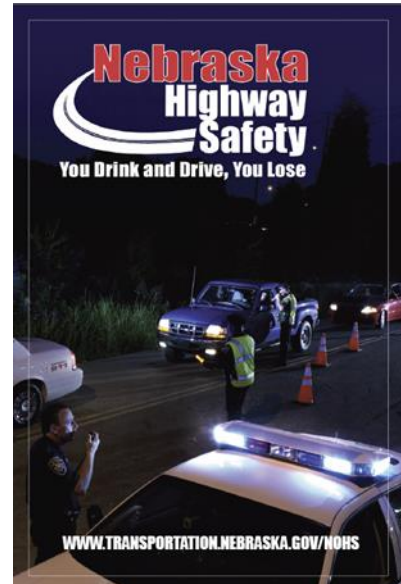
## NEBRASKA PRIORITY COUNTIES FOR FISCAL YEAR 2015

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



## FISCAL YEAR 2015 HIGHLIGHTS

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





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

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

### Traffic Safety Performance (Core Outcome) Measures\* For Nebraska

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

\* These Performance Measures Were Developed By The National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) (See Publication: DOT HS 811 025)

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

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

\*\*\*\*Nebraska Data State Survey

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

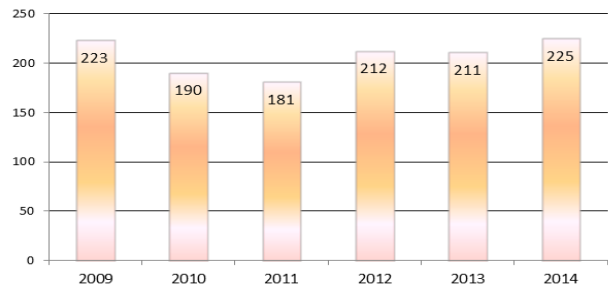


**Note:** The 2013 Nebraska crash data in the targets were projected at the time of the *Nebraska Performance-Based Strategic Traffic Safety Plan* submission. The result of the targets reflects actual 2013 and 2014 crash data. Nebraska traffic crash data for 2015 is unavailable at this time.

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

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

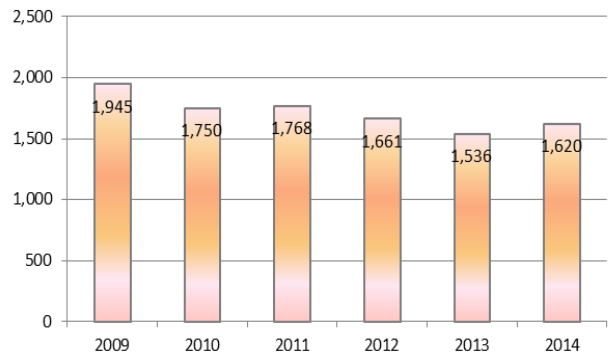
**Result:** Traffic fatalities increased 9.9 percent from the 2008-2012 calendar base year average of 202.7 to 225 in 2014.



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

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

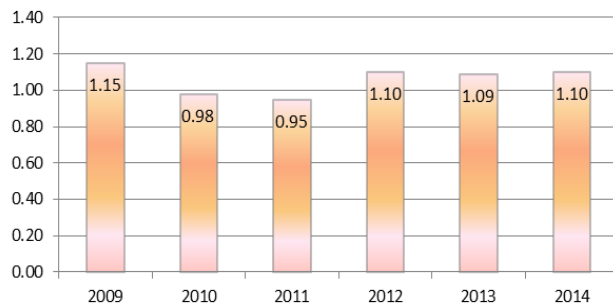
**Result:** Serious injuries decreased by 10.8 percent from the 2008-2012 calendar base year average of 1,795.6 to 1,620 in 2014.



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

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

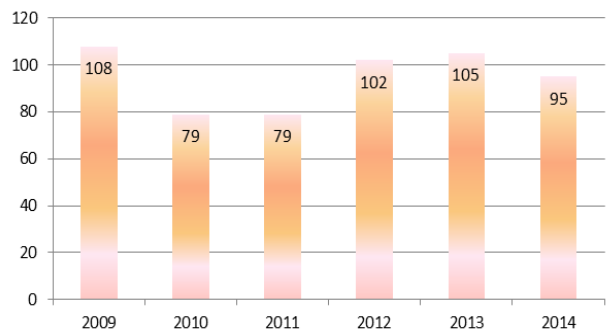
**Result:** Fatalities/VMT increased 0.05 points from the 2008-2012 calendar base year average of 1.05 to 1.10 in 2014.



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

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

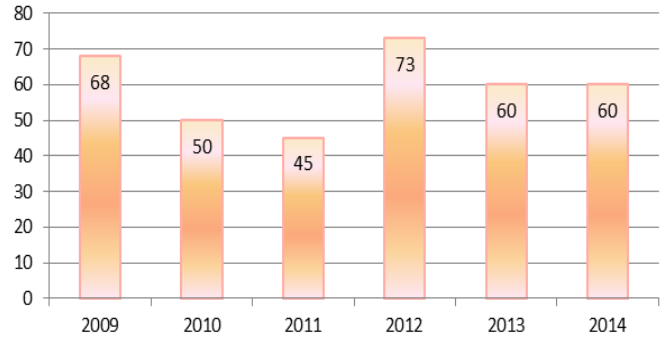
**Result:** Unrestrained passenger vehicle occupant fatalities in all seating positions increased by 3.37 percent from the 2008-2012 calendar base year average of 91.8 to 95 in 2014.



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

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

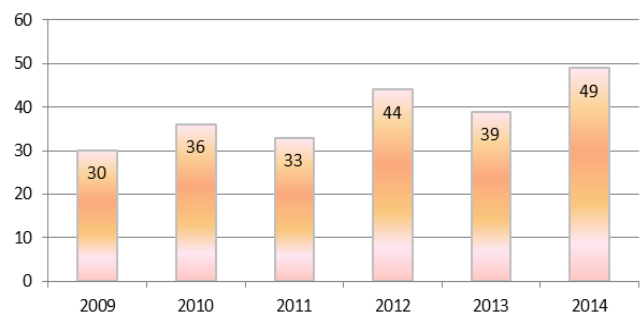
**Result:** Alcohol-impaired driving fatalities (BAC=.08+) increased by 3.67 percent from the 2008-2012 calendar base year average of 58 to 60 in 2014.



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

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

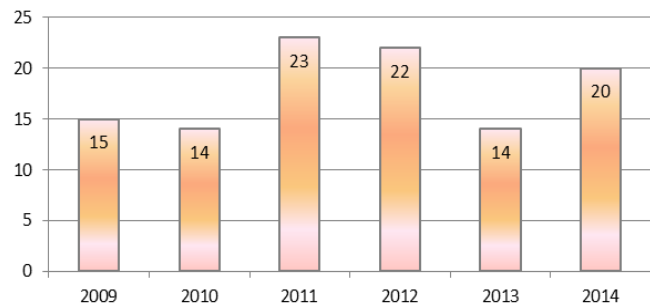
**Result:** Speed-related fatalities increased by 28.6 percent from the 2008-2012 calendar base year average of 35 to 49 in 2014.



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

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

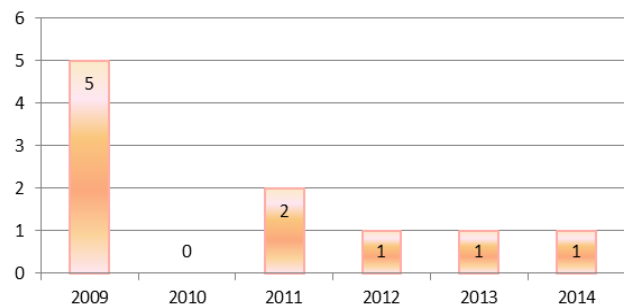
**Result:** Motorcyclist fatalities increased by 7.0 percent from the 2008-2012 calendar base year average of 19 to 20 in 2014.



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

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

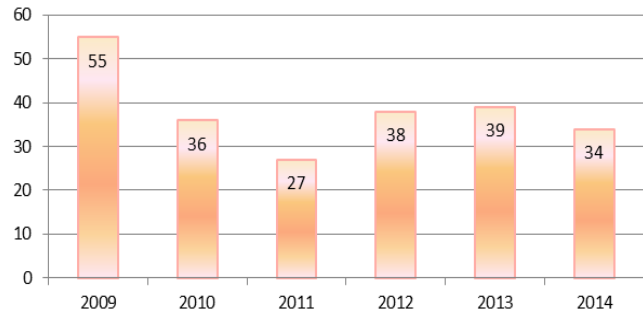
**Result:** Unhelmeted motorcyclist fatalities decreased by 120.0 percent from the 2008-2012 calendar base year average of 2.2 to 1 in 2014.



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

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

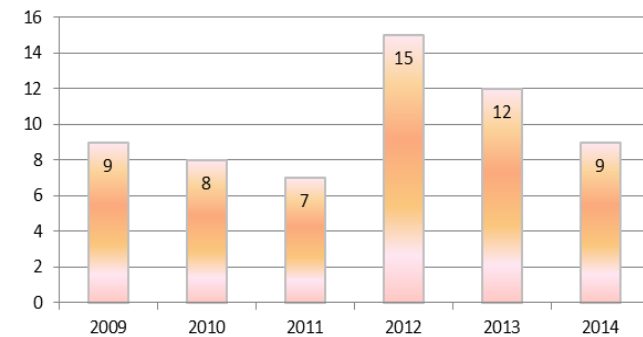
**Result:** Young drivers age 20 or younger involved in fatal crashes decreased by 19.41 percent from the 2008-2012 base year average of 41 to 34 in 2014.



