

# **HIGHWAY SAFETY ANNUAL REPORT FOR ARKANSAS**

## **Federal Fiscal Year 2009**



**Prepared by the:**

**Arkansas State Police  
Highway Safety Office**

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## **EXECUTIVE SUMMARY**

<b>Highlights</b>
Ø Traffic fatality rate dropped from 2.0 in 2007 to 1.8 in 2008.
Ø Alcohol-related fatalities decreased from 181 in 2007 to 171 in 2008*
Ø Fatal crashes declined from 584 in 2007 to 552 in 2008.
Ø Arkansas' 2009 seat belt use rate reached 74.4%
Ø Total crashes decreased from 66,393 2007 to 63,137 for 2008.

\*data according to new definition in FARS

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 Winford Phillips, 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 2009. 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 Office of Driver Services

The HSO also collaborates with the following groups:

- Arkansas Traffic Records Coordinating Committee
- Strategic Highway Safety Steering Committee
- EMS/Emergency Medical Services for Children Advisory Committee
- Building Consensus for Safer Teen Driving Coalition
- Arkansas Alcohol and Drug Abuse Coordinating Council
- Arkansas Motorcycle Safety Advisory Committee
- Arkansas Trauma Systems Advisory Council

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 are committed to a strong statewide impact and presence regarding highway safety.

This 2009 AHSO Annual Report provides a specific description of the activities undertaken in the identified traffic safety program areas during FY 2009. 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) 2009, 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 Grant*
- **410**            *Alcohol Traffic Safety and Drunk Driving Prevention Incentive Grant*
- **406**            *Safety Belt Performance Grant*
- **154**            *Alcohol Open Container Requirement*
- **163**            *Safety Incentives to Prevent Operation of motor Vehicles by Intoxicated Persons*
- **408**            *State Traffic Safety Information System Improvement Grant*
- **2010**          *Motorcycle Safety Incentive Grant*

These projects focused on the priority areas that have been identified as most effective in reducing traffic fatalities, injuries and crashes. Approximately \$13.7 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 50. Approximately \$14.5 million in Federal-aid funds were expended for the entire program. A graph on page 51 illustrates the proportion of expenditures by Program Area. As shown on the graph, approximately 28 percent of the expenditures were incurred in the alcohol and occupant protection programs.

### **Overall Program Goals**

As listed in the FY 2009 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:

- State fatal crash rate from 1.8 per 100 million vehicle miles (MVM) traveled as recorded in 2007 to 1.7 per 100 MVM traveled by 2009.
- State fatality rate from 2.0 per 100 MVM traveled as recorded in 2007 to 1.9 per 100 MVM traveled by 2009.
- Maintain state non-fatal injury rate for incapacitating and non-incapacitating injuries below the ten-year average (1998-2007) of 56.7 per 100 MVM traveled in 2009.

## Overall Program Results

In 2006, the statewide fatal crash rate was 1.9 crashes per 100 Million VMT. It declined to 1.8 crashes per 100 Million VMT traveled in 2007. The rate dropped to 1.7 crashes per 100 Million VMT in 2008.

The statewide fatality rate was 2.1 fatalities per 100 Million VMT in 2006 and dropped to 2.0 fatalities per 100 Million VMT traveled in 2007. The rate dropped to 1.8 fatalities per 100 Million VMT traveled in 2008.

The statewide non-fatal injury rate for incapacitating and non-incapacitating injuries was 48.4 injuries per 100 Million VMT traveled in 2006 and 43.8 injuries per 100 Million VMT in 2007. It decreased again to 39.1 per 100 Million VMT in 2008.

The following information from Arkansas' Traffic Analysis Reporting System (TARS) compares crash data for calendar years 2007 and 2008 and also shows percentage changes from those same years.

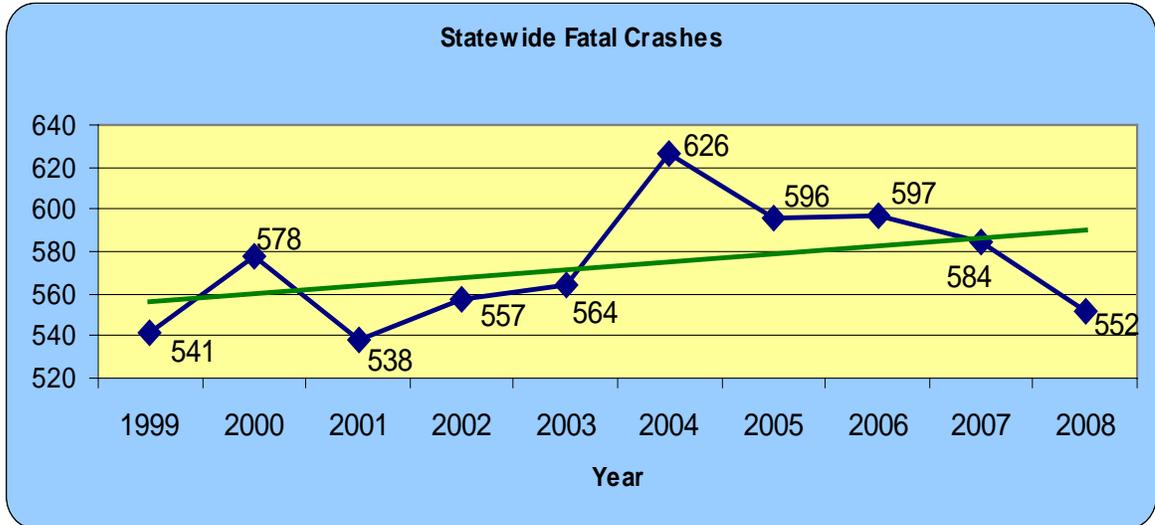
	2007	2008	% Change
Fatalities	650	600	-7.7%
Fatal Crashes	584	552	-5.5%
Injuries (2 & 3 only)	14,176	12,723	-10.2%
Crashes	66,393	63,137	-4.9%
Vehicle Miles Traveled (10 <sup>6</sup> )	32,391	32,516	+4%
Fatality Rate*	2.0	1.8	-10.0%
Fatal Crash Rate*	1.8	1.7	-5.6%
Non-fatal Injury Rate**(2 & 3 only)	43.8	39.1	-10.7%
*per 100 Million vehicle miles traveled			
**Injury code 2 is incapacitating injury, code 3 is non-incapacitating injury			

The charts on pages 6 through 8 show the ten-year trends of fatal crash, fatality and injury rates.

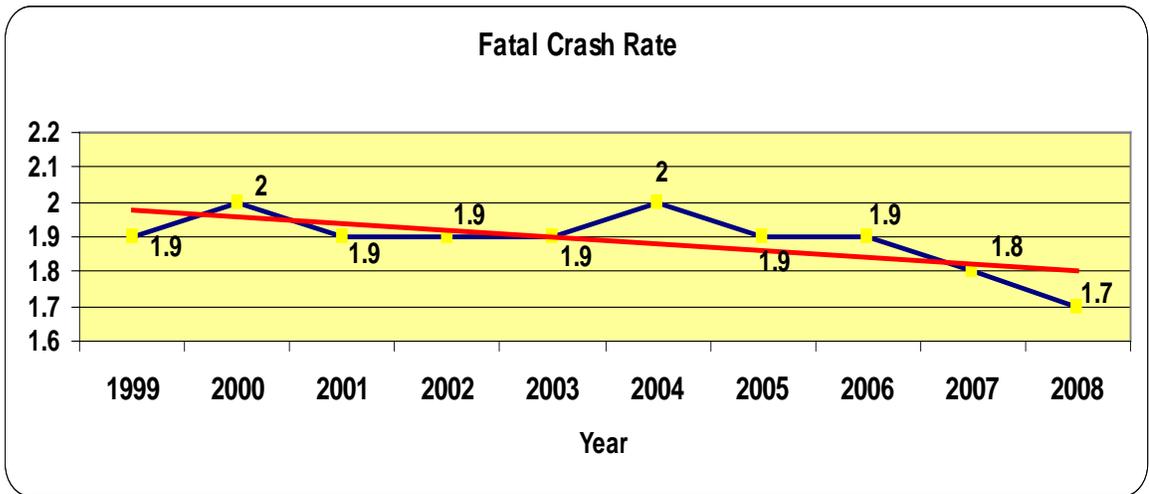
A summary of each program area is provided on pages 9 through 46 of this report.

# FATAL CRASHES AND RATES

## 10 YEAR TRENDS



## FATAL CRASH RATE (FATAL CRASHES PER 100 MILLION VMT\*)



\* Vehicle Miles Traveled

# FATALITIES AND RATES

## Statewide Fatalities



## FATALITY RATE (FATALITIES PER 100 MILLION VMT\*)



- Vehicle Miles Traveled

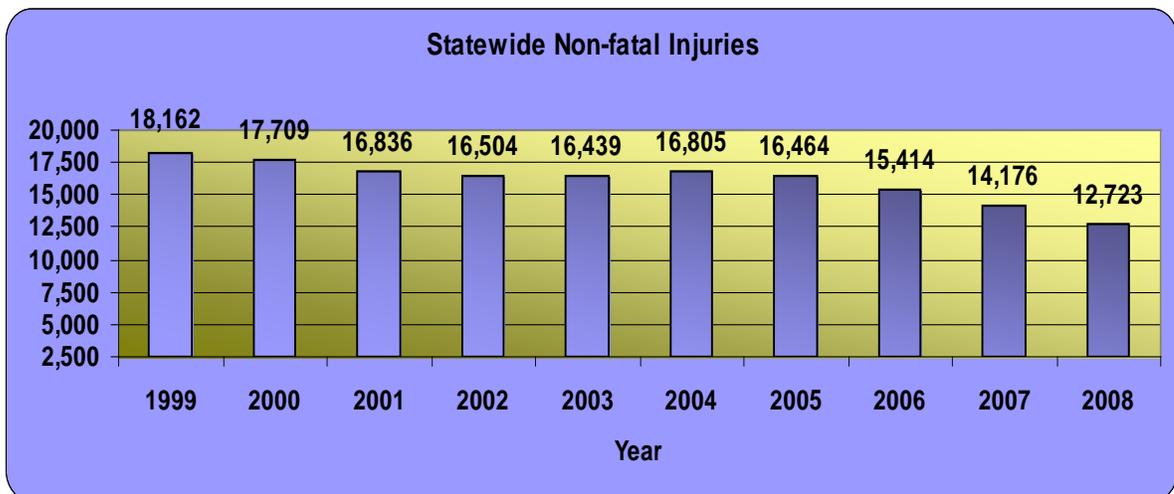
# INCAPACITATING AND NON-INCAPACITATING INJURIES AND RATES

## 10 YEAR TRENDS

### STATEWIDE NONFATAL INJURIES



### INJURY RATE (INJURIES PER 100 MILLION VMT\*)



\* Vehicle Miles Traveled

## **PROGRAM AREAS**

### **ALCOHOL COUNTERMEASURES PROGRAM**

#### **Program Area Goal**

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

- To reduce alcohol-related fatalities per 100 Million VMT from .67 alcohol-related fatalities per 100 Million VMT as recorded in 2007 to .62 per 100 Million VMT by 2009.

