

**BOARD OF COUNTY COMMISSIONERS
SARPY COUNTY, NEBRASKA**

**RESOLUTION RATIFYING THE AWARD FOR THE "I CARE CAB FARE" MINI-GRANT
FOR THE SARPY COUNTY SHERIFF'S OFFICE AS REFERENCED IN ATTACHED MEMO**

WHEREAS, pursuant to Neb. Rev. Stat. §23-104(6) (Reissue 2012), the County has the power to do all acts in relation to the concerns of the County necessary to the exercise of its corporate powers; and,

WHEREAS, pursuant to Neb. Rev. Stat. §23-103 (Reissue 2012), the powers of the County as a body are exercised by the County Board; and,

WHEREAS, the grant referenced in the attached memo was available to the Sarpy County Sheriff's Office; and,

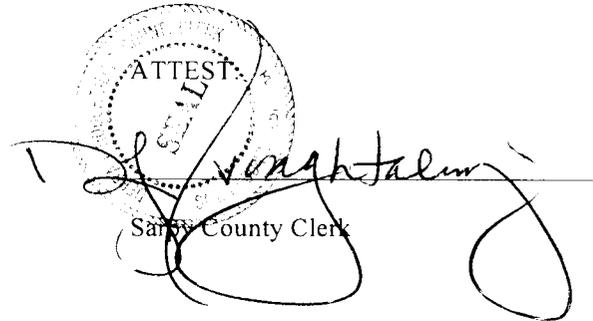
WHEREAS, the grant application was approved and the award signed by Sheriff Davis; and

WHEREAS, Sarpy County is committed to and supports the grant referenced in the attached memo; and;

NOW, THEREFORE, BE IT RESOLVED, By the Sarpy County Board of Commissioners that the grant award referenced in the attached memo for the Sarpy County Sheriff's Office is hereby approved.

The above Resolution was approved by a vote of the Sarpy County Board of Commissioners at a public meeting duly held in accordance with applicable law on the 15th day of October, 2013.


Sarpy County Board Chairman


Sarpy County Clerk

Sarpy County Board of Commissioners

1210 GOLDEN GATE DRIVE
PAPILLION, NE 68046-2895
593-4155

www.sarpy.com

ADMINISTRATOR Mark Wayne

DEPUTY ADMINISTRATOR Scott Bovick

FISCAL ADMIN./PURCHASING AGT. Brian Hanson



COMMISSIONERS

Don Kelly District 1
Jim Thompson District 2
Tom Richards District 3
Brenda Carlisle District 4
Jim Warren District 5

MEMO

To: Sarpy County Board

From: Lisa A. Haire

Re: Nebraska Office of Highway Safety Mini-Grant Award for "I Care Cab Fare"

On October 15, 2013 the County Board will be asked to ratify the award for the attached mini-grant.

The grant will provide \$19,900 in funding for the Sarpy County Sheriff's Office (SCSO) to implement the "I Care Cab Fare" program. Funding will allow the SCSO to advertise the "I Care Cab Fare" cards on pump toppers and fill boards at local gas stations. The credit/debit cards will be funded thru private donation sources and four local taxi cab companies. The objective of the program is to reduce impaired driving during the Holiday Season.

Please do not hesitate to contact Curtis Rainge or Sheriff Jeff Davis if you have comments or questions.

October 11, 2013

Lisa A. Haire

593-1565

cc: Mark Wayne
Brian Hanson
Scott Bovick
Sheriff Davis
Curtis Rainge
Deb Houghtaling



Dave Heineman
Governor

STATE OF NEBRASKA

DEPARTMENT OF ROADS
Randall D. Peters, P.E., Director - State Engineer

NEBRASKA OFFICE OF HIGHWAY SAFETY
PO Box 94612 • Lincoln NE 68509-4612
Phone (402)471-2515 • FAX (402)471-3865
transportation.nebraska.gov/nohs/

October 28, 2013

Sheriff Jeff L. Davis
Sarpy County Sheriff Department
8335 Platteview Rd
Papillion, NE 68046

Re: Mini-Grant Contract for Sarpy County Sheriff "I Care Cab Fare" -
November 1, 2013 to January 31, 2014

Dear Sheriff Davis:

We are pleased to award the Sarpy County Sheriff's Office with funding assistance for the "I Care Cab Fare" Program to discourage impaired drivers from driving and to utilize a taxi service. The funding will provide pump toppers and fill boards at local gas stations in Douglas and Sarpy County from November 1, 2013 through January 31, 2014. Enclosed is a signed copy of the Public Information and Education Mini-Grant Contract for expenditures not to exceed \$19,900.00 for this project.

Please note that costs cannot be incurred until November 1, 2013 for this project. In order to receive reimbursement for the actual expenditures, submit the document listed on the mini-grant application on the enclosed claim for reimbursement within thirty days of the project's completion. An interactive version of the claim for reimbursement form is located at http://www.transportation.nebraska.gov/nohs/pdf/CR_Minigrant.pdf. For your information, the Project Number for this grant is HSIP0020 and CFDA number for this grant funding is 20.205.