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

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

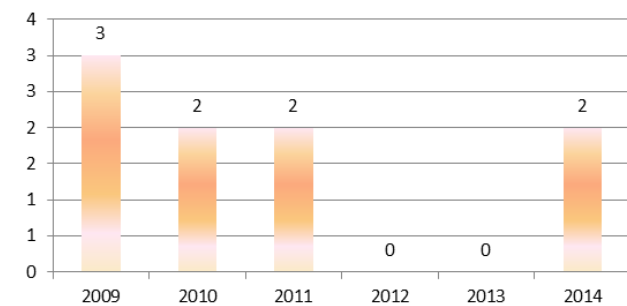
**Result:** Pedestrian fatalities increased by 2.22 percent from the 2008-2012 base year average of 8.8 to 9 in 2014.



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

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

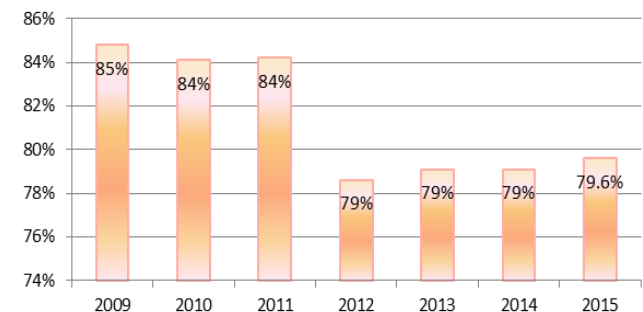
**Result:** Bicyclist fatalities increased by 30.0 percent from the 2008-2012 base year average of 1.4 to 2 in 2014. NOTE: Bicyclist fatalities are newly required performance core measure as of March 11, 2014.



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

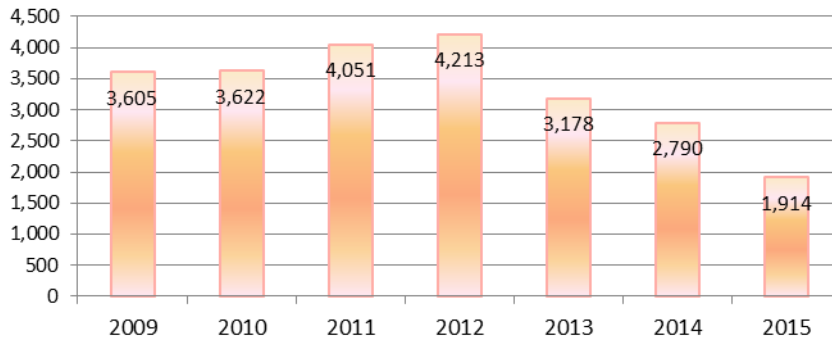
**Target:** To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 4.1 percentage points from the 2008-2012 calendar base year average usage rate of 82.9 percent to 86.3 percent in 2015.

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

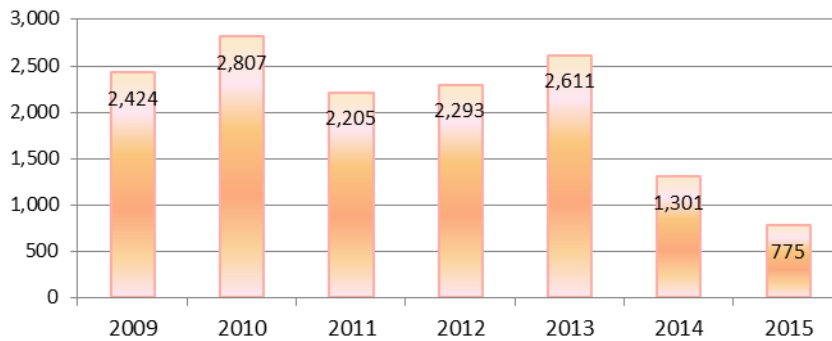


## RESULTS - ACTIVITY PERFORMANCE MEASURES

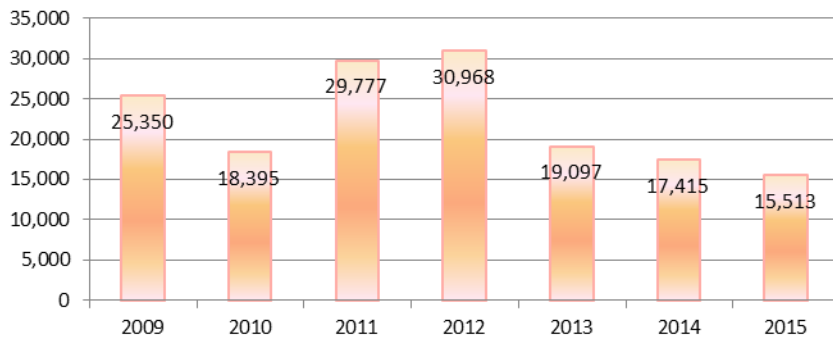
### **A-1) SAFETY BELT CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES (STATE GRANT FUNDED DATA)**



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



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



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

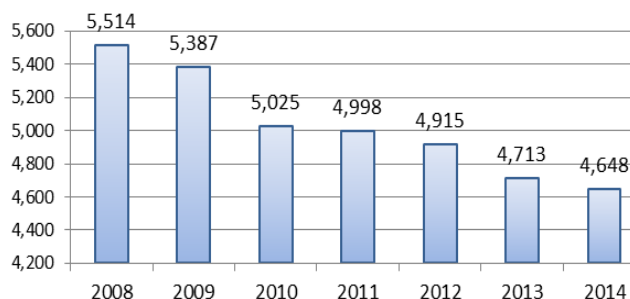
	2008	2009	2010	2011	2012	2013	2014
Fatal, A and B Injury Crashes	5,514	5,387	5,025	4,998	4,915	4,713	4,648
Alcohol-Impaired Fatal, A and B Crashes	685	628	580	610	653	550	576
Occupant Restraint Use	82.7%	84.8%	84.1%	84.2%	78.6%	79.1%	79.0%
Speed-Related Fatal, A and B Injury Crashes	400	423	454	374	371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

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

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

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

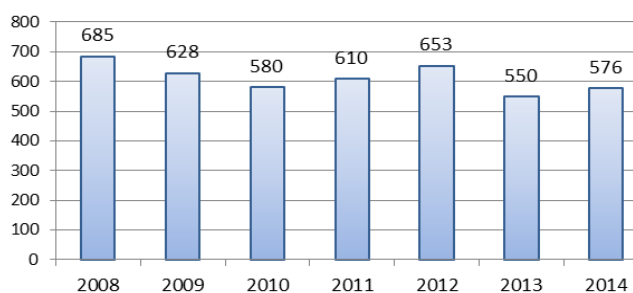
**Result:** Fatal, A and B injury crashes decreased by 11.18 percent from the 2008-2012 calendar base year average of 5,167.8 to 4,648 in 2014.



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

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

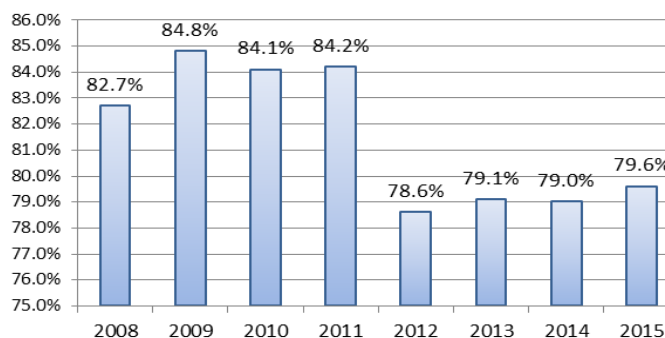
**Result:** Alcohol-impaired fatal, A and B injury crashes decreased by 9.58 percent from the 2008-2012 calendar base year average of 631.2 to 576 in 2014.



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

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

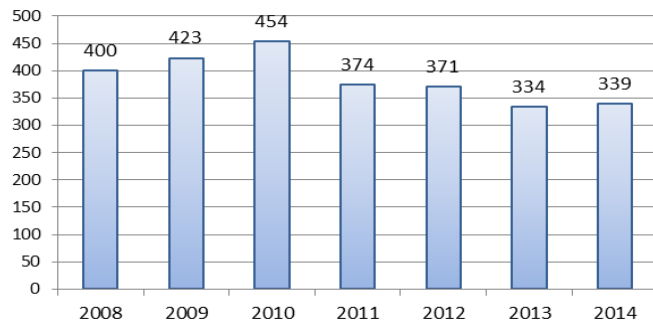
**Result:** Seat belt usage increased 0.6 percentage points from 2014 (79.0 percent) to 79.6 percent in 2015. The target of 86.3 percent was not met in 2015.



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

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

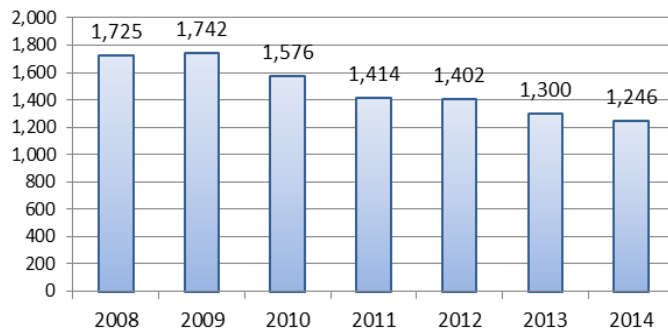
**Result:** Speed-related fatal, A and B injury crashes decreased by 19.29 percent from the 2008-2012 calendar base year average of 404.4 to 339 in 2014.



