

HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS

Federal Fiscal Year 2015



Prepared by the:

**Arkansas State Police
Highway Safety Office**

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Highlights

- Traffic fatality rate 1.44 in 2013 to 1.37* for 2014
 - Total fatalities decreased from 483 in 2013 to 466 in 2014
- * preliminary

EXECUTIVE SUMMARY

In Arkansas, traffic safety programs are developed and implemented through cooperative and concentrated efforts among state, federal, local and some private sector partners. These efforts are coordinated, implemented and supported by the Arkansas Highway Safety Office (AHSO). The AHSO is located within the Arkansas State Police. The Director of the Arkansas State Police, Colonel William Bryant, is the Governor's Representative for Highway Safety. Ms. Bridget White is the Highway Safety Office Administrator for Arkansas.

The cooperative and concentrated efforts involving these programs required strong commitment and partnerships critical to the overall success of Arkansas' traffic safety program in FY 2015. The National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) provide valuable information and assistance to the AHSO. A multitude of state and local agencies/organizations play integral roles in Arkansas' highway traffic safety program. They include, but are not limited to the following:

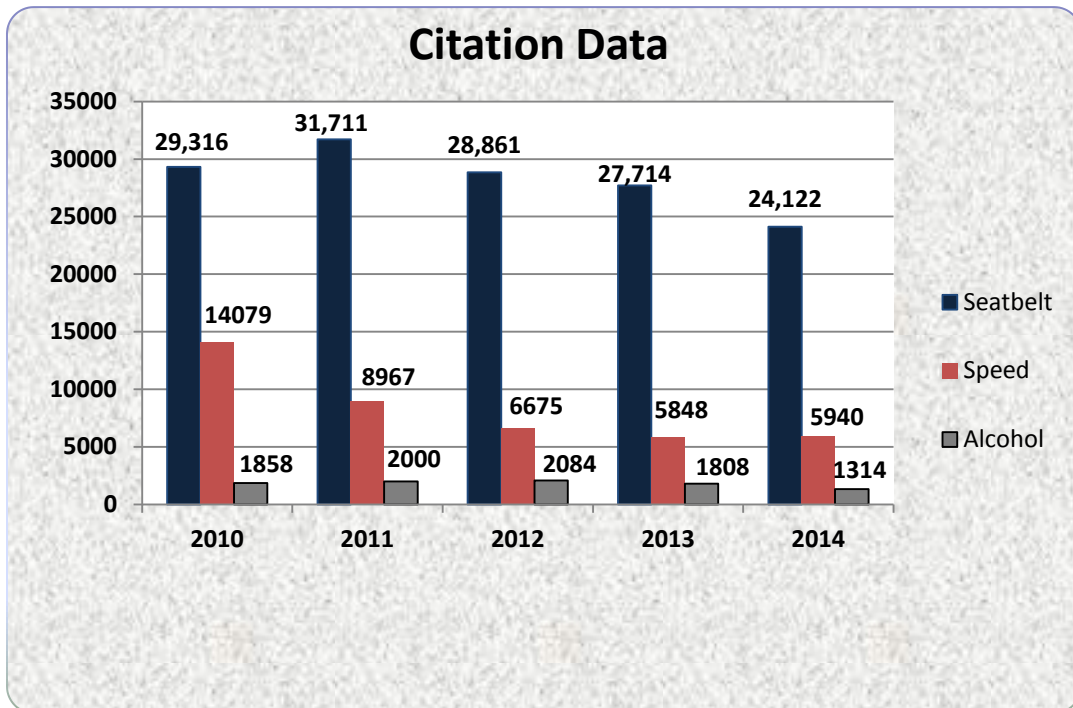
- Criminal Justice Institute
- Arkansas Highway Police
- Arkansas Crime Laboratory
- Arkansas Department of Health
- Local Law Enforcement Agencies
- Arkansas Department of Education
- Arkansas Crime Information Center
- Arkansas Administrative Office of the Courts
- Arkansas Office of the Prosecutor Coordinator
- Arkansas State Highway and Transportation Department
- Arkansas Department of Finance and Administration's/Driver Services

The HSO also collaborates with the following groups:

- Arkansas Traffic Records Coordinating Committee
- Strategic Highway Safety Steering Committee
- Emergency Medical Services for Children Advisory Committee
- Building Consensus for Safer Teen Driving Coalition
- Arkansas Alcohol and Drug Abuse Coordinating Council
- Arkansas Impaired Driving Prevention Task Force
- Mothers Against Drunk Driving (MADD)

The AHSO is comprised of a staff of highly-trained and committed traffic safety professionals. These AHSO staff members concentrate their efforts to reduce traffic related fatalities and injuries by supporting and implementing nationally recognized and effective highway safety programs and countermeasures. This small but ambitious AHSO staff is committed to a strong statewide impact and presence regarding highway safety.

Particular attention was focused on impaired driving and occupant protection issues through Selective Traffic Enforcement Projects (STEPS). These projects were emphasized with active participation by 32 Arkansas law enforcement agencies around the State. The following chart shows the citations issued by STEP projects over the last five years.



Law Enforcement projects included high visibility and sustained enforcement of alcohol, occupant protection, speed limit, and distracted driving laws. The national mobilizations of “Click it or Ticket” (CIOT) and “Drive Sober or Get Pulled Over” also benefited from the participation of local agencies and targeted media campaigns. Targeted media included paid television, radio and billboard advertisements.

This 2015 AHSO Annual Report provides a description of the activities undertaken in the identified traffic safety program areas during FY 2015. The report is broken down into six major sections: Graphs depicting Rates and Trends; a summary of Goals and Objectives; Program Area Summaries; General Area Summaries; Paid Media Summaries; and Financial Summaries.

INTRODUCTION

The Highway Safety Office (HSO) of the Arkansas State Police (ASP) administers State and Federal highway safety funds and oversees highway safety program efforts supported by these funds for the State of Arkansas.

The HSO develops an annual Highway Safety Plan (HSP), which identifies traffic-related safety problems in Arkansas and recommends programs most effective in reducing traffic fatalities, injuries and crashes. A Performance Plan was prepared which describes the State's problem identification process and identifies the State's highway safety benchmarks and goals. The Highway Safety Plan describes the strategies for meeting the goals outlined in the Performance Plan and allocation of highway safety funds.

The HSO implemented projects and facilitated activities/programs, which contributed toward reaching the State's goals. The HSO recognizes the achievement of quantified goals is dependant not only on the work of the HSO, but also on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. For instance, each year long Selective Traffic Enforcement Project agreement directed participating sub-grant agencies to conduct sustained selective enforcement of seat belt, impaired driving, speed limit, child passenger protection and motorcycle helmet laws while other agencies addressed public information and education initiatives. This annual report describes the progress made toward reaching the Arkansas Highway Safety Office goals and summarizes program area outcomes.

OVERALL HIGHWAY SAFETY PROGRAM

In Fiscal Year (FY) 2015, the Arkansas State Police (ASP), through the Highway Safety Office (HSO), contracted with and awarded grant funds to various agencies to implement highway safety projects utilizing Federal-aid Sections:

- **402** *State and Community Highway Safety*
- **410** *Alcohol Traffic Safety and Drunk Driving Prevention Incentive*
- **406** *Safety Belt Performance*
- **154** *Alcohol Open Container Requirement*
- **164** *Repeat Offender Requirement*
- **408** *State Traffic Safety Information System Improvement*
- **2010** *Motorcycle Safety Incentive*
- **405 (b,c,d,e,f)** *National Priority Safety Program Grants*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$13.1 million in Federal-aid funds were expended to implement these projects. A list of Federal-aid funded projects that were implemented is shown on page 57. Approximately \$13.7 million in Federal-aid funds were expended for the entire program. A graph on page 58 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 36 percent of the expenditures were incurred in the alcohol and occupant protection programs.

Overall Program Goals

As listed in the FY 2015 Performance Plan, the overall program goals for Arkansas' Highway Safety Program were as follows:

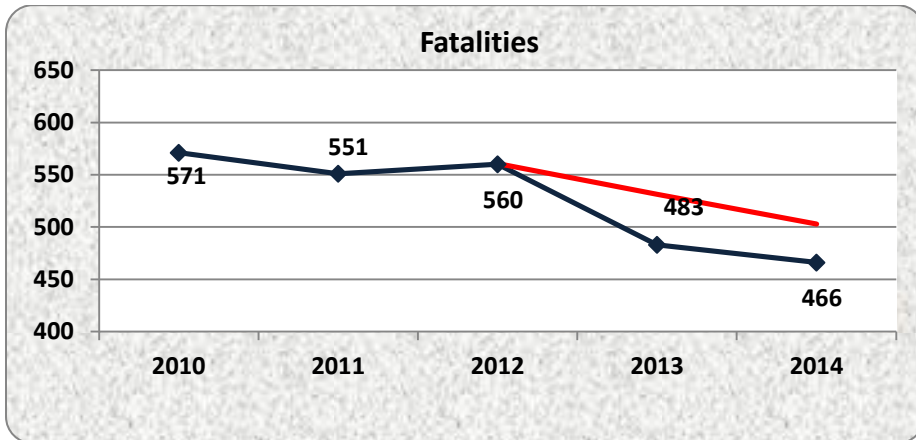
To implement projects and facilitate activities/programs which will contribute toward reducing the following:

- *Reduce fatality rate per VMT by 13.7% from 1.73 (2008-2012 avg) to 1.49 in 2015.*
- *Reduce total traffic fatalities by 17.2% from 574 (2008-2012 avg) to 475 in 2015*
- *Reduce serious injuries by 17.1% from 3,392 (2008-2012 avg) to 2810 in 2015.*

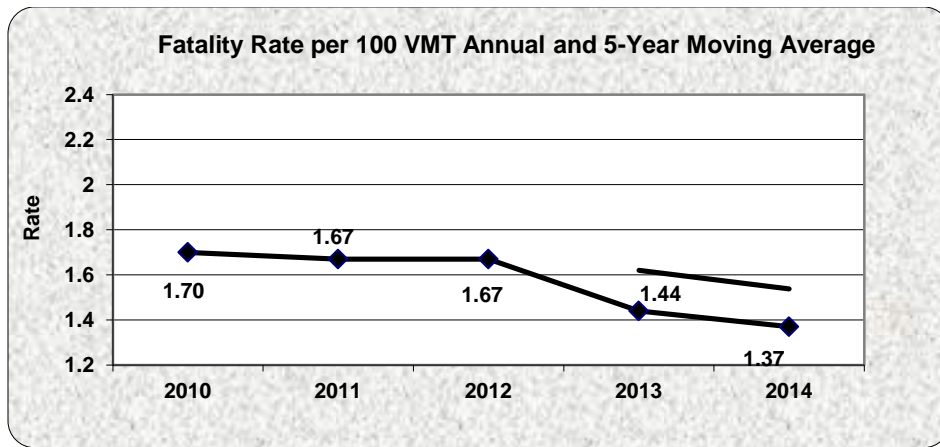
	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>% Change 2013</u>	<u>% Change 2014</u>
Fatalities	560	483	466	-13.8%	-3.5%
Fatality Rate*	1.67	1.44	1.37	-13.8%	-4.9%
Injuries (2 & 3 only)	3,226	3,066	3,159	-5.0%	+3.0%
*per 100 Million vehicle miles traveled					
**Injury code 2 is incapacitating injury, code 3 is non-incapacitating injury					

The following charts show fatalities and injuries for the years 2010 through 2014. The core outcome, behavior and activity measures for the same time period are provided on page 6. A summary of each program area is provided on pages 10 through 27 of this report.

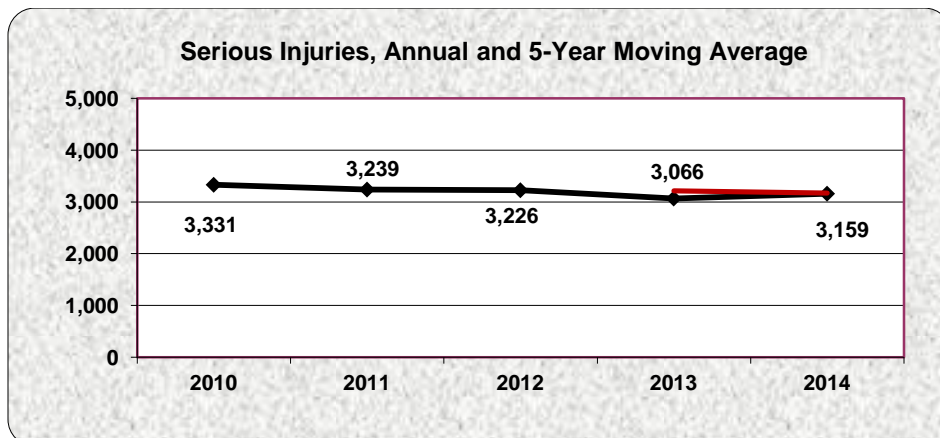
FATALITIES AND RATES



FATALITY RATE (FATALITIES PER 100 MILLION VMT*)



INCAPACITATING AND NON-INCAPACITATING INJURIES



Core Outcome Measures	Calendar Years				
	2010	2011	2012	2013	2014
C-1: Traffic Fatalities (FARS)	571	551	560	483	466
C-2: Serious Traffic Injuries (TARS)	3,331	3,239	3,226	3,066	3,159
C-3: Mileage Death Rate (Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	1.70	1.67	1.67	1.44	1.37
C-3: "Rural" Mileage Death Rate (Rural Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	2.40	2.31	2.38	2.23	
C-3: "Urban" Mileage Death Rate (Urban Road Fatalities Per 100 Million Vehicle Miles Traveled) (FARS)	.82	.86	.82	.72	
C-4: Unrestrained Passenger Vehicle Occupant Fatalities (all seat positions) (FARS)	244	220	227	174	166
C-5: Alcohol Impaired Driving Fatalities (Fatalities involving a driver or a motorcycle operator with a BAC of .08 and above) (FARS)	178	154	144	123	135
C-6: Speeding Related Fatalities (FARS)	108	86	76	72	55
C-7: Motorcyclist Fatalities (FARS)	84	64	72	61	61
C-8: Unhelmeted Motorcyclists Fatalities (FARS)	48	35	42	39	36
C-9: Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	58	68	69	60	55
C-10: Pedestrian Fatalities (FARS)	38	42	47	45	36
C-11 Bicyclist Fatalities	2	6	6	4	7
Core Behavior Measure	2011	2012	2013	2014	2015
B-1: Seat Belt Use Rate (statewide Observational surveys for passenger Vehicles, front seat outboard occupants)	78.4	71.9	76.7	74.4	77.7

Activity Measures	FY 2010	FY2011	FY2012	FY2013	FY2014
A-1: Seat Belt Citations Issued During Grant Funded Enforcement Activities	29,316	31,711	28,861	27,714	24,122
A-2: Impaired Driving Arrests Made During Grant Funded Enforcement Activities.	1,858	2,000	2,084	1,808	1,314
A-3: Speeding Citations Issued During Grant Funded Enforcement Activities	14,079	8,967	6,675	5,848	5,940

	<i>Arkansas progress on NHTSA/GHSA core outcome behavior performance measures.</i>
	<u>C-1) Traffic Fatalities</u> Baseline: 574 Target: 475 Current: 466 FARS Data Year <u>2014</u>
	<u>C-2) Serious Injuries</u> Baseline: 3,392 Target: 2,810 Current: 3,159 State Data x FARS Data □ Year <u>2014</u>
	<u>C-3) Fatalities/VMT – Total</u> Baseline: 1.73 Target: 1.49 Current: 1.37 FARS Data x Year <u>2014</u>
	<u>C-4) Unrestrained passenger vehicle occupant fatalities, all seat positions</u> Baseline: 241.8 Target: 187 Current: 166 FARS Data x Year <u>2014</u>
	<u>C-5) Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above</u> Baseline: 163.6 Target: 131 Current: 135 FARS Data x Year <u>2014</u>
	<u>C-6) Speeding-related Fatalities</u> Baseline: 88.2 Target: 61 Current: 55 FARS Data x Year <u>2014</u>
	<u>C-7) Motorcyclist Fatalities</u> Baseline: 71.6 Target: 68 Current: 61 FARS Data x Year <u>2014</u>
	<u>C-8) Unhelmeted Motorcyclist Fatalities</u> Baseline: 39.2 Target: 36 Current: 36 FARS Data x Year <u>2014</u>
	<u>C-9) Drivers age 20 or younger involved in fatal crashes</u> Baseline: 77.6 Target: 44 Current: 55 FARS Data x Year <u>2014</u>
	<u>C-10) Pedestrian Fatalities</u> Baseline: 41.2 Target: 38 Current: 36 FARS Data x Year <u>2014</u>
	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants Baseline: 74.7 Target: 79.2 Current: 77.7 (2015)
	A-1) Seat belt citations issued during grant-funded enforcement activities Current: 24,122 (2014)
	A-2) Impaired driving arrests made during grant-funded enforcement activities Current: 1,314 (2014)
	A-3) Speeding citations issued during grant-funded enforcement activities Current: 5,940 (2014)

2015 PUBLIC AWARENESS SURVEY RESULTS

As required, a public awareness survey was conducted by the University of Arkansas at Little Rock, Survey Research Center to track driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. The 2015 survey addressed questions related to the three major areas of impaired driving, seat belt use and speeding. The following is a summary of the results for the nine required questions covering these three major program areas.