If you have any questions, please contact Linda Kearns at linda.kearns@nebraska.gov or call 402/471-2567.

Very truly yours,


Fred E Zwonechek
Administrator
Nebraska Office of Highway Safety

Enclosures (1)
FEZ:lk



Nebraska Office of Highway Safety (NOHS)
PUBLIC INFORMATION AND EDUCATION

RECEIVED

OCT 21 2013

MINI-GRANT CONTRACT APPLICATION AND AWARD

NE Office of Highway Safety

MUST BE SUBMITTED FOR APPROVAL A MINIMUM OF 30 DAYS PRIOR TO THE START OF THE ACTIVITY

APPLICANT: Sarpy County Sheriff Office
ADDRESS: 8335 Platteview Rd
CITY, STATE, ZIP: Papillion, NE 68046
TELEPHONE NO.: 402-593-228
FEDERAL I.D. NO.: 47-6006504
EMAIL ADDRESS: crainge@sarpy.com
STARTING DATE: November 1, 2013
COMPLETION DATE: January 31, 2014

PROJECT DESCRIPTION: The purpose of this Mini-Grant Contract is to provide funding assistance to the applicant for a specific public information and/or education activity in the emphasis area of: (Check One) Alcohol [X], Speed [], Youth [], Occupant Protection [], or Other [].

Please complete items 1 - 5 below using the definitions are on the reverse side, and submit a copy of your department's current seat belt policy and drug-free workplace policy.

- 1. Baseline Information:
2. Objective:
3. Activity:
4. Budget: \$19,900.00 \$2/10/24/13
5. Impact Evaluation:

Within sixty (60) days from the conclusion of the activity the reimbursement request must be submitted. After sixty (60) days, reimbursements will not be honored.

This Mini-Grant Contract is financed on a reimbursement basis. The applicant must 1) receive approval of the Mini-Grant Contract from the NOHS; 2) incur the expenses (pay the bills); 3) request reimbursement for the amount awarded on a "Mini-Grant Contract Claim for Reimbursement (CR); and 4) complete the CR and attach the required supporting documentation as prescribed below.

- a) Itemize each expenditure on the Claim for Reimbursement located on the NOHS website at: www.transportation.nebraska.gov/nohs/contract.html.
b) Attach a copy of the invoice(s) from the vendor for each expenditure.
c) Attach a copy of the check(s) paid by the applicant to the vendor for each expenditure.
d) Submit an activity report and project summary.

Acceptance of Conditions: The Mini-Grant Contract Award recipient agrees to comply with all applicable federal and state laws, rules and regulations, and certification and assurances located in Attachment A of the Grant Contract Proposal Guide and Policies and Procedures. The Guide can be found on the NOHS website at www.transportation.nebraska.gov/nohs/contract.html. Failure to comply with these conditions may result in termination of this Grant Contract Award. All Awards are subject to availability of Federal Funding.

Authorized Signature of Applicant: Sheriff Jeffery L. Davis 10/6/13
Print or Type Name: Sheriff Jeffery L. Davis
Nebraska Office of Highway Safety: Fred E Zwonechek 10/28/13
Print or Type Name: Fred E Zwonechek, Administrator

Return completed form to: Nebraska Office of Highway Safety
P.O. Box 94612
Lincoln, Nebraska 68509-4612
Telephone (402) 471-2515
FAX (402) 471-3865

TO BE COMPLETED BY NOHS
FUNDING ASSISTANCE: The NOHS will provide reimbursement for the expenditures outlined in the Budget not to exceed \$19,900.00
Project No.: 2012-11-06-01 SB: X DF: X Contract Approval Date: 10/28/13
The Catalog of Federal Domestic Assistance (CFDA) number assigned to this Mini-Grant Contract is 20-205

20.616 \$2



OFFICE OF THE SHERIFF MEMORANDUM



From the desk of:

Sheriff Jeff L. Davis/959

To: Nebraska Office of Highway Safety
CC:
Date: 10-3-2013
Re: I Care Cab Fare Program

The Sarpy County Sheriff's Office, in an effort to reduce Impaired Driving during the 2013 Holiday Season, is launching "I Care Cab Fare" Program to discourage impaired drivers from driving and to utilize a taxi service in the Omaha Metro area as an alternative. We have partnered with Happy Cab, Yellow Cab, Checker Cab and Cornhusker Cab for this project.

We are proposing the use of credit/debit cards, only good in the above taxi cab companies, to use as alternative travel and gifts for loved ones to prevent them from driving while celebrating or over celebrating during the Holiday season, November 1-January 31. Statistics show a higher number of DWI arrest during this timeframe.

The credit/debit cards will be financed thru donations from private sources, including the underwriting by the four taxi cab companies for 20% of the project.