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

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

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

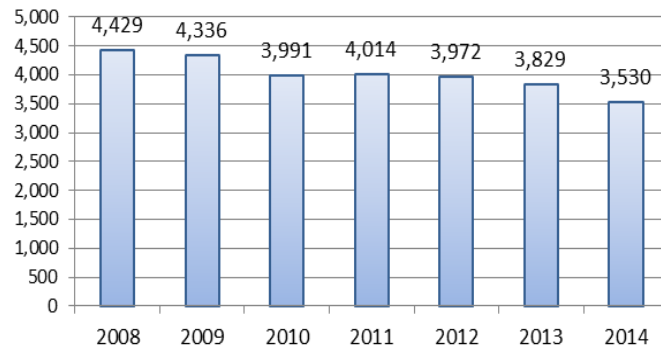


**ALL OTHER FACTORS\* - FATAL, A AND B INJURY CRASHES (STATE CRASH DATA)**

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

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

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

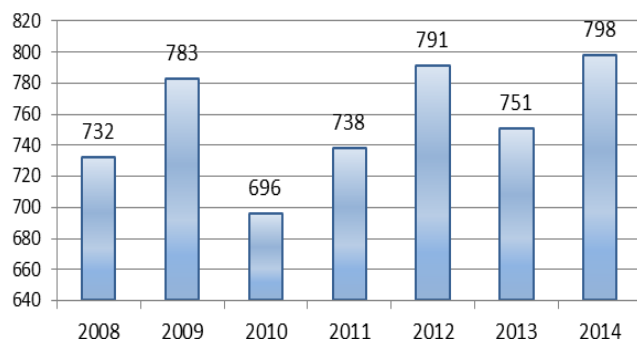


**DISTRACTED DRIVER\* - FATAL, A AND B INJURY CRASHES (STATE CRASH DATA)**

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

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

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

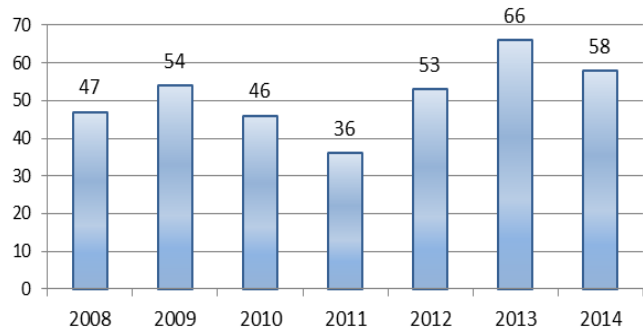


**NIGHTTIME (6 P.M. – 6 A.M.) UNRESTRAINED FATALITIES IN FATAL CRASHES\* (STATE CRASH DATA)**

\*Includes Not Used and Unknown

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

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





## HIGHWAY SAFETY COMMUNICATION/MEDIA PLAN

### PAID MEDIA

In FY2015, the Nebraska Office of Highway Safety (NOHS) was able to use National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA)/Highway Safety Improvement Plan (HSIP) funding to support paid media marketing and advertising activities for several identified priorities of traffic safety subjects. The NOHS identifies and utilizes those marketing/advertising strategies that will be most effective in communicating those critical messages to the appropriate targeted demographic groups in the appropriate geographic locations at the appropriate times.

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



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

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

In FY2015, the NOHS continued to support the traffic safety program with printed public information and education materials that are available for free to the general public. These brochures, posters, manuals, wallet cards, enforcement law visor cards, metal signs, and other items provide information on all traffic safety-related issues, including but not limited to, seat belts, air bags, child passenger safety, rail grade crossing safety, DUI prevention, bicycle/pedestrian safety, motorcycle safety, aggressive/distracted driving and weather-related driving issues.

The NOHS provides traffic safety message copy for the state's roadway electronic message boards to be posted during special enforcement



crackdowns and designated traffic safety weeks.

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

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

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

## EARNED MEDIA

In FY2015, the NOHS continued to utilize the Governor's Office, Nebraska State Patrol, Department of Health and Human Services, Department of Motor Vehicles, Department of Roads and other highway safety partners to assist with kick off news conferences/events for the national and state enforcement mobilizations and other traffic safety issues.

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



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

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

## SOCIAL MEDIA

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

## ENFORCEMENT MOBILIZATIONS

### BACKGROUND

Nebraska participated in the three national traffic enforcement efforts plus one additional statewide enforcement campaign. This includes the national May 2015 “Click It or Ticket” (CIOT) mobilization and the national impaired driving crackdown August/September “You Drink & Drive, You Lose.” (YDDYL). The other two other enforcement mobilizations were held November 2014, Thanksgiving week CIOT mobilization, and December 2014/January 2015, the NOHS participated in the national impaired driving crackdown with the state’s YDDYL Crackdown.



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

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



## NEBRASKA ANNUAL TRAFFIC SAFETY STUDY, MAY 2015 RESULTS

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

The first question was open-ended and asked respondents to name the biggest problem in Nebraska today. Roads and safety-related responses included distracted driving (14%), drunk/impaired driving (4%) and traffic and road conditions (16%).

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

2015

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

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

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

2015

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

## IMPAIRED DRIVING

Respondents were then asked an open-ended question about the best way to solve the drunk driving problem. Although responses were fairly scattered, more severe penalties led the list with a 29% plurality, followed by stricter law enforcement (19%) and education (17%).

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

2015

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

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

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

2015

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

Respondents were next asked whether they favor or oppose each of six specific penalties for drunk driving. All six were favored by a majority of respondents. Leading the list of those favoring was jail terms for previous offenses (81%), followed by mandatory treatment for offenders (75%); then mandatory interlock ignition for all first-time offenders (72%); mandatory sentencing for offenders (67%); eliminating plea bargaining for drunk driving offenses (61%); and losing license for first offense (52%).

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

Eleven percent (11%) of respondents indicated they had driven while impaired by alcohol but still under the legal limit in the last 60 days.

<b>In the last 60 days, have you ever driven while impaired by alcohol, but still under the legal limit?</b>	<b>2015</b>
Yes	11%
No	89%

**CORE QUESTION:** About one-fourth of the respondents (23%) indicated they had driven within two hours after drinking alcoholic beverages at least once in the last 60 days.

<b>In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?</b>	<b>2015</b>
Never	76%
Once	11%
2-5 times	10%
More than 5 times	2%

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

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



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

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

	2015
Yes	48%
No	52%

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

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

	2015
Yes	53%
No	47%

## SAFETY BELTS

**CORE QUESTION:** About three-fourths of the respondents (76%) indicated they always wear safety belts when they drive or ride.

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

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

For the sixth straight year, a majority of respondents (54%) indicated that law enforcement officers should be allowed to stop drivers and ticket them for not wearing a seat belt.

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

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

**CORE QUESTION:** A majority (60%) of respondents thought the chances of getting a ticket for not wearing a seat belt were unlikely (32% somewhat unlikely plus 28% very unlikely).

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

	2015
Very likely	9%
Somewhat likely	20%
Likely	12%
Somewhat unlikely	32%
Very unlikely	28%

Respondents were asked what level of fine would be most effective to get people to wear their seat belt all the time. A plurality (35%) indicated \$25-50, 28% indicated \$51-100, 19% indicated more than \$200, 13% indicated \$101-150, and 5% indicated \$151-200.

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

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

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

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

Yes	24%
No	76%

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

Yes	71%
No	29%

**CORE QUESTION:** About a fourth of respondents (27%) indicated they had seen or heard something about seat belt law enforcement by police in the last 60 days.

**In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police? 2015**

Yes	27%
No	73%

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

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

Yes	52%
No	48%

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

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

**SPEED**

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

**On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph: 2015**

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

**CORE QUESTION:** A plurality of respondents (42%) indicated they never driver faster than 70 mph on a road posted at 65 mph while another 42% indicated they rarely drive faster than 70 on those roads, while 10% indicated half the time and 6% indicated most of the time.

**On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph: 2015**

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



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

**In the past 30 days, have you read, seen or heard anything about speed enforcement by police? 2015**

Yes	37%
No	63%

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

**What do you think the chances are of getting a ticket if you drive over the speed limit? 2015**

Very likely	16%
Somewhat likely	36%
Likely	25%
Somewhat unlikely	19%
Very unlikely	5%

### DISTRACTED DRIVING

About two-thirds of the respondents (65%) indicated they would support a law banning drivers from talking on a cell phone while driving. About one-third (32%) opposed that idea and 3% had no opinion.

**Would you support or oppose a law banning drivers from talking on a cell phone while driving? 2015**

Support	65%
Oppose	32%
Don't know	3%

A majority of respondents (61%) also supported a law allowing law enforcement to stop a driver and ticket them solely for talking on a cell phone while driving, while 37% opposed that and 2% had no opinion.

**Would you support or oppose a law that allows law enforcement to stop a driver and ticket them solely for talking on a cell phone while driving? 2015**

Support	61%
Oppose	37%
Don't know	2%

Nine out of ten (90%) indicated support for a law that would allow law enforcement to stop a driver and ticket them solely for texting while driving, while 9% opposed that and 1% had no opinion.