Survey question recommendations from the NHTSA-GHSA working group

Impaired driving

A-1: In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

88% of respondents interviewed said they have “Never” driven a motor vehicle within 2 hours after drinking alcohol in the past 30 days.

A-2: In the past year, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

Approximately 76% Arkansans said they were aware of some type of impaired or drunk driving enforcement by police in the last 30 days.

A-3: What do you think the chances are of someone getting arrested if they drive after drinking?

When respondents were asked what the chances were that someone would get arrested if they drive after drinking, around 26% said this was likely to occur “Half of the time.” This response was followed closely with 30% of Arkansans who said this would occur “Most of the time.”

Seat belt use

B-1: How often do you use seat belts when you drive or ride in a car, van, sport utility vehicle or pick up?

When Arkansans were asked how often they wear their seat belt when driving, the majority (83%) of those interviewed said they wear their seat belt “Always” and 11% “Most of the time” while driving.

B-2: In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?

Around 4 out of 10 (41%) Arkansans surveyed said they had read, seen, or heard of a special effort by police to ticket drivers in their community for seat belt violations.

B-3: What do you think the chances are of getting a ticket if you don't wear your safety belt?

Around (49%) of all respondents thought the chances of getting a ticket for not wearing a seat belt was likely "Always" or "Most of the time."

Even those respondents who thought the likelihood of getting a ticket was not as high still believed it would happen, either "Half of the time" (20%) or "Rarely" (23%).

Speeding

S-1a.** On a local road with a speed limit of 30 mph, how often do you drive faster than 40 mph?

Arkansans were asked how often they drive above the speed limit on local roads when the speed limit is set at 30 miles per hour. Four (4) out of 10 (43%) of those surveyed said they have exceeded the speed limit in this case "Rarely."

S-1b.** On a road with a speed limit of 65 mph, how often do you drive faster than 75 mph?

Arkansans were asked how often they drive above the speed limit in cases when the speed limit is set at 65 miles per hour forty-five percent (37%) of those surveyed said they have exceeded the speed limit "Rarely." Similarly, (49%) said they "Never" drive faster than 70 miles per hour in this case.

S-2: DMV-S15. In the past year, have you read, seen or heard anything about speed enforcement by police?

Over one-half (51%) of Arkansans surveyed said they did recall reading, seeing, or hearing anything about speed enforcement efforts by police.

S-3: What do you think the chances are of getting a ticket if you drive over the speed limit?

Responses when asked about the chances of getting a ticket if those interviewed were to drive over the speed limit, one half or 50% of the respondents said the likelihood of getting a ticket was either "Always" or "Most of the time."

PROGRAM AREAS

ALCOHOL COUNTERMEASURES PROGRAM

Program Area Goal

The goal of the projects funded in the Alcohol Countermeasures Program was as follows:

- Reduce alcohol-impaired fatalities by 19.9% from 163.6 (2008-2012 avg) to 131 in 2015.

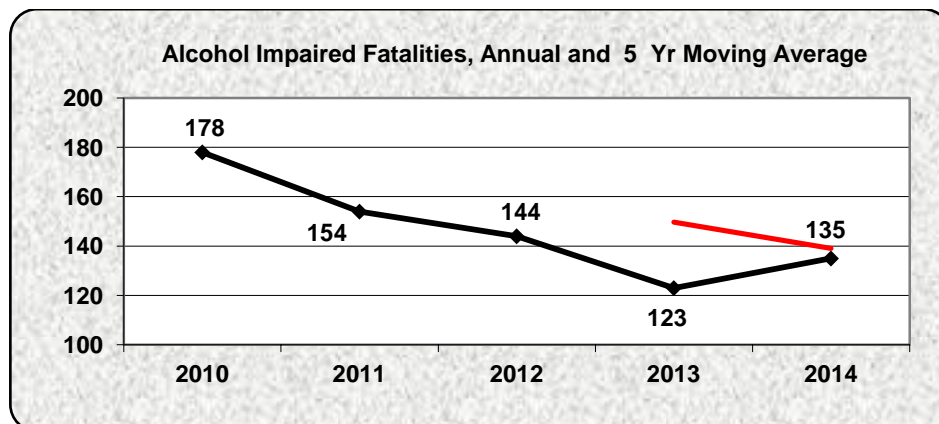
Program Area Results

In 2010 alcohol-related fatalities were at 178. This decreased to 123 in 2013 but rose to 135 in 2014 for a five year average (2010-2014) of 147. The charts on this page and page 11 show the trend of Arkansas' alcohol-related fatalities and the fatality rate per 100 Million VMT over a five-year period. Arkansas alcohol related fatalities are currently at 29% compared to the National percentage 31%. The preliminary alcohol-related fatality rate was estimated at .40 per 100 MVMT for 2014.

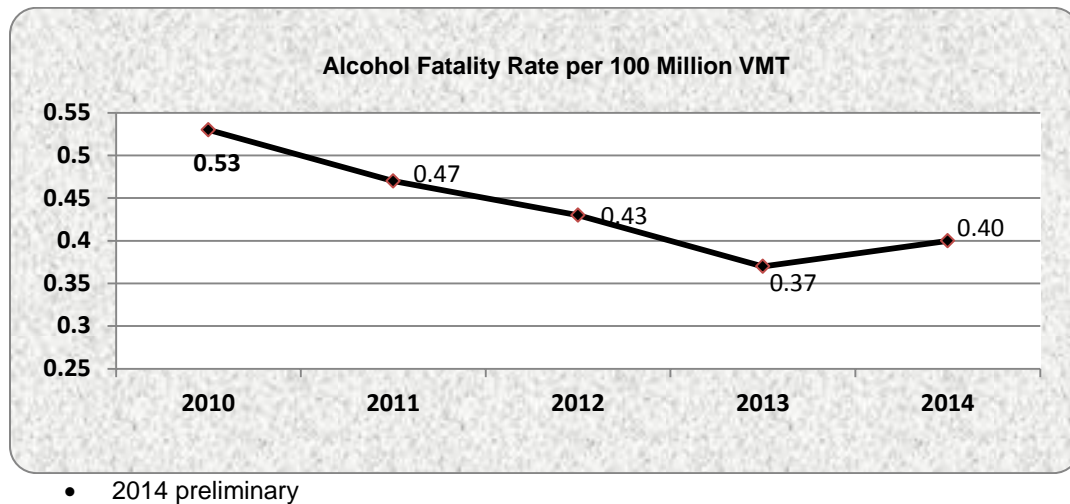
The AHSO will employ strong media campaigns combined with sustained high visibility enforcement efforts, from law enforcement at all levels within the State along with a DWI Court initiative involving 12 District Courts. Continued analysis of crash data and project evaluations will be used to target areas and concentrate resources and strategies to address and reduce alcohol-related fatalities.

ALCOHOL RELATED FATALITIES AND RATES

ALCOHOL-RELATED FATALITIES



ALCOHOL-RELATED FATALITY RATE (FATALITIES PER 100 MILLION VMT*)



Project Results

As a primary goal, the **Criminal Justice Institute (CJI), of the University of Arkansas System** was to provide basic standardized field sobriety test (SFST) and traffic occupant protection strategies (TOPS) training to law enforcement officers to enable them to perform driving while intoxicated (DWI) and seat belt enforcement in the field, improve oral and written testimony and increase enforcement of all impaired driving laws. 584 law enforcement officers completed the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curriculum during the project. In addition to the officers trained in the full SFST/TOPS courses, 251 law enforcement officers received SFST Refresher training. CJI hosted a statewide Drug Recognition Expert training that 94 officers attended. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 93 prosecutors and law enforcement officers. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 40 officers completing the course.

Arkansas' Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. The goal was to solicit 200 agencies to participate in the statewide mobilizations conducted during the year. 222 agencies signed up to participate in both Click It or Ticket and Drive Sober or Get Pulled Over. 74 agencies reported for CIOT and 92 agencies reported for DSOGPO. This participation effort included 558 on-site visits with non-step law enforcement agencies. The LELs conducted three occupant protection summits in conjunction with law enforcement association meetings. The summits were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

The Administrative Office of the Courts of the Supreme Court of Arkansas (AOC) provided a three day training seminar September 17-18, 2015, in Texarkana, Arkansas to approximately 75 Arkansas district court judges. The course title was "Today's Traffic Offender In Arkansas" and was taught by faculty from the National Judicial College. Lecture topics and breakout sessions included the latest

developments in traffic law as well as issues in Drugged Driving, Women and Impaired Driving and Ethics.

The Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT) was provided travel, meals, lodging and registration to send two OAT staff members to attend the annual Association of Ignition Interlock Program Administrators (AIIPA) in St. Paul, Minnesota from May 17-20, 2015. The instruction covered user maintenance and national perspective and results.

The project provided travel, meals, lodging and registration to send two OAT staff members to attend the annual meeting of the International Association for Chemical Testing in Newport, Rhode Island from April 19-25, 2015. This training covered the fundamentals of alcohol pharmacokinetics and pharmacodynamics as well as alcohol absorption, elimination and tolerance.

The project provided travel, meals, lodging and registration to send one OAT staff member to the 2015 Lifesavers Conference in Chicago, Illinois from March 14-17, 2015. This training covered an extensive number of topics related to Highway Safety from a national perspective.

The project provided travel, meals and lodging for a two-day DWI conference in Little Rock, Arkansas from August 25 – 26, 2015 for 105 law enforcement officers from the State of Arkansas. The training covered various aspects of alcohol testing and its relevance to adjudication, prosecution and the law enforcement community. Also covered was changes in Arkansas legislation, court challenges to the Intoximeter EC/IR II and updates on OAT procedures and policies.

The project purchased blood kit consumables for alcohol and drug testing to be used by law enforcement agencies statewide for submission of samples to OAT or the Crime lab.

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,330,102, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of 23 times the contract amount of \$75,000.

Thirty two year long **Selective Traffic Enforcement Projects (STEPs)**, which emphasized the enforcement of DWI/DUI laws, were conducted utilizing Section 410 funds. These projects conducted sustained enforcement throughout the year as well as participated in two State and the national Labor Day "Drive Sober or Get Pulled Over" crackdowns. The projects had the goal of either maintaining or reducing the number of alcohol related fatalities. The primary objectives of the projects were to achieve one DWI/DUI arrest per eight hours of enforcement for municipal STEP's and one DWI/DUI arrest per twelve hours for County STEP's. The contracted projects completed the year with the results documented in the chart on the following page.

AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

CITY/COUNTY	2015 AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED FATALITIES	
		2012	2013
Baxter County Sheriff's Office	16.00	2	1
Benton County Sheriff's Office	18.53	9	1
Benton Police Department	7.57	0	1
Bentonville Police Department	13.00	1	1
Bryant Police Department	9.64	0	0
Carroll County Sheriff's Office	11.34	0	0
Camden Police Department	12.20	0	0
Conway Police Department	7.51	1	9
Crittenden County Sheriff's Office	14.56	3	9
Fayetteville Police Department	5.10	1	1
Fort Smith Police Department	7.04	2	1
Harrison Police Department	14.20	0	2
Hope Police Department	15.57	0	1
Hot Springs Police Department	8.48	4	8
Jacksonville Police Department	15.44	1	1
Jonesboro Police Department	8.00	4	4
Little Rock Police Department	25	33	33
Marion Police Department	8.67	0	5
Miller county Sheriff's Office	10.16	2	1
Mountain Home Police Department	8.56	0	1
North Little Rock Police Department	9.69	8	16
Osceola Police Department	79.75	0	0
Paragould Police Department*	0	0	1
Pulaski County Sheriff's Office	8.67	17	20
Rogers Police Department	15.89	2	0
Searcy Police Department	15.13	0	1
Sherwood Police Department	6.75	2	0
Springdale Police Department	19.00	3	0
Texarkana Police Department	7.94	1	1
Trumann Police Department	6.75	0	0
Van Buren Police Department	15.01	0	0
Washington County Sheriff's Office	5.57	4	3

* No Arrests 28 hours weekend

**2014 data not available

The **Arkansas State Police (ASP)** participated in the State and National “Drive Sober or Get Pulled Over” campaigns as well as the sustained enforcement during 2015. The ASP purchased portable breath testing equipment to facilitate detection and removal of impaired drivers from highways. This table documents the year long DWI/DUI arrests of the ASP enforcement efforts for STEP.

2015 ASP	
DWI/DUI Arrests	360
Total hours worked	3536

Additional citations during DWI/DUI enforcements include 694 Seat Belt and 840 Speed citations.

Arkansas now has twelve formally trained and AOC recognized **DWI courts**. The implementation of these courts continues Arkansas’ effort towards establishing a statewide DWI Court System. The HSO provided federal funds to pay for salaries, fringe benefits, in and out-of state travel and training, maintenance and operations, printing and administration expenses for three pilot DWI Courts: Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court. The HSO also provided funding for the continued training of five DWI Courts: Craighead Co., Faulkner Co., No. Lonoke Co., Benton Co. and Van Buren Co. Four other courts are operational: Crawford, Saline Jefferson and Boone Counties. Two of the twelve courts were added in 2015.

The HSO provided funding for a **Mobile Breath Alcohol Testing (BAT) & Sobriety Checkpoint**, Support and Training project with the Black River Technical College, Law Enforcement Training Academy in Pocahontas, AR.

The **BAT Sobriety Checkpoint Mobile Training Project** offered law enforcement attendee’s (students) an 8-hour educational and certification program for the professional, safe and legal management and operation of a sobriety checkpoint. During fiscal year 2015, the project trained 408 law enforcement officers. The BAT mobile was utilized in 35 sobriety checkpoints with different agencies throughout the state of Arkansas. A sobriety checkpoint informational pamphlet was distributed to drivers at sobriety checkpoints as an extension of the BAT Project’s public information and education campaign to raise awareness regarding the crime of impaired driving. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county, and state law enforcement agencies throughout Arkansas. The project conducted eight public school events and twelve public events utilizing the BAT Mobile in communities throughout the state.