#### **Program Area Results**

In 2008, data from the Arkansas Traffic Analysis Reporting System and the old definition of alcohol-related fatalities were used to establish the goal for the Alcohol Countermeasures Program. However, the following results show data from the Fatality Analysis Reporting System (FARS) using the new definition for alcohol-related fatalities (fatalities involving a driver or motorcycle operator with a blood alcohol content of .08 or higher).

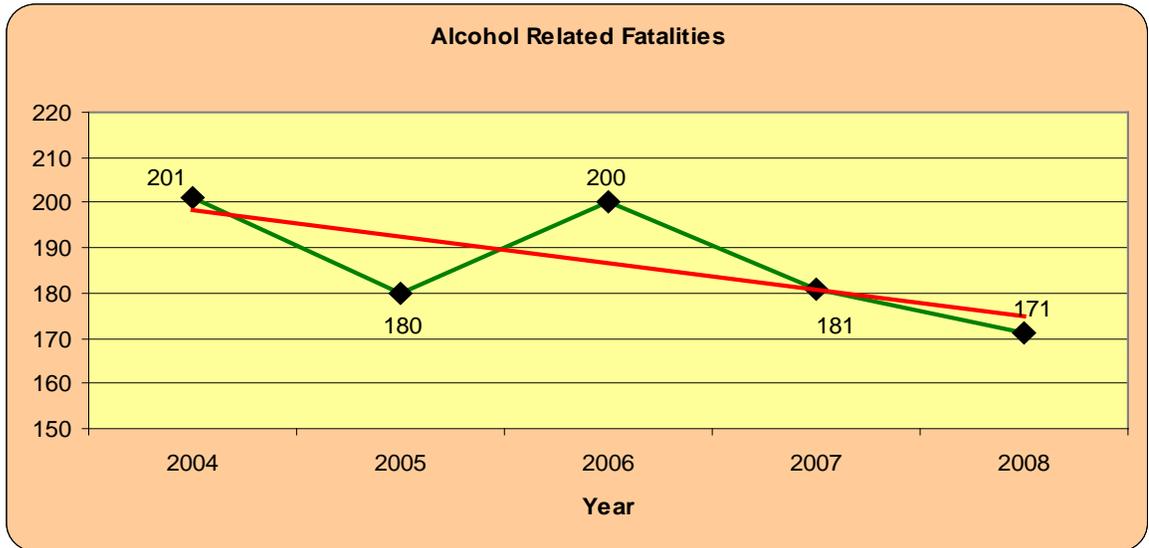
In 2006 alcohol-related fatalities per 100 Million VMT were at .61. The rate decreased to .55 per 100 Million VMT in 2007 and decreased again to .53 per 100 Million VMT in 2008. The following charts on page 10 show the trend of Arkansas' alcohol-related fatalities and fatality rate per 100 Million VMT over a five-year period. Arkansas alcohol related fatalities are currently at 29% which is below the National percentage rate of 32%.

Alcohol related fatalities have fluctuated up and down over the past five years. The State experienced a decrease from 201 in 2004 to 171 in 2008. The alcohol-related fatality rate has decreased from a five-year high of .64 per 100 MVMT in 2004 to .53 per 100 MVMT in 2008.

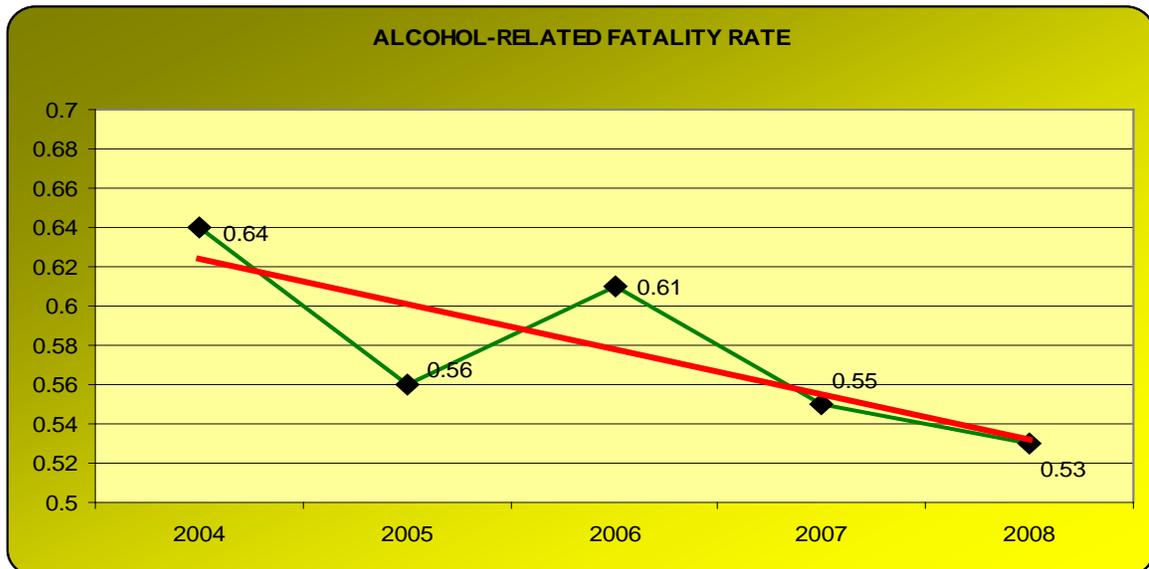
Strong media campaigns combined with sustained high visibility enforcement efforts, from law enforcement at all levels within the State, appear to be a successful and winning combination, as shown by these improved numbers. Evaluation of crash data and project evaluations revealed areas to target resources and strategies to implement to further reduce alcohol-related fatalities.

# ALCOHOL RELATED FATALITIES AND RATES

## ALCOHOL-RELATED FATALITIES



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



\* Vehicle Miles Traveled

## **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 occupant protection laws. Although it was planned to train a total of 400 law enforcement officers using the approved National Highway Traffic Safety Administration (NHTSA) SFST and TOPS curriculum during the project, 495 officers were able to attend and complete the training. In addition to the officers trained in the full SFST/TOPS courses, 105 law enforcement officers received SFST Refresher training. Arkansas hosted the National IACP DRE conference with 79 DRE certified officers attending. CJI coordinated a prosecutor/law enforcement training seminar to facilitate the successful prosecution of DWI offenders. The seminar was attended by 100 prosecutors and law enforcement officers. A DRE Instructor Development course was offered with 10 officers in attendance and completing the process. Two Drug Recognition Expert (DRE) Schools were conducted with a total of 33 officers completing those courses.

**The Administrative Office of the Courts of the Supreme Court of Arkansas (AOC)** provided a three day training seminar in Eureka Springs, Arkansas to approximately 90 Arkansas district court judges. The course content included "Impaired Driving Case Essentials" with topics such as impaired driving, careless driving, radar, search and seizure, traffic stops, pharmacological effects of addiction and medical treatment, elderly and youthful offenders as well as technology.

The project provided training and the costs associated therewith for 6 judges and 2 judicial branch educators to attend the American Bar Association's Traffic Safety Seminar in New Orleans, LA in October of 2008.

The project also provided training for the Independence County DWI Court in New Port Beach, California in March of 2009. This included instruction in planning and implementing a DWI court according to the National Drug Court Institute's 10 Guiding Principles of Operating a DWI Court.

**The Arkansas Department of Health (ADH), Office of Alcohol Testing (OAT)** provided travel, meals, lodging and registration to send the director of OAT to attend the 6-day alcohol training course provided by the University of Indiana Center for Studies of Law in Action in Bloomington, Indiana for the week of December 7-12, 2008. This training was designed for forensic toxicologists and supervisory personnel involved in alcohol testing and traffic safety and will focus on preparing scientific personnel in expert courtroom testimony in the areas of alcohol and the human body, alcohol testing, research, procedures, methodologies and instrumentation.

The project provided travel, meals, lodging and registration to send two OAT staff to attend the 5-day annual conference of the International Association for Chemical Testing (IACT) in Anchorage, AK in May of 2009. This training was designed to deal with various aspects of alcohol testing, highway safety, and other issues involving forensic testing for alcohol and other drugs.

The project also provided travel, meals, lodging and registration to send two OAT staff to a 3-day training class on theory, application development, and troubleshooting for the Varian Gas Chromatographs (GC) used to analyze bodily fluid samples for alcohol-related traffic cases in Arkansas. Lessons learned in this class will lessen reliance on increasingly expensive maintenance and service calls, thus preventing down time in the ability of OAT to provide timely alcohol results to officers, courts and citizens of Arkansas

**Mothers Against Drunk Driving (MADD)** conducted the following presentations and activities: 55 victim impact panel presentations, reaching a total of 1,491 drivers education classes, 17 presentations to civic groups reaching 1,043; 2 presentations to faith based groups reaching 71; and 29 presentations to high school groups reaching 6348. 12 presentations were made to employee safety meetings and college students on the Young Adult DWI program. Three press conferences were conducted: National Drunk and Drugged Driving; Drug and Alcohol Awareness Month and Young Adult DWI Program awareness.

**Crowley's Ridge Development Council** sponsored a chemical-free event as part of the annual two-day youth conference training which hosted 300 students with 65 adult sponsors. This represented 42 schools. Training was provided to students on how to conduct these events.

A follow-up Summit Conference was held at the end of the year to recognize groups who implemented chemical-free events. Three DUI workshops were hosted and information was provided on seat belt, bicycle helmets and safe driving practices.

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 \$1,041,200.96, which was well above the \$300,000 contracted goal. This represents a dollar return in donated airtime of more than 14 times the contract amount of \$75,750.