**Would you support or oppose a law that allows law enforcement to stop a driver and ticket them solely for texting while driving? 2015**

Support	90%
Oppose	9%
Don't know	1%

### MISCELLANEOUS

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

**Should the Nebraska law requiring motorcycle helmets be repealed or continued? 2015**

Continued	74%
Repealed	22%
Don't know	4%

A majority of respondents (64%) indicated that drivers over the age of 70 should be required to drive as part of their test every time they renew their license, while 34% opposed such a requirement and 3% had no opinion.

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

## DEMOGRAPHICS

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

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

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

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

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

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

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

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

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

Phone Type	2015
Landline	78%
Cell Phone	22%

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

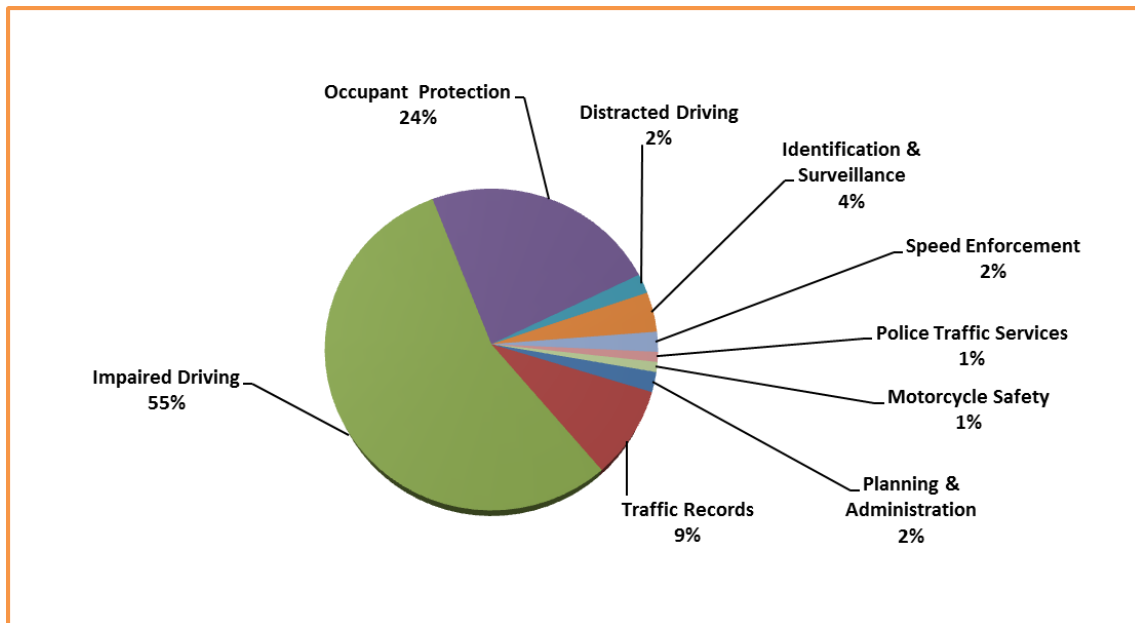
Gender	2015
Male	48%
Female	52%

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

**FINANCIAL SUMMARY**

**SUMMARY OF FISCAL YEAR 2015 COUNTERMEASURE PROGRAMS**

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





(OCC) institutions: Bellevue University, Clarkson College, College of Saint Mary, Creighton University, Kaplan University, Metro Community College, Nebraska Methodist College and University of Nebraska - Omaha, increased the use and promotion of their Power of Parenting web sites. Analysis of the Y1CAP results were evaluated and submitted to each institution. There are currently 14 members of the NCC that utilize the Y1CAP with incoming first year students

The paper “Driver Education and Teen Crashes and Traffic Violations in the First Two Years of Driving in a Graduated Licensing System” published in Accident Analysis and Prevention (AAP) (June 2015). AAP article featured in UNL Press Release, UNL website, two interviews were conducted and there were 1,606 downloads of the published article (September 2015).

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

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

The OCC implemented Brief Motivational Intervention programs at four institutions, expanded their work on Bystander Intervention Programming, continue to utilize their Y1CAPs and Power of Parenting websites at all eight institutions, implemented a social norms media campaign at three institutions, assisted with the implementation of the *You Make the Call* Campaign.

UNL Year 1 CAP data	2010	2011	2012	2013	2014
<b>Binge Drinking</b>	22.4	22.4	19.8	20.8	20.2
<b>Drinking and Driving</b>	12.4	12.1	8.5	8.2	8.3
<b>Riding with Drunk Driver</b>	13.0	12.9	10.5	8.9	9.2

Also, from Year 1-CAP data, Northeast Community College reported a drop in binge drinking from 19.4% in 2011, to 11.5% in 2012, to 13.1% in 2013, and to 10.8% in 2014; a drop in drinking and driving from 26.0% in 2011 to 11.7% in 2012 to 11.4% in 2013, to 7.4% in 2014; and a drop in riding with an impaired driver from 20.0% in 2011 to 13.5% in 2012 to 12.2% in 2013, stabilizing at 12.8% in 2014 for entering first year students residing on campus. From Wayne State College campus wide CORE survey data, there was a drop in binge drinking from 51.5% in 2011 to 50.2% in 2012 to 49.5% in 2013, to an all-time low of 44.8% in 2014 and a drop in drinking and driving from 37.3% in 2011 to 37.1% in 2012 to 31.6% in 2013 to an all-time low of 28.8% in 2014. These results confirm trends in reductions for binge drinking and drinking and driving at NCC schools found in the three Nebraska Young Adult Alcohol Opinion Surveys.

**402-15-09      Alcohol Program Coordination/NOHS      \$99,183.24**

This project funds the NOHS for identified staffing costs, including personal services, travel and office expenses to coordinate, monitor, and audit alcohol program area grants and activities. The coordination and assistance provide an essential element in a successful alcohol/impaired driving awareness program. NOHS staff attended seminars, conferences, workshops, meetings, training, etc. to impact attitudes regarding alcohol and impaired driving among Nebraska’s motoring public. As examples, NOHS staff personnel attended the following conferences, meetings: Nebraska Law Enforcement luncheon; NHTSA Regional Meeting, and NOHS DRE School. The processing time of mini-grant contracts for alcohol projects, training, enforcement, equipment, and travel associated with the issue of impaired driving are funded through this project. It also includes project site visits and monitoring.

**402-15-10      Alcohol Public Information and Education/NOHS      \$5,010.36**

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

- Produced/purchased and distributed alcohol/impaired driving-related materials (brochures and other educational items). Approximately 82% were distributed to agencies/organizations within the Target Counties.
- Added alcohol/impaired driving DVDs to NOHS free lending library.









Campaign was designed to remind Nebraskans that a seat belt is a small device that can save a life. Multiple mediums were used throughout the campaign that included: radio ads, Screen/Vision ads, Pandora ads, social media (Twitter, Facebook and LinkedIn), window clings and sidewalk stickers. The 750 window clings and 250 stickers were placed throughout the state at schools, businesses, and high traffic venues. Some of the items were distributed across Omaha, Lincoln, and Columbus, health departments, member companies, and North Platte. Managed CIDRI2015 public service announcement contest for high school students. There were 80 team applications from schools across the state, reaching over 300,000 users and over 500,000 impressions were recorded. Paid social media #CIDRI2015 ended up reaching approximately 5.2 million users, 65% male, at the end of the fiscal year. Additional, reach for this campaign included earned media from interviews with KETV, Columbus News, KFAB and NTV along with press releases published by approximately 100 publications across the state. Governor’s Seat Belt Honor Roll activity included: 13 businesses receiving an award for their participation at a 90% or higher usage rate with employees, 72 companies and/or schools received materials for the Governor’s Seat Belt Honor Roll participation, and NSCN developed a new marketing campaign aimed at 200 Nebraska companies (100 whom have been awarded *Nebraska Safest Companies*).

**POLICE TRAFFIC SERVICES PROGRAM AREA**

**402-15-27      Traffic Selective Overtime/NOHS      \$47,510.71**

This project provided funding to the NOHS to award mini-grants for law enforcement agencies to conduct selective overtime enforcement activities. Twelve mini-grants contracts were awarded to five police departments, two sheriff’s office and five to the Nebraska State Patrol for the overtime salaries and mileage. These 12 contracts resulted in a total of 872 hours of selective traffic overtime enforcement, 80 seat belt citations, 16 impaired driving arrests, 1 Minor in Possession citations and 7 open container citations. The total number of citations issued was 1,330 and 2,479 contacts were made.

**TRAFFIC RECORDS PROGRAM AREA**

**402-15-30      Traffic Records/NOHS      \$7,848.87**

This project provided to NOHS to complete the Nebraska Traffic Records Strategic Plan which has been finalized and has been published on the website as of June 1, 2015. Paid for registration for the Traffic Records Coordinator to attend the 2015 Traffic Records Forum. Two mini-grant were issued: Omaha Police Department to purchase Bosch CDR software and cables; and to Department of Health and Human Services – EMS/Trauma Program for three employees to attend the Annual Image Trend EDS Conference.

**402-15-31      Computer System/NOHS      \$2,587.95**

Funding was provided for supplies, maintenance, and repair for the NOHS printer. This electronic equipment is used to enhance research and analysis capabilities of traffic safety issues.