Arkansas’ Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. The goal was to solicit 200 agencies to participate in the statewide mobilizations conducted during the year. 222 agencies signed up to participate in both Click It or Ticket and Drive Sober or Get Pulled Over. 92 agencies reported for DSOGPO. This participation effort included 558 on-site visits with non-step law enforcement agencies. The LELs conducted three occupant protection summits in conjunction with law enforcement association meetings. The summits promote increased enforcement of DWI/DUI laws as well as participation in State and National DSOGPO campaigns.

OCCUPANT PROTECTION PROGRAM

Program Area Goals

The goals of the projects funded in the Occupant Protection Area were as follows:

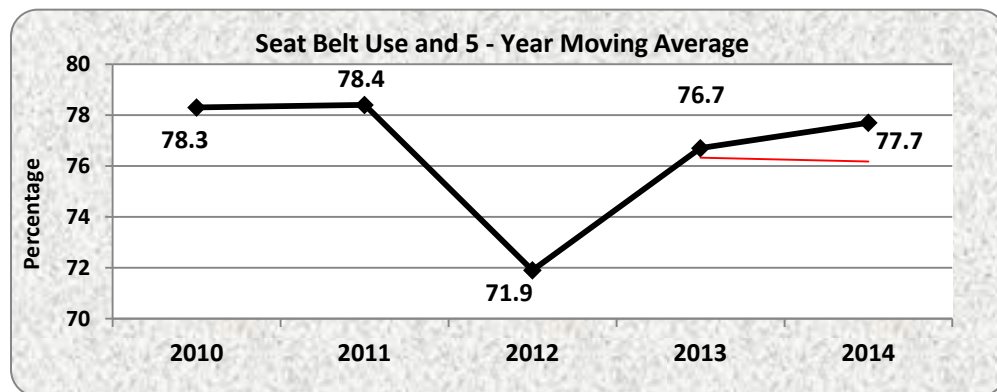
- Increase observed seat belt use rate by 8% from 74.7 (2008-2012 average) to 79.2% in 2015.
- Reduce unrestrained passenger vehicle occupant fatalities by 22.7% from 241.8 (2008-2012 average) to 187 in 2015.

Program Area Results

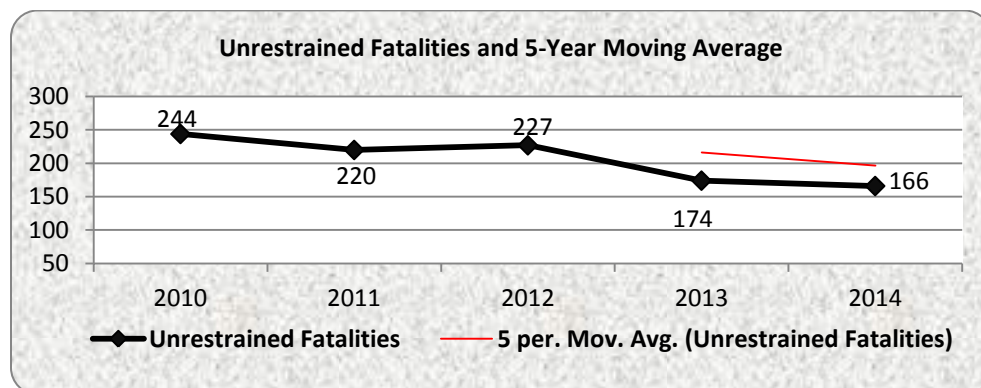
An observational seat belt use survey was conducted in 2015 continuing to utilize the new survey design which includes additional rural areas. The 2015 usage rate was determined to be 77.7%.

Arkansas' unrestrained passenger fatalities decreased from 244 in 2010 to 166 in 2014.

SEAT BELT USE RATES
(From Observational Use Survey*)



UNRESTRAINED PASSENGER OCCUPANT FATALITIES
(All Seat Positions)



Project Results

Since strict enforcement of occupant protection laws are critical to raising use rates, agreements were entered into with thirty local law enforcement agencies around the State to conduct year long **Selective Traffic Enforcement Projects**. These projects focused primarily on enforcing seat belt and child restraint laws. Cities and counties were selected based on population, observational use survey and crash data to determine those areas in greatest need of projects. Each project had the goal of raising seat belt use. The objective of three vehicle stops per hour during seat belt enforcement was established. A statewide STEP was also implemented through the Arkansas State Police.

Comparisons of pre- and post-project seat belt use rates as follows:

City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
Baxter County	75	75	Little Rock	87	84
Benton	83	85	Marion	75	81
Benton County	87	87	Miller County	80	77
Bentonville	91	91	Mountain Home	87	91
Bryant	81	84	North Little Rock	87	87
Camden	73	78	Osceola	77	63
Carroll County	69	70	Paragould	79	82
Conway	90	91	Pulaski County	81	81
Crittenden County	45	75	Rogers	88	86
Fayetteville	91	90	Searcy	63	80
Fort Smith	77	76	Sherwood	87	87
Harrison	83	76	Springdale	89	91
Hope	70	75	Texarkana	85	85
Hot Springs	81	80	Trumann	65	73
Jacksonville	90	88	Van Buren	80	87
Jonesboro	84	84	Washington Co	90	90

Arkansas State Police (ASP) worked 6,301 hours of safety belt enforcement from October 2014 through September 2015. The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2015 issuing 1,894 seat belt citations and 156 child restraint citations. A total of 5,089 citations were issued during the campaign. The ASP also participated in the November state campaign issuing 904 seat belt citations and 79 Child Seat citations. The “DSOGPO” campaign conducted in August-September 2015 resulted in 2,027 seat belt and 149 child restraint citations in addition to DWI arrests. This table documents the year long citations for ASP Occupant Protection enforcement efforts for STEP. Occupant Protection enforcement efforts for STEP also included 1,278 Speed citations.

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	12,876
Child restraint citations	269
Total hours worked	6,301

Dimensions, Incorporated conducted a Traffic Safety/Injury Prevention Program in Northeast Arkansas with an emphasis on child passenger protection. The project conducted child safety seat training and clinics. Thirty five people were certified as technicians in training events hosted by Dimensions. Nineteen clinics were conducted and a total of 1,152 seats were loaned or checked.

The **Arkansas Broadcasters Association** continued to provide donated airtime for non-commercial sustaining announcements (NCSAs) related to impaired driving and occupant restraints. Donated airtime totaled an estimated \$1,330,102, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of 23 times the contract amount of \$75,000.

Arkansas' Law Enforcement Liaison (LEL) project with the **Criminal Justice Institute, University of Arkansas System** provided outreach to law enforcement agencies across the state. The goal was to solicit 200 agencies to participate in the statewide mobilizations conducted during the year. 222 agencies signed up to participate in both Click It or Ticket and Drive Sober or Get Pulled Over. 74 agencies reported for CIOT and 92 agencies reported for DSOGPO. This participation effort included 558 on-site visits with non-step law enforcement agencies. The LELs conducted three occupant protection summits in conjunction with law enforcement association meetings. The summits were to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns.

The University of Arkansas for Medical Sciences, Department of Pediatrics conducted a Child Passenger Safety Education project for childcare and healthcare professionals. This project conducted car safety seat checkups for the public, developed statewide partnerships, distributed educational literature and conducted a teleconference for physicians. Eight NHTSA Standardized CPS training courses were conducted with 94 new technicians receiving certification; 861 childcare professionals were trained in 24 regional workshops. Sixteen public checkup events and a permanent fitting station resulted in a total of 600 seats being checked or loaned.

ADH Community Collaborative to Increase Belt Use

This project began in June due to a delay in hiring personnel. The project conducted an Arkansas Drive Safe/Battle of the Belt program targeting eight identified high risk counties with low seat belt use. It worked in collaboration with the UAMS teen project with activities, strategies and interventions to affect measurable individual and community-level change. that results in the reduction of motor vehicle crash incidents, injury and death. The goal of this project is to increase occupant restraint use by mobilizing the Arkansas Department of Health's Hometown Health Initiative (HHI) to conduct evidence-based strategies to reduce injuries and deaths as a result of motor vehicle crashes. The project identified the top employers in eight high risk counties, created an Arkansas Battle of the Belt Resource Manual to focus on adults and the workforce and developed evaluation materials. Presentations were made to introduce the new project at the Hometown Health Improvement Regional Managers Meeting and at the Annual Law Enforcement Conference.

SPEED ENFORCEMENT/POLICE TRAFFIC SERVICES

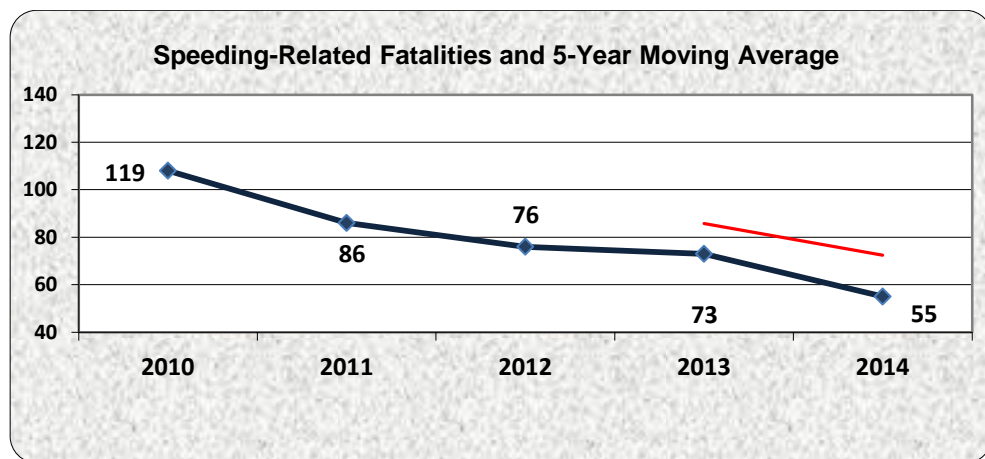
Program Area Goal

The goal of the projects funded in the Speed Enforcement/Police Traffic Services Program Area was as follows:

- Reduce speeding related fatalities by 30.8% from 88.2 (2008-2012 average) to 61 in 2015.

Program Area Results

During the five-year period from 2010 through 2014 speed related fatalities have gone from 108 in 2010 to 55 in 2014.



Project Results

Thirty two Selective Traffic Enforcement Projects (STEPS) with local law enforcement and one statewide with the Arkansas State Police were implemented during FY2015. While the primary focus of the STEPs was enforcement of the seat belt, child restraint, and DWI laws, an additional emphasis was placed on speed violations during 2015. A total of 5,940 speed citations were issued during STEP.

TRAFFIC RECORDS PROGRAM

Program Area Goal

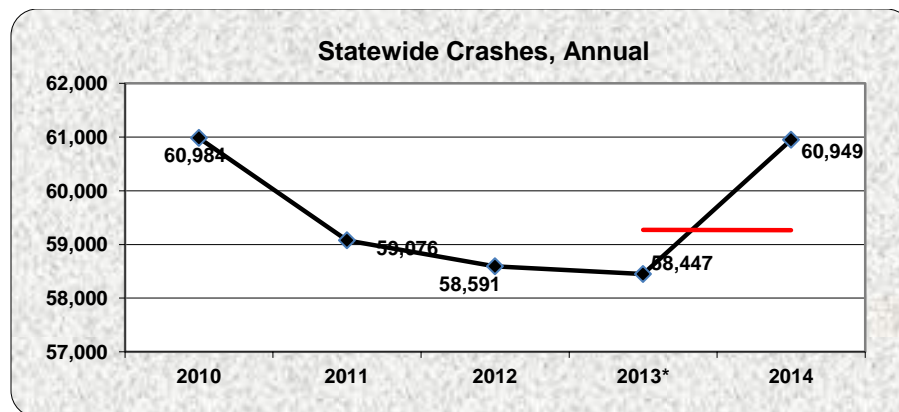
The goal of the Traffic Records Program Area was as follows:

- Reduce the backlog of crash reports to be manually entered into the TARS system from a 9.2 month backlog as of November 2013 to 2 month backlog by November 2015.
- Increase the # of courts using Contexte (real-time) from 42 in 2014 to 55 in 2015.

Program Area Results

The latest Traffic Records Assessment was conducted for the State of Arkansas in July – October 2015 by the National Highway Traffic Safety Administration's assessment team. The findings and recommendations of this team, together with input from the TRCC, will be the basis for Arkansas' Traffic Records Strategic Plan to be submitted to NHTSA in 2016. In conjunction with the current strategic plan, the goals of the Traffic Records Program are to reduce the backlog of crash report data to be entered into the Traffic Analysis Reporting System (TARS) and improve the accuracy of data. The assessment team suggested Arkansas employ the use of a 'go-team' to facilitate some of the recommendations from the assessment. This recommendation will be pursued in early 2016.

Federal funds were used to continue the services of a firm to input crash data in to the data base in a a timely manner. Source Corp has been retained for these services since April 1, 2009. Since then the backlog of reports being entered manually into the Traffic Analysis Reporting System (TARS) has fluctuated between eleven-months to three-months, based on various factors. As of November 2015 there was an 11 month backlog. The following chart shows the number of crashes in the TARS annually for the past five years. The preliminary crash count for 2014 is 60,949.



*Preliminary

The HSO project agreement with the Arkansas State Police, to create an Electronic Traffic Crash Record Entry System through the Traffic and Criminal Software (TraCS) ended on May 31, 2015. The Arkansas State Police started using eCrash for reporting crash data on June 1, 2015 and met its goal of statewide implementation to all troops with data collection and wireless transmittal of data to a central server. An additional 18 local agencies have been trained in the use of eCrash. Section 408 Traffic Safety Information System Improvement Grant funds awarded FY2009 through FY2013 were utilized to reduce the backlog of crash reports to be manually entered into TARS, maintain TraCs, incorporate eCrash and continue maintenance of NEMSIS compliance.

The number of courts using Contexte increased from 42 in 2014 to 78 in 2015.

Project Results

Department of Health-Office of EMS and Trauma Systems continued the EMS Data Injury Surveillance Continuation Project. The project provided maintenance of the data elements necessary for NEMSIS compliance. The state system currently maintains a silver compliance level.

The Arkansas State Police continued implementation of the Electronic Traffic Crash Record Entry System. The software used for this project is now the eCrash system developed by the University of Alabama. There were 15,816 crashes processed through ASP TraCS for calendar year 2014. All 2015 crashes will be entered into eCrash.

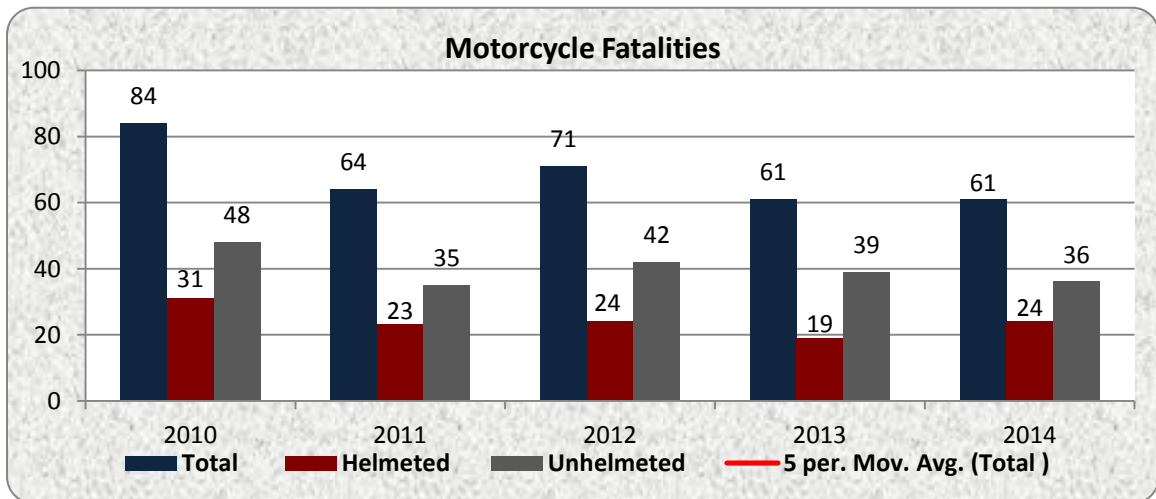
Arkansas State Police continued progress during 2015 towards implementation of an electronic citation system (eCite) which electronically captures and submits the traffic citations issued by state and local law enforcement. The system allows faster and more efficient issuance of a citation to the violator and capture of citation data for timely reporting to various entities. The system also allows for submission of citations directly to the Administrative Office of the Courts for dissemination to various courts and the Office of Driver Services. A data schema has been finalized which will allow Administrative Office of the Courts (AOC) to implement eCite support into the court case management system. eCite is currently in use by all troops and 17 local law enforcement agencies.