Twenty-eight year long **Selective Traffic Enforcement Projects (STEPS)**, which emphasized the enforcement of DWI/DUI laws, were conducted utilizing both Section 402 and 410 funds. These projects conducted sustained enforcement throughout the year as well as participated in one State and the national Labor Day "Drunk Driving: Over the Limit, Under Arrest" 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 STEPs and one DWI/DUI arrest per twelve hours for County STEPs. The contracted projects completed the year with the listed results:

## AL SELECTIVE TRAFFIC ENFORCEMENT PROJECTS

CITY/COUNTY	AVERAGE HOURS PER DWI/DUI ARREST	ALCOHOL-RELATED FATALITIES <sup>(1)</sup>	
		2007	2008
<b>Section 402 STEPs</b>			
Harrison Police Department	8.2	0	0
Hope Police Department	8.7	0	1
Maumelle Police Department	27.8	0	1
<b>Section 410 STEPs</b>			
Benton County Sheriff's Office	9.1	8	6
Benton Police Department	7.0	2	1
Bryant Police Department	6.6	0	0
Camden Police Department	5.8	0	1
Conway Police Department	13.4	0	1
Dardanelle Police Department	11.5	0	0
Drew County Sheriffs Office	10.6	3	1
Faulkner County Sheriff's Office	8.6	2	7
Fayetteville Police Department	6.0	3	4
Fort Smith Police Department	6.5	8	5
Hot Springs Police Department	7.2	0	0
Jackson County Sheriffs Office	5.7	1	1
Little Rock Police Department	9.9	14	20
Lonoke County Sheriffs Office	8.1	6	4
Marion Police Department	12.5	0	0
Mountain Home Police Department	6.9	0	0
North Little Rock Police Department	5.9	12	1
Pulaski County Sheriff's Office	6.9	34	30
Rogers Police Department	4.9	1	0
Saline County Sheriffs Office	15.7	3	5
Sherwood Police Department	5.9	0	1
Texarkana Police Department	8.1	0	2
University of Central Arkansas	8.5	0	0
Washington County Sheriffs Office	5.5	9	13
West Memphis Police Department	8.5	1	0

The **Arkansas State Police (ASP)** participated in the “Drunk Driving. Over the Limit, Under Arrest” campaign conducted during the Labor Day holiday period of 2009 and one other state alcohol mobilizations during the year. During these campaigns, the following state-wide statistics were observed: 303 checkpoints, 243 saturation patrols, 4,194 seat belt citations were issued, 429 child passenger restraint citations were issued, and 842 DWI/DUI arrests made

The ASP purchased portable breath testing equipment that is being used to facilitate the detection and removal of impaired drivers from the highways. The ASP also developed incentive items addressing the deterrence of impaired driving.

This table documents the year long Performance Indicators of the ASP DWI enforcement efforts outside of mobilization efforts.

DWI/DUI Arrests	<b>432</b>
Seatbelt Citations	<b>334</b>
Speed Citations	<b>595</b>
Total hours worked	<b>2,670</b>

**Independence County DWI Court**

The HSO provided funding for a team from Independence County to attend a training developed and presented by the National Highway Traffic Safety Administration in collaboration with the National Drug Court Institute and National Center for DWI Courts. The team completed the training successfully and the Independence Co. DWI court became fully operational in June of 2009. All of the DWI court participants to date have been successfully retained in the program. The HSO provided federal funds to pay for salaries, fringe benefits, in-state and out-of state travel and training, maintenance and operations, printing and administration expenses associated with start-up costs. The implementation of the Independence County DWI Court is Arkansas First effort towards establishing a DWI Court System. Since it's implementation two additional jurisdictions have indicated an interest in developing DWI courts and requested training.

**Law Enforcement Training Academy BAT & Sobriety Checkpoint Mobile Training Project**

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 offers 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 2009 the project trained 213 law enforcement officers. The BAT Project Instructor attended the national Drug Recognition Expert (DRE) conference and participated in eight sobriety checkpoints with different agencies before the BAT mobile was completed. Sobriety Checkpoint Technician training and SFST Refresher training was provided to municipal, county and state law enforcement agencies throughout Arkansas. Upon completion in August the BAT mobile was showcased in four different high profile events including the DRE National Conference (Little Rock, AR); Randolph County Fair (Pocahontas, AR); Randolph County Fair Parade (Pocahontas, AR); and Arkansas Association of Chiefs of Police Conference (Hot Springs, AR). A sobriety checkpoint informational pamphlet was also developed and 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 and the proper usage of seatbelts and child safety seats. Lastly, sobriety checkpoint supplies were purchased and placed aboard the BAT Mobile for use during upcoming sobriety checkpoints.

The Breath Alcohol Testing (BAT) Mobile, purchased in 2009, allows on-site processing of impaired driving suspects. The vehicle is available for selected educational activities, public service announcements, county fairs, training conferences

and other highway safety related activities within the state as well as for agencies in areas of the State where sobriety checkpoints are or will be conducted.

## **ALCOHOL AND OTHER DRUG COUNTERMEASURES**

### **Drunk Driving. Over the Limit, Under Arrest. Media Report**

#### **Summary**

Arkansas' sustained FY 2009 DWI enforcement efforts were publicized using the "Drunk Driving: Over the Limit. Under Arrest" national tagline. A total of two mobilizations for impaired driving were supported by paid and earned media:

1. December Holiday Mobilization
2. Labor Day National Mobilization

Utilizing 410 Federal Incentive funds, media purchases were targeted to reach the 18 to 34 year-old male demographic with a secondary target audience of African Americans, Hispanic, underage drinkers, and motorcycle drivers as supported by state data. Media buys covered Arkansas's major media markets: Central Arkansas, Northwest Arkansas, Southeast Arkansas and South Central Arkansas.

The AHSO used two previously produced television closed captioned and two radio ads in both English and Spanish, each airing during a mobilization. Each TV spot portrayed officers conducting sobriety checkpoints with a strong enforcement theme to coincide with each mobilization.

#### **Earned Media:**

During the enforcement mobilizations, STEPs were required to implement a public information campaign in their local communities, which included issuing news releases to all local media outlets detailing the enforcement mobilizations.

#### **Supplemental Out-of-Home Media**

- **Sports marketing** is 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 teams in Central Arkansas. A total budget of \$10,295 was set aside for DDOLUA sports marketing.
- **Running on-line banners to Web sites** heavily targeted to males 18-34 is another supplemental medium used for this campaign. A total budget of \$8,294.24 was set aside for banner advertising for DDOLUA.

## **Drunk Driving. Over the Limit, Under Arrest. December 2008 Holiday Media Report**

### **Paid Media Report**

#### ***Summary***

Supporting the national Holiday Drunk Driving, Over the Limit, Under Arrest mobilization period, the Arkansas State Police, Highway Safety Office (AHSO) worked with the Cranford Johnson Robinson Woods (CJRW), advertising agency to develop a statewide media plan and purchase airtime for the DDOLUA mobilization. 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 aired during the campaign in both English and in Spanish with the DDOLUA message. The total advertising budget utilized was \$144,801.03 with an added value in bonus ads of \$107,183.27. An earned media campaign generated an approximate amount of \$88,434 in value.

#### ***Paid Advertising Period***

- Paid radio, broadcast and cable television advertising DDOLUA – December 18-21 and December 25 – 30, 2008.

#### ***Geography***

- This was a multi-media campaign to provide exposure across the state. The two broadcast television markets for DDOLUA were:
  1. Little Rock
  2. Fort Smith/Fayetteville
- The six radio DMAs for DDOLUA:
  1. Little Rock
  2. Fort Smith
  3. Fayetteville
  4. Jonesboro
  5. Texarkana
  6. EIDorado
- 
- The five cable television markets for DDOLUA:
  1. Little Rock (includes Benton and Maumelle)
  2. Fort Smith/Fayetteville
  3. Texarkana
  4. Jonesboro
  5. EIDorado

#### ***Budget***

- Over the Limit. Under Arrest - \$144,801.03 total paid media budget
- Broadcast television \$60,335 (42 percent)
- Cable television \$47,555.54 (33 percent)
- Radio \$33,175.20 (23 percent)
- Other \$3,735.29 (2 percent)

### **Media Strategy**

- Concentrated support in a two-week period to maximize awareness of the holiday DDOLUA message.
- Purchased 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 DDOLUA 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 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 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).
- 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.
- Bought traffic sponsorships in the Little Rock metro area to serve as a reminder of the DDOLUA enforcement period to those traveling in vehicles during high-traffic times.

## By Market

**Actual Expenditures \$144,801.03**

• Little Rock	\$59,933.29
• Fort Smith / Fayetteville	\$45,699.04
• Jonesboro	\$ 9,940.08
• Texarkana	\$10,401.00
• ElDorado	\$ 7,302.50
• Hispanic	\$11,525.40

## Cost per Point and GRP Levels – Drunk Driving. Over the Limit, Under Arrest.

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 161.04	\$ 43.48	\$ 33.84
Ft. Smith	\$ 134.43	\$ 13.48	\$ 13.46
Fayetteville	\$ 134.43	\$ 9.88	\$ 30.32
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	503	358	2.8	177.6	63.4%
Ft Smith/Fayette.	782	2,076	2.8	177.6	63.4%
Hispanic	49	42	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	138	132	4.4	233.4	53.0%
Ft. Smith	152	152	4.3	242	56.3%
Fayetteville	138	224	4.2	236.3	56.3%
Jonesboro	112	112	4.4	N/A	N/A
Texarkana	96	96	4.7	N/A	N/A
El Dorado	200	200	N/A	N/A	N/A
Hispanic	271	271	N/A	N/A	N/A

## Earned Media Report

The 2008 Holiday Drinking Campaign focused primarily on news media statewide and television news programs to promote the program.

### Media Relations

A news release was distributed to statewide media on December 18, 2008.

### Television

Eighty-five TV stories about the holiday drunk driving campaign ran between December 18, 2008 and January 2, 2009. Several radio interviews were conducted,

including one with the Captain of Arkansas State Police Troop A to talk about the mobilization. The interview aired Christmas eve on KARN .

Several interviews on television news programs were arranged, including appearances by Teresa Belew on KTHV on December 22 and 31.

TOTAL VALUE: \$82,650

Value Calculations: 30-second ad rate for the program x 3

### **Newspapers**

A total of 33 news articles ran in newspapers across the state.

TOTAL VALUE: \$5,784

Value Calculations: 30-second ad rate x 3

### **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 a message on 27 digital message boards on highways and interstates around the state during the mobilization period. The Drunk Driving. Over the Limit. Under Arrest. campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the holiday law enforcement mobilization.

### **Walmart Partnership**

A DDOLUA spot ran in check-out areas in seven Walmart stores from December 22, 2008 through January 4, 2009.

## **Drunk Driving. Over the Limit, Under Arrest.**

### **Labor Day 2009 DDOLUA Media Report**

#### **Paid Media Report**

##### ***Summary***

Supporting the national Labor Day Drunk Driving, Over the Limit, Under Arrest mobilization period, there were three, five-day flights that ran during the campaign: August 19 - 23, August 26 – 30 and September 2 – 6, 2009. The AHSO worked with CJRW to develop a statewide awareness plan and purchase airtime for the mobilization. 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 aired in both English and in Spanish with the Labor Day DDOLUA message. The total advertising budget utilized was \$264,250.37 with bonus television and radio ads totaling \$179,290.02.