**DISTRACTED DRIVING PROGRAM AREA**

**402-15-13      Distracted Driving Public Information and Education/NOHS      \$92,750.00**

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/radio media campaigns airing a distracted driving message, 732 ad spots were aired plus 23 banner ads on websites each month. The Nebraska Safety Council also conducted a public information and education campaign by using videos at selected movie theaters targeting young drivers regarding the dangers of distracted driving. Three different :30 spots were rotated during the 14 week cycle. The spots were shown in 19 theaters on 167 screens in Bellevue, Broken Bow, Columbus, Fremont, Kearney, Lincoln, Nebraska City, Norfolk, North Platte, Omaha, and Scottsbluff. The Nebraska



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; Nebraska Department of Roads (NDOR) Interagency Safety Committee meetings; Nebraska Operation Lifesaver Board and Committee meetings; NHTSA Workshops/Region meetings; NHTSA Data Driven Workshop; and NHTSA Region 7 conference calls. This includes staff time in developing federal grant applications, annual reports, on-site monitoring and other general traffic safety activities. Mini-grants related to traffic safety-related requests by law enforcement agencies, organizations, and schools were processed. Includes project monitoring and site visits.

**402-15-24      Traffic Safety Public Information and Education/NOHS      \$57,029.18**

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), and brochures. 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 for performance and baseline measures.

#### **SPEED CONTROL PROGRAM AREA**

**402-15-32      Speed Program Coordination/NOHS      \$8,235.01**

This project funds the NOHS for identified staffing costs, including personal services, travel and office expenses to coordinate, monitor, and audit speed program area grants and activities. The coordination and assistance provide an essential element in a successful speed awareness program. Assistance was provided to law enforcement agencies and organizations with scheduling, maintenance, delivery and return of the NOHS Speed Monitoring Trailer loaner units. Trailers were scheduled and delivery made to 14 different law enforcement agencies across the State. Mini-grant contracts were reviewed for speeding enforcement, speed monitoring trailers, and speed detection equipment. Includes project monitoring and site visits.

**402-15-35      Speed Public Information and Education/NOHS      \$258.99**

This project provides funding to the NOHS for the development/creation/production/implementation of speeding 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. The NOHS loaner speed trailers were used by 23 agencies to calm traffic and raise speed awareness. During FY2015, the trailers were used in 35% of the NOHS target counties.

#### **SPEED ENFORCEMENT PROGRAM AREA**

**402-15-26      Traffic Law Enforcement      \$44,874.63**  
**Nebraska Crime Commission**

This project grant was awarded to the Nebraska Law Enforcement Training Center for specialized/additional highway safety-related training available to all Nebraska law enforcement officers. The following courses were offered; four Standard Field Sobriety Testing (SFST) classes (132 students); one SFST Update (9 students); three Radar Certification courses (118 students); three Laser Certification courses (118 students); three In-Car Camera Operation courses (117 students); one Intermediate Crash Investigation (19 students); one Technical Crash Investigation (19 students); Level One CAD Zone (one class – 14 students); and two Advanced Roadside Impaired Driving Enforcement (ARIDE) (22 students). The radar recertification interactive CD training was distributed to law



displays at basketball and volleyball games. In addition, a full page color display in each football, volleyball and baseball game day programs for all home games. Press conference backdrop displays with safety messages.

- Contracted with KTNK radio for sponsorship of "Drop the Mike" show that included 720 - 20 second live mentions at top of segments, 720 - 15 second ads on podcasts, 300 - 30 second ads during various times of day plus ten 30 second ads during weekend. Period October, 2014 to September, 2015.
- Paid to post indoor advertising with impaired driving messages in Lincoln and Omaha bars, fitness centers, and eating establishments throughout the year.
- Contracted with KOLN/KGIN to sponsor "Our Town" weather segments, for the period October 2014 to September 2015. (\$4,200.00)
- Contracted with Omaha Sports Properties for sponsorship of University of Omaha Sports from July 2015 to June 2016. Included: Hockey - 1 on ice message logo, 1 LED message for 2 minutes at 30 second rotations, 1 dasher board sign in community sheet of ice. Basketball and Volleyball - 1 LED message for 2 minutes at 30 second rotations, LED message at scorer's table. Soccer – 1 sideline sign. Baseball and softball – 1 outfield banner. All sporting events include 1-30 second video display and PA announcement at each game. Includes 2-30 second radio commercials for each hockey coach's show and each regular season men's basketball game radio broadcast and 2-10 second live reads during each hockey game radio broadcast.
- 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. The NOHS entered into a Gas Pump Advertising Agreement with AllOver Media for the month of November 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 23 counties. The estimated impression for 30 days of advertising is 10,654,800.

**405b-15-12      Child Passenger Safety/CSS Purchase/Distribution/NOHS      \$32,393.74**

Funding was provided to increase the availability of child safety seats for rural, low income, and minority communities where lack of child passenger protection is especially severe. This funding also provides up-to-date information to inspection stations that serve as resources for parents/caregivers. Eight mini - grants were awarded to: Webster County Community Hospital (Red Cloud), One World Community Health (Omaha), Avera St. Anthony's Hospital (O'Neill), Three Rivers District Health Department (Fremont), Mary Lanning Memorial HealthCare (Hastings), Good Samaritan Hospital Foundation (Kearney), St. Elizabeth Foundation (Lincoln), and St. Francis Memorial Hospital (West Point), to purchase a total of 638 child safety seats for low income families and diverse populations.

**405b-15-13      Occupant Protection Special Initiatives/NOHS      \$68,529.82**

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 Nebraska annual safety belt and child safety seat observation surveys. As required, a copy of the "Nebraska Safety Belt Use 2015 Report Survey" was submitted to NHTSA on September 15, 2015, for certification. The safety belt use rate for 2015 was 79.6%, up from 79.0% the previous year. The observed child restraint use remained the same as the previous year at 96.9%.
- A mini-grant was awarded to provide overtime for all Nebraska State Patrol (NSP) Troop areas across the state to conduct 75 educational activities in 62 unique venues, reaching 11,462 children, 7,317, teens and 6,002 adults. These activities, conducted by 49 troopers, utilized the Seat Belt Simulator, the Rollover Simulator, Trooper Buck and the T-shirt shooter as methods to increase public awareness and education for the general public around young driver education and occupant protection. The mini-grant ran from January to June, 2015 and supported 426.50 hours of community service education overtime.
- A mini-grant was awarded to provide overtime for all NSP Troop areas across the state to conduct 63 educational activities in 66 unique venues, reaching 6,425 children, 7,816 teens and 18,149 adults. These activities, conducted by 41 troopers, utilized the Seat Belt Simulator, the Rollover Simulator, Trooper Buck and the T-shirt shooter as methods to increase public awareness and education for the general public around young



driver education and occupant protection. The mini-grant ran July through September, 2015 and supported 445 hours of community service education overtime.

**405b-15-14      Occupant Protection/Selective Overtime Enforcement/NOHS      \$61,090.69**

This project provided funding for the NOHS to award mini-grants to law enforcement agencies throughout the state to conduct occupant restraint selective overtime enforcement activities. Mini-grant contracts were awarded to police departments (4) and sheriff's offices (3) and the Nebraska State Patrol (2) for the overtime salaries and mileage. These contracts resulted in a total of 1,162 hours of selective seat belt overtime enforcement, 264 seat belt citations, 43 impaired driving arrests, 1,973 speeding citations, 4,031 total citations and 3,377 contacts.

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

**405c-15-01      E-Citations Automation      \$155,593.57**  
**Nebraska Crime Commission**

Provide funding to the Nebraska Crime Commission (NCC) to work on the Nebraska Criminal Justice Information System (NCJIS) with other agencies (NDOR, DMV, DHHS, Courts, and NSP) that deal directly with traffic records, to design an efficient collection and transmission of traffic record data. The target was to improve the collection, access and integrate data (administrative license revocation forms, crash report data, citations) electronically throughout the criminal justice system to law enforcement agencies, other users and consumers who use the data. A committee involving NSP, County Attorneys, NCC, and the Supreme Court met and developed a form and workflow to contact county attorneys, NCJIS and others on citation errors and reroute corrected data and images. In conjunction with the Department of Motor Vehicles (DMV) the workflows were developed for non-commercial and commercial drivers, covering what forms will need to be generated in those instances involving different driver types. The forms and workflows have been provided to both Sleuth and TraCS developers (Affinity). Affinity provided draft forms and workflow. Workflows and forms are being modified by DMV and developers. The anticipate rollout to both platforms will be in 2016. The Omaha Police Department (OPD) reports movement on their effort to deploy E-Citations. They have deployed their own solution to most cars. NCC worked with the State Court Administrator to pursue the incorporation of eFiling of tickets and criminal cases from users of CMS. This has been funded by the court but should greatly enhance the operation and processing of filing but development is ongoing. It is largely dependent upon the flow of PDF images.

**Results:**

Implementing expanded data collection in TraCS and Sleuth has been underway throughout the year and the number of law enforcement agencies now electronically generating citations is 32 and that includes the Nebraska State Patrol. Progress has been made regarding the Omaha Police Department and electronic submission possibilities for FY2015. Approximately 90 County Attorneys now receive NSP citations electronically (data and images) from NCJIS, eliminating the need for troopers to hand deliver them as well as reducing court/prosecutor data entry and speeding up the process. NCC is working to also provide local E-Citations.