Our proposal is for advertisement. Advertisement for the Metropolitan Area is for \$19,900.00 that will be on pump toppers and fill boards at local gas stations. The purchase/design of the credit cards were established and funded last fiscal year by your Department. We plan to advertise at local Gas Stations by Pump Toppers and Fill Boards and asking the Nebraska Office of Highway Safety to grant us \$19,900 for Advertisement.

Statistics still show a large statewide number of DWI arrests, over 12,000 in Nebraska last year with even more disturbing news of 181 deaths last year involving 29.9% of all fatal crashes.

We are hoping by offering alternative transportation means, we can hopefully prevent impaired drivers, especially, younger drivers, college age to utilize the "I care, cab fare" program.

We will be offering the cards/program during the months of November-January with our "you drink, you drive, you lose" campaign as well as our kick off in December with multiple agencies in the Metropolitan Area on the DWI Campaign.

If any questions, please contact Curtis M. Rainge at 402-630-8881 or crainge@sarpy.com

Thank you for your consideration

A handwritten signature in black ink that reads "Jeff L. Davis". The signature is written in a cursive style with a large, prominent "J" and "D".

Jeff L. Davis

Sarpy County Sheriff



Proposal for

I Care Cab Fare

AllOver Media has established itself as a market leader in the ever changing Out-Of-Home media industry. We specialize in targeting the hard to reach "on the go" consumer by cost-effectively building your brand.

We have the most comprehensive national network of convenience stores, gas stations and fleet partners.

Our OOH media line-up has allows us to provide maximum flexibility to create a national, regional, or local media solution.



Submitted by:	Alanna Owen
Date:	9/25/2013
Phone Number:	(952) 465-1698
Email:	alanna.owen@allovermedia.com

Client:

I Care Cab Fare

Campaign Dates: October 21, 2013 - January 31, 2013

[Pump Topper spec sheet - AllOver Media](#)

[Fillboard spec sheet - AllOver Media](#)

Fillboards															
Market	Media Form	# of Locations	Units	# Paid Months	NET Ad Space per Location per Month	NET AD SPACE Cost/ Month	Total NET AD SPACE Cost	NET Production/ Install/	Total NET Production and Install	TOTAL INVESTMENT	Impressions per Location per Month	Impressions per Month	Total Impressions	CPM	PACKAGED ADDED VALUE
Douglas County, NE	Fillboards	15	Average 4 per station	3	\$175	\$ 2,625	\$7,875	\$75	\$1,125	\$9,000	102,150	1,532,250	4,979,813	\$ 1.71	One week posting bonus
Sarpy County, NE	Fillboards	5	Average 4 per station	3	\$175	\$ 875	\$2,625	\$75	\$375	\$3,000	102,150	510,750	1,659,938	\$ 1.71	One week posting bonus
TOTALS		20				\$ 3,500	\$10,500		\$1,500	\$12,000		2,043,000	6,639,750		

Pump Toppers															
Market	Media Form	# of Locations	Units	# Paid Months	NET Ad Space per Location per Month	NET AD SPACE Cost/ Month	Total NET AD SPACE Cost	NET Production/ Install/	Total NET Production and Install	TOTAL INVESTMENT	Impressions per Location per Month	Impressions per Month	Total Impressions	CPM	PACKAGED ADDED VALUE
Douglas County, NE	Pump Toppers	15	Average 4 per station	3	\$260	\$ 3,900	\$11,700	\$75	\$1,125	\$12,825	102,150	1,532,250	4,979,813	\$ 2.55	One week posting bonus
Sarpy County, NE	Pump Toppers	5	Average 4 per station	3	\$260	\$ 1,300	\$3,900	\$75	\$375	\$4,275	102,150	510,750	1,659,938	\$ 2.55	One week posting bonus
TOTALS		20				\$ 5,200	\$15,600		\$1,500	\$17,100		2,043,000	6,639,750		

Pump Toppers plus Fillboards															
Market	Media Form	# of Locations	Units	# Paid Months	NET Ad Space per Location per Month	NET AD SPACE Cost/ Month	Total NET AD SPACE Cost	NET Production/ Install/	Total NET Production and Install	TOTAL INVESTMENT	Impressions per Location per Month	Impressions per Month	Total Impressions	CPM	PACKAGED ADDED VALUE
Douglas County, NE	Pump Toppers + Fillboards	15	Average 4 per station	3	\$290	\$ 4,350	\$13,050	\$125	\$1,875	\$14,925	153,210	2,298,150	7,468,988	\$ 1.89	One week posting bonus
Sarpy County, NE	Pump Toppers + Fillboards	5	Average 4 per station	3	\$290	\$ 1,450	\$4,350	\$125	\$625	\$4,975	153,210	766,050	2,489,663	\$ 1.89	One week posting bonus
TOTALS		20				\$ 5,800	\$17,400		\$2,500	\$19,900		3,064,200	9,958,650		