MOTORCYCLE SAFETY PROGRAM

Program Area Goal

The goals of the projects funded in the Motorcycle Safety Program Area were as follows:

- Reduce motorcyclist fatalities by 5.2% from 71.6 (2008-2012 average) to 68 in 2015.
- Reduce un-helmeted motorcyclist fatalities by 8.2% from 39.2 (2008-2012 average) to 36 in 2015.



Program Area Results

In 2009 there were 71 motorcycle crash fatalities. The number of fatalities increased to 84 in 2010 but declined to 64 in 2011. In 2014 fatalities are at 61.

In 2009, the AHSO and the Arkansas Motorcycle Safety Program adopted the MSF Motorcycle Operators Manual currently in use in 27 other states across the county. The Manual was approved for use and distribution by the Arkansas State Police (ASP) as the official study guide for motorcycle rider testing in the state. The manual was released for distribution in November 2009.

A communication plan is in effect that allows for the purchase of educational materials concerning motorcycle safety. These items were used across the State to educate and inform the public on motorcycle safety issues. Major motorcycle safety themes/slogans from the Motorcycle Safety Foundation (MSF) and the National Highway Traffic Safety Administration (NHTSA) were used to enhance the program.

The Motorcycle Safety Program Manager, on behalf of AMSAC and AHSO, made numerous presentations to public civic organizations, motorcycle rallies and Air Force and National Guard troops across the state promoting motorcycle safety. These presentations will continue.

The five counties in Arkansas with the largest number of motorcycle crashes for 2014 include Pulaski (100), Washington (99), Benton (74), Sebastian (44), and Garland (30). These five counties accounted for a total of 347 motorcycle involved crashes.

Motorcycle safety advocates, rider training programs and supporters were provided with educational and awareness materials to attend motorcycle rallies and other events to educate the public on motorcycle safety. Motorcycle dealerships were encouraged to distribute motorcycle safety education pamphlets as part of the literature accompanying the sale of motorcycles. This campaign to increase public awareness was utilized along with other promotional items to inform the public.

PEDESTRIAN/BICYCLIST SAFETY PROGRAM AREA

Program Area Goal

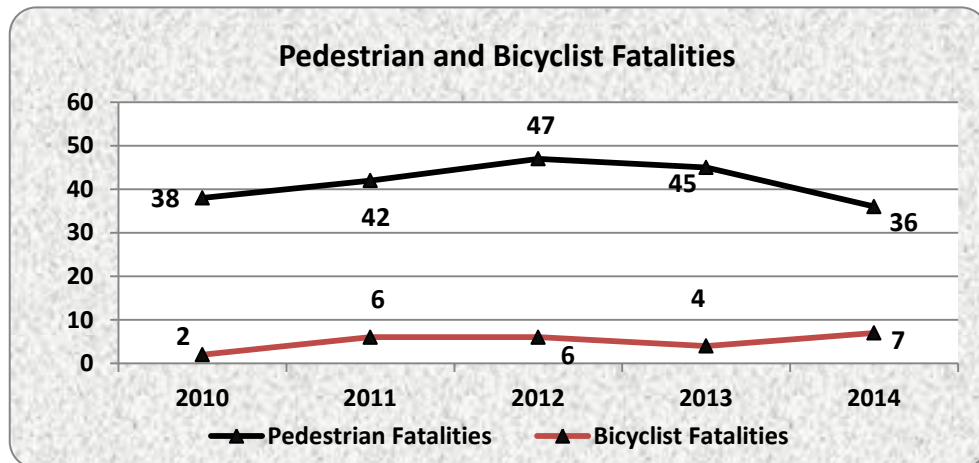
The goal of the projects funded in the Pedestrian Safety Program Area was as follows:

Pedestrian

- Reduce pedestrian fatalities by 7.8 percent from 41.2 (2008-2012 average) to 38 in 2015.

Bicyclist

- Reduce the number of bicyclist fatalities by 37.5% from 4.8 (2008-2012 average) to 3 in 2015.



Program Area Results

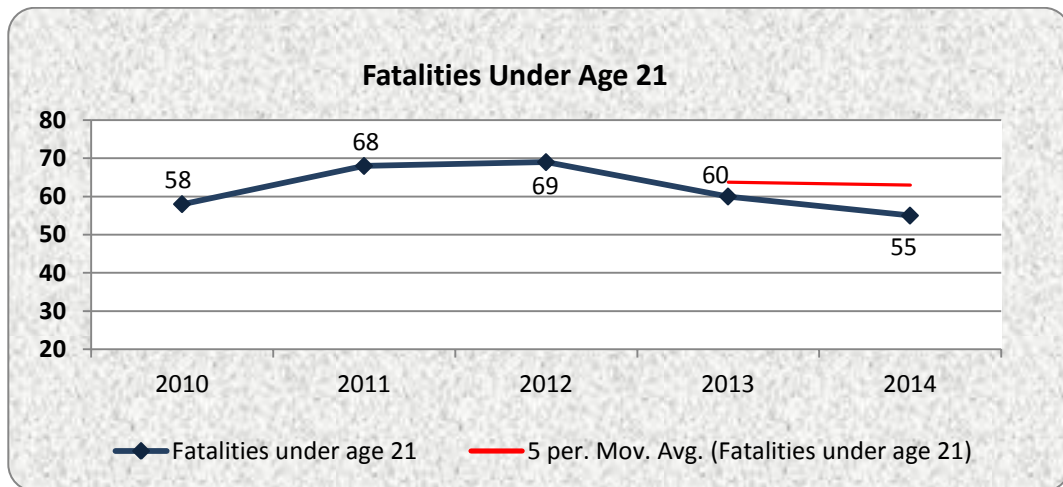
Pedestrian fatalities have fluctuated from 38 in 2010 to a high of 47 in 2012 over the past 5 years. In 2015 fatalities declined to 36. This represents a 5 year average (2010-2014) of 42 and approximately 8 percent of all motor vehicle fatalities for 2014. Bicyclist fatalities fluctuated from 5 in 2009 to a low of 2 for 2010 but in 2014 fatalities increased to a high of 7. Information on pedestrian and bicycle safety was addressed as part of several occupant protection projects. Pedestrian fatalities were a part of the emphasis of the "Toward Zero Fatalities" Campaign in conjunction with the Arkansas Highway Transportation Department and the Arkansas Health Department.

TEEN DRIVER SAFETY PROGRAM

Program Area Goal

The goal of the projects funded in the Teen Driver Safety Program Area was as follows:

- Reduce the number of drivers age 20 or younger involved in fatal crashes by 43.3% from 77.6 (2008-2012 average) to 44 in 2015



Program Area Results

In 2014 there were 55 fatalities of drivers involved in fatal crashes under age 21. This is down from 103 in 2008 (before GDL) and 60 in 2013. Since 2008 the AHSO has worked with the University of Arkansas for Medical Sciences and Arkansas Children's Hospital Injury Prevention Center, to support statewide teen driving education, increase physician influence of motor vehicle safety, increase enforcement of teen driving laws, increase the use of graduated driving principles within families of young drivers and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers. In 2015, the project's title was changed to "Arkansas Drive Smart Challenge - Battle of the Belt" to reflect a performance based educational peer-led program with an emphasis on raising teen seat belt use and knowledge of the state's Graduated Driver's License (GDL) in high schools. The project collaborated with the Arkansas Department of Health's Injury and Violence Prevention Section Hometown Health Initiative to identify and target activities in eight priority counties of the state with high motor vehicle crash and low seat belt use rates. A statewide web site and an existing teen driving safety coalition in Pulaski County continued as an advisory forum for accessing community resources, disseminating awareness and education of teen driving safety.

In addition to the primary seat belt law for front seat occupants, seat belt use is an important component of the Arkansas GDL. An analysis reported in a study by the Arkansas Center for Health Improvement demonstrated the rates of teen driver crashes and crash-related fatalities during the year prior to GDL (2008) compared to the year after GDL was passed (2010). Findings indicate that there were significant reductions in crashes and crash-related fatalities. This is especially true for the

youngest drivers who obtained their intermediate license to drive for the first time without an adult. This translates into an estimated 32 lives that were saved during that time period. Similar reductions in crashes or fatalities were not found for the adult population during this same time frame. These findings provide strong support for proponents of the GDL for Arkansas teen drivers.

Project Results

The University of Arkansas for Medical Science (UAMS), Arkansas Drive Smart/Battle of the Belt Project targeted eight counties in the state with low seat belt use rates. Fourteen out of twenty-four schools in these counties participated in the peer led performance based project. UAMS trained 151 students on how to implement activities in their school designed to promote seat belt use and knowledge of Arkansas' Graduated Driver Licensing (GDL). Pre and Post Observational surveys were conducted at each school prior to activity implementation. A total of 5,484 occupants in a total of 3,634 vehicles were observed for seat belt use. After participating in the project, the schools saw an overall seat belt use increase of 43 percent. UAMS also conducted two coalition safety meetings in Pulaski County with 54 members in attendance; continued to address other parts of the state with classroom presentations to 3,644 students in; facilitated 317 student leaders who conducted 4,025 seat belt observations; developed surveys and evaluation forms; distributed over 20,000 educational materials to coalitions, professionals and the general public; conducted educational presentations to 51 parents and community leaders; and GDL "Train The Trainer" presentations to 23 law enforcement officers and 151 medical students. An Arkansas specific safer teen driving website was maintained.

PAID MEDIA REPORTS – ARKANSAS HIGHWAY SAFETY 2015

Summary

In FY2015, the Arkansas Highway Safety Office (AHSO) utilized paid and earned media to generate public awareness of the high visibility law enforcement mobilization efforts regarding impaired driving, occupant protection, and distracted driving and to make sure drivers understand if they disobeyed these selected traffic safety laws, their chances of being caught by law enforcement are higher than ever. Paid and earned media was also used in two additional campaigns for motorist awareness and education: motorcycle safety and the campaign for zero traffic deaths.

The following eight media campaigns were publicized with paid and earned media using the national NHTSA taglines:

Impaired Driving – “Drive Sober or Get Pulled Over”

- December Holiday DWI Mobilization
- Fourth of July DWI Mobilization
- Labor Day DWI Mobilization

Occupant Protection – “Click It or Ticket”

- Thanksgiving Seat Belt Mobilization
- Memorial Day Seat Belt Mobilization

Traffic Safety Awareness – “Toward Zero Deaths – One is Too Many”

- March Awareness Campaign

Distracted Driving – “U Drive. U Text. U Pay.”

- April Mobilization

Motorcycle Awareness – “Share the Road – Look Twice for Motorcycles”

- April-June Awareness Campaign

The AHSO worked with their advertising agency of record, Cranford Johnson Robinson Woods, to develop a statewide media plan and purchase airtime, which included public awareness of law enforcement mobilization efforts as well as public information campaigns based on available data, budget and NHTSA recommendations. Media buys were designed to negotiate for a minimum of a one for one bonus for each ad purchased. The AHSO used television closed-captioned and radio ads in both English and Spanish, each airing during a mobilization or campaign. Strong enforcement themes were used to coincide with the law enforcement mobilizations.

During the high visibility enforcement mobilizations, STEP law enforcement agencies were required to implement an earned media public information campaign in their local communities, which included issuing pre and post news releases to all local media outlets detailing the enforcement mobilization efforts.

To measure the effectiveness of the media buys and recall of the messaging, an evaluation was conducted through a statewide public awareness telephone survey (pages 7-8) conducted by the University of Arkansas at Little Rock.

**December 2014 Holiday DWI Mobilization
“Drive Sober or Get Pulled Over”**

Paid Media Summary

The target audience for the multi media campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were aired during the campaign in both English and in Spanish with the DSOGPO message. The total advertising budget utilized was \$196,787 with an added value received in bonus ads of \$97,660.62.

Paid Advertising Period: 18-days, Wednesday - Sunday. December 10-24.

Geography

- Three broadcast television markets:
 1. Little Rock
 2. Fort Smith/Fayetteville
 3. Jonesboro
- Six radio DMAs:
 1. Little Rock
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado
- Five cable television markets:
 1. Little Rock (includes Benton and Maumelle)
 2. Fort Smith/Fayetteville
 3. Texarkana
 4. Jonesboro
 5. El Dorado

Budget: - \$196,787

Television: 40% (\$80,330)
Cable TV: 19% (\$38,056)
Radio: 18% (\$36,720)
Hispanic: 5% (\$9,940)
Online: 18% (\$34,902)

Media Strategy

- Concentrated support to maximize awareness and strong GRP levels to break through ad clutter and deliver our message to males 18-34.
- Bought around the national holiday media schedules to maximize our reach and frequency of exposure of the DSOGPO message.
- Purchased WEDNESDAY through Saturday to reach the target demographic when they are most likely to consume alcohol.

Media Mix: The media mix consisted of broadcast television, cable, radio, online, and supplemental out-of-home media.

- Broadcast television generated mass reach and frequency.
- Cable provided frequency of exposure in targeted programming and also extended our reach.

- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Supplemental out of home media continues to build reach and frequency.

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, prime access, sports and local programming which reaches our target audiences.
- Determined networks and programming based upon Nielsen rating data.
- Purchased programming that specifically targets African Americans and Hispanics to the extent available.

Cable Television

- Purchased those networks that best target males 18-34 (i.e. ESPN, ESPN 2, SEC Network, Fox Sports, Comedy, FX and Spike).
- Placed support from 4 pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET and Univision).

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.
- Included stations that specifically target African Americans and Hispanics.
- Bought traffic sponsorships in the Little Rock metro area top serve as a reminder of the DSOGPO enforcement period to those traveling in vehicles during high-traffic times.

Supplemental Out-of-Home (Online) Media

- Running on-line banners to Web sites heavily targeted to males 18-34 and highly targeted Facebook flyer ads.

Actual Expenditures By Market \$196,787

Little Rock: \$56,819
 Fort Smith/Fayetteville: \$47,580
 Jonesboro: \$21,953
 Texarkana: \$9,651
 Hot Springs: \$6,346
 El Dorado: \$4,586
 Conway: \$4,370
 Delta Region: \$2,248
 Hispanic: \$9,554
 Statewide (Online): \$33,679

Cost per Point and GRP Levels – “Drive Sober or Get Pulled Over.”