**405c-15-02      Omaha Crash Reporting System      \$100,000.00**  
**Nebraska Department of Roads**

This internal support project is to improve the accuracy, accessibility, and simplicity of Nebraska's traffic data. The project provides a mechanism for linkage to other support data and automation. The latest Traffic Records Assessment completed for Nebraska recommended, as a major item, a component to implement electronic crash data reporting. The Department of Roads – Accident Records Section is working to provide drivers with an electronic means to enter and submit to the State the required vehicle crash report. The purpose of this project is to increase the number of Omaha Police Department (OPD) Investigator's electronic accident reports from zero to 80% within a year of the going live date. The testing was finalized in June 2015. The official "Go Live Date" of the Omaha Crash Reporting System – XML Data Mapping project was July 9, 2015. As of December 9, 2015, 5,394 reports have been successfully transmitted electronically to NDOR's database. NDOR now processes zero paper reports from Omaha Police Department (OPD). This project successfully changes OPD from a 100% paper reporting process to a 100%



electronic filing process. The submittal time of reports from OPD to NDOR's database has been reduced from the previous 90 day average to now effective instantaneous data retrieval.

**405c-15-03      Drivers E-Crash Reporting System Improvements      \$80,877.09**  
**Nebraska Department of Roads**

This internal support project is to improve the accuracy, accessibility, and simplicity of Nebraska's traffic data. The project provides a mechanism for linkage to other support data and automation. The latest Traffic Records Assessment completed for Nebraska recommended, as a major item, a component to implement electronic crash data reporting. The Department of Roads – Accident Records Section is working to provide drivers with an electronic means to enter and submit to the State the required vehicle crash report. This project gathered data beginning November 2013 and finished in March of 2014. Ongoing development and testing is being conducted. A limited functioning DR41 site is available for testing. Testing of the User Interface has been completed, sequent testing of the data transmittal layer will commence once work resumes and code has been delivered – estimated date of delivery is first quarter of 2016.

**405c-15-11      EMS (Emergency Medical Services) Data Quality Assessment      \$25,154.04**  
**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 2013 and 2014 EMS data sets submitted by various EMS providers, Omaha Fire and Rescue Department, Lincoln Fire and Rescue Department, eNARSIS, and paper forms that were manually entered into eNARSIS.

This year DHHS staff compiled a statewide EMS working file that contained frequently used data elements for 2013 and 2014 data. They examined and analyzed each of the 2013 and 2014 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 2013 and 2014 EMS data being submitted. The eNARSIS data and Lincoln Fire and Rescue data were NEMSIS compliant. Lincoln Fire Rescue submitted their data quarterly. There were 410 active EMS services in Nebraska for FY2015.

**405c-15-14      Crash Outcome Data Evaluation System (CODES)      \$131,663.96**  
**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 2013 data from the four separate databases: Crash, EMS, Hospital Discharge Data (HDD) and Death Certificate after making some modifications of the linkage specification. The data tables for the 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.).

**405c-15-15      E-CODE Data Quality Assessment and Improvement      \$35,619.00**  
**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 2013 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 June 2015. Descriptive statistical analyses were completed based on the new 2013 hospital discharge data. The SAS DDE (Dynamic Data Exchange) method is applied to the 2013 E-CODE data quality reports. Statistical results were obtained for each of 88 acute care hospitals, as well as the State as a whole. The average number of days from hospital/ED discharge until data is entered into database for 2013 -2014 is 23.66 for a nine month period.

**405c-15-16      Traffic Records Program Coordination/NOHS      \$43,870.62**

This project provide funds to 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 for time spent on project grants, e-Citations Automation, Omaha E-Crash, Driver’s E-Crash Reporting System, Emergency Medical Services Data Quality Assessment, Crash Outcome Data Evaluation System, E-CODE Data Quality Assessment and Improvement. This grant also provides a mechanism for local entities to apply for mini-grants to upgrade and improve their traffic records capabilities. Two mini-grants were awarded, one to Sarpy County Sheriff’s Office who provided the “5 Day Edge FX Diagramming/Total Station training to 14 officers from six agencies and Bellevue Police Department conducted the IPTM Traffic Crash Reconstruction Class training 15 officers from seven agencies.

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

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

**405d-15-02      In-Car Cameras/NOHS      \$233,810.50**

This project provided funds to the NOHS to award mini-grants for state and local law enforcement agencies to assist in obtaining in-car camera systems. The in-car camera system is a simple means of documenting evidence and results in fewer court appearances for law enforcement and increases conviction rates for impaired driving. The cost and efficiency benefits of the in-car camera systems include: increased conviction rates, reduction of the officer’s time spent in court providing testimony; reduction in prosecutor time with increased guilty pleas; reduces court time; and reduces the number of jury trials. During the project period, 44 mini-grant contracts were awarded providing 70 in-car camera systems as follows: Police Departments – 24 contracts and Sheriff’s Offices – 20 contracts. The 70 in-car cameras that were awarded were used in 11,828 traffic stops.

**405d-15-03      Breath Testing Equipment/NOHS      \$52,627.00**

This project provides funding for the NOHS to award mini-grants to state and local law enforcement agencies to provide preliminary breath testing (PBT) instruments to apprehend impaired drivers. Participating agencies will receive PBT instruments funded 100% by the NOHS. During the project period, 48 mini-grant contracts were awarded providing 183 preliminary breath testing units as follows: Police Departments – 20 contracts; Sheriff’s Offices – 28 contracts. Also, during the project period, 6 mini-grant contracts were awarded providing 8 evidentiary

breath testing instruments as follows: Police Departments – 1 contract; Sheriff’s Offices – 4 contracts and the Nebraska State Patrol 1 contract. The 183 preliminary breath testing instruments that were awarded this fiscal year resulted in 2,502 breath tests being conducted.

**405d-15-04      DRE/ARIDE Training and Recertification/NOHS      \$51,698.84**

Provided funding for the NOHS to provide the administration of Nebraska’s the Drug Evaluation and Classification Program (DECP) and increase law enforcement’s ability to detect drug impaired drivers on Nebraska’s roadways and assist in reducing motor vehicle fatal and injury crashes. This project provided training for law enforcement officers to become Drug Recognition Experts (DRE), annual in-service training for Nebraska’s DREs and prosecutors and funding assistance for Nebraska’s DREs and prosecutors to attend the IACP conference on impaired driving. The NOHS sponsored a 2-Day Pre-School on September 22 & 23, 2014 (FY2014). The 7-Day DRE training school was held on October 7 – 10 & 13 – 15, 2014. Twenty-three DRE candidates completed training and all phases and have been certified as Drug Recognition Experts. The 2015 DRE in-service training has been scheduled for December 2, 2015, with two out-of-state presenters scheduled. Eight mini-grants were awarded law enforcement agencies to attend training/conferences: Brad Rutledge, from the Nebraska Crime Lab, was funded to attend the “Society of Forensic Toxicologists Annual Meeting” in Grand Rapids, Michigan in October 2014; one Nebraska DRE was funded to attend the “Wyoming Governor’s Conference on Impaired Driving” in Laramie, Wyoming, in May 2015; and, four DRE Instructors and 14 DREs were provided funding assistance to attend the “21<sup>st</sup> Annual IACP DRE Conference on Drugs, Alcohol and Impaired Driving” held in Cincinnati, Ohio, on August 9 - 13, 2015. Advanced Roadside Impaired Driving Enforcement (ARIDE) Training continued to be implemented in Nebraska. Five ARIDE classes were held training 52 officers.

**405d-15-05      Alcohol Selective Overtime/NOHS      \$180,457.23**

This project provided funds for the NOHS to award mini-grants for daytime and nighttime selective overtime alcohol enforcement to state and local law enforcement agencies including the state and national impaired driving crackdowns. Participating agencies were provided funding assistance for the overtime salaries and mileage. Law enforcement agencies identified specific locations, time of day, day of week, etc. relating to alcohol fatal, A and B injury crashes. There were 40 mini-grant contracts awarded to 17 Police Departments, 12 Sheriff’s Offices and 23 contracts to the Nebraska State Patrol. These 40 mini-grant contracts resulted in a total of 3,883 hours of selective alcohol overtime enforcement, 74 seat belt citations, 110 impaired driving arrests, 683 speeding citations, 122 open container citations, 86 minor in possession citations and 2,695 total citations. The agencies conducting compliance checks visited 1,749 businesses with 120 being non-compliant and selling alcohol to underage individuals. Those 120 businesses were issued citations. Forty-four checkpoints were conducted by the following agencies: Saunders County Sheriff’s Office – 1; and, Nebraska State Patrol – 43.

**405d-15-06      Alcohol Public Information and Education/NOHS      \$889,149.08**

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

- A mini-grant to Region V Youth Systems allowed the Students Against Destructive Decisions (SADD) students to attend the national conference. Seventeen youth and three adults attended the conference.
- A mini-grant was awarded to National Safety Council to decrease underage alcohol consumption and driving. They will educate and motivate teenagers about the dangers of underage drinking and driving, educate parents and adults about the consequences of providing access to alcohol to teenagers and provide information to educators about the effects of alcohol and how to spot potential dangers with students.
- 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 October to July. Ads were placed in Lincoln and Omaha locations.
- NOHS purchased a ½ page four color ad in the 2015 NCAA Official Tournament Program.
- NOHS contracted with Heartland Marketing & Communications for a radio campaign during the *You Drink & Drive. You Lose.* campaign to run during December 2014 and January 2015, running 1,794 ad spots
- Contracted with IMG College, LLC for public service announcements for impaired driving restraint messages. Announcements were made during Nebraska Cornhusker football and volleyball games, and the weekday two hour broadcast Nebraska Sports Nightly radio talk show. One full-page color ad was placed in each of the 80,000 football game day programs for the seven home games, the programs of all baseball/basketball home games, and the University of Nebraska Fall and Spring All Sports Guide.
- Contracted with IMG College, LLC for a sports marketing sponsorship of the Pinnacle Bank Arena Founding Partner that includes logo recognition in arena, one sponsor event each year, premium vendor space at the arena and banners, 24 main concourse signs, video board recognition, LED board signage, public address announcements and signage in the garages at the arena.
- 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 the Prairie Fire newspaper.
- Placed impaired driving ads in Hail Varsity magazine and on the daily Hail Varsity radio program.