##### ***Paid Advertising Period***

- Paid radio, broadcast and cable television advertising for DDOLUA ran in three, five-day flights: August 19 - 23, August 26 – 30 and September 2 – 6, 2009.

## **Geography**

- This was a multi-media campaign to provide exposure across the state. The three broadcast television markets for DDOLUA were:
  1. Little Rock
  2. Fort Smith/Fayetteville
  3. Jonesboro
  
- The seven radio DMAs for DDOLUA:
  1. Little Rock
  2. Fort Smith
  3. Fayetteville
  4. Jonesboro
  5. Texarkana
  6. El Dorado
  7. Hot Springs
  
- The six cable television markets for DDOLUA:
  1. Little Rock (includes Benton and Maumelle)
  2. Fort Smith
  3. Fayetteville
  4. Jonesboro
  5. Texarkana
  6. El Dorado

## **Budget**

- Drunk Driving. Over the Limit. Under Arrest - **\$264,250.37** total paid media budget
- broadcast television budget                      \$78,640.00 (30 percent)
- cable television budget                              \$77,514.25 (29 percent)
- radio budget    \$76,571.58 (29 percent)
- outdoor budget                                         \$15,435.30 (6 percent)
- on-line budget    \$ 5,794.24 (2 percent)
- sports marketing                                        \$10,295.00 (3 percent)

## **Media Strategies- Drunk Driving. Over the Limit, Under Arrest.**

A media mix of broadcast television, cable, radio, outdoor advertising and on-line advertising was used to deliver the DDOLUA message in the major Arkansas DMAs.

## **Media Strategy**

- Concentrated support in a three-week period to maximize awareness of the holiday DDOLUA 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 DDOLUA 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, outdoor and on-line.

- 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, 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.
- Bought Traffic Sponsorships in the Little Rock metro area to serve as a reminder of the DDOLUA enforcement period to those traveling in vehicles during high-traffic times.

#### Outdoor

- Purchased a 50# Showing in the LR Metro area and received another 50# Showing for free.
- Purchased two, 14' x 48' boards near the AHSO headquarters

#### On-Line

- Purchased on-line advertising on the following Web site: ArkansasRazorbacks.com, Hogville.net, Hootens.com, and Hola-Arkansas.com
- Purchased Facebook flyers

**By Market**

**Actual Expenditures \$264,250.37**

- Little Rock \$ 135,268.24
- Fort Smith \$ 32,263.00
- Fayetteville \$ 26,883.00
- Jonesboro \$ 32,201.80
- Texarkana \$ 20,540.00
- El Dorado \$ 7,673.25
- Hot Springs \$ 2,886.00
- Heber Springs \$ 1,128.00
- Helena/Delta \$ 2,382.30
- Hispanic \$ 3,024.48

**Cost per Point and GRP Levels - Drunk Driving. Over the Limit, Under Arrest.**

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 135.14	\$ 40.69	\$ 37.34
Ft. Smith/Fayette	\$ 81.27	\$ 14.53	\$ 21.56
Jonesboro	\$ 84.73	\$ 14.13	\$ 15.33
Texarkana	No broadcast TV	\$ 19.72	\$ 22.02
Ed Dorado	No broadcast TV	\$ 9.05	N/A
Hot Springs	No broadcast TV	No cable TV	N/A
Hispanic	No broadcast TV	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	1,288	1,225	3.9	302.5	77.6%
Ft.Smith/Fayetteville	1,445	2,199	3.5	229.1	65.5%
Jonesboro	577	828	4.2	225.9	53.8%
Texarkana	630	824	N/A	N/A	N/A
El Dorado	450	756	N/A	N/A	N/A
Hispanic	0	0	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	615	403	9.6	576.9	72.1%
Ft. Smith	348	348	6.4	450.3	57.7%
Fayetteville	399	403	7.5	449.7	61.6%
Jonesboro	220	209	5.7	374.4	47.4%
Texarkana	237	237	6.5	475.8	54.7%
El Dorado	225	225	N/A	N/A	N/A
Hot Springs	102	117	N/A	N/A	N/A
Heber Springs	48	48	N/A	N/A	N/A
Helena/Delta	45	45	N/A	N/A	N/A
Hispanic	450	283	N/A	N/A	N/A

### **Earned Media Report**

The 2009 Drunk Driving: Over the Limit. Under Arrest. Campaign focused on news media statewide and television news programs to promote the program.

### **Media Relations**

A news conference was held on August 18 to announce the mobilization period. A news release was written and distributed to news media statewide.

### **Television**

A live interview with an Arkansas state trooper was conducted on KTHV's early morning news program on September 3, 2009.

### **Highway Safety Night at Travelers Baseball**

Just prior to the mobilization, the Arkansas State Police Highway Safety Office sponsored a Highway Safety Night at Clunker Car Night at The Travelers Baseball Park. As people entered the stadium, hand fans and clickers branded with the Drunk Driving. Over the Limit. Under Arrest. logo were distributed. A 30-second CIOT and DDOLUA ad was aired on the ballpark's giant electronic scoreboard.

As added value, a Dizzy Bat Game and a Seat Belt Relay Race were conducted during two of the innings. Public Address announcements delivered DDOLUA enforcement messages to fans throughout the baseball game.

### **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 a message on 27 digital message boards on highways and interstates around the state during the mobilization period. The Drunk Driving. Over the Limit. Under Arrest. campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the holiday law enforcement mobilization.

## **OCCUPANT PROTECTION PROGRAM**

### **Program Area Goals**

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

- To increase the overall seat belt use rate of 70.4 percent as recorded in 2008 to 72 percent by 2009.
- To increase the combined (children from birth to 15 years of age) child restraint-use rate of 78.7 percent as recorded in 2007 to 80 percent by 2009.

### **Program Area Results**

An observational seat belt survey was conducted in 2009 showed that the statewide seat belt use rate for drivers and front seat passengers was 74.4 percent. This was a 4 percentage point increase in usage when compared to the 70.4 percent use rate recorded in 2007.

The overall statewide child restraint use rate (birth to age fifteen) for 2009 was observed to be 76.1 percent compared to the rate of 78.7 percent recorded in 2008.

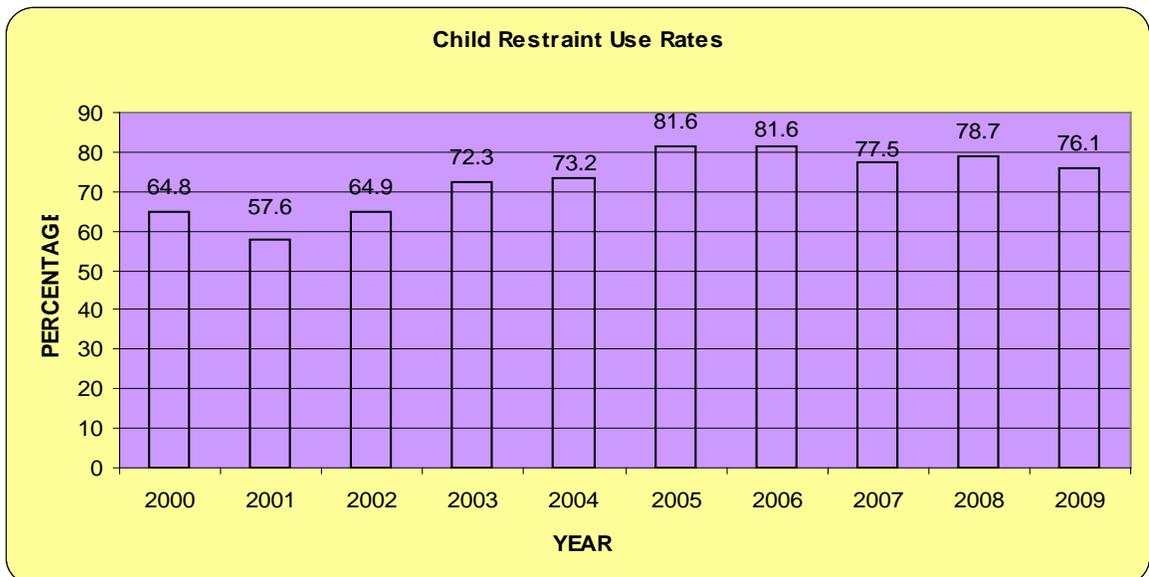
The HSO continues to provide funding for projects to educate the public about child passenger safety (CPS); to train law enforcement, healthcare and childcare professionals, and other highway safety advocates in CPS; and to continue child safety seat loaner programs.

The charts on the following page show the trends since 2000 for seat belt use rates and child restraint use rates.

## SEAT BELT USE RATES (From Observational Use Survey\*)



## CHILD RESTRAINT USE RATES (From Observational Use Surveys)



## Project Results

Since strict enforcement of occupant protection laws are critical to raising use rates, agreements were entered into with thirty-two 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, with additional enforcement emphasis related to alcohol and speed violations. 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:

SEAT BELT USE RATES					
City/County	Pre-Project Use Rate %	Post-Project Use Rate %	City/County	Pre-Project Use Rate %	Post-Project Use Rate %
<i>Benton</i>	66	64	<i>Mountain Home</i>	68	71
<i>Benton County</i>	82	74	<i>North Little Rock</i>	75	60
<i>Bentonville</i>	79	80	<i>Osceola</i>	64	66
<i>Blytheville</i>	71	73	<i>Paragould</i>	64	69
<i>Bryant</i>	76	72	<i>Pulaski County</i>	72	72
<i>Camden</i>	49	59	<i>Rogers</i>	79	72
<i>Conway</i>	75	75	<i>Saline County</i>	48	49
<i>Dardanelle</i>	70	50	<i>Sherwood</i>	82	83
<i>Drew County.</i>	52	N/A	<i>Springdale</i>	75	82
<i>Faulkner County</i>	71	72	<i>Texarkana</i>	76	63
<i>Fayetteville</i>	75	74	<i>UCA</i>	68	62
<i>Fort Smith</i>	76	75	<i>Van Buren</i>	74	71
<i>Hot Springs</i>	68	66	<i>Washington Co.</i>	75	64
<i>Jackson County</i>	55	N/A	<i>West Memphis</i>	75	52
<i>Jonesboro</i>	78	77			
<i>Little Rock</i>	67	79			
<i>Lonoke County</i>	63	73			
<i>Marion</i>	NA	63			

**Arkansas State Police (ASP)** worked 6,843 hours of safety belt enforcement from October 2008 through September 2009.

The Arkansas State Police participated in a Click It or Ticket campaign conducted in May 2009 issuing 1,732 seat belt citations and 269 child restraint citations. Four thousand three hundred and thirty three citations were issued during the campaign. DWI arrests during the campaign totaled 390.

This table documents the year long Performance Indicators of the ASP occupant protection sustained enforcement efforts outside of mobilizations.