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 110.21	\$16.39	\$ 35.75
Fayetteville/Ft. Smith	\$ 81.60	\$15.31	\$ 18.50
Jonesboro	\$ 83.53	\$12.57	\$ 11.07
Texarkana	N/A	\$9.91	\$20.49
Hot Springs	N/A	\$11.02	\$16.26
El Dorado	N/A	\$5.02	N/A
Conway	N/A	\$10.93	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	643	594	4.1	341.3	83.3%
Ft Smith/Fayette.	784	293	3.9	338.9	86.3%
Jonesboro	366	386	3.7	178.2	32.6%
Texarkana	454	454	N/A	N/A	N/A
Conway	327	321	N/A	N/A	N/A
El Dorado	414	439	N/A	N/A	N/A
Hot Springs	325	325	N/A	N/A	N/A
Hispanic	72	72	N/A	N/A	N/A

*For broadcast television, Fort Smith and Fayetteville are reported together.

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	323	271	5.8	299	51.3%
Ft. Smith	168	169	5.0	277	54.6%
Fayetteville	195	195	5.9	256	43.9%
Jonesboro	131	125	5.3	268.3	40.4%
Texarkana	114	114	6.9	251.4	33.4%
El Dorado	258	395	N/A	N/A	N/A
Hot Springs	96	212	5.2	170.1	31.8%
Conway	48	47	N/A	N/A	N/A
Helena/West Helena	39	111	N/A	N/A	N/A
Hispanic	240	236	N/A	N/A	N/A

Earned Media Report - \$206,263

Media Relations

The AHSO distributed a news release concerning the Holiday DDOLUA mobilization to news media statewide resulting in 17 newspaper clippings with an ad equivalency of \$2,938.

Social Media

A social media plan delivered through the Facebook and Twitter social media channels utilized both messaging and assets provided by NHTSA.

A Partnership with the Arkansas State Highway and Transportation Department allowed the DSOGPO message to be effectively displayed to motorists on 30 digital message boards on highways and interstates around the state during

the mobilization period. Using similar purchase price rates we calculated the earned media value generated for this contribution at \$202,500.

Fourth of July 2015 DWI – “Drive Sober or Get Pulled Over”

Paid Media Summary

To maximize the paid media budget, the media plan focused on the counties in Arkansas that have the highest concentration of impaired driving crashes and where the highest population of people would be celebrating the Fourth of July holiday – Benton, Garland, Craighead, Faulkner, Phillips, Miller, Pulaski, Sebastian, Union and Washington counties. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second television and radio announcements in both English and in Spanish with the DSOGPO message aired during the campaign. The total advertising budget utilized was \$149,517 and an additional amount of \$98,999 in bonus advertising.

Paid Advertising Period

- June 25 – July 5 (11 days).

Geography

- This was a multi-media campaign to provide exposure across the counties where the most impaired driving crashes occur.
- Seven radio DMAs for DSOGPO:
 1. Little Rock
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Hot Springs (not a rated market)
 6. Texarkana
 7. El Dorado

Budget - \$149,517

- | | |
|----------------|------------------------|
| • Broadcast TV | \$ 48,456 (32 percent) |
| • Cable TV | \$ 36,797 (25 percent) |
| • Radio | \$ 32,860 (22 percent) |
| • Other Radio | \$ 1,558 (1 percent) |
| • Online | \$ 22,397 (15 percent) |
| • Out-of-Home | \$ 7,449 (5 percent) |

Media Strategies- Drive Sober Or Get Pulled Over.

A media mix of broadcast and cable television, radio, online and out-of-home was used to deliver the DSOGPO message in the major Arkansas DMAs.

Media Strategy

- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought media in the top counties in Arkansas where the majority of the impaired driving crashes occur.

Media Mix: The media mix consisted of television, radio, online and out-of-home.

- Broadcast television generated mass reach and frequency.
- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Supplemental online media continues to build reach and frequency.

Radio

- Purchased a broad daypart mix, including local AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.
- Included stations that specifically target African Americans and Hispanics.

Supplemental Out-of-Home Media

- Pre-roll video and on-line banners to Web sites heavily targeted to males 18-34 were used for this campaign.

Actual Expenditures By Market - \$149,517

- Little Rock \$ 41,336
- Fort Smith/Fayetteville \$ 34,177
- Texarkana \$ 8,792
- Jonesboro \$ 16,006
- El Dorado \$ 3,283
- Conway \$ 2,640
- Hot Springs \$ 5,784
- Helena \$ 1,153
- Hispanic \$ 7,362
- Statewide TV \$ 235
- Online (Statewide) \$ 21,300
- Out-of-Home(Statewide) \$ 7,449

Cost per Point and GRP Levels – “Drive Sober or Get Pulled Over”

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$99.55	\$30.91	\$37.01
Ft. Smith/Fayette.	72.90	\$13.25	\$20.74
Jonesboro	62.75	\$12.31	\$11.47
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit. The Fayetteville/Fort Smith broadcast TV is rated as one market.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	457	431	2.7	341.3	83.3%
Ft Smith/Fayette.	791	1,034	2.8	338.9	86.3%
Jonesboro	368	667	2.5	178.2	32.6%
Texarkana	367	367	N/A	N/A	N/A
Conway	200	490	N/A	N/A	N/A
El Dorado	280	0*	N/A	N/A	N/A
Hot Springs	250	491	N/A	N/A	N/A
Hispanic	84	52	N/A	N/A	N/A

*Station error. Bonus being made up during another flight.

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	231	230	4.8	251.1	54.0%
Ft. Smith	180	238	3.8	232	60.9%
Fayetteville	184	184	4.3	227	52.7%
Jonesboro	109	397	4.4	231.2	53.7%
Texarkana	110	110	4.9	244.2	50.3%
El Dorado	209	174	N/A	N/A	N/A
Hot Springs	112	161	5.3	180.5	33.2%
Conway	26	26	N/A	N/A	N/A
Helena	20	20	N/A	N/A	N/A
Hispanic	133	133	N/	N/A	N/A

Earned Media Report - \$124,169

Media Relations

The AHSO distributed a news release concerning the Fourth of July DSOGPO mobilization to news media statewide resulting in 12 newspaper clippings with an ad equivalency of \$1,719.

Social Media

A social media plan was delivered through the Facebook and Twitter social media channels utilized both messaging and assets provided by NHTSA.

A Partnership with the Arkansas State Highway and Transportation Department allowed the DSOGPO message to be effectively displayed to motorists on 30 digital message boards on highways and interstates around the state during the mobilization period. Using similar purchase price rates we calculated the earned media value generated for this contribution at \$123,219.

2015 Labor Day DWI – “Drive Sober or Get Pulled Over”

Paid Media Summary

This mobilization was a DWI message – Drive Sober or Get Pulled Over. The target audience for the campaign was those most likely to drive impaired, young men ages 18-34. Thirty-second radio and television announcements were produced and aired in both English and in Spanish. The total advertising budget utilized was \$344,499 with bonus television, cable, online and radio ads totaling \$168,684.

Paid Advertising Period

- August 19 - 23, August 26 - 30 and September 2 – 7, 2015 (16 days).

Geography

- This was a multi-media campaign to provide exposure across the state.
Three broadcast television markets
 1. Little Rock
 2. Fort Smith/Fayetteville
 3. Jonesboro
- Seven radio DMAs
 1. Little Rock

2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado
 7. Hot Springs
- Eight cable television markets:
 1. Little Rock (includes Benton and Maumelle)
 2. Fort Smith
 3. Fayetteville
 4. Jonesboro
 5. Texarkana
 6. El Dorado
 7. Conway
 8. Hot Springs

Budget: \$344,499

- | | |
|-------------------------------|------------------------|
| • Broadcast television budget | \$122,215 (35 percent) |
| • Other TV budget | \$ 765 (0 percent) |
| • Cable television budget | \$ 53,844 (16 percent) |
| • Radio budget | \$ 62,056 (18 percent) |
| • Other radio budget | \$ 17,568 (5 percent) |
| • Online budget | \$ 68,404 (20 percent) |
| • Out-of-home budget | \$ 12,294 (4 percent) |
| • Sports marketing | \$ 7,353 (2 percent) |

Media Strategies

A media mix of broadcast television, cable, radio, online advertising and sports marketing was used to deliver the DSOGPO message in the major Arkansas DMAs.

- Concentrated support in a three-week period to maximize awareness of the Labor Day holiday DSOGPO message.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought around the national holiday media schedules to maximize our reach and frequency of exposure of the message.
- Purchased Wednesday through Sunday to reach the target demographic when they are most likely to consume alcohol.

Media Mix: The media mix consisted of broadcast television, cable, radio, online and sports marketing.

- Broadcast television generated mass reach and frequency.
- Cable provided frequency of exposure in targeted programming and also extended our reach.
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles.
- Supplemental out of home media continues to build reach and frequency.

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, prime access and sports programming which reaches our target audiences.

- Determined networks and programming based upon Nielsen rating data.
- Purchased programming that specifically targets African Americans and Hispanics to the extent available.

Cable Television

- Purchased those networks that best target males 18-34 (i.e. ESPN, ESPN2, Comedy Central, MTV, Spike).
- Placed support from 4pm to midnight to maximize our reach.
- Purchased network programming that specifically targets African Americans and Hispanics (i.e. BET and Univision).

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend.
- Determined stations and programming based upon Arbitron rating data.
- Included stations that specifically target African Americans and Hispanics.

Online

- Purchased banner ads and pre-roll video geo-targeted to Males 18-34 and Males 45-64 in Arkansas. Purchased Pandora Internet Radio's "Audio Everywhere" product for online and mobile Pandora users that are male 18 – 34 residing in Arkansas.

Out-of-Home

- Purchased a 30-second tv spot on Gas Pump TV to run during ESPN Sports, Headline News and Accu-Weather segments reaching a captive audience when they are standing next to their vehicles pumping gas.
- Dynamic digital media signage on 40 large HD screens in high-traffic restaurants, bars and liquor stores in Little Rock, Hot Springs, Fort Smith and Fayetteville.

Sports Marketing

- Sports marketing was integrated into the media plan as sports is a primary interest of our target audience - Men 21-34. The Arkansas Travelers, a minor league baseball team, are the most popular sports team in Central AR and the Arkansas Naturals, a minor league baseball team in Northwest Arkansas. We are also purchased radio spots on the Razorback Sports Network, which ran during the September 5th football game.

Actual Expenditures By Market \$344,499

• Little Rock	\$104,735
• Fort Smith/Fayetteville	\$ 67,330
• Jonesboro	\$ 33,878
• Texarkana	\$ 13,873
• El Dorado	\$ 5,089
• Hot Springs	\$ 7,779
• Conway	\$ 3,981
• Helena/Delta	\$ 2,537
• Hispanic	\$ 13,257

- Online (Statewide) \$ 67,628
- Out-of-home (Statewide)\$ 12,294
- Statewide Radio \$ 4,412
- Statewide TV \$ 353
- Sports Marketing \$ 7,353

Cost per Point and GRP Levels – “Drive Sober or Get Pulled Over:

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$127.43	\$30.41	\$58.60
Ft. Smith/Fayetteville	\$ 93.51	\$14.63	\$20.37
Jonesboro	\$ 68.93	\$12.50	\$16.60
Texarkana	No broadcast TV	\$11.91	\$18.01
Hot Springs	No broadcast TV	\$10.97	\$11.29
El Dorado	No broadcast TV	\$5.01	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit. *For broadcast television, Fort Smith and Fayetteville are reported together.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,012	603	5.2	463.6	70.3%
Ft.Smith/Fayetteville	1,706	1,051	4.4	382	75.7%
Jonesboro	529	956	3.8	300.3	76.7%
Texarkana	480	480	N/A	N/A	N/A
El Dorado	423	326	N/A	N/A	N/A
Hot Springs	375	740	N/A	N/A	N/A
Conway	297	295	N/A	N/A	N/A
Hispanic	164	104	N/A	N/A	N/A

*For broadcast television, Fort Smith and Fayetteville are reported together

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	530	332	8.0	454.2	57.0%
Ft. Smith	357	352	6.6	451	69.0%
Fayetteville	295	286	8.8	436.4	49.9%
Jonesboro	354	408	7.5	455.1	61.5%
Texarkana	216	213	7.5	453	52.2%
El Dorado	250	253	N/A	N/A	N/A
Hot Springs	119	359	8.4	324.5	38.4%
Helena/Delta	44	132	N/A	N/A	N/A
Conway	45	45	N/A	N/A	N/A
Statewide Sports	2	0	N/A	N/A	N/A
Hispanic	244	245	N/A	N/A	N/A

Earned Media Report – \$204,540

The 2014 Drive Sober or Get Pulled Over Campaign focused on news media statewide and television news programs to promote the program. A statewide news release was issued by the AHSO resulting in 26 newspaper clippings and with a total ad equivalency of \$2,040.

Social Media

A social media plan delivered through the Facebook and Twitter social media channels utilized both messaging and assets provided by NHTSA.

A Partnership with the Arkansas State Highway and Transportation Department allowed the DSOGPO message to be effectively displayed to motorists on 30 digital message boards on highways and interstates around the state during the mobilization period. Using similar purchase price rates we calculated the earned media value generated for this contribution at \$202,500.

Thanksgiving 2014 Occupant Protection Mobilization – “Click It or Ticket”

Paid Media Summary

Supporting the Thanksgiving Day law enforcement mobilization period, the target audience for the “Click It or Ticket” campaign was those least likely to buckle up, young men ages 18-34 and the general adult audience.

Budget

The budget was \$61,048 for a two-week schedule of previously produced radio, banner ads and digital outdoor boards. The bonus ads received totaled an additional \$41,793 in airtime.

Paid Advertising Period

- November 17 – November 30, 2014

Audience Segment Profiles

- Primary Segment – *To influence segment to always use a safety belt*
 - **Adults 25 - 54**
 - Target the general population during this holiday that does not wear safety belts
 - Primarily views and listens to comedy, sports and top 40 entertainment
- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
 - **Men, 18-34 years of age**
 - Largest segment that doesn't wear their safety belt
 - Heavy listeners of sports and rock oriented stations
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always use a safety belt*
 - **African American Men, 18-34 years of age**
 - One out of every four African Americans still do not buckle up on every trip
 - Reached through traditional media, however, strong loyalty to certain urban channels

Geography

Seven radio DMAs for “Click It or Ticket:”

- | | |
|----------------|---------------|
| • Little Rock | • Hot Springs |
| • Fort Smith | • El Dorado |
| • Fayetteville | • Conway |
| • Jonesboro | • Helena |
| • Texarkana | |

Media Strategies

Implement a strong radio campaign with supplemental newspaper and online to best reach our target audience and run for two weeks. A minimum of a one for one bonus was negotiated with media purchases.

Media Mix: The media mix consisted of radio, supplemental newspaper and online advertising.

- Radio allowed us to extend both reach and frequency and target both adults and young males when they are actually in their vehicles.
- Newspaper ads continued reach.
- Online advertising is supplemental out-of-home media used to continue reach and build frequency. The total impressions were 1,092,746.

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports
- Bought traffic sponsorships where available to serve as a reminder to buckle up to those traveling in vehicles during high-traffic times

Supplemental Newspaper

- Purchased quarter page newspaper ads in the counties in Arkansas with low seat belt use rates. One ad ran each week of the two-week flight.