**405d-15-07      Special Alcohol Enforcement Initiatives and Equipment/NOHS      \$75,000.00**

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

A mini-grant contract was issued to the Sarpy County Sheriff’s Office/Bellevue Police Department for enforcement under the Sarpy County Traffic Unit project. The high crash locations were identified for Data-Driven Approaches to Crime and Traffic Safety (DDACTS) at Highway 31 & I-80, Highway 50 & I-80, and Highway 75 & Highway 370. Four officers worked a total of 1,993 hours, with 50.75 in DDACTS areas, 5.5 at special events, 182.5 in school zones, 647.25 in problem areas and 28 rush hours/youth driving. The officers made 2 public presentations to 56 people and 15 school presentations to 410 students. The citations, arrests, and warnings issued through this project were: 729 speeding citations, one impaired driving arrest, 13 seat belt citations, and four child restraint citations. In addition, 49 other arrests were made, including drug arrests and warrant arrests.

In the time period of 2009-2013, Sarpy County had 1,542 fatal, A and B injury crashes, for a yearly average of 308 crashes. The target was to reduce the number of fatal, A and B injury crashes in Sarpy County by 15%, (2009-2013) from 308 to 262 during the project period. There were 289 fatal, A and B injury crashes in 2014, the 15% reduction target was not met. In the time period of 2009-2013, the City of Bellevue had 486 fatal, A and B injury crashes, for a yearly average of 97 crashes. The target of the Bellevue Police Department was to decrease fatal, A and B crashes by 15%, (2009-2013) from 97 to 83 during the project period. There were 83 fatal, A and B injury crashes in 2014, this reduction was met.

**405d-15-08      Felony Motor Vehicle Prosecution Unit      \$185,000.00**  
**Douglas County Attorney’s Office**

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.

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

**Results:**

	Oct 1, 2012 to Sept 30, 2013	Oct 1, 2013 to Sept 30, 2014	Oct 1, 2014 to Sept 30, 2015
Felony DUI, Operating during Revocation, MVH, Ignition Interlock & misdemeanor MVH cases charged	528	384	385
Convictions	434 (82%) 277 Felony (64%) 157 Misdemeanors (36%)	345 (90%) 217 Felony (63%) 128 Misdemeanors (37%)	347 (90%) 228 Felony (66%) 119 Misdemeanors (34%)
DUI Cases Charged	271	268	277
Convictions	270 (99%) 188 Felony (70%) 82 Misdemeanors (30%)	257 (96%) 152 Felony (69%) 68 Misdemeanors (31%) 37 Other *	261 (87%) 161 Felony (67%) 80 Misdemeanors (33%) 20 Other *

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 2015 grant period DUI cases charged, 20 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 67% which is 2% less than the 2014 grant period rate of 69%.

**405d-15-09 Support of Evidence Based Environmental Strategies/NOHS \$292,411.17**

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.

- Awareness activities for the year include: the implementation of the monthly electronic newsletter, of which over 10,000 copies were distributed over the course of the year, and the dissemination of over 8,500 *we want you back*, Must-B-21 cards, TRACE cards, and *No Free Ride if You Provide* materials.
- Project Extra Mile staff participated in or presented at over 237 meetings with community members and staff of partnering organizations; participated in 53 scheduled conference calls and technical assistance calls, in addition to numerous unscheduled calls, with local and national partners regarding underage drinking prevention and; had 46 pieces of earned media during FY2015. Convened and coordinated the Policy Work Group at least once to discuss policy issues (minimum of 2) that arise and disseminate pertinent information to community contacts and organizations.
- Developed and implemented advocacy efforts to improve youth alcohol laws, policies, and community practices.
- Developed and provided a legislative tracking sheet and talking points or action alerts for each of the two statewide advocacy issues.
- Produced a monthly newsletter which was disseminated electronically statewide.
- Continued to implement the *we want you back* and *No Free Ride if You Provide* campaigns.
- Informed PEM coalition members and community partners about public policies and health consequences through e-mail communication and PEM’s e-newsletter monthly.
- Conducted at least six awareness activities statewide during the funding period.
- Assisted in the promotion of the statewide Underage Drinking Tip Line 1-866-MUST-B-21.
- Send at least 12 media alerts/news releases’ regarding PEM’s underage drinking prevention efforts, including but not limited to the following: awareness activities, youth leadership training, enforcement trainings, and enforcement operations.
- Encouraged and/or coordinated at least 5 enforcement efforts (saturation, party patrols, compliance checks, etc.) with law enforcement with accompanying media advocacy initiative (news release, media alert, news conference, etc.) during funding period.

- Coordinated the Enforcement Work Group meetings in the Omaha metro area with area law enforcement representatives. Statewide law enforcement trainings were held in the LaVista and in Grand Island with 32 law enforcement representatives from 22 different agencies participating.
- PEM encouraged, coordinated and implemented an aggregate total of 520 compliance checks to target an overall 10 percent non-compliant rate among liquor establishments checked by law enforcement in the two-county Omaha metro area. Selective enforcements targeting underage drinking parties and procuring adults were carried out in the Omaha metro area. Overall, 100 (8%) of 1,189 retail establishments sold alcohol to minors, while 51 (59%) of those 86 checked identification and still completed the sale.
- There were four law enforcement work group meetings and 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.
- Sixteen high school students from across the Omaha Metro Area attended Project Extra Mile's Summer Youth Leadership Training in July 2015.

**405d-15-10      24/7 Sobriety Program  
Douglas County Corrections**

**\$47,105.58**

The 24/7 Sobriety Program is a pilot program with a target is to reduce alcohol-related traffic crashes and fatalities in Douglas County by reducing the number of repeat DUI arrests. The 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. This project is set up to ensure compliance with sanctions for those participants who test positive for alcohol at twice daily breath testing. Immediately detain program violators in accordance with the court order for participation in the 24/7 program. First-time violators will be detained for 12 hours at the Douglas County Department of Corrections (DCDC). Second-time violators will be detained for 24 hours at the DCDC. Third-time and subsequent violators will have their bond revoked, and will be detained at the DCDC until such time as they can appear before a judge During the grant period, Douglas County had 140 individuals complete the program. Douglas County is aware of two occurrences of DUI recidivism among those who have completed the program. Douglas County acknowledges that it is possible that others could have reoffended in other states, especially in Iowa, as Douglas County borders Iowa. The Rand Corporation will conduct an independent evaluation of program data on an ongoing basis. Participants on the breath testing protocol were 99.4% compliant with program expectations. SCRAM protocol participants were 99.8% compliant with program expectations. Program sanctions have been administered per program rules on all occasions when a participant has been in violation of program expectations. Douglas County hired four part-time Sobriety Technicians to conduct breath testing and conduct other routine program functions. Douglas County also provides a Corrections Officer to provide security and return any program violators to custody in accordance with program sanctions.

Program statistics below:

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

## SECTION 405f – MOTORCYCLIST SAFETY GRANT

**405f-15-01      Motorcycle Public Information and Education/NOHS      \$1,200.00**

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

**405f-15-02      Motorcycle Training Assistance/NOHS      \$25,237.23**

This project provided NOHS motorcycle safety funding and mini-grants for motorcycle training assistance. A mini-grant contract was awarded to the Nebraska Department of Motor Vehicles (DMV) conducted six Rider Coach Trainer Prep (TRCP) motorcycle training courses to 67 individuals statewide implementing the new TRCP curriculum across the state to 67 students, conducted a Quality Assurance Visit Training course to five instructors, and conducted Quality Assurance Visits (QAV) at nine motorcycle training sites across the state.

## SECTION 148 – HIGHWAY SAFETY IMPROVEMENT PROGRAMS

**HSIP (29)      Click It or Ticket – Selective Overtime Enforcement – Occupant Protection      \$100,000.00**  
**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 2014 "Click It or Ticket" Mobilization activities. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 46 mini-grant contracts were awarded to 19 Police Departments and 26 Sheriff's Offices; and the Nebraska State Patrol. These 46 mini-grant contracts resulted in a total of 2,647 hours of selective overtime enforcement, 235 seat belt citations, 1,862 speeding citations, and 70 impaired driving arrests. A total of 3,736 citations and 5,239 total contracts.

**HSIP (30)      Click It or Ticket – Public Information and Education – Occupant Protection      \$50,000.00**  
**NOHS**

This grant from the NDOR Highway Safety Improvement Program (HSIP) funding was awarded to the NOHS for public information and education support. These funds were used by 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, 2014. The campaign combined targeted messaging for gas station pump toppers, truckside advertising, and newspaper publication.