ASP SEAT BELT ENFORCEMENT	
Seat belt citations	<b>6,018</b>
Child restraint citations	<b>226</b>
Speed citations	<b>6,159</b>
Total hours worked	<b>6,843</b>

**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-nine people were certified as technicians in training events hosted by Dimensions. Fifteen clinics were conducted and a total of 1,314 seats were loaned or checked.

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 125 agencies to participate in the statewide mobilizations conducted during the year. 174 agencies signed up to participate. This participation effort included 217 on-site visits with non-step law enforcement agencies. The LEL conducted one regional occupant protection summit. The summit was to promote increased enforcement of seat belt and child restraint laws as well as participation in State and National occupant protection campaigns. Also, CJI coordinated the arrangements for Sheriff Wetsel from Oklahoma County, Oklahoma to speak before an Arkansas Sheriff's and Police Chief's Association meetings for the same purposes as the summit.

**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. Five NHTSA Standardized CPS training courses were conducted with 59 new technicians receiving certification; 498 childcare professionals were trained in 17 regional workshops. Thirteen public checkup events and a permanent fitting station resulted in a total of 980 seats being checked or loaned.

## OCCUPANT PROTECTION

### **“Click It or Ticket” Thanksgiving 2008 Mobilization Media Report**

#### **Paid Media Report**

##### ***Summary***

Supporting the national Thanksgiving 2008 Click It or Ticket mobilization period, November 21 – November 28, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media for the Thanksgiving Click It or Ticket mobilization. The target audience for the “Click It or Ticket, Day & Night” campaign was those least likely to buckle up, young men ages 18-34 and teens.

NHTSA approved a budget of \$40,000 for a one-week schedule of radio schedule. The bonus ads received totaled an additional \$33,805 in airtime.

##### ***Paid Advertising Period***

- Paid advertising Thanksgiving Click It or Ticket-November 21 – November 28

##### ***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***

The six radio DMAs for Click It or Ticket:

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

**Budget**

- Thanksgiving Click It or Ticket - \$40,000

**Media Strategies- Click It or Ticket**

A media mix of only radio was used to deliver the Click It or Ticket message in the major Arkansas DMAs. A minimum of a one for one bonus was negotiated with media purchases.

**Media Strategy**

- Concentrated support in a one-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 radio only.

- Radio allowed us to extend both reach and frequency and target both adults and young males when they are actually in their vehicles

**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

**Media Budget Allocation:** In order to achieve our communications goals and deliver the general, 18 – 34 year old Men and African American targets, the budget spent \$34,930.37, was allocated as follows:

- Radio: 100 percent

**By Market:**

**Click It or Ticket Actual Expenditures **\$34,930.37****

○ Little Rock	\$ 13,390.77
○ Fort Smith	\$ 4,060.00
○ Fayetteville	\$ 7,989.00
○ Jonesboro	\$ 2,754.60
○ Texarkana	\$ 4,524.00
○ El Dorado	\$ 2,212.00

## **Cost per Point - Click It or Ticket**

<b><u>Market</u></b>	<b><u>Radio</u></b>
Little Rock	\$42.30
Ft. Smith	\$17.99
Fayetteville	\$34.63
Jonesboro	\$15.60
Texarkana	\$19.96
El Dorado	N/A

## **Radio**

<b>Market</b>	<b>Number of Ads</b>	<b>Bonus Ads</b>	<b>Frequency</b>	<b>GRP</b>	<b>Reach</b>
<b>Little Rock</b>	171	196	4.6	225.6	49.0%
<b>Ft. Smith</b>	154	211	4.1	225.7	55.0%
<b>Fayetteville</b>	168	168	4.6	230.7	50.2%
<b>Jonesboro</b>	77	77	4.2	176.6	42.0%
<b>Texarkana</b>	121	100	4.4	226.6	51.5%
<b>El Dorado</b>	99	99	N/A	N/A	N/A

## **2008 Thanksgiving Click It or Ticket Campaign Earned Media**

### ***Media Relations***

A news release concerning the Thanksgiving mobilization was written and distributed to news media statewide.

### ***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 a message on 27 digital message boards on highways and interstates around the state during the mobilization period. The Click It or Ticket campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization.

## **“Click It or Ticket”**

### **May 2009 Mobilization Media Report**

#### **Paid Media Report**

##### ***Summary***

Supporting the national May 2009 Click It or Ticket mobilization period, May 11 to May 25, 2009, the Arkansas Highway Safety Office (AHSO) worked with their advertising agency of record, Cranford Johnson Robinson Woods (CJRW) to develop an awareness plan and purchase media for the Click It or Ticket mobilization. The target audience for the “Click It or Ticket, Day & Night” campaign was those least likely to buckle up, young men ages 18-34 and teens.

NHTSA approved a budget of \$450,000 for a two-week schedule of broadcast television, cable, radio, outdoor, cinema advertising, print and on-line media for the May campaign. The bonus television and radio ads received totaled an additional \$205,537.77 in airtime.

#### **Evaluation**

##### ***Pre and Post Telephone Survey***

To measure the effectiveness of the paid media campaigns, the AHSO contracted with the Survey Research Center, Institute of Government of the University of Arkansas at Little Rock to conduct a public awareness pre and post statewide telephone survey on awareness of the CIOT campaign and knowledge of the Arkansas’ new primary seat belt law media campaign. The law became effective June 30, 2009.

A total of 936 interviews were conducted with Arkansas residents 16 years of age or older: 489 interviews before the campaign and 447 interviews after the campaign. The pre survey was conducted between April 14 and April 29, 2009 and the post survey was conducted between July 14 and August 9, 2009. For results based on each sample, one can say with 95 percent confidence that the margin of sampling error is plus or minus 5 percentage points.

The results of the evaluation of this survey revealed that close to 4 out of 10 (39%) Arkansans surveyed in the pre test were aware of a special effort by police to ticket drivers for seat belt violations compared to a significantly larger percent (70%) who participated in the post survey. A total of 63% of respondents in the pre survey group believed that seat belt law violations are primary offenses compared to a significantly larger percent (89%) in the post survey. The survey verified that our public information efforts to brand the CIOT slogan were effective. There was a significant rise (from 82% to 92%) in the number of respondents who recalled hearing or seeing the “Click It or Ticket” slogan.

##### ***Observational Seat Belt Survey***

To measure the seat belt use rate, a statewide observational seat belt survey was conducted following the CIOT campaign by Peters and Associates Engineering. The survey revealed an increase in belt use from last year’s rate of 70.4 percent to 74.4 percent for this year.

### ***Paid Advertising Period***

- Paid advertising for Click It or Ticket-May 11 through May 25, 2009

### ***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. The three broadcast television markets for Click It or Ticket were:

- Little Rock
- Ft. Smith/Fayetteville
- Jonesboro

The six radio DMAs for Click It or Ticket:

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

Cable markets for Click It or Ticket:

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

Provided additional support in the following Arkansas markets

- Batesville
- Camden
- Clinton
- Forrest City
- Harrison
- Hope
- Hot Springs
- Mt. Home

## ***Budget***

- Click It or Ticket - \$450,000

## ***Media Strategies- Click It or Ticket***

A media mix of broadcast television, cable, radio 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 and the areas where surveys would be implemented. A minimum of a one for one bonus was negotiated with media purchases.

## ***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 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
- 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
- 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

- Purchased Live Ad-Libs on high-rated stations to emphasize the Click It or Ticket message
- Bought Traffic Sponsorships where available to serve as a reminder to buckle up to those traveling in vehicles during high-traffic times

**Supplemental Out-of-Home Media**

- Outdoor advertising was used to continue to generate reach. #100 poster showing in the Little Rock Metro for thirty days. The DEC (Daily Effective Circulation) for May without bonus locations is 352,460 per day. The boards will be posted for 30 days for a total DEC of 9,763,800 for the campaign.
- In addition to the #100 Poster Showing, we also added two 14' x 48' bulletins boards to the outdoor buy to continue to generate reach. The DEC for these two boards was 145,855 or 4,375,650 for a thirty-day schedule.
- For 2009, outdoor was also added in our survey markets – Hope, Camden, Clinton/Fairfield Bay, Sheridan, Cabot/Carlisle/Lonoke, and Texarkana. The boards will consist of bulletins and or posters in each of these areas and will be posted for 30 days. In addition to these boards, we also ran bulletins in the Mayflower, Jacksonville and Pine Bluff areas for 30 days.
- Gas Pump Topper advertising to reach the audience while they are in their vehicles. We purchased gas pump topper ads at 105 convenient stores in the following areas: Little Rock/North Little Rock, Jonesboro, Fort Smith, Fayetteville, Texarkana and El Dorado.
- Running on-line banners to Web sites heavily targeted to males 18-34 is another supplemental medium used for this campaign.
- Sports marketing are 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. 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 Allocation:** In order to achieve our communications goals and deliver the general, African American and Hispanic targets, the budget spent \$374,759.29 was allocated as follows:

- Broadcast TV: 32 percent
- Cable: 26 percent
- Radio: 19 percent
- Supplemental Out-of-Home: 23 percent

**By Market:**

<b>Click It or Ticket Actual Expenditures</b>	<b>\$374,759.29</b>
○ Little Rock	\$ 160,491.75
○ Fort Smith	\$ 52,573.00
○ Fayetteville	\$ 26,104.50
○ Jonesboro	\$ 35,656.80
○ Texarkana	\$ 22,074.00
○ El Dorado	\$ 7,994.00
○ Hispanic Advertising	\$ 12,721.92
○ Statewide Supplemental Out-of-Home	\$ 47,913.17

- Statewide Radio (STEP & Survey Markets) \$ 9,230.15

**Cost per Point and GRP Levels - Drunk Driving. Over the Limit, Under Arrest.**

Market	Broadcast TV	Cable TV*	Radio
Little Rock	\$ 124.73	\$ 15.28	\$ 34.66
Ft. Smith/Fayette	\$ 99.22	\$ 18.96	\$ 22.89
Jonesboro	\$ 88.75	\$ 13.45	\$ 12.60
Texarkana	No broadcast TV	\$ 19.46	\$ 15.71
El Dorado	No broadcast TV	\$ 7.52	N/A
Hot Springs	No broadcast TV	No cable TV	N/A
Hispanic	No broadcast TV	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	2,268	1,838	4.9	401.25	81.9%
Ft. Smith/Fayetteville	1,400	2,255	4.6	402	87.4%
Jonesboro	688	1,080	3.9	251.2	64.4%
Texarkana	771	700	N/A	N/A	N/A
El Dorado	616	1,124	N/A	N/A	N/A
Hispanic	60	52	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	504	232	6.8	409.4	60.2%
Ft. Smith	307	321	6.0	398.2	66.4%
Fayetteville	266	324	6.9	401.8	61.8%
Jonesboro	204	204	6.2	409	66.0%
Texarkana	194	194	8.5	450.4	53.0%
El Dorado	168	168	N/A	N/A	N/A
STEP Markets	422	395	N/A	N/A	N/A
Hispanic	358	422	N/A	N/A	N/A

Note: In order to reach the smaller STEP markets in Arkansas, we purchased radio. In addition to the six major radio DMAs, we purchased non-metro radio stations, which are in unrated markets, so the CPP is not available. Non-metro radio was purchased in the following areas: Batesville, Camden, Clinton, Forrest City, Harrison, Hope, Hot Springs and Mountain Home.