Media Budget Allocation:

- Radio \$ 39,131 (64 percent)
- Newspaper \$ 11,887 (19 percent)
- Other Radio \$ 8,573 (14 percent)
- Online \$ 1,459 (3 percent)

Click It or Ticket Actual Expenditures by Market **\$61,048**

○ Little Rock	\$ 11,922
○ Fort Smith	\$ 3,960
○ Fayetteville	\$ 8,654
○ Jonesboro	\$ 2,546
○ Texarkana	\$ 4,558
○ Hot Springs	\$ 2,852
○ El Dorado	\$ 1,638
○ Helena/West Helena	\$ 1,730
○ Hispanic	\$ 3,458
○ Other Radio	\$ 6,843
○ Newspaper	\$ 11,887
○ Statewide Online	\$ 1,000

Cost per Point - Click It or Ticket

<u>Market</u>	<u>Radio</u>
Little Rock	\$39.61
Ft. Smith	\$13.16
Fayetteville	\$28.92
Jonesboro	\$10.24
Texarkana	\$17.28
El Dorado	N/A
Hot Springs	\$14.23
Helena/West Helena	N/A
Hispanic	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	272	251	5.7	301	53.2%
Ft. Smith	216	250	5.2	300.8	57.4%
Fayetteville	224	224	5.7	299.2	52.1%
Jonesboro	118	118	5.4	248.6	46.3%
Texarkana	108	108	6.0	263.8	44.2%
El Dorado	132	128	N/A	N/A	N/A
Hot Springs	88	87	5.8	200.4	34.8%
Helena	30	30	N/A	N/A	N/A
Conway	38	38	N/A	N/A	N/A
Hispanic	168	168	N/A	N/A	N/A
Rural AR Radio Network	360	360	N/A	N/A	N/A

Earned Media - \$192,916

Media Relations

The AHSO distributed a news release concerning the Thanksgiving mobilization to news media statewide resulting in 21 newspaper clippings with an ad equivalency of \$3,916.

Social Media

Developed a social media plan delivered through the Facebook and Twitter social media channels utilizing both messaging and assets provided by NHTSA.

A Partnership with the Arkansas State Highway and Transportation Department

allowed the DSOGPO message to be effectively displayed to motorists on 30 digital message boards on highways and interstates around the state during the mobilization period. Using similar purchase price rates we calculated the earned media value generated for this contribution at \$189,000.

May 2015 Memorial Day Occupant Protection Mobilization "Click It or Ticket"

Paid Media Summary

Supporting the national May 2015 Memorial Day mobilization period, the target audience for the "Click It or Ticket, Day & Night" campaign was those least likely to buckle up, young men ages 18-34.

The budget of \$350,296 included a two-week schedule of previously produced broadcast television, cable, radio, sports marketing and on-line media for the May campaign. The bonus television and radio ads received totaled an additional \$147,087 in airtime. A minimum of a one for one bonus was negotiated with media purchases.

Paid Advertising Period: May 11 through May 25, 2015 (15 days)

Audience Segment Profiles

- Primary Segment – *To influence segment to always use a safety belt*
 - **Men, 18-34 years of age**
 - Largest demographic that does not wear safety belts
 - Primarily views and listens to comedy, sports and top 40 entertainment
- Secondary Segment – *To raise awareness and influence segment to always wear a safety belt*
 - **Newly arrived immigrant Latino Men, 18-34 years of age**
 - Hispanic drivers have lower safety belt use rates than non-Hispanic whites and higher fatality rates
 - Primarily views and listens to Spanish language media
- Tertiary Segment – *To sustain general use increases while mainly influencing young males to always use a safety belt*
 - **African American Men, 18-34 years of age**
 - One out of four African Americans still do not buckle up on every trip
 - Reached through traditional media, however, strong loyalty to certain urban channels

Geography

This was a multi-media campaign to provide exposure across the state. Three broadcast television markets:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

Seven radio DMAs

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- Hot Springs
- El Dorado

Cable markets for Click It or Ticket:

- Little Rock (includes Benton and Maumelle)
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana

- El Dorado
- Conway

Provided additional support in the following Arkansas markets

- Camden
- Mountain Home
- Harrison
- Berryville
- Hope
- Stamps
- Paragould
- Heber Springs
- Searcy
- West Memphis/Marion

Budget: Click It or Ticket - \$350,296

Media Strategies- Click It or Ticket

A media mix of broadcast television, cable, radio, print, online, sports marketing and supplemental out-of- home was used to deliver the Click It or Ticket message in the major Arkansas DMAs including the rural STEP participant towns.

Media Strategy

- Concentrated support in a two-week period to maximize awareness of the “Click It or Ticket” message prior to the survey.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34.
- Bought around the national media schedules to maximize our reach and frequency of exposure of the CIOT message.

Media Mix: The media mix consisted of television, radio, online, print and supplemental out-of-home.

- Broadcast television generated mass reach and frequency
- Cable provided frequency of exposure in targeted programming and also extended our reach
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles
- Print provided continued reach to those living in the counties with the lowest seat belt use rates.
- Use supplemental out of home media to continue to build reach and frequency.

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, price access and sports programming which reaches our target audiences
- Determined networks and programming based upon Nielsen rating data
- Purchased programming that specifically targets African Americans and Hispanics to the extent available

Cable Television

- Purchased those networks that best target males 18-34 (i.e. ESPN, Comedy Central, MTV, Spike, etc.)
- Placed support from 4pm to midnight to maximize our reach
- Purchased networks that target African Americans and Hispanics (i.e. BET and Univision)
- Used to penetrate the areas that cannot be reached by Non-Metro radio

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Purchased live endorsements using two local on-air personalities to help connect the CIOT message with a large, male-oriented audience.
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations that were determined by County-by-County ranker reports

Print

- Two page ad in *Hooten's Arkansas Football*
- Quarter page newspaper ads in Arkansas counties with low seat belt use rates.

Online

- Utilized ad networks to have a presence on premium national websites such as Gamefly.com and CollegeHumor.com targeted geographically and demographically; 30-second pre-roll video ads across mobile and desktop to maximize impact and awareness of the CIOT message and integrating YouTube into the digital strategy. Banners were included as added-value. The campaign generated approximately 2.2 million impressions.
- Pandora Internet Radio allowed us to target both geographically and demographically. This campaign generated approximately one million impressions within a two-week period including added-value companion banners.
- Premium banners and pre-roll video on high traffic local websites to reach the male target including Hogville.net, Hootens.com and Arktimes.com. A Spanish CIOT banner will run on Ellatino.com, HolaArkansas.net and LaPrensaNWA.com to reach the Hispanic community digitally.
- Online banners on select Arkansas newspaper websites to sustain the CIOT message for a 30-day period targeting residents in the STEP/survey markets and in counties where seat belt usage is particularly low.

Supplemental Out-of-Home Media

- Gas TV will reach a captive audience as they are fueling up at the local gas station. A 30-second TV spot will run during ESPN Sports, Headline News and Accu-Weather at 208 gas pumps screens across 40 Murphy Oil gas stations around the state.

Sports Marketing

- Sports marketing was integrated into the media plan, as sports are a primary interest of our target audience – Men 18-34. The Arkansas Travelers (minor league baseball) are one of the most popular sports team in Central Arkansas and ASHO participated in a partnership with the Traveler’s again for 2013. A two-page spread ad was also purchased in *Hooten’s Arkansas Football*, an annual publication that covers all the football teams (high school and college) in the state of Arkansas.

Media Budget: \$248,484 was allocated as follows:

- Broadcast TV: \$117,095 (33 percent)
- Cable: \$61,875 (18 percent)
- Radio: \$42,619 (12 percent)
- Other Radio: \$22,469 (6 percent)
- Online: \$50,975 (15 percent)
- Out-Of-Home: \$7,074 (2 percent)
- Print: \$21,719 (6 percent)
- Sports Marketing: \$26,470 (8 percent)

Actual Expenditures By Market \$350,296

○ Little Rock	\$ 96,840
○ Fayetteville/Fort Smith	\$ 66,443
○ Jonesboro	\$ 27,268
○ Texarkana	\$ 11,278
○ El Dorado	\$ 3,930
○ Helena/West Helena	\$ 1,730
○ Conway	\$ 3,993
○ Hot Springs	\$ 9,034
○ Hispanic Advertising	\$ 10,725
○ Statewide Cable & Radio (STEP & Survey Markets)	\$ 13,914
○ Online (Statewide)	\$ 49,878
○ Out-of-Home (statewide)	\$ 7,074
○ Print:	\$ 21,718
○ Sports Marketing	\$ 26,471
○	

Cost per Point and GRP Levels – “Click It or Ticket”

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 124.69	\$29.12	\$36.47
Ft. Smith/Fayette	\$ 105.69	\$15.48	\$22.43
Jonesboro	\$ 76.80	\$13.50	\$13.69
Texarkana	No broadcast TV	\$13.78	\$16.78
El Dorado	No broadcast TV	\$5.31	N/A
Hot Springs	No broadcast TV	\$9.80	\$16.97
Conway	No broadcast TV	\$9.21	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit. *For broadcast television, Fort Smith and Fayetteville are reported together.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	1,127	960	4.4	408.2	91.2%
Ft. Smith/Fayetteville	944	1,288	4.3	105.69	82.1%
Jonesboro	454	852	2.7	227.6	66.5%
Texarkana	418	418	N/A	N/A	N/A
El Dorado	312	312	N/A	N/A	N/A
Conway	284	0**	N/A	N/A	N/A
Survey Market Cable	1,406	1,746	N/A	N/A	N/A
Hot Springs	400	797	N/A	N/A	N/A
Hispanic	118	36	N/A	N/A	N/A

*For broadcast television, Fort Smith and Fayetteville are reported together.

**Did not air bonus. Station input error. Made-up during July buy.

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	679	459	5.9	307.6	53.4%
Ft. Smith	234	310	5.4	307.6	57.8%
Fayetteville	216	216	5.6	242.2	42.8%
Jonesboro	168	168	5.3	320.6	60.8%
Texarkana	150	150	6.0	328.8	55.3%
El Dorado	192	0*	N/A	N/A	N/A
Hot Springs	154	154	6.8	251.8	36.6%
Conway	38	38	N/A	N/A	N/A
STEP Markets	440	440	N/A	N/A	N/A
Helena	30	90	N/A	N/A	N/A
Hispanic	188	188	N/A	N/A	N/A

*Station error. Bonus will run during Thanksgiving campaign.

* We do not buy cable based upon ratings. We purchase it based upon a number of spots per week. The cable systems can't provide us with local ratings. Therefore, we have assumed a 1.0 rating for each spot that runs and based cost-per-point on that.

Earned Media - \$250,201

Media Relations

The AHSO distributed a news release concerning the Memorial Day Click It or Ticket mobilization to news media statewide resulting in 56 newspaper clippings and an ad equivalency of \$8,623.

Social Media

A social media plan was delivered through the Facebook and Twitter social media channels utilizing both messaging and assets provided by NHTSA.

Fast Food Partnerships

Partners displayed "Click It or Ticket" window clings signs on their drive-through windows and placed stickers on "to-go" orders. Participating fast-food chains included: Wendy's (statewide); Popeye's (Little Rock, Central Arkansas, Pine Bluff, Conway, Searcy, Benton, White Hall, Cabot and Russellville); Domino's Pizza (Little Rock, Bryant, North Little Rock, Conway and Maumelle).

The estimated earned media value was calculated in the following manner:

- \$1.00 for every drive-thru window cling distributed - \$78
- \$.50 for every bag sticker distributed - \$39,000

A total of \$39,078 in earned media was generated by the fast food partnership for this campaign.

A Partnership with the Arkansas State Highway and Transportation Department allowed the DSOGPO message to be effectively displayed to motorists on 30 digital message boards on highways and interstates around the state during the mobilization period. Using similar purchase price rates we calculated the earned media value generated for this contribution at \$202,500.

“Toward Zero Deaths – One Is Too Many” Campaign September 2015

Paid Media Summary

In 2011, the Arkansas Highway Safety Steering Committee began the process of updating the Strategic Highway Safety Plan (SHSP). It was decided the focus of the 2013 SHSP would be “Toward Zero Deaths” – Arkansas’ ultimate goal is to strive toward zero fatalities on our roadways. This goal supports the Toward Zero Deaths National Strategy on Highway Safety.

Communications Objectives

- a. Influence awareness, attitudes and actions – change risky behaviors
- b. Allow campaign to gain support and buy-in from stake-holders and supporters and keep them informed
- c. Drive traffic to website
- d. Build partnerships throughout the state

Paid Advertising Period

- “Toward Zero Deaths”-September 7 – 30, 2015

Audience Segment Profiles

- **General Audience** – all motorists in Arkansas – not only drivers but also passengers and other roadway users such as pedestrians, bicyclists, and construction workers.

Geography

This was a multi-media campaign to provide exposure across the state. Three broadcast television markets for Toward Zero Deaths:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

Seven radio DMAs for Toward Zero Deaths:

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro
- Hot Springs
- El Dorado
- Texarkana

Cable markets for Toward Zero Deaths:

- Little Rock (includes Benton and Maumelle)
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- El Dorado
- Conway
- Hot Springs

Budget: "Toward Zero Deaths" - \$198,975

Media Strategies

The media plan has been developed to maximize awareness of the Toward Zero Deaths campaign message against the target audience and to drive the audience to the website. The plan includes a mix of broadcast and cable television, radio, online/mobile, and out-of-home advertising.

Media Strategy

- Media plan runs over a three-week time period
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to all Arkansans.

Media Mix

The media mix consisted of broadcast and cable television, radio, online/mobile, and out-of-home advertising.

- Broadcast television generated mass reach and frequency
- Cable provided frequency of exposure in targeted programming and also extended our reach
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles
- Use online/mobile and supplemental out of home media to continue to build reach and frequency.

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, price access and sports programming which reaches our target audiences
- Determined networks and programming based upon Nielsen rating data
- Purchased programming that specifically targets African Americans and Hispanics to the extent available

Cable Television

- Placed support from 4pm to midnight to maximize our reach
- Purchased networks that target African Americans and Hispanics (i.e. BET and Univision)

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations

Supplemental Out-of-Home Media

- Purchased digital outdoor in Little Rock, Jonesboro, Ft. Smith, NW AR, and Texarkana
- Purchased static/vinyl outdoor boards in Hot Springs, Conway, and EIDorado
- Purchased transit advertising in Little Rock and NW AR.
- Online ran a mix of mobile banners and pre-roll video
-

Media Budget Allocation: \$198,975 was allocated as follows:

- Broadcast TV: \$81,075 (41 percent)
- Cable: \$41,900 (21 percent)
- Radio: \$44,218 (22 percent)
- Other Radio: \$2,312 (1 percent)
- Online: \$22,255 (11 percent)
- Out-of-Home: \$7,215 (4 percent)

Toward Zero Deaths Actual Expenditures By Market \$198,975

○ Little Rock	\$ 63,199
○ Fayetteville/Fort Smith	\$ 55,424
○ Jonesboro	\$ 17,026
○ Texarkana	\$ 11,478
○ El Dorado	\$ 3,720
○ Hot Springs	\$ 5,730
○ Conway	\$ 3,162
○ Helena/West Helena	\$ 1,730
○ Hispanic Advertising	\$ 8,584
○ Online (Statewide)	\$ 21,707
○ Out-of-Home (Statewide)	\$ 7,215

Cost per Point and GRP Levels – “Toward Zero Deaths:

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 121.68	\$23.67	\$45.60
Ft. Smith/Fayette	\$ 103.75	\$14.84	\$20.96
Jonesboro	\$ 41.06	\$12.30	\$15.23
Texarkana	No broadcast TV	\$13.93	\$18.43
El Dorado	No broadcast TV	\$3.71	N/A
Hot Springs	No broadcast TV	\$10.50	\$10.05
Conway	No broadcast TV	N/A	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit. *For broadcast television, Fort Smith and Fayetteville are reported together.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	658	744	3.5	300.3	76.4%
Ft. Smith/Fayetteville	894	890	3.6	302.9	77.2%
Jonesboro	330	628	2.6	213.6	74.3%
Texarkana	428	428	N/A	N/A	N/A
El Dorado	431	643	N/A	N/A	N/A
Hot Springs	300	598	N/A	N/A	N/A
Conway	241	0**	N/A	N/A	N/A
Hispanic	98	60	N/A	N/A	N/A

*For broadcast television, Fort Smith and Fayetteville are reported together.