- The NOHS entered into a Gas Pump Agreement with AllOver Media for the month of November 2014. The safety message "Buckle Up and put the odds in your favor" was placed on pump toppers and fillboards at 104 gas stations in 37 towns in 23 counties. The estimated impression for 30 days of advertising is 10,654,800.
- The NOHS entered into a Truckside Agreement with AllOver Media for the month of November 2014 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.
- An 8x10 color premium insert placement advertising "Don't get stuck with a ticket." ran in the "Prairie Fire" newspaper during November. This newspaper is a free publication with distribution at over 400 locations in Lincoln, Omaha, Greater Nebraska, as well as additional locations throughout the Great Plains with 65,000 in circulation.

**HSIP (31)      You Drink & Drive. You Lose. – Selective Overtime Enforcement – Alcohol      \$208,634.86**  
**NOHS**

This project grant from the NDOR Highway Safety Improvement Program (HSIP) funding was awarded to the NOHS for enforcement mini-grants. These mini-grants were awarded to law enforcement agencies to conduct impaired driving selective overtime enforcement for the December 2014/January 2015 “You Drink & Drive. You Lose.” Crackdown. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 47 mini-grant contracts were awarded 21 Police Departments, 25 Sheriff’s Offices and one to the Nebraska State Patrol. These 75 mini-grant contracts resulted in a total of 4,907 hours of selective overtime enforcement, 246 seat belt citations, 2,401 speeding citations, and 260 impaired driving arrests. A total of 4,921 citations were issued and 15,485 contacts were made. Four checkpoints were conducted; Nance County Sheriff’s Office(1); Fillmore County Sheriff’s Office (1); and, Dakota County Sheriff’s Office (2).

**HSIP (32)      You Drink & Drive. You Lose. – Public Information and Education – Alcohol      \$100,000.00**  
**NOHS**

This grant from the NDOR Highway Safety Improvement Program (HSIP) funding was awarded 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 2014/January 2015. The campaign combined targeted messaging for gas station pump toppers, truck side advertising, and radio ads.

- The NOHS continued the Gas Pump Advertisement with AllOver Media for the month of December 2014/January 2015. The November campaign safety message “Report Drunk Drivers Immediately – Your Call Could Save a Life/Dial \*55 or 911” was placed on pump toppers and fillboards at 100 gas stations in 36 towns in 23 counties. The estimated impression for 62 days of advertising was 21,173,300.
- The NOHS entered into a Truckside Agreement with AllOver Media for the month of December 2014/January 2015 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 38,610,000.
- NOHS contracted with Kent Pavelka & Associates (KPA) and Heartland Marketing & Communications, Inc. (HMC) to provide marketing guidance, planning, budgeting and implementation of “You Drink & Drive. You Lose.” produced radio ads. They provided media negotiations and placement as needed for “Just a Matter of Time” produced :30 second radio ads. The Campaign Spot Production Development for “Just a Matter of Time” radio ads and placement contract for \$45,000. The talent/production/editing costs totaled \$2,805.00. A total of 29 radio stations placed 1,281 ads. This HSIP grant paid for the production costs plus 692 radio ad spots. The radio spots were ran in Lincoln, Omaha, Alliance, North Platte, Grand Island, Scottsbluff, Norfolk and Lexington.

**HSIP (34)      Click It or Ticket – Selective Overtime Enforcement – Occupant Protection      \$233,385.33**  
**NOHS**

This project grant from NDOR Highway Safety Improvement Program (HSIP) funding was awarded 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 2015 “Click It or Ticket” Mobilization. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 50 mini-grant contracts were awarded to 19 Police Departments, 30 Sheriff’s Offices and the Nebraska State Patrol. These 50 mini-grant contracts resulted in a total of 5,529 hours of selective overtime enforcement, 542 seat belt citations, 3,816 speeding citations, and 126 impaired driving arrests. A total of 6,894 citations were issued and 16,869 total contacts were made.



**HSIP (35) Click It or Ticket – Public Information and Education – Occupant Protection \$194,063.06**  
**NOHS**

This project grant from the NDOR Highway Safety Improvement Program (HSIP) funding was awarded 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, 2015 through June 30, 2015. 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.

- Placed seat belt (Click It or Ticket) ads in the Prairie Fire newspaper, American Classifieds, and indoor advertising at various fitness centers.
- Entered into an agreement with Gray Television Group/KOLNKGIN to run two :30 second spots within the “Severe Weather Special” opening and closing billboards around the broadcast. The “Stuck with the Ticket” ad ran on April 3, 2015
- Contracted with Heartland Marketing & Communications, Inc. for the production consultation coordination & creative campaign development and scripting of four :30 second radio spots – “Click It or Ticket – “Ding” & “Sound”, “Drinking & Driving”, “Consequences 1”, and “Consequences 2” voice over talent with Kent Pavelka.
- Contracted with NRG Media LLC, Broadcast Media, to run 183 radio ads during the four week campaign, May 11 through June 7, 2015. A total of 286 ad spots using the above produced spots by Heartland Marketing & Communications, Inc.
- Contract with “The Bottom Line” (TBL)– The Omaha World Herald and Mike’l Severe to receive the CIOT logo and sponsorship mentions in TBL house ads, minimum of 40 mentions per month, banner ad on The Bottom Line website, 30 :30 second commercials, “The Little White Crosses” that will run on the TBL, Big Apple Radio 1600 and KHUB, daily updates on the current number of fatalities, and CIOT logo backdrop.
- Awarded a mini-grant to the Nebraska Safety Council for the May/June 2015 paid media campaign. A total of 1,263 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, 2015, with the safety message “Buckle Up It’s a Really Big Deal. Required by Law. Saving Lives.” The pump toppers and fillboards were placed at 101 gas stations in 23 counties in 43 towns across the state. The estimated impression for 60 days of advertising was 20,694,900.
- A truck side agreement with AllOver Media ran from May 1 - June 30, 2015, with the safety message “Savings Lives Every Day – Buckle Up It’s the Law.” Fifteen delivery service trucks wrapped with truck size images stress the need for citizens to buckle up because it is the law. The truck side billboards resulted in 19,935 estimated impressions, covering the state from east to west and north to south.
- Contracted with The Ticket – KNTK-FM - to provide sponsorship of 5:00 hour on “Drop the Mike” a :20 LIVE mention of the “Click It or Ticket” ad, :15 ad before each Podcast (3 per day – 15 per week – 60 per month) and (25) :30 PSA’s between (7 am – 6 pm, Monday through Friday), and additional (10) :30 commercials on the weekend. During April/May 157 ads with the message “Only a Matter of Time” were played.

**HSIP (36) You Drink & Drive. You Lose. – Selective Overtime Enforcement – Alcohol \$206,947.65**  
**NOHS**

This project grant from the NDOR Highway Safety Improvement Program (HSIP) funding was awarded to the NOHS to award mini-grants to law enforcement agencies to conduct statewide impaired driving selective overtime enforcement for the August/September 2015 “You Drink & Drive. You Lose.” Crackdown. Participating agencies were provided funding assistance for the overtime salaries and mileage. During the project period 47 mini-grant contracts were awarded to 16 Police Departments, 30 Sheriff’s Offices and one to the Nebraska State Patrol. These 47 mini-grant contracts resulted in a total of 4,762 hours of selective overtime enforcement, 199 seat belt citations, 3,229 speeding citations, and 260 impaired driving arrests. A total of 6,162 citations were issued and 17,174 total contacts made. Three checkpoints were conducted as follows: Dodge County Sheriff’s Office (1); Furnas County Sheriff’s Office (1); and, Lancaster County Sheriff’s Office (1).

**HSIP (37)      You Drink & Drive. You Lose. – Public Information & Education Media Campaign   \$65,460.00  
NOHS**

This grant from the NDOR Highway Safety Improvement Program (HSIP) funding was awarded 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 August/September 2015. The campaign combined targeted messaging for gas station pump toppers, truck side advertising, and radio ads.

- The NOHS continued the Gas Pump Advertisement with AllOver Media for the month of August to October. The campaign safety message “You Drink & Drive and These May be Your New Rides” was placed on pump toppers and fillboards at 101 gas stations in 43 towns in 19 counties. The estimated impression for 60 days of advertising was 21,173,300.
- The NOHS entered into a Truckside Agreement with AllOver Media for the month of December 2015/January 2016 placing the impaired driving safety message “You Drink & Drive and These May be Your New Rides” on trucks. Twelve 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 60 days of advertising is 15,948,000.
- An 8x10 color premium insert placement advertising “Do the right thing to SAVE LIVES” was placed in the “Prairie Fire” newspaper September edition. This newspaper is a free publication with distribution at over 400 locations in Lincoln, Omaha, Greater Nebraska, as well as additional locations throughout the Great Plains with 65,000 in circulation.

**FORD DRIVING SKILLS**

**Ford Driving Skills For Life      Funded by Ford Motor Company Foundation      \$10,667.24**

In June, the NOHS, through a grant awarded from the Governor’s Highway Safety Association, administered and organized three “Ford Driving Skills For Life” events in Nebraska. Three events were held in Lincoln, Kearney and Omaha with 94 teens participating to provide teens the opportunity to participate in multiple traffic safety activities. The participants drove courses, operated simulators to demonstrate impaired and distracted driving, and visited with experts about seat belts and other safe driving practices. Over 15 partners provided outstanding support and participation during the events. During the three events six \$250.00 scholarships were awarded to students. The events did attract several media groups at each event including television and newspaper.



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)