*\* 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 have based the cost-per-point off of that.*

**Earned Media**

The Click It or Ticket earned media campaign focused on the awareness generated by signage donated by our partners with the fast food industry and the highway department. A statewide news conference was not held due to the Primary Seat Belt Law news conference scheduled for June 16. A news release was distributed to news media statewide, including several Spanish publications.

### ***Fast Food Partnerships***

Seventy fast-food restaurants were added to the program this year. Participating fast-food chains included:

Sonic (statewide)

Wendy's (statewide)

Popeye's (Little Rock, Central Arkansas, Pine Bluff, Conway, Searcy, Benton, White Hall, Cabot and Russellville)

Taco Bell (Monticello, El Dorado, Magnolia, Crossett, White Hall and Pine Bluff)

Eureka Pizza (Fayetteville, Springdale, Bentonville, Rogers, Siloam Springs and Fort Smith)

O.W. Pizza (Little Rock)

Little Caesar's Pizza (Central Arkansas)

Eureka Pizza (Northwest Arkansas)

The restaurants displayed Click It Or Ticket window clings on their drive-through windows and placed stickers on all "to-go" orders. Following is the number of CIOT materials that were used at fast food restaurants during the two-week campaign:

Window clings	280
Stickers	1,238,500

### ***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 a message on 27 digital message boards on highways and interstates around the state during the mobilization period. The Click It or Ticket campaign slogan was displayed for two weeks. This was an effective tool in promoting safe behaviors to motorists during the law enforcement mobilization.

## **2009 Primary Seat Belt Law Campaign Media Report**

### **Paid Media Report**

#### ***Summary***

On June 30, 2009, the Primary Seat Belt Law went into effect in the state of Arkansas. The objective of the campaign is to build awareness of the Primary Seat Belt Law, which allows law enforcement officers to ticket occupants for law violation, without any other traffic offense taking place.

A budget of \$500,000 was used for a four-week schedule of broadcast television, cable, radio, outdoor, gas pump topper advertising, print and on-line media for the Primary Seat Belt Law campaign. The bonus television and radio ads received totaled an additional \$205,537.77 in airtime.

### **Evaluation**

#### ***Pre and Post Telephone Survey***

To measure the effectiveness of the paid media campaign, the AHSO contracted with the Survey Research Center, Institute of Government of the University of Arkansas at

Little Rock to conduct a public awareness pre and post statewide telephone survey on awareness of the CIOT campaign and knowledge of the Arkansas' new primary seat belt law media campaign. The law became effective June 30, 2009.

A total of 936 interviews were conducted with Arkansas residents 16 years of age or older: 489 interviews before the campaign and 447 interviews after the campaign. The pre survey was conducted between April 14 and April 29, 2009 and the post survey was conducted between July 14 and August 9, 2009. For results based on each sample, one can say with 95 percent confidence that the margin of sampling error is plus or minus 5 percentage points.

The results of the evaluation of this survey revealed that close to 4 out of 10 (39%) Arkansans surveyed in the pre test were aware of a special effort by police to ticket drivers for seat belt violations compared to a significantly larger percent (70%) who participated in the post survey. A total of 63% of respondents in the pre survey group believed that seat belt law violations are primary offenses compared to a significantly larger percent (89) in the post survey. The survey also verified that our public information efforts to brand the CIOT slogan were effective. There was a significant rise (from 82% to 92%) in the number of respondents who recalled hearing or seeing the "Click It or Ticket" slogan.

#### ***Paid Advertising Period***

- Paid advertising for Primary Seat Belt Law –June 17 – July 12, 2009.

#### ***Audience Segment Profiles***

- Primary Segment – *To influence segment to always use a safety belt*
  - **Adults, 18+ years of age**
  - Targeting a broad demographic of Adults 18+ in Arkansas.
  - A wide variety of programming was purchased for this broad audience.
- 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
  - **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

## **Noteworthy Accomplishments**

### ***Law Enforcement Summits- Criminal Justice Institute (LEL)***

A law enforcement summit was held in June in Mountain View to address high profile DWI enforcement for rural law enforcement agencies. Guest speakers from NHTSA and MADD addressed 21 officers from 7 agencies primarily from north-central Arkansas. In July, Sheriff Wetzel from Oklahoma County Oklahoma addressed the summer meeting of the Arkansas Sheriff's Association Meeting in Hot Springs. Sheriff Wetzel's presentation addressed the linkage between strong traffic and crime deterrence, public support for it, and developing a relationship with state highway safety offices. Approximately 33 Sheriff's heard the presentation. Sheriff Wetzel also addressed a statewide meeting of the Arkansas Municipal Police Association in Texarkana in August. Approximately 125 officers representing 30 agencies heard this presentation.

### ***Incentive Program***

An incentive program conducted by the LEL at the Criminal Justice Institute garnered the support of 174 agencies to participate in CIOT and DDOLUA. The program solicits the participation from non-STEP agencies to participate in these mobilizations. Nine agencies that successfully participated and reported activities were awarded \$2,000 to be reimbursed for the purchase of traffic enforcement related equipment.

## **TRAFFIC RECORDS PROGRAM**

### **Program Area Goals**

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

- To reduce the backlog of crash reports to be entered into the TARS from a three-month backlog as recorded in July 2008 to a two month backlog by July 2009.

### **Program Area Results**

Federal funds were used to continue the services of a firm to input crash data in a timely manner. SourceCorp has been retained for these services since April 1, 2009. Since then the backlog of reports being entered into the TARS has fluctuated between nine-months to six-months, based on various factors, but primarily due to the transition to a new data entry contractor.

The HSO project agreement with the Arkansas State Police, to create an Electronic Traffic Crash Record Entry System is progressing. For the HSO and ASP to implement the Traffic and Citation Software (TraCS), equipment and software has been purchased that currently capture the crash data at the scene and house the data at the ASP Headquarters. There is one full-time person devoted to, and currently working on the TraCS project continuously and statewide. The Arkansas State Police has met its goal of statewide implementation to all troops, data collection and wireless transmittal of data to a central server. Currently all troopers and nine local law enforcement agencies are currently participating in the project. Plans include expanding local agency participation in the TraCS project, wireless collection and transmission of crash data, storage and electronic access to crash data. It is the goal of this project to enable crash data uploads from the trooper and local officer at the end of the shift to the central data bank at ASP headquarters within 24 hours of the crash.

Section 408 Traffic Safety Information System Improvement Grant funds awarded in FYs 2008 and 2009 were utilized in 2009 to further reduce the backlog of crash reports to be entered into TARS and further implement TraCS.

## ROADWAY SAFETY PROGRAM

### Program Area Goal

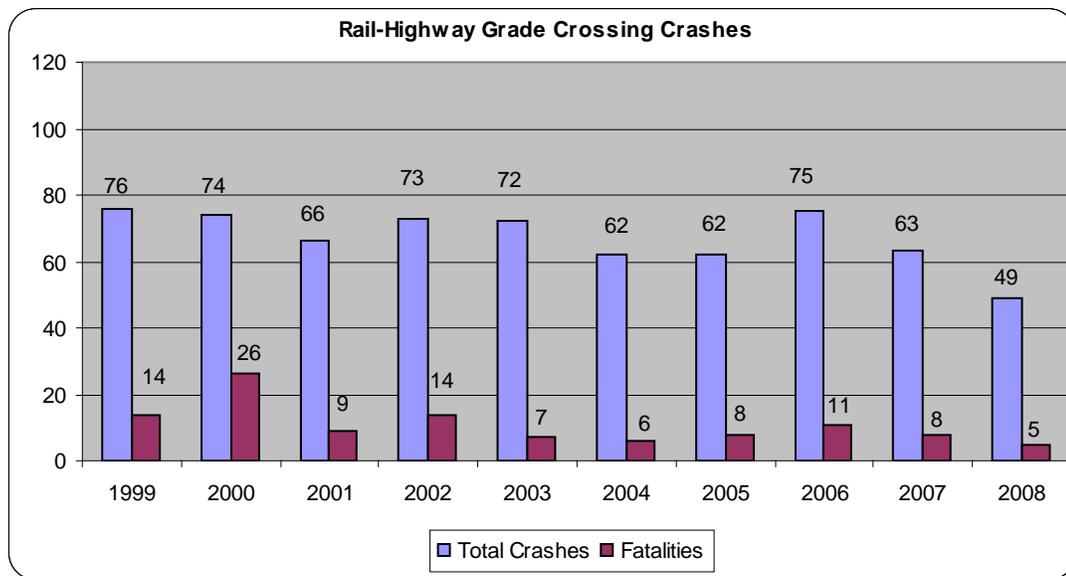
The goal of the projects funded in the Roadway Safety Program Area was as follows:

- To maintain the number of rail-highway grade crossing crashes below 80 crashes.

### Program Area Results

In 2006 there were 75 rail-highway grade crossing crashes (crashes involving a vehicle and a train). In 2007, there were 63 rail-highway grade crossing crashes. In 2008 the number declined to a ten year low of 49.

### RAILWAY CROSSING CRASHES



### Project Results

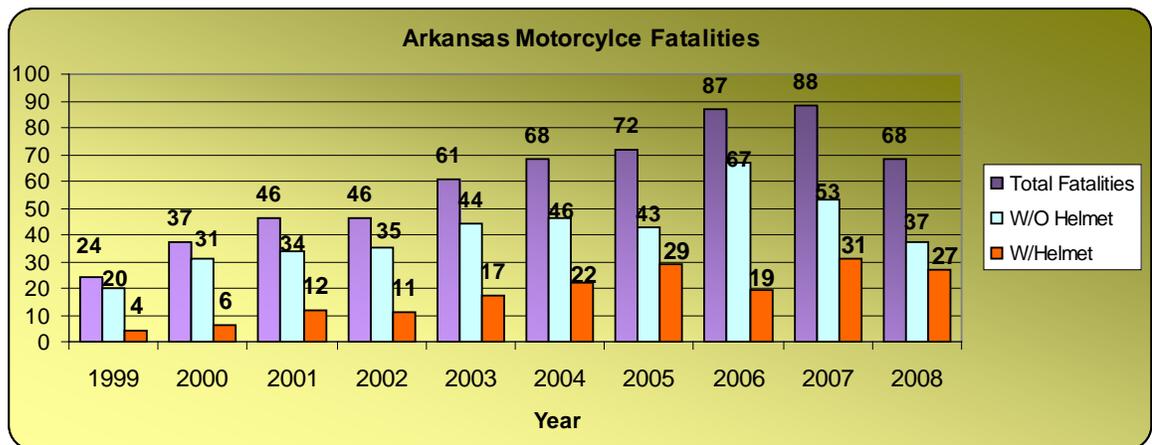
Arkansas Operation Lifesaver continued a training project with the AHSO in FY09. Two Grade Crossing Collision Investigation course were conducted at locations in Springdale and North Little Rock Arkansas. A total of 42 law enforcement officials were trained.