**No bonus aired. Station error. Will make good during Holiday buy.

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	260	260	5.6	299	54.7%
Ft. Smith	228	262	4.9	301.2	61.7%
Fayetteville	244	243	5.7	298.4	53.1%
Jonesboro	192	192	5.4	299.8	56.3%
Texarkana	156	156	6.0	299.4	49.5%
El Dorado	174	186	N/A	N/A	N/A
Hot Springs	76	228	6.6	256.6	39.0%
Conway	36	36	N/A	N/A	N/A
Helena	30	90	N/A	N/A	N/A
Hispanic	186	186	N/A	N/A	N/A

Earned Media

Earned media strategies included social media initiatives, which involved building on the social media presence for the TZD effort, developing a content strategy for social media promotion and creating unique and engaging content to deliver in social media channels. A website, www.TZDarkansas.org was initiated and traffic directed to that site. All three founding agencies and recruited partners adopted the TZD logo and agreed to promote the campaign by using the logo on their public information materials.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the TZD message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the campaign. The approximate earned media generated for this contribution is \$94,500.

April 2015 Distracted Driving Campaign – “U DRIVE. U TEXT. UPAY.”

Paid Media Summary

Supporting the national April 2015 Distracted Driving mobilization, the budget was \$147,191 for a two-week schedule of previously produced ads on broadcast television, cable, radio, cinema and on-line media. The bonus television and radio ads received totaled an additional \$71,947 in airtime.

Paid Advertising Period - April 6 – 18, 2015 (12 day flight)

Audience Segment Profiles

- Primary Segment – **Adults, 18-34 years of age**
- Secondary Segment – **Women, 18-34**

Geography

This was a multi-media campaign to provide exposure across the state. Three broadcast television markets:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

Six radio DMAs

- Little Rock
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- Hot Springs
- El Dorado

Cable markets

- Little Rock (includes Benton and Maumelle)
- Fort Smith
- Fayetteville
- Jonesboro
- Texarkana
- El Dorado
- Conway
- Hot Springs

Budget: - \$147,191

Media Strategy

- Concentrated support in a nine day period to maximize awareness
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to males 18-34. A minimum of a one for one bonus was negotiated with media purchases.

Media Mix: The media mix consisted of television, radio and online

- Broadcast television generated mass reach and frequency
- Cable provided frequency of exposure in targeted programming and also extended our reach
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles
- Use supplemental out of home media to continue to build reach and frequency.

Broadcast Television

- Implemented a daypart mix consisting primarily of prime time, late night, price access and sports programming which reaches our target audiences
- Determined networks and programming based upon Nielsen rating data
- Purchased programming that specifically targets African Americans and Hispanics to the extent available

Cable Television

- Purchased those networks that best target males 18-54 (i.e. ESPN, Comedy Central, History Channel, CNN, Fox News, MTV, Spike, etc.)
- Placed support from 4pm to midnight to maximize our reach
- Purchased networks that target African Americans and Hispanics (i.e. BET and Univision)

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Included stations that specifically target African Americans and Hispanics
- To effectively reach the small town markets, we purchased Non-Metro stations

Cinema

- A true “DVR proof” medium where consumers are a captive and engaged audience for advertising.
- Ran in nine theaters on 123 screens in Little Rock, Hot Springs, Fort Smith, Fayetteville, Jonesboro, Rogers and Bella Vista.

On-line Media

- Online ran a mix of mobile banners and pre-roll video utilizing the following publishers to reach our target of Adults 18-34:
 - YuMe Ad Network – banners and pre-roll video
 - Pandora Internet Radio – mobile banners and audio
 - Hearst Core Audience Ad Network – online, mobile and tablet pre-roll
 - Banner ads on Hola-Arkansas.com and EILatino.com to reach the Spanish audience

Media Budget Allocation: \$147,191:

- Broadcast TV: \$58,790 (40 percent)
- Cable: \$20,804 (14 percent)
- Radio: \$27,192 (18 percent)
- Other radio: \$8,172 (6 percent)
- Online: \$26,933 (18 percent)
- Cinema: \$5,300 (4 percent)

Actual Expenditures by Market

\$147,191

○ Little Rock	\$ 44,410
○ Fayetteville/Fort Smith	\$ 29,202
○ Jonesboro	\$ 18,217
○ Texarkana	\$ 5,835
○ El Dorado	\$ 2,931
○ Hot Springs	\$ 3,988
○ Conway	\$ 1,925
○ Helena/West Helena	\$ 1,614
○ Hispanic Advertising	\$ 7,845
○ Online (Statewide)	\$ 25,924
○ Cinema (Statewide)	\$ 5,300

Cost per Point and GRP Levels – “U Drive. U Text. U Pay”

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$149.39	\$29.37	\$39.07
Ft. Smith/Fayette	\$ 96.63	\$17.29	\$19.97
Jonesboro	\$108.21	\$13.52	\$12.44
Texarkana	No broadcast TV	\$8.48	\$19.25
El Dorado	No broadcast TV	\$5.42	N/A
Hot Springs	No broadcast TV	\$10.90	\$12.09
Conway	No broadcast TV	\$10.13	N/A
Hispanic	N/A	N/A	N/A

*Cable is shown as cost per unit. *For broadcast television, Fort Smith and Fayetteville are reported together.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	290	301	2.7	178.7	58.8%
Ft. Smith/Fayetteville	357	346	2.6	176.3	65.5%
Jonesboro	203	328	2.2	124.3	43.3%
Texarkana	289	289	N/A	N/A	N/A
El Dorado	216	95	N/A	N/A	N/A
Hot Springs	164	299	N/A	N/A	N/A
Conway	135	134	N/A	N/A	N/A
Hispanic	84	40	N/A	N/A	N/A

*For broadcast television, Fort Smith and Fayetteville are reported together.

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	147	145	4.4	192.2	39.07%
Ft. Smith	109	111	4.0	188.1	48.2%
Fayetteville	114	114	3.4	165.2	48.2%
Jonesboro	77	77	4.2	194.2	46.6%
Texarkana	76	76	4.3	175.8	40.3%
El Dorado	162	162	N/A	N/A	N/A
Hot Springs	67	131	4.8	181.9	38.3%
Conway	34	34	N/A	N/A	N/A
Helena	28	84	N/A	N/A	N/A
Hispanic	164	164	N/A	N/A	N/A

Earned Media - \$94,500

Media Relations

A news release concerning the April Distracted Driving mobilization was distributed to news media statewide resulting in 17 newspaper clippings with an ad equivalency of \$2,938.

Social Media

A social media plan delivered through the Facebook and Twitter social media channels utilized both messaging and assets provided by NHTSA.

Partnership with the Arkansas State Highway and Transportation Department

The Arkansas State Police Highway Safety Office partnered with the Arkansas Highway and Transportation Department to run the U Drive. U Text. U Pay message on 30 digital message boards on highways and interstates around the state during the mobilization period. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization. The approximate earned media generated for this contribution is \$94,500.

“Share the Road, Look Twice for Motorcyclists” 2015 Campaign

Paid Media Summary

The goal of this statewide communication plan was to educate motorists to “Share the Road” with motorcyclists. This campaign featured bus transit, broadcast television, cable televisions and radio advertising. The media plan focused on both city streets and the scenic highways frequently traveled by motorists and motorcyclist alike in Arkansas with the highest concentration of motorcycle crashes. The target audience for the campaign was motorists (Adults 25+) and motorcyclists. A total of 78 bus transit signs were posted during May and June featuring the “Look Twice for Motorcycles” message in the Pulaski, Benton and Washington county areas.

Paid Advertising Period: April 27 – June 28, 2015

Budget: \$148,627

Geography

- The media plan focused on both city streets and the scenic highways in Arkansas with the highest concentration of motorcycle crashes: Benton, Garland, Pulaski and Washington counties.

Media Mix: The media mix consisted of television, radio and online

- Broadcast television generated mass reach and frequency
- Cable provided frequency of exposure in targeted programming and also extended our reach
- Radio allowed us to extend both reach and frequency and target young males when they are actually in their vehicles
- Use supplemental out of home media to continue to build reach and frequency.

Broadcast Television

- Achieve mass reach against Adults 25-54 by concentrating over half the budget into broadcast TV.
- Took advantage of several season finales that fell during our broadcast flight weeks.
- Daypart mix: Local news, Prime Access, Prime and Late Fringe.
- Key networks: ABC, CBS, NBC and FOX.

Cable Television

- Purchased those networks that best target Adults 25-54 (i.e. TBS, USA, Fox News, ESPN, EPSN2, TNT, A&E, Discovery, AMC, Comedy and FX)
- Placed support from 4pm to midnight to maximize our reach

Radio

- Purchased a broad daypart mix, including AM Drive, Daytime, PM Drive, Evening and Weekend
- Determined stations and programming based upon Arbitron rating data
- Primary formats purchased: Country, Contemporary Hit Radio, Classic Rock and Sports/Talk

Cost per Point and GRP Levels – “Share the Road”

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 98.71	\$24.94	\$41.69
Ft. Smith/Fayette	\$ 80.32	\$18.68	\$25.08
Jonesboro	\$ 47.81	\$13.80	\$14.09
Hot Springs	No broadcast TV	\$10.13	\$12.74

*Cable is shown as cost per unit. *For broadcast television, Fort Smith and Fayetteville are reported together.

Broadcast Television/Cable

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	427	414	4.3	408.3	85.3%
Ft. Smith/Fayetteville	414	664	4.3	396.1	80.6%
Jonesboro	325	622	2.2	164.7	75.1%
Hot Springs	300	598	N/A	N/A	N/A

Radio

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	246	225	5.8	300.2	52.3%
Fayetteville	220	220	5.8	300.8	52.5%
Jonesboro	168	167	5.6	299.8	53.6%
Hot Springs	116	116	5.9	250.8	42.5%

Bonus

A total of \$62,846 in bonus spots were provided for the motorcycle campaign to include a bonus of 12 transit bus panels as well as TV and radio spots.

Earned Media

The motorcycle coordinator made numerous presentations to civic clubs and at motorcycle rallies where he conducted motorcycle safety educational booths. Motorcycle safety advocates, rider training programs and supporters were provided with educational and awareness materials to attend motorcycle rallies and other events to educate the public on motorcycle safety. Motorcycle dealerships were encouraged to distribute motorcycle safety education pamphlets as part of the literature accompanying the sale of motorcycles.

PLANNING AND ADMINISTRATION (P&A) PROGRAM

The objectives of the Planning and Administration program were as follows:

- To provide the salaries and benefits for four full-time personnel fulfilling management, fiscal and clerical support.
- To provide for travel and subsistence costs for management, fiscal and clerical support personnel.
- To provide for operating expenses directly related to the overall operation of the Highway Safety Program.

Program Area Results

During FY 2015, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for four full-time managerial, fiscal and clerical staff members were funded with Section 402 funds as planned. Travel and subsistence costs for P&A staff members and operating costs were also funded.

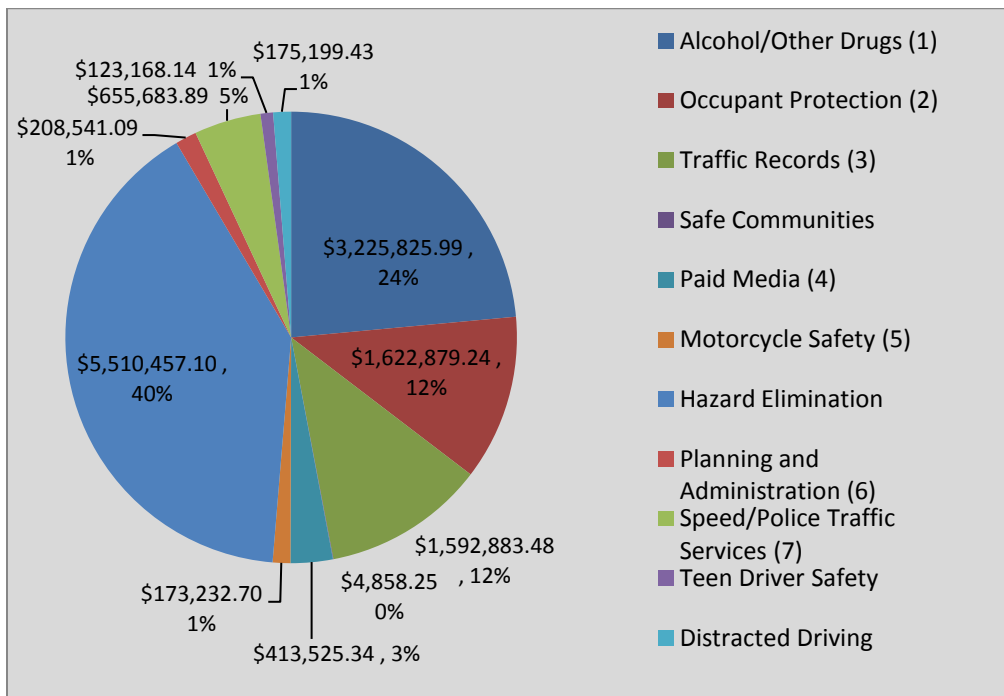
According to Highway Safety Program Funding Policy, P&A costs are not to exceed thirteen percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 2014 P&A expenditures equaled only 7% percent of total 402 expenditures and were matched 53 percent with State funds.