## **MOTORCYCLE SAFETY PROGRAM**

### **Program Area Goal**

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

- To reduce the total number of motorcycle fatalities in 2009 from the 88 fatalities recorded in 2007.



### **Program Area Results**

In 2007 there were 88 motorcycle crash fatalities. The number of fatalities decreased to 68 in 2009.

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. In conjunction with that endeavor, the AHSO Motorcycle Safety Coordinator along with the ASP DL/CDL Coordinator began training all current licensed evaluators across the state in the MSF Rider Skills Test (RST).

A communication plan was developed which allowed for the purchase of educational materials and promotional items 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. Arkansas also developed a logo for use on banners and other materials shown and given to the public, and other promotional items.

There were five counties with motorcycle crashes in excess of 100 - Pulaski, Sebastian, Garland, Washington and Benton. These five counties accounted for a total of 816 motorcycle involved crashes. A public awareness campaign was developed which included press releases, a press event and public speaking engagements. Newspapers, flyers, posters and other items were also used to inform the public. Radio and television announcements along with a billboard campaign were used in areas and locations where high numbers of motorcycle crashes occur.

Paid and earned media was conducted throughout the campaign. The target audience in Arkansas was males between the ages of 21 and 55. This audience was also targeted in the current and developed media and educational materials. 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.

The Motorcycle Safety Coordinator made 18 presentations to public civic organizations. The presentations were given to organizations in Little Rock, Cabot, Fort Smith, Morrilton, Jacksonville, El Dorado, Conway, Jonesboro, Fayetteville and Bentonville and included various civic groups such as, Kiwanis International, Civitan, Rotary and Lion's, to approximately 600 guests. Presentations were also made at Air Force, Army National Guard and Gold Wing Road Rider's Association events in the state on the subjects of motorist awareness and motorcycle safety.

## **Arkansas Motorcycle Safety Awareness 2009 “Share the Road” Campaign**

### **Paid Media Report**

#### **Summary**

The vision of the Arkansas State Police Highway Safety Office (AHSO) and the Arkansas Motorcycle Safety Advisory Committee is to improve and maintain a safe motoring experience for everyone traveling Arkansas’s roadways. As part of this statewide communication plan to educate motorists to “Share The Road” with motorcycles, AHSO worked with Cranford Johnson Robinson Woods (CJRW) to develop a multi-media campaign. The media plan focused on the five counties in Arkansas that have the highest concentration of motorcycle crashes – Benton, Garland, Pulaski, Sebastian and Washington counties. The target audience for the campaign was motorists (Adults 25+). Thirty-second radio announcements, on-line banner advertising and outdoor board messaging were used, each urging drivers to Share the Road with motorcyclists. The total advertising budget utilized was \$105,299.18 with a bonus media match received of \$34,168 for radio only.

#### **Paid Advertising Period**

- Paid radio ran from May 4 – May 17, 2009 (two weeks) and the on-line and outdoor advertising for the Motorcycle Share the Road Campaign ran May 1 – October 31, 2009.

#### **Geography**

- This was a multi-media campaign to provide exposure across the five counties where the most motorcycle crashes occur. The counties were Benton, Garland, Pulaski, Sebastian and Washington.
- The four radio DMAs for the Motorcycle Safety Awareness Campaign:
  - a. Little Rock
  - b. Fort Smith
  - c. Fayetteville
  - d. Hot Springs (not a rated market)

#### **Budget**

- Arkansas Motorcycle Share the Road Campaign - \$105,299.18 total paid media budget
- radio                               \$ 47,158.00 (45 percent)
- on-line                               \$ 10,823.53 (10 percent)
- outdoor                               \$ 47,317.65 (45 percent)

#### **Media Strategies**

A media mix of outdoor, on-line and radio was used to deliver the “Share The Road” message in the major Arkansas DMAs.

- The on-line and outdoor campaigns ran from May 1 – October 31, 2009 in the Little Rock, Hot Springs, Fort Smith and Northwest Arkansas areas.
- The radio campaign ran May 4 – May 17, 2009 in the Little Rock, Fayetteville, Fort Smith and Hot Springs markets.
- Purchased strong GRP levels to breakthrough ad clutter and deliver our message to Adults 25+.
- Bought media in the top five counties in Arkansas where the majority of motorcycle crashes occur.

**Media Mix:** The media mix consisted of outdoor, on-line and radio.

- Radio allowed us to extend both reach and frequency and target our Adults 25+ audience when they are actually in their vehicles.
- Outdoor advertising was used to continue to generate 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.

**Outdoor**

- Large bulletins (14' x 48') were purchased for a six-month time period in the Little Rock Metro, Hot Springs, Fort Smith and Northwest Arkansas.

**On-Line**

- Banner ads and e-blasts were purchased on ArkansasMatters.com and banner ads were purchased on ArkansasTimes.com.

**By Market**

**Actual Expenditures \$105,299.18**

- Little Rock \$ 48,598.00
- Fort Smith \$ 22,841.53
- Fayetteville \$ 26,318.24
- Hot Springs \$ 7,541.41

**Cost per Point and GRP Levels – Share the Road**

Market	Radio
Little Rock	\$ 51.65
Ft. Smith	\$ 19.59
Fayetteville	\$ 38.24
Hot Springs	Not Rated

**Radio**

Market	Number of Ads	Bonus Ads	Frequency	GRP	Reach
Little Rock	298	224	7.7	398.8	51.8%
Ft. Smith	366	370	6.6	409.2	57.0%

<b>Fayetteville</b>	293	376	7.9	406.4	62.0%
<b>Hot Springs</b>	106	118	N/A	N/A	N/A

**2009 Motorcycle “Share the Road” Campaign Earned Media**

***Media Relations***

A news conference was held on May 5 to announce the “Share the Road” campaign. A news release was distributed to news media statewide.

***Speaker’s Bureau***

Fourteen presentations to Arkansas civic clubs were scheduled for Lloyd Vanover, state motorcycle safety coordinator. The presentations were made in Bella Vista, Bentonville, Cabot, Conway, El Dorado, Fort Smith, Hot Springs, Jonesboro and Little Rock between May 12 and August 13, 2009.

## **PLANNING AND ADMINISTRATION (P&A) PROGRAM**

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

- To provide the salaries and benefits for five 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 2009, the HSO of the ASP provided planning and administration of the Highway Safety Program. Salaries and benefits for five 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 ten percent of total 402 expenditures and P&A should be matched with at least 50 percent State funding. For FY 2009 P&A expenditures equaled only 5% percent of total 402 expenditures and were matched 51 percent with State funds.

Project		Recipient/Contractor	Fed. HSP AMT	Fed. Expenditures
1	AL	Criminal Justice Institute	\$ 375,000.00	\$ 337,418.33
2	AL	Mothers Against Drunk Driving	\$ 38,500.00	\$ 8,688.55
3	AL	Crowley's Ridge Development	\$ 16,000.00	\$ 15,736.47
4	AL	Administrative Office of the Courts	\$ 65,000.00	\$ 19,122.19
5	AL/OP	Arkansas Broadcasters Association	\$ 75,750.00	\$ 75,750.00
6	AL	Harrison Police Department	\$ 32,000.00	\$ 28,533.10
7	AL	Hope Police Department	\$ 18,000.00	\$ 17,973.66
8	AL	Maumelle Police Department	\$ 20,000.00	\$ 8,098.54
9	OP	Dimensions, Inc.	\$ 95,500.00	\$ 93,808.13
10	OP/K8	Benton County Sheriff's Office	\$ 50,000.00	\$ 41,133.16
11	OP	Bentonville Police Department	\$ 12,000.00	\$ 11,484.54
12	OP	Blytheville Police Department	\$ 20,000.00	\$ 12,458.05
13	OP	Van Buren Police Department	\$ 45,000.00	\$ 45,000.00
14	OP	Jonesboro Police Department	\$ 40,000.00	\$ 39,693.55
15	OP/K8	Little Rock Police Department	\$ 113,800.00	\$ 111,392.88
16	K8/OP	Marion Police Department	\$ 15,000.00	\$ 8,937.14
17	OP/K8	North Little Rock Police Department	\$ 40,000.00	\$ 26,917.38
18	OP	Osceola Police Department	\$ 13,000.00	\$ 10,484.82
19	OP	Paragould Police Department	\$ 17,000.00	\$ 16,773.84
20	OP/K8	Sherwood Police Department	\$ 23,500.00	\$ 17,173.83
21	OP	Springdale Police Department	\$ 35,000.00	\$ 35,000.00
22	OP	Criminal Justice Institute	\$ 180,000.00	\$ 128,858.77
23	OP	Peters and Associates	\$ 45,000.00	\$ 45,000.00
24	K9	Arkansas State Police - TRACS	\$ 1,027,891.99	\$ 600,933.50
25	SA	U of A – Fayetteville	\$ 42,300.00	\$ 38,434.42
26	RH	Arkansas Operation Lifesavers, Inc.	\$ 7,000.00	\$ 4,402.14
27	K8/OP	Faulkner County Sheriffs Office	\$ 51,500.00	\$ 35,126.98
28	K8	AR Dept. of Health Human Ser - OAT	\$ 32,000.00	\$ 9,425.78
29	K8/OP	Benton Police Department	\$ 44,000.00	\$ 43,619.72
30	K8/OP	Bryant Police Department	\$ 20,000.00	\$ 11,731.60
31	K8/OP	Conway Police Department	\$ 45,000.00	\$ 27,240.04
32	K8/OP	Drew County Sheriff's Office	\$ 8,000.00	\$ 2,696.98
33	K8/OP	Fayetteville Police Department	\$ 95,700.00	\$ 94,023.74
34	K8/OP	Fort Smith Police Department	\$ 110,000.00	\$ 88,147.33
35	K8/OP	Hot Springs Police Department	\$ 51,000.00	\$ 41,619.10
36	K8/OP	Lonoke County Sheriff's Office	\$ 20,000.00	\$ 17,690.08
37	K8/OP	Mountain Home Police Department	\$ 15,000.00	\$ 14,892.53
38	K8/OP	Pulaski County Sheriff's Office	\$ 50,000.00	\$ 40,724.07
39	K8/OP	Saline County Sheriff's Department	\$ 60,000.00	\$ 53,755.33
40	K8/OP	Texarkana Police Department	\$ 77,600.00	\$ 75,747.32
41	K8/OP	Washington County Sheriffs Office	\$ 15,000.00	\$ 11,225.38
42	K8/OP	West Memphis Police Department	\$ 46,000.00	\$ 33,141.04
43	K8/OP	Camden Police Department	\$ 15,000.00	\$ 10,436.92
44	K8	Black River Technical College	\$ 342,300.00	\$ 314,394.14
45	K8/OP	Univ. of Central AR Police Department	\$ 17,000.00	\$ 11,757.52
46	K8/OP	Dardanelle Police Department	\$ 15,000.00	\$ 11,034.90
47	K8/OP	Jackson County Sheriff's Office	\$ 6,000.00	\$ 258.86
48	OP	UAMS	\$ 190,000.00	\$ 176,681.75
49	K8/OP	Rogers Police Department	\$ 20,000.00	\$ 19,340.45
50	154HE	AHTD – 154HE	\$ 23,500,000.00	\$ 8,269,399.06
51	OP/K8	Arkansas State Police - Enforcement	\$ 856,225.00	\$ 826,312.63
52	OP/K6/K8/PM/K4PM/ K4OP/K8PM/K4AL	Cranford,Johnson,Robinson & Woods	\$ 2,078,230.15	\$ 1,554,878.64
53	K9	SourceCorp	\$ 50,000.00	\$ 37,094.40
54	K9	AR Department of Health - EMS	\$ 21,300.00	\$ 16,200.00
55	RS	AHTD – Professional Development	\$ 2,400.00	\$ 2,378.91
56	K9/163	IDP-International Data Processing	\$ 90,000.00	\$ 80,390.50