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Project		Recipient/Contractor	Fed. Expenditures
1	AL/OP/K8FR/M2HVE/M5HVE/M5TR	Criminal Justice Institute	\$ 688,025.64
2	M5CS	Sherwood – Pilot DWI Court	\$ 9,706.87
3	AL	Administrative Office of the Courts	\$ 56,718.32
4	AL/OP	Arkansas Broadcasters Association	\$ 75,000.00
5	OP/M5X/K8/SE/M8DDLE	Harrison Police Department	\$ 9,271.87
6	OP/M5X/K8/SE/M8DDLE	Baxter County Sheriff	\$ 1,127.29
7	OP	Dimensions, Inc.	\$ 98,964.01
8	OP/M5X/K8/SE/M8DDLE	Benton County Sheriff's Office	\$ 50,912.78
9	OP/M5X/K8/SE/M8DDLE	Bentonville Police Department	\$ 6,053.23
10	OP/M5X/K8/SE/M8DDLE	Miller County Sheriff	\$ 14,533.58
11	OP/M5X/K8/SE/M8DDLE	Van Buren Police Department	\$ 56,000.00
12	OP/M5X/K8/SE/M8DDLE	Jonesboro Police Department	\$ 32,093.53
13	OP/M5X/K8/SE/M8DDLE	Little Rock Police Department	\$ 12,928.31
14	OP/M5X/K8/SE/M8DDLE	Marion Police Department	\$ 8,429.34
15	OP/M5X/K8/SE/M8DDLE	North Little Rock Police Department	\$ 49,530.80
16	OP/M5X/K8/SE/M8DDLE	Osceola Police Department	\$ 7,793.98
17	OP/M5X/K8/SE/M8DDLE	Paragould Police Department	\$ 13,350.20
18		Sherwood Police Department	\$ 8,438.28
19	M5CS	Faulkner County – DWI Court	\$ 11,838.49
20	K9/M3DA	SourceCorp	\$ 254,477.10
21	OP	AR Department of Health – Injury Prevention	\$ 11,157.95
22	K4TR/M3DA	Arkansas State Police – TRACS/E-Crash	\$ 412,335.89
23	K4TR/M3DA	Arkansas State Police – E-Citation	\$ 728,333.36
24	SA/OP	U of A – Fayetteville	\$ 33,879.29
25	K4TR	Cotter PD-eCite/eCrash	\$ 5,389.16
26	M5CS	North Lonoke County – DWI Court	\$ 10,121.30
27	M5BAC	AR Dept. of Health Human Ser - OAT	\$ 33,585.42
28	M5X/OP/SE/M8DDLE	Benton Police Department	\$ 30,624.70
29	M5X/OP/SE/M8DDLE	Bryant Police Department	\$ 13,687.58
30	M5X/OP/SE/M8DDLE	Conway Police Department	\$ 35,394.62
31	M5X/OP/SE/M8DDLE	Fayetteville Police Department	\$ 97,649.96
32	M5X/OP/SE/M8DDLE	Fort Smith Police Department	\$ 55,177.27
33	M5X/OP/SE/M8DDLE	Hot Springs Police Department	\$ 22,349.75
34	AL/OP/K6/K8/PM/K4/SE/(HVE)/K8HV/ M2HVE/M5HVE/M8FE/M8*PM/M9MA	Cranford,Johnson,Robinson & Woods	\$ 1,558,637.26
35	K8/OP/SE/M8DDLE	Mountain Home Police Department	\$ 28,192.52
36	M5X/OP/SE/M8DDLE	Pulaski County Sheriff's Office	\$ 7,649.19
37	M5X/OP/SE/M8DDLE	Searcy Police Department	\$ 22,914.68
38	M5X/OP/SE/M8DDLE	Texarkana Police Department	\$ 38,155.07
39	M5X/OP/SE/M8DDLE	Washington County Sheriff's Office	\$ 11,872.81
40	M5X/OP/SE/M8DDLE	Springdale Police Department	\$ 13,746.92
41	M5X/OP/SE/M8DDLE	Camden Police Department	\$ 9,405.31
42	M5TR	Black River Technical College	\$ 77,592.54
43	M5X/OP/SE/M8DDLE	Hope Police Department	\$ 25,163.14
44	K4TR	ASP – Crash Reconstruction Training	\$ 37,828.18
45	M5CS	Garland County – Pilot DWI Court	\$ 46,666.37
46	M5CS	Independence County–Pilot DWI Court	\$ 32,454.53
47	M5X/OP/SE/M8DDLE	Rogers Police Department	\$ 20,621.36
48	K4PA	University of Arkansas at Little Rock	\$ 12,860.00
49	M5X/OP/SE/M8DDLE	Jacksonville Police Department	\$ 14,333.46
50	M8*OP	UAMS	\$ 123,168.14
51	154HE	AHTD – 154HE	\$ 5,510,457.10
52	OP/SE/K8FR/M2HVE/M8DDLE	Arkansas State Police - Enforcement	\$ 1,162,248.28
53	M5X/OP/SE/M8DDLE	Carroll County Sheriff's Office	\$ 18,950.67
54	M5X/OP/SE/M8DDLE	Crittenden County Sheriff's Office	\$ 11,443.55
55	K4TR	Miller County eCite/eCrash	\$ 15,576.77
56	M5CS	Craighead County DWI Court	\$ 15,000.00
57	M5CS	Van Buren County DWI Court	\$ 10,991.25
58	154AL/164AL/M5X	ASP - In Car Camera / Video Storage Project	\$ 1,190,696.43
59	M5X/OP/SE/M8DDLE	Trumann PD	\$ 4,984.42
60	M5CS	Benton County - DWI Court	\$ 13,696.13
61	M2CPS	UAMS	\$ 125,357.33
62	K4TR	Mountain Home eCite/eCrash	\$ 18,285.96
2015 TOTAL			\$ 13,133,819.23

FISCAL YEAR 2015 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

Alcohol/Other Drugs (1)	\$ 3,225,825.99
Occupant Protection (2)	\$ 1,622,879.24
Traffic Records (3)	\$ 1,592,883.48
Safe Communities	\$ 4,858.25
Paid Media (5)	\$ 413,525.34
Motorcycle Safety (6)	\$ 173,232.70
Hazard Elimination	\$ 5,510,457.10
Planning & Administration (7)	\$ 208,541.09
Speed/Police Traffic Services (8)	\$ 655,683.89
Teen Driver Safety	\$ 123,168.14
Distracted Driving	\$ 175,199.43
Total	\$ 13,706,254.65



- (1) Alcohol/Other Drugs Program includes Sections 402, 154, 164, 410 and MAP 21 405d expenditures.
- (2) Occupant Protection Program includes Sections 402 and MAP 21 405b expenditures.
- (3) Traffic Records Program includes Sections 402, 406, 408 and MAP 21 405c expenditures.
- (4) Paid Media includes Sections 402, 406, and 410 expenditures.
- (5) Motorcycle Safety Program includes Sections 402, 2010 and 405f expenditures.
- (6) Planning and Administration includes Sections 402 and 406 expenditures.
- (7) Speed/Police Traffic Services includes Section 402 and 406 expenditures.

LEGISLATIVE ISSUES

The 90th General Assembly of the State of Arkansas, Legislative Session began on January 12, 2015 and adjourned on April 2, 2015. During this session the following bills were passed that impact highway safety issues in Arkansas. A special session followed beginning May 26, 2015. The next regular session is scheduled to begin in January of 2017. Relevant legislative activity that took place during the 90th General Assembly was as follows:

BILLS THAT WERE SIGNED IN TO LAW/ACTS:

90th Regular Session of 2015

Act 1049 AN ACT TO AMEND THE LAWS CONCERNING LEARNER'S PERMITS. AFTER THE APPLICANT HAS SUCCESSFULLY PASSED ALL PARTS OF THE EXAMINATION OTHER THAN THE DRIVING TEST, THE OFFICE MAY, IN ITS DISCRETION, ISSUE TO THE APPLICANT AN INSTRUCTION PERMIT WHICH SHALL ENTITLE THE APPLICANT WHILE HAVING THE PERMIT IN HIS OR HER IMMEDIATE POSSESSION TO DRIVE A MOTOR VEHICLE UPON THE PUBLIC HIGHWAYS FOR A PERIOD OF TWELVE (12) MONTHS WHEN ACCOMPANIED BY A LICENSED DRIVER WHO IS AT LEAST TWENTY-ONE (21) YEARS OF AGE AND WHO IS OCCUPYING A SEAT BESIDE THE DRIVER, EXCEPT IN THE EVENT THAT THE PERMITTEE IS OPERATING A MOTORCYCLE

<http://www.arkleg.state.ar.us/assembly/2015/2015R/Acts/Act1049.pdf>

Act 877 AN ACT CONCERNING THE USE OF AN IGNITION INTERLOCK DEVICE THE OFFICE OF DRIVER SERVICES SHALL PLACE A RESTRICTION ON A PERSON WHO HAS VIOLATED § 5-65-103 FOR A FIRST OR SECOND OFFENSE THAT REQUIRES THE PERSON'S MOTOR VEHICLE TO BE EQUIPPED WITH A FUNCTIONING IGNITION INTERLOCK DEVICE IN ADDITION TO ANY OTHER PENALTY AUTHORIZED BY THIS CHAPTER. THE RESTRICTION MAY CONTINUE FOR A PERIOD OF UP TO ONE (1) YEAR AFTER THE PERSON'S DRIVING PRIVILEGE IS NO LONGER SUSPENDED OR RESTRICTED UNDER § 5-65-104 SHALL CONTINUE UNTIL THE PERSON HAS COMPLETED HIS OR HER MANDATORY PERIOD FOR USING AN IGNITION INTERLOCK DEVICE.

<http://www.arkleg.state.ar.us/assembly/2015/2015R/Bills/SB877.pdf>

Act 1199 TO ENACT THE ARKANSAS TEEN DRIVER AND PARENTAL EDUCATION ACT OF 2015. PROVIDES FOR IMPROVEMENTS TO THE ARKANSAS STATE POLICE WEBSITE AND DISTRIBUTION OF MATERIALS AND INFORMATION ON THE REQUIREMENTS FOR TEENS TO OBTAIN DRIVERS LICENSE.

<http://www.arkleg.state.ar.us/assembly/2015/2015R/Acts/Act1199.pdf>

Act 1699 AN ACT REPEALING THE REDUCTION IN A FINE FOR A PERSON WHO IS WEARING A SEAT BELT; AND FOR OTHER PURPOSES. REPEALS THE \$10 REDUCTION IN FINE FOR ANOTHER OFFENSE IF DRIVER IS WEARING A SEATBELT.

<http://www.arkleg.state.ar.us/assembly/2015/2015R/Bills/HB1699.pdf>

Act 299 AN ACT COMBINING THE CRIMINAL OFFENSES OF DRIVING WHILE INTOXICATED AND BOATING WHILE INTOXICATED; CONCERNING THE OMNIBUS DWI ACT, THE UNDERAGE DUI LAW, ADMINISTRATIVE SUSPENSIONS OF A PERSON'S DRIVER'S LICENSE, AND VEHICLE REGISTRATION.

<http://www.arkleg.state.ar.us/assembly/2015/2015R/Acts/Act299.pdf>

90th Special Session of 2015

Act 6 CONCERNING THE OFFENSES OF DRIVING WHILE INTOXICATED, UNDERAGE DRIVING UNDER THE INFLUENCE, DRIVING OR BOATING WHILE INTOXICATED, AND DRIVING OR BOATING UNDER THE INFLUENCE WHILE UNDERAGE. THE GENERAL ASSEMBLY INTENDS FOR THIS ACT TO ESTABLISH THAT THE CURRENT OFFENSES OF DRIVING WHILE INTOXICATED AND UNDERAGE DRIVING UNDER THE INFLUENCE, AS WELL AS THE OFFENSES OF DRIVING OR BOATING WHILE INTOXICATED AND DRIVING OR BOATING UNDER THE INFLUENCE WHILE UNDERAGE THAT WERE CREATED BY ACTS 2015, NO. 299, § 6, BE STRICT LIABILITY OFFENSES, WHICH ARE OFFENSES THAT REQUIRE NO CULPABLE MENTAL STATE BE PROVEN.

<http://www.arkleg.state.ar.us/assembly/2015/2015S1/Acts/Act6.pdf>

Noteworthy Accomplishments

Incentive Program

An incentive program conducted by the LEL's at the Criminal Justice Institute garnered the support of 133 agencies to participate in CIOT and 144 to participate in DSOGPO. Forty-four of the agencies that successfully participated and reported activities during CIOT were awarded Lidar units. 114 of the agencies that successfully participated and reported activities for DSOGPO were awarded PBT's. These items will be used to advance traffic safety efforts. Other agencies received Kershaw knives, imprinted with CIOT and DSOGPO logos, for signing up and submitting mobilization reports.

DWI Courts/Training

Arkansas now has twelve formally trained and AOC recognized **DWI courts**. The implementation of these courts continues Arkansas' effort towards establishing a statewide DWI Court System. **Three pilot DWI Courts: Independence County DWI Court, Garland County DWI Court, and Sherwood DWI Court.** The HSO also provided funding for **continued training of five DWI Courts: Craighead Co., Faulkner Co., No. Lonoke Co., Benton Co. and Van Buren Co.** **Four other courts are operational: Crawford, Saline Jefferson and Boone Counties.** Two of the twelve courts were added in 2015.

Teen Program

The AHSO continued work with Arkansas Children's Hospital Injury Prevention Center, the Allstate Foundation Teen Driving Program and the Injury Free Coalition for Kids to expand the "Building Consensus for Safer Teen Driving Project". Coalitions continued to implement activities to facilitate teen driver education, increase physician influence of motor vehicle safety for teen drivers and passengers, increase use of graduated driving principles within families of young drivers, and increase grass roots awareness of motor vehicle safety risks for young drivers and passengers.

Arkansas Parks and Tourism Partnership

The AHSO, working with their ad agency of record, Cranford Johnson Robinson Woods, continued their partnership with Arkansas Parks and Tourism (AP&T) to distribute traffic safety social norming messages to the motoring public. Traffic safety messages such as "Buckle Up. Every Trip. Every Time;" "Drive Safe and Sober;" and "Look Twice. Save a Life. Share the Road with Motorcycles" were incorporated into AP&T's printed publications, website and video production to be developed and featured at 13 Welcome Centers throughout the state.

E-Cite

The electronic citation system (eCite) has been fully implemented for all troops at Arkansas State Police. Computerized electronic citations, warnings and motorist assist forms are now utilized in every county of our state. Court clerks are able to receive citations in data form, eliminating the complexity of manually recopying data onto paper forms. During 2015 efforts were concentrated on expanding the eCite system to electronically capture and submit traffic citations issued by local law enforcement. Seventeen (17) local law enforcement agencies were provided funding to secure equipment to facilitate their participation in Arkansas' statewide electronic citation and crash system

LOOKING TOWARD THE FUTURE

In an effort to address the areas of concern by the Highway Safety Office, several methods and approaches are being utilized, including the following:

- Conducting a total of six statewide mobilizations, three “Drive sober or Get Pulled Over”, two “Click It or Ticket”, and one mobilization focused specifically on Distracted Driving. Additional support and participation from State, Municipal and County law enforcement agencies is being solicited.
- Increasing opportunities and encouraging agencies to participate in sobriety and seatbelt checkpoints through an expanded and improved incentive program administered through the Criminal Justice Institute.
- Continued expansion of the DWI Court System in Arkansas. A subcommittee has been established through the Impaired Driving Task Force to address improved communication and coordination among existing DWI Courts, funding related issues, and the development of an evaluation plan.
- Continued availability and expansion of the BAT Mobile Sobriety Checkpoints through partnerships with local law enforcement agencies.
- Working with Arkansas Parks and Tourism to increase the distribution of safety messages and increase public awareness.
- Continued expansion of the eCite system to electronically capture and submit traffic citations issued by local law enforcement.
- Completing the Transition from TraCs to eCrash to better suit Arkansas’ needs. eCrash is a component of the Mobile Officer Virtual Environment (MOVE) developed by the University of Alabama and utilizes the same scanning of license and registration information to populate that data onto a crash report.
- Working with the Arkansas Department of Health (ADH) Hometown Health Coalitions to implement Occupant Protection Programs tailored to meet the specific needs and problems of each county in Arkansas.
- Continuing the “Toward Zero Deaths” (TZD) Campaign in partnership with the Arkansas Department of Health (ADH) and Arkansas Highway Transportation Department (AHTD).
- Development of a plan in conjunction with other agencies and organizations to address pedestrian and bicyclist issues.
- Collaborating with other agencies and organizations focused on traffic safety issues to develop a resource for legislators that would provide important facts and contact information on critical highway safety issues.



State of Arkansas



ARKANSAS STATE POLICE

1 State Police Plaza Drive Little Rock, Arkansas 72209-4822 www.asp.arkansas.gov

"SERVING WITH PRIDE AND DISTINCTION SINCE 1935"

Asa Hutchinson
Governor

William J. Bryant
Director

December 23, 2015

**ARKANSAS
STATE POLICE
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Frank Guinn, Jr
Vice-Chairman
Paragould

Dr. Lewis Shepherd
Secretary
Arkadelphia

John Allison
Conway

Bob Burns
Little Rock

Jane Dunlap Christenson
Harrison

Neff Basore
Bella Vista

Bill Benton
Heber Springs

Ms. Susan DeCourcy
Regional Administrator
National Highway Traffic Safety Administration
Region 7
901 Locust, Suite 466
Kansas City, MO 64106

RE: Fiscal Year 2015 Highway Safety Annual Report for Arkansas

Dear Ms. DeCourcy:

As required, transmitted herewith is the Fiscal Year 2015 Highway Safety Annual Report for Arkansas.

If you have any questions or need any additional information, please let me know.

Sincerely,

Bridget White
Administrator
Highway Safety Office

Enclosure
Cc: File