**TOTAL**

\$ 30,406,497.14

\$ 13,730,572.69

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# Section 163 Funds

Fiscal Year 2009

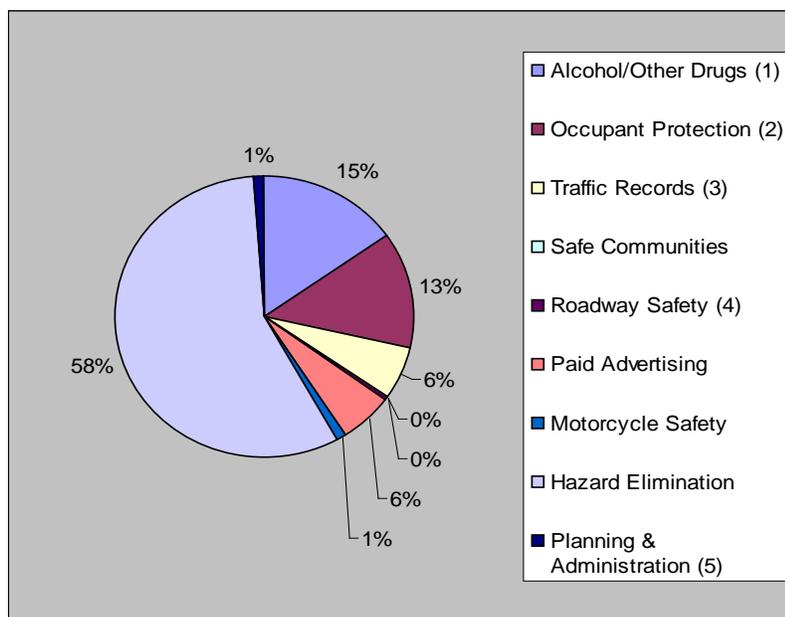
Arkansas

<b>NHTSA</b>	<b>Amount</b>			
Program Areas	Planned	Obligated	Expended	To Local
<b>Traffic Records*</b>	50,000.00	40,033.19	40,033.19	
<b>Totals</b>	\$50,000.00	\$40,033.19	\$40,033.19	

\*Funds used as Section 411

## CAL YEAR 2009 HIGHWAY SAFETY PLAN FEDERAL EXPENDITURES

<b>Alcohol/Other Drugs (1)</b>	\$ 2,217,239.21
<b>Occupant Protection (2)</b>	\$ 1,920,277.55
<b>Traffic Records (3)</b>	\$ 888,960.59
<b>Safe Communities</b>	\$ 38,434.42
<b>Roadway Safety (4)</b>	\$ 6,781.05
<b>Paid Advertising (5)</b>	\$ 881,669.75
<b>Motorcycle Safety (6)</b>	\$ 139,788.26
<b>Hazard Elimination</b>	\$ 8,269,399.06
<b>Planning &amp; Administration (7)</b>	\$ 168,668.83
<b>Total</b>	\$ 14,531,218.72



- (1) Alcohol/Other Drugs Program includes Sections 402 and 410 expenditures.
- (2) Occupant Protection Program includes Sections 402 and 406 expenditures.
- (3) Traffic Records Program includes Sections 402, 406, 408 and 163 expenditures.
- (4) Roadway Safety Program includes Rail-Highway Safety expenditures.
- (5) Paid Advertising includes sections 402 and 406 expenditures.
- (6) Motorcycle Safety Program includes sections 402 and 2010 expenditures.
- (7) Planning and Administration includes section 402 expenditures only.

## **LEGISLATIVE PRIORITIES/INITIATIVES**

### Arkansas 87<sup>th</sup> General Assembly

#### **LEGISLATIVE PRIORITIES**

The 87<sup>th</sup> General Assembly of the State of Arkansas, Legislative Session began on January 12, 2009 and adjourned on May 1, 2009. During this session a number of important bills were passed that will impact highway safety issues in Arkansas. Noteworthy among these are the primary seat belt law, ignition interlock laws, laws which restrict the use of cell phones, and laws regarding the licensing of youthful drivers. The next regular session is scheduled to begin in January of 2011. A legislative session in February 2010 will be held to discuss fiscal issues only. Relevant legislative activity that took place during the 87<sup>th</sup> General Assembly was as follows:

#### **BILLS THAT WERE SIGNED IN TO LAW/ACTS:**

##### ACT MAKING THE MANDATORY SEAT BELT LAW A PRIMARY LAW

Act 308 ( SB78) —To improve the safety of motorists on highways and roads in the state of Arkansas by making the mandatory seat Belt Law a primary Law for enforcement purposes.

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act308.pdf>

##### ACTS CONCERNING THE USE OF CELL PHONES WHILE DRIVING

*Act 181 (HB1013) – “Pauls Law” prohibiting the use of hand held cell phones for typing, texting, e-mail or accessing the internet while driving*

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act181.pdf>

Act 197 (HB 1119) –To improve the safety of the roads and Highways by limiting wireless telephone use by young drivers.

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act197.pdf>

Act 247 (SB 28) –To prohibit wireless telephone use by drivers under eighteen years of age; and to prohibit drivers who are at least eighteen but under twenty-one years of age from using handheld wireless telephones. To allow drivers who are at least eighteen but under twenty one years of age to use hands-free wireless telephones or devices

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act247.pdf>

##### ACTS CONCERNING THE LICENSING OF YOUTHFUL DRIVERS

Act 394 (SB 309)--To improve the safety of roads and highways in the state by addressing issues related to the licensing of youthful drivers.

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act394.pdf>

Act 807 (SB 826) To place reasonable restrictions on youthful drivers granted a hardship license.

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act807.pdf>

ACTS REGARDING THE USE OF DWI IGNITION INTERLOCK DEVICES

Act 922 (SB 1799) Regarding DWI ignition interlock devices.

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act922.pdf>

Act 1293 (HB 1640) Regarding the issuance ignition interlock restricted license.

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act1293.pdf>

ACT TO AMEND STATUTE REQUIRING A CHEMICAL TEST OF DRIVERS BLOOD, BREATH OR URINE WHEN INVOLVED IN AN ACCIDENT WHERE DEATH HAS OCCURRED OR IS LIKELY TO OCCUR.

Act 423 (SB 217) An act to require a chemical test of the blood, breath, or urine of the driver involved in an accident in which death has occurred or is likely to occur.

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act423.pdf>

ACT TO CREATE THE SCHOOL BUS SAFETY EQUIPMENT GRANT PILOT PROGRAM

Act 1207 (SB 500) An Act to assist school districts in equipping school buses with electronic devices and notices designed to improve the safety of children on school buses.

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act1207.pdf>

ACT TO CREATE REESTABLISH A TASK FORCE ON RACIAL PROFILING

Act 1458 (SB 299) An act to reestablish a task force on racial profiling.

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act1458.pdf>

Act 1136 (SB 694) An act for the office of attorney general – expenses of the task force on racial profiling and to implement a hot line for reporting and data collection.

<http://www.arkleg.state.ar.us/assembly/2009/R/Acts/Act1136.pdf>

**BILLS THAT WERE INTRODUCED BUT WERE NOT SIGNED IN TO LAW:**

**House Bill 1481**, to require motorcycle passengers and operators to wear protective headgear.

<http://www.arkleg.state.ar.us/assembly/2009/R/Bills/HB1481.pdf>

**House Bill 1256**, concerning racing motor vehicles on public highways and observing a race as a spectator.

<http://www.arkleg.state.ar.us/assembly/2009/R/Bills/HB1256.pdf>

**Senate Bill 106**, to improve motorcycle safety by requiring training and testing materials prepared by the motorcycle safety foundation.

<http://www.arkleg.state.ar.us/assembly/2009/R/Bills/SB106.pdf>

**Senate Bill 29**, to require all persons who operate or ride on a motorcycle to wear protective headgear or to carry adequate coverage under a health insurance plan.

<http://www.arkleg.state.ar.us/assembly/2009/R/Bills/SB29.pdf>

## **LOOKING TOWARD THE FUTURE**

In an effort to address the areas of concern by the Highway Safety Office, several innovative methods or approaches are being considered for implementation, including the following:

- Conducting a total of seven statewide mobilizations, five "Drunk Driving. Over the Limit, Under Arrest" and two "Click It or Ticket", with increased support and participation from State, Municipal and County law enforcement agencies.
- Revising alcohol-related data goal to fatality rate per jurisdiction.
- Increasing opportunities and encouraging agencies to participate in sobriety and seatbelt checkpoints by expanding the law enforcement incentive program through the Criminal Justice Institute.
- Soliciting and encouraging new partners to become Certified Child Passenger Safety Technicians
- Full Implementation of three pilot DWI courts.
- Partnership/collaboration with Administrative Office of the Courts (AOC) for oversight and development of DWI Court initiative.
- Full implementation of the of the BAT Mobile Sobriety Checkpoint Training Project.